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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, an other program analyse this content, and a last program decide to display, or not, a link to this content when you search something on Google, Bing or Yahoo!

Search Engine History

1993 Aliweb

1994 YAHOO!

1995 altavista

1996 Ask Jeeves

1997 excite

1997 Yandex

1998 Google

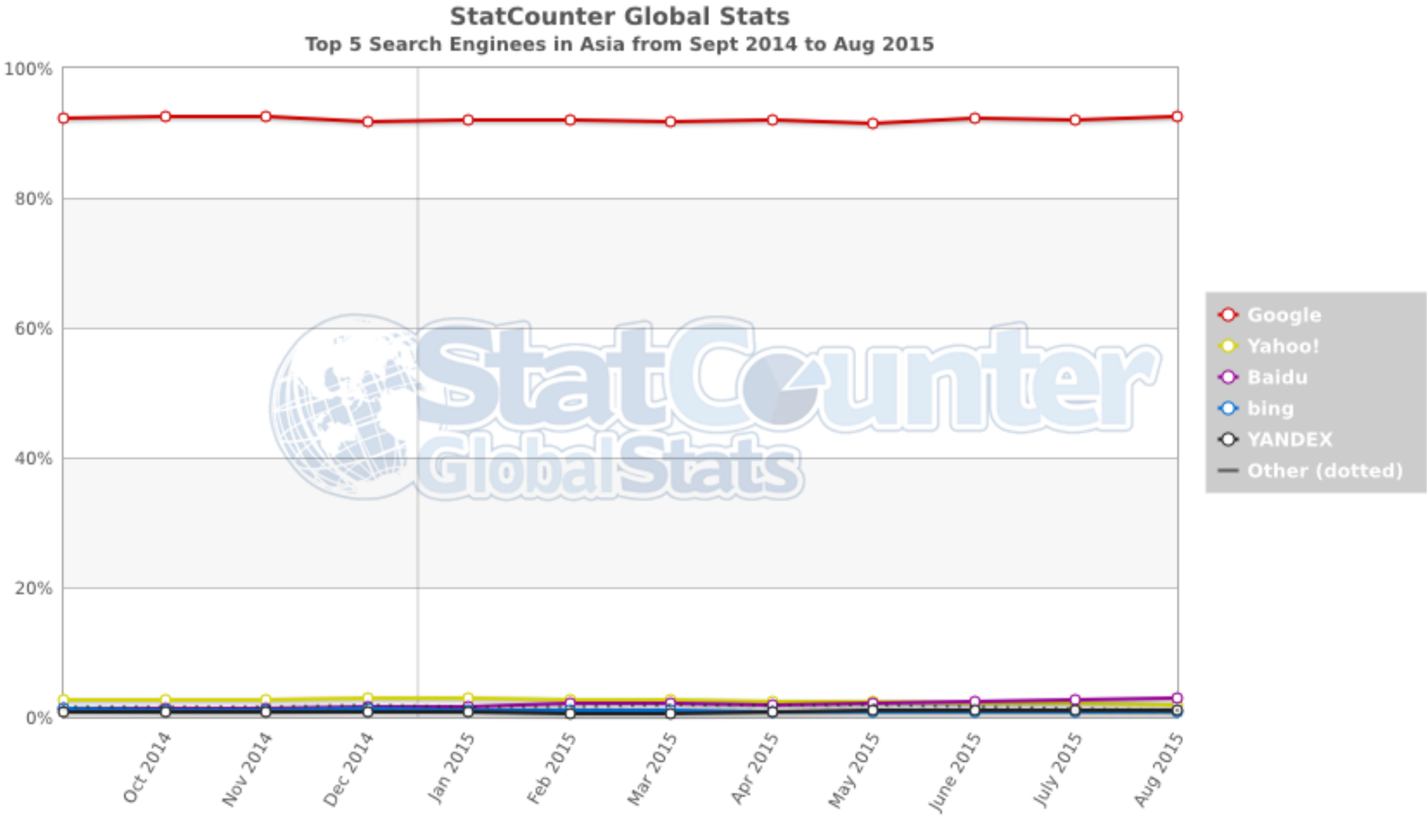
1998 msn

2000 Baidu 百度

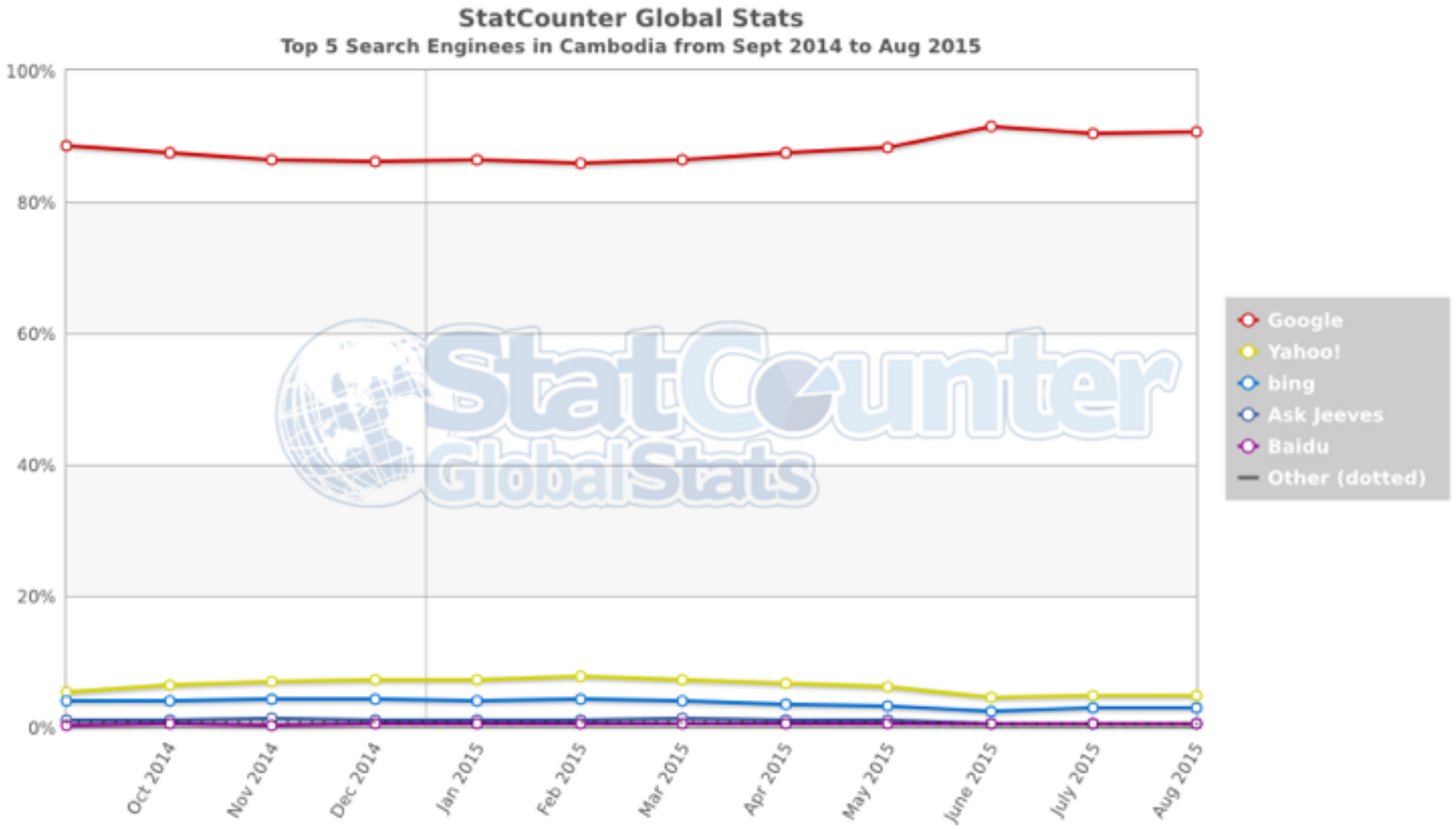
2009 bing

2009 DuckDuckGo

Search Engine Market

