



Let's Debunk SEO Myths Together

Martin Tang

Digital Marketing Specialist, Exabytes Digital

About Exabytes Digital

Exabytes Digital is a Digital Marketing Agency that help SME to **GROW their business online.**



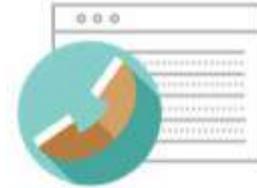
What do we focus?



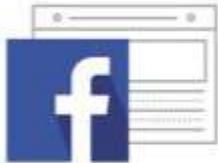
Google Ads



SEO



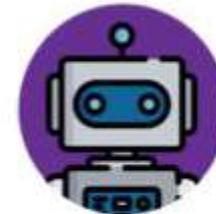
Call Tracking



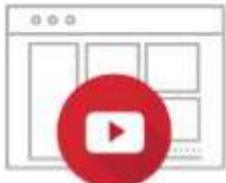
Facebook Ads



Instagram Ads



Facebook Messenger Chatbot



YouTube Ads



LinkedIn Ads



Alibaba Gold Supplier

Our Satisfied Clients



What is SEO?

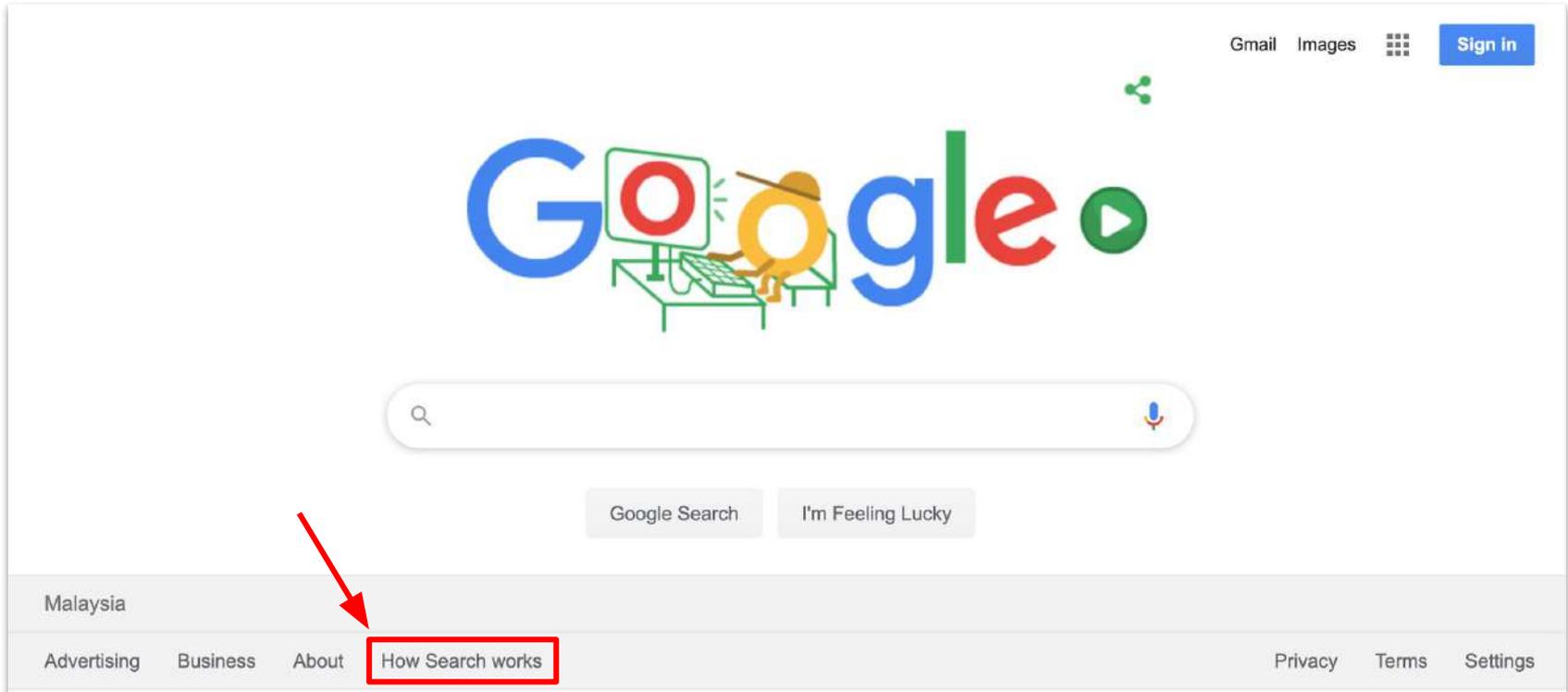
The efforts revolving around trying to get a website to **show up (rank) or increase rank** in **Search Engine Results Page (SERP)**



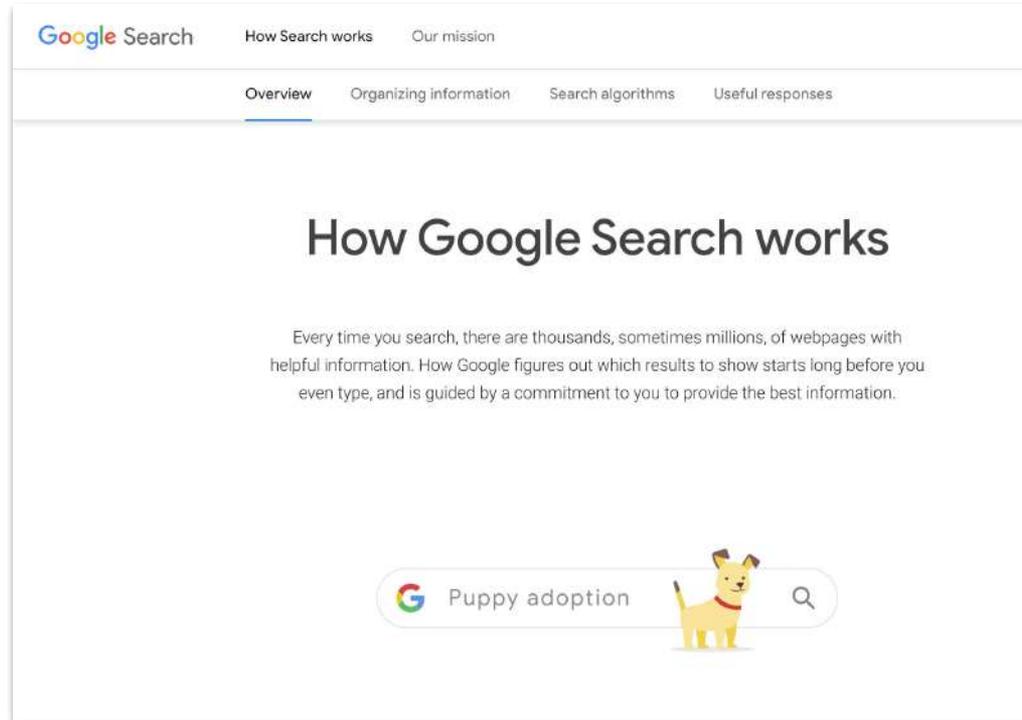
What is SEO?



