

F.A.Q ON HOW TO PUBLISH RELEVANT CONTENT ON SEO WEB PAGES

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ABSTRACT

There has to be no differentiation between how a programmer or a non-programmer writes content over the Internet. This article presents the most important F.A.Q. that someone who publishes content over Internet must understand. The answers for the F.A.Q must be acknowledged and followed as actual rules in order to write relevant content by best describing a subject that worth's writing about on WWW.

KEYWORDS: *Relevant Content, SEO, HTML, shared vocabularies, Social Media*

Introduction

Writing relevant content over the Internet has been for years now one of the best research subjects presented by programmers and non-programmers. The idea of this research has its springs from the targeted core itself. So if someone write relevant content over the Internet they will have in return many visitors for what they have written about. From this only idea emerges many researches about this subject and many content writers present this subject from the same idea that is having many visitors reading about the subject. In this way we understand that the subject itself not only that teaches other how to achieve writing relevant content but also the subject itself is targeted as relevant for what it presents.

1. Researches about being relevant over WWW

One of the latest researches brought me to a community website that presents rules about writing content as being compliant and in trend with Search Engine Optimizations done with a straight purpose of being displayed in the first lines of the Search Engine Results Pages. This [1] community presented the rules for SEO in an original way as a Periodic Table Structure of Elements. The elements presented here being not the chemical ones but the rules that structure our thinking to write relevant content over Internet. This article is based on this structure but will be filled with examples from my experience gained through the years of researches about SEO.

As you'll further see from this presentation, the SEO rules are presented by trying to comply with the WEB 3.0 identity. It means that the SEO rules will be targeted as ON Page SEO but also as OFF Page SEO. In figure 1 is a visual representation of the different scale about the work that has to be done for achieving SEO through On Page and Off Page SEO. The On Page and Off Page SEO are two different set of rules that can only

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work together to achieve the same target that is getting more views on the articles we post over WWW. Achieving more views literally means having the idea published over Internet more visibility. By this means everyone who writes anything and publishes online should learn from this rules.



Figure 1 – Metaphoric presentation of the scale of SEO types importance

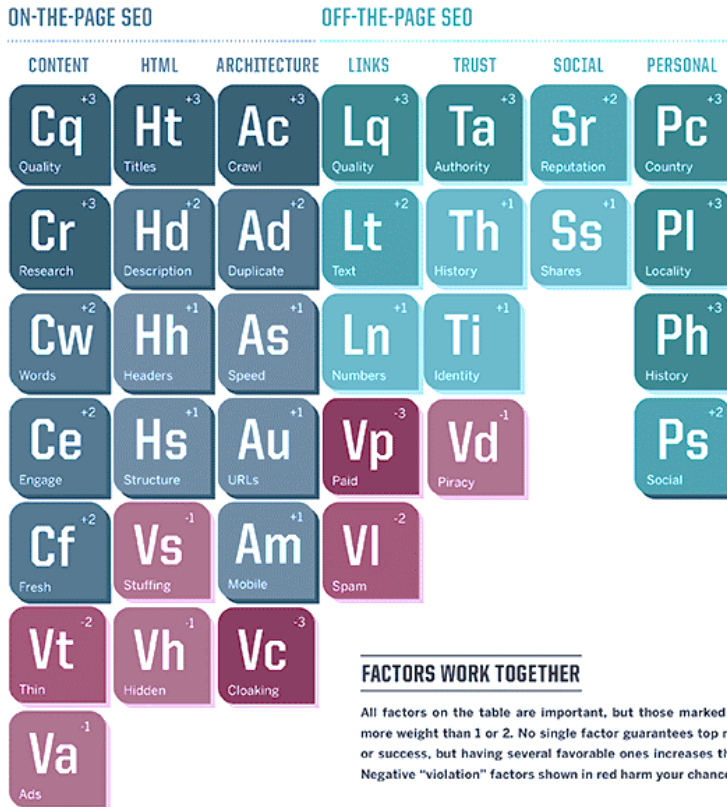
In other words this rules are somehow transdisciplinary taken from other uses and implemented now as something that is indispensable for Internet content writers. From this point of view not only the way the content is written but also how, where and when the content is shared generates the valuable importance of these rules.

In figure 2 is presented the periodic table of SEO elements that generates Internet success measured through Web Indicators such as visitor number, bounce rate, time spent on site, etc. To analyze the web indicators we need tools that can generate significant reports that can influence in a productive way our decisions. One of the most used tool on which we can base our decision is Google's Analytics. This tool offers an image of the results generated by the changes we implemented in the content we wrote or shared. The changes can be at structure level and source code or just at the way the phrases were built.