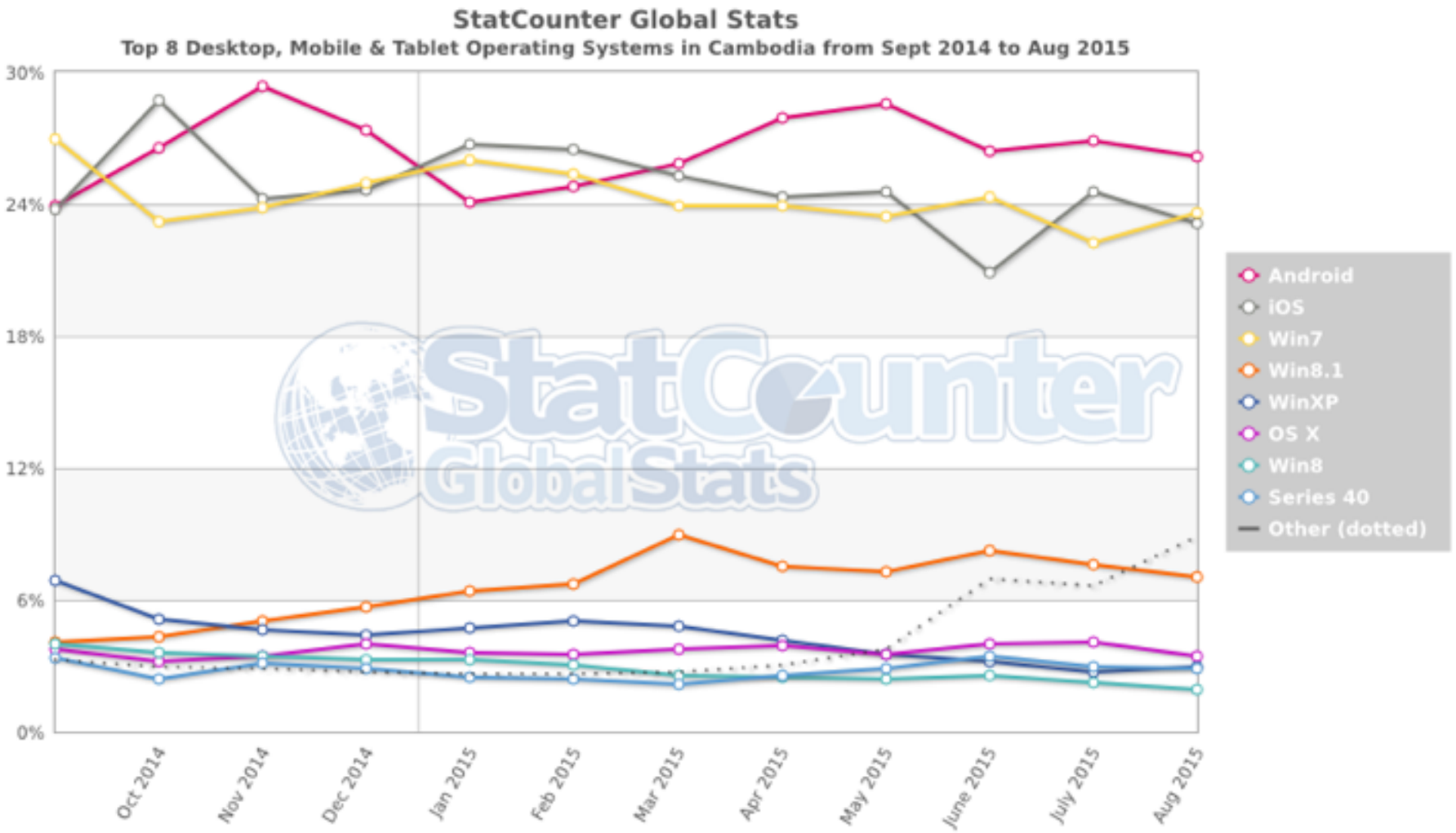


Cambodia Focus



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	Google Account users only	Everybody
2004	November 11th, 2005	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?

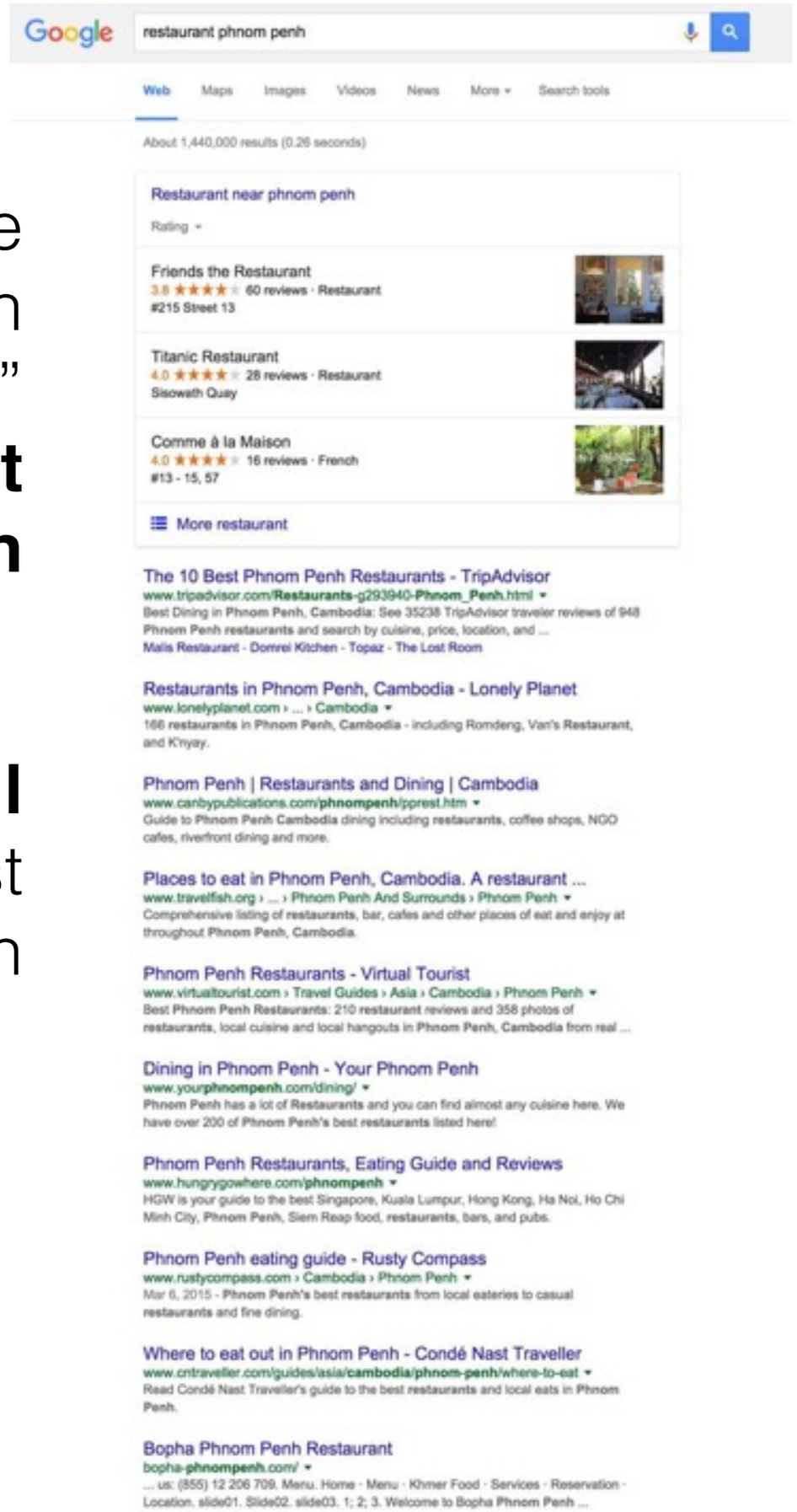
What is SEO?

