

Linh Nguyen

BUILDING A SEO PLAN FOR A CONTENT-BASED BUSINESS

Case Company: Engaio Digital

BUILDING A SEO PLAN FOR A CONTENT-BASED BUSINESS

Case Company: Engaio Digital

Linh Nguyen
Bachelor Thesis
Autumn 2020
International Business
Oulu University of Applied Sciences

ABSTRACT

Oulu University of Applied Sciences
Bachelor's Degree of International Business

Author: Linh Nguyen

Title of Bachelor's thesis: Building an SEO Plan for a Content-based Business

Supervisor: Jaakko Sinisalo

Term and year of completion: 2020

Number of pages: 94

Along with the constant development and advancement of the Internet, search engines have become an indispensable part of people's daily life, especially business-oriented ones. In particular, search engine optimization, a practice of turning search engines into profitable and marketing tools, has been more and more important than ever.

This Bachelor's Thesis reviews literature about search engines' features, search engine optimization and its impact on content-based websites, typically the company Engaio Digital. Since the topic itself is very broad, this study focuses on the principles of search engine optimization and offers strategies for effective application of SEO to boost the visibility and profitability of a content-oriented website.

The company Engaio Digital, the commissioner of this thesis, is currently operating a new business model, in which the business' content-based website has been turning into an online publishing platform where the company share intensive marketing articles and everyone can come to learn, share, and create growth for others. This thesis was written to help the website acquire visibility and profitability with SEO as the primary method.

The current state of the website was examined through a website audit, and the primary data of how to build the website for customers was collected using a quantitative online questionnaire via Google Form.

The overall understanding of the research problem and relevant subjects were provided and discussed through a literature review. Based on the collected data and information, useful recommendations and ideas are proposed.

The findings highlight the value of the optimization of search engines and how to take care of profitability when optimizing an online publishing platform. The suggestions adopted eventually clarify strategies to make the company stand out from competitors and boost the acquisition of new advertising contracts.

Keywords: Search Engine Optimization (SEO), Digital Marketing, Content-Based Websites

CONTENTS

1	INTRODUCTION	6
1.1	Thesis Topic Background	6
1.2	Thesis Objectives and Research Questions	7
1.3	Research Methodology and Scope	7
1.4	Thesis Structure	9
2	SEARCH ENGINE OPTIMIZATION.....	10
2.1	Search Engine.....	10
2.2	Search Engines Result Pages.....	11
2.3	Search Engine Optimization (SEO)	13
2.4	On-page Optimization	14
2.4.1	Website Optimization	14
2.4.2	Content Optimization	31
2.5	Off-page Optimization	36
2.5.1	Link Building.....	36
2.5.2	Social Media	40
2.6	Web Analytics.....	41
3	CASE COMPANY	43
3.1	Organization Background.....	43
3.2	SWOT Analysis	44
3.3	Competitor Analysis	45
3.4	On-page Optimization	48
3.4.1	Website design	48
3.4.2	Website structure	51
3.4.3	Meta tags	58
3.4.4	Website URLs	61
3.4.5	Image Alt Text, Anchor Text and Internal Links	61
3.4.6	Responsive Design and Page Loading Speed	62
3.5	Off-page Optimization	66
3.5.1	Backlinks.....	66
3.5.2	Social media promotion.....	68
3.6	Content Optimization.....	71

3.6.1	Measuring SEO performance.....	73
4	CONCLUSION.....	74
4.1	Answers to Research Questions	74
4.2	Validity and Reliability	76
4.3	Limitations	77
4.4	Suggestions for Further Research.....	77
	REFERENCES	78
	ENGAIO DIGITAL CEO INTERVIEW	90

1 INTRODUCTION

This part presents briefly the thesis topic background, objectives, research questions and limitations. The theoretical framework will also be introduced before the chapter ends with a summary of the thesis structure.

1.1 Thesis Topic Background

Along with the rapid development of the Internet and the evolution of digital marketing, companies might enjoy an amazing opportunity to interact with their existing and potential clients if they acknowledge limitations of traditional marketing and make a move to apply the new technique (Alexander 2016, cited 11.9.2020).

According to Bailey (2020, cited 11.9.2020), although traditional marketing appears to be visually striking and easily memorable on television- and printed ads every day, businesses found that it is too costly and difficult to measure in-depth ads performance stats as well as customer feedback. Digital marketing, on the other hand, overcomes all the weaknesses of traditional marketing, including offering various channels for marketers to engage with the audience, easy stats measuring since everything is digital and easy customer targeting. As can be seen, traditional marketing has been standing out in the marketing market with its unique strengths, however, with the advent of digital marketing, reaching and marketing to the right audience at the right time has become easier, faster, and more efficient than ever. Along with the increasing use and development of mobile devices, the tremendous growing pace of social media and Internet usage, the marketing trend in the world has been all about content-focused and digital-driven campaigns (Kemp 2019, cited 3.11.2020). The industry witnessed the bloom of B2B businesses, particularly agencies, providing numerous digital marketing services that fulfil customer needs. The case company, Engaio Digital, which was originally a digital marketing agency, was born in this context.

Engaio Digital used to define themselves as a digital marketing services agency, which offers a range of digital marketing activities for businesses, such as Google pay-per-click (PPC) ads, Facebook ads, search engine optimization (SEO), and so on (Engaio Digital 2020, cited 2.11.2020). Digital marketing market has been a fruitful playground for companies to invest in, especially the

bloom of many successful startups that aim to the domestic market, for example, TrustCorp, The F Company, HOPKINS. The competition is intense in Finland, however, the CEO of Engaio Digital thinks differently. He wants the company to aim to the international market instead of the local one, which makes the game even harder for the company to handle. Indeed, the company had not had any detailed online marketing strategy for their own business, except from keyword research and optimization for articles on their site (Risquet, interviewed 26.8.2020). Therefore, the author was expected to research the company SEO thoroughly and create an effective SEO plan to help maximize the company capabilities in the international market. The topic was selected on this basis as it was extremely necessary for the case company during the transformational stage.

1.2 Thesis Objectives and Research Questions

The objective of this paper is to create a search engine optimization (SEO) plan and analyze results by tracking traffic and conversions data with analytics tools for the case company Engaio Digital that is shifting from a marketing agency to a publishing platform.

To achieve the goals of the thesis research, there are one main question and two sub-questions needed to be answered. The big question is: How to create an effective search engine optimization plan for a content-oriented company such as Engaio Digital?

The two additional questions to answer during the research are Why is SEO necessary for content-based websites such as Engaio Digital and Which SEO strategies are the most appropriate for a publishing platform that Engaio Digital is aiming to become?

1.3 Research Methodology and Scope

Research can be approached through inductive and deductive methods. According to Saunders, Lewis & Thornhill (2009), an inductive approach, in which a hypothesis is developed after the compilation of evidence, goes from details to generalization. In comparison, a deductive approach where a consistent theoretical position is established begins with a general hypothesis and attempts to conclude empirically. The author chose the deductive approach to address the research problem through basing on comprehending knowledge collected from different literature sources.

After the main theoretical framework is constructed, the approach will be used again to assess the research validity by analyzing the quantitative data gathered.

There are three key approaches, including qualitative, quantitative, and mixed. The qualitative approach concentrates on the entire conceptualization and categorization of the phenomenon. It is based on the philosophy and discusses the phenomena by theory. Quantitative analysis, on the other hand, which is focused on figures and calculations, highlights the importance of checking and verification through numbers and charts. Eventually, these two techniques can be merged to create a new method: the mixed ones (Creswell 2014). This thesis integrates data interpretation with a theoretical perspective using a hybrid process – the mixed method. Figure 1 below highlights methods applied in this study, from determining the most suitable approach, then choose a methodology, and applying them in sourcing materials.

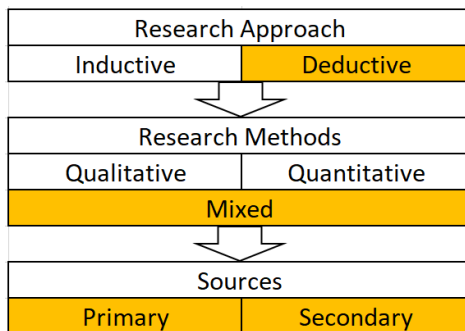


Figure 1 The Research Process (created 28.9.2020)

Case study methodology, a type of qualitative method, is the primary research method used in this thesis. The method includes a thorough analysis of a case company to analyze problems, tests alternative solutions and offers supporting solutions (McLeod 2019, cited 11.11.2020). The case company in this study is Engaio Digital company which has recently transformed into a publishing platform that also offers digital marketing consultancy services. The business wants to gain more visibility and conversions internationally by developing SEO strategies as a core part of their digital marketing plan. As they are aiming at the global market, the commissioner company only focus on promoting SEO on Google search engine, which is proved to have the largest market share of 92 per cent, according to statcounter's report (2020, cited 10.9.2020). Hence, bibliographic books and the most recent posts will be referenced to clarify how Google considers and interprets websites and why SEO matters to businesses. This knowledge and insights will be based on to produce practical SEO strategies to help promote Engaio Digital's webpage ranking in Google's organic search result pages as well as differ the company from other rivals in the market.

SEO strategies comprise two main parts, on-page and off-page optimization. In order to understand and view properly these two aspects, numerical and statistical data will be collected through observation from public activities and data from analytics online tools, such as Google Analytics, Ahrefs, SEMrush, GTmetrix, and reliable sources like SEO blogs and Moz. They will then be analyzed as the secondary quantitative research method of the thesis. (Saunders et al. 2009, 414-418)

Besides, qualitative research methods will be used again as a semi-structured interview, in which interviewee does not always closely follow a list of prepared questions, with the CEO of the commissioner company to gain preliminary information at the planning stage of the research (Edwards & Holland 2014). Core information about the business operation and orientation, such as business goals, competitors, and target market will be collected to effectively promote SEO plan.

1.4 Thesis Structure

The Bachelor thesis consists of seven parts. The first part is a brief introduction of the thesis background, main objectives, research questions, methodology, thesis scope, and thesis structure. The second part provides primary knowledge of search engines, SEO, and website analysis, all of which is essential for readers to understand what is investigating in this paper. The third part comprises a detailed explanation of the company's current state, the CEO perspectives, technical SEO analysis, competitors' tactics, and SEO strategies drawing-up processes for the case company Engaio Digital. The final part encompasses answers to addressed research questions, validity and reliability of the thesis, limitations in research process, and some suggestions of the author for further research. Figure 2 below shows how the thesis structure looks like in an organized chart.

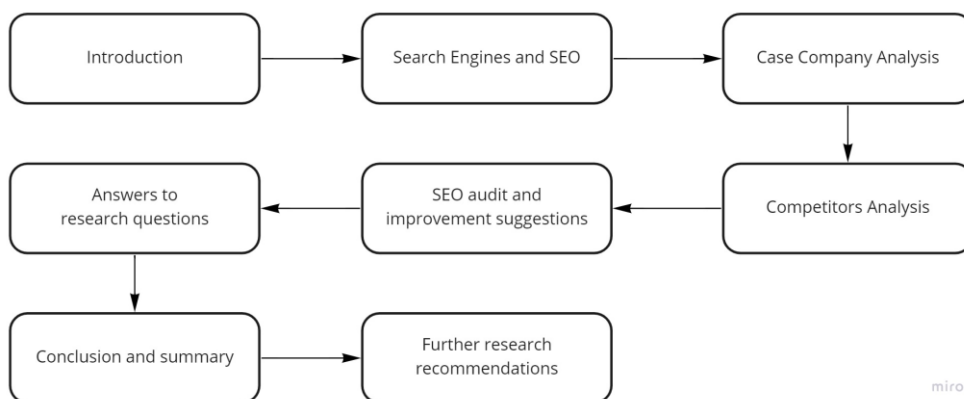


Figure 2 Thesis Structure (created 30.09.2020)

2 SEARCH ENGINE OPTIMIZATION

2.1 Search Engine

Clay (2014, 35-49) stated that search engines use applications to gather keywords and phrases in every element of the web pages, then index and store them in a database. When users search and click the search icon, the entire information contained in the backend database will be scanned through an algorithm, and links to relevant web pages meeting user's queries will be located and displayed to the users. While Moz (2020j, cited 3.11.2020) simply defines the search engine as "answer machines" which crawls billions of websites for content, catalogues and ranks results that are most likely to answer your question.

As mentioned above, Google search engine is the only platform that the case company is focusing on since it is the leading company in the search engine market. Therefore, every step of this thesis is conducted totally on Google, and only Google search engine's algorithms and rules are analyzed and applied in the following parts.

A search engine consists of different components which are both visible and invisible to users. In a search interface, the search engine appears with a query box where users can type in search terms. However, the key components that keep the software program running smoothly are invisible crawlers (also called spiders or robots), database, search algorithms, and ranking criteria. Crawlers or Googlebots are web-based programs crawling through web pages, collect and index the data to make them searchable. The gathered information is catalogued by the URL where it is found and stored in a database called Caffeine (ibid.). Since it is important to ensure that vital pages are crawled and indexed by Google bots, however, there are some pages that webmasters might not want Google to find out, for example, 'Thank You' page, login page, old URLs with thin content, promo code pages or test pages. Moz (ibid.) also suggested website owners use robots.txt, files stored in the website's root directory, to direct search engines to crawlable pages. Setting up robots.txt file should be done carefully as Google bots will not crawl the site at all if they cannot identify the file existence.

When users land in search engines and enter search terms, the cog that makes everything work – search algorithms, will solve the problem. According to Moz (ibid.), search algorithms assess results' relevance by retrieving information from the database and organize them descendingly in SERPs as search results. As Google grows bigger, these algorithms have been improved significantly to boost search performance. Some remarkable algorithm upgrades that help tackle particular problems in Google search engine includes Penguin (target web spam and link building), and Panda (target low-quality content).

2.2 Search Engines Result Pages

Search Engine Result Pages (SERPs) are pages listing results of the search queries by a user. When the user enters a search term in the search box (1), different types of organic search results (7) listed along with ads (4), featured snippets and “people also ask” (PAAs) (6), knowledge card/panel (5), and so on, will appear in search engine result pages (also known as SERPs) (see Figure 3 below).

On the first result page Google currently has tons of features, however, the two most crucial categories are organic results (7) and paid results (4), as you can see in Figure 3 they take the largest area. According to Dean (2020d, cited 9.11.2020), paid results includes ads bided by advertisers via Google Ads, while organic results, which are earnable, are the most relevant results evaluated by Google algorithms for a specific search term. These results are what SEO professionals will concern themselves with.

Dean (2020b, cited 13.11.2020) reported that there are more than 200 ranking factors that have possibilities to impacts website rankings in SERPs, in which some have been confirmed by Google including on-page and off-page signals, page loading speed, brand presence and trust signals, title tag, URL, meta description, and so on. These factors will be defined and explained in subchapter 2.3 and 2.4.

Google 1

[All](#) [Images](#) [Videos](#) [News](#) [Books](#) [More](#) [Settings](#) [Tools](#) 2

About 2 860 000 000 results (0,98 seconds) 3

Ad · www.hubspot.com/ ▾

HubSpot Email Marketing - Get Started for Free 4


Powerful **email marketing** shouldn't cost a fortune. Free **email** software, now in HubSpot. Types: **Email Marketing**, **Marketing Automation**, **Email Tracking**, **Email Templates**, **Email Scheduling**, **Real Time Analytics**.

HubSpot Pricing
Marketing tools you can start using for free, and upgrade as you grow.

Read the Blog
Tips and resources on how your business can grow better.

Grow With HubSpot Academy
Get free certifications & lessons when signing up for HubSpot Academy

Get a Free Demo
Want to learn more before signing up? Schedule your customized demo.



Email marketing 5

Email marketing is the act of sending a commercial message, typically to a group of people, using email. In its broadest sense, every email sent to a potential or current customer could be considered email marketing. It involves using email to send advertisements, request business, or solicit sales or donations. [Wikipedia](#)

Kpi

Statistics


App

Four types

[Feedback](#)

6

Email marketing is a digital **marketing** strategy based on sending **emails** and developing relationships with prospects and customers. ... Based on 2018 data, **email marketing** is still ranked as the most effective **marketing** channel, beating out social media, SEO, and affiliate **marketing**.



neilpatel.com › blog › beginners-guide-email-marketing

A Beginner's Guide to Successful Email Marketing - Neil Patel

About Featured Snippets [Feedback](#)

People also ask

What are the types of email marketing?

What are the best email marketing services?

What should I write in email marketing?

[Feedback](#)

7

optinmonster.com › beginners-guide-to-email-marketing ▾

Email Marketing Made Simple: A Step by Step Guide [+ ...]

What is **Email Marketing**? **Email marketing** is the highly effective digital marketing strategy of sending emails to prospects and customers. Effective marketing ... [Is Email Marketing Dead?](#) | [30 Best Email Marketing ...](#) | [Digital Marketing Strategy](#)

blog.hubspot.com › marketing › email-marketing-exam... ▾

19 Examples of Brilliant Email Marketing Campaigns [Template]

Email marketing is the practice of sending various types of content to a list of subscribers via email. This ...

Apr 29, 2020 · Uploaded by HubSpot

mailchimp.com › email-marketing ▾

Email Marketing Strategy and Tips for Successful Campaigns ...

Email marketing helps you connect with your audience to promote your brand and increase sales. You can do a lot of things with emails, like sell products, share ...

en.wikipedia.org › wiki › Email_marketing ▾

Email marketing - Wikipedia

Email marketing is the act of sending a commercial message, typically to a group of people, using email. In its broadest sense, every email sent to a potential or ...

Types | [Comparison to traditional ...](#) | [Opt-in email advertising](#) | [Legal requirements](#)

www.campaignmonitor.com › resources › guides › get... ▾

Getting Started with Email Marketing (2019) | Email Marketing ...

The Complete **Email Marketing** Guide for Beginners. 23 minute read time.

www.thebalancesmb.com › ... › Marketing & Sales ▾

Email Marketing: What Is It? - The Balance Small Business

Email marketing is the use of email to promote products or services while developing relationships with potential customers or clients. It is essentially direct mail ...

www.wpbeginner.com › Blog › Showcase ▾

7 Best Email Marketing Services for Small Business Compared

Jul 21, 2020 — Choosing the right **email marketing** service can have a significant impact on the success of your marketing campaign. In this article, we will review ...

www.sendinblue.com › blog › what-is-email-marketing ▾

What is Email Marketing and How Does it Work? | Sendinblue

Apr 20, 2020 — What is **email marketing**? **Email marketing** is the act of targeting consumers with a commercial message through email with the goal of driving ...

www.superoffice.com › blog › email-marketing-strategy ▾

Email Marketing Strategy: A Data-Driven Guide to Email in 2021

5 strategies for better **email marketing** campaigns. When you follow these **email marketing** strategies, email will become your most important channel tool! Let's get ...

Ad · www.campaignmonitor.com/ ▾

A Top Email Marketing Company - Try Campaign Monitor® Today 4

Creating **email marketing** campaigns is as simple as drag and drop. Get started for free. Global Award-Winning Customer Support. 99% Customer Satisfaction Rate. Over 100+ Features. Used By 250,000 Companies. Grow Your Audience. Simple **Email Marketing**. Create Your First Email | Send Campaigns | Mass Email Marketing | Straight Forward Pricing

Ad · www.sendinblue.com/ ▾

Email Marketing Solution - Best Value for Small Business

Easily Create, Send & Analyze Your **Email Marketing** Campaigns. Reach the Inbox. Get The Best Value in Pro **Email Marketing** Tools. Get Started Now! Responsive Design **Emails**. Unlimited Contacts. High Delivery Rate. Advanced Analytics. GDPR Compliant. Powerful API. **Free Trial** | [Send Emails & SMS](#) | [Analyze what you Send](#) | [Heat Map](#) | [Contact Us](#)

Free - €0.00/mo - 9,000 Emails/Mo. - [More](#) ▾

Figure 3 Example of Google Search Engine Result Page for the term "email marketing" (captured 3.11.2020)

2.3 Search Engine Optimization (SEO)

Search Engine Optimization (SEO) is defined as a process of optimizing and promoting a website to improve the number of visits that the site earns from search engines by making it understandable, desirable, and trustworthy for both readers and search engines' crawlers (Fishkin 2016, cited 19.9.2020). Frick & Eylar-Werve (2015, 49) point out three possible ways to optimize a website, including keywords/phrases definition and execution, link building, and metadata optimization. These strategies will be explained and reviewed in Section 2.3 and 2.4.

From the marketing perspective, Brian Clark (2016, cited 11.11.2020) explains SEO as the process of creating a website that is appealing to search engines and searchable in users' language. Agree with the idea, Jari Juslén (2011, 147) notes that SEO is an intensive and continuous process in which your company takes advantage of organic searches to get more and more target audience to your website. In short, search engines are the bridge connecting businesses with target customers and SEO is the process of businesses optimizing their sites' structure, layout and content to consolidate that connection. Since more and more people are using the Internet and mobiles, the importance of SEO has been levelled up as well. SEO KPIs are added to marketing plans and achieving successful SEO goals has become one of the businesses' top priorities.

Shure (2017, cited 19.11.2020) emphasizes that it takes a detailed plan and patience to ensure that the improvements that we have made affect websites. A successful SEO gives search engines technically what they want, which would help customers and organizations figure out answers for their questions. The effectiveness of the optimization then can be measured through metrics such as the website's ranking in SERPs, the number of visitors, organic click-through rate (CTR), conversion rate, and backlink volume (Cozmiuc 2020, cited 21.9.2020).

An SEO process is normally categorized into on-page and off-page optimization. On-page SEO includes steps taken to boost the ranking of a website in SERPs through modifying the structure, design and content of the site. Off-page SEO, on the other hand, contains all other outside actions and factors affecting a website's visibility which might contribute to higher traffic, and further, higher ranking. Off-page SEO factors consist of link building, brand mentions, and social signals (Mastri 2018, cited 21.9.2020).

2.4 On-page Optimization

In terms of on-page optimization, it can be very different between local, national, and international SEOs. This thesis will only address international issues since the business strategy of Engaio Digital is aiming for the audience from anywhere in the world.

According to Technopedia (2015, cited 21.9.2020), on-page optimization is constructing and modifying technical features of a website to match with how a search engine evaluates a site for a search term. The more similar a website is optimized to how a search engine lists and indexes web pages, the more noticeable it is in terms of searches and the higher it ranks in SERPs.

As we can see, on-site SEO has a direct impact on the success of improving a website ranking. So, if the business website is structured nicely for search engines to easily crawl and index data, is it true that the ranking will consequently be higher? In fact, it takes more than just technical stuff. Marketers should keep in mind that customer – human is whom they are offering content to, not machines like search engines. An article full of keywords being repeated constantly with poor writing will attract nobody and even be flagged as spam by search engines' algorithms.

As mentioned above, search engines will evaluate a web page based on three elements Reputation, Relevance, and Readability. Thus, creating high-quality content with a keyword-structured mindset and appropriate technical support will doubtlessly get your site closer to the top organic position in SERPs. But if there is a general recipe to succeed, why many companies are still struggling with SEO? The question is, how well the optimization needs to be done to be on top? The sub-sections below will clarify what the on-site ranking factors are and how they influence an SEO process. Based on the knowledge summarized above as well as aiming to help readers easily understand different aspects of on-page SEO, the author decides to slice on-page SEO into two parts: website optimization and content optimization.

2.4.1 Website Optimization

This part will cover the basic knowledge of technical (backend) and website visual (frontend) optimizations, which are: title tag, meta description, URLs, image alt text, heading tags, and website design, all of which are crucial factors that influence on-site SEO (ibid.). DeGeyter (2018, cited

3.11.2020) pointed out that SEO and user experience have a strong connection with each other. While UX optimization is concentrating on visitors, SEO targets search engines. Both of them focus on offering customers the best experience, which emphasizes the coherence of this combination in increasing the company website's relevancy as well as ranking in SERPs (Bonelli 2017, cited 3.11.2020). Therefore, the elements that affect the website's UX will also be explained and discussed in this sub-chapter.

Title and Header Tags

The title tag, which is made up from a descriptive HTML code, is simply a title of a web page, which tell users and search engines what content the site is delivering. A title tag is normally displayed in the preview snippets of the webpage in SERPs, at the top of the web browser, and on social networks when contents are shared on these platforms. (See Figure 4). Therefore, to be reliable and attractive with search engines readers at the first glance, title tags should be original, concise, and descriptive. Especially, the most important keyword should be mentioned in the title tag. (Moz 2020k, cited 4.11.2020)

It is advised that title tags should contain 50-60 characters, which, equals to approximately 512 pixels, is the limit character that search engine allows to be displayed (ibid.). Moz (ibid.) also indicated, in some cases, while the length standard of a title is met, Google search engine might cut some characters, replace them with ellipses (...) and add, for example, the brand name at the end. In order to prevent this, marketers are advised to avoid stuffing keywords and put the most important keywords first in the title. Cojocariu (2019, cited 4.11.2020) suggested primary keywords should be put first to target readers while secondary keywords and long-tail keywords can be added if there are still rooms for them. For e-commerce websites' product page, he recommended to have the Product or Service name first on the tag, followed by the Category or Location or a Call-to-action (CTA), and lastly, the brand name. Branding included in the title might not be necessarily increasing brand awareness, instead, it is preferred to build trust and credibility for searchers (Jantsch & Singleton 2016, 97-98).

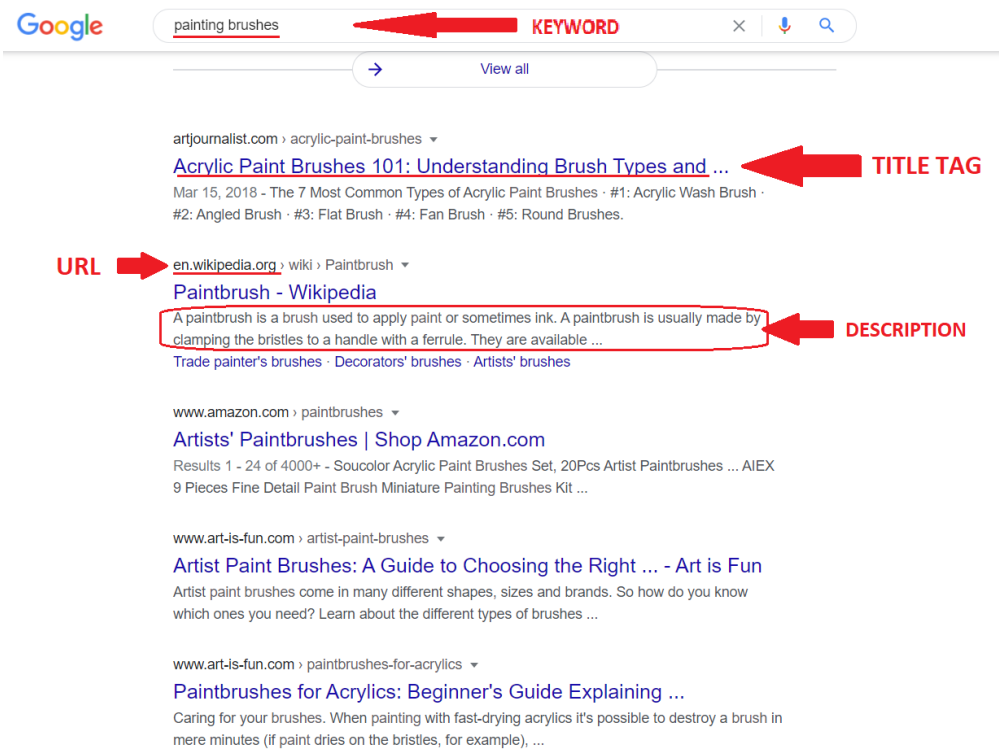


Figure 4 Google Search Engine Result Page Structure (captured by the author based on Thomas 2010, cited 21.9.2020)

Heading are often used, on both printed and digital content, to show how content is structured within a page and how paragraphs are divided. A simple and information header tag will give readers and search engines a fair understanding of the page content (Willson 2020, cited 21.9.2020). Depending on the length of an article within a page, heading tags are commonly referred to as H1, H2, H3, H4, H5, and H6 in HTML. Among these, H1 is the most vital tag which shows the topic of the page and it is important to include keywords in <h1> heading tag as search engines favour this tag the most. However, Google search engine might be confusing if H1 tags are used multiple time within a webpage, which is why it is suggested to only be used once per page to assure an effective SEO performance (Techstacker 2019, cited 4.11.2020). The maximum character recommended for H1 tags is from 20 to 70 (Patel 2020c, cited 12.11.2020).

