

Introduction to natural referencing (SEO)



The MAIN objective of a website is to convince its clientele



Components of natural referencing

Your responsibility



ONPAGE SEO

- Content
- Header Tag
- Meta Description
- Title Tag

OFFPAGE SEO

- Branding
- Link Building
- Social Media
- Trust Signal

SEO ELEMENTS



LOCAL SEO

- Google Maps
- Google My Business
- Local Keywords
- NAP Citations

TECHNICAL SEO

- Mobile optimization
- Schema Markup
- URL Structure
- Website Design

Google's mission is to list and rank all websites to propose the best possible results to Internet users.

1

Crawling

Google searches the web with automated programs called *crawlers*, looking for pages that are new or updated.

2

Indexing

Google visits the pages that it has learned about by crawling, and tries to analyze what each page is about.

3

Google analyzes the content

This information is stored in the *Google index*, a huge database that is stored on many computers.

4

Serving search results

When a user performs a Google search, Google tries to determine the highest quality results.



There are

81,000

Google **searches**
per second

What is natural referencing?

Search Engine Optimization (SEO), also known as natural referencing, includes all techniques intended to improve the positioning of a page, a site or a web application in the search results page.

Paid referencing refers to the **creation and optimization of advertising campaigns on search engines**. For Google, advertisers resort to a bidding system to run their ads through Google Adwords.

Natural

<https://travel.gc.ca/travel-covid> ▼

COVID-19: Travel, testing, quarantine and borders - Travel.gc.ca

Travelling to, from and within Canada, immigration, passports, transportation regulations and the movement of goods.

[Provincial and territorial...](#) · [Flying to Canada requirements](#) · [Driving to Canada](#)

Paid

Ad · caen-keepexploring.canada.travel/canada/travel ▼

Canada Interprovincial Travel - Travel Within Canada

Find Out Where (And How) To Safely Experience The Incredible Places And People Of Canada. Get Tips To Discover Canada's New Travel Landscape And Start Packing For Trips To Come. Cultural Experiences. Guide For Travelling. Best Places to Visit. What To Do.



80%

Ignore paid search results

Why natural referencing?

	Natural referencing	Paid referencing
Advantages	<ul style="list-style-type: none">• Regular traffic• Free• Long term• Better brand image	<ul style="list-style-type: none">• Instant and guaranteed traffic• Qualified traffic• Detailed follow-up
Drawbacks	<ul style="list-style-type: none">• Time-consuming• Slower positioning	<ul style="list-style-type: none">• Costly• No guarantee of results• Short term• Instant positioning