In Figure 2 we can identify squares that build a periodic table of elements divided in two categories with two subcategories which make the rules to be seen in something similar as four dimensional focus targets. The two main categories are represented by On Page and Off Page SEO. The two subcategories are identified in both main categories and are visually separated by colors and numbers that can go from positive to negative status. The set of numbers are defined in closed interval of $[-3, \dots, +3]$. Where -3 is the worst thing we could do and $+3$ is the best thing we could implement.

THE PERIODIC TABLE OF SEO SUCCESS FACTORS

Search engine optimization — SEO — seems like alchemy to the uninitiated. But there's a science to it. Below are some important "ranking factors" and best practices that can lead to success with both search engines and searchers.



Written By: **Search Engine Land**

Learn More: <http://seind.com/seotable>

Design By: **COLUMN FIVE**

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Figure 2 – Main SEO rules in one Periodic Table of Internet decision elements [1]

Is important to define not only the good things we could implement but also the bad things so that we know to decide between what worth's implemented and what not to. The part with bad implementations usually include things that will get our content not just overseen by search engines but even strongly penalized in SERP rankings.

The rest of the article will present the SEO from the two categories of implementations which stand for On Page SEO and Off Page SEO. The two categories will be presented starting from questions that we must ask ourselves when analyzing a section of SEO. I like to call this as Frequently Asked Questions that we must analyze for writing and sharing relevant content over Internet. Each of the two categories have sections which are attached to the structural design it defines.

2. On Site Page SEO

The On Page optimization factors for obtaining online success are visually presented in figure 3. The sections presented in the On Site SEO are focused on content, html source coding and architecture. Each of the sections contain elements described as factors and defined on the best to implement and bad to implement scale.



Figure 3 – On Site SEO Optimizations

2.1 Content

The **content** section contains seven elements that need attention to be further detailed. Figure 4 presents frequently asked key questions which contain in each answer the actual advice for how to best implement the seo factors.

CONTENT		
Cq	QUALITY	Are pages well written & have substantial quality content?
Cr	RESEARCH	Have you researched the keywords people may use to find your content?
Cw	WORDS	Do pages use words & phrases you hope they'll be found for?
Ce	ENGAGE	Do visitors spend time reading or "bounce" away quickly?
Cf	FRESH	Are pages fresh & about "hot" topics?
Vt	THIN	Is content "thin" or "shallow" & lacking substance?
Va	ADS	Is your content ad-heavy, especially "above the fold?"

Figure 4 – F. A. key Q. for Content section of On Site SEO Factors

Quality SEO factor stands for how the phrases are written. The quality for the body of the text can be mathematically analyzed through text and syntactic indicators such as how many different words are used, how many syllables, how long is the text through number of characters. One indicator that is used nowadays is the Flesch–Kincaid readability test that shows the level of education that a person must have so that it can understand the text. This level shows us if we best focused the way we wrote the text depending on the targeted audience.

Research stands on one hand for how detailed has our text been documented and on the other hand for how the keywords research has been done. Google offers through its AdWords account a very important tool which is called [2] The KeywordPlanner. This tool shows us the number of searches each keyword has through the google search engine. We can filter the results by language, country and detailed location so that the written text can be targeted at a detailed level but also to know how big the targeted audience really is. In this way we can even change our mind and focus on different keywords if it proves through this tool that by using it we won't get to the targeted visitors.

Words is in close relation with the research factor but has a more semantic meaning. Actually is a combination of tactics based on research and quality factors.

Engage can actually be measured through the bounce rate indicator. Another powerful tool offered by Google is called [3] Analytics which offers many types of reports based on the information gathered from our website during each visitors website access. One of this reports present the bounce rate (figure 5) which shows the percentage of visitors that stayed a very short time visiting the website and closed it or visitors that only accessed one page and then went of the page.

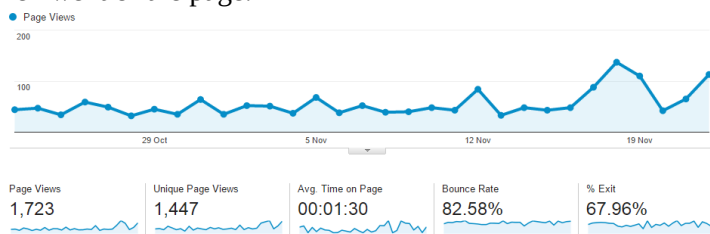


Figure 5 – Example of bounce rate graphic report

Fresh stands for presenting new and original things or old things in an refreshed original way with new researched findings, uses or more detailed arguments like this present article.

