



Boost your business: increase online visibility with Search Engine Optimisation

About the speaker

- Christophe Dalla Riva, CEO of Innovation K.
- I have been living in Cambodia for 8 years.
- I created my first website in 1996.
- I created my first company in 1999 to promote Open Source solution.
- I created CineSnap.com (Netflix like) in 2001.
- I was in charge to create www.topjobcambodia.com last year, a job posting website targeting the Cambodian market.

Agenda

- What is a search engine?
- What is Search Engine Optimisation (SEO)?
- How does SEO work?
- How to define your SEO strategy?

What is a Search Engine?

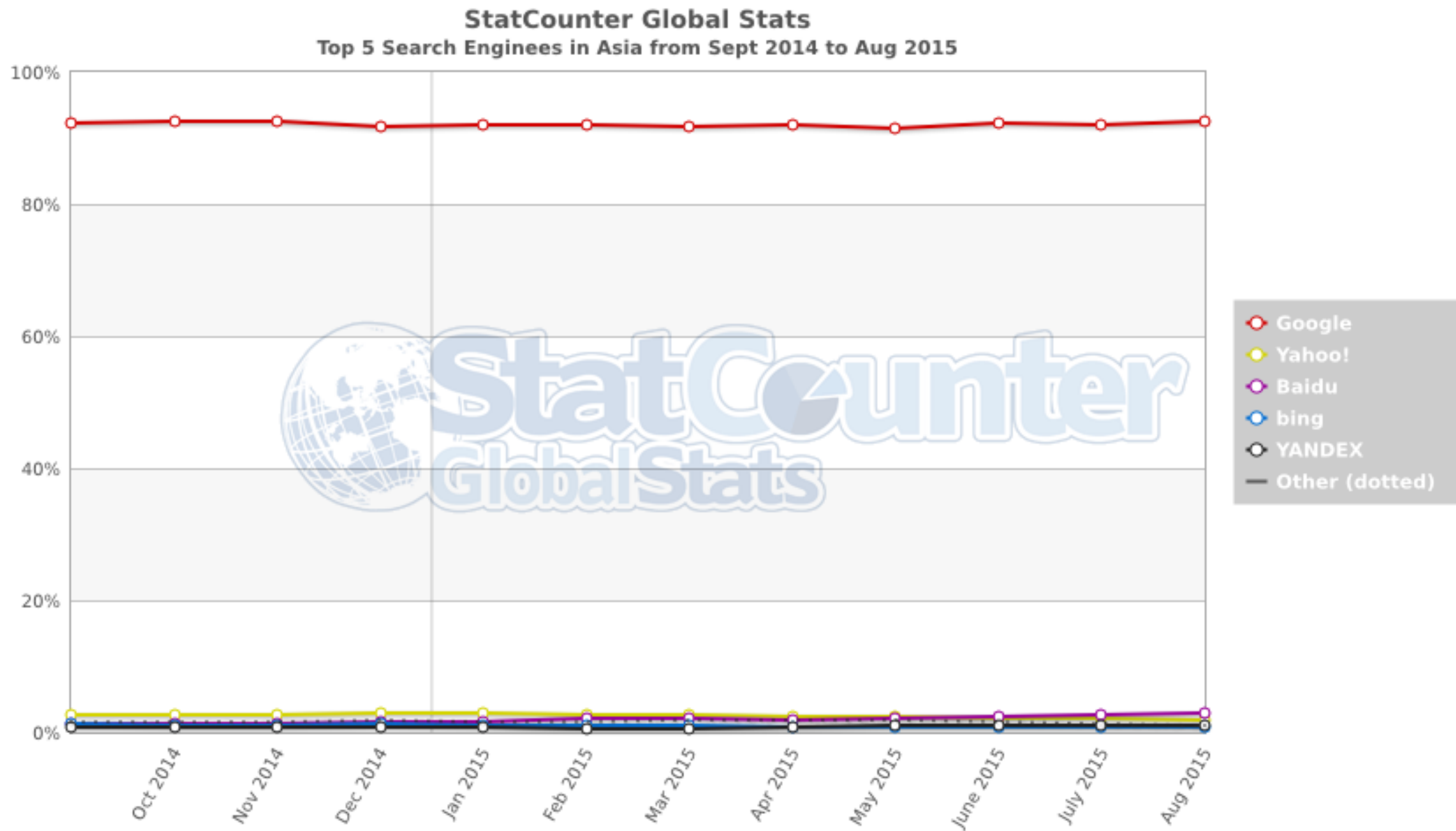
What is a Search Engine?

- “Search Engine” is often used to specifically describe systems like Google, Yahoo! or Bing that enable users to search for documents on the Internet.
- **It's an algorithm:** a program discovers content on the Internet, another program analyses this content, and a last program decides to display, or not, a link to this content when you search something on Google, Bing or Yahoo!

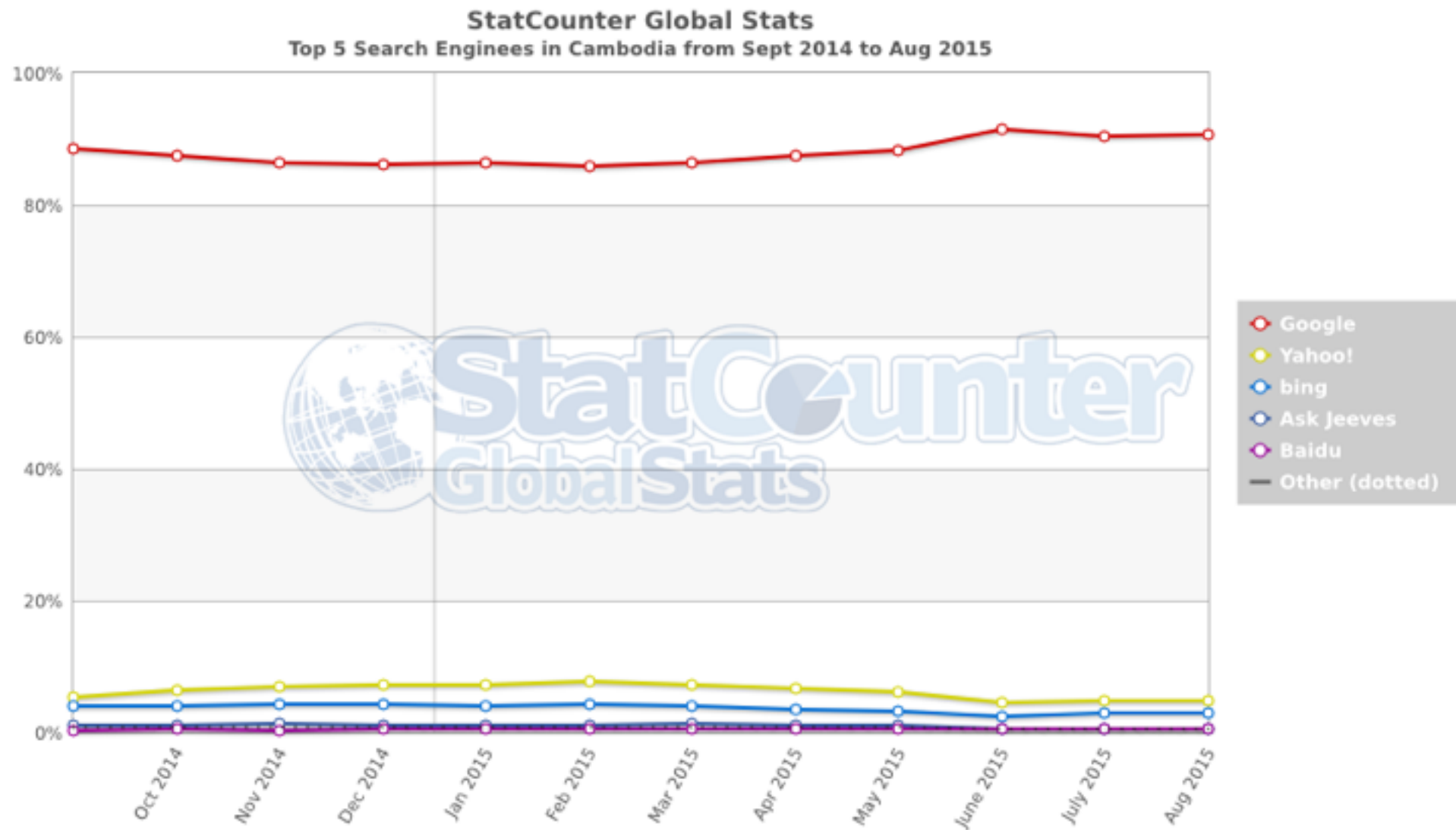
Search Engine History



Search Engine Market

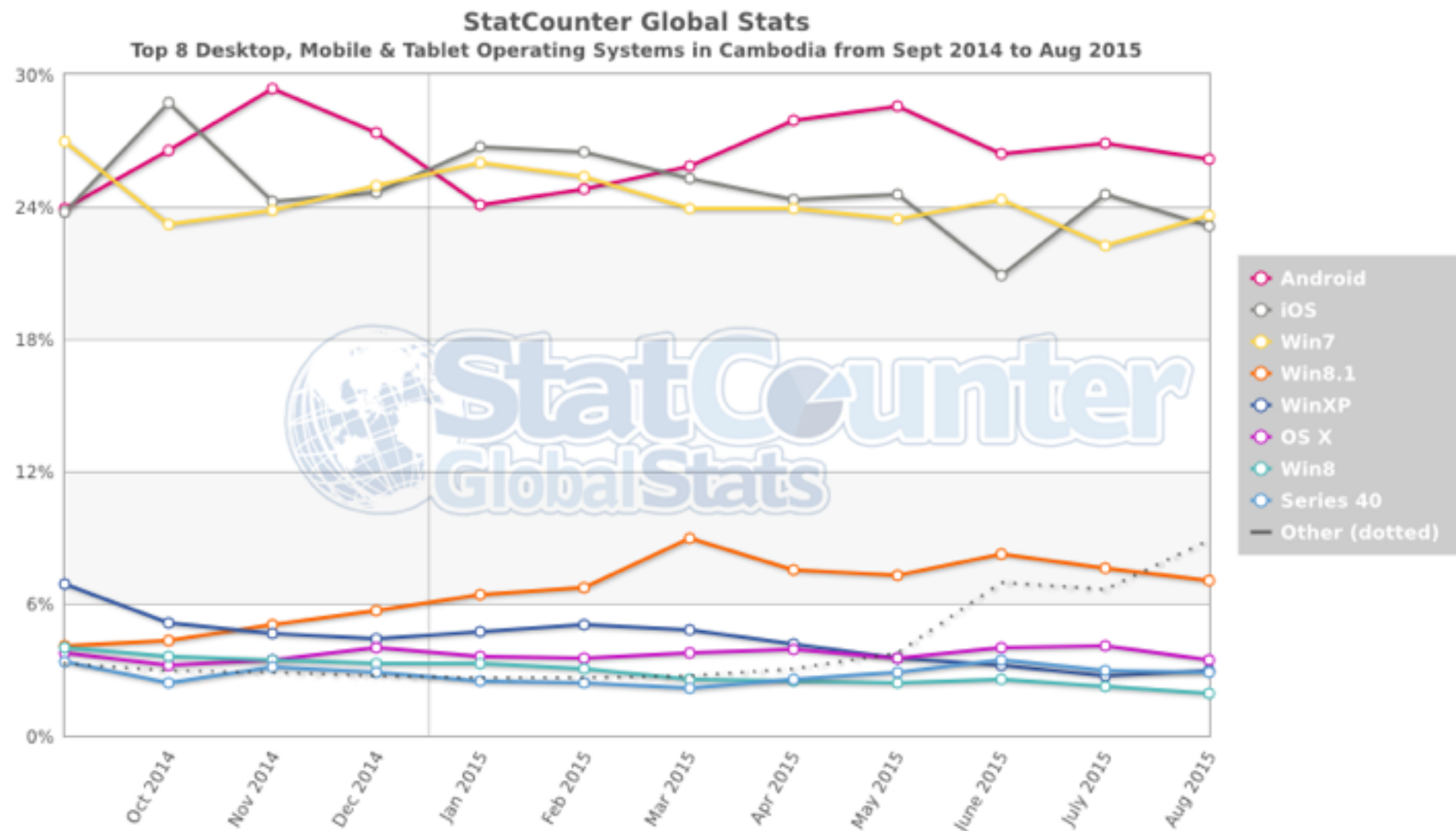


Cambodia Focus



Conclusion: your SEO strategy must focus on Google

Cambodia Focus



50% of the Internet connections in Cambodia are done from a mobile.