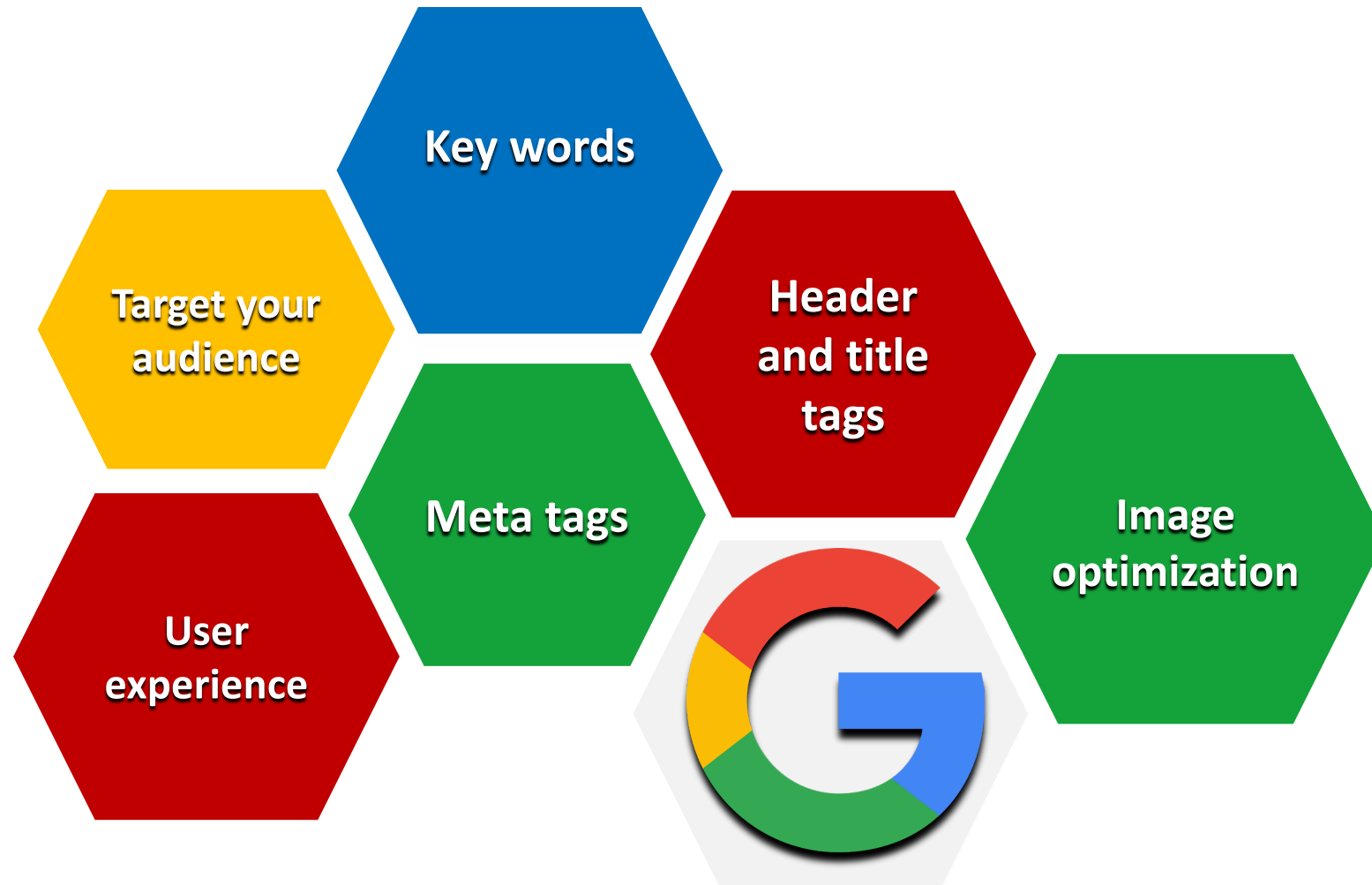


67%

Of clicks go to
the 5 first

natural results

Do everything to impress upon crawlers that your site content is great and important in order to appear on the first page.



Know your target and their objectives



Canada
Free Spirits
 12% of Canadian Market



Demographics

averages refer to market total

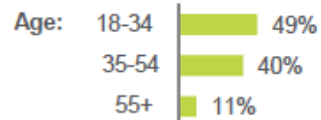


45% 55%

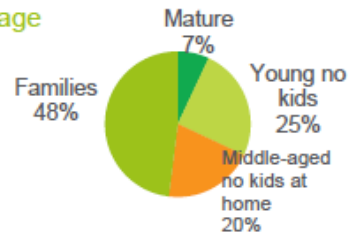
Education: Higher than average

Employment: FT, PT, above avg. # of students

Household Income: Higher than average



Lifestage



© 2012 Canadian Tourism Commission

Free Spirits are highly social and open-minded. Their enthusiasm for life extends to their outlook on travel. Experimental and adventurous, they indulge in high-end experiences that are shared with others.

Social Values

Top defining Values

Importance of Brand: A brand name is an indicator of quality, style and status.

Need for Status Recognition: They want to show off their success to the world.

Joy of Consumption: Love to shop! Free Spirits find shopping highly gratifying, but they are not impulsive. They are discriminating consumers and will shop around to get what they want, which is not necessarily the cheapest product.

Penchant for Risk: They are confident risk-takers, secure in their ability to reach their goals no matter what obstacles they may face.

Selective Use of Professional Services: They are willing to trust professionals to help them with major purchases or planning.

Bottom defining Values

Skepticism Towards Advertising: Not mistrustful of societal institutions like government or big business, Free Spirits have a degree of confidence in advertising.

Travel Values

A Free Spirit will seek:

Comparison Travel: They love to travel – and brag about the superiority of the places they have visited

Luxury: They often aspire to stay in the most luxurious accommodations and venues.

Samplers: They want to see all the main attractions, but not in depth – they will employ detailed itineraries, ensuring that they don't miss anything!

Shared Experiences: Free Spirits are attracted to groups where they can socialize and share the experience with others – using social media for sharing during and after the trip.

Exhibitionism: They enjoy being the centre of attention and will dance the night away in a nightclub.

Hedonistic Rejuvenation: Vacation is a time to be carefree and indulge – they will enjoy spa, nightlife and great cuisine and other opportunities for a little pampering.

A Free Spirit will avoid:

Reluctant travel: Free Spirits are always planning their next trip – they are not content to experience the world through the Internet or TV.

