



# Practical Exercises

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Professional Diploma in Digital Marketing

SEO

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# Search Marketing - SEO

## Practical Exercises

A series of practical exercises is provided below:

<i>Module</i>	<b><i>Search Marketing (SEO)</i></b>
<i>Learning Item</i>	<i>Organic and paid search results display – positioning of ads and knowledge graph carousal and panel</i>
<i>Exercise 1</i>	<p>Complete a search in Google for a hotel in Dublin city center and identify how many ads are positioned on the page in total.</p> <p>Note their positioning – top and/or right hand side.</p> <p>Now complete a search for Museums in New York.</p> <ol style="list-style-type: none"><li>1. Does a carousal appear at the top?</li><li>2. Click on one of the listings, does a knowledge graph panel appear on the right hand side?</li><li>3. Note where is the information is feeding from e.g. Wikipedia, Google My Business Listing (local listing) etc.</li></ol>

<i>Module</i>	<b><i>Search Marketing (SEO)</i></b>
<i>Learning Item</i>	<i>Identifying a website's listing title and description</i>
<i>Exercise 2</i>	<p>Choose a website. It could be you own website, your employer's website or a website you visit regularly. Type the business name into Google search e.g. Digital Marketing Institute (not the website address).</p> <p>Note down the listing title, description and URL (you will require this for a later exercise).</p> <p>Do not close the search – you will require it for the next exercise also.</p>


<i>Module</i>	<b><i>Search Marketing (SEO)</i></b>
<i>Learning Item</i>	<i>Identifying a website's site links</i>
<i>Exercise 3</i>	<p>Using the same search results, identify the website site links.</p> <p>Are there any present? Do they appear to be relevant?</p> <p>Do not close the search – you will require it for the next exercise also.</p>

<i>Module</i>	<b><i>Search Marketing (SEO)</i></b>
<i>Learning Item</i>	<i>Identifying a Google My Business (local listing)</i>
<i>Exercise 4</i>	<p>Using the same search results, is there a Google My Business listing visible?</p> <p>Identify the main elements of the Google my Business Listing:</p> <ol style="list-style-type: none"><li>1. Map</li><li>2. Reviews</li><li>3. Link to Google+ page</li><li>4. Address details</li><li>5. Phone number</li></ol>

<i>Module</i>	<b><i>Search Marketing (SEO)</i></b>
<i>Learning Item</i>	<i>Using Google autocomplet / suggest to identify target keywords and long search strings</i>
<i>Exercise 5</i>	<p>Go to google search and start typing "hotel in Dublin city" (do not hit search or enter).</p> <p>In the suggestions that appear:            How many suggestions appear?            How many are longer than 5 words?</p>

<i>Module</i>	<b><i>Search Marketing (SEO)</i></b>
<i>Learning Item</i>	<i>Completing keyword research using Google AdWords Keyword Planner</i>
Exercise 6	<p>You are a smartphone retail outlet in the UK and you want to research target search terms for your iPhone 6 accessories page. Your store sells to the UK market.</p> <p>Set up an account in Google AdWords (if you do not already have one). Log in if you have an account.</p> <p>To avoid having to put in billing details click the “Skip the guided setup” link at the first set up page. On the “Hello to Google AdWords” page confirm the details requested. This will help you avoid setting up a full AdWords campaign to get access to the free keyword planner tool for this exercise.</p> <ul style="list-style-type: none"> <li>• Under Tools, click Keyword Planner and click on Search for New Keywords and AdGroups Ideas.</li> <li>• Type in 5 keywords/ phrases e.g. “iPhone 6 accessories” etc.</li> <li>• Choose your target country and click “Get ideas”.</li> <li>• Visit the Keyword Ideas Tab.</li> <li>• Note how many average monthly searches are completed for your chosen keywords/ search terms.</li> </ul> <p>Do not close down the keyword planner as you will need it for the next exercise.</p>



<i>Module</i>	<b><i>Search Marketing (SEO)</i></b>
<i>Learning Item</i>	<i>Identifying monthly trends for keywords</i>
<i>Exercise 7</i>	<p>Using the same data range as above, click on the graph icon  and note the months that your keywords peak and trough.</p> <p>This data will enable you to make key decisions about when to create and publish content that targets specific keywords/ search phrases.</p>