How Search Works



How Google Search Works



Source: <https://www.google.com/search/howsearchworks/>

How Search Works



Source: <https://youtu.be/0eKVzvYSUQ>

How do we apply SEO?

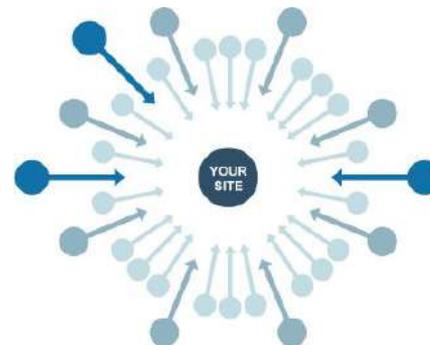
Onsite SEO

Website



Offsite SEO

Links



THE PERIODIC TABLE OF SEO RANKING FACTORS

Search engine optimization — SEO — seems like alchemy to the uninitiated. But there's a science to it. Search engines reward pages with the right combination of ranking factors. Below, some major factors or "signals" you should seek to have.

ON THE PAGE SEO RANKING FACTORS

These elements are in the direct control of the publisher.

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?

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 and subheads use header tags with relevant keywords?

ARCHITECTURE

Ac	CRAWL	Can search engines easily "crawl" pages on site?
As	SPEED	Does site load quickly?
Au	URLS	Are URLs short & contain meaningful keywords to page topics?

VIOLATIONS

Spam techniques may cause ranking penalty or ban.

ON THE PAGE SEO

CONTENT	HTML	ARCHITECTURE	LINKS	SOCIAL	TRUST	PERSONAL
Cq ⁺³ Quality	Ht ⁺³ Titles	Ac ⁺³ Crawl	Lq ⁺³ Quality	Sr ⁺² Reputation	Ta ⁺³ Authority	Pc ⁺³ Country
Cr ⁺³ Research	Hd ⁺² Description	As ⁺¹ Speed	Lt ⁺³ Text	Ss ⁺¹ Shares	Th ⁺¹ History	Pl ⁺³ Locality
Cw ⁺² Words	Hh ⁺¹ Headers	Au ⁺¹ URLs	Ln ⁺¹ Numbers		Ph ⁺² History	
Ce ⁺² Engage					Ps ⁺¹ Social	
Cf ⁺² Fresh						

FACTORS WORK TOGETHER

Some factors influence more than others, which we've weighted 1 (weakest) to 3 (strongest). No single factor guarantees top rankings. Several favorable factors increase odds of success. Negative "Violation" and "Blocking" factors harm your chances.

VIOLATIONS

Vt ⁻² Thin	Vs ⁻¹ Stuffing	Vc ⁻³ Cloaking	Vp ⁻³ Paid Links
	Vh ⁻¹ Hidden		VI ⁻¹ Link Spam

Vt	THIN	Is content "thin" or "shallow" & lacking substance?
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?
Vc	CLOAKING	Do you show search engines different pages than humans?

OFF THE PAGE SEO

OFF THE PAGE SEO RANKING FACTORS

Elements influenced by readers, visitors & other publishers.

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?

SOCIAL

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

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?

PERSONAL

Pc	COUNTRY	What country is someone located in?
Pl	LOCALITY	What city or local area is someone located in?
Ph	HISTORY	Does someone regularly visit the site? Or "liked" it?
Ps	SOCIAL	What do your friends think of the site?

BLOCKING

If searchers "block" site, hurts both trust & personalization.

Bt	BLOCKING	Have many people blocked your site from search results?
Bp	BLOCKING	Has someone blocked your site from their search results?

Vp	PAID LINKS	Have you purchased links in hopes of better rankings?
VI	LINK SPAM	Have you created many links by spamming blogs, forums or other places?

Source: <https://searchengineland.com/download/seotable/SearchEngineLand-Periodic-Table-of-SEO.pdf>

BACKLINKO

Home

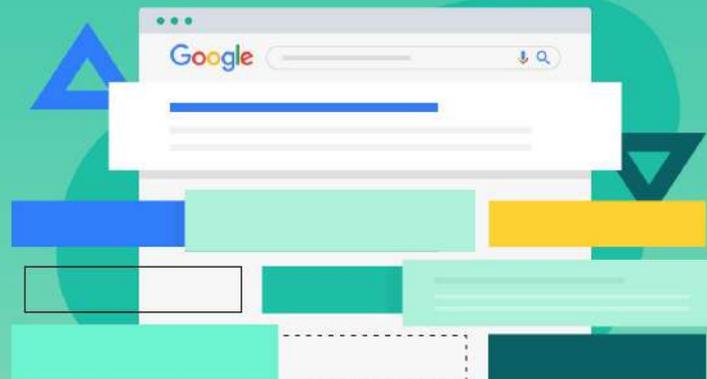
About

Newsletter

WE ANALYZED 11.8 MILLION GOOGLE SEARCH RESULTS

Here's What We Learned About SEO

9790
shares



Source: <https://backlinko.com/search-engine-ranking>



Brian Dean  @Backlinko · 6h

We Analyzed 11.8M Google Search Results.
Here's What We Learned About SEO

Important:

- Domain Rating
- Short URLs
- Page authority
- Comprehensive content
- Backlinks

Not Important:

- Schema
- Site speed
- Word count
- Title tags

Source: <https://twitter.com/Backlinko/status/1255186036667363336>



Google

Webmaster Conference Kuala Lumpur

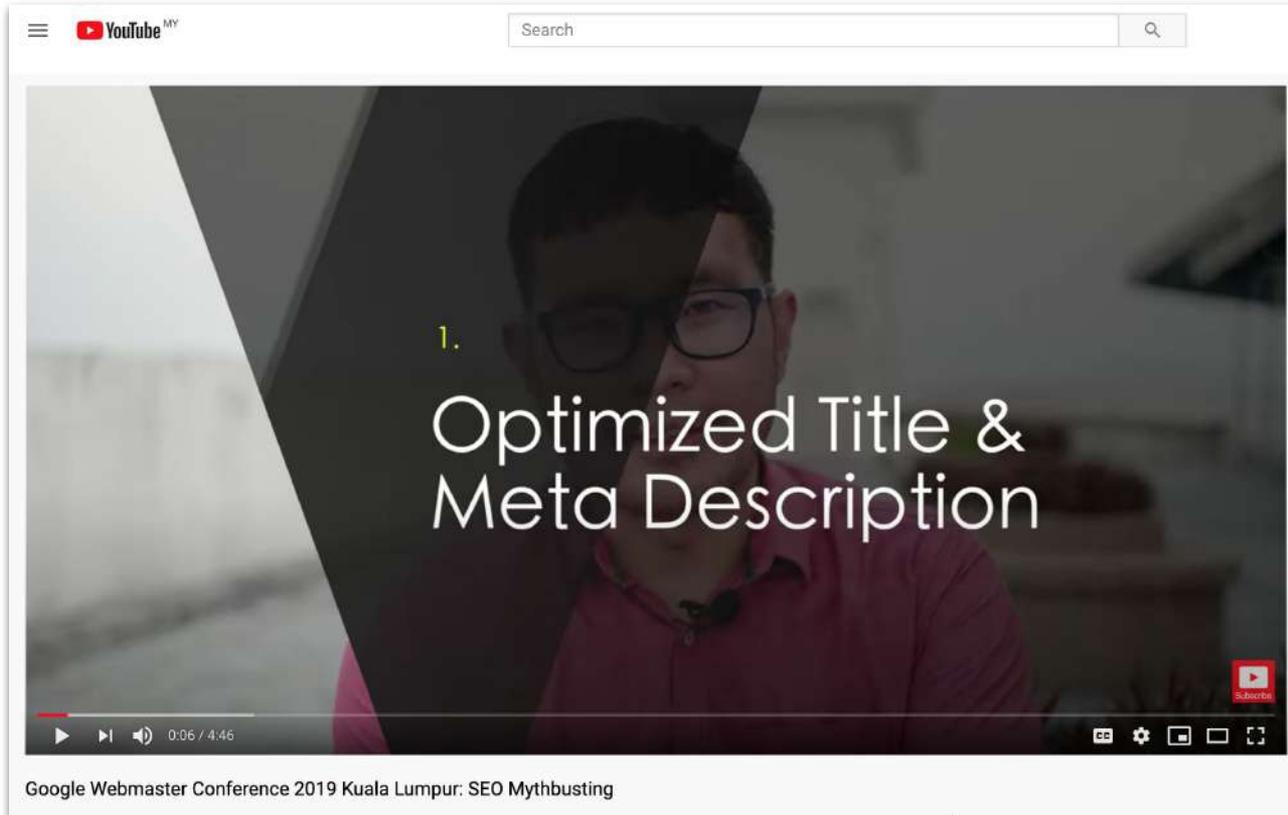
🕒 Aug. 2, 2019 8:30
- 16:00

📍 Aloft Kuala Lumpur Sentral, Grand Ballroom (Level 2),
Kuala Lumpur, Malaysia



Home	FAQ	Code of Conduct	Schedule
10:00	What's new in Search		
10:45	COFFEE BREAK		
11:00	Search Console		
11:30	Partnering with Google Search & Assistant		
12:00	LUNCH		
13:00	Image Search		
13:30	Towards a safer Web		
14:15	SEO mythbusting		
14:45	Let's talk about Links		
15:15	COFFEE BREAK		
15:30	Interactive Q&A and Panel Discussion		
17:00	Closing and picture		





Source: <https://youtu.be/xzmqg4im8EU>

Let's Debunk SEO Myths now!

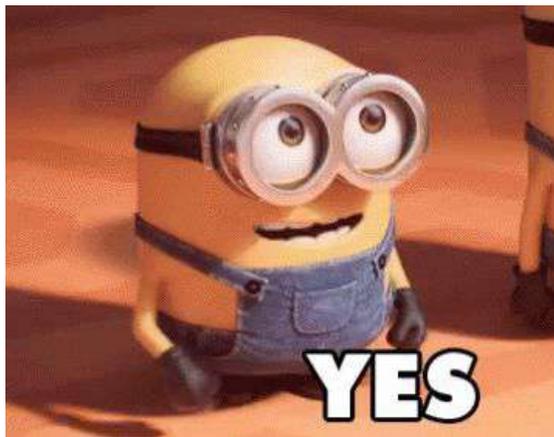






Install more SEO plugins will make my website rank higher.

WORDPRESS



Type **1Y** to comment



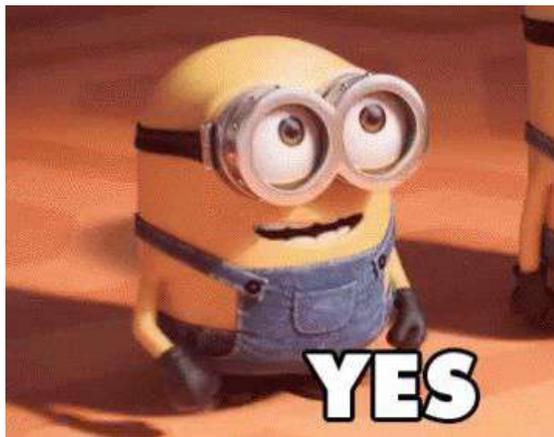
Type **1N** to comment





Install more SEO plugins will make my website rank higher.