So... If your website is not compatible with mobile, you loose 50% of your potential target.

Check your website mobile compatibility here: <https://www.google.com/webmasters/tools/mobile-friendly/>

Personalisation History

**One search
one result**

Localisation
effect

2004

Google Account
users only

November 11th, 2005

Everybody

December 4th, 2009

More information: https://en.wikipedia.org/wiki/Google_Personalized_Search

How to stop personalisation?

Search and browse privately

Step 1: Open private browsing mode



Step 2: Sign out of your Google Account



Step 3: Turn off result customization



Delete your past searches & browsing activity

Delete past searches or stop saving them



Delete your browser history



Process: <https://support.google.com/websearch/answer/4540094?hl=en>

What is SEO?

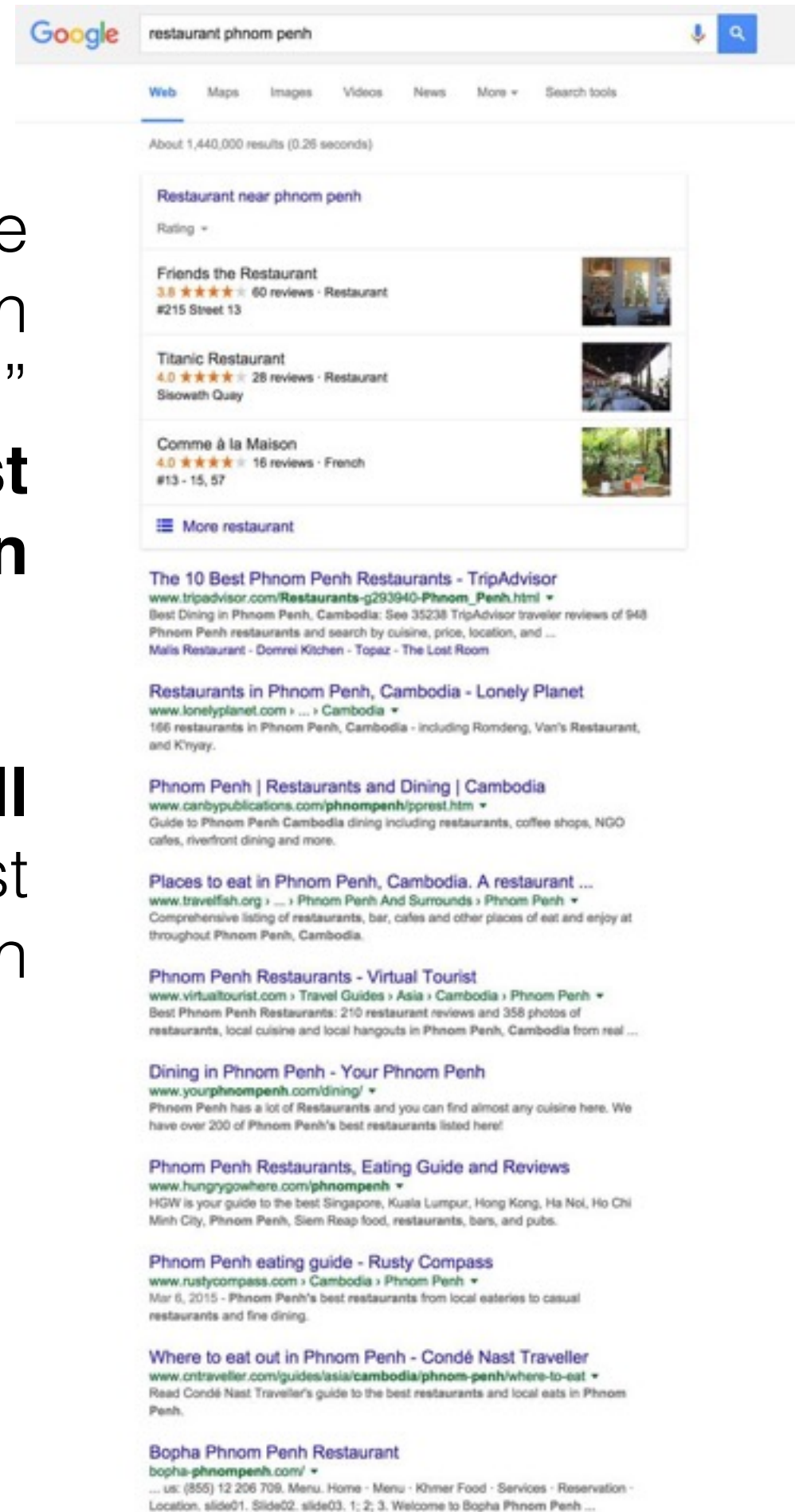
What is SEO?

- Search Engine Optimisation is the art and science of publishing information in a format which will make search engines **believe** that your content **satisfies the needs of their users** for **relevant search queries**.

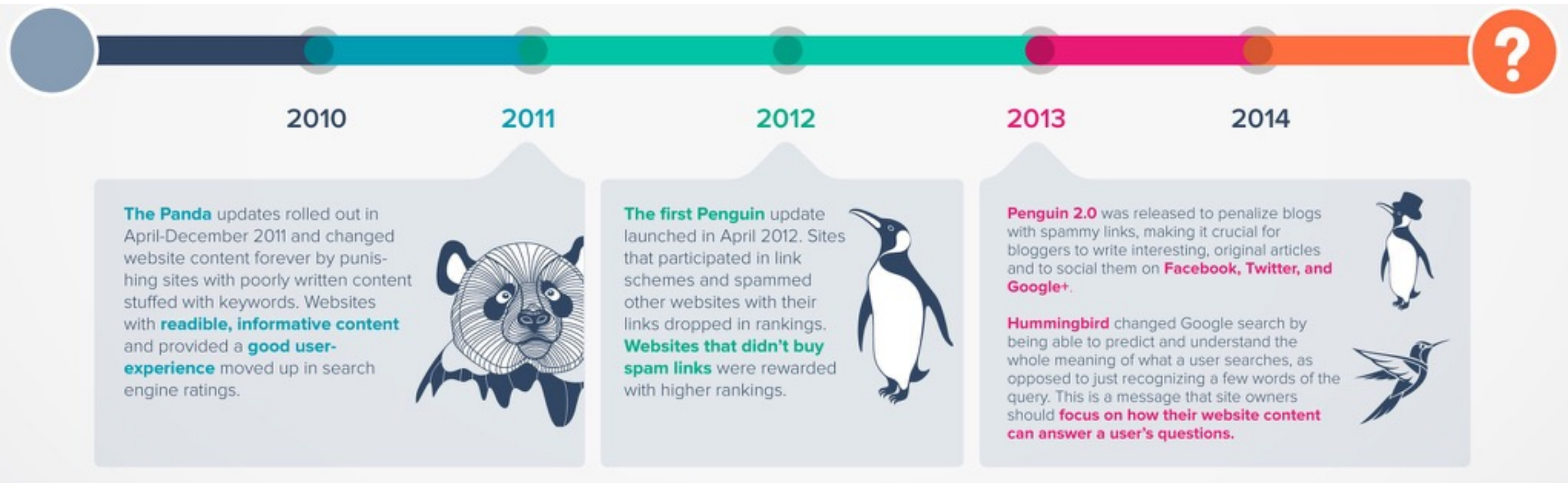
What is SEO?

All restaurants in Phnom Penh are legitimate to be on first position on search “restaurant phnom penh” but **only one can be on the first position, and only 10 can be on the first result page.**

Search Engine Optimisation is **all you have to do** to be on first position for relevant search queries.