Furthermore, according to Cojocariu (2019, cited 4.11.2020), marketers should be able to distinguish H1 and Title tags even though they can be very similar in some cases. Therein, the most visible difference between them is the location they are displayed. While title tags are made to be shown on SERPs and other sites that link to your webpage, H1 tags, on the other hand, are meant to be seen within your website. H1 tags are stated to help keep the Title concise and effective on SERPs while showing visitors more detailed and descriptive headers on your website.

Main subjects included in the page are portrayed through H2 tags. H3 to H6 tags are known as subheadings which will make the text more readable if they are organized logically (see Figure 5). Important keywords should also be mentioned in these tags, consistently but not repeatedly (Willson 2020, cited 21.9.2020). Moreover, Fleischner (2013) suggests one to three heading tags in one page is acceptable to organize information rationally, and keyword-included heading tags might potentially lead to the higher-ranked CMS website in Google listings.



Figure 5 Example of Header tags in coding language and visual interface (Connect Innovation 2019, cited 22.9.2020)

Meta Description

Meta description, which locates under the title tag in a SERP, describing briefly the content of the website to users and search engines (see Figure 4). The limit for this section is approximately 155-160 characters, however, it should be concise, naturally informative and descriptive to grasp readers' attention. If there is a keyword mentioned in the description, the word will be bolded in the results listings, which is why it is suggested to include vital keywords in this section. (Moz 2020g, cited 4.11.2020)

As the meta description will be shown along with title tags for each search result in SERPs, it might perform as an advertising copy, which can entice people to click the link to the website. Therefore, to maximize the effectiveness of SEO, each web page should have its unique and compelling-written meta description. This is crucial to boost the click-through rate (CTR) to every page that will increase the search engine rankings of the website. (ibid.)

CTR is the percentage of users clicking on a link to the total number of users viewing a page, email or ad. Despite Google Search Central (2009, cited 13.11.2020) announcement of keywords meta tag having no impact on ranking websites, well-written title tags and meta description are proved to increase the chance of being clicked of a website in SERPs, which leads to a higher click-through rate (CTR) – a metric that might affect its ranking (HedgesCompany 2019, cited 25.9.2020).

URLs

An URL, which stands for Uniform Resource Locator, includes the domain name and other detailed information to composite a web address that guides a browser to a particular web page (Verisign 2020, cited 20.9.2020). A URL contains three main parts including identifier protocol, domain name, and path. Figure 6 below shows the example of the basic structure of a URL.

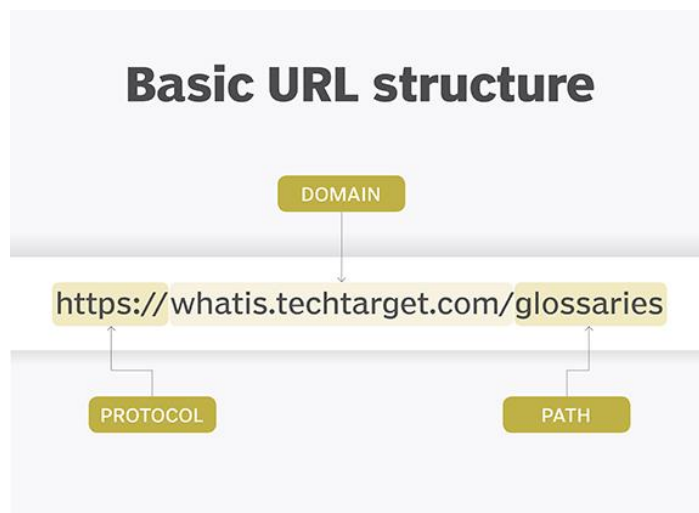


Figure 6 Example of parts of a URL (Rouse 2019, cited 20.9.2020)

According to Moz (2020, cited 4.11.2020), a well-crafted URL should concisely grasp the content of the destination page using relevant and compelling keywords for both human and search engines can understand. As a result, URLs should not include special characters such as "&", "#", or "?" since it might cause misunderstandings. Even though URL has not been recognized as a ranking factor, it is still recommended to include at least important keywords because of its impacts on how Google search engine understand a website (Google Webmaster Central Blog 2015, cited 4.11.2020)

Image Alt Text

It is undoubtedly that nowadays, blogging has been one of the most important means to influence SEO (Dean 2020b, cited 13.11.2020). When it comes to the blogging concept, it is not only about full-text articles, it is also about the effect of incorporating images and other multi-media

components such as videos, graphs, etc. with your writing (Agrawal 2018, cited 4.11.2020). Figure 7 below shows that visual content is preferred by many marketers as well as customers and is absorbed much faster than plain text.

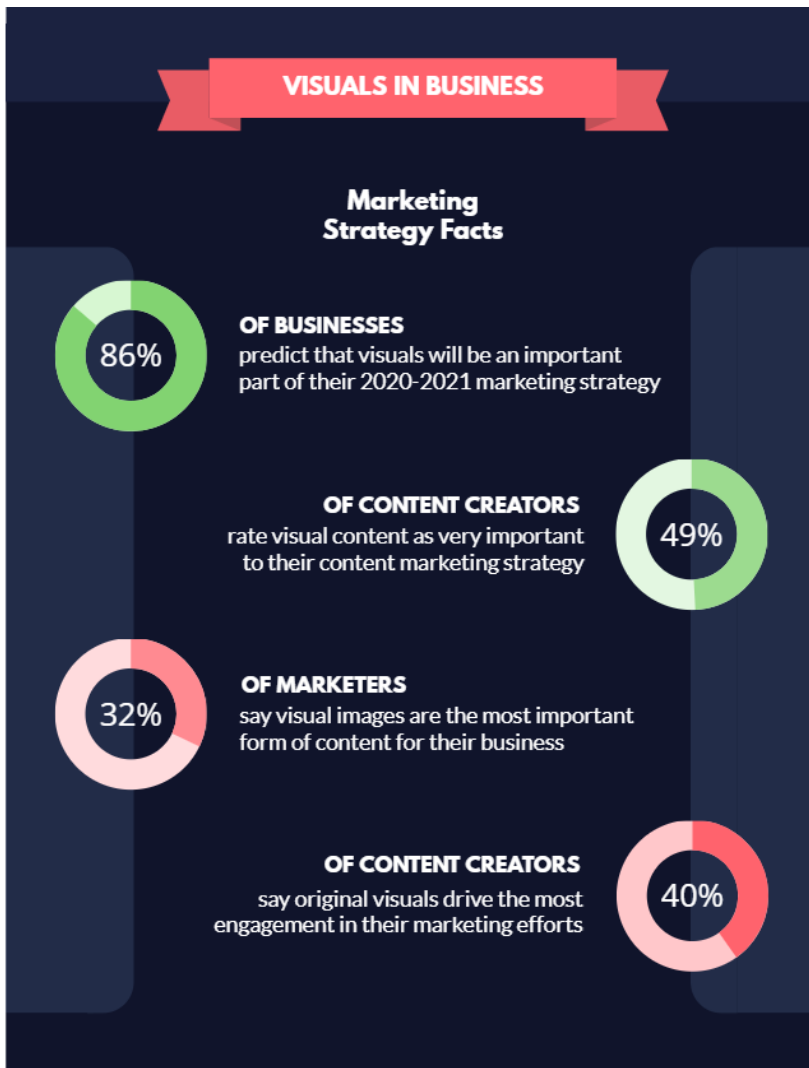


Figure 7 Visual content statistics in business (Nuckols 2020, cited 22.9.2020)

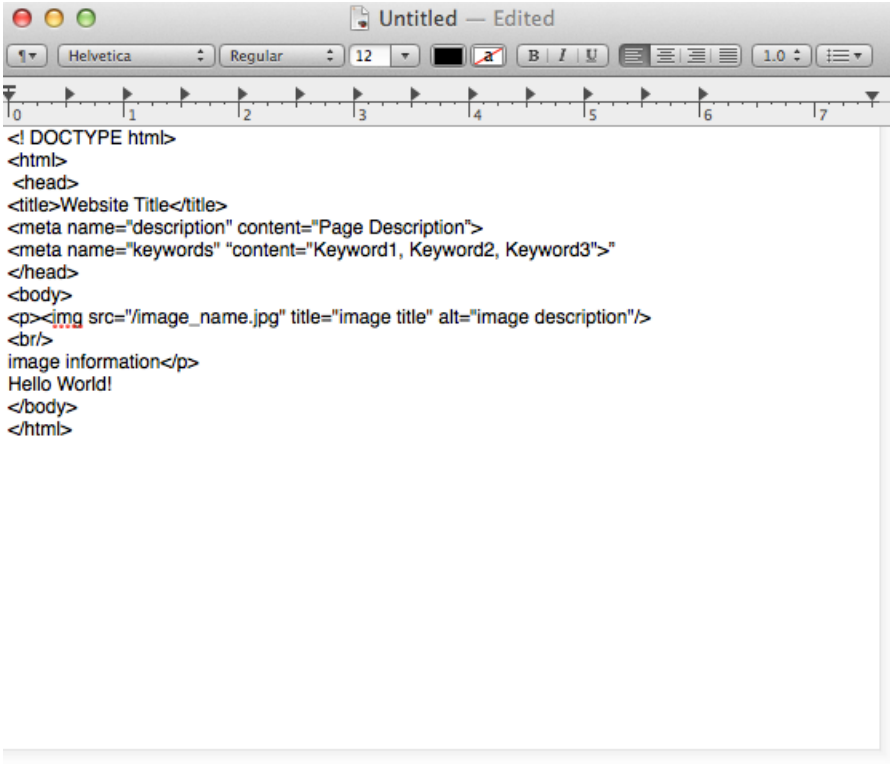
However, as readers get to websites through search engines, then how can we help search bots, which are only able to interpret text, understand the content of those photos or videos to evaluate their relevance or even rank them? This is where Image Alt Text (also called Alt Attributes, Alt Descriptions, or Alt Tags) does its job.

Alt Text (alternative text) is the text you use to name, label or describe media content on your site to have search crawlers understand them properly and logically rank them as relevant to your web page in SERPs (Frick & Eyler-Weve 2015, 54). Moz (2020a, cited 4.11.2020) suggested adding descriptive keywords to media content will make them searchable, relevant and eligible to be

counted as ranking factors for your site. In order to bring the most value to your SEO practice, you should also consider selecting the correct image format, suitable scaling the image, reducing its size, and making it respond to both PC and mobile interface. Not only search engines readers will also benefit from alt text-included images and videos. In case an image is unable to load or blocked on the web browser, or visually disabled readers who are using a screen reader, its alt text will provide a fairly accurate idea of the file, make it easier to access the webpage, and improve user experience. (Becker 2018, cited 4.11.2020)

Website Design

Websites are usually written in HyperText Markup Language (HTML). This language tells browsers how all the content of a web page should be displayed using unique instructions called tags (McDonald 2011, 20). According to Elmansy (2013), an optimal HTML design for a website should contain <html> tag, <head> tag, and <body> tag. In which, the title Meta tag, description Meta tag, and keyword Meta tag are placed within the <head> tag sequentially. Figure 8 shows the example of an optimal HTML document for a website.

A screenshot of a text editor window titled "Untitled -- Edited". The editor shows a sample HTML document structure. The code is as follows:

```
<!DOCTYPE html>
<html>
<head>
<title>Website Title</title>
<meta name="description" content="Page Description">
<meta name="keywords" content="Keyword1, Keyword2, Keyword3">
</head>
<body>
<p>
<br/>
image information</p>
Hello World!
</body>
</html>
```

Figure 8 Example of an optimal HTML document for a website (Elmansy 2013)

Nevertheless, creating a website that is technically and visually effective requires a lot of knowledge about web programming and coding, which not everyone is good at. Therefore, according to Shelby (2019, cited 4.11.2020), a good Content Management System (also known as CMS), which allows

non-technician website owners to easily manage and edit content and structure of the website without having to code anything, is a must for an SEO-friendly website. There are plenty of CMSs in the market, such as WordPress, Wix, Squarespace, Joomla!, Shopify, etc., in which, according to Schaferhoff (2020, cited 4.11.2020), WordPress takes the largest market share of 45.02%.

Fitzgerald (2020, cited 14.11.2020) specified crucial CMS features needed for SEO, including customizable on-page SEO elements, modifiable URL, blogging function, internal linking, page navigation, responsive theme, XML sitemap and analytic tools. As other on-page SEO factors have been discussed earlier, these following subparts will only focus on explaining the website structure, page navigation, internal linking, site map, page loading speed, responsive design, and user experience.

Website structure

A standard website is normally constructed in a pyramid-like structure, starting with a homepage at the top, then coming subpages and subcategories. Through Figure 9 below, Dover & Daffor (2011) explain this structure will allow you to navigate all the web pages with the least amount of connections, which means if the homepage as the most important page is ranked high, every other page will benefit from it. This structure is still used today and recommended by trusted SEO sites such as Moz, Neil Patel, etc.

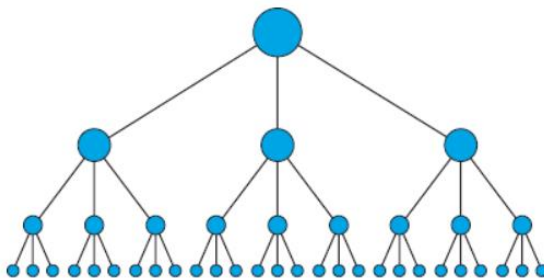


Figure 9 Optimal Website Structure (ibid.)

Patel (2020c, cited 12.11.2020) emphasized the importance of the hierarchy of a website, which means the way information is organized within the site, must be maintained logically as you outline the structure of your site. He suggested having around two to seven main categories, each of which should have approximately the same number of subcategories. As the hierarchy is set, Patel also pointed out the necessity of having URLs and page navigations as close as possible with it to give the most effective SEO performance.

As shown in Figure 9, the homepage is the biggest as well as the most vital page of a website. According to Boykin & Jones (2013), the most used Broadhead terms (keywords include one or a few general words that users use in a search) should be used frequently in the main page in order to reflect the overall focus of the site for readers and crawlers to understand. While, subpages, on the other hand, might need more specific ones along with Long Tail Keywords (keywords include many specific words that users use in a search) to increase the site traffic.

Besides providing a well-structured homepage, it is also essential to build a simple navigation path on your website. Two key components that are must-have in the site navigation are the menu and breadcrumbs (Rakt 2020, cited 4.11.2020). An optimal menu bar, as she suggested, should have all main categories included visually and technically for both visitors and search bots to understand. If your site has a large number of categories, it is totally fine to have a second menu as long as it works. Then, when readers click one of those categories, they land on a particular page where breadcrumbs, “a small text path” that “locates at the top of the page”, will show them where they are on the site (Toonen 2020, cited 12.11.2020). These navigation helpers are not only useful to users but also are a good assistant for Google search engine as it is trying to figure out how the website is structured. Moreover, they might also be displayed along with titles and descriptions as search results in SERPs, which means the results are much more attractive to customers.

Cumbersome and illogical site navigation results in bad user experience. Both users and website staffs will be happy with just a few clicks to be able to access some particular spots on a website. Creating straightforward and smooth navigation between webpages by making use of menu bars and breadcrumbs are highly recommended, as it will help search engines index the site better as well as bring more effortless browsing experience to readers (ibid.).

Call-to-actions (CTAs), which refers to actions that a marketer wants its audience to take, might help readers navigate through the site more easily if being used properly. The colour and style of a CTA should be considered thoroughly as long as it conveys the correct message to customers. A good CTA should always consist of verbs or action-oriented words that motivate users' interaction and emotionally connect to them. The words must be precise, impressive, and time-bound, such as “Sign Up Now”, to get the best results. (ibid.)

Besides the visual structure, the coding structure of a website also matters. In order to incorporate with the site navigation, Patel (2020b, cited 22.9.2020) also advised webmasters to keep the coding

as simple as possible by using HTML and CSS to approach. Additionally, he insists on adding a structured data markup (also known as Schema Markup) to websites to help search engines understand the content on it more effectively. Schema markup is a powerful tool, which is produced by Google, Microsoft, Yahoo, and Yandex – the previous Big Fours of the search engines industry. It operates on the principle of breaking data into tiny parts for search engines to index and display them more attractive in SERPs (Schema.org, cited 22.9.2020).

Figure 10 shows the difference between search results with and without Schema markup. The red one that appears with rating, votes, cooking duration and calories is supported by Schema markup, which visibly gives users more information than the one without at the bottom.

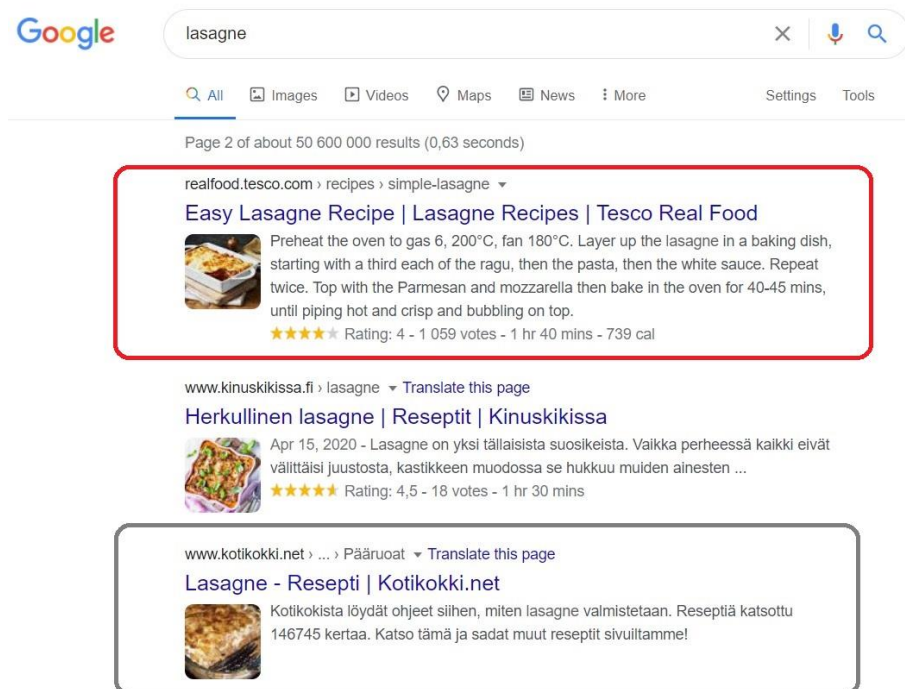


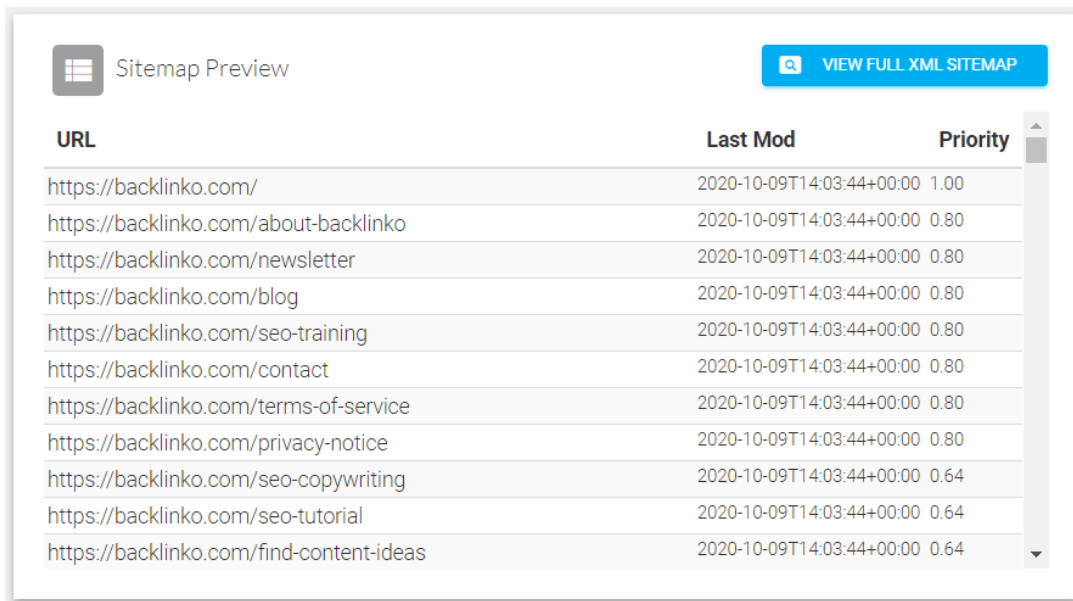
Figure 10 Example of search results with and without Schema markup (captured 23.9.2020)

Sitemap

It is recommended by Google (2017, cited 22.9.2020) that a sitemap, which displays your website layouts and the connections between different landing pages, is crucial to help search engines understand your website. Furthermore, a sitemap allows you to modify easily the website structure and support targeted keywords properly through a clear site hierarchy. It is advised to have two separate site maps, a user map and a search engine map. The user map is a list of links between different content within your site, and the search engine map is an Extensible Markup Language (XML) file, in which included where a page locates on the site, how often it is updated, and how

relevant the page is. The file is submitted to Google Search Console to help the search engine index data and understand the website structure easier and faster. (Quicksprout 2019b, cited 22.9.2020)

Many sitemap creation tools are available online and free of charge. Figure 11 presents the preview version of the sitemap of backlinko.com – a website owned by Brian Dean offering businesses backlink building strategies consultation, which is created using xml-sitemaps.com.



Sitemap Preview

VIEW FULL XML SITEMAP

URL	Last Mod	Priority
https://backlinko.com/	2020-10-09T14:03:44+00:00	1.00
https://backlinko.com/about-backlinko	2020-10-09T14:03:44+00:00	0.80
https://backlinko.com/newsletter	2020-10-09T14:03:44+00:00	0.80
https://backlinko.com/blog	2020-10-09T14:03:44+00:00	0.80
https://backlinko.com/seo-training	2020-10-09T14:03:44+00:00	0.80
https://backlinko.com/contact	2020-10-09T14:03:44+00:00	0.80
https://backlinko.com/terms-of-service	2020-10-09T14:03:44+00:00	0.80
https://backlinko.com/privacy-notice	2020-10-09T14:03:44+00:00	0.80
https://backlinko.com/seo-copywriting	2020-10-09T14:03:44+00:00	0.64
https://backlinko.com/seo-tutorial	2020-10-09T14:03:44+00:00	0.64
https://backlinko.com/find-content-ideas	2020-10-09T14:03:44+00:00	0.64

Figure 11 Sitemap Preview of backlinko.com (xml-sitemaps.com 2020, cited 9.10.2020)

Internal links and anchor text

Hardwick (2020, cited 24.9.2020) defines anchor text as clickable words that are used to link a webpage to another webpage. Figure 12 shows the formats of anchor text in the link on a page and in code.

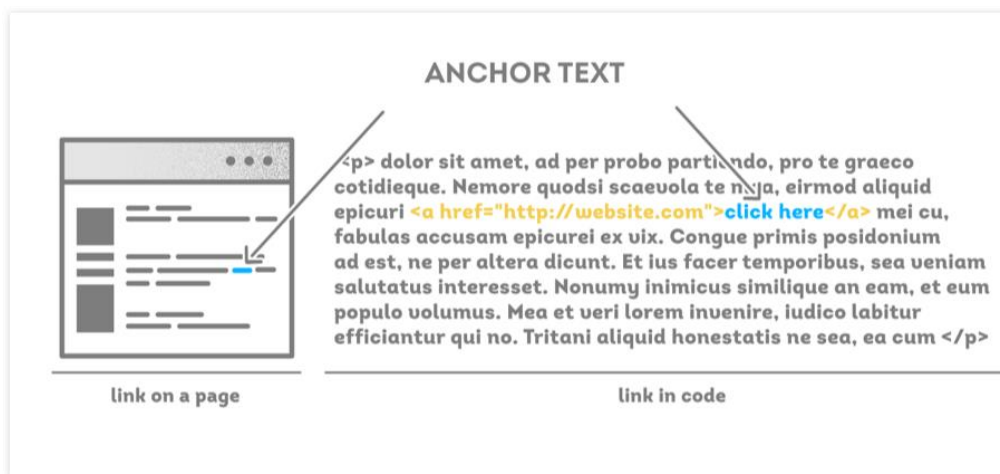


Figure 12 Formats of anchor text on a page and in code (Hardwick 2020, cited 24.9.2020)

Building relationships between pages is vital to building relevancy and authority of the web page, as well as optimizing the user experience on a website (Stox 2015, cited 25.9.2020). As web pages are connected by internal links and anchor text, the customer will have a better understanding of the content context and structure, the customer journey on the site will be more logical and deeper, and the possibility of users spending more time on the website will be higher while increasing the rate of browsing. Google search engine considers a page is highly important and relevant based on how many links are established between that page and other pages within a website. However, webmasters should be careful when creating the anchor text for the link. Anchor text with the same text as the link might be understood as spamming. Therefore, it is necessary to modify descriptive and keyword-rich anchor text for both customers and search engines to understand properly.

Furthermore, internal links allow readers to locate more related materials inside the website, which will finally increase their satisfaction. Having the link open on the same window will give users a smoother experience, while it helps to track user footprints on the web, increase the page-visits, on-site time, and reduce the bouncing rate. Broken internal or external links that don't work properly will negatively affect the user experience. Therefore, connection validity should be checked and fixed regularly to make sure there is no difficulty for customers to browse the website. (ibid.)