WORDPRESS



Type **1Y** to comment



Type **1N** to comment





Install more SEO plugins will make my website rank higher.



WORDPRESS

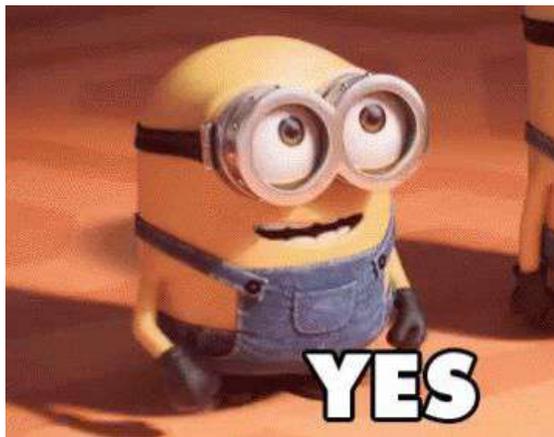
- Just choose **only one**.
- Might conflict/crash if >1



Type **1N** to comment



Must include keywords in your domain name.

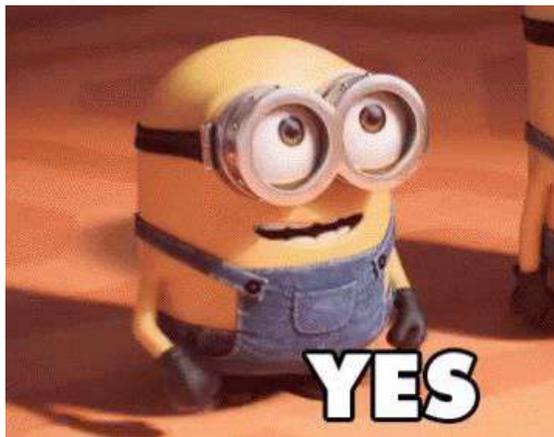


Type **2Y** to comment



Type **2N** to comment

Must include keywords in your domain name.



Type **2Y** to comment



Type **2N** to comment

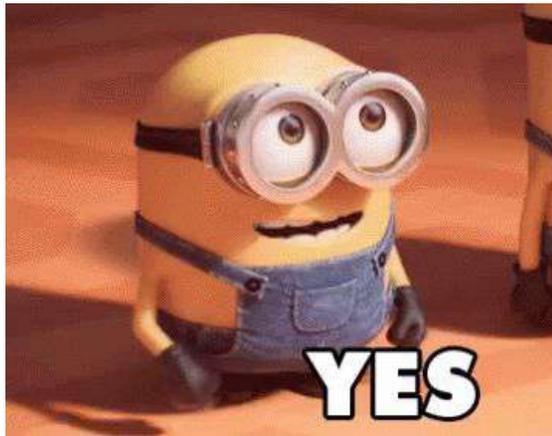
Must include keywords in your domain name.

- Memorable (short and simple)
- spelling /grammar
- Buy similar spelling > redirect



Type **2N** to comment

Longer Content **Ranks Better**

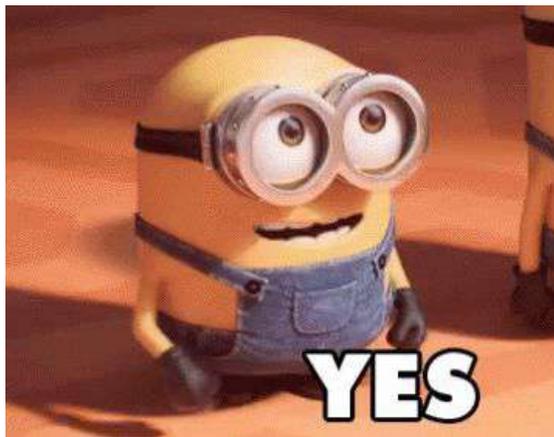


Type **3Y** to comment



Type **3N** to comment

Longer Content **Ranks Better**



Type **3Y** to comment



Type **3N** to comment



Longer Content **Ranks Better**

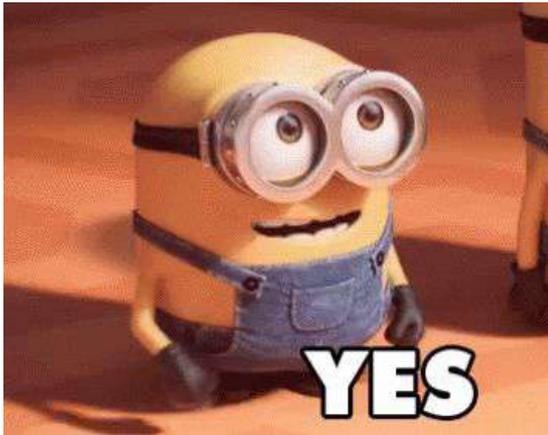
- Vary from industry to industry
- There is no “magic” number
- Focus the objective of your content: solve problem, provide information



Type **3N** to comment

 .com

TLD Domain **will** rank better.



Type **4Y** to comment

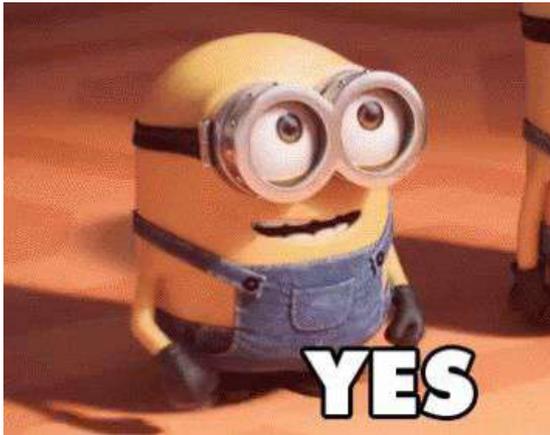


Type **4N** to comment



.com

TLD Domain **will** rank better.