SEO evolution



Time for cheating and tricks is over
Now it's time for quality and efficiency

SEO is one piece of a global Digital Marketing Strategy

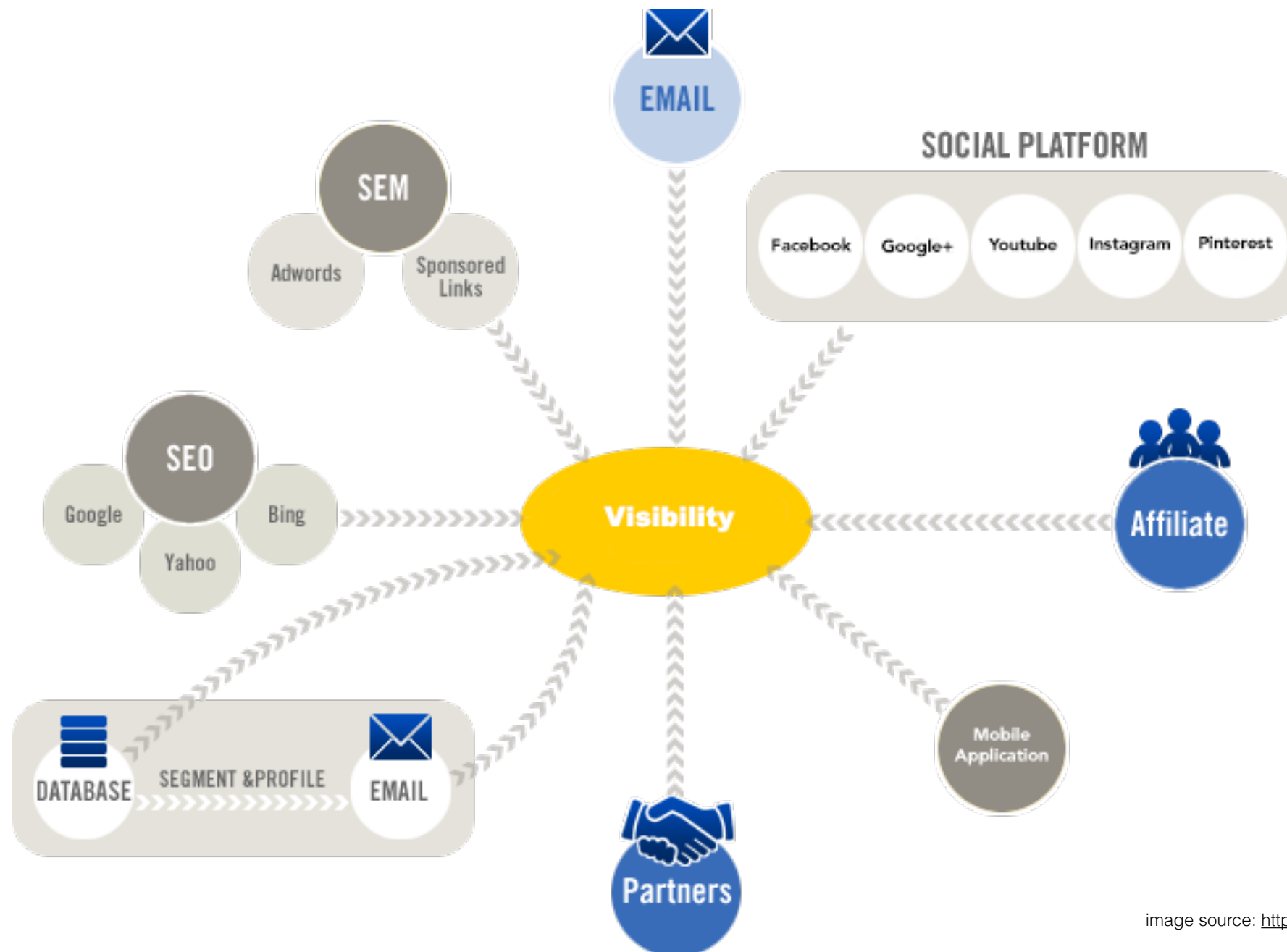
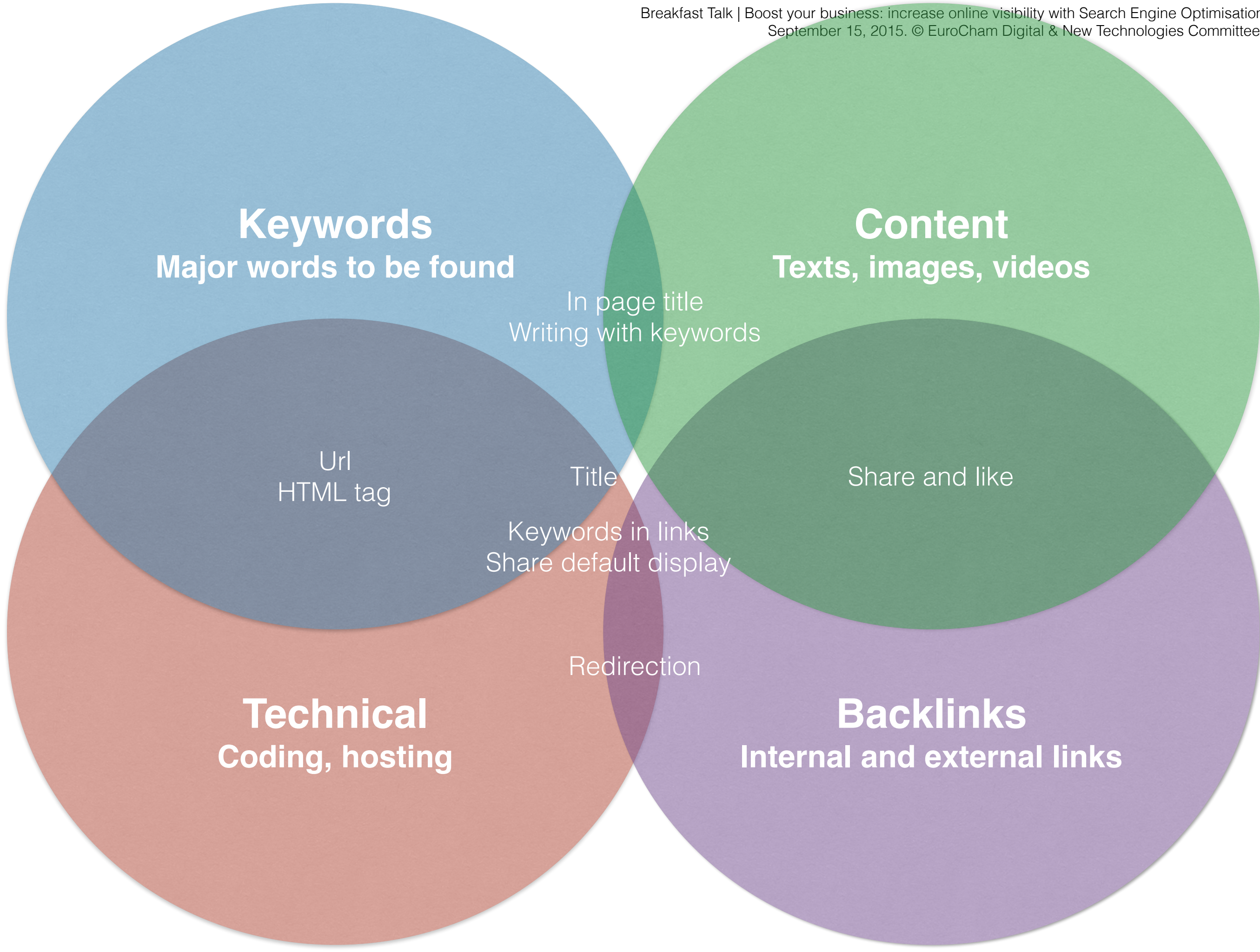


image source: <http://www.inkattech.com>

How does SEO work?



Filters:

✓ Positive On-Page

✓ Negative On-Page

✓ Sitewide

✓ Content

✓ Code

✓ Server

✓ Positive Off-Page

✓ Negative Off-Page

✓ Authority

✓ Relevance

✓ Quality

✓ Circumstantial

✓ Patterns

✓ Schemes

✓ Intervention

✓ Details

✓ Sources

✓ Select All

• Select None

Myth



Concrete

Showing
61 of 261
Factors.

<https://northcutt.com/wr/google-ranking-factors/>

Positive On-Page Factors

On-page SEO describes factors that you are able to manipulate directly through the management of your own website. **Positive factors** are those which help you to rank better. Many of these factors may also be abused, to the point that they become negative factors. We will cover negative ranking factors later in this resource.

In broad terms, positive on-page ranking factors relate to establishing the subject matter of content, accessibility across various environments, and a positive user experience.

Keyword in URL	Concrete	Keyword in Title Tag	Concrete
Words with Noticeable Formatting	Concrete	Keyword in ALT Text	Concrete
Keyword Stemming	Concrete	Internal Link Anchor Text	Concrete
Keyword <i>in</i> Domain Name	Concrete	Distribution of Page Authority	Concrete
Use of HTTPS (SSL)	Concrete	Fresh Content	Concrete
Old Content	Concrete	Quality Outbound Links	Concrete
Mobile Friendliness	Concrete		

Negative On-Page Factors

Negative Ranking Factors are things you can do that harm your existing rankings. These factors fit into three categories: accessibility, devaluations, and penalties. **Accessibility** issues are just stumbling points for Googlebot that could prevent your site being crawled or analyzed properly. A **devaluation** is an indicator of a lower quality website and may prevent yours from getting ahead. A **penalty** is far more serious, and may have a devastating effect on your long-term performance in Google. Once again, **on-page factors** are those that are under your direct control as a part of the direct management of your website.

Foreground Matches Background

Concrete

Single Pixel Image Links

Concrete

Empty Link Anchors

Concrete

Copyright Violation

Concrete

Doorway Pages

Concrete

Broken Internal Links

Concrete

Redirected Internal Links

Concrete

Text in Images

Concrete

Text in Video

Concrete

Text in Rich Media

Concrete

Frames/Iframes

Concrete

Thin Content

Concrete

Domain-Wide Thin Content

Concrete

Too Many Ads

Concrete

Duplicate Content (3rd Party)

Concrete

Duplicate Content (Internal)

Concrete

Linking to Penalized Sites

Concrete

Slow Website

Concrete

Page NoIndex

Concrete

Disallow Robots

Concrete

Poor Domain Reputation

Concrete

Meta or JavaScript Redirects

Concrete

Text in JavaScript

Concrete

Poor Uptime

Concrete

Too Many External Links

Concrete

Search Results Page

Concrete

Automatically Generated Content

Concrete

Phishing Activity

Concrete

Orphan Pages

Concrete

HTTP Status Code 4XX/5XX on Page

Concrete

Positive Off-Page Factors

Off-Page Factors describe events that take place somewhere other than on the site that you directly control and are trying to improve performance of in the rankings. This usually takes the form of backlinks from other sites. **Positive Off-Page Factors** generally relate to an attempt to understand honest, natural popularity, with a large emphasis on popularity achieved from more-trusted and influential sources.

Authoritative Inbound Links to Page

Concrete

Authoritative Inbound Links to Domain

Concrete

Link Stability

Concrete

Links from Relevant Sites

Concrete

Context Surrounding Link

Concrete

Safe Search

Concrete

More Inbound Links to Page

Concrete

More Inbound Links to Domain

Concrete

Keyword Anchor Text

Concrete

Keyword ALT Text

Concrete

Query Deserves Freshness (QDF)

Concrete

Negative Off-Page Factors

Negative Off-Page Factors are generally related to unnatural patterns of backlinks to your site, usually due to intentional link spam. Until the the Penguin algorithm was introduced in 2012, the result of these factors was almost always a devaluation, rather than a penalty. That is, you could lose all, or nearly all, value obtained from linking practices that Google felt may be unnatural, but your site would not be harmed otherwise. While that's still mostly true, Penguin introduced off-page penalties in a number of cases, which has opened the floodgates for malicious behavior from competing sites as a practice known as **negative SEO** or **Google Bowling**.