Target specific key words and insert in your product description

Generic

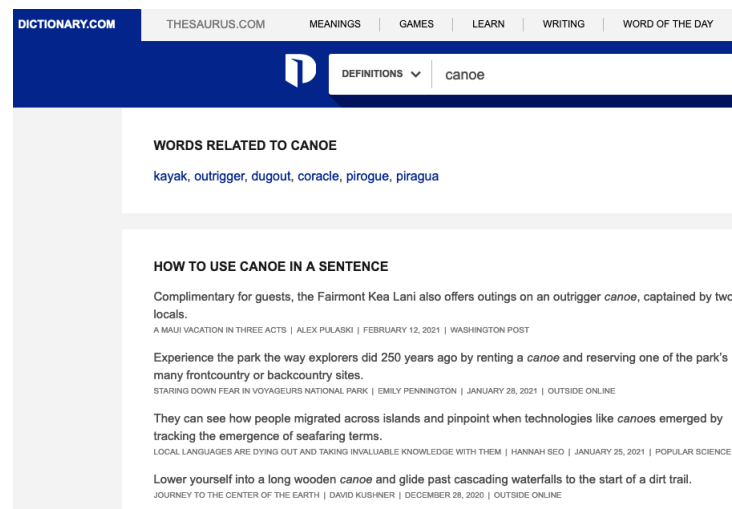
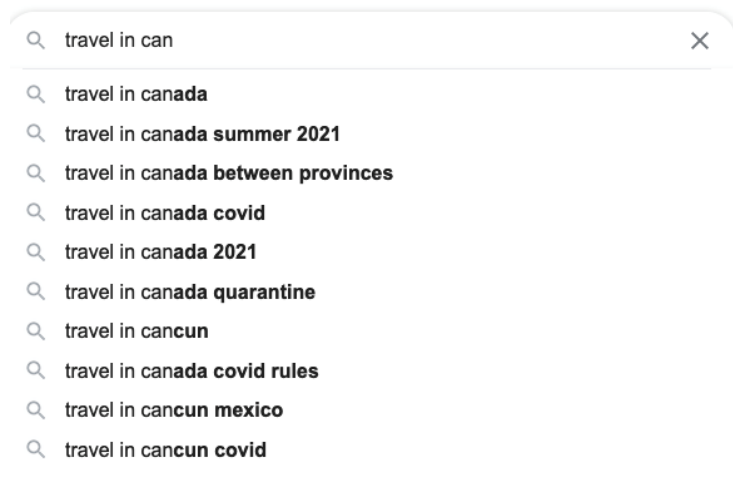
An isolated and very competitive word
Example: trip

Medium tail

A rather generic (2- or 3-word) expression
Example: travel in Canada

Long tail

A specific expression that generates quality traffic
Example: Travelling as a family in Alberta, Canada



50%

Of queries
consist of
4 or more words

User experience



A GOOD MAIN TITLE

Find an interesting title with a key word,
which creates an urge to click on your page.

DEVELOP CONTENT

Develop intelligible and interesting content.
Provide concrete information.



ORGANIZE THE TEXT

Structure your articles with clear
sub-titles and paragraphs

SPREAD OUT THE PARAGRAPHS

Space out your texts to make your content easier to
understand.