Type **4Y** to comment



Type **4N** to comment





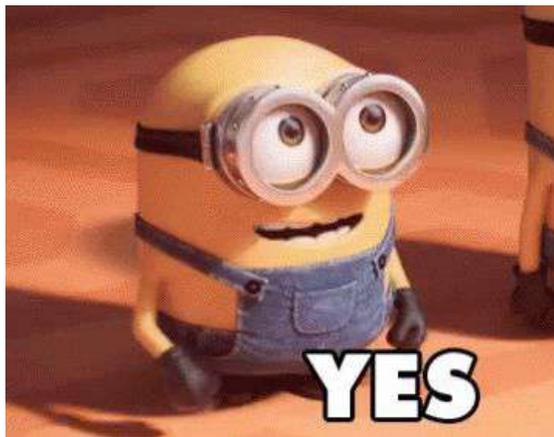
TLD Domain **will rank better.**

- Country code top-level domains (ccTLD) vs top-level domains (TLD)
- .my/.com.my > focus for Malaysia



Type **4N** to comment

SEO is a one-time project

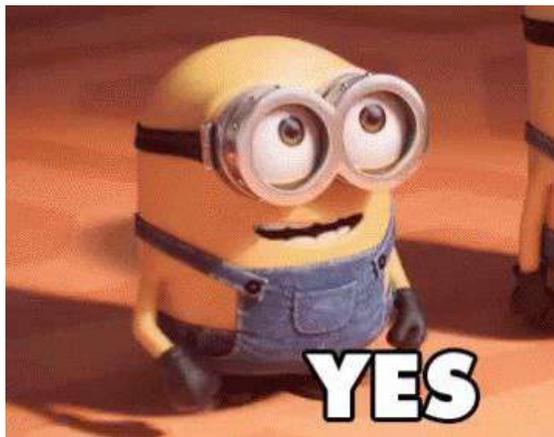


Type **5Y** to comment



Type **5N** to comment

SEO is a one-time project



Type **5Y** to comment



Type **5N** to comment



SEO is a one-time project

- SEO algorithm keep changing
- Human behavior also slowly evolving
- Website need to be active



Type **5N** to comment

SEMrush Sensor

SEMrush Sensor

Database: United States Desktop Mobile Apr 26, 2020 [Subscribe to notifications](#) [Send feedback](#) [Read FAQ](#)

[Overview](#) [Personal Score](#) [Deviations](#) [Winners & Losers](#)

Categories

All categories	3.1
Arts & Entertainment	4.8
Autos & Vehicles	3.0
Beauty & Fitness	2.7
Books & Literature	1.6
Business & Industrial	3.7
Computers & Electronics	2.8
Finance	2.9
Food & Drink	3.0
Games	4.7
Health	2.0
Hobbies & Leisure	2.1

All categories

Sunday, April 26



3.1 / 10

Normal range

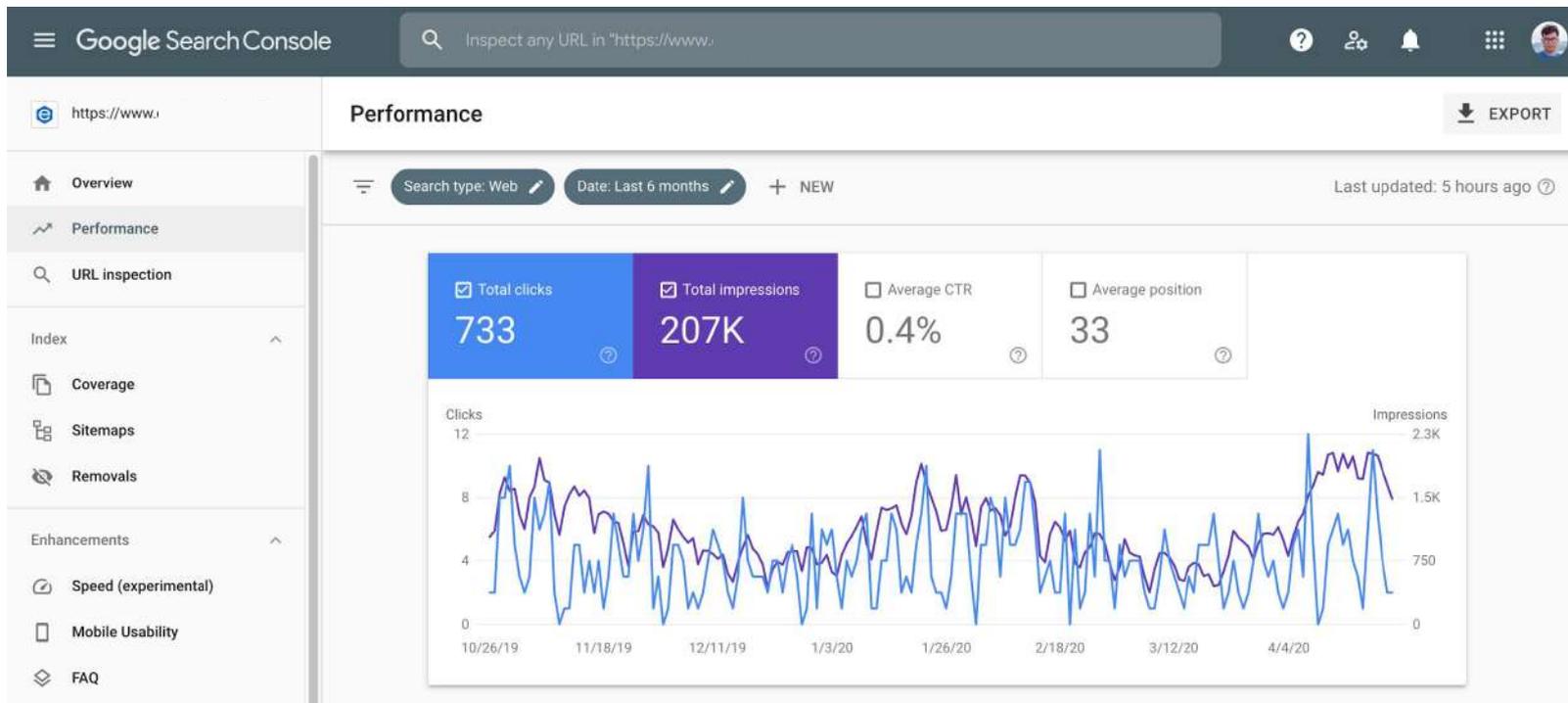
Another ordinary day. Although some sites experience insignificant rankings changes, this is most likely because these sites or their backlink profiles are being updated. There is nothing to worry about.