Excessive Cross-Site Linking

Concrete

Paid Link Schemes

Concrete

Diluted Domain Authority

Concrete

Crawl Rate Modification

Concrete

Negative SEO (Google Bowling)

Concrete

Diluted Page Authority

Concrete

Manual Action

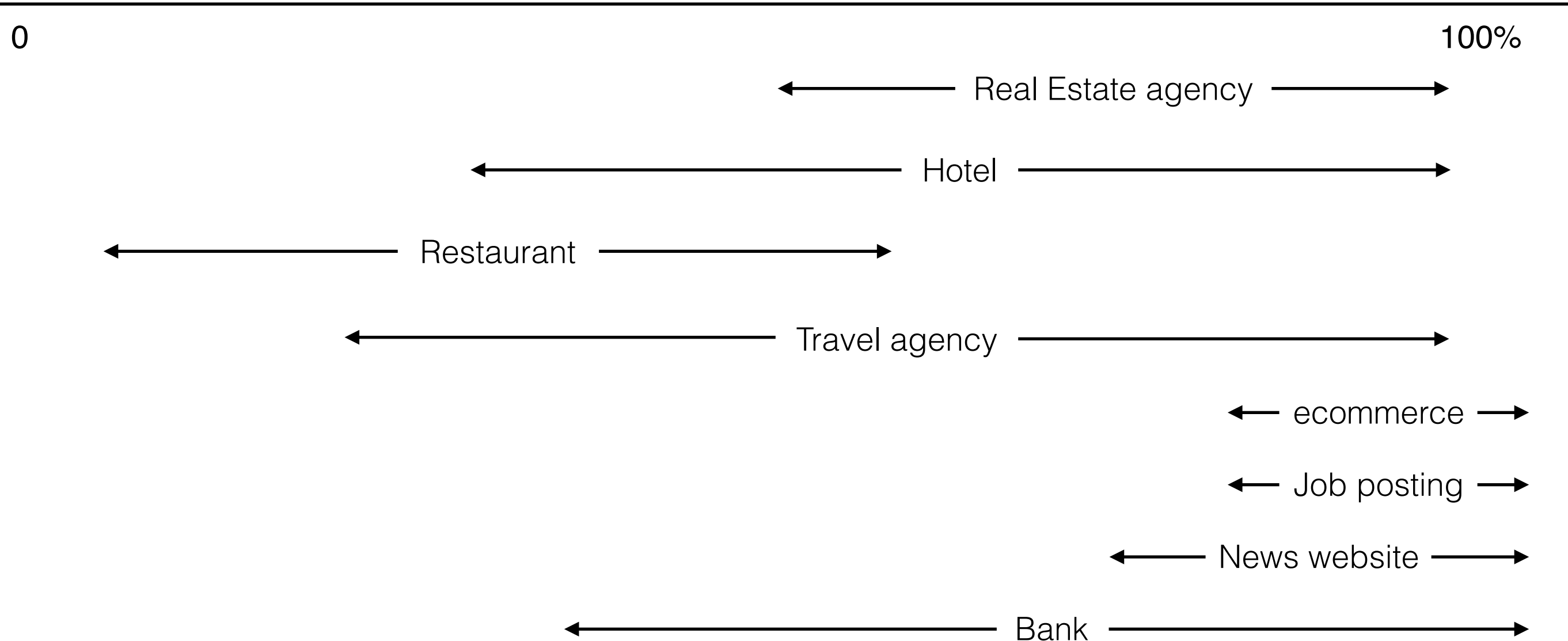
Concrete

How to define your SEO strategy?

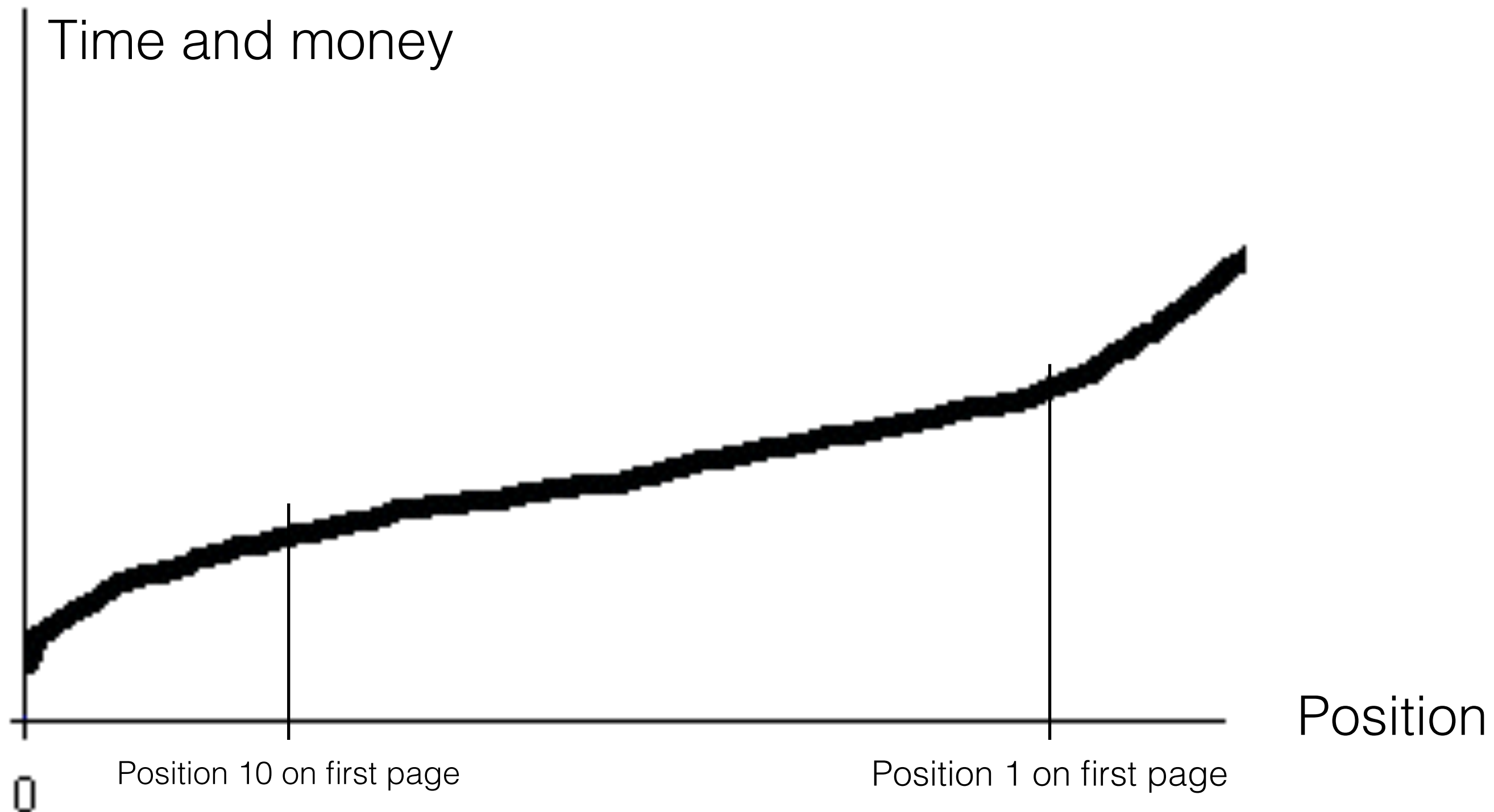
Business case
Job posting website

Online Market

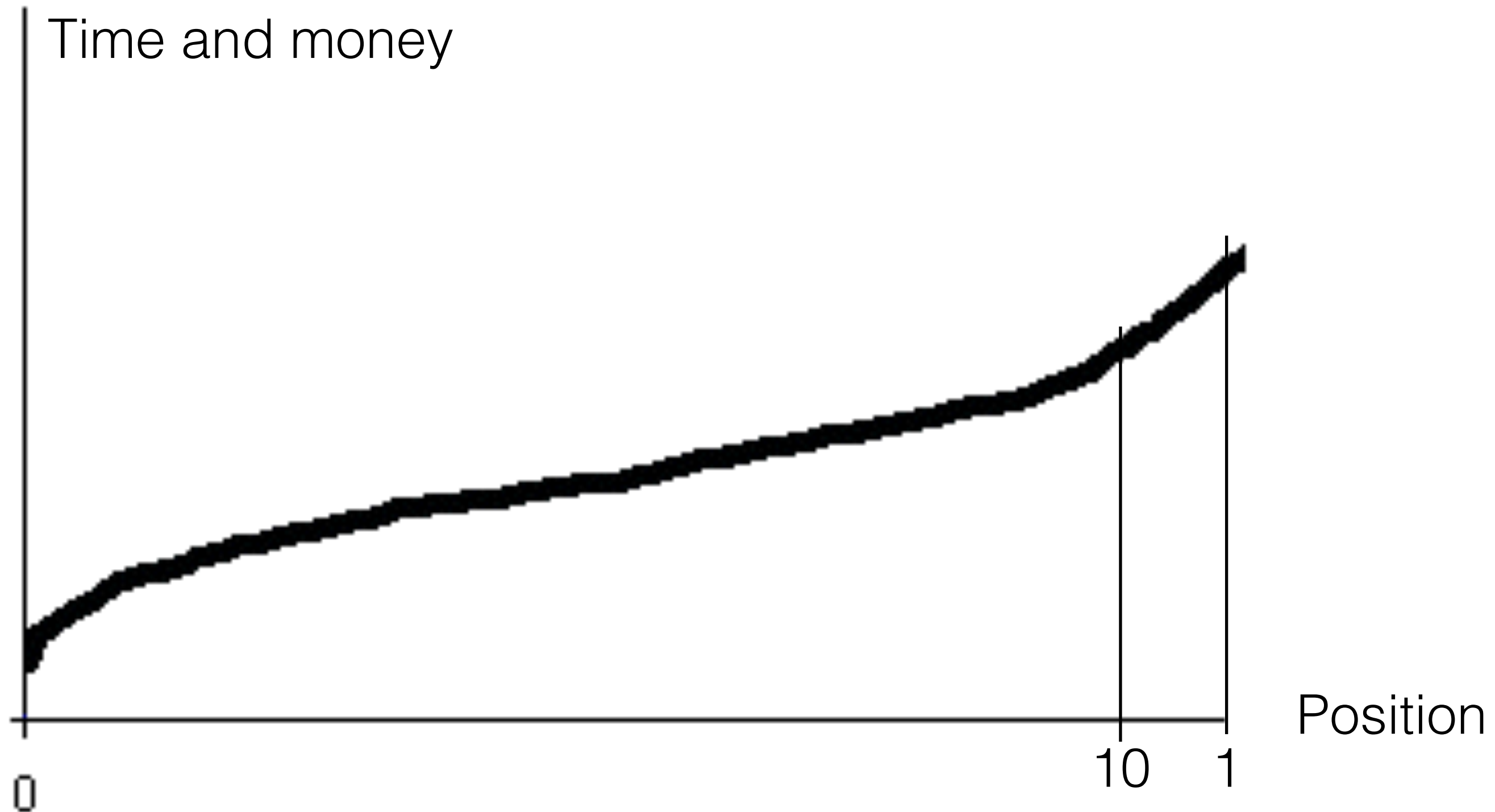
Catching potential of new customers online?



Position = Budget



Position = Budget



Domain name

- **.com**: still **the best you can have**. Is a must to have.
- **.com.kh**: if your customer target is exclusively in Cambodia, **try** to have it.
- **.asia**: expensive, last choice or if you target to have a branding strategy in Asia.

Hosting

- Bad news: hosting solution in Cambodia doesn't exist, hosting solutions in Asia are expensive and not efficient, hosting outside of Cambodia and outside Asia is a bad way to say to Google that your target is in Cambodia.
- Good news: you can explain to Google where is located your target by using hreflang tag in your code, or directly in webmaster tool.