- 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.**

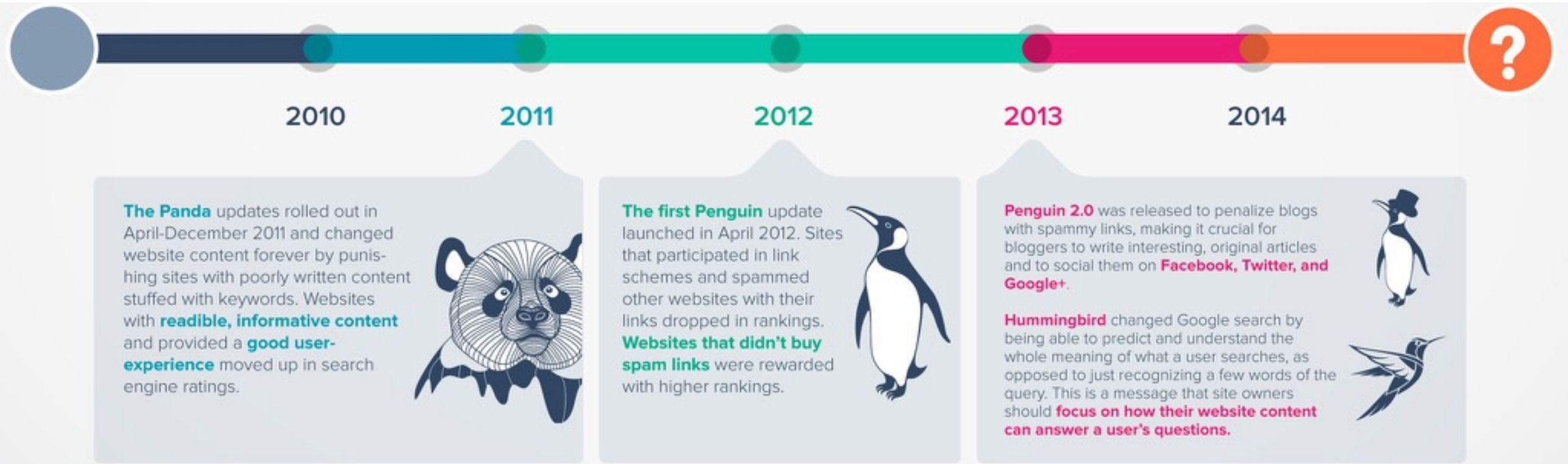
What is SEO?