[Embed widget](#)

[Twitter](#) 2.3k [Facebook](#)

Source: <https://www.semrush.com/sensor/>

Google Search Console



Source: <https://search.google.com/search-console/welcome>

Meta Keywords Tag has no impact on ranking

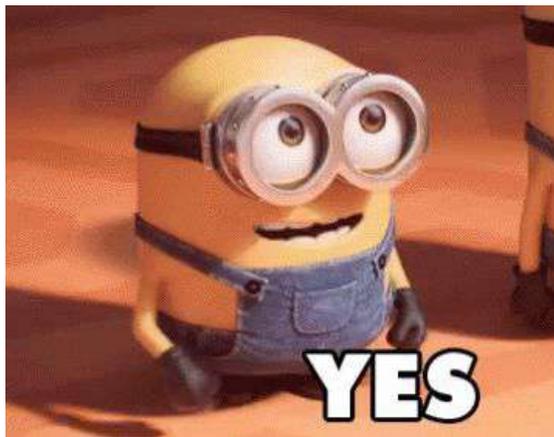


Type **6Y** to comment



Type **6N** to comment

Meta Keywords Tag has no impact on ranking

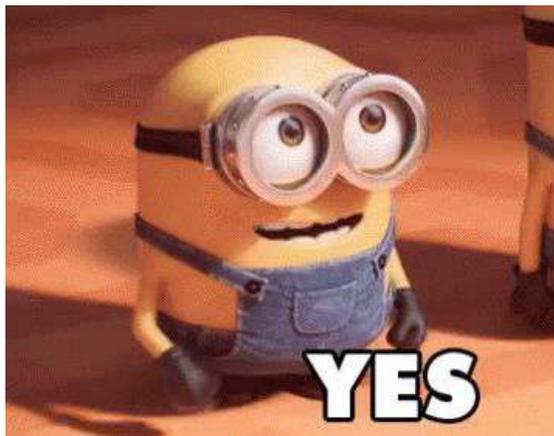


Type **6Y** to comment



Type **6N** to comment

Meta Keywords Tag has no impact on ranking



Type **6Y** to comment

Google Webmaster Central Blog

Official news on crawling and indexing sites for the Google index

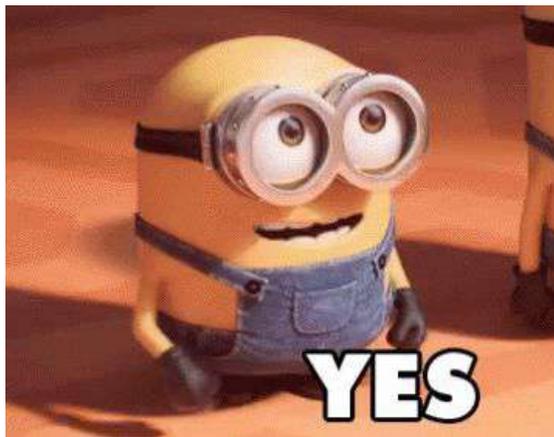
Google does not use the keywords meta tag in web ranking

Monday, September 21, 2009

Source:

<https://webmasters.googleblog.com/2009/09/google-does-not-use-keywords-meta-tag.html>