Target language and country

<http://flang.dejanseo.com.au>

 Validate n

Alternate links:

ID	Alternate URL	Language	Region
1.	http://www.topjobcambodia.com	English	Cambodia
2.	http://www.topjobcambodia.com/kh	Khmer	Cambodia

[in](#) Share 18 [f](#) Like Share 56 [t](#) Tweet 59 [G+](#) +108

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```
<link rel="image_src" href="http://www.topjobcambodia.com/_design/top.png" />
<meta property="og:image" content="http://www.topjobcambodia.com/_design/top.png" />
```

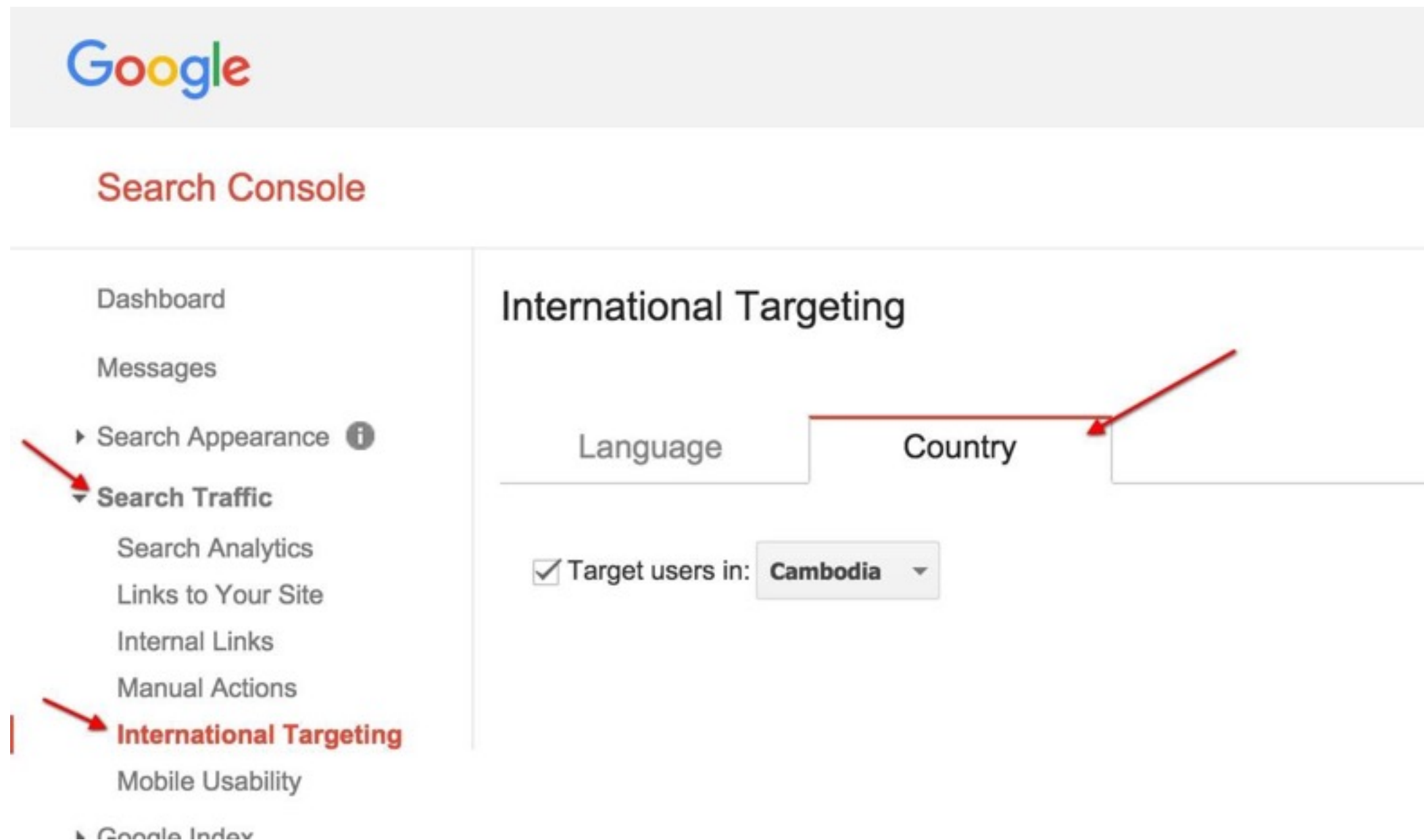
```
<link rel="alternate" hreflang="km-kh" href="http://www.topjobcambodia.com/kh/" />
<link rel="alternate" hreflang="en-kh" href="http://www.topjobcambodia.com/" />
```