**First page
content** has

1890 words

On average

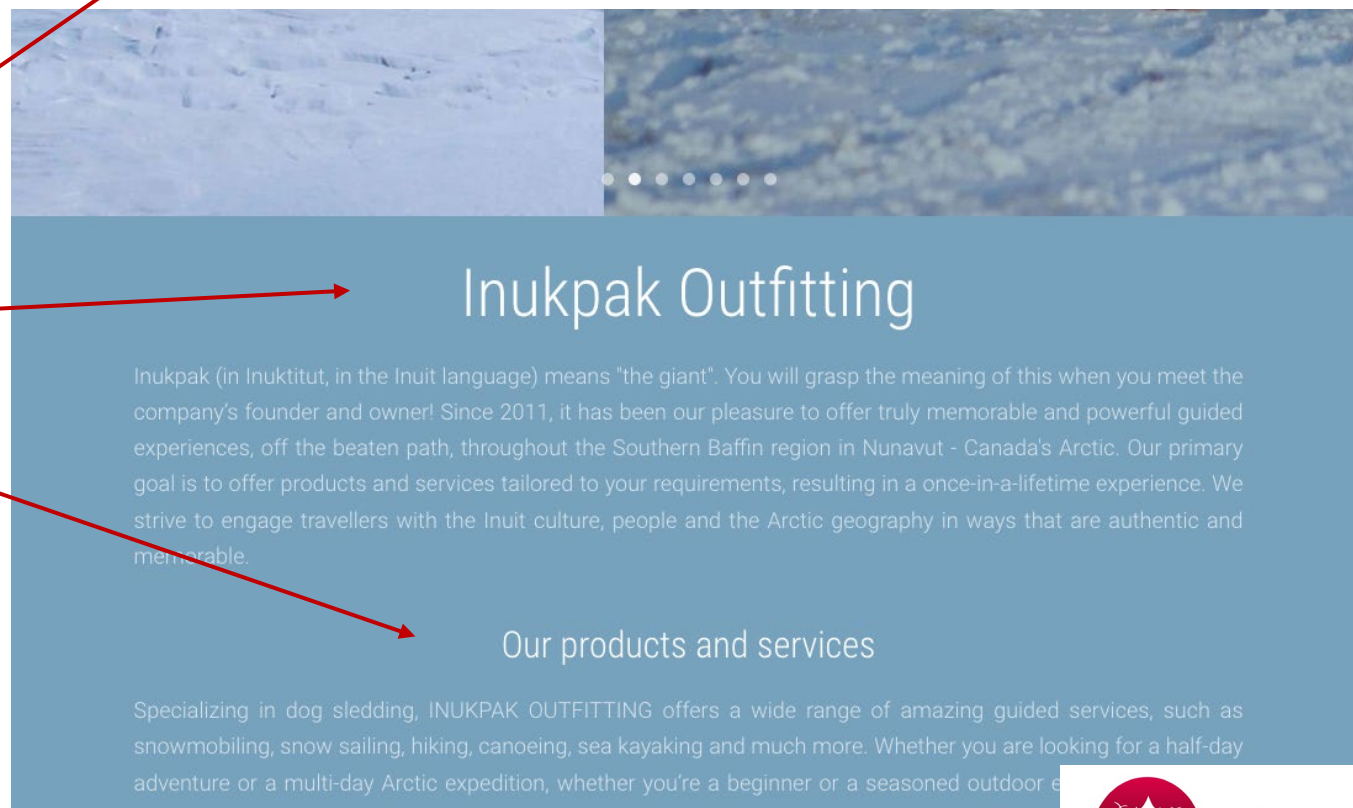
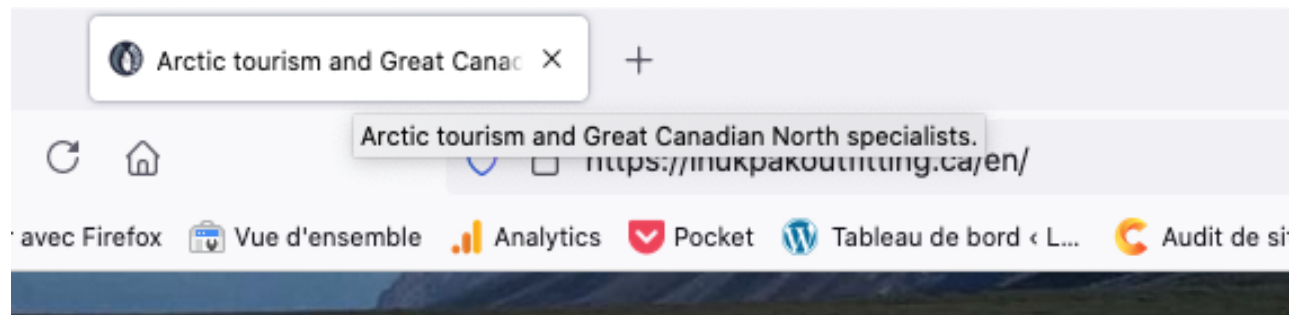
User experience

Establish a logical structure

Page title – Title tag

Sub-title of paragraph 1 – H1

Sub-title of paragraph 2 – H2



Meta tags

Good meta description

[GIANT Sunflower Seeds -- Jumbo Sunflower Seeds, Giant Taste](#) ☆

GiantSeeds.com is a one stop shop for all sunflower seed products produced by GIANT Snacks. GIANTS sunflower seeds are produced by GIANT Snacks which is the ...

www.giantseeds.com/ - [Cached](#) - [Similar](#)