Having a secure (HTTPS) website is important for SEO

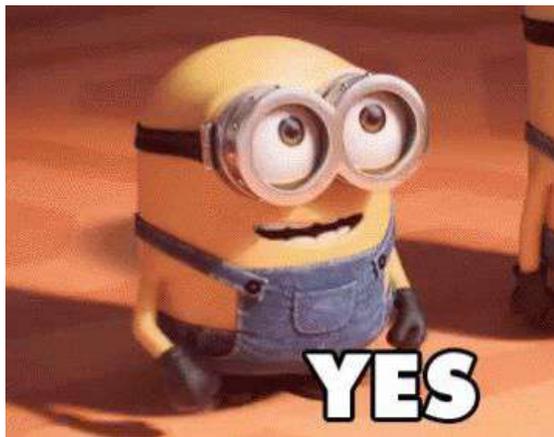


Type **7Y** to comment



Type **7N** to comment

Having a secure (HTTP) website is important for SEO

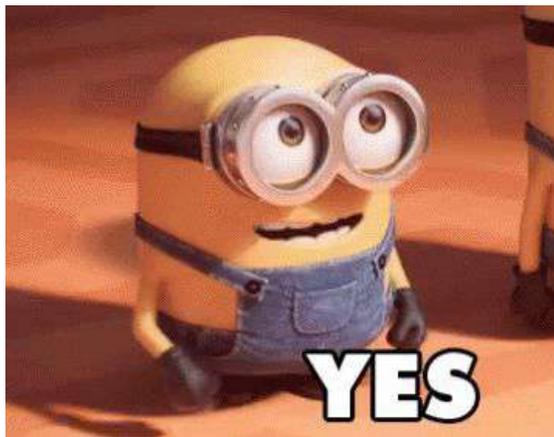


Type **7Y** to comment



Type **7N** to comment

Having a secure (HTTP) website is important for SEO



Type **7Y** to comment

Google Webmaster Central Blog

Official news on crawling and indexing sites for the Google index

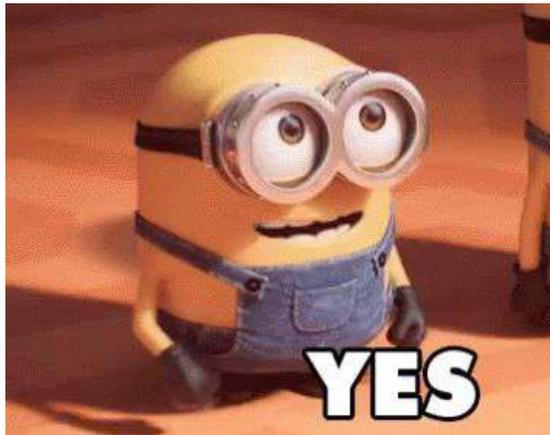
HTTPS as a ranking signal

Wednesday, August 06, 2014

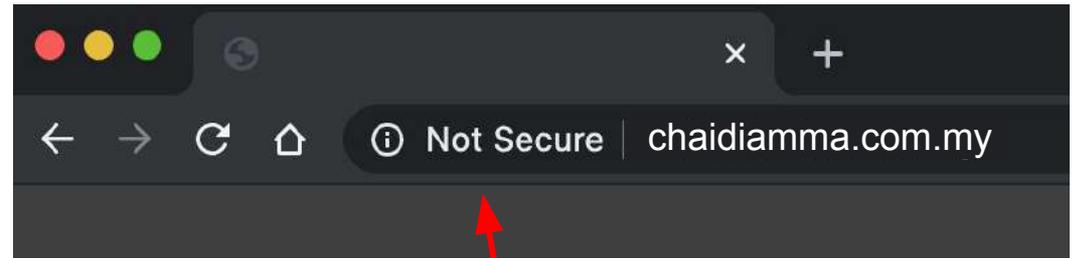
Source:

<https://webmasters.googleblog.com/2014/08/https-as-ranking-signal.html>

Having a secure (HTTPS) website is important for SEO

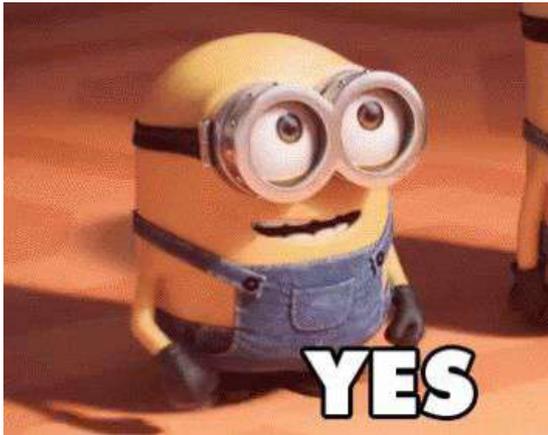


Type **7Y** to comment



You dare to buy from this online store?

You can only have one H1 per page.



Type **8Y** to comment



Type **8N** to comment



You can only have one H1 per page.

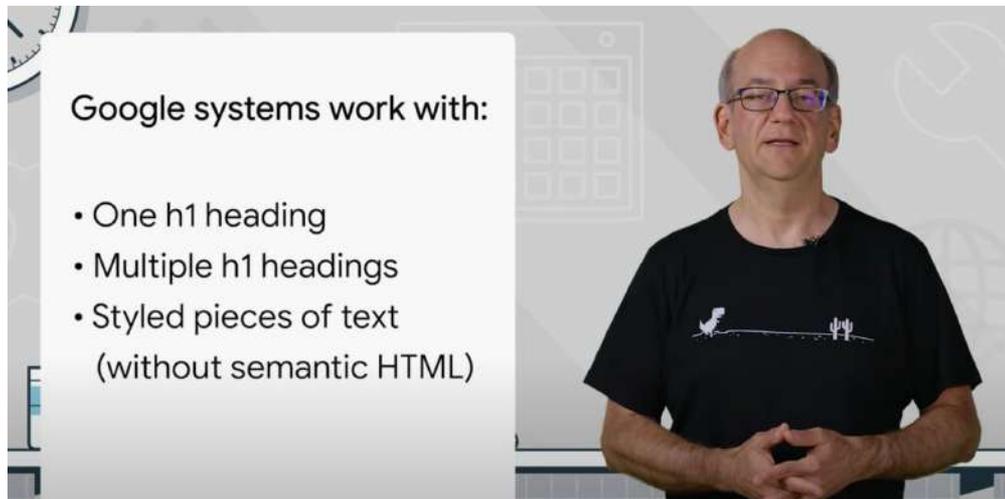


Type **8Y** to comment



Type **8N** to comment

You can only have one H1 per page.



Source: <https://youtu.be/zyqJJXWk0gk>



Type **8N** to comment

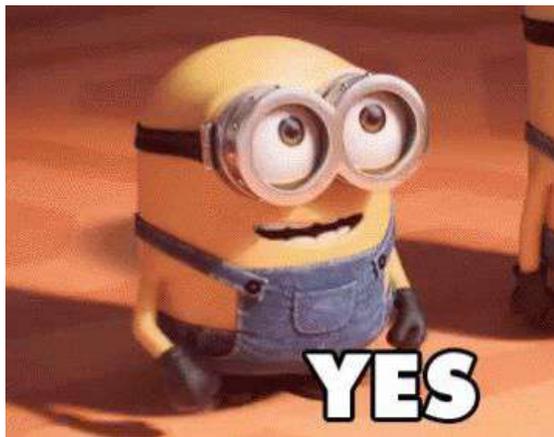
You can only have one H1 per page.

- Follow the correct HTML heading structure
- “Featured Snippet”, “People also ask”



Type **8N** to comment

Only fast loading website can rank better.

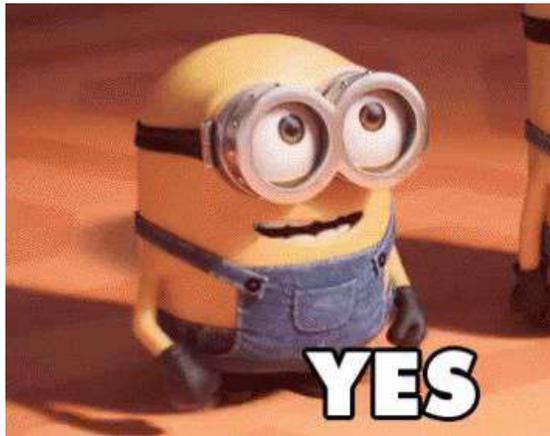


Type **9Y** to comment



Type **9N** to comment

Only fast loading website can rank better.