Page Speed

Page speed is the time it takes to load a web page. It is significant and has a direct impact on the user experience on a website (Stox 2020, cited 10.11.2020). There are some available tools used to check the loading time of the page, typically Google PageSpeed Insights and GTmetrix. It takes a lot of time to test page speed since you have to proceed each page per time. Odupitan (2020, cited 11.11.2020) suggests speeding up the process by using some advanced website auditing tools such as Ahrefs and Screaming Frog.

According to An (2017, cited 22.9.2020), if it takes more than 3 seconds to load a website after clicking on it, users are likely to leave the page shortly, which means a relatively higher bounce rate (the proportion of one-page session compared to all sessions on a website) and lower ranking in the result. Therefore, the optimal time to load a page should be kept below 2 seconds. Website speed is influenced by many factors including the browser, web hosting service, the content delivery network (CDN), devices, page design and content. Website owners can improve the loading speed of their site by partnering with reliable web-hosting providers, altering content such

as minimizing the media file size or removing unnecessary HTML tags and duplicated content. (Website.com, cited 22.9.2020)

One significant technical component that can also be improved to reduce the loading time is adding expiration dates for headers. Expires headers inform the browser how long a file can be kept in the cache of the browser. It decreases the number of HTTP requests, which are from the browser to the webserver. As websites become more modern and content-heavy, the required files that need to download become larger as well. By adding expiration dates for headers, necessary files will be downloaded and stored for not only the first but subsequent page views and visits. Although it seems not visibly worked in the first time a user visits a website, the load times of returning visitors will be decreased markedly. (GTmetrix 2020b, cited 24.9.2020)

Besides, it is also advised to use a content delivery network (CDN) to speed up the loading time of your web page. A CDN is a network of servers, which are located globally and operate together, for the rapid distribution of content on the Internet. There are some popular CDN service providers, such as Akamai Technology, Mirror Image Internet, and Limelight Networks, with whom website owners should consider partnering once the target audience increases and becomes more global. (Cloudflare 2020, cited 24.9.2020)

Responsive Design

According to Busche (2017, 226-250), one of the most important factors that determine the readability of a website is responsive design, a means of arranging websites' layouts to make its interface compatible with any device that consumers use. Google (2019, cited 22.9.2020) also recommends responsive design as the most optimal design to implement and maintain websites to handle view screens types and sizes.

Furthermore, since the impressive development of the mobile industry (see Figure 13) as well as the increasing demand of users to access information from anywhere by anything, websites need to be designed responsively and compatibly with as many mobile devices as possible. And to further emphasize the importance of this feature, Google has confirmed mobile-friendliness as an official ranking factor on 21st April 2015 (Rampton 2015, cited 22.9.2020), which is why configuring a responsive design is essential to website owners if they want to optimize the user experience on their website.

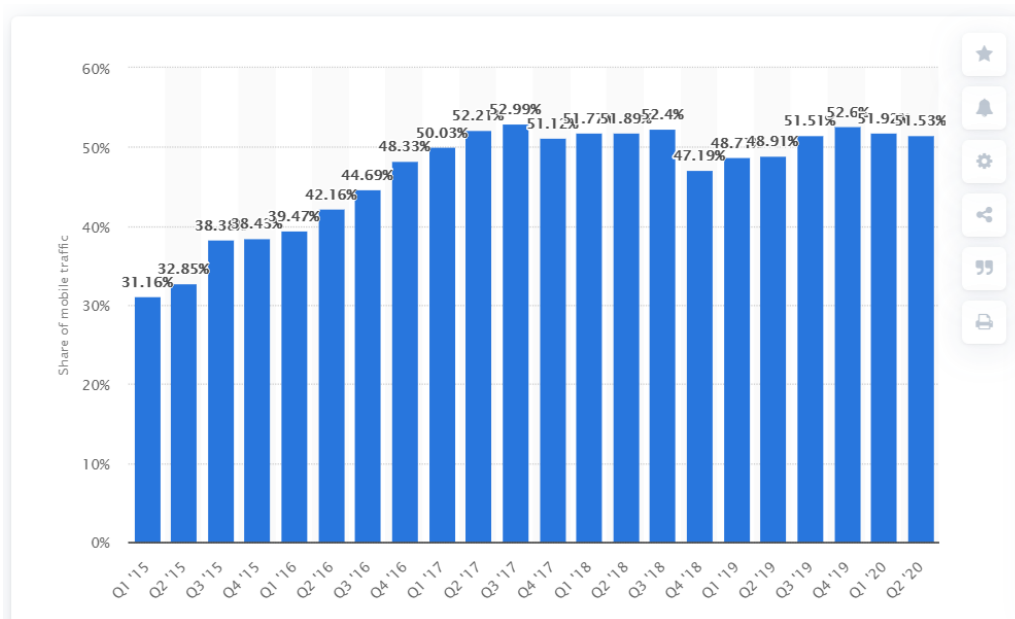


Figure 13 Percentage of mobile device website traffic worldwide from 1st quarter 2015 to 2nd quarter 2020 (statista.com 2020, cited 6.11.2020)

There are some online free checkers, for example, Responsive Design Checker, which is a tool to evaluate if a particular website will be well visible and easily accessible on other devices such as smartphones and tablets. Google also offers Google Mobile-Friendly test tool for site owners to check if a visitor can use the webpage on a mobile device.

Other factors affect the user experience (UX)

To begin with, what is the user experience (UX)? Garrett (2002, 25) explains user experience is “the experience the product creates for the people who use it in the real world”, which “is not about the inner working of a product or service”, but “about how it works on the outside where a person comes into contact with it”. To make it clear, Google (2016, cited 24.9.2020) clarifies that web pages should be made exclusively for consumers, not for search engines. The user-centric principle must be kept in mind as webmasters optimize their website and the UX. In addition to the vital elements affecting the UX of a website as mentioned in previous sections, there exist other broader factors that determine the rating environment, or in another word, the way Google evaluates whether a website is user-friendly and relevant enough to rank higher, which are Google algorithms.

Along with the shift in user search intents and preferences, Google has been changing and upgrading its search engine to improve user experience (UX) - one of the two elements that Google cares about the most, since the early years (Bassi 2020, cited 5.11.2020). Some significant updates from Google throughout the years which still have great impacts on SEO includes:

Google Panda algorithm

In 2011, Google created Panda to filter websites with thin-, repeated-content and keyword, leaving high-quality sites with relevant, reliable, and user-centred content (Moz 2020e, cited 24.9.2020). As the Panda algorithm was officially launched and came into effect, many websites that survived the filtering have made significant improvements to their content, which has resulted in an improved user experience in general as the user is the target of these content. (Dholakiya 2017, cited 5.11.2020).

Google Page Layout algorithm

The algorithm was officially launched in 2012 to aim at websites that had the above-the-fold area covered by too many ads. Websites that were affected by this update had to modify their site's layout, cut down and relocate ads in order to design a better user experience. The effects later proved that this algorithm was for the benefit of the user, and it also emphasized the importance of balancing the content and advertising on a website to SEO. (Crowe 2018, cited 5.11.2020)

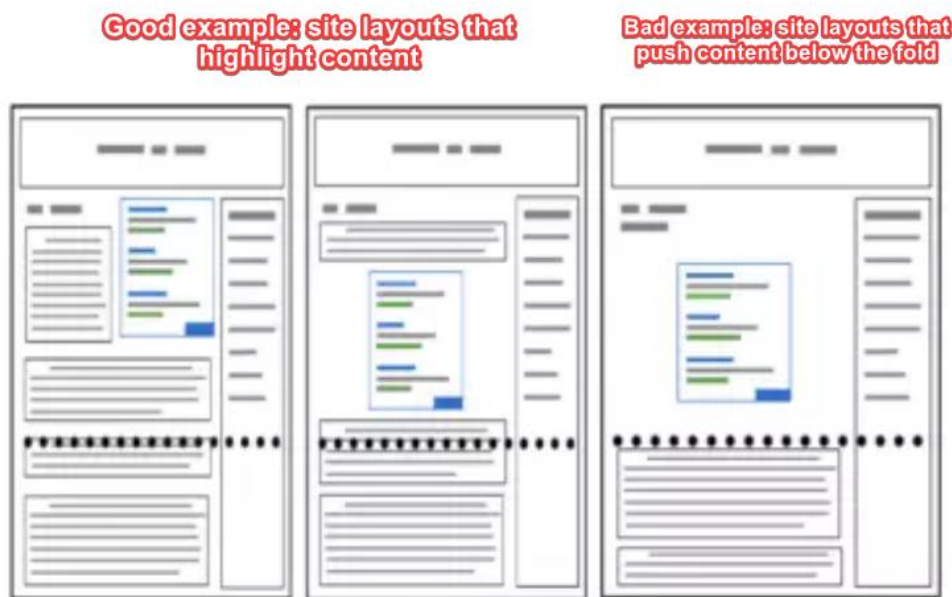


Figure 14 Examples of good and bad page layouts (created 24.9.2020)

Google Penguin algorithm

In 2012, the Penguin algorithm was released to specifically filter out outbound link-spamming and massively manipulative link-building websites. According to Taylor (2018, cited 5.11.2020), the algorithm rewarded quality websites that deserve higher-ranking positions, instead of sites with poor content that took advantages of link spam to appear in prominent positions in SERPs. This

indirectly boosted the user experience in general as users are the one who was searching and they would be much happier with quality and relevant results instead of spamming ones.

Google Hummingbird algorithm

In 2013, Google announced the publication of “a complete overhaul of the core algorithm” – the Google Hummingbird (Moz 2020d, cited 5.11.2020). According to Pedraza (2017, cited 11.11.2020), before Hummingbird, when users searched for a phrase, the results displayed were exactly what they put in, word-by-word, no other information. At that time, Google managed to launch its knowledge graph which provides a rich set of knowledge panels to rapidly display accurate answers to users’ searches about everything. As Hummingbird stepped in, it concentrated on three main elements, consist of conversational search, human search, and voice search. The Hummingbird algorithm uses semantic search which allows Google to display suitable SERP results which are relevant to the search language of users. Instead of searching for word-like answers, Google is now able to assume a wider meaning of phrases even though the intention of users is not clear. Figure 15 shows how Google understand the keyword “cookies”. Instead of simply resulting in cookies’ meaning or photos, semantic search deduced that users might intend to search differently from the word used, which is why results that are closer to user intent are delivered, in this case, they are cookies recipes, nutritional information, and so on.

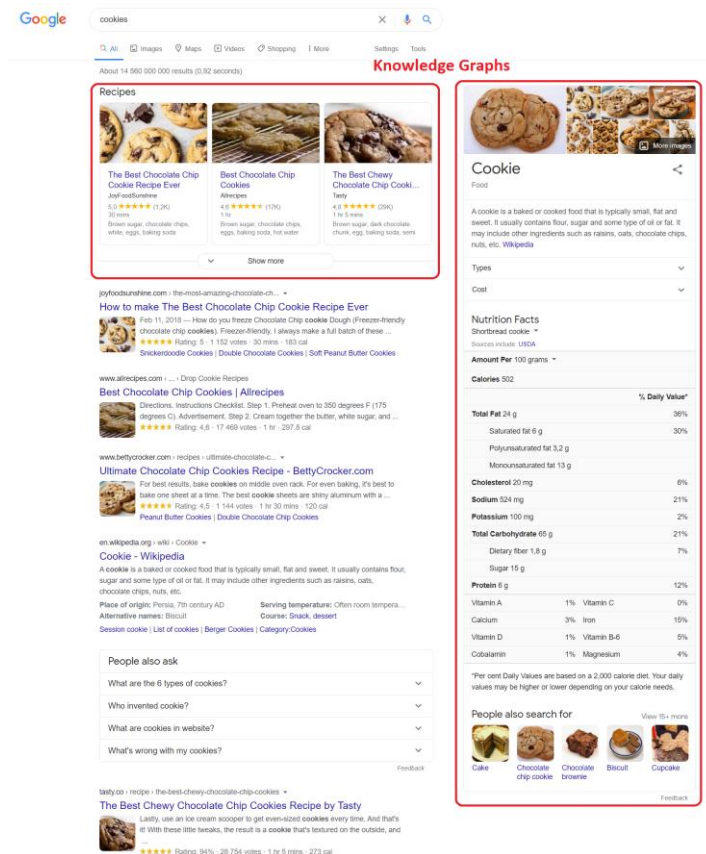


Figure 15 Example of Knowledge graphs for keyword "cookies" (captured 6.11.2020)

Google RankBrain algorithm

According to Davies (2020, cited 5.11.2020), a typical example showing how Google values UX is the introduction of an algorithm called RankBrain in 2015. Since the first day launched, RankBrain has been helping Google to tackle a problem that has remained for a long time that 15% of phrases people search for in Google were never seen before, which results in cluelessness and failure in displaying what users are implicitly looking for, stated the Vice Engineering President of Google - Ben Gomes (2017, cited 5.11.2020). Google RankBrain is a machine learning (AI) algorithm, which allows Google to “guess” the meaning of queries and how users interact with the results. Google RankBrain functions based on the Hummingbird algorithm mentioned above, integrating the constantly upgraded semantic search with the ability to teach itself to connect various data to different results, and from those calculations, rank websites accordingly (Moz 2020f, cited 5.11.2020).

To clarify the impacts that Google RankBrain has on website rankings, Harman (2018, cited 5.11.2020) outlines essential metrics that the algorithm tracks every day, including the bounce rate of websites, organic clickthrough rate (CTR), the number of page visits per session, dwell time (the duration a user stay at a search result after clicking), and so on. All of this information will be used as analytical data to evaluate the relevance and user-friendliness of websites, which are the core factors that affect the site ranking in SERPs (Dean 2017, cited 5.11.2020). Furthermore, Fishkin (2016, cited 19.9.2020) pointed out that businesses need to comprehend three crucial user-centric concepts to optimize SEO in the RankBrain environment, which comprises targeting multi-keyword on a single webpage; optimizing appropriate SEO factors based on target customer’s expectations, for example, for some pages, visitors expect fresh content while on others they prioritize high engagement; and lastly, the brand reputation built on those priorities.

Besides, the philosophy of user experience and user-centric design practices is all about constructing a consistent, predictive, and useful application based on the user’s desire for information. As a result, this concept should be well-presented on landing pages – the very first pages that users see when visiting your site via links or ads. A landing page should comprise a form through which a website owners gathers information from a visitor in return for a specific offer, meanwhile, the page’s key objective is to gain as many conversions as possible (a homepage with a form on it does not count as a landing page due to its multitarget purpose). (Shore 2019, cited 25.9.2020)

A successful landing page design should follow the principle of Google Page Layout algorithm, also called Top Heavy algorithm, which was first implemented in January 2012. This algorithm is used to verify the quantity of visible content “above the fold” (the area of the page that a user sees before scrolling) whenever users click on the result in SERPs. If this part of a web page is filled with loads of ads, that site may not be ranked highly (Google 2012, cited 24.9.2020). Overall, a simple design with appropriate white spaces will make a website more appealing to readers (Jiminez 2018, cited 24.9.2020). Figure 16 shows a typical landing page example of Slack. Also, user metrics on landing pages influence not only SEO but also SEM campaigns. The numbers of clicks that the landing page has earned and the actual user experience of the landing page are ones of the criteria that search engines use to score a website quality (Google AdWords 2014, cited 1.10.2020). This grade will help Google decide if a website is relevant, reliable, and eligible to be ranked highly or not.

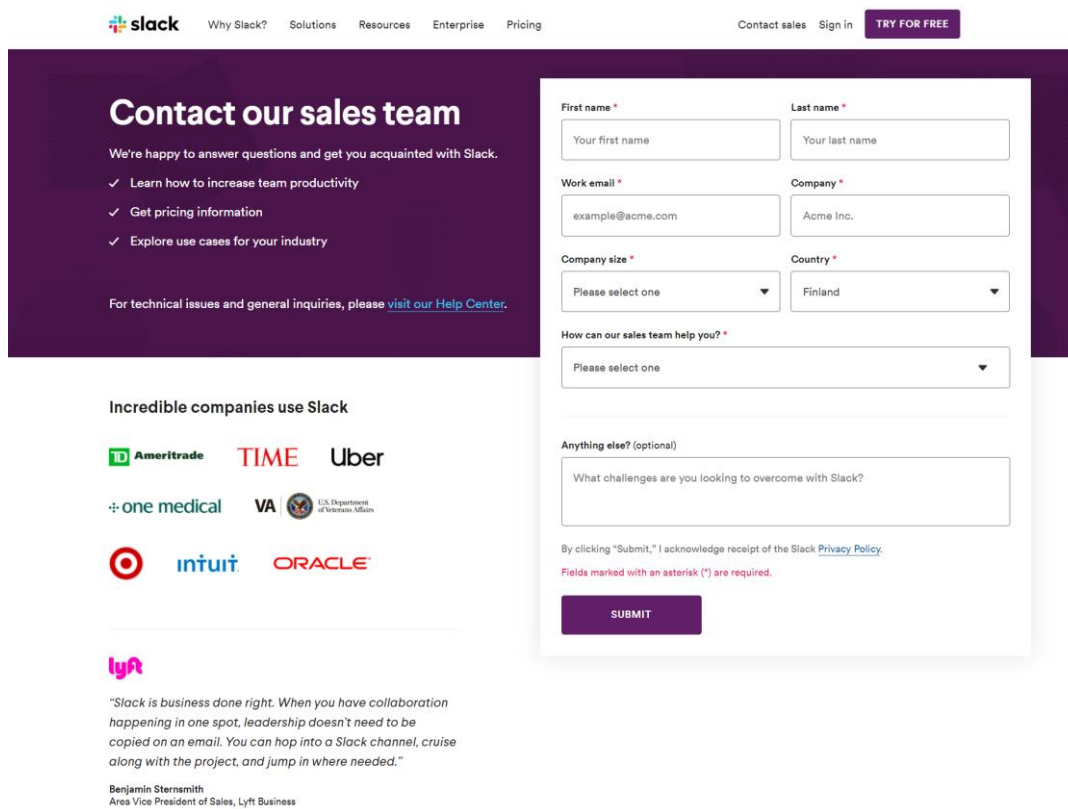


Figure 16 The landing page "Contact sales team" of Slack (Slack 2020, cited 25.9.2020)

2.4.2 Content Optimization

So far, the previous chapter has addressed different technical website optimization such as structure, mobile-friendly interface, loading time, navigation, links, and landing pages. This part will be about the essence of all of these components, the content and the consistency of a website.

Keyword research

The secret sauce of successful content optimization is not only how smooth your writing sounds and how informative it is, the keyword scores. Keywords are terms that users enter the search box of search engines to find information. Search engines' robots crawling all over the Internet to index and catalogue data, and they use keywords as criteria to assess the relevance of webpages. Keyword research should be conducted to identify relevant keywords once site owners identify who is the target audience of his/her website. According to Stricchiola, Enge & Spencer (2015, 42-44), one keyword per article is no longer effective. Nowadays, it is recommended to include all related keywords in a single post. It is more than just choosing the right content keyword. It is also about what types of content will fit well, how long the content should be structured, and what specific value the author might offer to readers. Various specialists clarified there are many kinds of keywords other than short (also called head keywords) and long-tail keywords. For example, transactional keywords, navigational keywords, and informational keywords. However, due to the limitation of the thesis, the author will only research into features of long-tail keywords, head keywords, transactional and informational keywords.

Head keywords are popular keyword with high search volume and high competition in search engine ranking. They contain one or two terms, which you can see in Figure 17 below. On the other hand, long-tail keywords contain more than 3 terms that are more specific, less competitive and have lower search volume in SERPs. Mostly, people often use long-tail keywords while searching in order to get the most relevant results.

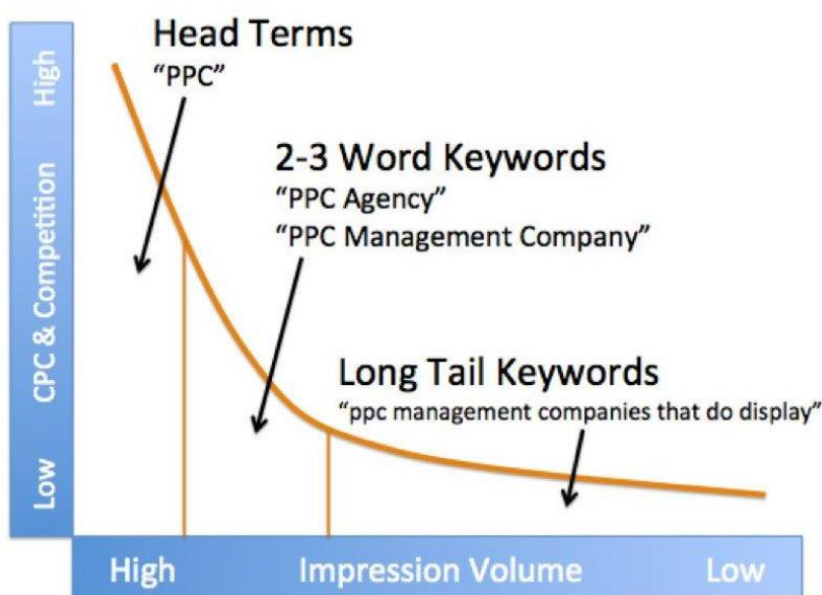


Figure 17 Examples of head keywords and long-tail keywords (Wordstream, cited 1.10.2020)

According to Moz's Beginner Keyword Research Guide, 70% of all searches are long-tail keywords. This type of keyword is only searched for a few time per day, however, they are more likely to increase the conversion rate for websites than shorter keywords. As a result, using a longer, more detailed and specific keyword is less competitive and more effective than working on a shorter, more concise and general one (Rakt 2016, cited 1.10.2020).

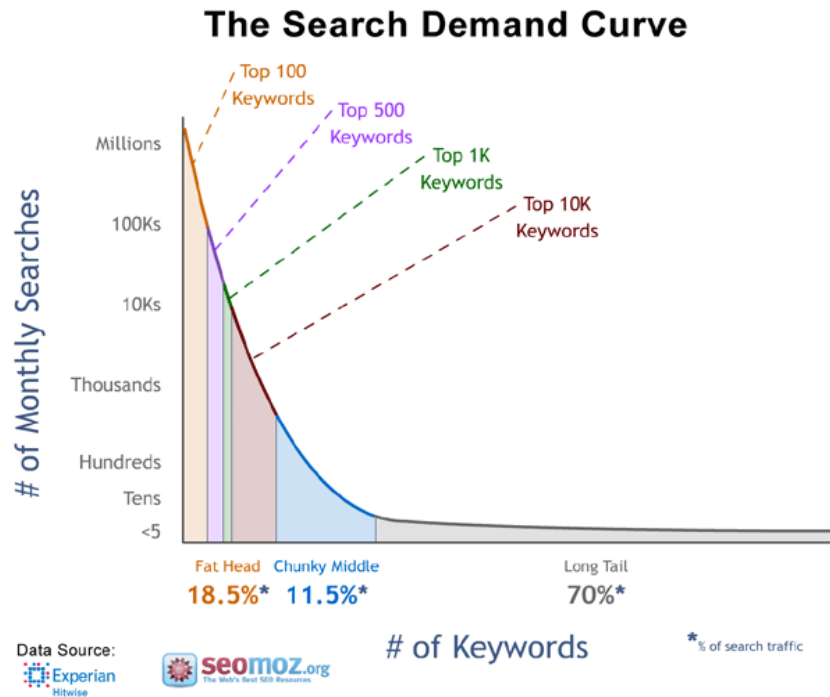


Figure 18 The Search Demand Curve (Fishkin 2009, cited 2.10.2020)

The following Figure 19 is a simple example of the search differences between head and long-tail terms. As you can see, the results are different when you search a long-tail keyword “brush for acrylic painting on canvas” versus only looking for one head term “brush”. In order to reach the highest-ranking position for those keywords, a website must have unique long-tail keywords to achieve the optimum role in SERPs.

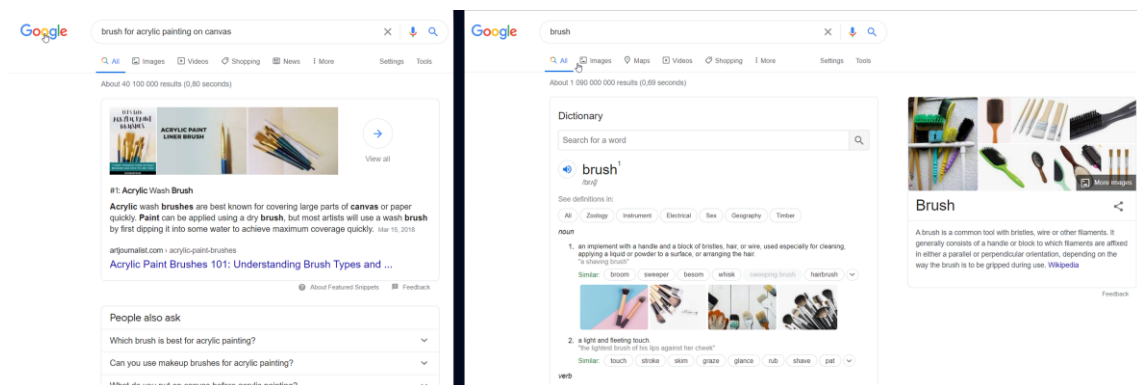


Figure 19 Examples of head terms and long-tail terms (captured 14.10.2020)

Informational and transactional keywords, yet, are distinguished by their intended use not the number of terms in a keyword. SEO Review Tools (2020, cited 1.10.2020) explained that people use informational keywords to search for the background information of goods or services which they are going to buy. Depending on the subject and industry, informational keywords might have incredibly high search volumes. Some typical examples of informational keywords are review, best, top-rated, recommended, compare, online, compare price, and so on. Meanwhile, transactional keywords are those used by people who wish to interact more with the website, such as purchase a product or service, sign-up or login, downloading, etc.

Aside from that, Khan & Rehman (2013, cited 24.9.2020) suggests researching customers' habits through their profile and selecting relevant keywords base on users' search behaviours. This method is also recommended by Google since they highlight user experience as a priority in keyword selection in their SEO guidebook. Furthermore, to ensure the quality of the user experience, keyword stuffing should be avoided and replaced by paraphrasing and synonyms. Since there is no exact limit percentage of repeated keywords in an article, Patel (2020a, cited 6.11.2020) warned that Google will penalize any website that abuses too many similar keywords in one web page and consider it as un-useful for users.

The Google Ads Keyword Planner is a helpful tool to start implementing appropriate keywords for your website. The tool will help you track the search volume and keyword trends of a specific keyword in a particular time of the year. All you need to do is simply type it in the search box of the Planner and see how the data reflects the development of your business' main keywords. While Google AdWords does not provide any specific details on the intent of the searches, the interaction or competitive relationship with the keyword, the Ahrefs Keyword Explorer can bring more in-depth tactics to your table. Likewise, there are many more similar tools available on the Internet with no fee charged, such as KWFinder, Moz Keyword Explorer, SEMRush, ubersuggest, SERPStat, and so on (Breton 2020, cited 13.10.2020).