Entering the red zone of factors that will get the web page ignored on SERPS we define the **thin** and the **ads** factors.

Thin means that on one hand the body zone of the text is short and on the other hand that by reading the actual text you'll realize that the title has little to do with the text.

Ads here stand for inhumanly big number of ads used so that the content itself which should be the focus of the page is actually not visible anymore and impossible to find.

2.2 HTML

The HTML section is targeted more on how the source code of the page is structured. There are coding rules that have to be followed and the way they are implemented otherwise search engines will not understand the real value of the content and will ignore the page. In figure 6 the key questions are identified for each factor. The analyze which follows explain the meanings based on a few examples for better understanding.

HTML		
Ht	TITLES	Do HTML title tags contain keywords relevant to page topics?
Hd	DESCRIPTION	Do meta description tags describe what pages are about?
Hh	HEADERS	Do headlines & subheads use header tags with relevant keywords?
Hs	STRUCTURE	Do pages use structured data to enhance listings?
Vs	STUFFING	Do you excessively use words you want pages to be found for?
Vh	HIDDEN	Do colors or design "hide" words you want pages to be found for?

Figure 6 – HTML section factors for On Site SEO

Titles stand here not only for inserting the <title> </title> tag in the header section of the html page but for the density of keywords inserted in it.

Description stands for what exactly is written in the <meta type="description" ... /> tag in the header section. The description tag should contain a small paragraph which best describes the entire content of the presented page.

Headers stand here for html body tags la <h1> </h1> , <h2> </h2> and so on. The use of them is very important because through the use of headers we can indicate the real hierarchy of valuable information that we present in the web page. For example we should insert the most important phrase, like the title, between <h1> and </h1> headers and the second important phrase between <h2> and </h2> headers.

Structure stand here especially for using technology targeted for Web 3.0 standards. The structure implies here the use of semantic web state of the art implementations that will bring the content to a higher level of understanding for Search Engines. The use of [4] Schema.org and [5] The Open Graph protocol is a must in structuring web pages. By inserting Schema.org structure in the website we not only achieve a level through search engine actually understand the content we are presenting but it also adds the feature of Rich Snippets in SERPS. Figure 7 visually presents how a rich snippet is displayed in Google SERP. The rich snippet adds features like number of stars based on high ranking reviews, a small representative picture and custom elements based on the type of element it describes. The Open Graph Protocol is a structure group of coding rules through which we can customize the way our contents page are presented in social media websites like Facebook or Google +.



Figure 7 – Rich Snippet example in Google SERP

The red zone of not to implement factors for HTML coding section is described through **stuffing** and **hidden**.

Stuffing stand here for using a much larger number of keywords then normally and usually someone will use. The SEO professionals say that a normal use of keywords should not exceed a keyword 2.5% density!

Hidden stand for keywords hidden in colors that are the same like the background. Some use this technique to have more density of the keywords but this will get the website creator for sure penalized.

2.3 Architecture

The Architecture section describe through the key SEO questions the overall structuring of source files.

ARCHITECTURE		
Ac	CRAWL	Can search engines easily "crawl" pages on site?
Ad	DUPLICATE	Does site manage duplicate content issues well?
As	SPEED	Does site load quickly?
Au	URLS	Are URLs short & contain meaningful keywords to page topics?
Am	MOBILE	Does your site work well for mobile visitors, on smartphones and tablets?
Vc	CLOAKING	Do you show search engines different pages than humans?

Figure 8 – Architecture section factors for On Site SEO

Crawl stand for the measures taken so that search engine can index the content of the website. The implementations here are numerous. There are *sitemaps* written in XML coding standard that present the entire URL/LINK structure of the website that should be generated and uploaded directly into Search Engines sitemap forms. There are coding implementations that can block or drive search engines to the content like html tags but also files like robots.txt.

Duplicate stands for dealing the right way with duplicate contents. This doesn't stand for text that is tagged as plagiarism by spamming and copy / pasting text from other sources and pretend as ours. Here the meaning has a more technical connotation and stand for dealing with contents that can be accessed from different locations for example accessing a page directly or as part of a subcategory of pages that can add in the URL the name of the category. In this way the content can be physically accessed from two different URL

which can generate in a Search Engine algorithm that is as a duplicate content. This kind of duplicate content can be structured using canonical property like in figure 9.