Type **9Y** to comment



Type **9N** to comment

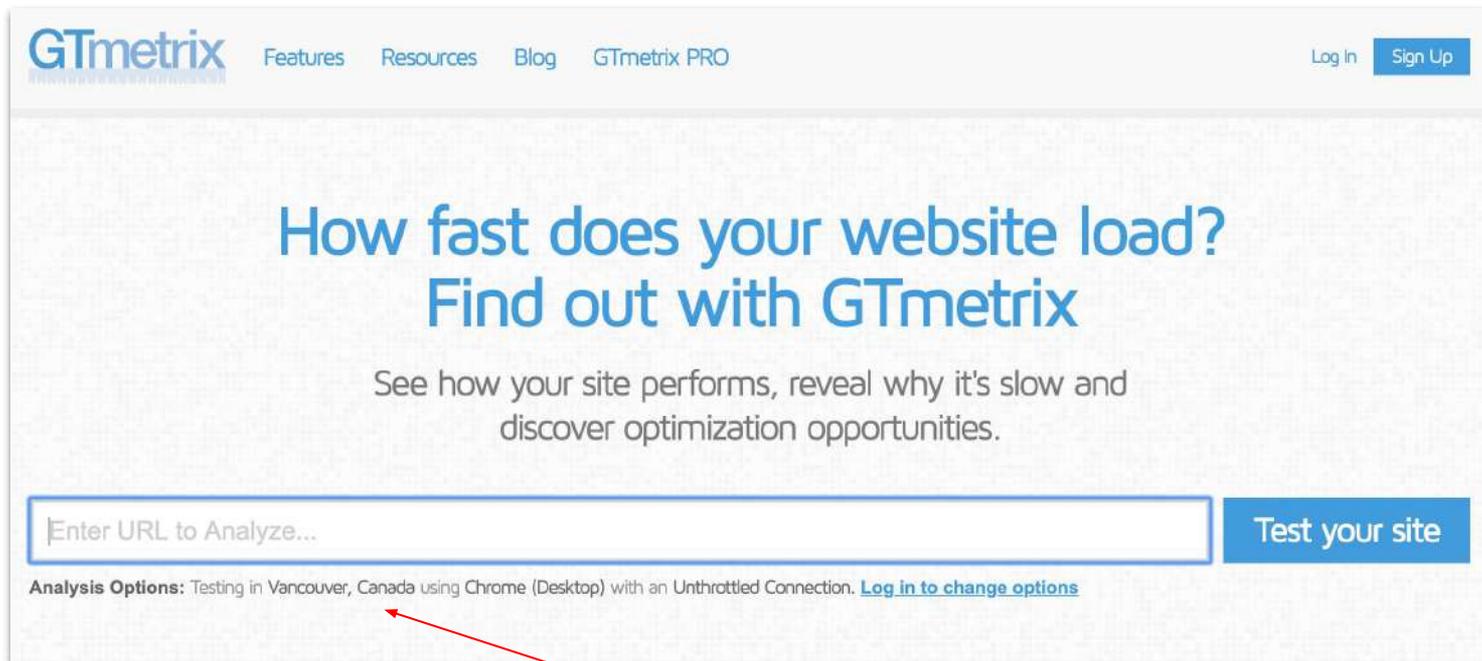
Only fast loading website can rank better.

- Speed is part of the factor but **content** is more important
- 3 seconds is reference but....
- Check/test the competitors



Type **9N** to comment

How to check the speed?

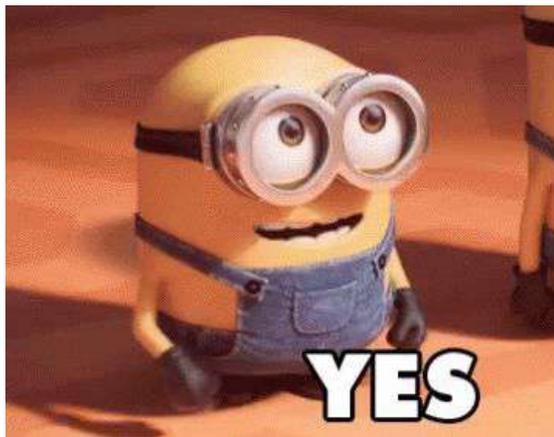


The screenshot shows the GTmetrix website homepage. At the top left is the GTmetrix logo, followed by navigation links for Features, Resources, Blog, and GTmetrix PRO. On the top right are Log In and Sign Up buttons. The main heading reads "How fast does your website load? Find out with GTmetrix". Below this is a sub-heading: "See how your site performs, reveal why it's slow and discover optimization opportunities." A search bar with the placeholder text "Enter URL to Analyze..." is positioned above a blue "Test your site" button. Below the search bar, the text "Analysis Options: Testing in Vancouver, Canada using Chrome (Desktop) with an Unthrottled Connection. [Log in to change options](#)" is displayed. A red arrow points from the "Log in to change options" link to the text "Login & change to Hong Kong (nearest to Malaysia)" located below the screenshot.

Source: <https://gtmetrix.com/>

Login & change to Hong Kong (nearest to Malaysia)

Make your keyword bold will help you rank higher.



Type **10Y** to comment



Type **10N** to comment

Make your keywords bold **will** help you higher.



Type **10Y** to comment



Type **10N** to comment

Make your keywords bold will help you rank higher.

- UI/UX is important
- Help on readability
- ↓ Bounce rate, stay longer



Type **10N** to comment



Martin Tang

Digital Marketing Specialist
martin@exabytes.com

 <https://www.linkedin.com/in/martin-tang-master/>

THANK YOU

*#stayhome #staysafe
#dudukdiamdiam*