<i>Module</i>	<b>Search Marketing (SEO)</b>
<i>Learning Item</i>	<i>Using Ubersuggest keyword suggestion tool</i>
<i>Exercise 8</i>	<p>Go to <a href="http://ubersuggest.org/">http://ubersuggest.org/</a> Using the same business from the last two exercises, type in the search term "iPhone 6 accessories"</p> <p>Jump to the keyword + t</p> <p>Review the list that is returned. Note the three most relevant keywords/ search terms that are returned that would be most relevant to the iPhone 6 accessories shop that is mentioned in the previous exercises.</p>

<i>Module</i>	<b><i>Search Marketing (SEO)</i></b>
<i>Learning Item</i>	<i>Analyzing site structure</i>
<i>Exercise 9</i>	<p>Using the same business used in exercise 3, 4 &amp; 5, choose a product/ service page. Identify a keyword for the page using tools used in earlier exercises.</p> <p>Go to the same website and access the source code of the chosen page (right click on the page text and View Source Code or access via your browser tool bar). If you have a Content Management system you will be able to analyze elements of the below in the page editor.</p> <p>Complete a search in the source code (edit F)</p> <ol style="list-style-type: none"> <li>1. Does the web page include a h1?</li> <li>2. Is the h1 the main page headline?</li> <li>3. Does the h1 include a core message for the user?</li> <li>4. Is there any sign that it is optimized for search – are there any keywords included in it?</li> <li>5. Is the site using additional headings h2 – h6? Is it creating correct page and content structure?</li> </ol> <p>Do not close the source code down as you will need this for the next few exercises.</p>

<i>Module</i>	<b><i>Search Marketing (SEO)</i></b>
<i>Learning Item</i>	<i>Identifying image alt tags</i>
<i>Exercise 10</i>	<p>Using the same page as in the earlier exercise, search for alt in the source code (or go to image edit on CMS). Locate the image.</p> <p>The source code will look something like this <code>&lt;img alt="Corporate Training video" src="/wp-content/uploads/corporate-training-digital-marketing-institute.jpg" /&gt;</code></p> <ol style="list-style-type: none"><li>1. Is there alt text visible on all images?</li><li>2. Does it include the target keyword for the page?</li></ol>

<i>Module</i>	<b><i>Search Marketing (SEO)</i></b>
<i>Exercise Style</i>	<i>Identifying the page meta data</i>
<i>Exercise 11</i>	<p>Using the same page, now search for title. This should be placed near the top of the page (&lt;title&gt; title text &lt;/title&gt;). This is the meta title for the page.</p> <p>If you have access to your website CMS you may have access to view the meta data.</p> <ol style="list-style-type: none"> <li>1. Does the title match what you noted in exercise 3?</li> <li>2. Is the target keyword included in the title?</li> <li>3. Is it under 70 characters?</li> </ol> <p>(Sometimes search engines may use the business name or the h1 instead of the meta title written for the page – normally if there is a well-written title it will be used).</p>

<i>Module</i>	<b><i>Search Marketing (SEO)</i></b>
<i>Learning Item</i>	<i>Identifying the page meta description</i>
<i>Exercise 12</i>	<p>Using the same page, now search for description. This should be placed near the top of the page (&lt;meta name="description" content=" description text "/&gt;). This is the meta description for the page.</p> <p>If you have access to your website CMS you may have access to view the meta data.</p> <ol style="list-style-type: none"> <li>1. Is there a description visible?</li> <li>2. Does the description match what you noted in exercise 3?</li> <li>3. Is the target keyword included?</li> <li>4. Is it under 156 characters?</li> </ol> <p>(Sometimes search engines may use content from the page, especially if there is no meta description available).</p>