Content design

High-quality content plays a vital role in the experience of a user on a website. It is the reason why visitors stay browsing longer or leave soon once they land on the site, which directly affects the user experience, click-through rate (CTR), and backlink generation. According to Moz (2020j, cited 3.11.2020), ten-time-better content, which means trying to publish a better piece of content than the top results in the search engine results page (SERP), is highly recommended. A piece of

content considered the finest only when it answers the users' questions straightforwardly, contains no broken links, grammar or spelling errors, and be arranged into appropriate headings, topics and areas within the site. This not only helps increase the readability and understandability of the content but also improves the experience of the customer on the website, which positively results in its higher rankings in SERPs. Even though Google search engine has yet to interpret and comprehend text, it can still sense the content quality through analyzing users' activities on websites.

The launch of Google Panda algorithm has ushered in a blossoming period of well-designed content sites with authorized knowledge accompanied by related keywords, presented through an optimal interface. Since then, duplicated content has become more sensitive to be mentioned or created since search engines might get confused about which URLs that the content shows up should be ranked higher. The worst result is all URLs could be ranked low and other webpages would be favoured (Moz 2020l, cited 4.11.2020). In the meantime, the consistency of the content must also be accomplished, making sure that the readers will receive the correct and coherent message throughout their browsing experience. This characteristic should not be misunderstood with content duplication explained above.

It depends on who is the target audience to know which content format will be preferred on a website. As users don't always want to read text-only articles, on the other hand, intelligible and visually attractive content, for instance, podcast, infographics, or videos, might somewhat satisfy them more. Louis (2016, cited 14.11.2020) asserts that providing different categories of content will help deliver the business message to a larger number of customers and raise the level of originality and consistency of the website.

According to the research results of Digital Information World (2018, cited 14.11.2020), users are likely to focus on a piece of information for a maximum of 8 seconds. This means the optimal content on a webpage should have not only appealing headers but also sub-headings along with paragraphs or graphic materials after each 150-300-word passage so that readers can read and understand easily (Patel 2020g, cited 14.10.2020). Furthermore, in order to enhance users' search accuracy, it is necessary to have an appropriate topical emphasis on one web page (McCoy 2018, cited 14.10.2020).

Over and above, the balance between content size and other data of a website should also be maintained, especially media content such as videos and images. Extensively heavy images or embedded media might slow down the site speed and lead to bad website performance. Both Moz (2020i, cited 25.9.2020) and Patel (2020e, cited 25.9.2020) point to the conclusion that the long page-loading time results in a decrease in the users' bouncing rate and time on a page. This means the user does not consume any of the content on the site at all, which is of no benefit to the site owners.

2.5 Off-page Optimization

Off-site SEO includes practices that are done on other channels, which helps increase the site visibility, relevance, reliability and authority. As a consequence of the authority of the website proved, it has a considerable effect on the ranking position on SERPs, especially when the legitimacy is verified by other reputable sites, for instance, pages, directories, individuals. (Moz 2020h, cited 14.10.2020).

In other words, off-page optimization can be considered as optimizing content distribution methods through two main channels, including backlinks (also called external links) on other websites and social media. According to Adams (2014), off-page SEO's main goal is to maximize website traffic by using IP and keyword variety. Indeed, natural and legitimate backlinks are an essential factor that influences the ranking position in SERPs.

SEO experts Bailyn and Bailyn (2011, 32) emphasized that links are the most vital element in SEO. He also believed that 85% of all SEO attempts can be rendered when the connection is performed correctly. External links (also called backlinks) play the largest as well as the most critical strategy for off-page optimization. Two other off-page parts, including social media and blogging, also have considerable impacts on the whole SEO efforts to rank up the website.

2.5.1 Link Building

According to Moz (2020j, cited 3.11.2020), the most demanding aspect of SEO is link building that requires time, commitment, creativity, and sometimes money. Moogan (2020, cited 6.11.2020) defined link building is the practice of having other websites links to your site via a hyperlink (also

called a backlink). A hyperlink is also called a link that connects page to page, site to site, etc. Figure 20 shows an example of components of a hyperlink.



Figure 20 Example of a hyperlink's components (ibid.)

So, why we need to build links? And what links mean for SEO? Google's Search Quality Senior Strategist – Andrey Lipattsev (2016, cited 6.11.2020), stated in an official Q&A video that RankBrain, links and content are the top three ranking signals of Google search engine. DeMers (2020, cited 14.11.2020) explained that Google algorithms have been continually considered links as one of the key factors to evaluate websites. The proof is their PageRank Algorithm is now looking at the number of people linked to a webpage to assess the page ranking. Moreover, as Google Penguin got updated, not only the quantity but also the quality of links that matter. According to Moogan (2020, cited 6.11.2020), the quality of a link is determined by the quality of the website using the link and how the link is mentioned. She emphasized on the effectiveness of this method thanks to its basement idea of seeing a link as “a vote of confidence” about a page, which means the webpage that is linked to are quality-guaranteed. She pointed out link building is not only good for a website ranking, but it also helps strengthen relationships between websites, increase traffic from references, and raise brand visibility and credibility. In contrast, links to websites with poor quality and link-farming might downgrade a site's ranking and may highly possibly be punished by Google since search engines interpret it as delivering a bad user experience (Dean 2018, cited 6.11.2020).

A link building process is recommended to start with “something worth linking to” (Moogan 2020, cited 6.11.2020). Through the Guidebook, she outlined some crucial steps a webmaster must go through in order to successfully build quality links for their websites, which are all included in Table 1 below.

Table 1 Link Building Process (ibid.)

Step 1	Determining goals that are directly related to the overall goals of the business, realistic, long-term effective, and doable.
Step 2	Identifying the asset to offer customers, for examples, content, products, services, people.
Step 3	Considering link types and choose the most appropriate kinds of combinations. Some typical links are links to the homepage, links to component pages, brand name-included links, and targeted keyword-included links.
Step 4	Identifying link targets, in another word, finding the hooks that make people concern about and voluntarily link to your site.

Figure 21 below showcases the process of figuring out if the content you created is accepted by anyone, which is useful to ensure you are focusing on the right key content and the targeted websites care enough about your content to link effortlessly.

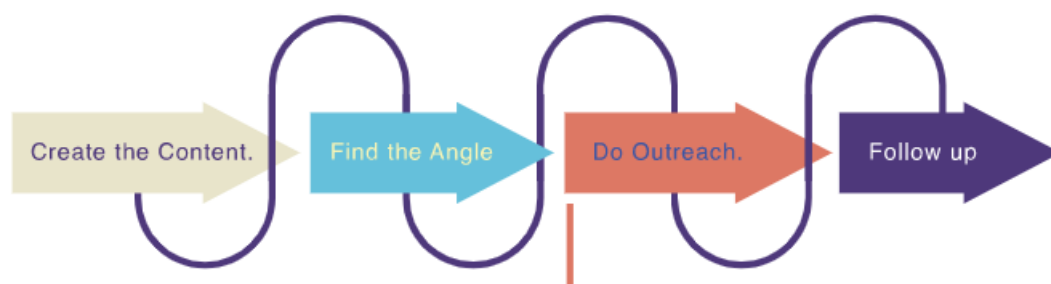


Figure 21 Process of determining target websites for links (ibid.)

The first step of the process is explained as determining the target audience for links, which should start with listing out repetitive bloggers in the field. Moogan suggested utilizing Google search engine and social platforms to reach appropriate ones. As there are a large number of URLs that you need to go through and consider, she recommended using URL opener as a productive tool that helps you surf faster. While searching for trustworthy websites, web owners must analyze the site thoroughly to ensure they are reaching to relevant ones that have the same audience as they expected and are open for external links. Moogan advised analyzing based on two critical domain metrics: PageRank and Domain Authority. Moz (2020b, cited 6.11.2020) created the definition of Domain Authority as a “search engine ranking score” that “predicts how likely a website is to rank on SERPs”. It is neither a Google ranking signal nor having any effect on rankings in SERPs.

Next, as you have found the appropriate angle to move on, it is the time to contact target site owners, craft a good pitch of what you have to offer, why they should care, and what you want them to do. Besides, showing your credibility and profession is also a good way to impress the potential partners. Lastly, in case you get no reply at the first contact since bloggers receive tons of emails every day, it is recommended to keep following up properly to get their attention.

There exist many ways to get links, for example, utilizing the hook of content mentioned above is a good starting point. As the case company website is content-based, guest posting which is also a good method to market business site in order to get links back and forth is worthwhile to try. Dean (2020b, cited 13.11.2020) suggested integrating guest blogging activities properly into your business site SEO strategies to take advantage of it. He also reminded that Google may consider websites which only get links through posting on other sites as sceptical and suspicious. Therefore, a combination of different methods to link with relevant websites is necessary and should be done carefully and transparently to avoid unnecessary confusion.

Besides, Moogan (2020, cited 6.11.2020) suggested three other methods to apply on the link building campaign, including ego bait, broken link building, and link reclamation. Foster (2019, cited 6.11.2020) defined Ego Bait Content is creating the content that familiarizes with a particular individual, organization, or a group of people. Meanwhile, the Broken Link Building approach, according to Hardwick (2019, cited 6.11.2020), in which you offer your site as a reliable source to help other sites repair and improve their broken links, targets a wider range of audience. Likewise, Link Reclamation method is the process of identifying, repairing, and replacing available online links that are not functioning correctly to point to your site (McCoy 2019, cited 6.11.2020). Considering the pros and cons of each method, webmasters should choose and combine the most suitable approaches to successfully build quality links for their site.

Opposite to actively looking for links, paying to get links is considered not worthy since Google (2017, cited 22.9.2020) emphasized in its SEO Starter Guide that websites that sell links will be penalized and this will have no effect on the ranking position of them on SERPs. Nevertheless, some high-PageRank directories that have quality links to offer can be considered as reliable sellers on occasion, for example, websites with dot Edu and dot Gov (Quicksprout 2019a, cited 15.10.2020). Another way to acquire links passively is by creating appealing and quality content which has been proved in the subchapter above. According to Dean (2020a, cited 15.10.2020), there are many useful online tools that may help website owners be at ease when it comes to link

building process. For example, if your budget is a little tight, he suggested using Excel –free and easy-to-use spreadsheets that are available in most PC nowadays. Besides, if you want to organize and analyze links inside and outside your site without minding about the price, multifunctional and powerful tools like Moz, Ahrefs and Majestic are highly recommended.

2.5.2 Social Media

Recently, social media has become a familiar term to mostly everyone. Popular social platforms like Facebook, Instagram, and Youtube are constantly growing with thousands of new users every day. Despite statements from Google that social media metrics have nothing to do with websites' ranking in SERPs, marketers still believe that having people sharing and talking about their websites on social networks have an indirect effect on the site ranking. According to Stricchiola (et al. 2015), social engagement and credibility that a website gets from social media contribute to its inbound links' quality and quantity. This is especially correct to influencers who have thousands or even millions of followers on social networks. By being shared and talked about on pages of Key Opinion Leaders (KOLs) in the field, your site will be exposed to an extremely large audience who might potentially be your new readers. This helps increase the traffic to your site, raise the brand awareness and impacts visibly on SERPs as Google will understand them as relevant results when performing a search.

Additionally, businesses can also approach users by using their own social posts, for example, through a company fanpage on Facebook. Elmansy (2013) advised communicating with Internet users politely and respectfully in a fairly informal tone. In addition, website owners should periodically produce interactive posts to attract customers' attention and boost traffic to the main website. All types of content, including text, images, videos, and so on, should be used flexibly on a mix of different platforms in order to maximize the visibility of the company since each platform is dominant mostly in a particular content format; for example, Instagram is image-based while Twitter is mainly text-based. Furthermore, Vien (2015, 1-4) clarified that promoting through social media also helps companies strengthen their relationship with current customers. By interacting with users via posts on different platforms, website owners will have a big opportunity to build trust and loyalty in their readers, which might potentially lead to repeated visits and purchases.

As we are living in the era of the Internet and social media, hundreds of tools, from free to premium, are created to meet the ever-increasing demand of users, especially marketers. Peter (2019, cited 15.10.2020) has research and listed out special tools that have been used by top brands all over the world in managing and promoting their business's social media strategies. He suggested businesses using BuzzSumo and Google Trends (free) to discover the most trending content and influencers to reach out. Meanwhile, for website masters who are seeking for a solution for their social media management, Peter advised them using Buffer Publish – a powerful tool that helps companies schedule social media posts, analyze performance, and manage all accounts in one place. The other creative tools, including Canva, Unsplash, and Animoto are also recommended in creating different types of content in order to increase the engagement as well as attract customers' attention. Buffer Reply is mentioned as a helpful means that provides firms with easy ways to communicate effectively and engage with customers. And last but not least, as statistics produced from business activities on social platforms, analytics tools which come totally free from Facebook, Instagram, and Twitter – three of the most popular social networks at the moment, are believed to bring the most value to the business social media plans.

2.6 Web Analytics

After all improvements and modifications to the website SEO, how webmasters can check whether their SEO campaigns are working? Here is where web analytics steps in. Dossetto, Grenier and Constantinou (2020, cited 14.11.2020) provided the brief definition of web analytics is the technique of gathering, reviewing, and reporting site data to help website owners understand user behaviour and maximize performance. Some examples of metrics collected by analytics tools, for instance, Google Analytics, includes the number of visitors (demographics), their geographic locations, from which referral channels that they come from, the number of clicks, bounce rate, how many visits per page, the number of users makes a purchase (e-commerce sites), and so on (Quru 2020, cited 6.11.2020).

There are plenty of free tools which are available everywhere on the Internet, including Piwik, Adobe Analytics, Kissmetrics, Mixpanel, CrazyEgg, Parse.ly, Clicktale, and Google Analytics (Optimizely 2020, cited 6.11.2020). Among those, Google Analytics is typically the most well-known analytics tool, developed and provided by Google. It gives webmasters and online advertisers solely whatever that can be tracked on a website. It offers businesses numbers of metrics about

their websites, for example, the number of visitors, from where they are coming from, the most visited pages on the site, the average visit time, bounce rate, and so on. From those detailed statistics, the website masters will be able to analyze the performance of the marketing strategy implemented on their site and gain valuable insights about aspects that need improvements. (Google Analytics 2014, cited 16.10.2020)

Web analytics plays a crucial role in the business SEO process. Awareness of web analytics would increase efficiency and metrics of many marketing campaigns and strategies. According to Rai (2019, cited 6.11.2020), it is widely agreed that Google Web Analytics is a must in every SEO campaign. Yet, how can it do that? He outlined some significant information that Google Web Analytics provides to help promote websites' SEO strategies, which are presented in Table 2 below.

Table 2 Metrics from Google Web Analytics and their meanings (ibid.)

Traffic metrics	which indicate the increasing or decreasing number of visitors as SEO alternatives are applied. This data will answer whether or not the SEO campaign is effective.
Keyword metrics	which includes, for instance, lists of top keywords that attract users to your site and the number of visitors for each keyword. From this information, you can infer how your site is rated for a certain keyword.
External domain metrics (also called referral metrics)	which provide the traffic sources that lead people to your site. It helps you realize on which platforms or websites that you should be mentioned, as well as determining your link building plans.
Click Path metrics	which presents how long users spend on your pages, where they stay the longest, at which page they exit your site, and so on. Those stats give you an overview of the effectiveness of your website navigation and structure, from which you might learn ways to enhance them and optimize your site conversions.

In this research, the website analytics technique will be used to analyze the case company website and its competitors'. These metrics will be the fundamental data to acknowledge their current situation, and from there, come up with suggestions to improve and develop a complete SEO plan for Engaio Digital company.

3 CASE COMPANY

3.1 Organization Background

As mentioned above, Engaio Digital had been through two year operating as a digital marketing agency, and after careful consideration, the executives decided to turn the company into a digital publishing platform. The business goals are set to deliver high-quality articles, blog posts, and interviews about digital marketing topics while be open to new ideas and business stories that any business-oriented individuals might want to share on the website. Although the company had did some SEO practices to their site, the whole process still needed to be reviewed thoroughly to develop an effective SEO plan for the website's better performance and ranking.

Engaio Digital's website consists of informative articles about every aspect of digital marketing, written by the CEO and the author, and this is the only marketing channel that they have. This can be explained by the truth that Engaio Digital is considered as a small new-born agency with nearly two years of experience, few employees and limited resources. Since the first year of operation, the company has worked with two clients, two Finnish companies, to help them improve and optimize their digital marketing strategy. Nevertheless, the small number of customers and low profitability has caused the CEO to reconsider if this competitive business model might be a suitable one. Finally, he decided the company is going to transform into a new business model – an online publishing platform named Engaio Publishing. The current website will be redesigned to become a place where all types of businesses and business-oriented people come to learn, share and create growth for each other (Risquet, interviewed 26.8.2020). At the time the company decided to change its business model, the author was working as a content creator in the company while conducting this research. Her main task includes creating content, conducting keyword research, and optimizing content for SEO.

A structured interview was conducted at the first stage of the research process to gain fundamental knowledge of the case company business. Due to influences of the pandemic in Finland, the interview was carried out remotely with handwritten documents as requested by the CEO. The questionnaire starts with basic information about a business, for instance, main product or service, company missions and goals, employees, target market, positioning and business valuation. Then,

more questions about the transformation decision were asked to have a comprehension of the necessity of the business model change. Lastly, the CEO's points of view on improvements need to be made to the company website once the shift begins were explored. The factors that determine Engaio Digital's Search Engine Optimization path will be shaped through these questions.

Before the study, the business had tried to optimize their site by building a solid content foundation from in-depth keyword research strategies. As the company was formerly a digital marketing agency, they knew basically what they were able to do to optimize their website ranking on SERPs. Although those efforts were worthwhile as the company saw positive signals from some keywords, it seemed they were lacking new perspectives and necessary resources to make SEO practices truly effective to pay off. This interview resulted in further analysis of the competitor websites' ranking for similar keywords. Interview and SERP study data were then analyzed and separated into two sectors: Competitor Analysis and Technological SEO Audit, based on the theoretical framework built from the beginning.

3.2 SWOT Analysis

A SWOT analysis is applied to analyze the current situation as well as how the old SEO strategies worked on the case company's website. There are inner and outer factors that will be analyzed, including strengths, weaknesses, opportunities, and threats. Table 3 contains key points of each element's analysis.

Table 3 Engaio Digital SWOT Analysis (created 7.11.2020)

Strengths
Responsive and easy-to-use interface design, delivering optimal reading experience.
Rich-information blog articles that is the main asset of the company.
Available in both English and Finnish.
Strong keyword research strategies.
Be found in the first to third page of SERPs with specific long-tail keywords.
Promising data potentials from Pinterest.
Weaknesses
Lack of brand visibility and credibility.
Limited resources.

Too simple and not eye-catching visual website and content design.

Lack of inbound links.

Weak social media presence.

Good content, however, some do not include unique value to be more competitive in the niche.

Negative return on investments (ROI) on SEO.

Opportunities

Potential income from consultancy services, direct sales funnel, subscription model, and affiliate advertising.

Podcast content and voice search optimization - big trends of the future SEO that should be researched and developed as soon as the company want to lead the market (DevriX 2020).

Competitors seems to be neglecting the Pinterest platform, in which the company are now seeing positive data signals.

Threats

Many strong existing competitors.

As a small-size newcomer, it might take ample resources and a certain amount of time to get the expected traffic and attract quality articles.

The current market is intensely competitive, this requires the company to offer freshly outstanding content to attract consumers.

3.3 Competitor Analysis

In the first interview, the CEO of the case company, Mr Stefan Risquet (interviewed 26.8.2020) declared Engaio Digital competitors in the digital publishing industry can be categorized into three types, including pure marketing blogs (Quicksprout, Backlinko, searchenginejournal, searchenginewatch, searchengineland), software-blogging hybrid websites (Ahref, Neilpatel, wordstream), and pure publications sites that he considered as aspirational rivals (entrepreneur.com, thenextweb). In this part, the author will take from each category a potential website to represent the type of competitor to analyze and make comparisons as well as learn from their failures and successes.

Firstly, as one of the most well-known sources of digital marketing knowledge, Backlinko is a well-known SEO website owned by Brian Dean, which publishes his unique SEO views through intensive SEO articles and premium SEO consulting services dedicated to businesses and

business-oriented individuals who want to take their SEO campaigns to the next level. Backlinko is trusted and praised by many reputable newspapers and great companies around the world, for example, Forbes, Inc., Apple, Disney, Amazon. Generally, what Brian Dean and his website are doing is very close to the ideal publishing platform model in the mind of the CEO of Engaio Digital. The biggest difference is, instead of having only him writing and posting his view, he wants to create an environment where everyone comes to share their stories and experiences. The representative of the second group is Neilpatel.com – a personal blog of a highly-credible American entrepreneur and marketing expert Neil Patel who is the co-founder of Crazy Egg, Hello Bar, and KISSMetrics. Neil has been branding himself through this blog, providing readers with in-depth SEO articles and premium services supported by SEO tools that he mastered. And lastly, the final example competitor that inspires the Engaio Digital’s founder is entrepreneur.com – an American magazine and website where publishes entrepreneurship news and stories. The table 4 below depicts what similarities and differences between competitor examples are, how they success and what kind of failure they have been through.

Table 4 Comparison between potential competitors of Engaio Digital

Features	Backlinko	Neilpatel.com	Entrepreneur.com
Main topics	The site owners’ personal perspectives on different topics of SEO	The site owners’ personal perspectives on different topics of SEO	Entrepreneurs’ news and stories
Business model	Personal Blog	Personal Blog	Magazine and digital publishing website
Main asset	In-depth articles SEO Training premium course “SEO That Works” (open twice per year) Youtube SEO free course “First Page Videos”	Unique SEO blog posts Consulting services Neil Patel’s SEO analyzing tool	Magazines Publish books Franchise Database Podcasts Merchandise

There are lessons that can be learnt from the success and failure of each competitors. The additional table 5 below shows valuable experience that the case company can consider in doing their own business.

Table 5 Valuable experience learnt from success and failure of three typical competitors

Competitors	Valuable experience
Backlinko	<p>Promote every single piece of the content you publish to get the desired traffic (Dean 2020d, cited 9.11.2020).</p> <p>Catch up with long-term trends in the field; Try as many tactics as possible to scale growth; Prioritize outreach leaders in the field; Utilize available online tools; Keep improving productivity; Apply the rule: 20% of content marketing time is for writing content, the other 80% is for promoting it (Siu 2020, cited 9.11.2020).</p> <p>Content is much more important than technical SEO elements as Google can understand websites easier nowadays: Promote content and be helpful in online communities first, build your credibility and let the traffic come; Guest posting and podcasts help you a lot in building backlinks, which helps increase traffic significantly; The priority rule in creating content is writing everything. This will ensure the quality of the knowledge; Selling something people want, which means only start selling after the site has been launched for a while; Question yourself before working on new content: "Will this still be valuable in 3 to 5 years?"; Utilize Youtube's potential to gain traffic (Cannon 2019, cited 9.11.2020).</p>
Neilpatel.com	<p>Always spend time working with a person to learn about them before starting a partnership; Pick partners who have strengths that complement your weaknesses; The partner should be stable in finance so that decisions will be made for the company's benefit; Have decent deals that clarify that will happen if the partnerships go south (smallbusiness 2020, cited 9.11.2020).</p> <p>Selling what your customers want, not something that you think might be interesting: "Don't look for an idea, look for a problem you can solve.";</p> <p>Focus more on your strengths, and find the optimal solution to fix your weakness;</p> <p>Focus on one business growth, develop the core business to generate sales, instead of creating new products, to obtain as big market share as possible. You can move to the expansion phase once the income slows down;</p> <p>Focus on conversions and revenue, instead of only traffic growth (ibid.).</p> <p>Use social networks to optimize SEO: Facebook live Q&A sessions that lead to great engagement and signups for Patel's blog (Daniels 2016, cited 10.11.2020).</p> <p>Over the content quality, brand authority and credibility are key elements to drive traffic and leads; Content promotion is as important as content creation (Patel 2020f, cited 10.11.2020).</p>

Entrepreneur.com	Provide readers useful authoritative and professional information, ideas, materials and trends of Entrepreneurship.
------------------	---

3.4 On-page Optimization

From this part onwards, the business model transformation stage of the case company will be based on to build SEO strategies that will help the company achieve its goals of becoming reliable and authoritative online content publishing platform.

3.4.1 Website design

Overall, the website interface of the company is visibly simple and clear (see Figure 22).

Marketing and Business Articles on Engaio

Follow Engaio Digital articles to get the latest guides and insights to grow your business and traffic through [digital marketing](#). Need more help? Look for our [Agency services](#).

How To Make A Simple Marketing Plan

Discover what a marketing plan is and how to create a simple one to get you started and learn methods to improve your future plan to grow a business.

[Read More](#)

What Is CTR (Clickthrough rate) And Its Optimization

Learn what is CTR (clickthrough rate) in online marketing and how to use it to get the most performance of all of your future online marketing campaigns.

[Read More](#)

The Most Searched S&P500 Companies And Brands In The U.S

Discover the most searched S&P 500 companies and brands in the U.S by Google monthly search volume and learn the industries people search the most.

[Read More](#)

What Is Growth Hacking And Its' Benefits

Learn what growth hacking is through its benefits to companies, starting, or established. In growth hacking, the goal is growth and how to achieve it.

[Read More](#)

How Important Is Consistency In Business

What is the foundation of any great business? Consistency. Learn how important is consistency in business and how entrepreneurs should use it for growth.

[Read More](#)

6 B2B Marketing Strategies & How To Use Them

Learn how to use 6 B2B marketing strategies to gain traction, grow revenue, and build brand awareness. Measure, analyze, and optimize to achieve scale.

[Read More](#)

[« Previous](#) [Next »](#)

Subscribe To Engaio Newsletter

Join a community-driven newsletter to learn, contribute, and seek growth.

Please, remember to confirm your email from your inbox.



Engaio Digital is a media and advertising company.

[About us](#)

©2020 Engaio Digital

Contact

[Contact Us](#)

Contribute

[Write For us](#)
[Share A Story](#)

Services

[Consultancy](#)

Legal

[Privacy](#)
[Terms](#)

Discover

- [Web Analytics](#)
- [Online Marketing Mix](#)
- [Digital Marketing](#)
- [Facebook Pixel](#)
- [Marketing Channels](#)
- [SEO For Spotify](#)

Figure 22 Engaio Digital Homepage (captured 15.11.2020)

According to the CEO (interview 28.6.2020), he would prefer having the website redesigned to make it more appropriate as a publishing platform. As brand credibility is the feature that Engaio Digital needs to focus on firstly, a combination design between sliders, CTAs, headlines, and statistics from Issuu's website will be a good example to be referred.