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



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www.medicalwebexperts.com

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

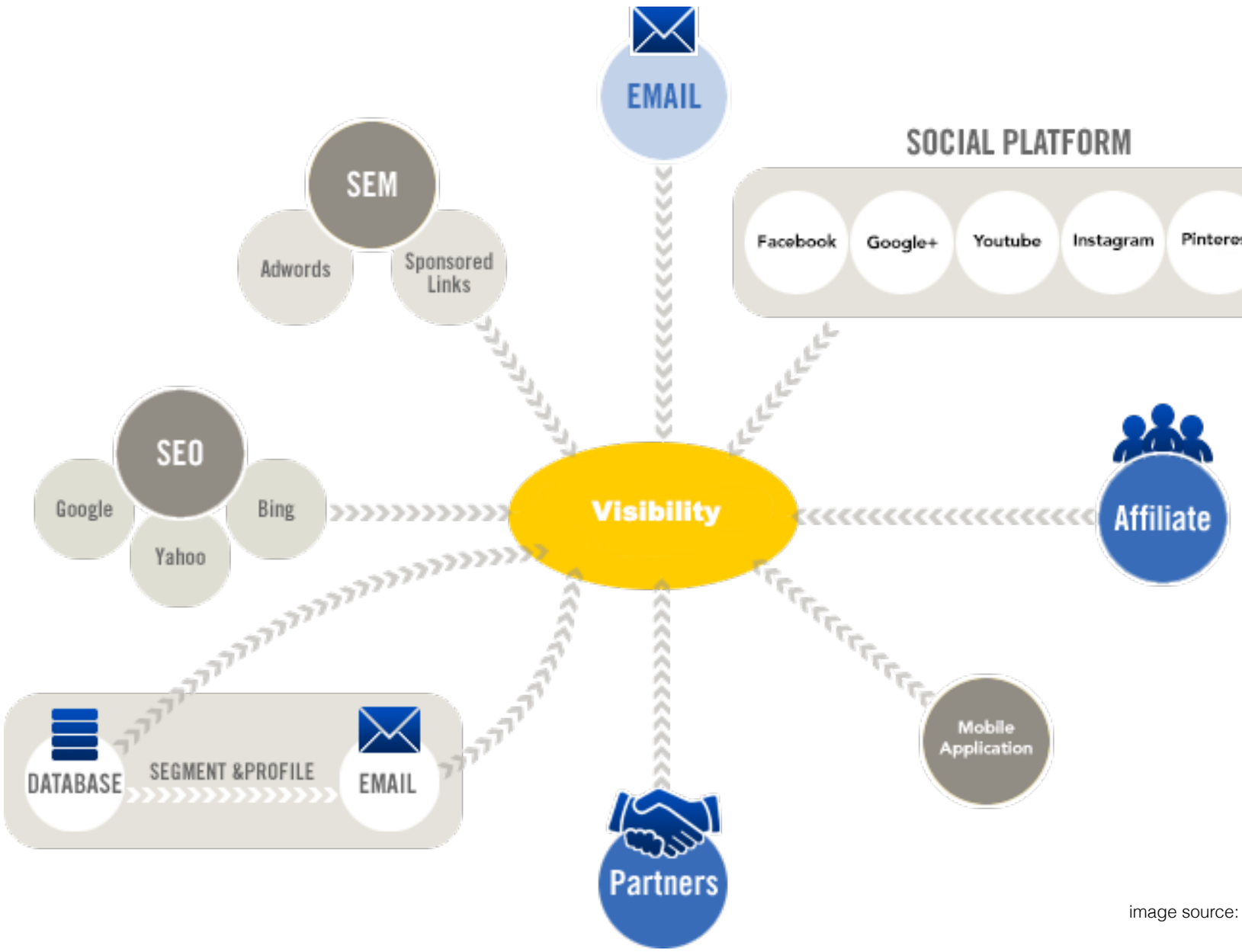


image source: http://www.inkattech.com

How does SEO work?

Keywords
Major words to be found

Content
Texts, images, videos

In page title
Writing with keywords

Url
HTML tag

Title

Share and like

Keywords in links
Share default display

Redirection

Technical
Coding, hosting

Backlinks
Internal and external links

NORTHCUTT

Search

CONTACT

Filters:

- ✓ Positive On-Page
- ✓ Negative On-Page
- ✓ Sitewide
- ✓ Content
- ✓ Code
- ✓ Server
- ✓ Positive Off-Page
- ✓ Negative Off-Page

Showing 61 of 261 Factors.

- ✓ Authority
- ✓ Relevance
- ✓ Quality
- ✓ Circumstantial
- ✓ Patterns
- ✓ Schemes
- ✓ Intervention
- ✓ Details
- ✓ Sources
- ✓ Select All
- Select None

Myth — Concrete

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 *in* 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	**More Inbound Links to Page**	Concrete
Authoritative Inbound Links to Domain	Concrete	**More Inbound Links to Domain**	Concrete
Link Stability	Concrete	**Keyword Anchor Text**	Concrete
Links from Relevant Sites	Concrete	**Keyword ALT Text**	Concrete
Context Surrounding Link	Concrete	**Query Deserves Freshness (QDF)**	Concrete
Safe Search	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**.

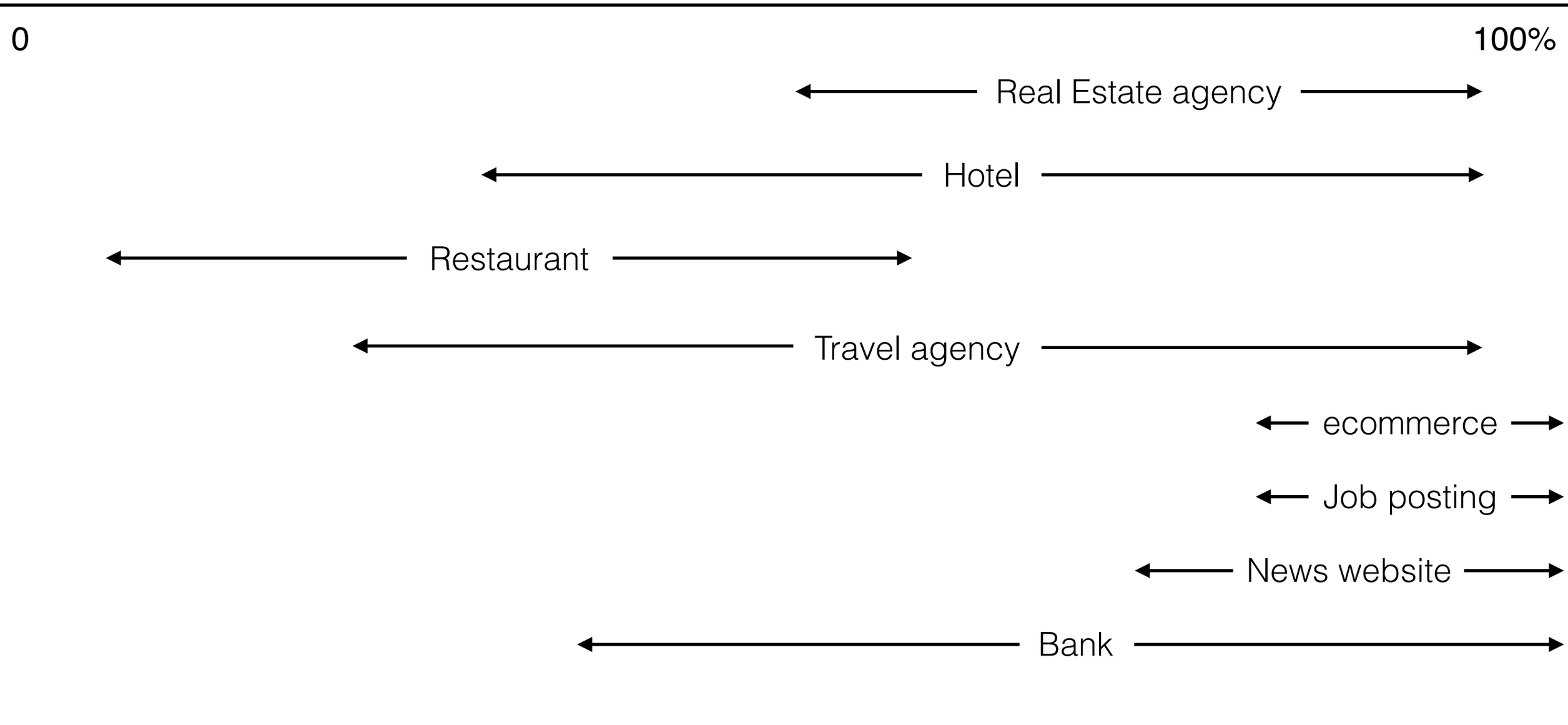
Excessive Cross-Site Linking	Concrete	Negative SEO (Google Bowling)	Concrete
Paid Link Schemes	Concrete	Diluted Page Authority	Concrete
Diluted Domain Authority	Concrete	Manual Action	Concrete
Crawl Rate Modification	Concrete		

How to define your SEO strategy?