<i>Module</i>	<b>Search Marketing (SEO)</b>
<i>Learning Item</i>	<i>Is the page url search engine friendly?</i>
<i>Exercise 13</i>	<p>Visit the web page and locate the url in the address bar.</p> <ol style="list-style-type: none"> <li>1. Does it represent the page well e.g. <a href="http://digitalmarketinginstitute.com/courses/professional-diploma-in-digital-marketing">http://digitalmarketinginstitute.com/courses/professional-diploma-in-digital-marketing</a> (you can tell what this page is from the url)</li> <li>2. Does it exclude &amp;=?% symbols?</li> <li>3. Are the words separated using hyphens (dashes)</li> <li>4. Is the page target keyword included?</li> </ol>

<i>Module</i>	<b><i>Search Marketing (SEO)</i></b>
<i>Learning Item</i>	<i>Content marketing – create a piece of content / blog for your website and optimize it</i>
<i>Exercise 14</i>	<p>Create a piece of content/ a blog post for your website that will assist your customers during the research stage (brand awareness) and is optimized for search.</p> <p>This content can take any form e.g. text, infographic, video or audio but must have a text element that can be optimized.</p> <p>Research your keywords and optimize all key on-page elements.</p>



<i>Module</i>	<b><i>Search Marketing (SEO)</i></b>
<i>Learning Item</i>	<i>Identifying duplicate copy on other websites</i>
<i>Exercise 15</i>	Visit copyscape.com Enter in your website address Are any websites using the website's copy?  (Search engines do not favor duplicate content and it may cause issues with your website indexing and placement).

<i>Module</i>	<b>Search Marketing (SEO)</b>
<i>Learning Item</i>	<i>Testing a website for mobile compatibility</i>
<i>Exercise 16</i>	Visit <a href="https://www.google.com/webmasters/tools/mobile-friendly">https://www.google.com/webmasters/tools/mobile-friendly</a>  <ol style="list-style-type: none"><li>1. Enter in your website address</li><li>2. Click Analyze</li><li>3. Is the website mobile compatible?</li></ol>

<i>Module</i>	<b><i>Search Marketing (SEO)</i></b>
<i>Learning Item</i>	<i>Identifying website html sitemap</i>
<i>Exercise 17</i>	<p>Visit the website and scroll to the footer. Is there a sitemap page available? (it may be located elsewhere but is typically in the footer)</p> <p>Does it include links to all web pages?</p>

<i>Module</i>	<b><i>Search Marketing (SEO)</i></b>
<i>Learning Item</i>	<i>Testing a website speed</i>
<i>Exercise 18</i>	<p>Visit <a href="https://developers.google.com/speed/pagespeed/insights/">https://developers.google.com/speed/pagespeed/insights/</a></p> <ol style="list-style-type: none"><li>1. Enter in your website address</li><li>2. Click Analyze</li><li>3. What is the score for the mobile and desktop - does the site score 85+ out of 100?</li></ol> <p>(Speed is important for usability, accessibility and search engine performance).</p>

<i>Module</i>	<b>Search Marketing (SEO)</b>
<i>Learning Item</i>	<i>Analyzing inbound links from external sites</i>
<i>Exercise 19</i>	<ul style="list-style-type: none"><li>• Visit <a href="http://www.opensiteexplorer.org">www.opensiteexplorer.org</a></li><li>• Enter in your website and click search</li><li>• Note the domain authority and page authority</li></ul> <p>Do not close out of this screen as you will need it for the next exercise.</p> <p>(Domain authority explained : <a href="http://moz.com/learn/seo/domain-authority">http://moz.com/learn/seo/domain-authority</a>)</p>

<i>Module</i>	<b>Search Marketing (SEO)</b>
<i>Learning Item</i>	<i>Comparing links to your competitor</i>
<i>Exercise 20</i>	<ul style="list-style-type: none"> <li>• Now click “compare link metrics” (on left).</li> <li>• Enter in a competitor website and scroll to domain authority section.</li> <li>• Who scores the best domain and page authority?</li> <li>• Which site has the best quality links (MozRank and MozTrust)?</li> <li>• Which site has the most followed linking root domains?</li> </ul> <p>(Followed linking root domains explained <a href="http://moz.com/community/q/what-is-followed-linking-root-domains">http://moz.com/community/q/what-is-followed-linking-root-domains</a>).</p>