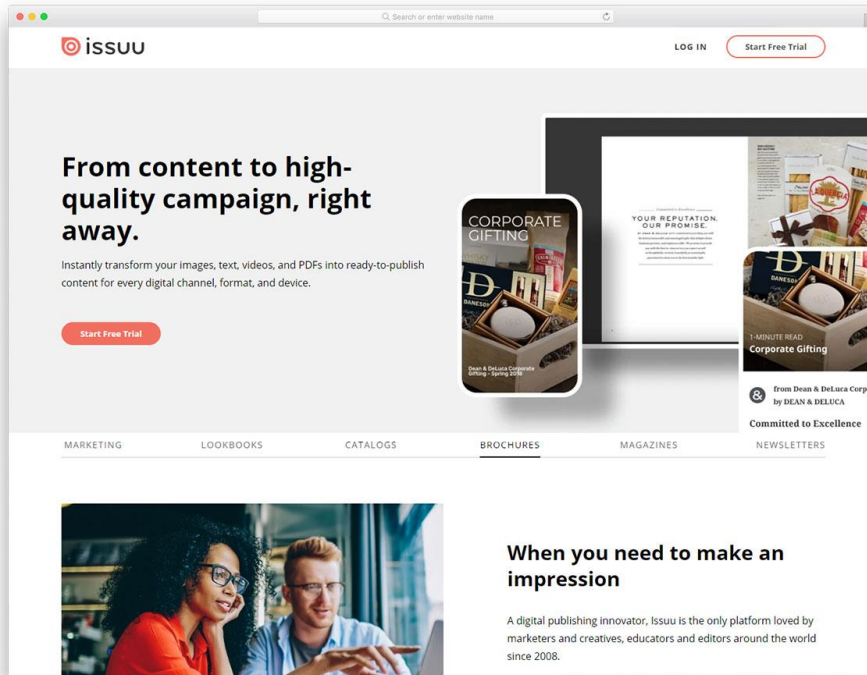


Figure 23 Issuu's website (Colorlib 2020, cited 11.11.2020)

On the other hand, if the company wants to impress customers with the variety of content categories that are available on the site, a clutter-free design of essential content displayed next to each other is highly recommended. The website of a book publisher named Green Leaf Book Group applies this kind of design, combining with the soft green as the primary colour, to attract book lovers.

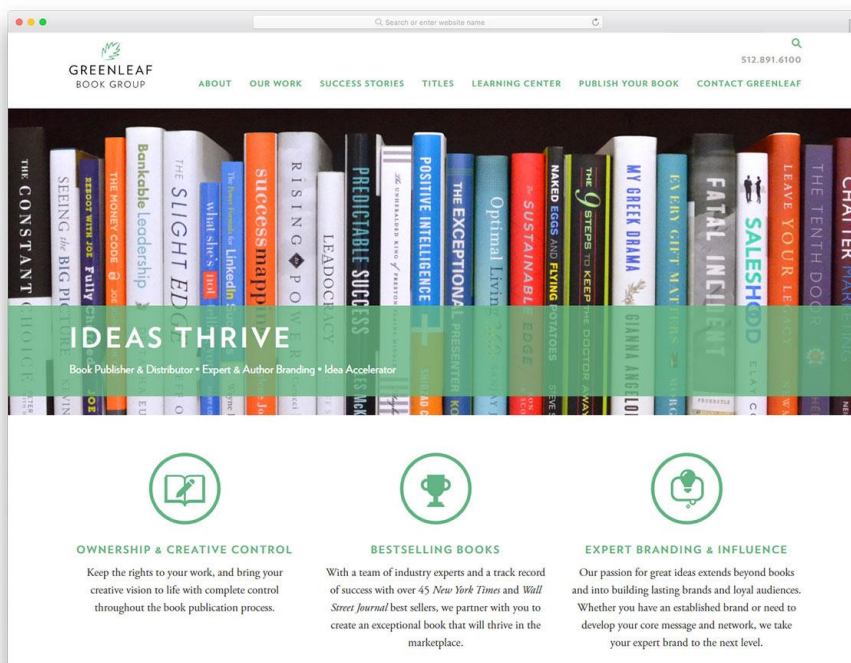


Figure 24 Green Leaf Book Group website (ibid.)

According to Babich (2017, cited 11.11.2020), minimalism is a trend recently, not only in the world of design but also in almost every aspect of life. The slogan “Less is More” has been chanted all over the Internet, and users are craving for the minimal design that simplify their tasks as well as make their experience more breathable. Moreover, minimizing unnecessary elements in design might help speed up the page loading time and make the site more compatible with different screen sizes. Google has been successful with this type of design, and so do websites. Figure 25 shows the application of minimalism in the website design of Mendo.

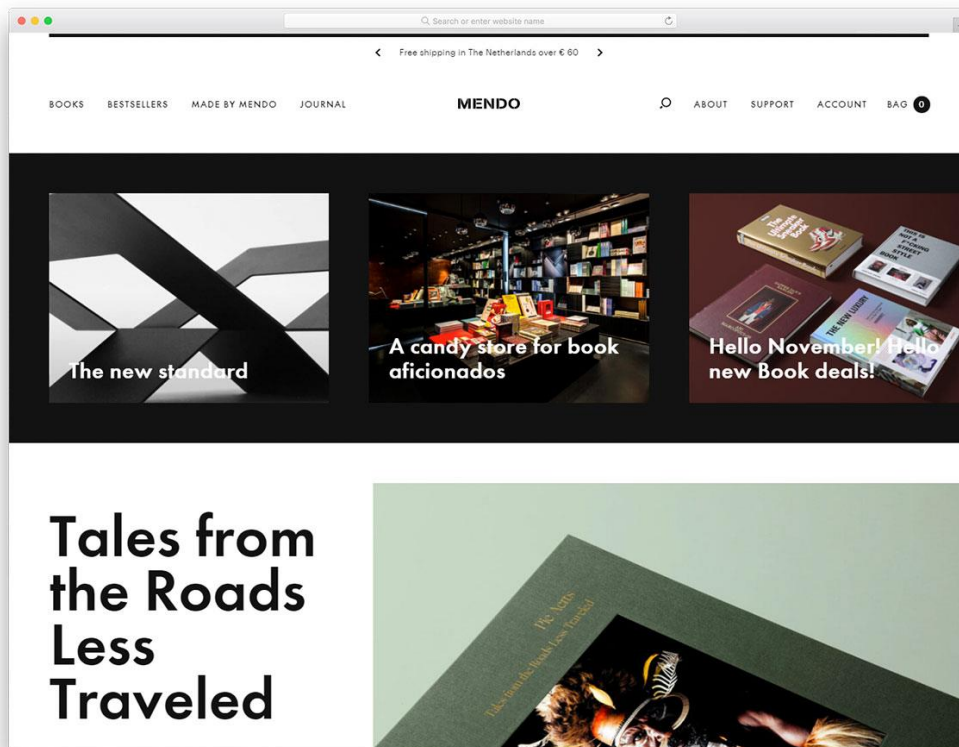


Figure 25 Mendo website (Colorlib 2020, cited 11.11.2020)

3.4.2 Website structure

As the design standard is achieved, the content organization also needs to be kept logically and clearly. To reach the goal of becoming a publishing platform where everyone can come to share and learn from each other, Engaio Digital must highlight their greatest advantage – the in-depth content, and the open space for people to contribute their ideas and stories. This requires the site to have a hierarchy system of categories and subcategories through which visitors can easily navigate webpages. Table 6 below shows components that are available currently on the homepage.

Table 6 Engaio Digital homepage components (engaiodigital.com, cited 20.10.2020)

Header	Includes the company logo, flowcharts of articles in categories, agency services, about us, contribute, contact page, and language preference.
Title of the page	“Marketing and Business Articles on Engaio”
Meta Description of the page	“Follow Engaio Digital articles to get the latest guides and insights to grow your business and traffic through digital marketing. Need more help? Look for our Agency services.”
Most-read articles sliders	Includes the company’s suggestions for the most-visited articles within the site.
Subscription Box	Presented as a call-to-action “Subscribe to Engaio Digital”
The Footer of the page	Comprises relevant information such as About us, Contact Us, Contribute, Services, Terms & Conditions, and some suggestions of good articles.

According to a report from Northern Arizona University, the way search engine bots read a web page is similar to the way a human would: from left to right and from top to bottom. Accordingly, all the articles listed in the menu on top of the page will be indexed firstly, which is crucial for SEO and positioning. However, the vertical-displayed navigation bar for “Discover” category is not visually optimal for readers. As you can see in Figure 26 below, if people point the cursor at one category, sub-categories will appear incomplete and the user has to scroll down to continue viewing.

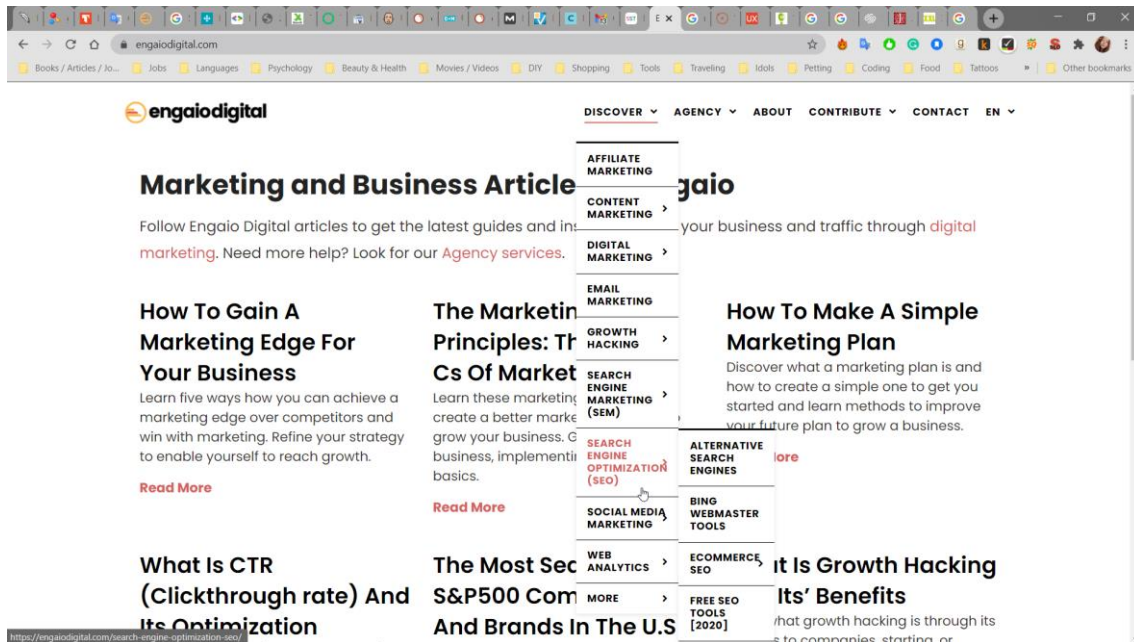


Figure 26 Vertical-displayed navigation bar (created 18.11.2020)

An optimal suggestion for this issue is to redesign the bar more appropriately. According to Miller (2020, cited 18.11.2020), a good example is using a navigation bar that is collapsible and has small columns in one rectangular frame fitting the user's screen (see Figure 27). This was similarly supported by Rakt (2020, cited 4.11.2020) that the menu and breadcrumbs should be visually and technically accessible for both crawlers and readers.

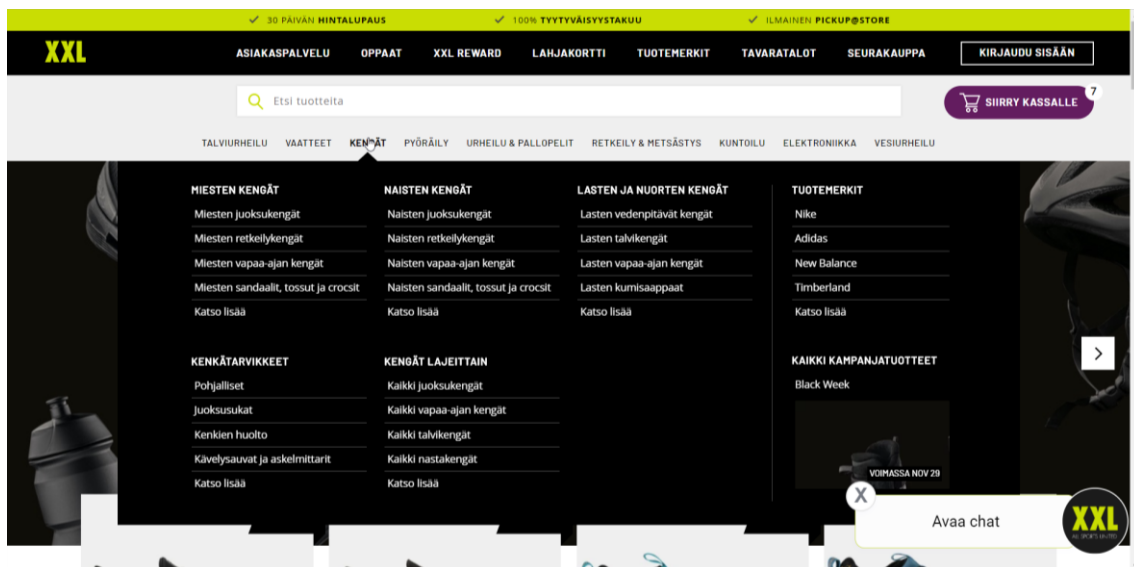


Figure 27 Example of XXL Sport's product categories navigation bar (created 18.11.2020)

Furthermore, the other categories in the menu should also be re-organized and renamed. Learning from the example of XXL Sport's navigation bar above, the "Contribute to us" which is one of the main targets of the site should be highlighted, for instance, using a call-to-action button like the

“KIRJAUDU SISÄÄN” above (ibid.). The order of the menu bar should ultimately be put as follow: Discover (or renamed as Articles to represent a clear idea), Services, About, Contact, Language preference, and lastly the button “Contribute to us” leading to a Form Page.

In the lower part of the page, there is a subscription box which asks for users’ email addresses. A confirmation email will then be sent to the user’s inbox. After clicking on the confirmation link and verify their humanity, the user will be able to choose between heading back to the main site or going to set up their preferences for the subscription. If they choose to manage preferences, a preference link will be sent and through that link, they can edit their information such as email address, name, and birthday. The process includes several steps to ensure the privacy of customer information, which is reasonable. However, the content marketing email that follows after the user subscription process should be promoted to include, for example, some suggestions of articles, some options like “write for us”, “give us an idea”, “what do you want to see more in the future”, and so on. The design of the landing page, in this case, is the subscription page should be similar and harmonized with the design of the whole website (fonts, headings, etc.) (Shutterstock 2015, cited 19.11.2020).

In addition, Miles (2019, cited 18.11.2020) also suggested websites to use exit pop-ups which are “messages that “pop up” on the visitor’s screen before they navigate away from a website”. A typical example of a website using this method successfully is The Washington Post.

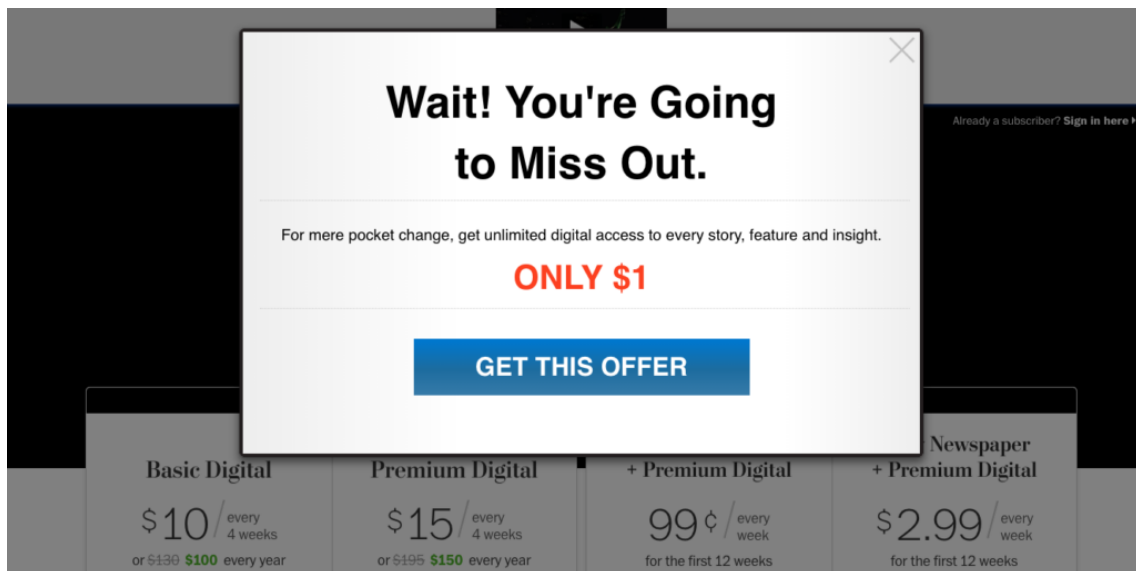


Figure 28 Pop-up message on The Washington Post website (ibid.)

As mentioned earlier, the hierarchy of the website should be maintained not only visually but also technically, which is shown in the sitemap of the site. As the site's amount of content is moderate currently, a particular sitemap for the user in the form of a webpage (also called an HTML sitemap) is not yet necessary. However, in the future, as this amount increases, Engaio Digital should consider designing a sitemap that is simple and easy to follow for users, and for instance, include it in the Footer of the homepage (Serpstat 2019, cited 19.11.2020).

Figure 29 below is an example sitemap of a website named GoDaddy.

Sitemap

Find what you're looking for quickly Find what you need from us and move on quickly!

Landing page

- [Manage account](#)
- [Account Login](#)

Current offers

- [See what's on offer](#)

Products and services

- [Product brochure](#)

Domains

- [Domain registration](#)
- [Domain transfer](#)
- [New domains](#)
- [Volume discounts](#)
- [Domain Privacy and Security Service](#)
- [Domain Discount Club](#)
- [Post-order domains](#)
- [WHOIS search](#)
- [Premium DNS](#)

Web hotel

- [Web hotel](#)
- [WordPress management](#)
- [Private virtual servers](#)
- [My servers](#)
- [My IP address](#)

SSL certificates

- [SSL certificates for web servers](#)
- [Protect your software with your digital signature](#)

Protection

- [Site security](#)

Email and Utilization

- [From Microsoft Office 365 GoDaddy](#)
- [Professional email](#)

Home page machines

- [GoDaddy Website](#)

Marketing solutions

- [Email Marketing](#)

Reseller Programs

- [GoDaddy Reseller Program](#)

Product specific instructions

- [GoDaddy web hosting technology](#)
- [Which SSL certificate is right for you?](#)
- [Email Tutorials](#)

Affiliate Programs

- [GoDaddy Affiliate Program](#)

Support

- [Contact us](#)
- [Help Center](#)
- [System alerts](#)

Legal agreements

- [Legal agreements](#)

Business information

- [Business information](#)
- [Marketing opportunities](#)

Figure 29 GoDaddy Sitemap Page (captured 19.11.2020)

Regardless of the general future sitemap page, at present, the case company may consider adding widgets like “Relevant articles” or a Search box to help readers access the desired content easier.

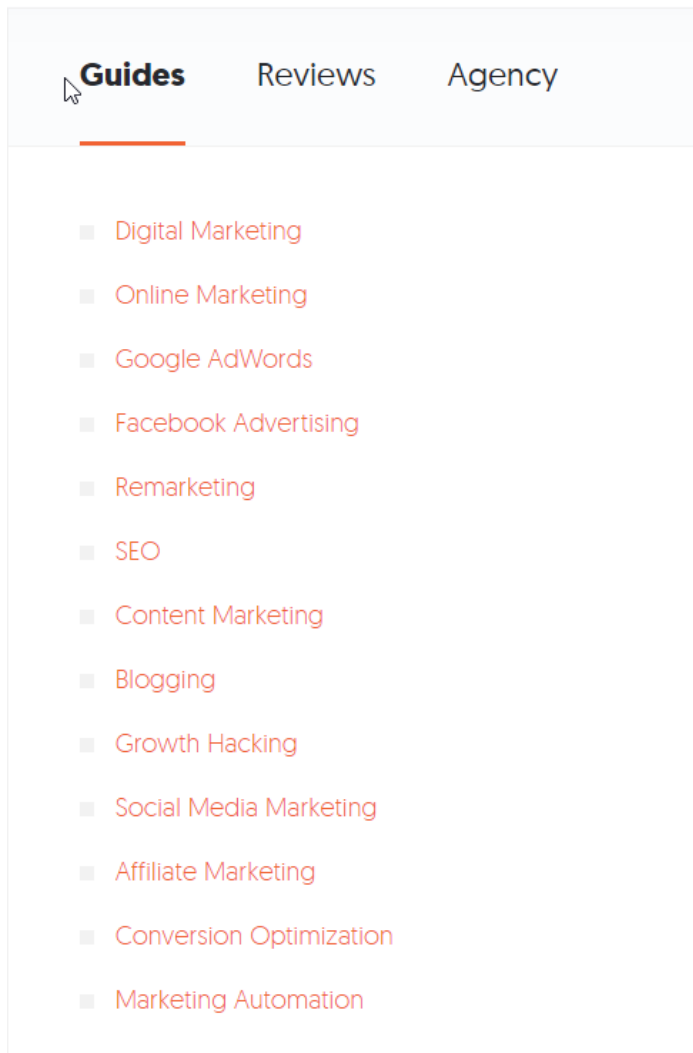


Figure 30 Aside layout of 'relevant content' example (captured 19.11.2020)

Besides, the XML sitemap, in the case of Engagio Digital company, needs to be improved. The current version of the sitemap does not follow the hierarchy displayed on the site interface. Harris (2019, cited 19.11.2020) emphasized on the main goal of an XML sitemap is for search engines to index and understand the site better, which means URLs must be organized into categories and sub-categories, which are based on the hierarchy and relevancy between pieces of content. In case of having several great topics that are followed by many sub-articles, he suggested site owners create a sitemap for big categories, then add all of them into one XML file on the homepage. Figure 31 below shows an example of this practice on Backlinko website.

Moreover, the results from SEMrush Site Audit tool pointed out that the file sitemap.xml of the company site does not include in robot.txt file. This can be a disadvantage to the company's SEO performance since sitemap.xml is a must-have file in robot.txt to help crawlers index and

understand a website better, according to statements from Google Search Central (2020a, cited 20.11.2020).

XML Sitemap

Generated by **YoastSEO**, this is an XML Sitemap, meant for consumption by search engines.

You can find more information about XML sitemaps on **sitemaps.org**.

This XML Sitemap Index file contains 6 sitemaps.

Sitemap	Last Modified
https://backlinko.com/post-sitemap.xml	2020-11-17 12:03 +00:00
https://backlinko.com/page-sitemap.xml	2020-11-18 06:21 +00:00
https://backlinko.com/hub_resource-sitemap.xml	2020-11-09 13:47 +00:00
https://backlinko.com/templ_lib_resource-sitemap.xml	2020-09-17 12:14 +00:00
https://backlinko.com/hub_topic-sitemap.xml	2020-11-09 13:47 +00:00
https://backlinko.com/templates_library_topic-sitemap.xml	2020-09-17 12:14 +00:00

Figure 31 Backlinko Sitemap (captured 19.11.2020)

Structured data markups are applied properly on pages of engaiodigital.com, according to results checked through SEMrush Site Audit tool and Google Structured Data Testing Tool. The data shows schema markups are included for 5 main parts on each page on the site, including Brand, WebPage, WPHeader, WPFooter, and SiteNavigationElement. This is, confirmed by Google Search Central (2020b, cited 19.11.2020), the good effort of the website to help Google bots crawl and understand the site better. From that, the ranking process will be more accurate and effective.

3.4.3 Meta tags

The tool Screaming Frog SEO Spider has been used to analyze the website of the case company. Results showed that all the pages in engaiodigital.com have title tags, however, 55 pages have over-60-character titles, and 45 pages have over-554-pixel titles, which might potentially lead to a lower effect on the site's general SEO. A suggestion to improve these titles is keeping these title tags shorter, according to Moz (2020g, cited 4.11.2020), the best is from 50 to 60 characters, while having longer and more descriptive header tags to deliver to readers the most complete information and the best on-site experience.

Besides, according to Google Publisher Center Help (2020), it is advised to have the title of the article page, the title of the article, and the anchor text linking towards the article page closely

related or similar to each other. Chris (2020, cited 13.11.2020) explained this means those tags must deliver the same value. He suggested webmasters should follow this advice from Google to maximize the ranking potentials of their site even though they might not be a Google new publisher.

Address	Occurrences	Meta Description 1	Meta Description 1 Length*
1 https://engaiodigital.com/google-maps-marketing/	1	Google Maps marketing consists of two methods: Free marketing with L...	156
2 https://engaiodigital.com/digital-marketing/	1	Learn what is digital marketing, and it's benefits for your business. Find...	156
3 https://engaiodigital.com/bing-webmaster-tool/	1	Learn everything you can do with Bing Webmaster Tools to improve org...	156
4 https://engaiodigital.com/submit-an-idea/	1	We love your ideas. Every article starts with a great idea. Submit an ide...	156
5 https://engaiodigital.com/facebook-pixel/	1	Facebook pixel improves your ad and website performance. Learn ever...	156
6 https://engaiodigital.com/search-engine-optimization-seo/	1	Learn what Search Engine Optimization (SEO) is and its benefits. We'll...	156
7 https://engaiodigital.com/real-instagram-followers-facebook-ads/	1	Facebook Ads are the only legit way to buy real Instagram followers. Le...	156
8 https://engaiodigital.com/pinterest-trends/	1	Learn what the Pinterest Trends tool is, how to use it for many use case...	156
9 https://engaiodigital.com/free-seo-tools/	1	Best free SEO tools for websites to use in 2020. Ease your keyword res...	156
10 https://engaiodigital.com/yhteistyokumppaneiden-etsinta-ja-linkin-rakennus-strategiat/	1	Toteuta strategiaa, jolla saat enemmän linkin rakennus mahdollisuuksia...	156

Figure 32 Meta description tags' analytical data of engaiodigital.com (analyzed on 17.11.2020)

In terms of meta description tag, engaiodigital.com has 10 pages with over 155 characters in meta description tags and 2 pages missing of the meta description. Figure 33 below shows the ranking position of engaiodigital.com result in the first page of SERP for the keyword “Google Maps Marketing”.

As you can see, the meta tags are not optimized in the case company's result. Particularly, the title tag is so long that has been cut off by Google and replaced with an ellipsis (...), and the meta description tag does not include all the vital keywords in the first 160 characters in compared with the snippet result. As a result, to improve the ranking these webpages, engaiodigital.com must modify the length of meta tags as well as highlight more important keywords to maximize the relevance of its SERP results.