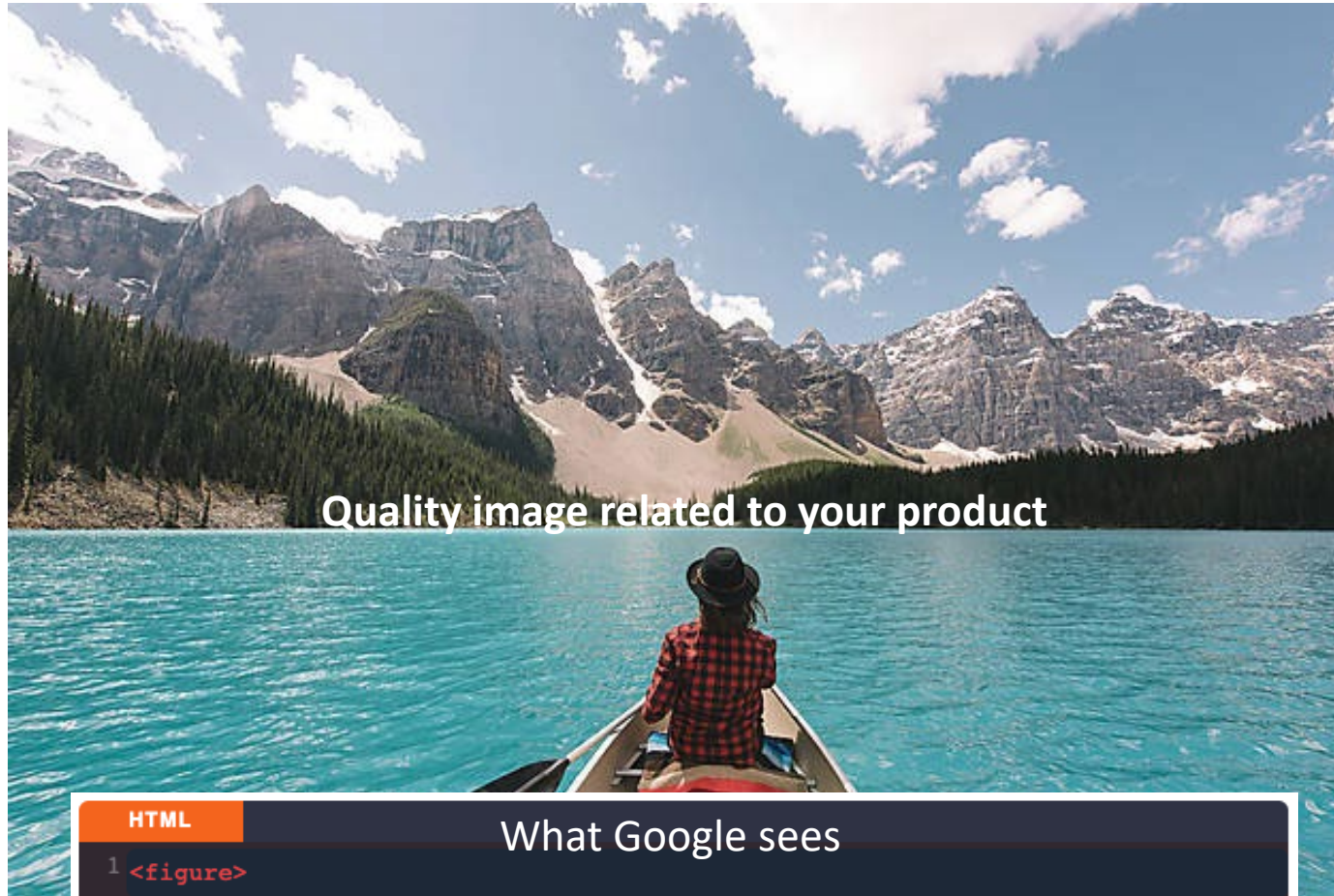
Bad meta description

[BIGS Sunflower Seeds](#) ☆

Products · Dill Pickle · Buffalo Wing · Sizzlin' Bacon · Zesty Ranch · Salted & Roasted · B Brothers · Store Locator · Sign Up · Spit The Word · Buy Now ...

www.bigs.com/ - [Cached](#) - [Similar](#)

Google see images, it can only read text.



HTML

What Google sees

```
1 <figure>
2 
```



Images account for

22,6%

Of searches

On Google

Image referencing

3 things you must know about HTML tags to help Google with image referencing

1. The **file name** must be short and relevant
2. The **title tag** must be catchy like newspaper headlines
3. The **ALT tag** is a textual description assigned to an image and must provide an **alternative to images**. It literally means “alternative text.”



Before

File name
IMG-0056.jpg

Title
Empty

Alt tag
Empty

After

File name
Rose.jpg

Title
Garden rose

Alt tag
White Brazilian garden rose

THANK YOU!



100%

of the success
of your natural referencing
depends on reflection,
thoroughness and continuous
monitoring.