```
<link rel="canonical" href="http://www.topjobcambodia.com/" />
```

```
<link href="http://fonts.googleapis.com/css?family=Hanuman:regular,bold&subset=khmer" rel="stylesheet" />
```

Target language and country

or use Google Webmaster Tool to force your country target:
<https://www.google.com/webmasters/tools/>



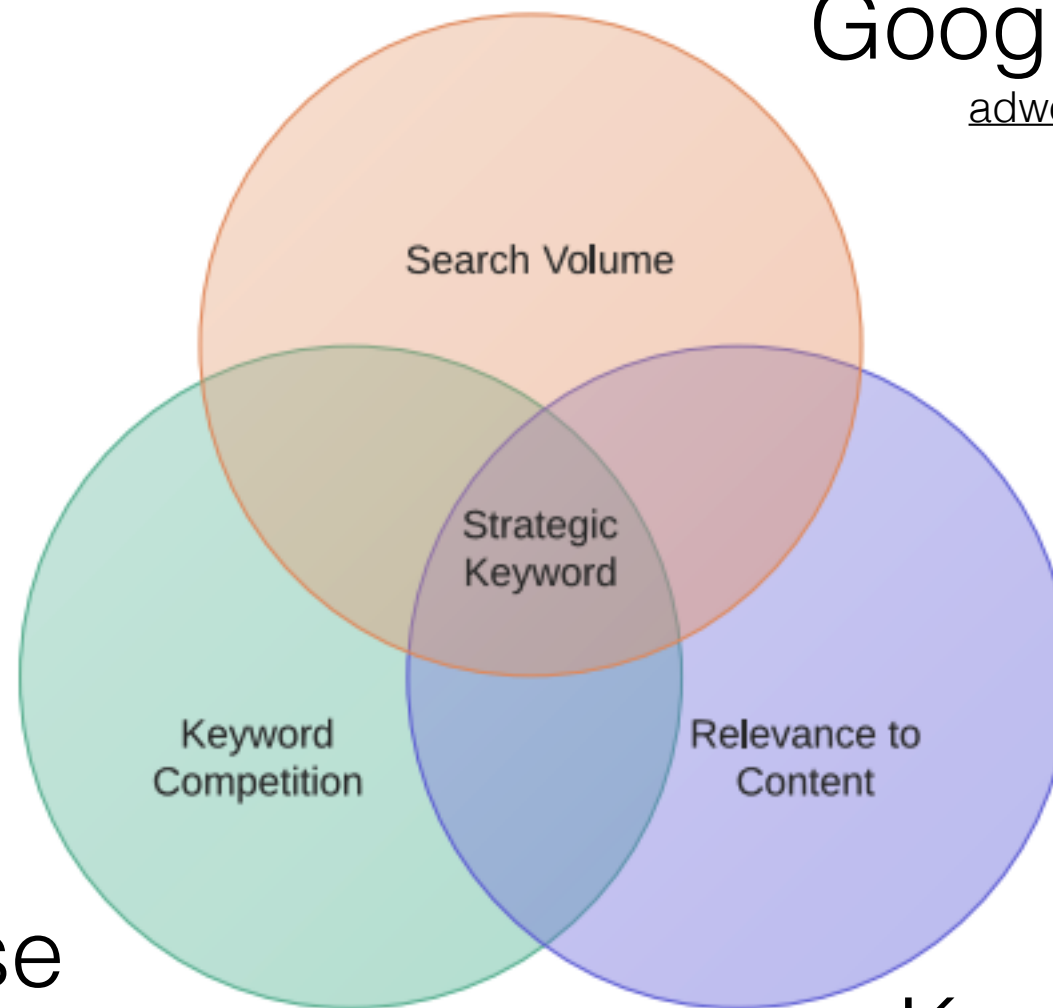
Keyword Strategy

Google Trends

www.google.com/trends

Google Adwords

adwords.google.com



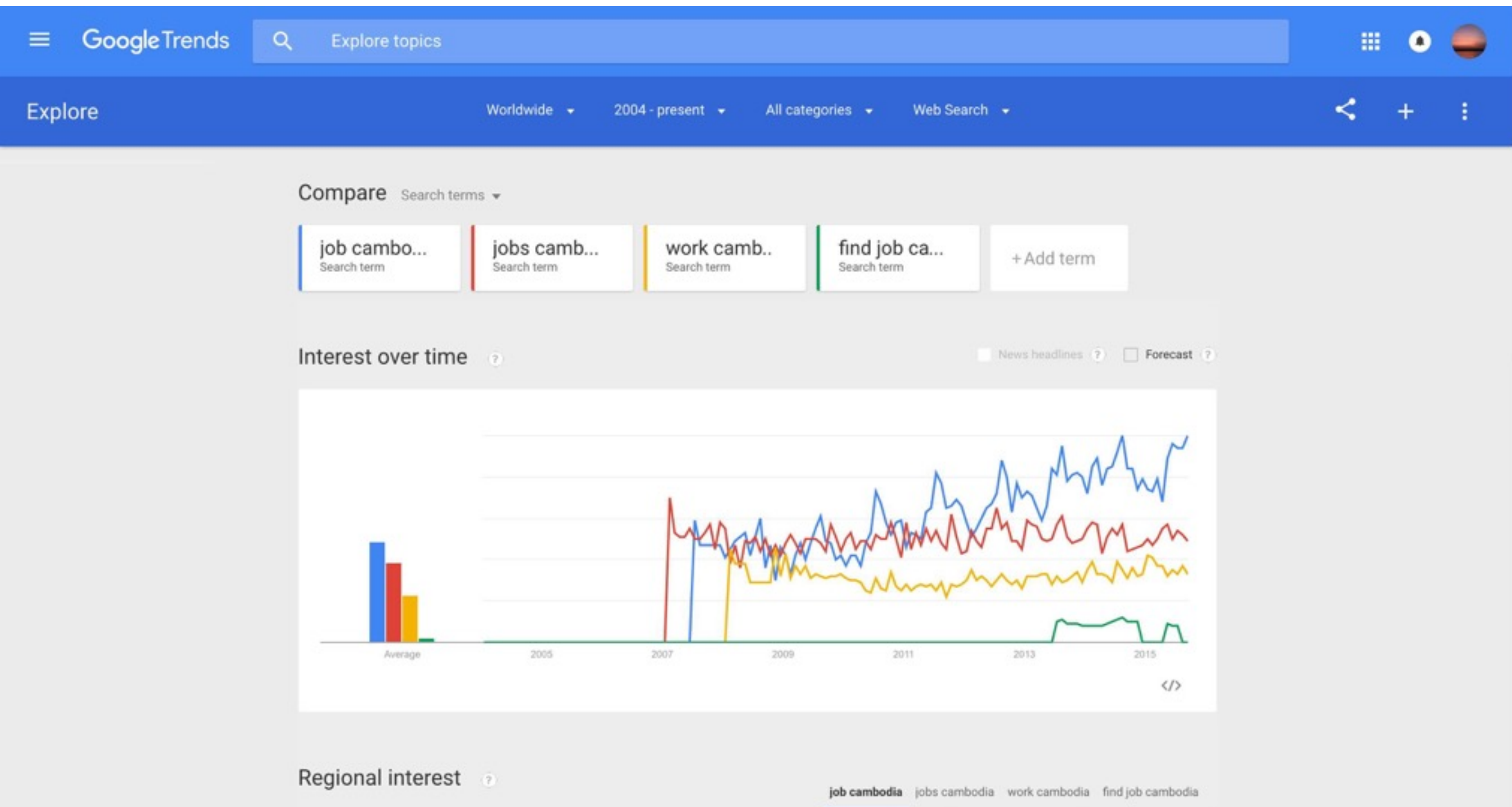
Search result
Competitor analyse

image source: <http://www.greenhousedigital.com.au/>

Keyword checker

<http://tools.seobook.com>

Google Trends



<https://www.google.com/trends/>

Google Adwords

The screenshot displays the Google AdWords interface, specifically the Keyword Planner tool. The top navigation bar includes links for Home, Campaigns, Opportunities, Reports, and Tools. A red banner at the top indicates that no ads are currently running. The main section is titled 'Keyword Planner' and shows the search for 'restaurant phnom penh' in Cambodia, English, with Google as the search engine. A bar chart titled 'Average monthly searches' shows search volume from August 2014 to July 2015. Below the chart, there are tabs for 'Ad group ideas' and 'Keyword ideas'. The 'Keyword ideas' tab is active, displaying a table of suggested keywords with columns for search terms, average monthly searches, competition, suggested bid, and ad impression share. The table lists four keywords: 'restaurant in phnom penh', 'friends restaurant phnom penh', 'malis restaurant phnom penh', and 'restaurants in phnom penh'. A sidebar on the right indicates that the plan is empty and provides instructions on how to add ideas or start with an empty ad group.

Google AdWords Home Campaigns Opportunities Reports Tools Customer ID: 185-340-6576 christophedr@gmail.com

None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads. [Guide me](#) | [Learn more](#)

Keyword Planner
Add ideas to your plan

Your product or service
restaurant phnom penh [Get ideas](#) [Modify search](#)

Cambodia English Google Negative keywords

Date range
Show avg. monthly searches for: Last 12 months

Customize your search
Keyword filters
Keyword options
Show broadly related ideas
Hide keywords in my account
Hide keywords in my plan
Keywords to include

Average monthly searches

Aug 2014 Oct Dec Feb Apr Jul 2015

Ad group ideas Keyword ideas Columns Download Add all (352)

Search terms	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
restaurant phnom penh	320	Low	\$0.06	-	»

Show rows: 30 - 1 - 1 of 1 keywords

Keyword (by relevance)	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
restaurant in phnom penh	590	Low	\$0.45	-	»
friends restaurant phnom penh	320	Low	\$0.49	-	»
malis restaurant phnom penh	170	Low	-	-	»
restaurants in phnom penh	170	Low	\$0.32	-	»

Your plan is empty
Add ad group and keyword ideas from the table to your plan
+ Or start with an empty ad group

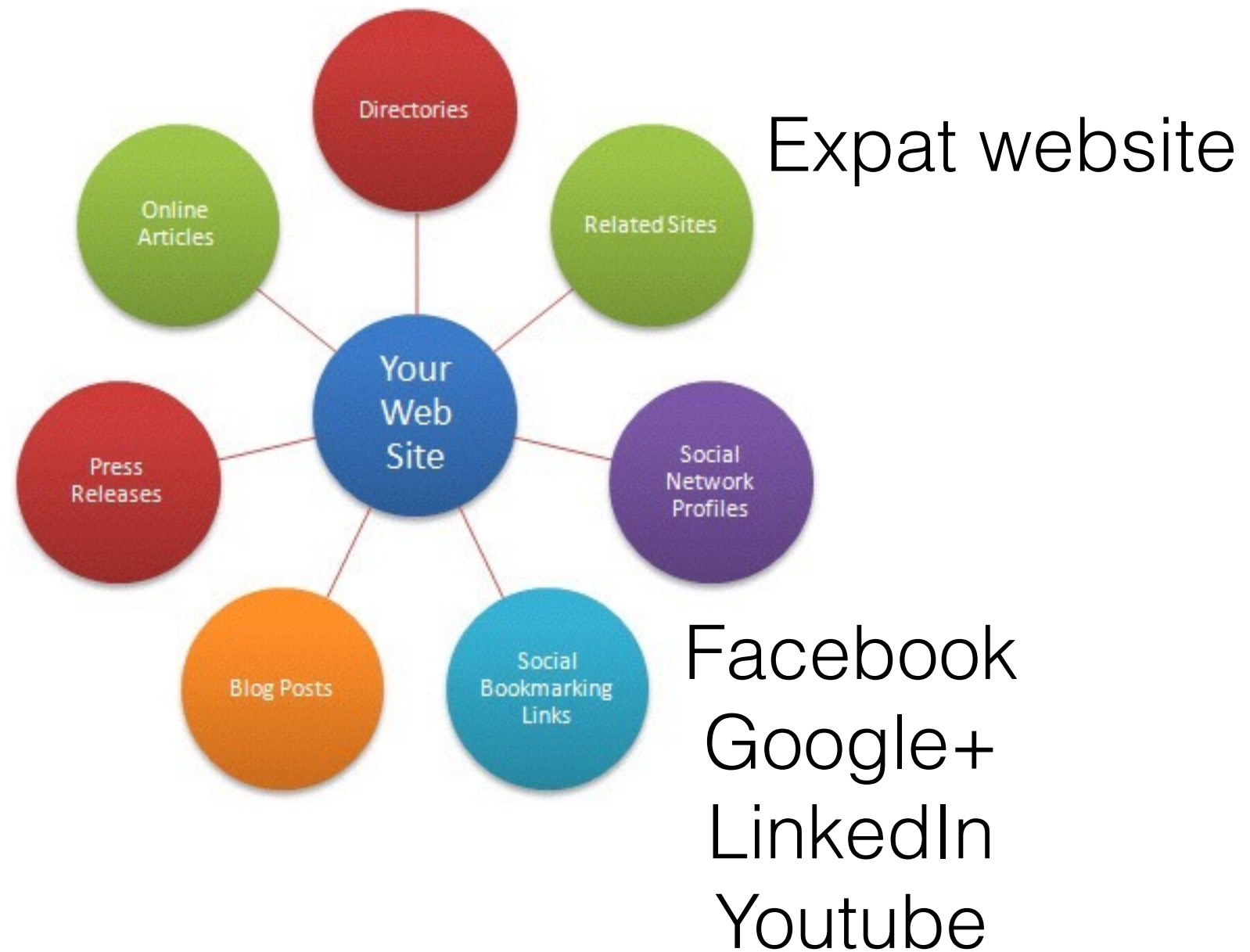
<https://adwords.google.com>

Content Strategy



image source : http://www.mytechlogy.com/upload/by_users/RubenLiceraJr/191502083430contentstrategy1.jpg

Backlinks Strategy



Social Backlinks

<http://www.topjobcambodia.com/job-bar-waitress-990.html>

Angkor Village Hotel - Resort & Spa is looking for a Bar Waitress responsible for the service of beverages to the guests in a friendly and courteous manner in the bar.

> Salary range: \$100-\$130++

> Salary benefits:

- Salary plug severance pay ... [See More](#)



Bar Waitress | Siem Reap | \$100-\$130++

AV-990-1214 | Siem Reap | \$100-\$130++ | Is responsible for the service of beverages to the guests in a friendly and courteous manner in the bar.

TOPJOBCAMBODIA.COM



Top Job Cambodia

Shared publicly · Oct 29, 2014

4 new Jobs are available on <http://www.topjobcambodia.com/> >

Chief Accountant / From \$600 / Phnom Penh

> Executive Chef / Phnom Penh

> Waitress / Hostess / Phnom Penh

> Cashier / Phnom Penh

Create your account, upload your CV and apply to many positions now !



Top Job Cambodia | Find a job to work in cambodia

topjobcambodia.com

+2



Add a comment...



Top Job Cambodia *New Job from Institut Pasteur* > Secretary / Phnom Penh Apply now:

<https://lnkd.in/b47T7rv>



Secretary | Phnom Penh

topjobcambodia.com · IP-1413-0315 | Phnom Penh | The Institut Pasteur du Cambodge (IPC) is a research and public utility under the patronage of the State of Cambodia. It belongs to the International Network of Pasteur Institutes with whom it develops ongoing...