Google Maps Marketing

Google Maps Marketing

Google Maps marketing is simply the optimization of your business presence on **Google Maps**. The goal is simple: by ranking higher in search, you have an opportunity to significantly increase your business. Oct 14, 2019

www.searchenginejournal.com › Local Search ›
[A Complete Guide to Google Maps Marketing](#)

Feedback

People also ask

Who is the best at Google Maps Marketing? ▾

How do I rank higher on Google Maps? ▾

Can you use Spotify and Google maps at the same time? ▾

Feedback

www.wordstream.com › blog › 2015/12/03 › google-m... ▾
[The Ultimate Guide to Google Maps Marketing | WordStream](#)
Sep 25, 2020 — What is **Google Maps Marketing**? In a nutshell, **Google Maps marketing** is the process of using Google Maps' functionality to make your business ...

www.egumball.com ▾
[Google Marketing Platform - Google Maps Marketing and ...](#)
Start to improve the visibility of your Google Ads and immediately increase sales revenue through any **Google Maps Marketing** program designed to promote ...
Demo · Maps Optimization Pricing · Google Maps Optimization in ... · Pricing

neilpatel.com › blog › the-marketers-guide-to-gain-bra... ▾
[Google Maps Marketing: A Complete Guide - Neil Patel](#)
Google map ads are a powerful way to attract local customers. A great feature is an offline **map** to help your consumers save battery juice while getting into the ...

www.podium.com › Local Marketing ▾
[Why Google Maps marketing is a must for local businesses ...](#)
Why **Google Maps marketing** is a must for local businesses. · The world's leading navigation app can double as your company's secret weapon in your local ...

engaiodigital.com › google-maps-marketing ▾
[Google Maps Marketing: Everything You Need To Know ...](#)
Google Maps marketing is the optimization of your Google My Business (GMB) profile and making your store easier to find locally. Google Maps will be your digital ...

Figure 33 SERP result for the keyword "google maps marketing" (created 17.11.2020)

Moreover, image anchor text is also a crucial tag that needs to be included in photos on the site to optimize the searchability and relevancy of the page. There are 10 pages from the Engaio Digital website that are lack of image alt text, which should be added as soon as possible to help promote the content that they support.

Address	Content	Size	IMG Inlinks	Indexability	Indexabil *
1 https://engaiodigital.com/wp-content/uploads/2020/07/engaiodigital-logo.png	image/png	3.3 KB	257	Indexable	
2 https://engaiodigital.com/wp-content/uploads/2020/11/Dropshipping-160x600-1.png	image/png	57.1 KB	25	Indexable	
3 https://engaiodigital.com/wp-content/uploads/2020/07/Find-Best-Performing-Content-With-...	image/jpeg	59.0 KB	1	Indexable	
4 https://engaiodigital.com/wp-content/uploads/2019/12/Monetization-Metrics-Facebook-We...	image/jpeg	71.8 KB	1	Indexable	
5 https://engaiodigital.com/wp-content/uploads/2019/12/Return-on-Investment-Business-met...	image/jpeg	33.1 KB	1	Indexable	
6 https://engaiodigital.com/wp-content/uploads/2020/10/SemRush-Analyza.gif	image/gif	97.2 KB	16	Indexable	
7 https://engaiodigital.com/wp-content/uploads/2020/11/160_500Top10SEO.gif	image/gif	70.0 KB	17	Indexable	
8 https://engaiodigital.com/wp-content/uploads/2020/10/Sell-online-160x600-1.png	image/png	56.1 KB	24	Indexable	
9 https://engaiodigital.com/wp-content/uploads/2020/07/SEO-For-Spotify-Search-Workout-o...	image/jpeg	58.5 KB	1	Indexable	
10 https://engaiodigital.com/wp-content/uploads/2020/07/SEO-For-Spotify-Search-Workout-E...	image/jpeg	78.4 KB	1	Indexable	

Figure 34 engaiodigital.com's web pages missing Image Alt Text (analyzed 17.11.2020)

3.4.4 Website URLs

Engaiodigital.com has most of the URLs accessible and in the correct form with hyphens breaking the keywords properly. Primary and secondary keywords of the page are included concisely and descriptively in the URLs, which make them look clear and memorable to readers as well as Google bots. However, there are URLs which point to pages written in Finnish are poorly formatted for SEO, according to analyzed data from Neil Patel's Site Audit tool. For example, the URL "https://engaiodigital.com/kasvumarkkinoinnin-asiantuntijat/" that leads to a page where the company introduce themselves and agency services they offer to the customer. These URLs work only in the Finnish market in which Finns are target users. If the goal is the international market, the company must consider changing it, for instance, adding "fi" as a language preference for the page before main keywords that are written in English instead of Finnish. The resulting URL will look like this "https://engaiodigital.com/fi/digital-marketing-agency/".

Besides, the consistency of the URL and site navigation between the Finnish and English versions of the website is not maintained. On the Finnish website, the subscription box is missing as well. Although the company has no intention of targeting the local market as they are aiming at the global one, their website still needs to look more professional and international. Therefore, all language versions of the website must be consistent at least in terms of the website interface design and the URL, following the right content for each target audience in each language groups.

3.4.5 Image Alt Text, Anchor Text and Internal Links

Analytical results from Screaming Frog SEO tool shows that 10 images posted on engaiodigital.com are missing alt text. The company should add this text the sooner the better to

deliver the best SEO performance on the whole site. Moz (2020a, cited 4.11.2020) suggested keeping the image alt text as descriptive and relevant as possible so that not only crawlers but also human can understand.

Address	Content	Size	IMG Inlinks
1 https://engaiodigital.com/wp-content/uploads/2020/07/engaiodigital-logo.png	image/png	3.3 KB	257 In
2 https://engaiodigital.com/wp-content/uploads/2020/11/Dropshipping-160x600-1.png	image/png	57.1 KB	25 In
3 https://engaiodigital.com/wp-content/uploads/2020/07/Find-Best-Performing-Content-With...	image/jpeg	59.0 KB	1 In
4 https://engaiodigital.com/wp-content/uploads/2019/12/Monetization-Metrics-Facebook-We...	image/jpeg	71.8 KB	1 In
5 https://engaiodigital.com/wp-content/uploads/2020/12/Return-on-Investment-Business-met...	image/jpeg	33.1 KB	1 In
6 https://engaiodigital.com/wp-content/uploads/2020/10/SemRush-Analyze.gif	image/gif	97.2 KB	16 In
7 https://engaiodigital.com/wp-content/uploads/2020/11/160_600Top10SEO.gif	image/gif	70.0 KB	17 In
8 https://engaiodigital.com/wp-content/uploads/2020/10/Self-online-160x600-1.png	image/png	56.1 KB	24 In
9 https://engaiodigital.com/wp-content/uploads/2020/07/SEO-For-Spotify-Search-Working-o...	image/jpeg	58.5 KB	1 In
10 https://engaiodigital.com/wp-content/uploads/2020/07/SEO-For-Spotify-Search-Workout-E...	image/jpeg	78.4 KB	1 In

Figure 35 10 images missing alt text on engaiodigital.com (created 19.11.2020)

According to Hendriks (2020, cited 19.11.2020), internal linking plays an essential part in improving user experience by helping them access a subject more easily. This SEO element has been optimized properly on Engaio Digital website as internal links are included with relevant and descriptive anchor text on mostly every page. Nevertheless, the anchor text in some cases should be condensed to suit the context. Results from the Internal Link Checker online tool shows that there are 184 internal links available on engaiodigital.com, in which no link is broken or non-indexable. This is a good sign of the website in making effort to create smooth user experience while they are on the site. Yet, the SEMrush Site Audit tool's result shows 3 weak pages with the internal link distribution is less than 10, which needs to be improved by creating more connections to other pages within the site.

Page URL	Unique Pageviews	Crawl Depth	Issues	HTTP Status Code	Re-audit URL
8 https://engaiodigital.com/graphic-design-in-digital-marketing/	N/A	2 clicks	8 issues	200	
5 https://engaiodigital.com/international-online-business/	N/A	2 clicks	3 issues	200	
3 https://engaiodigital.com/page/3/	N/A	2 clicks	10 issues	200	

Figure 36 Three pages with less than 10 internal links (analyzed 11.11.2020)

3.4.6 Responsive Design and Page Loading Speed

Engaiodigital.com applies responsive design to deliver the best reading experience for users on mobile devices. The author used an online tool called Responsive Design Checker to check Engaio Digital website's responsiveness. The result is the website's display on different devices is clear and easy to read as on PC. The website was also tested for mobile-friendliness by using a free tool named Mobile-Friendly Test from Google Search Console. The test results positively, however, an

issue of not all page resources could be loaded was warned. The reason for this was figured out by using another tool from Google called PageSpeed Insights to check. On the desktop, the homepage loading speed is 78, which is average, while on mobiles, the page only scored 29. Some of the main factors that slow the page loading time on both versions include third-party code, large JS payloads, inefficient cache policy, and unminimized JavaScript and CSS files.

Moz Keyword Explorer (2020, cited 16.11.2020) suggests optimizing the page loading speed through several practices, such as: Reconfigure and compress media files (images, videos) to minimize their size; Remove JavaScript and CSS in HTML which delays the rendering process of the site; and take advantage of browser caches that keep readers from reloading the whole page. Likewise, solutions suggested from Google's PageSpeed Insights tool for Engaio Digital to speed up their homepage loading time are summarized in Table 7 below.

Table 7 Suggestions to improve the loading speed of Engaio Digital (PageSpeed Insights, cited 19.11.2020)

Suggestion 1	Use preloading key requests '<link rel=preload>' to prioritize fetching resources that are currently requested to save more time in later page load (web.dev 2020).
Suggestion 2	Remove unused CSS and JavaScript to reduce bytes consumed by network activity. These can mostly be solved using WordPress plugins. Bentz (2019) advised using some free plugins such as W3 Total Cache, Autopimize, or Hummingbird. If the website needs a higher level of technical expertise and has a generous budget, he recommended using WP Rocket – a premium caching plugin developed by WordPress specialists.
Suggestion 3	Serve content with efficient HTTP caching (web.dev 2019b).
Suggestions 4	For the mobile version, the case company must avoid multiple page redirects (web.dev 2019a). Google suggested site owners to “point links to flagged resources to the resources’ current locations”. Lepage (2020) explained this as firstly, setting an A record which points the domain name to your service IP address. Then, setting the www subdomain as a Canonical Name (CNAME record) of the domain name, in which CNAME record is “a type of DNS record that maps an alias name to a true or canonical domain name (Google Workspace Admin Help 2020). As a result, all traffic will then be directed to your raw domain, regardless of how your site URL is typed.

Figure 37 below presents a detailed diagnosis of Engaio Digital’s homepage on mobile devices, made by PageSpeed Insights tool.

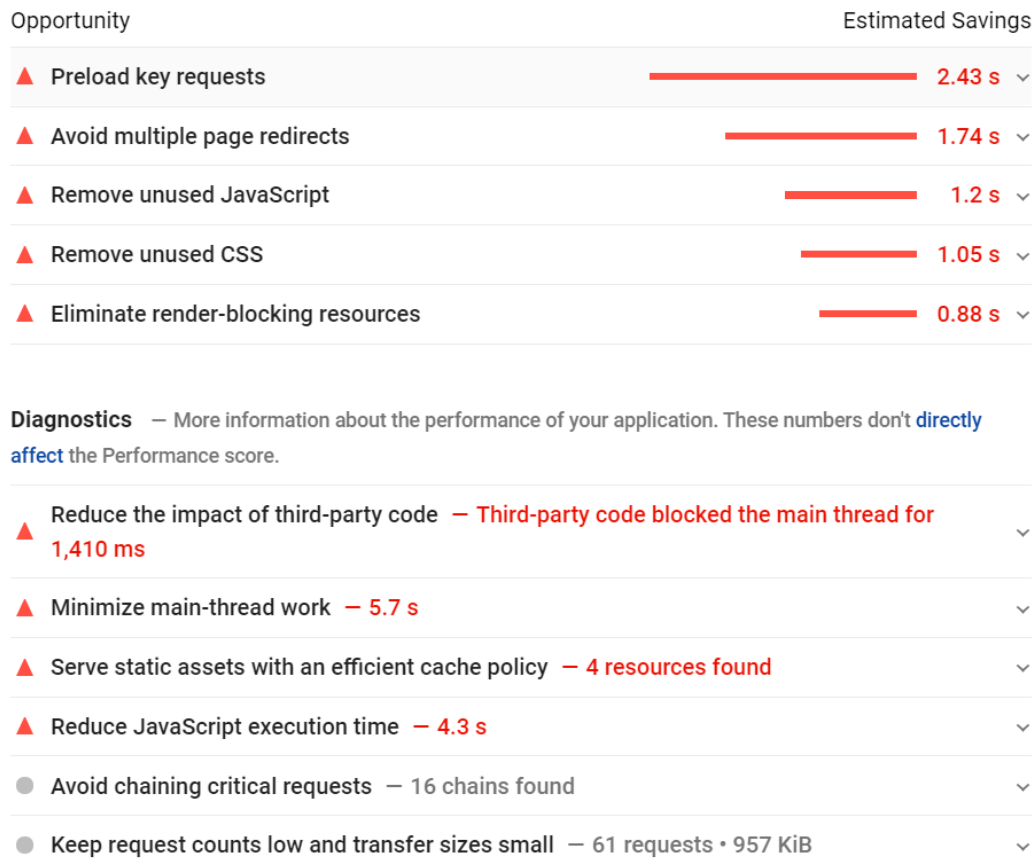


Figure 37 A detailed page speed analysis on mobiles for Engaio Digital homepage from PageSpeed Insights (captured 19.11.2020)

To dig deeper, the author uses GTmetrix to test the speed of Engaio Digital homepage on PC. GTmetrix analyzes the company site and compares results with other sites that it has checked in the past 30 days. The PageSpeed Score turns out to be green 93% (see Figure 38) which means the company site loading speed is higher than average.

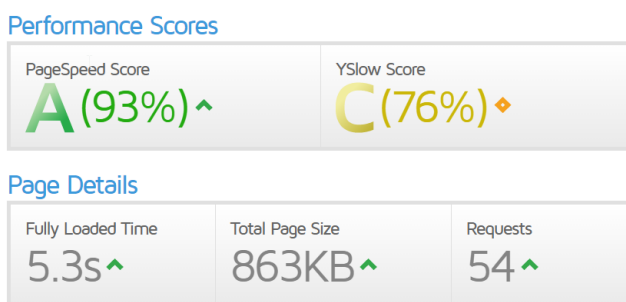


Figure 38 GTmetrix Measure Results for the URL engaiodigital.com (GTmetrix 2020a, cited 24.9.2020)

Moreover, the tool also checks the average YSlow score of the site. YSlow score is the numeric grade from 0 to 100, given based on Yahoo!'s 23 rules of high-performance websites. Within, a score between 90 and 100 is the best score that is equal to an A, 80 to 90 score is a B, and so on. Figure 38 shows Engaio Digital's YSlow score is yellow 76% which means it is within +/-5% of the average.

Engaio website scores F (0) for YSlow's "Add Expires headers" and "Use a Content Delivery Network (CDN)" rules. While it is fairly cost-effective to manually add some missing Expires headers, the CDN, on the other hand, is quite expensive to afford, especially for small sites such as engaiodigital.com. Indeed, the yellow arrow next to the YSlow score allows site owners to rest assured understanding that many other sites have about the same score. Therefore, if Engaio Digital aims to target a larger audience and comes to global, investing in a reliable CDN provider will help the company deliver content more effectively. However, the company should consider carefully since this service might cost a sizable portion of the SEO budget, which is less than €5000, according to the CEO (interviewed 26.8.2020). Some suggestions for the company to increase the YSlow grade are summed up as Table 8 below.

Table 8 Suggestions to improve loading speed of engaiodigital.com (GTmetrix, cited 24.9.2020)

Suggestion 1	Adding 11 Expires headers so the browser can know whether a cached version of the page or a particular file from the server should be displayed (see Figure 39).
Suggestion 2	Using a Content Delivery Network (CDN) to deliver content more efficiently to users.
Suggestion 3	Reducing HTTP request by combining Javascript scripts into fewer ones.
Suggestion 4	Reducing Domain Name System (DNS) lookups which might cause delays to the initial requests to the site host and result in bad performance.

Figure 39 below shows eleven typical static components that need to add expiry dates so that the page loading speed of Engaio Digital's website might be improved.

RECOMMENDATION	GRADE	TYPE	PRIORITY
▲ Add Expires headers	F (0)	SERVER	HIGH

There are 11 static components without a far-future expiration date.

What's this mean?

- <https://www.googletagmanager.com/gtag/js?id=UA-115670959-1>
- <https://pagead2.google.com/pagead/js/adsbygoogle.js>
- <https://www.googletagmanager.com/gtm.js?id=GTM-5M3CSG4>
- https://partner.googleadservices.com/gampad/cookie.js?domain=engaiodigital.com&callback=_gfp_s_&client=ca-pub-6443034180816313
- https://connect.facebook.net/en_US/fbevents.js
- <https://www.google-analytics.com/analytics.js>
- <https://adservice.google.ca/adsid/integrator.js?domain=engaiodigital.com>
- <https://adservice.google.com/adsid/integrator.js?domain=engaiodigital.com>
- <https://www.googletagservices.com/activeview/js/current/osd.js?cb=%2Fr20100101>
- <https://connect.facebook.net/signals/config/2188827164533796?v=2.9.27&r=stable>
- <https://www.facebook.com/tr/?id=2188827164533796&ev=PageView&dl=https%3A%2F%2Fengaiodigital.com%2F&ri=&if=false&ts=1602337020328&sw=1367&sh=863&v=2.9.27&r=stable&a=tmgoogletagmanager&ec=0&o=30&fbp=fb.1.1602337020326.1638146719&it=1602337020131&coo=false&rqm=GET>

Figure 39 Eleven static components need to add expiration dates (GTmetrix 2020c, cited 24.9.2020)

Normally, DNS lookups are cached by browsers' own caches, separate from the operating system cache, for better browsing performance. Still, if both those caches are empty, the number of DNS lookups will be equally proportional to the number of unique hostnames on the web page. Reducing the number of specific hostnames will minimize the number of parallel downloads on the page, which may increase response times of the page. Though, at the same time, the decreasing of DNS lookups helps cut response times. Hence, to balance between reducing DNS lookups and supporting a huge number of simultaneous downloads, GTmetrix recommends website masters to separate at least two but not more than 4 domains between these components. (ibid.)

3.5 Off-page Optimization

3.5.1 Backlinks

No matter which kind of publishing platform that the case company wants to become, to create a playground for everyone to join and share their stories or to promote their own publishing activities, the ultimate goals of the SEO plan is to increase brand visibility, authority, and credibility. This means the company site must be seen widely on trustworthy websites, cited for valuable information, recommended by domains with high authority score, and as a result, attract more credible bloggers with quality content to the site. All of these can be achieved by conducting an effective link building plan.

In terms of backlink analysis, the Backlink Audit tool of SEMrush was used to analyze inbound links' data of Engaio Digital website. Overall, there are 1030 backlinks found on the site, in which comprises 32.7% do-follow links, 939 new backlinks, 7 broken links and 751 lost links in 30 days prior to the last data update.

As building backlinks takes time to see visible results, the company must optimize this process by promoting current inbound links on the site, reclaiming broken and lost backlinks by reaching out to the webmaster of the website that point link to engaiodigital.com and asking them to fix those links (Si 2019, cited 20.11.2020).

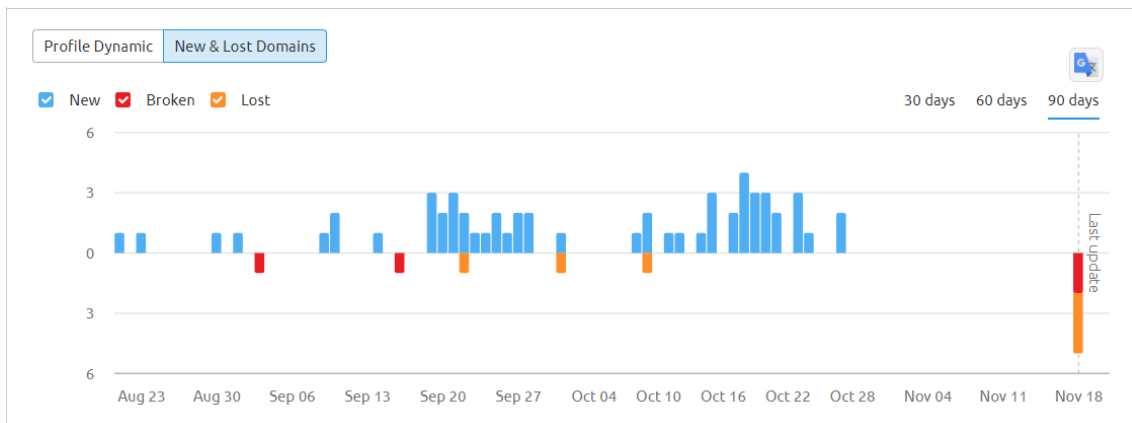


Figure 40 New & Lost Domains of engaiodigital.com in 90 days (captured 20.11.2020)

Moreover, SEMrush tool reported the Overall Toxicity Score of the company website is a green Low, which includes 94 non-toxic, 18 potentially toxic and 3 toxic links. Toxic backlinks are automatically built hyperlinks coming from websites with low domain authority score, duplicated links on similar pages, and poor-quality pages. Bad connections from lowly authorized sites might hurt the company's site ranking and organic traffic. Further, as the Google Penguin algorithm has been updated, these would be targeted and the site would be penalized, which eventually downgrade the SERPs ranking (Carver 2020, cited 20.11.2020).

Figure 41 shows the three toxic backlinks found on Engaio Digital website that need to be re-check and disavow if needed.

Page Title Source URL Target URL	Anchor	AS	Toxicity Score	Actions
How To Gain Instagram Followers Real Source: http://hello.archivolibertador.org/how-to-gain-instagram-followers-real.html Target: https://engaiodigital.com/wp-content/uploads/2020/09/How-to-Get-Real-Instagram-Followers- Subpath: +5 Root: +50 +1 more	how to gain instagram followers re... Text Money	n/a	66	Comment
How To Gain Instagram Followers Real Source: http://quen.adsforall.info/how-to-gain-instagram-followers-real.html Target: https://engaiodigital.com/wp-content/uploads/2020/09/How-to-Get-Real-Instagram-Followers- Subpath: +5 Root: +33 +1 more	how to gain instagram followers re... Text Money	n/a	63	Comment
Local Seo How To Use Google My Business To Get More Leads Source: https://agescimarche.it/local-seo-how-to-use-google-my-business-to-get-more-leads.html Target: https://engaiodigital.com/wp-content/uploads/2020/04/Local-Pack-Local-SEO.jpg Domain: +1	What is Google My Business And Its... Image Compound	17	61	Comment

Figure 41 Three toxic backlinks of Engaio Digital website (captured 20.11.2020)

Sources of backlink are mainly from Internet and Telecom websites with 25.2%, 14.8% of total links are from Business & Industrial sites, while the others are coming from Shopping, Entertainment, and Electronics sites. As the case company's content is intensively about aspects of digital marketing and the CEO also emphasized on targeting simply every business-oriented individual, the presence of the site on various domain types is reasonable. This will also help increase brand visibility to different groups of customers, potentially affecting the site ranking generally.

There are different ways to build backlinks properly, for example, offering your website as a trusted source to help other sites fix their broken links (Moogan 2020, cited 6.11.2020). The Engaio Digital website is an informative site which covers a large variety of topics about digital marketing. Consequently, the site would be eligible to be a knowledge source as long as they constantly improve and develop their in-depth content. Engaio Digital can also add guest blogging into their link building strategy since this is an effective method recommended by many SEO experts like Neil Patel, Brian Dean, and so on. Some professional blog sites allow guests to publish articles on their pages for a certain fee, thus, if this investment fits the company's budget, it might also be considered as an option.

3.5.2 Social media promotion

According to the CEO of Engaio Digital, the company has not built a presence on social networks, however, they have been testing a few platforms for a while and positive signals are coming from Pinterest – a visual discovery social network where people search for visual ideas in the form of Pins (Pinterest 2020, cited 20.11.2020). The result of Top Pages from Ubersuggest tool shows that,

for example, “SEO For Spotify” gets around 259 visits from Google each month. Meanwhile, the number of backlinks and social shares on Facebook and Pinterest are visibly small.

TOP PAGES BY COUNTRY				US [651]	FI [283]	IN [96]	ZA [89]	MORE
SEO TITLE	URL	EST. VISITS	BACKLINKS	f	p			
<input type="checkbox"/>	SEO For Spotify: Use Spotify For Artists To Grow Streams ... engaiodigital.com/seo-for-spotify/	259 View All	1 View All	3	0			
<input type="checkbox"/>	Google Images and Reverse Image Search Benefits - Engaio ... engaiodigital.com/google-images-search/	90 View All	2 View All	0	0			
<input type="checkbox"/>	Google Trends: How To Use & Everything You Need To Know ... engaiodigital.com/google-trends/	47 View All	0 View All	0	0			
<input type="checkbox"/>	Shopify Benefits and What It Is [2020] - Engaio Digital engaiodigital.com/shopify-benefits/	11 View All	1 View All	0	0			
<input type="checkbox"/>	The 7 P's of Online Marketing Mix - Engaio Digital engaiodigital.com/online-marketing-mix/	10 View All	1 View All	6	1			
<input type="checkbox"/>	What is Web Analytics and Its 10 Benefits - Engaio Digital engaiodigital.com/what-is-web-analytics/	6 View All	0 View All	0	2			
<input type="checkbox"/>	Why Graphic Design In Digital Marketing Is Crucial - Engaio ... engaiodigital.com/graphic-design-in-digital-marketing/	3 View All	0 View All	0	0			
<input type="checkbox"/>	What is Youtube Advertising and Its Benefits - Engaio Digital engaiodigital.com/youtube-advertising/	2 View All	0 View All	0	0			
<input type="checkbox"/>	What is Google Analytics and Its Benefits - Engaio Digital engaiodigital.com/google-analytics/	2 View All	1 View All	5	1			
<input type="checkbox"/>	How to Get Real Instagram Followers with Facebook Ads ... engaiodigital.com/real-instagram-followers-facebook-ads/	1 View All	0 View All	0	0			

Figure 42 Top Pages of Engaio Digital in US result pages (captured 20.11.2020)

As mentioned above, Pinterest is ignored by Engaio Digital's competitors, which means the company has an opportunity to optimize on this platform. For Pinterest, the most important thing is visual content. Pinterest users type in keywords to search for photos or videos on a topic they are interested in. According to Sherman (2019, cited 20.11.2020), 98% of Pinners try ideas they find on Pinterest, while 72% of them confirm that Pins inspire them to make purchases. As the great opportunity of gaining huge traffic and conversion as well as brand visibility from this platform, Sherman suggested site owners to firstly create an attractive business profile with quality logo, a well-written bio, and featured boards showing your best content to entice the targeted audience. Next, in order to engage and retain the audience, companies need to find out what they like. Therefore, catching up with relevant trends in the industry is essential to building a successful Pinterest campaign. Then, concentrate on the content types that work for the business. In this case, Engaio Digital might consider some categories listed in Table 9 below.

Table 9 Suggested content categories for Engaio Digital (created 20.11.2020)

Suggestion 1	Inspirational ideas on different topics about digital marketing
Suggestion 2	Do-It-Yourself tutorials, for example, briefly describe steps to guest blog
Suggestion 3	Infographics

Lastly, the Pins on featured boards depict what content and value that the business is delivering, which means the way companies curate pins will affect how readers perceive it. Sherman recommended marketers can re-pin 80% content from other accounts while keeping the amount of original content around 20% for the best performance.