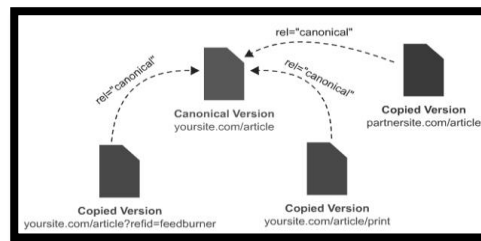


Figure 9 – Duplicate content structured through canonical rel

Speed is very important because nowadays we can find many websites dealing with the same kind of subject and somehow the search engine must differentiate between them. One metric is the speed that it takes a page to load and it comes to differences of milliseconds. One other thing about speed is actually how fast the page is loading. If it takes longer than your competition, for achieving the higher user experience, the search engine will slightly penalize the website. The speed is a metric which can also be measured through Google Analytics.

URL's stand for how user friendly the link is generated. The actual URL must contain not only words but words that stand as keywords and ignore the common ones.

Mobile stand for the flexibility of the web theme design. The theme used as design must be Responsive so that it automatically changes to best fit the device is displayed on. Or the website has just to have special designed webpages that can be easily be viewed also on mobile devices. So you can have responsive web designs or special designed separate webpages for mobile devices.

Cloaking stand for real spamming and is in the red zone of implementations. Cloaking means to custom design separate webpages that present different things to search engines when they access the website and something completely different to the visitors to promote content that otherwise search engines would ban your website. This kind of technique can get the website penalized and permanently blocked from SERP's.

3. Off Site Page SEO

The Off Page optimization factors for obtaining online success are visually presented in figure 10. The sections presented in the Off Site SEO are focused on scheduled and planned actions that should be taken from the visitor position point of view.

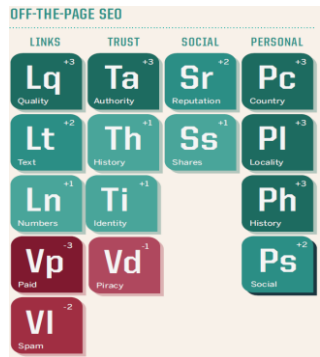


Figure 10 – Off Site Page SEO Structured Optimizations

This part is divided in four sections of influence that should be taken care of on the Off Site SEO and called generically as Links, Trust, Social and Personal. Each of the sections have the same definition scale between what is good to be implemented and what is not advised. The ends of the scale are defined as -3 for what is the worst things we could implement and +3 is the best actions we must implement. Each element from the four sections will be described starting from the key questions that we should ask ourselves before taking an action.

3.1 Links

The links frequently asked key questions are presented in figure 11. The links section basically explains the way we should analyze the references for our website from outside of our web domain name.

LINKS		
Lq	QUALITY	Are links from trusted, quality or respected web sites?
Lt	TEXT	Do links pointing at pages use words you hope they'll be found for?
Ln	NUMBER	Do many links point at your web pages?
Vp	PAID	Have you purchased links in hopes of better rankings?
Vi	SPAM	Have you created many links by spamming blogs, forums or other places?

Figure 11 – Links key questions

Quality stands for the reputation of the domain names that have hyper references pointed to your website. The reputation of outside links comes from metrics like Page Rankings, number of links and the kind of content you are promoting that is described as productive and useful for visitors online experience.

Text stands for the way the hyper references are pointing to your website. When a website inserts a simple link that is pointing to your website it means that the importance of that is at maximum a half job. Pointing in the right way should be done by inserting the

link in a context that best describes the kind of subject the content behind the link is about. Links inserted in sections like “Partners” won’t do the complete job for us. So remember, if someone wants to add a link to your website ask him to insert it in the middle of a text that treats the same subject as in the content behind your link. Another targeted and important thing that must be done is that the pointed link should in most of the cases be a certain subpage from the web domain and not the general root domain name. In this case you’ll be more on the subject and that is something that search engines like the most.

Number stands in this case for the volume of the links set that points to your webpage. We only have to remember that this links should also be of great value and goes together with the quality factor.

Paid, opens the section of the red zone described by what not to do and must be careful about so that you’ll not get penalized by search engines. A lot of companies are selling services that will automatically generate thousands of outside links that will point to your domain. For this kind of companies the search engines have a declared war against. Because it’s not something naturally created and it’s a forced way to create reputation the search engine will penalize the web domains that implement such services when they are caught in action. There are many metrics taken into consideration when a search engine determines that you fake your reputation or not such as the historical facts of your visitor volume, trends through the history of your actions and the reputation of the set of links that point to your website.

Spam stands for actions taken on other blogs, forums or plain websites to insert comments and content that have nothing to do with the host website’s subject and just add links to your website. Links that point to your website that are not in the context can be easily marked as plain spamming. Spamming actions to insert unwanted links in other websites can mark you as spammer and finally the search engines will also penalize you.