Like · Comment · Share · 6 months ago

Don't forget to put visible links in your social media posts !

Backlinks Analysis

The screenshot displays the Moz Open Site Explorer interface. At the top, the Moz logo is on the left, and navigation links for Products, Pricing, Blog, and About are in the center. On the right, there are links for Learn & Connect, Tools, and Login. Below the navigation bar is a blue header with 'Open Site Explorer' and a help icon. The main content area is divided into a left sidebar and a main panel. The sidebar contains a list of features: Inbound Links, Just-Discovered, Top Pages, Linking Domains, Anchor Text, Compare Link Metrics, Spam Analysis (marked 'new'), Link Opportunities, and Advanced Reports. The main panel shows the URL 'www.camhr.com' entered in a search box. Below the search box, there are three sections: Authority, Page Link Metrics, and Page Social Metrics. The Authority section shows Domain Authority (35/100) and Page Authority (44/100). The Page Link Metrics section shows 1 Just-Discovered link (60 Days) and 77 Established Links (Root Domains). The Page Social Metrics section has a message that social metrics are only available to Moz Pro subscribers. Below these sections is the 'Inbound Links' section, which includes filters for Target (this page), Link Source (only external), and Link Type (all links). A table of inbound links is displayed, showing the Title and URL of the Linking Page, Link Anchor Text, Spam Score, PA, and DA. The table lists five inbound links from various sources, including news.cam111.com, www.aeu.edu.kh/, www.cam111.com, and sites.cam111.com.

MOZ Products Pricing Blog About Learn & Connect Tools Login

Open Site Explorer

URL: Search

[Hide Metrics](#)

Authority		Page Link Metrics		Page Social Metrics
DOMAIN AUTHORITY	PAGE AUTHORITY	JUST-DISCOVERED	ESTABLISHED LINKS	
35 /100	44 /100	1 60 Days	77 Root Domains	Social metrics are only available to Moz Pro subscribers. Learn More
SPAM SCORE: 1 /17			3,843 Total Links	

Inbound Links
Gauge a site's influence. See inbound links to the page, subdomain, or root domain you've entered and analyze the linking pages.

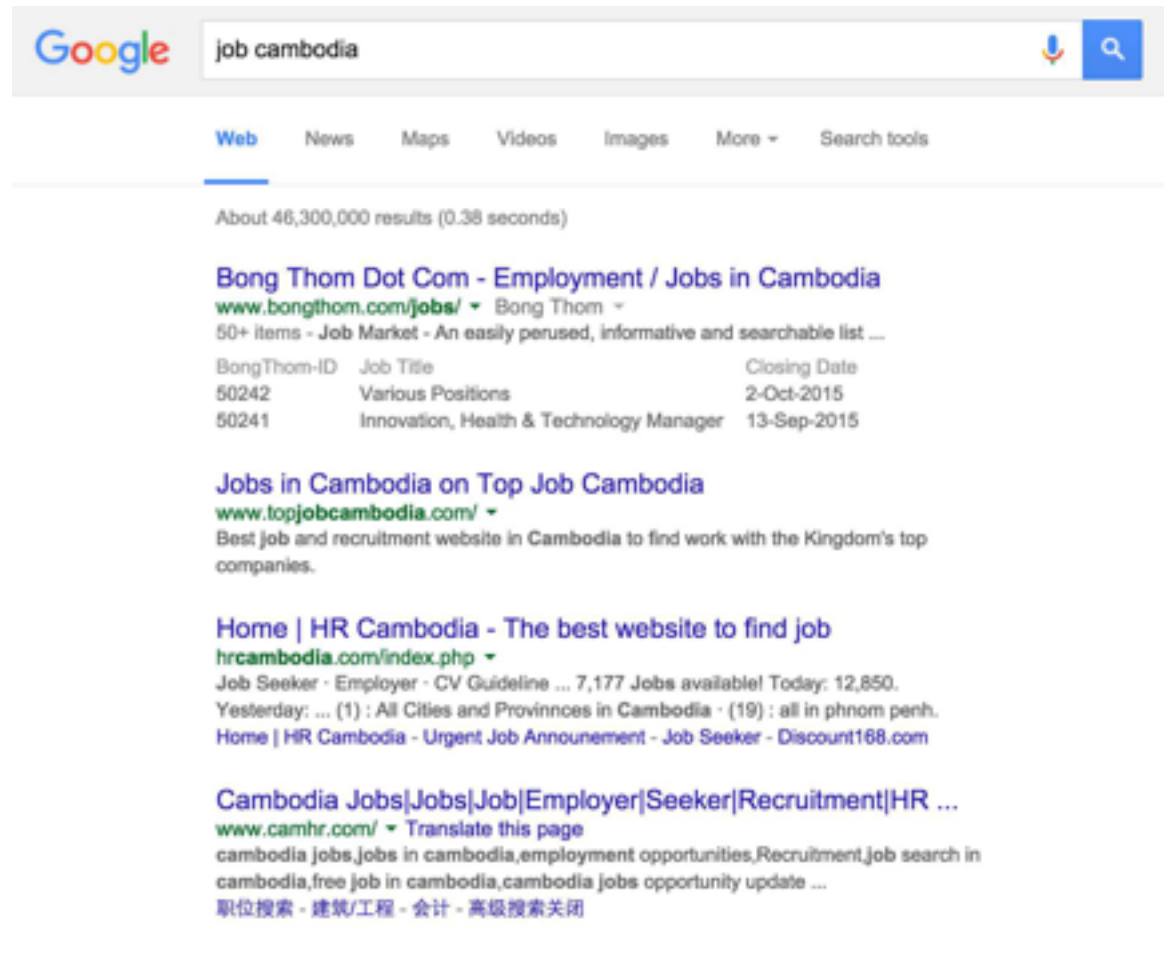
Target: Link Source: Link Type:

1 - 50 Inbound Links Prev Next

Title and URL of Linking Page	Link Anchor Text	Spam Score	PA	DA
[No Title] news.cam111.com/pages/news/category...	[no anchor text] www.camhr.com/	4	45	42
[No Title] www.aeu.edu.kh/	camhr www.camhr.com/	3	43	32
[No Title] www.cam111.com/photonews/index.html	[no anchor text] www.camhr.com/	3	42	42
Website - Enjoy Internet,Let's cam111.com! sites.cam111.com/	CAMHR www.camhr.com/	6	41	42
[No Title] cnsites.cam111.com/feedback/	Camhr www.camhr.com/	7	36	42

<https://moz.com/researchtools/ose/>

Backlinks Result



Google job cambodia

Web News Maps Videos Images More Search tools

About 46,300,000 results (0.38 seconds)

Bong Thom Dot Com - Employment / Jobs in Cambodia
www.bongthom.com/jobs/ - Bong Thom
50+ items - Job Market - An easily perused, informative and searchable list ...

BongThom-ID	Job Title	Closing Date
50242	Various Positions	2-Oct-2015
50241	Innovation, Health & Technology Manager	13-Sep-2015

Jobs in Cambodia on Top Job Cambodia
www.topjobcambodia.com/
Best job and recruitment website in Cambodia to find work with the Kingdom's top companies.

Home | HR Cambodia - The best website to find job
hrcambodia.com/index.php
Job Seeker - Employer - CV Guideline ... 7,177 Jobs available! Today: 12,850.
Yesterday: ... (1) : All Cities and Provinces in Cambodia - (19) : all in phnom penh.
Home | HR Cambodia - Urgent Job Announcement - Job Seeker - Discount168.com

Cambodia Jobs|Jobs|Job|Employer|Seeker|Recruitment|HR ...
www.camhr.com/ - Translate this page
cambodia jobs,jobs in cambodia,employment opportunities,Recruitment,job search in cambodia,free job in cambodia,cambodia jobs opportunity update ...
职位搜索 - 建筑/工程 - 会计 - 高级搜索关闭

Finding work in Cambodia - Move to Cambodia
www.movetocambodia.com/...cambodia/employment...cambodia/finding...
For those looking to work in the private sector or at an NGO, there are a few things to keep in mind. Finding a job once you are already on the ground in ...

Jobs in Cambodia,Work Employment Opportunities,free ...
www.learn4good.com > ... > Asia & the Middle East