According to Croft (2019, cited 20.11.2020), Facebook is a fruitful playground for content sharing and brand visibility building. Although the case company did not mention Facebook, the analytical result shows some signals from Facebook that generate traffic to the Engaio Digital website, which means this platform should not be neglected. Similarly to Pinterest, Facebook offers businesses a great chance to be exposed to a huge amount of potential customers, raise brand awareness, have more potentials for links from shares, engage with users and build a loyal audience community, and so on (Dod 2017, cited 20.11.2020). Additionally, the impact of influencers, who are widely well-known on social networks, having an impact on user behaviour has been proven to be impressively high throughout 2020. The result from research by an analytics company named Annalect and Twitter shows that 49 per cent of surveyed people stated that they make purchasing decisions based on recommendations from influencers (Burgess 2016, cited 20.11.2020). This is reaffirmed by Devrix (2020, cited 6.11.2020) that digital publishers should take advantage of the trust that audiences have in influencers to increase brand visibility and credibility.

To start a Facebook SEO campaign, Engaio Digital needs to create a Facebook page, locate it, custom significant information such as URL, profile, featured media, CTA buttons, customer reviews and comments setting, messenger, etc. When everything is set, the company can start publishing inspiration content, engagement posts, or share quality articles from their website or others' onto the Facebook page. They can also brand themselves actively by joining communities and groups related to the topic or cooperate with popular influencers in the industry to approach targeted audiences. As the business page grows, communication with users should be taken into careful consideration and carried out appropriately to ensure that the content delivered afterwards will be the one that users are looking for. (Edwards 2020, cited 20.11.2020)

Not only Facebook, but Instagram is also a good platform for publishing ideas and inspiring stories. It is reported that 25 per cent of Instagram users will click on a link as they feel inspired in a Story (Scott 2018, cited 20.11.2020). Through a business Instagram account, companies are capable of telling engaging stories via the Story and a photographic profile. Instagram stories allow the account

owner to link to any web page that they want, which is as useful as Pinterest to drive traffic to their websites since both platforms support only visual content (Stelzner 2019, cited 20.11.2020).

3.6 Content Optimization

The amount of content matters significantly the ranking position of a website when it comes to being compared with the amount of HTML. The result from SEMrush Site Audit tool points out 28 pages are having low text-HTML ratio, which means the amount of actual text on these pages is less than the amount of code. As the development of Google Panda algorithm, Google search engine has been prioritizing content-rich pages. If the ratio of text to HTML on your web pages is high, they would be likely ranked high in SERPs. (Demaria 2020, cited 20.11.2020)

The figure below lists 28 pages with low text-HTML ratio issue need to be improved.

28 pages have low text-HTML ratio Warning | Why and how to fix it | Send to...

Total Checks Success: 63 Failed: 28

Page URL	Ratio	Discovered
Engaio Digital - Digital Marketing And Online Business Articles	0.05	17 Nov 2020 (15:16)
5 Business Metrics Every Entrepreneur Should Know - Engaio Digital	0.08	17 Nov 2020 (15:16)
About Engaio Digital - Engaio Digital	0.06	17 Nov 2020 (15:16)
The Best Digital Marketing Apps For Getting New Customers - Engaio	0.08	17 Nov 2020 (15:16)
Contact Us - Engaio Digital	0.04	17 Nov 2020 (15:16)
Digital Marketing Agency - Know Your Growth - Engaio Digital	0.06	17 Nov 2020 (15:16)
Digital Marketing Articles, Guides & Experiments - Engaio Digital	0.05	17 Nov 2020 (15:16)
Digital Marketing Articles, Guides & Experiments - Engaio Digital	0.05	17 Nov 2020 (15:16)
Digital Marketing Articles, Guides & Experiments - Engaio Digital	0.05	17 Nov 2020 (15:16)
Digital Marketing Articles, Guides & Experiments - Engaio Digital	0.05	17 Nov 2020 (15:16)
Digital Marketing Articles, Guides & Experiments - Engaio Digital	0.05	17 Nov 2020 (15:16)
Digital Marketing Articles, Guides & Experiments - Engaio Digital	0.05	17 Nov 2020 (15:16)
Digital Marketing Articles, Guides & Experiments - Engaio Digital	0.05	17 Nov 2020 (15:16)
Digital Marketing Articles, Guides & Experiments - Engaio Digital	0.05	17 Nov 2020 (15:16)
18 Best Free Seo Tools For Websites [2020] - Engaio Digital	0.10	17 Nov 2020 (15:16)
Google Images and Reverse Image Search Benefits - Engaio Digital	0.08	17 Nov 2020 (15:16)
How Much Google Search Traffic For Ranking First? - Engaio Digital	0.10	17 Nov 2020 (15:16)
Why Graphic Design In Digital Marketing Is Crucial - Engaio Digital	0.09	17 Nov 2020 (15:16)
Growth Hacking Experiment Growth for an Exhibition - Engaio Digital	0.08	17 Nov 2020 (15:16)
What Is Growth Marketing, Its Strategies & Process - Engaio Digital	0.09	17 Nov 2020 (15:16)
How Important Is Consistency In Business - Engaio Digital	0.10	17 Nov 2020 (15:16)
Digitaalista markkinointia Helsingist - Engaio Digital	0.06	17 Nov 2020 (15:16)
Engaio Digital - Digital Marketing And Online Business Articles	0.05	17 Nov 2020 (15:16)
Engaio Digital - Digital Marketing And Online Business Articles	0.05	17 Nov 2020 (15:16)
Pinterest Trends: Everything You Need To Know - Engaio Digital	0.09	17 Nov 2020 (15:16)
Share Your Entrepreneur Story and Its Business Success Or Failure	0.08	17 Nov 2020 (15:16)
Submit An Idea For Us - Engaio Digital	0.05	17 Nov 2020 (15:16)
Why You Should Subscribe To Our Newsletter - Engaio Digital	0.08	17 Nov 2020 (15:16)
When To Start Advertising a Startup Business? - Engaio Digital	0.09	17 Nov 2020 (15:16)

Figure 43 28 pages with low text-HTML ratio (captured 20.11.2020)

The case company has been doing well in researching keywords and utilizing them in producing high-quality articles. Many useful tools to help analyze keyword trends and plan for suitable keywords have been used by Engaio Digital since the very beginning, including Ubersuggest, Google Keyword Planner, Google Trends, Answer The Public, SERPROBOT, Google Search Console, and many more (Risquet, interviewed 28.06.2020). Likewise, the content on the site, regardless of some issues mentioned above, is well-created and covers various fields of the digital marketing topic, for instance, SEO, SEM, social media marketing, and so on (Engaio Digital 2020, cited 2.11.2020).

Nevertheless, since the world is constantly changing and evolving, as well as the demand for intensive knowledge from users is increasing, the company needs to focus more on content that specializes in a niche instead of mass-producing surface content about every aspect of digital marketing. Further, Engaio Digital, as a newcomer in the market of digital publishing platforms, must constantly update and follow latest technology and publication trends to keep up with strategic topics and tools that will help them to shape their outstanding values in the reader's mind.

According to Team Lichpin (2020, cited 20.11.2020), podcasting has always been on trend since 2018 with a significantly high percentage of 40 per cent to 44 per cent of the total US population listen to informative podcasts. Aside from traditional forms of content like text and images, companies are now having more options to deliver and customize messages and ideas to the target audience as well as have more chances to be found relevant by search engines' bots through, for instance, audio content and optimized transcripts. Besides, along with the rise in using digital voice assistants like Siri and Alexa, Google's voice recognition technology has been upgraded constantly to become "as accurate as humans" for the English language (Li 2017, cited 20.11.2020). This opens great opportunities for digital publishing platforms to take advantage of the new technology and optimize their sites to increase organic traffic in the future.

Notwithstanding forms and types and content, the content quality, in another word, the value that is offered to the audience must be contemporary and directly answers the users' questions. Massive traffic has been seen in the activity of searching for straightforward information and guides of all types (Popper 2020, cited 20.11.2020). Hence, according to Calameo (2020, cited 19.11.2020), publishing businesses, especially digital new ones, should concentrate on the most pressing issues that their readers are interested in and have customized responses to each

audience group. Social media will be a helpful tool for companies to communicate effectively with users as well as publishing valuable content to solve their problems.

3.6.1 Measuring SEO performance

After all improvements and optimizations have been done to the website, the site owners must take the last crucial step to measure the effectiveness of those changes. The case company has always acknowledged the great benefits that analytics tools might bring back and they have been utilizing Google Analytics for a long time. The result of constantly promoting, analyzing, reviewing, and improving is reflected in the upward direction of Engaio Digital's traffic trend analyzed by SEMrush Analytics tool.

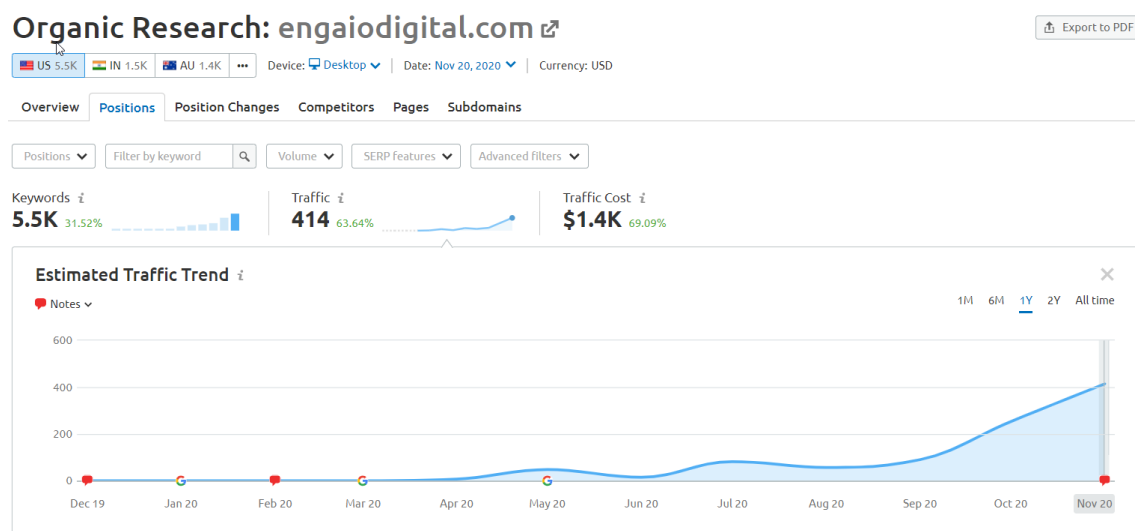


Figure 44 Engaio Digital's traffic trend within 1 year (captured 20.11.2020)

The trend depicts a positive amount of traffic the website is generating, along with the increasing number of organic keywords that engaiodigital has been positioned for. This indicates the company's effort in optimizing keyword and content strategies in creating content recently. Nonetheless, as keyword research has been the company's strengths as analyzed above, it is time executives need to focus more on promoting other SEO factors to make the content shine.

4 CONCLUSION

This chapter completes the dissertation. All the findings and recommendations are recorded to answer research questions. The thesis's validity and reliability are clarified, along with some notes of limitations in conducting this study are also listed. Lastly, the author's self-evaluation and her suggestions for further research are mentioned to end the chapter.

4.1 Answers to Research Questions

As mentioned, the purpose of this study is to come up with a successful SEO strategy for Engaio Digital company. That is why the main research question investigated how to create an effective search engine optimization plan for the business. Throughout the thesis, this question has been answered through analyzing and optimizing vital factors to produce the final SEO strategy for the company based on analyzing business factors such as the company's background context, strengths, weaknesses, opportunities and threats in the new market, and its competitors. All of those strategies are summarized into Table 10 below.

Table 10 Summary of SEO strategies developed for Engaio Digital (created 28.11.2020)

SEO factors	Challenges	Solutions
Website visual design	Not eye-catching, Not optimal for a publishing platform.	Redesign UX and UI
Website structure	Not logically organized XML sitemap, User sitemap is not available, Conflict in structure between Finnish and English version of the site.	Add user sitemap as a web page, Optimize XML sitemap file, Optimize the consistency between different language versions.
Page navigation	Navigation menu is difficult for users to follow, Not consistent navigation between different language versions of the site,	Re-organize and re-name article categories in the menu, Use more CTAs to increase conversion rate, Suggest relevant articles and ask questions to explore users' content preferences, Add pop-up message before users exit the page.

	<p>Emails following subscription process lack engagement, Relatively high bounce rate, and a low number in 'time on page' metric.</p>	
<p>Meta tags and image Alt text</p>	<p>Some page titles and descriptions exceed Google's character/pixel limit, Some images alt text are missing.</p>	<p>Keep title tags from 50 to 60 characters, Keep description tags up to 160 characters with significant keywords included logically, Add alternative text to photos.</p>
<p>URL</p>	<p>Poorly formatted URLs for pages written in Finnish. No consistency in URLs of Finnish and English versions.</p>	<p>Change Finnish URLs to a more international version with language preference term included in the link, this also ensure the consistent between Finnish and English versions of the site.</p>
<p>Anchor text and internal linking</p>	<p>Some pages have less than 10 internal links</p>	<p>Add more links between pages, Use creative anchor text for those links.</p>
<p>Page Speed</p>	<p>PageSpeed score for mobile and desktop are low to average.</p>	<p>Use preloading key requests, Remove unused CSS and JavaScript, Use HTTP caching or reduce DNS (costly option), Avoid page redirects, Add Expiry dates to headers, Use a CDN.</p>
<p>Backlinks</p>	<p>Some backlinks are broken or lost, Some backlinks are potentially harmful and some are toxic.</p>	<p>Reclaim broken and lost links, Review toxic and potential links, Apply guest blogging into generating more backlinks.</p>
<p>Social media presence</p>	<p>Weak social media presence.</p>	<p>Start a social media campaign with Pinterest and Facebook, Have Instagram as an option.</p>
<p>Content</p>	<p>Some pages have low text-HTML ratio, Need to be outstanding in the market.</p>	<p>Improve content on pages with low text-HTML rate, Develop current content and keyword strategies, Catch up with and apply new technology and publishing trends, including podcasting, voice search and digital assistant optimization, segmented and customized content, into branding the business and developing the site.</p>

The two sub-questions delved into why SEO is necessary for content-based websites like engaiodigital.com, and after research and analysis, which strategies are best suited for a digital publishing platform that Engaio Digital is aiming to become. The answer to these two questions lies in the term “digital publishing platform”. The success of a content-based or any other types of website coming from the traffic and the trust of its audiences. In order to earn these, search engine optimization is the most effective and fastest way as the links between users and websites are made up mostly from search engines, typically Google. SEO benefits companies with higher ranking positions in SERPs, which means more traffic and visitors the website will earn. As a result, brand credibility and authority will be built as more people read, appreciate, and share its content. As the site grows bigger, more people will notice and might want to contribute their ideas to the site, now is known as a platform which is the target of the case company at the very beginning.

The later sub-question is answered fully in chapter 3 where SEO improvements are recommended, which are all necessary for the case company at present. They include redesigning the website interface, strengthening the site structure, keeping the consistency of page navigation and content, optimizing technical on-page SEO elements, building off-page SEO plan for backlinks and social media marketing, and last but not least, promoting the core asset of the website – the content.

4.2 Validity and Reliability

The aim of the study is to build a detailed and optimal SEO plan for Engaio Digital, as well as to answer particular questions. All these study aims were completed in order to deliver the final result – successful SEO strategies for the case company. The success of this study is achieved by effectively exploiting primary and secondary sources. The primary information was given by the case company through an informal semi-structured interview, in which the author was able to document vital data about the business and its goals. Analysis performed using website audit tools also provides insightful and valuable data for this research. In compliance with the academic standards, all secondary references used in this analysis were carefully reviewed on the basis of their informational validity. And those were used perfectly in accordance with those requirements. For all the above reasons, the validity and reliability of this thesis are guaranteed.

4.3 Limitations

The author was responsible for posting only some contents and was not responsible for creating new content start from 22nd June 2020. Her main tasks were focusing only on on-page SEO techniques. However, as the company is open for new ideas and recommendations, the author was allowed to conduct research and suggest also off-page SEO strategies.

The limitation of the thesis is that the author was not permitted to access or make any technical modifications on the site. Only the English version of the website was worked on and the strategies suggested might not be implemented on the website after consideration.

4.4 Suggestions for Further Research

Search engines have always improved and upgraded, which means the way companies conducting SEO must be constantly upgraded. As algorithms changes, more analysis and strategies must be implemented to find the most optimal way to develop the website. These strategies were developed based on the current version of Engaio Digital website. Thus, it was only for the present situation. In the future, the business must look for more ideas to achieve desired results and raise brand visibility widely. Below the author suggests some ideas for further research.

In order to boost both user experience and SEO ranking, besides constantly promoting content, the company needs to have both website versions redesigned inside out. More intensive research on UI and UX design should be performed to achieve the highest visual efficiency. Besides, engaiodigital.com is still a lowly authoritative site, which means the company should devote resources to raise credibility and authority for their site through, for example, build in-depth social media marketing and link building plans. As the social media campaign is launched, customer research should be carried out to understand the demand as well as engage more with the audience. Finally, as stated in Chapter 3, different formats of content should soon be applied to improve efficiency and performance.

REFERENCES

- Adams L. 2014. SEO Black Book – A Guide to the Search Engine Optimizaiton Industry's Secrets (The SEO Series). 1st edition. R.L. Adams
- Agrawal H. 2018. 5 Powerful Reasons to Add Images To Your Blog Posts. Cited 4.11.2020, <https://www.shoutmeloud.com/4-ways-how-images-enhance-your-blog.html>
- Alexander, L. 2016. What is Digital Marketing. Cited 11.9.2020, <https://blog.hubspot.com/marketing/what-is-digital-marketing>
- An D. 2017. Google. Cited 22.9.2020, <https://www.thinkwithgoogle.com/marketing-resources/data-measurement/mobile-page-speed-new-industry-benchmarks/>
- Babich N. 2017. Minimalistic Design With Large Impact: Functional Minimalism For Web Design. Cited 11.11.2020, smashingmagazine.com/2017/10/functional-minimal-web-design/
- Bailey, J. 2020. Digital marketing vs. traditional marketing: What's the difference? Cited 11.9.2020, <https://99designs.com/blog/marketing-advertising/digital-marketing-vs-traditional-marketing/>
- Bailyn E. & Bailyn B. 2011. Outsmarting Google: SEO Secrets to Winning New Business. Indianapolis, Que Publishing.
- Bassi Kendra 2020. SEO vs User Experience: What Does Google Care About? Cited 5.11.2020, <https://www.commonplaces.com/blog/seo-vs-user-experience-what-does-google-care-about>
- Becker B. 2018. Image Alt Text: What It Is, How to Write It, and Why It Matters to SEO. Cited 4.11.2020, <https://blog.hubspot.com/marketing/image-alt-text>
- Bentz J. 2019. How to crush your unminified JavaScript and CSS issues in site audits. Cited 19.11.2020, <https://www.directom.com/minify-javascript-css-warnings/>
- Bonelli S. 2017. SEO+UX=Success. Cited 3.11.2020, <https://searchengineland.com/seo-ux-success-286638#:~:text=This%20new%20reality%20means%20that,rolled%20into%20SEO%20best%20practices.&text=Think%20of%20the%20partnership%20of,giving%20users%20the%20best%20experience.>
- Boykin J. & Jones K. 2013. Search Engine Optimization: Your visual blueprint for effective Internet marketing. 3rd Edition.
- Breton G. 2020. 6 Best Keyword Research Tools for SEO. Cited 13.10.2020, <https://ahrefs.com/blog/best-keyword-research-tools/>

Burgess E. 2016. Recommendations From Influencers Rival That Of Friends. Cited 20.11.2020, <https://www.ion.co/twitter-has-released-a-report-showing-consumers-seek-product-recommendations-from-influencers-almost-as-much-as-they-do-from-friends>

Busche L. 2017. Powering Content: Building a Nonstop Content Marketing Machine. Sebastopol, O'Reilly Media.

Calameo 2020. Top 5 digital publishing strategy trends for 2021. Cited 19.11.2020, <https://blog.calameo.com/6375/top-5-digital-publishing-strategy-trends-for-2021/>

Cannon W. 2019. Brian Dean Breaks Down His Content Strategy For Backlinko (& Shares How He Gest Up To 1.2M+ Visitors Per Blog Post). Cited 9.11.2020, <https://www.uplead.com/brian-dean-interview/>

Carver B. 2020. Toxic Backlinks – How They Hurt SEO, and How to Get Rid of Them. Cited 20.11.2020, <https://www.socialmediatoday.com/news/toxic-backlinks-how-they-hurt-seo-and-how-to-get-rid-of-them/573246/#:~:text=There%20are%20many%20ways%20to,you%20can%20request%20a%20review.>

Chris A. 2020. What is the Difference Between a Page title and H1 tag for SEO? Cited 13.11.2020, <https://www.reliablesoft.net/difference-between-page-title-h1-tag/>

Clay, B. 2014. Search Engine Optimization All-in-One For Dummies. Wiley, ProQuest Ebook Central.

Clark B. 2016. How to create compelling content that ranks well in search engines. Cited 11.11.2020, <http://scribecontent.com/downloads/How-to-Create-Compelling-Content.pdf>.

Cloudflare 2020. What is a CDN? How do CDNs work? Cited 24.9.2020, <https://www.cloudflare.com/learning/cdn/what-is-a-cdn/>

Cojocariu A. 2019. How to Write SEO Friendly Title Tags: Guide & Best Practices. Cited 4.11.2020, <https://cognitiveseo.com/blog/22796/seo-friendly-title-tags-best-practices/>

Colorlib 2020. 19 Best Publishers Websites With Exceptional Design 2020. Cited 11.11.2020, <https://colorlib.com/wp/publishers-websites/>

Connect Innovation 2019. How Important Is Header Tag: An Improvement of SEO. Cited 22.9.2020, <https://www.i-connectweb.com/blog/how-important-is-header-tag-an-improvement-of-seo>

Cozmiuc C. 2020. How to Measure the Success of Your SEO Efforts. Cited 21.9.2020, <https://cognitiveseo.com/blog/15516/measure-seo-efforts/#:~:text=Organic%20click%2Dthrough%20rate%20is,the%20search%20result%20has%20received.>

Creswell W. 2014. Qualitative, Quantitative and Mixed Methods Approaches. London, Sage.

Croft A. 2019. 6 effective social media strategies to increase brand awareness. Cited 20.11.2020, <https://www.lucidpress.com/blog/6-effective-social-media-strategies-increase-brand-awareness>

Crowe A. 2018. Google Page Layout Algorithm: Everything You Need to Know. Cited 5.11.2020, searchenginejournal.com/google-algorithm-history/page-layout/

Daniels J. 2016. How Neil Patel Became a Multi-Millionaire (Infographic). Cited 10.11.2020, <https://www.business2community.com/infographics/neil-patel-became-multi-millionaire-infographic-01595457#:~:text=Neil's%20estimated%20net%20worth%20is,with%20his%20huge%20fan%20base.>

Davies D. 2020. A Complete Guide to the Google RankBrain Algorithm. Cited 5.11.2020, <https://www.searchenginejournal.com/google-algorithm-history/>

Dean B. 2017. Google RankBrain: The Definitive Guide. Cited 5.11.2020, <https://backlinko.com/google-rankbrain-seo>

Dean B. 2018. Link Building for SEO: The Definitive Guide (2020). Cited 6.11.2020, <https://backlinko.com/link-building>

Dean B. 2020a. 15 AWESOME Link Building Tools [2020 Reviews]. Cited 15.10.2020, <https://backlinko.com/link-building-tools>

Dean B. 2020b. Blog SEO. Cited 13.11.2020, <https://backlinko.com/hub/content/blog-seo>

Dean B. 2020c. Google's 200 Ranking Factors: The Complete List (2020). Cited 3.11.2020, <https://backlinko.com/google-ranking-factors>

Dean B. 2020d. SEO Training. Cited 9.11.2020, <https://backlinko.com/seo-training>

Dean B. 2020e. What are SERPs? Cited 11.11.2020, <https://backlinko.com/hub/seo/serps>

deGeyter S. 2018. Making SEO & User Experience Work Together. Cited 3.11.2020, <https://www.searchenginejournal.com/seo-guide/where-seo-and-user-experience-ux-collide/#close>

Demaria B. 2020. Are Text to HTML Ratios Important? Cited 20.11.2020, <https://www.woorank.com/en/blog/are-text-to-html-ratios-important#:~:text=A%20good%20text%20to%20HTML,search%20results%20have%20visible%20text.>

DeMers J. 2020. 7 Factors Google Uses To Evaluate Links For SEO. Cited 14.11.2020, <https://jaysondemers.medium.com/7-factors-google-uses-to-evaluate-links-for-seo-70739c37130>

DevriX 2020. Top Seven Digital Publishing Trends to Watch in 2020. Cited 6.11.2020, <https://devrix.com/tutorial/digital-publishing-trends-2020/>

Dholakiya P. 2017. A complete Guide to the Google Panda Update. Cited 5.11.2020, <https://www.searchenginejournal.com/google-algorithm-history/panda-update/>

Digital Information World 2018. The Human Attention Span [INFOGRAPHIC]. Cited 14.11.2020, <https://www.digitalinformationworld.com/2018/09/the-human-attention-span-infographic.html>

Dod R. 2017. How Social Media Helps SEO [Final Answer]. Cited 20.11.2020, <https://www.searchenginejournal.com/social-media-seo/196185/>

Dossetto F., Grenier L. & Constantinou D. 2020. State of web analytics 2020: usage, pain points, and challenges. Cited 14.11.2020, <https://www.hotjar.com/web-analytics/>

Dover D. & Daffor E. 2011. Search Engine Optimization Secrets: Do What You Never Thought Possible with SEO. Indiana, Wiley Publishing Inc.

Edwards R. & Holland J. 2014. What is Qualitative Interviewing? London, Bloomsbury.

Edwards V. 2020. How to Completely Optimize Your Facebook Page. Cited 20.11.2020, <https://www.searchenginejournal.com/social-media/completely-optimize-facebook-page/#close>

Elmansy R. 2013. Teach Yourself VISUALLY Search Engine Optimization (SEO). Visual.

Engaio Digital 2020. Cited 2.11.2020, <https://engaiodigital.com/>

Fishkin R. 2009. Illustrating the Long Tail. Cited 12.11.2020, <https://moz.com/blog/illustrating-the-long-tail>

Fishkin R. 2016. The beginner's Guide to SEO. Moz. Cited 19.9.2020, <http://d2eeiprcdle6.cloudfront.net/guides/Moz-The-Beginners-Guide-To-SEO.pdf>

Fitzgerald A. 2020. The Best Content Management Systems for SEO & Why. Cited 14.11.2020, <https://blog.hubspot.com/website/best-cms-for-seo>

Fleischner M. 2013. SEO Made Simple: Search Engine Optimization Strategies for Dominating the World's Largest Search Engine (SEO Made Simple - Search Engine Optimization). 3rd edition. CreateSpace.