3.2 Trust

In figure 12 the key questions describe another important fact about the domain reputation. Factors like authority, history, identity and piracy are transformed into web reputation metrics so that through smart algorithms the search engines will determine if your web domain can be trusted for the content it promotes so that the users experience will not be turned into visitors retention. Visitors retention doesn’t mean that only the website that promotes a wrong content has failed in satisfying the visitors need for information but also the search engine itself because it pointed to the wrong content writers.

TRUST		
Ta	AUTHORITY	Do links, shares & other factors make site a trusted authority?
Th	HISTORY	Has site or its domain been around a long time, operating in same way?
Ti	IDENTITY	Does site use means to verify its identity & that of authors?
Vd	PIRACY	Has site been flagged for hosting pirated content?

Figure 12 – Trust key questions

Authority stands for the most important thing that generates in an automatically way the reputation needed for the domain name. The authority can be achieved by writing many optimized articles on the same subject and also many other outside quality links will reference your articles. Treating the same subject in detail and in a large set of different quality subpages can mark you as an authority for that subject.

History stands for the age not only of the domain but the domain plus the content it presents. As the question itself states, the website must operate for a long period of time but in the same way. If a website domain acted in some way and then changes completely the owner, the design and the content then it's all for nothing. It is also important that the URL's from the website remain the same and present the subject in the same way. Through this implementation the content will be marked as reliable for the visitor.

Identity consists mostly of two operations. One is related to the social media accounts of the author of the content or the page of the website itself and its content identifications. The other operation for identification consists of assigning a certificate to the domain name by using https protocol. Through this secure protocol not only that you are adding a certain security level for the users that visit the website but it also certifies who the actual owner of the website is.

Piracy is the red zone factor that penalizes the web domain name. If the website has been hacked then probably you are also hosting some virus that will steal user information or actually infect them. If this has happened and the search engine identified this, then the website will be marked as hacked and it would not be displayed in SERP's anymore.

3.3 Social

The social section is a very web 3.0 factor that will increase or decrease the reputation of the website. Through the social media the URL's from the website can get likes or dislikes and sharing's of the content. The social media activities should be encouraged but also done with not spamming activities in mind because spamming can get the account penalized and the search engines will also have access to the account state of actions through the social media developer apps.

SOCIAL		
Sr	REPUTATION	Do those respected on social networks share your content?
Ss	SHARES	Do many share your content on social networks?

Figure 13 – Social key questions

Reputation stands for the kind of social media accounts that share the promoted content. If the account that share your content have a large number of followers and friends and this accounts also have themselves postings that are shared from a second level of accounts then your content automatically will be marked as good, trusted and reliable content.

Shares go together with the reputation but focuses only on the amount of the shares received for the promoted content. In this discussion enters also the frequency of the activity on social media account and hourly distribution. A consequent activity will get much more credibility, credit and finally reputation for doing something good or bad. There are online analytics algorithms like [6] for determining the volume of the online shares set.

3.4 Personal

This section has no wrong doings and only constructive described activities. The personal section key questions, presented in figure 14, stand for targeting the web content more specific for a physical zone identifiable on a map such as google maps. For this section it's very important to run the keyword planner tool from Google AdWords account for targeting the words used in the text for a specified geo zone.

PERSONAL		
Pc	COUNTRY	What country is someone located in?
Pl	LOCALITY	What city or local area is someone located in?
Ph	HISTORY	Has someone regularly visited your site or socially favored it?
Ps	SOCIAL	Have your friends socially favored the site?

Figure 14 – Personal factor SEO key questions

Country stands for targeting the keywords for a zone large as a country and by specifying the country name itself. From another point of view we can analyze this as the country from which the person who writes the content is from which can be identified also from his own social media account to which the website is connected.

Locality stands for what the country also stands for but more specific to the exact location. In this way the displaying of content in SERP'S can be filtered only to visitors from a certain location. This is useful also through the use of targeted AdWords ads.

History stands in this context for the regularity of accessing your personal information by other visitors and the history you have on social networks as a writer and author of the postings you signed upon.

Social stands for the reputation your account has on social media. And the context here is related to the personal reputation as writer of content that is posted on a website and not only on social media networks.

4. Conclusion

This article emphasizes the SEO actions viewed from a different angle by forming targeted questions that drives not only the programmer but also the content writer to write and promote reliable and relevant content for the web. SEO has crossed the boundaries of on page actions to the use also for social media network websites. So now the programmer and content writer must be creative and act to create a good reputation in any place they may act.

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