Official Learn4Good Site: Free job posting site - Jobs in Cambodia, work/ employment opportunities, job search for Americans. Jobs Cambodia for foreigners ...

Job Cambodia | find jobs & work in Cambodia
www.topjobcambodia.com/
Find your next job in Cambodia online now with Top Job Cambodia. ✓ Work with the Kingdom's top companies.

Jobs - Cambodia Daily
<https://www.cambodiadaily.com/jobs/>
Oxfam is an international confederation of 17 organizations networked together in 94 countries. As part of a global movement for change, we are working ...

Searches related to job cambodia

job cambodian politics	engineering jobs cambodia
finding a job in cambodia	job business
job sites cambodia	job news
government jobs in cambodia	job media

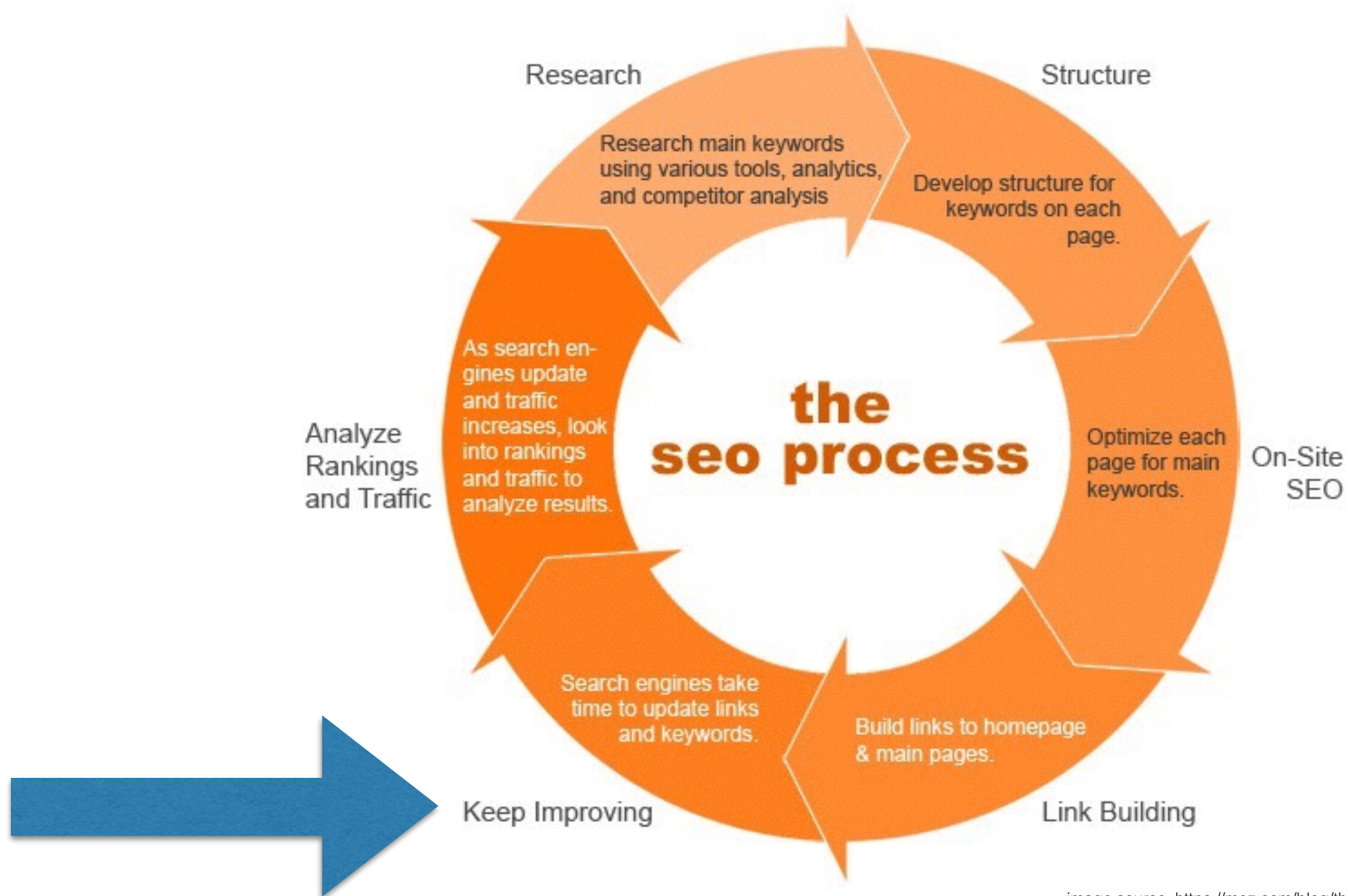
< Google >
Previous 1 2 3 4 5 6 7 8 9 10 Next

Phnom Penh - From your Internet address - Use precise location - Learn more

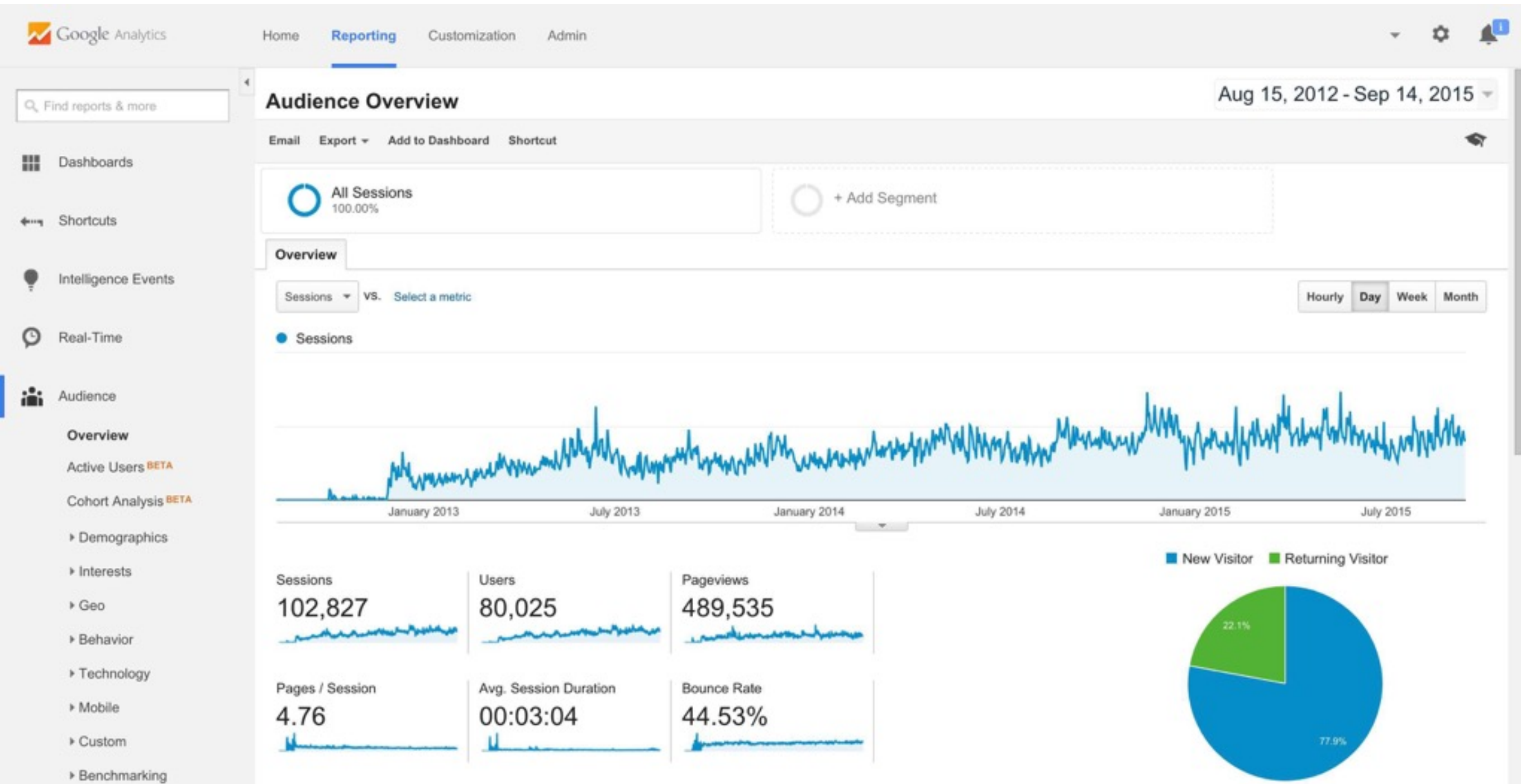
[Help](#) [Send feedback](#) [Privacy](#) [Terms](#)



Analysis



Google Analytics



Google Analytics

<div> Google Analytics </div> <div> Home Reporting Customization Admin </div> <div> <div>Find reports & more</div> <div> <div>Primary Dimension: Query Other</div> <div>Secondary dimension</div> <div>advanced</div> </div> </div>					
	Query	Impressions ?	Clicks ?	Average Position ?	CTR ?
		53,332 % of Total: 31.37% (170,000)	2,532 % of Total: 84.40% (3,000)	16 Avg for View: 90 (-82.84%)	4.75% Avg for View: 1.76% (169.03%)
1.		900 (1.69%)	600 (23.70%)	1.0	66.67%
2.		90 (0.17%)	70 (2.76%)	1.0	77.78%
3.	rond de serviette argent	700 (1.31%)	50 (1.97%)	4.0	7.14%
4.	timbale bapteme	600 (1.13%)	50 (1.97%)	5.2	8.33%
5.	cadre photo argent	400 (0.75%)	35 (1.38%)	1.5	8.75%
6.	tirelire bapteme	700 (1.31%)	35 (1.38%)	7.8	5.00%
7.	cadre argent	500 (0.94%)	30 (1.18%)	1.0	6.00%
8.	cadre en argent	150 (0.28%)	22 (0.87%)	1.2	14.67%
9.	timbale en argent massif	150 (0.28%)	22 (0.87%)	1.9	14.67%
10.	cadre photo argent massif	150 (0.28%)	16 (0.63%)	1.0	10.67%
11.	rond de serviette bapteme	170 (0.32%)	16 (0.63%)	3.1	9.41%
12.	réargenter couverts	90 (0.17%)	16 (0.63%)	2.2	17.78%
13.	timbale argent	500 (0.94%)	16 (0.63%)	4.8	3.20%

Google Analytics

The screenshot displays the Google Analytics Reporting interface. The top navigation bar includes 'Home', 'Reporting' (selected), 'Customization', and 'Admin'. A search bar on the left says 'Find reports & more'. The left sidebar lists various report categories: Acquisition (Overview, All Traffic, Channels, Treemaps, Source/Medium, Referrals, AdWords, Search Engine Optimization, Queries, Landing Pages, Geographical Summary), Social, and Campaigns. The main content area shows a report for 'Monday, August 11, 2015' with 172 sessions. The primary dimension is 'Default Channel Grouping'. The table below provides detailed metrics for each channel group.

		Acquisition			Behavior			Conversions eCommerce	
	Default Channel Grouping	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Ecommerce Conversion Rate ?	Transactions ?
		9,195 % of Total: 100.00% (9,195)	74.85% Avg for View: 74.78% (0.09%)	6,882 % of Total: 100.09% (6,876)	48.81% Avg for View: 48.81% (0.00%)	4.16 Avg for View: 4.16 (0.00%)	00:03:29 Avg for View: 00:03:29 (0.00%)	12.34% Avg for View: 12.34% (0.00%)	1,135 % of Total: 100.00% (1,135)
<input type="checkbox"/>	1. Organic Search	6,489 (70.57%)	77.95%	5,058 (73.50%)	47.90%	4.23	00:02:50	13.04%	846 (74.54%)
<input type="checkbox"/>	2. Referral	1,449 (15.76%)	73.91%	1,071 (15.56%)	53.21%	2.45	00:02:34	2.35%	34 (3.00%)
<input type="checkbox"/>	3. Direct	1,244 (13.53%)	59.81%	744 (10.81%)	48.47%	5.74	00:07:57	19.94%	248 (21.85%)
<input type="checkbox"/>	4. Social	13 (0.14%)	69.23%	9 (0.13%)	46.15%	9.08	00:07:10	53.85%	7 (0.62%)

At the bottom, it shows 'Show rows: 10', 'Go to: 1', and '1 - 4 of 4'. A footer note states: 'This report was generated on 9/15/15 at 5:42:05 AM - Refresh Report'.

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Google Webmaster Tool

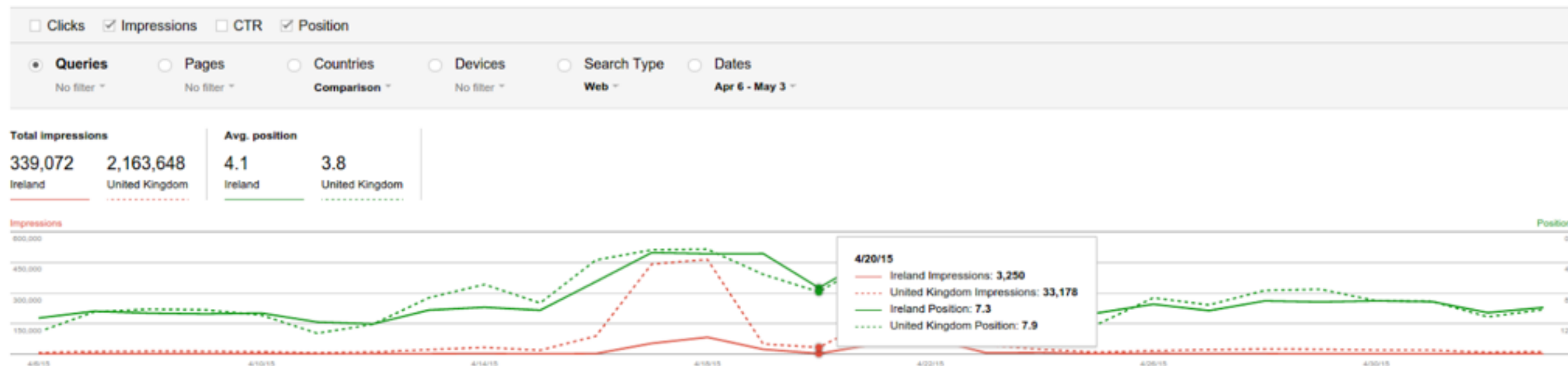
Youtube video about Google Webmaster Tools:
<https://youtu.be/SoxU5kz15Kc>

Create your account and register your website:
<https://www.google.com/webmasters/tools/>

Search Analytics (beta)

Analyze your performance on Google Search. Filter and compare your results to better understand your user's search patterns. [Learn more.](#)

[Go back to old "Search Queries" report.](#)



Many thanks to all participants



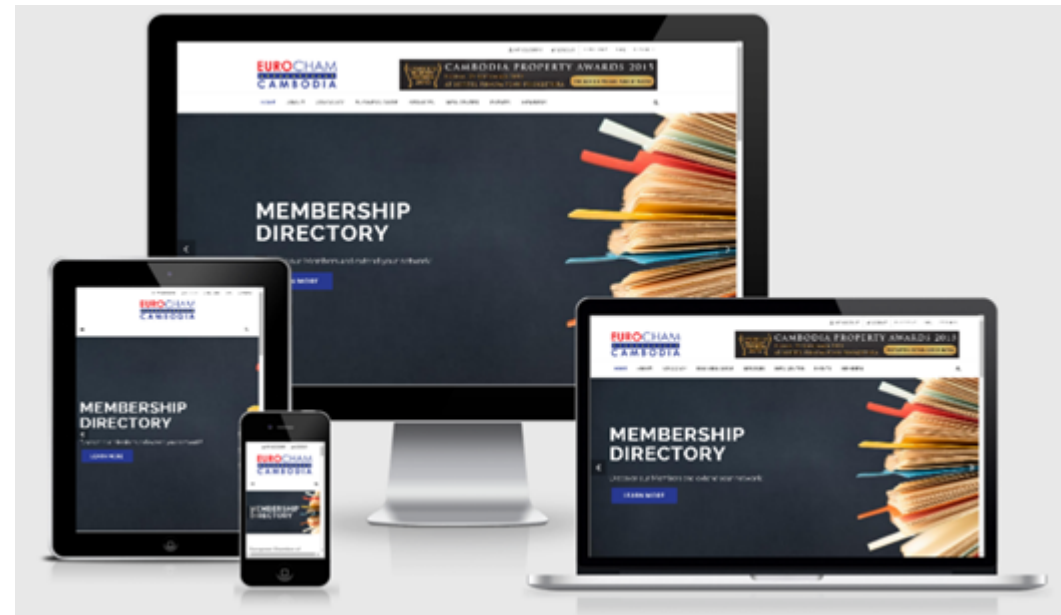
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