Foster J. 2019. How to Use Ego Bait Content to Attract Links & Generate Leads. Cited 6.11.2020, <https://www.searchenginejournal.com/link-building-guide/ego-bait-content/>

Frick T. & Eyler-Werve K. 2015. Return of Engagement. 2nd edition. Focal Press.

Garrett J. 2002. The Elements of User Experience: User-centered Design for the Web. 2nd edition. Indianapolis, New Riders.

Gomes B. 2017. Our latest quality improvements for Search. Cited 5.11.2020, <https://blog.google/products/search/our-latest-quality-improvements-search/>

Google 2012. Page layout algorithm improvement. Cited 24.9.2020, <https://webmasters.googleblog.com/2012/01/page-layout-algorithm-improvement.html>

Google 2016. Webmaster Guidelines. Cited 24.9.2020, <https://support.google.com/webmasters/answer/35769?hl=en>

Google 2017. Search Engine Optimization Starter Guide. Cited 22.9.2020, <https://support.google.com/webmasters/answer/7451184?hl=en>

Google 2019. Choose a mobile configuration. Cited 22.9.2020, <https://developers.google.com/search/mobile-sites/mobile-seo/>

Google AdWords 2014. AdWords. Cited 1.10.2020, <https://ads.google.com/home/>

Google Analytics 2014. Features. Cited 16.10.2020, <https://marketingplatform.google.com/about/>

Google Publisher Center Help 2020. Best practices for your article pages. Cited 13.11.2020, https://support.google.com/news/publisher-center/answer/9607104?hl=en&ref_topic=9606945

Google Search Central 2009. Google does not use the keywords meta tag in web ranking. Cited 13.11.2020, [https://developers.google.com/search/blog/2009/09/google-does-not-use-keywords-meta-tag#:~:text=At%20least%20for%20Google's%20web,\)%2C%20the%20answer%20is%20no.&text=Our%20web%20search%20\(the%20well,our%20search%20ranking%20at%20present](https://developers.google.com/search/blog/2009/09/google-does-not-use-keywords-meta-tag#:~:text=At%20least%20for%20Google's%20web,)%2C%20the%20answer%20is%20no.&text=Our%20web%20search%20(the%20well,our%20search%20ranking%20at%20present)

Google Search Central 2020a. Create a robot.txt file. Cited 20.11.2020, <https://developers.google.com/search/docs/advanced/robots/create-robots-txt>

Google Search Central 2020b. Understand how structured data works. Cited 19.11.2020, <https://developers.google.com/search/docs/guides/intro-structured-data>

Google Webmaster Central Blog 2015. Better presentation of URLs in search results. Cited 4.11.2020, <https://webmasters.googleblog.com/2015/04/better-presentation-of-urls-in-search.html>

Google Workspace Admin Help 2020. About CNAME records. Cited 19.11.2020, <https://support.google.com/a/answer/112037?hl=en#:~:text=A%20Canonical%20Name%20or%20CNAME,domain%20hosting%20that%20subdomain's%20content>

GTmetrix 2020a. Last Performance Report for <https://engaiodigital.com/>. Cited 24.9.2020, <https://GTmetrix.com/reports/engaiodigital.com/FPeJpHAL>

GTmetrix 2020b. YSlow: Add Expires headers. Cited 24.9.2020, <https://GTmetrix.com/add-expire-headers.html>

GTmetrix 2020c. YSlow: Reduce DNS lookups. Cited 24.9.2020, <https://gtmetrix.com/reduce-dns-lookups.html>

Hardwick J. 2019. A Simple (But Comple) Guide to Broken Link Building. Cited 6.11.2020, <https://ahrefs.com/blog/broken-link-building/>

Hardwick J. 2020. Anchor Text: A Data-Driven Guide (384,614 Web Pages Studied). Cited 24.9.2020, <https://ahrefs.com/blog/anchor-text/>

Harman R. 2018. Understanding the link between UX design and SEO. Cited 5.11.2020, <https://uxdesign.cc/understanding-the-link-between-ux-design-and-seo-415d94892c0b>

Harris Z. 2019. 7 Best Practices to Improve Your Sitemaps for SEO. Cited 19.11.2020, <https://www.spyfu.com/blog/sitemap-best-practices/#:~:text=One%20of%20the%20best%20sitemap,ones%20with%20a%20low%20score.>

HedgesCompany 2019. Automotive SEO Case Study: How We Grew Organic Traffic 30% in 30 Days. Cited 25.9.2020, <https://hedgescompany.com/blog/2016/05/auto-parts-seo-case-study-organic-traffic-ctr/>

Hendriks M. 2020. Internal linking for SEO: Why and how? Cited 19.11.2020, <https://yoast.com/internal-linking-for-seo-why-and-how/#:~:text=An%20internal%20link%20is%20any,find%20content%20on%20your%20website.&text=The%20more%20links%20an%20important,are%20crucial%20to%20your%20SEO.>

Jantsch J. & Singleton P. 2016. SEO for Growth. The Ultimate Guide for Marketers, Web Designers & Entrepreneurs. Independently Published.

Jiminez D. 2018. 10 Tips That Can Drastically Improve Your Website's User Experience. Cited 24.9.2020, <https://blog.hubspot.com/marketing/improve-your-websites-user-experience>

Juslén J. 2011. Nettimarkkinoinnin karttakirja. Helsinki, Suomen Yrittäjien Sypoint Oy.

Kemp S. 2019. Digital trends 2019: Every single stat you need to know about the Internet. Cited 3/11/2020, <https://thenextweb.com/contributors/2019/01/30/digital-trends-2019-every-single-stat-you-need-to-know-about-the-internet/#:~:text=There%20are%204.39%20billion%20internet,since%20this%20time%20last%20year.>

Khan M. & Rehman K. 2013. The Foremost Guidelines for Achieving Higher Ranking in Search Results through Search Engine Optimization. International Journal of Advanced Science and Technology. Vol 53, 101-109. Cited 24.9.2020, <https://odonnetc.files.wordpress.com/2014/09/the-foremost-guidelines-for-achieving-higher-ranking-in-search-results-through-search-engine-optimization.pdf>

Lepage J. 2020. How To Avoid Multiple Page Redirects On Your WordPress Site. Cited 15.11.2020, <https://isotropic.co/how-to-avoid-multiple-page-redirects-on-your-wordpress-site/>

Li A. 2017. Google's speech recognition is now almost as accurate as humans. Cited 20.11.2020, <https://9to5google.com/2017/06/01/google-speech-recognition-humans/>

Lipattsev A. 2016. Google Q&A+ #March. Cited 6.11.2020, https://www.youtube.com/watch?v=l8VnZCcl9J4&feature=emb_logo&ab_channel=42DMformerlyWebPromo

Louis D. 2016. 8 Ways to Take a Fresh Approach to Content Formats. Cited 14.11.2020, <https://contentmarketinginstitute.com/2016/04/fresh-content-formats/>

Mastri T. 2018. What's the Difference Between On-page and Off-page SEO? Cited 21.9.2020, <https://www.business2community.com/seo/whats-difference-page-off-page-seo-02043800>

McCoy J. 2018. Why Content Is Important for SEO. Cited 14.10.2020, <https://www.searchenginejournal.com/seo-101/content-important-seo/>

McCoy J. 2019. What Is Link Reclamation & How to Regain Lost Link Value. Cited 6.11.2020, <https://www.searchenginejournal.com/link-building-guide/reclaim-lost-broken-links/#:~:text=Link%20reclamation%20is%20finding%2C%20fixing,a%20site%20redesign%20or%20rebranding.>

McDonald M. 2011. Creating a Website: The Missing Manual. 3rd edition. Sebastopol, O'Reilly Media Inc.

McLeod S. 2019. Case Study Method. Cited 11.11.2020, <https://www.simplypsychology.org/case-study.html>

Miles S. 2019. How to Design the Best Subscription Sign-Up Pages. Cited 18.11.2020, <https://webpublisherpro.com/local-news-automation-digital-publishing/>

Miller C. 2020. Website Navigation: Tips, Examples and Best Practices. Cited 18.11.2020, <https://www.crazyegg.com/blog/website-navigation/>

Moogan P. 2020. The Beginner's Guide to Link Building. Cited 6.11.2020, <https://moz.com/beginners-guide-to-link-building>

Moz 2020a. Alt Text. Cited 4.11.2020, <https://moz.com/learn/seo/alt-text>

Moz 2020b. Domain Authority. Cited 6.11.2020, <https://moz.com/learn/seo/domain-authority>

Moz 2020c. Duplicate Content. Cited 25.9.2020, <https://moz.com/learn/seo/duplicate-content>

Moz 2020d. Google Hummingbird. Cited 5.11.2020, <https://moz.com/learn/seo/google-hummingbird>

Moz 2020e. Google Panda. Cited 24.9.2020, <https://moz.com/learn/seo/google-panda>

Moz 2020f. Google RankBrain. Cited 5.11.2020, <https://moz.com/learn/seo/google-rankbrain>

Moz 2020g. Meta Description. Cited 4.11.2020, <https://moz.com/learn/seo/meta-description>

Moz 2020h. Off-Page SEO. Cited 14.10.2020, <https://moz.com/learn/seo/off-site-seo>

Moz 2020i. Page Speed. Cited 25.9.2020, <https://moz.com/learn/seo/page-speed>

Moz 2020j. The beginner guide to SEO. Cited 3.11.2020, <https://moz.com/beginners-guide-to-seo>

Moz 2020k. Title Tag. Cited 4.11.2020, <https://moz.com/learn/seo/title-tag>

Moz 2020l. URL. Cited 4.11.2020, <https://moz.com/learn/seo/url>

Moz Keyword Explorer 2020. Cited 16.11.2020, <https://analytics.moz.com/pro/keyword-explorer>

Northern Arizona University. Search Engine Optimization. Cited 14.11.2020, <https://in.nau.edu/web/seo/>

Nuckols B. 2020. 29 Infographic Statistics You Need to Know in 2020. Cited 22.9.2020, <https://visme.co/blog/infographic-statistics/>

Odupitan I. 2020. Bachelor Thesis: Factors that Influence Search Engine Rankings – Case Company X. Turku University of Applied Sciences. Cited 11.11.2020, <https://www.theseus.fi/bitstream/handle/10024/344096/Odupitan%20Thesis.pdf>

Optimizely 2020. Web Analytics. Cited 6.11.2020, <https://www.optimizely.com/optimization-glossary/web-analytics/>

Oulu University of Applied Sciences 2014. Bachelor's thesis instructions. Cited 2.6.2014, <https://oiva.oamk.fi/utills/opendoc.php?aWRfZG9rdW1lbnR0aT0xNDMwNzY0Njky>.

PageSpeed Insights. Test results for Engaiodigital.com. Cited 19.11.2020, <https://developers.google.com/speed/pagespeed/insights/?url=http%3A%2F%2Fengaiodigital.com%2F>

Patel N. 2020a. 50 Reasons Your Website Deserves to Be Penalized By Google. Cited 6.11.2020, <https://neilpatel.com/blog/penalized-by-google/>

Patel N. 2020b. How to Add Structured Data to Your Website. Cited 22.9.2020, <https://neilpatel.com/blog/structured-data/#:~:text=Structured%20data%2C%20also%20called%20schema,engines%20what%20your%20data%20means>.

Patel N. 2020c. How to Create a Site Structure That Will Enhance SEO. Cited 12.11.2020, <https://neilpatel.com/blog/site-structure-enhance-seo/>

Patel N. 2020d. How to Create the Perfect H1 Tag for SEO. Cited 22.9.2020, <https://neilpatel.com/blog/h1-tag/>

Patel N. 2020e. How to Score a Perfecto 100% on Google PageSpeed Insights. Cited 25.9.2020, <https://neilpatel.com/blog/google-pagespeed-insights/>

Patel N. 2020f. Skyscraper Amrageddon: How this Seemingly-Foolproof Hack Often Fails. Cited 10.11.2020, <https://neilpatel.com/blog/skyscraper-content/>

Patel N. 2020g. The Step-by-Step Guide to Writing Powerful Headlines. Cited 14.10.2020, <https://neilpatel.com/blog/the-step-by-step-guide-to-writing-powerful-headlines/>

Pedraza B. 2017. How the Google Hummingbird Update Changed Search. Cited 11.11.2020, <https://www.searchenginejournal.com/google-algorithm-history/hummingbird-update/#close>

Peter B. 2019. The 10 Top Social Media Tools Brands are Using to Succeed in 2019. Cited 15.10.2020, <https://buffer.com/resources/social-media-tools-2019/#google-trends>

Pinterest 2020. All about Pinterest. Cited 20.11.2020, <https://help.pinterest.com/en/guide/all-about-pinterest>

Popper E. 2020. The Virus Changed the Way We Internet. Cited 20.11.2020, <https://www.nytimes.com/interactive/2020/04/07/technology/coronavirus-internet-use.html>

Quicksprout 2019a. .Edu and .Gov Link Building Guide. Cited 15.10.2020, <https://www.quicksprout.com/edu-gov-link-building/>

Quicksprout 2019b. 5 Easy Steps to Creating a Sitemap Fo a Website. Cited 22.9.2020, <https://www.quicksprout.com/creating-website-sitemap/>

Ruru 2020. The Ultimate Glossary of Web Analytics. Cited 6.11.2020, <https://quru-analytics.com/blog-news/the-ultimate-glossary-of-web-analytics/>

Rai S. 2019. 6 Reasons Why Website Analytics Are Important for Your Business Growth. Cited 6.11.2020, <https://www.monsterinsights.com/reasons-why-website-analytics-is-important-for-your-business-growth/#:~:text=It%20Helps%20Your%20Site's%20SEO&text=The%20more%20organic%20traffi,c%20your,better%20visibility%20on%20search%20engines.>

Rakt M. 2016. Why focus on long-tail keywords? Cited 1.10.2020, <https://yoast.com/focus-on-long-tail-keywords/>

Rakt M. 2020. Site Structure: The Ultimate Guide. Cited 4.11.2020, <https://yoast.com/site-structure-the-ultimate-guide/#navigation>

Rampton J. 2015. Google: Mobile-Friendliness a Sginifacnt Ranking Factor. Cited 22.9.2020, <https://www.forbes.com/sites/johnrampton/2015/03/19/google-mobile-friendliness-a-significant-ranking-factor/>

Risquet S. 2020. Information about Engaio Digital company and the thesis work discussion. Interviewed 26.8.2020.

Rouse M. 2019. URL (Uniform Resource Locator). Cited 20.9.2020, <https://searchnetworking.techtarget.com/definition/URL>

Saunders M., Lewis P. & Thornhill A. 2009. Research Methods for Business Students. 5th ed. Harlow: Pearson Education Ltd.

Schaferhoff N. 2020. Popular CMS by Market Share. Cited 4.11.2020, <https://websitesetup.org/popular-cms/>

Schema.org. Welcome to Schema.org. Cited 22.9.2020, <https://schema.org/>

Scott C. 2018. How to make the most of Stories, whatever social platform you are publishing on. Cited 20.11.2020, <https://www.journalism.co.uk/news/how-to-make-the-most-of-stories-whichever-platform-you-re-publishing-on/s2/a725614/>

SEO Review Tools 2020. Keyword types: 3 types of search queries. Cited 1.10.2020, <https://www.seoreviewtools.com/transactional-keyword-list-generator/#:~:text=Informational%20keywords%20are%20keywords%20which,with%20their%20decision%20making%20process.>

Serpstat 2019. How to create the correct HTML sitemap. Cited 19.11.2020, <https://serpstat.com/blog/how-to-create-the-correct-html-sitemap/>

Shelby S. 2019. In search of the right CMS for your SEO success. Cited 4.11.2020, <https://seranking.com/blog/best-cms-for-seo/>

Sherman 2019. How Pinterest Works to Boost Your Business & Sales. Cited 20.11.2020, <https://www.lyfemarketing.com/blog/how-pinterest-works/>

Shore J. 2019. Back to Basics: What Are Landing Pages and How Do They Work? Cited 25.9.2020, <https://www.smartbugmedia.com/blog/back-to-basics-what-is-a-landing-page-and-how-do-they-work>

Shure D. 2017. Organic Traffic Acquisition. Texas, CXL Institute.

Shutterstock 2015. 6 Essential Steps to Designing Better Landing Pages. Cited 19.11.2020, https://www.shutterstock.com/blog/6-essential-steps-to-designing-better-landing-pages?kw=&gclid=CjwKCAiAzNj9BRBDEiwAPsL0d9bOyW-OSIBg7mh-R0YfOvbBOQG-WTvFRWslknY0CcvujDLTw4jQRoCybAQAvD_BwE

Si S. 2019. How to Reclaim Lost Backlinks Easily and Effectively. Cited 20.11.2020, <https://seo-hacker.com/link-reclamation-guide/>

Siu E. 2020. 10 SEO Lessons to Learn from Backlinko's Success: Behind the Scenes with Brian Dean. Cited 9.11.2020, <https://www.singlegrain.com/blog-posts/link-building/10-seo-lessons-learn-backlinkos-success-behind-scenes-brian-dean/>

Slack 2020. Contact our sales team. Cited 25.9.2020, <https://slack.com/intl/en-fi/contact-sales>

smallbusiness 2020. Neil Patel reviews his journey to success: learn from his top 5 mistakes. Cited 9.11.2020, <https://smallbusiness.co.uk/neil-patel-reviews-his-journey-to-success-learn-from-his-top-5-mistakes-2548863/>

statcounter 2020. Search Engine Market Share Worldwide. Cited 10.9.2020, <https://gs.statcounter.com/search-engine-market-share>

statista.com 2020. Percentage of mobile device website traffic worldwide from 1st quarter 2015 to 3rd quarter 2020. Cited 6.11.2020, [https://www.statista.com/statistics/277125/share-of-website-traffic-coming-from-mobile-](https://www.statista.com/statistics/277125/share-of-website-traffic-coming-from-mobile-devices/?%3F__hstc=185665590.9c49e44b73bd3bee6fa385653ecd7c96.1585526400182.1585526400183.1585526400184.1&%3F__hstc=192971698.c4a577029c49e44b73bd3bee6fa38565.15)

[devices/?%3F__hstc=185665590.9c49e44b73bd3bee6fa385653ecd7c96.1585526400182.1585526400183.1585526400184.1&%3F__hstc=192971698.c4a577029c49e44b73bd3bee6fa38565.15](https://www.statista.com/statistics/277125/share-of-website-traffic-coming-from-mobile-devices/?%3F__hstc=185665590.9c49e44b73bd3bee6fa385653ecd7c96.1585526400182.1585526400183.1585526400184.1&%3F__hstc=192971698.c4a577029c49e44b73bd3bee6fa38565.15)

85785600161.1585785600162.1585785600163.1&__hsfp=3071927421&__hssc=192971698.1.1585785600164&_ga=2.160051065.590757008.1569521528-933118289.1529345498&department=sales&hubs_signup-cta=careers-nav-students&reviews_page=8

Stelzner M. 2019. Instagram Stories Branding: Marketing That Benefits Your Business. Cited 20.11.2020, <https://www.socialmediaexaminer.com/instagram-stories-branding-marketing-benefits-business-sue-b-zimmerman/>

Stox P. 2015. The Most Important Thing SEOs Overlook: Internal Links. Cited 25.9.2020, <https://searchengineland.com/important-thing-seos-overlook-internal-links-234275>

Stox P. 2020. How to Improve Page Speed from Start to Finish (Advanced Guide). Cited 10.11.2020, <https://ahrefs.com/blog/advanced-pagespeed-guide/>

Stricchiola J., Enge E. & Spencer S. 2015. The Art of SEO. 3rd edition. Sebastopol, O'Reilly Media Inc.

Taylor D. 2018. A Complete Guide to the Google Penguin Algorithm Update. Cited 5.11.2020, <https://www.searchenginejournal.com/google-algorithm-history/penguin-update/>

Team Lichpin 2020. Trends Transforming The Publishing Industry Outlook in 2021. Cited 20.11.2020, <https://linchpinseo.com/trends-in-the-publishing-industry/>

Technopedia 2015. On-page Optimization. Cited 21.9.2020, <https://www.techopedia.com/definition/1548/on-page-optimization>

Techstacker 2019. For SEO, Only Use H1 Elements Once Per Page. Cited 4.11.2020, <https://techstacker.com/seo-only-use-h1-elements-once-per-page/>

Thomas A. 2010. Spreadsheets and Snippets – These Are a Few of My Favorite Things. Cited 21.9.2020, <http://www.bestrank.com/blog/spreadsheets-and-snippets-these-are-few-my-favorite-things>

VeriSign 2020. What is a URL? Cited 20.9.2020, https://www.verisign.com/en_US/website-presence/online/what-is-a-url/index.xhtml

Toonen E. 2020. What are breadcrumbs? Why are they important for SEO? Cited 12.11.2020, <https://yoast.com/breadcrumbs-seo/>

Vien L. 2015. The future of marketing. Thriving in a digital world. Journal of Accountancy. Vol 6, 1-4.

web.dev 2019a. Avoid multiple page redirects. Cited 19.11.2020, https://web.dev/redirects/?utm_source=lighthouse&utm_medium=unknown

web.dev 2019b. Serve static assets with an efficient cache policy. Cited 19.11.2020, https://web.dev/uses-long-cache-ttl/?utm_source=lighthouse&utm_medium=unknown

web.dev 2020. Preload key requests. Cited 19.11.2020, https://web.dev/uses-rel-preload/?utm_source=lighthouse&utm_medium=unknown

website.com. What is Web Hosting? Cited 22.9.2020, <https://www.website.com/beginnergide/webhosting/6/1/what-is-web-hosting?.ws>

Willson A. 2020. How to Use Header Tags: SEO Best Practices. Cited 21.9.2020, <https://www.searchenginejournal.com/on-page-seo/header-tags/>

Wordstream. Head Term: What Is a Head Term? Cited 1.10.2020, <https://www.wordstream.com/head->

term#:~:text=A%20head%20term%2C%20otherwise%20known,opposite%20of%20long%2Dtail%20keywords.&text=Head%20terms%20are%20concentrated%20at,and%20a%20lot%20of%20competition.

xml-sitemaps.com 2020. backlinko.com Sitemap. Cited and created 9.10.2020, xml-sitemaps.com/details-backlinko.com-2b2e8773.html

1. Name and Position
 - Stefan Risquet | CEO

2. What is the name of your company? What is the meaning of this name? Is there any story/history behind the brand/logo? Have you ever thought of changing the brand name/logo/website interface?
 - Engaio Digital
 - The name engaio digital does have a meaning. 'Engaio' is a wordplay from the words from Cuban Spanish - en cayo (encayo was a failed experiment That I had earlier), which would translate into a pass between islands. It changed to Engaio, as I didn't want a pass failure to hunt my dreams.
 - Brand recognition is hard, so under my leadership, it won't change, but I might drop the 'digital' - to emphasize publication business rather than agencies.
 - Would I change the logo? Yes definitely.
 - Would I change the website interface? Most certainly would if I had the needed resources.

3. What does your company do? What is the reason that the company decided to transform into another business model? Why it should be an online publishing platform?
 - Engaio Digital is a digital marketing agency going through a business model transformation into an online publishing platform.
 - The main reason for the business model change was that I saw how digital marketing agencies couldn't scale easily, and if they do, the amount of people needed grows greatly. Also, I feel that the agencies' market is overcrowded, and for a local agency, there's a slim chance of any substantial success. And I do believe, as these digital ad platforms develop, they want smaller and smaller businesses to do the ads themselves. Large companies will instead build a growth hacking team internally (I mean, I would), ever depleting the need for agencies other than for gruntwork.
 - There's a market opportunity for unique and informative content that isn't saturated with paywalls, or content that has biases towards content marketing, mostly done by Saas companies.

4. How many employees are currently working at your company? Can you specify the name and positions of each?
 - As of now, two people build Engaio Digital: Stefan Leppänen Risquet | CEO ; Panu Palm | Marketer

5. Previously, as a marketing agency, who were customers that your company had worked with? (Please list out their names, sizes, industry, services required and feedback)
 - As of writing the Industries are: 85% Ecommerce 15% Consulting
 - Most clients we have worked with fall under confidentiality as they were subcontracted. But here's a couple I can share: Greenele Oy is a startup that specializes in EV charging solutions in condominiums. ktverkkokauppa.fi is Finland's second-largest retailer of reused computers and electronics.

6. What is your philosophy of approaching SEO to deliver results?
 - Technical SEO; User Experience (UX); Off-page SEO; Other: Content Publishing

7. What is the core product/service that your company plans to offer in the next phase? Is it a kind of guest blogging activities?
 - In the next phase, we want to allow others to create articles to boost their online businesses and personal brands.
 - Engaio Publishing will fall into three categories considering external article: Yes, guest blogging will be one initially, Business stories, and interviews. The last phase would allow anyone interested freely to write articles

8. Please describe briefly your company's goals and missions? How are you going to make it a success? Are you going to create a network for SMEs? Or else, please specify.
 - Engaio Digital wants to become an authoritative platform for businesses to discover their next opportunity of growth online.
 - By growing our article base, and it is creation rate exponentially during the coming years
 - Not a network for SMEs. Instead, A platform where businesses (of all types) and business-oriented people can come to learn, share and create growth for others.

9. Who is your target customer?
 - Online Businesses, Individual marketers and agencies

10. What value is your company going to deliver to your target audience?
- Engaio Digital wants to bring actionable growth opportunities for businesses online or otherwise
11. Where do you position your company in the marketing industry of Finland? What sets you apart from others? Why you want your business to be non-existing in Finland?
- In Finland, our market position in the marketing industry is non-existing, and we like it that way. More of a feature than a bug.
 - I want Engaio to reach and scale to as many people as possible. I feel that the statement being local first is outdated. As of today, you can scale most online businesses to an international audience from day one.
12. What is your company's present page ranking on Google, Yahoo, and Bing?
- Pages 1-3
13. Who are your potential competitors? Why? Can you specify some names of them?
- Our potential competitors in the next stage would be Established marketing blogs and marketing software companies with excellent content publishing programs in the backend.
 - Pure Marketing blogs: quicksprout, backlinko, searchenginewatch/land/journal
 - Software: Ahref, neilpatel, wordstream
 - Pure Publications (more of an aspirational competitor) entrepreneur.com or thenextweb
14. Is your business online only? Why?
- Our business is solely online. Being only online allows us to achieve a greater scale faster.

Questions below contain private information which is only used to conduct research and analysis, not public as agreement)

15. Do you interact with the local customer? How?
16. What is the keyword strategy that you have been applied in writing content on your websites?
17. What type of CMS does your website currently use?
18. Have you been applied other SEO strategies to develop your website? What are they and their results?
19. What tools you have been using to support your SEO?

20. Have you been using social media to boost your SEO? Which ones? Please list out prime stats that relate to those off-site SEO channels.
21. How SEO has been having an impact on your company's ROI and profitability?
22. What do you hope to be developed in the future, especially for me to help your company to solve in this thesis?
23. What is your monthly SEO budget?
24. If necessary, are you open to website redesign?