Business case
Job posting website

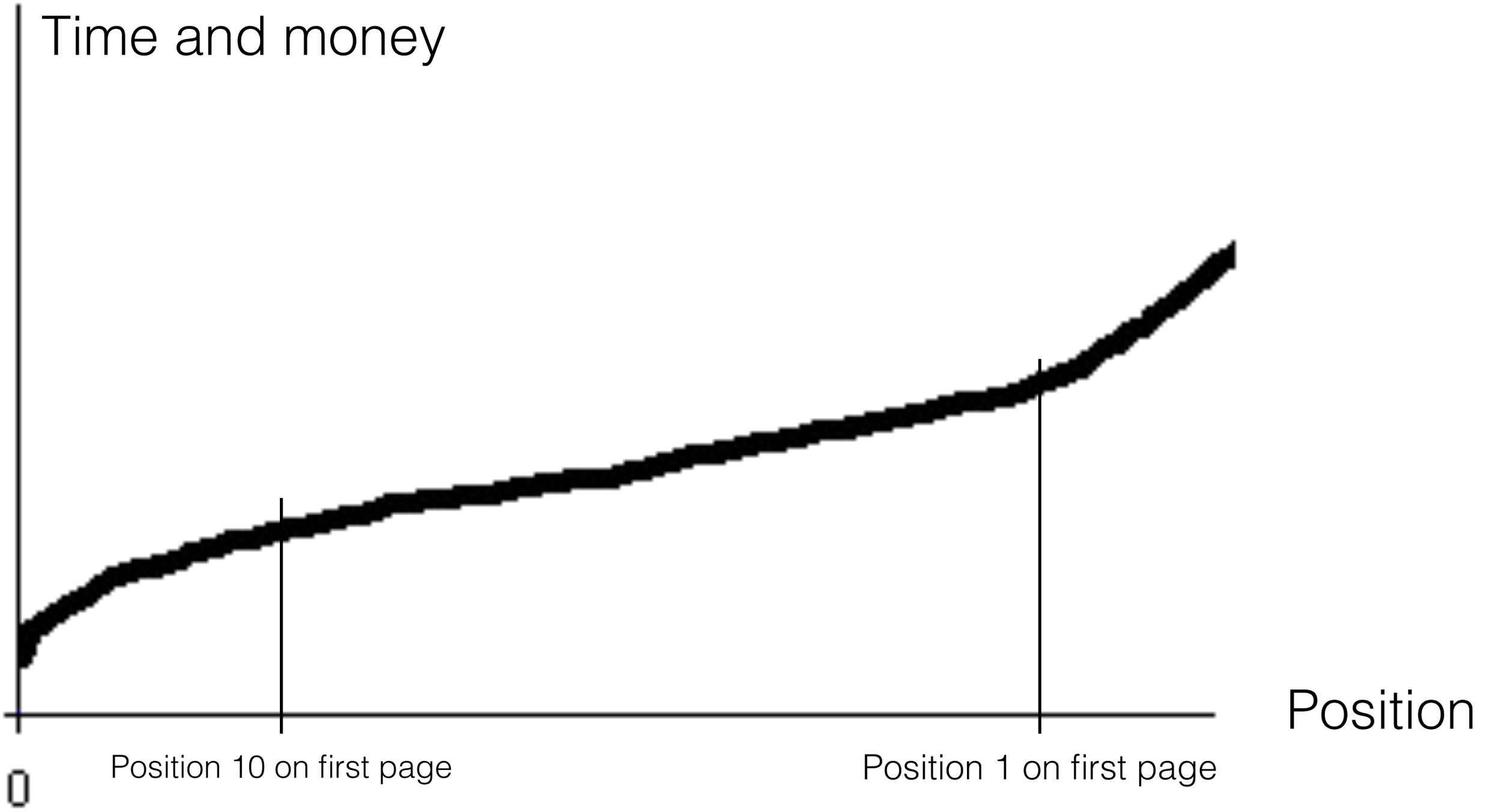
Online Market

Catching potential of new customers online?



