Contents

Acknowledgments ix

Introduction xi

Chapter 1. State of the Art of SEO 1

1.1. The market share of search engines. 1
1.2. Developed technologies and voice search 2
1.2.1. Google AMP and Baidu MIP 2
1.2.2. Voice search and connected speakers 4

Chapter 2. SEO Project Management from A to Z 11

2.1. The specifications or customer brief to be respected. 13
2.2. The kick-off meeting 14
2.3. Reverse schedules 15
2.4. Technical audit of the site 16
2.5. Implementation of technical recommendations. 17
2.6. Semantic audit of the site. 18
2.7. The study of keywords 19
2.8. Content optimization 20
2.9. Integration of optimized content 21
2.10. Auditing of external links. 22
2.11. Technical and semantic acceptance testing 23
2.12. Follow-up, maintenance and reporting 24

Chapter 3. Technical SEO: from HTML Tags to URL 29

3.1. Simulation of Google's transition. 30
3.2. Compliant URLs for SEO 31

3.3. Reasons for non-compliant URLs. 31
3.4. Active versus inactive pages 32
3.5. Active and inactive pages × depth 33
3.6. Crawl budget of a site 34
3.7. Polluting URLs 35
3.8. The objectives of AMP, MIP and Turbo Pages 36
3.9. Loading times by page type 39
3.10. Robots.txt 42
3.11. Sitemap.xml 45
3.12. 404 pages 52
3.13. 301/302 redirection 53
3.14. Removal of broken and redirected URLs 55
3.15. Canonical plan 58
3.16. Log audit 61
3.17. Meta tags 66
3.18. Heading tags 68
3.19. Hreflang tagging 70
3.20. Alt attribute tagging 73
3.21. Rich snippets tagging 74
3.22. Open Graph meta tagging. 78
3.23. Twitter meta tagging. 79
3.24. Social network share buttons 82
3.25. Page lifecycle management (articles and products). 84
3.26. Seasonality of pages 85
3.27. Pagination of pages on a site 86

Chapter 4. Semantic SEO, Editorial and Copywriting 89

4.1. Optimization of the *title* tag 89
4.2. Optimization of the meta description tag 91
4.3. Optimization of heading titles (H1, H2, H3) 92
4.4. Optimization of URLs (URL rewriting) 94
4.5. Optimization of text content 97
4.6. Optimization of internal network size 98
4.7. Optimization of alt attributes for images. 100
4.8. Optimization of breadcrumbs (anchors) 102
4.9. Optimization of internal and external anchors 103
4.10. Media file optimization 105

Chapter 5. Link-building Methods 107

5.1. Guest blogging 108
5.2. Paid external publications 110
5.3. Link ninja 111

5.4. Link baiting (inbound marketing) . . . 112
5.5. Product tests or services . . . 114
5.6. Participation in events . . . 116
5.7. Video marketing . . . 119
5.8. Writing press reviews . . . 121

Chapter 6. Computational Engineering Applied to SEO . . . 125

6.1. Semantic ontologies . . . 125
6.2. TF-IDF . . . 129
6.3. N-grams . . . 130
6.4. Named entities . . . 132
6.5. SEO and computational engineering . . . 135

Chapter 7. International SEO Specificities . . . 139

7.1. Baidu SEO . . . 139
7.2. Yandex SEO . . . 152
7.3. Naver SEO . . . 161

Conclusion . . . 171

References . . . 173

Index . . . 175