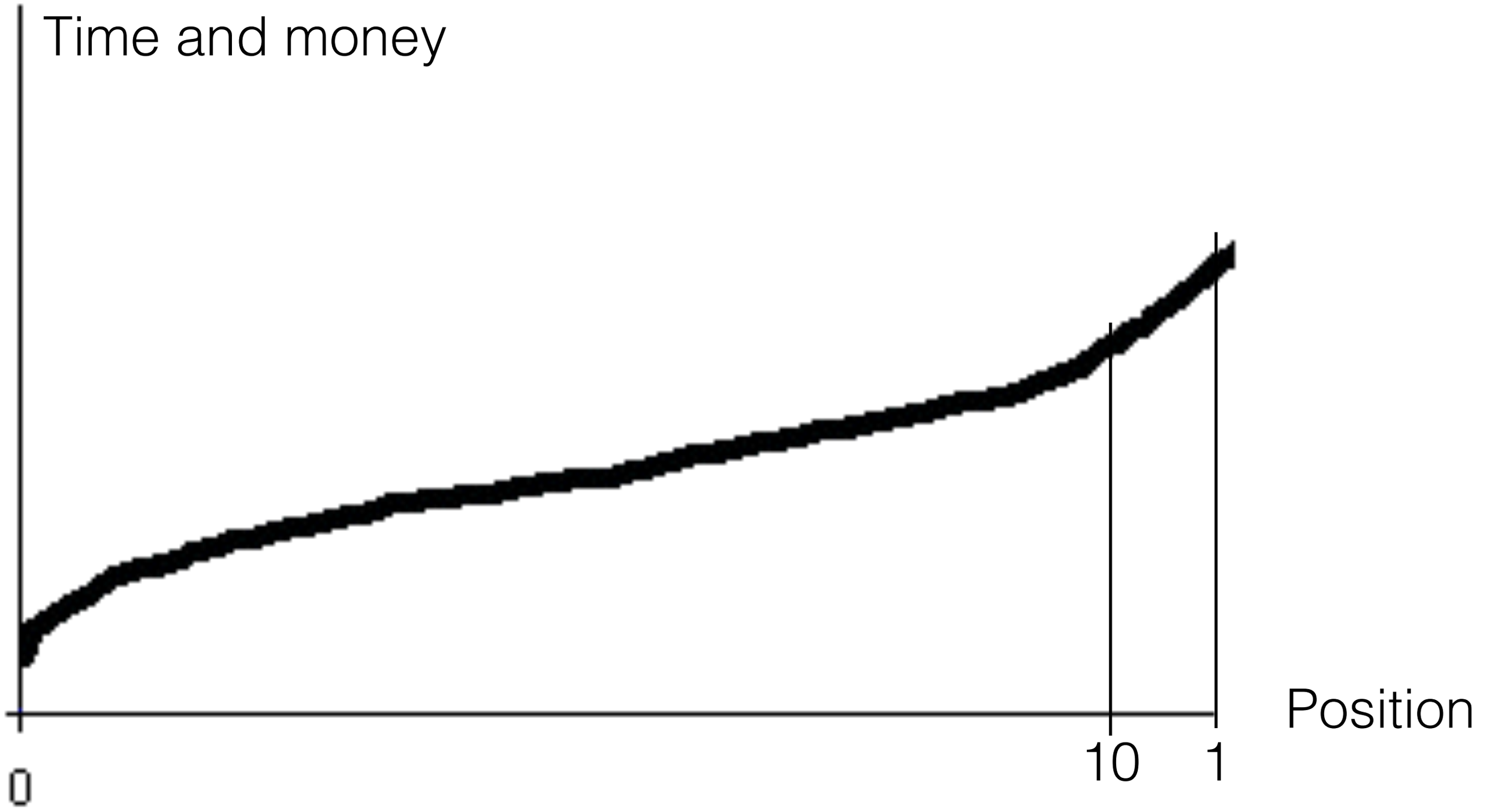
Position = Budget

Time and money



Position = Budget

Time and money



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

flang
DEJAN TOOLS

www.topjobcambodia.com Validate n

Alternate links:

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

Share 18 Like Share 56 Tweet 59 G+1 +108

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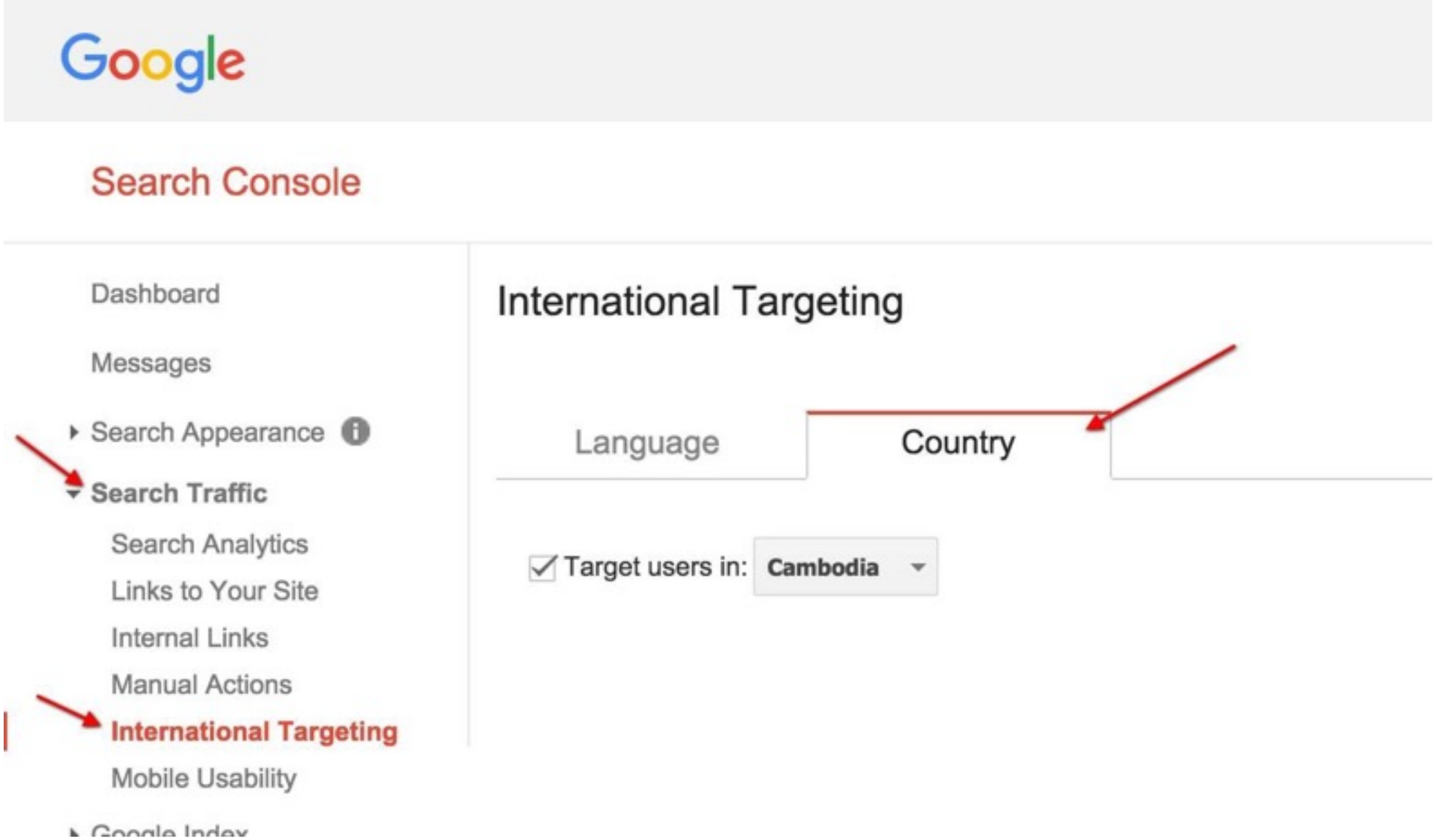
```
<link rel="image_src" href="http://www.topjobcambodia.com/_design/top.png" />
<meta property="og:image" content="http://www.topjobcambodia.com/_design/top.png"/>

<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="
```

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

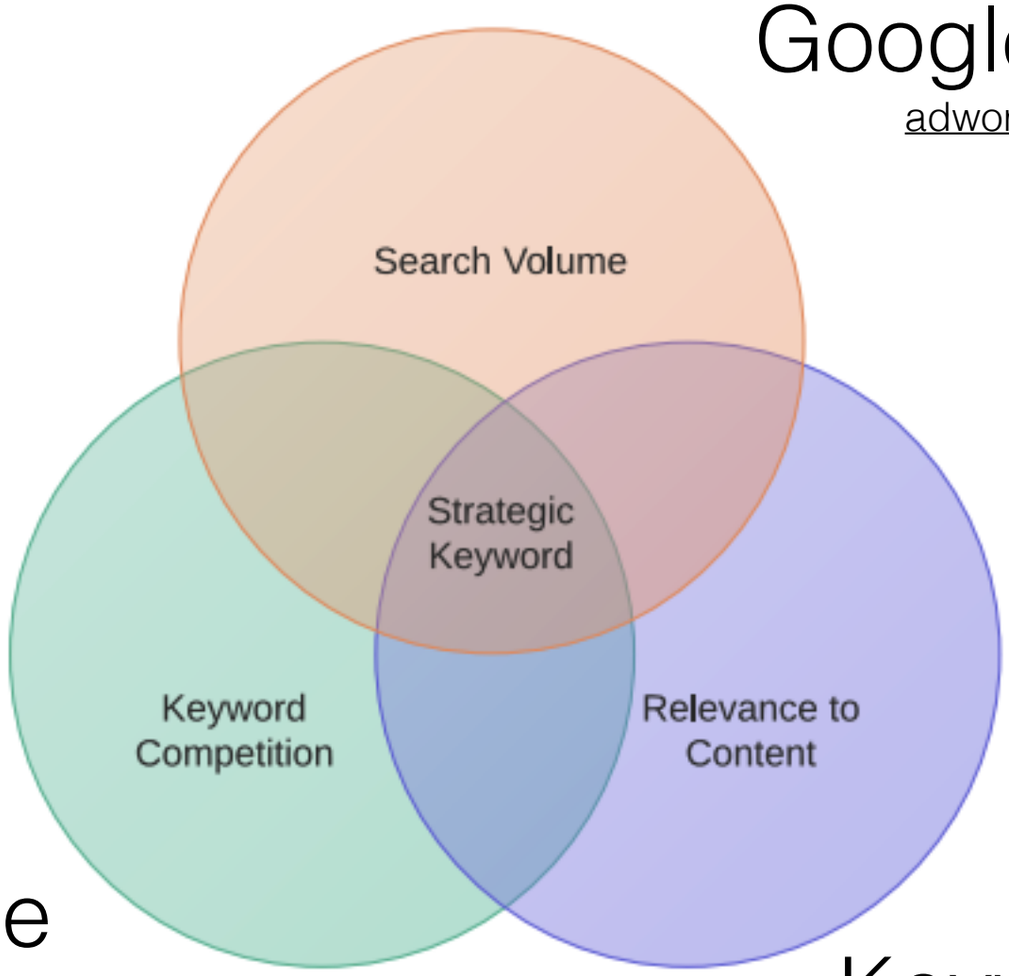


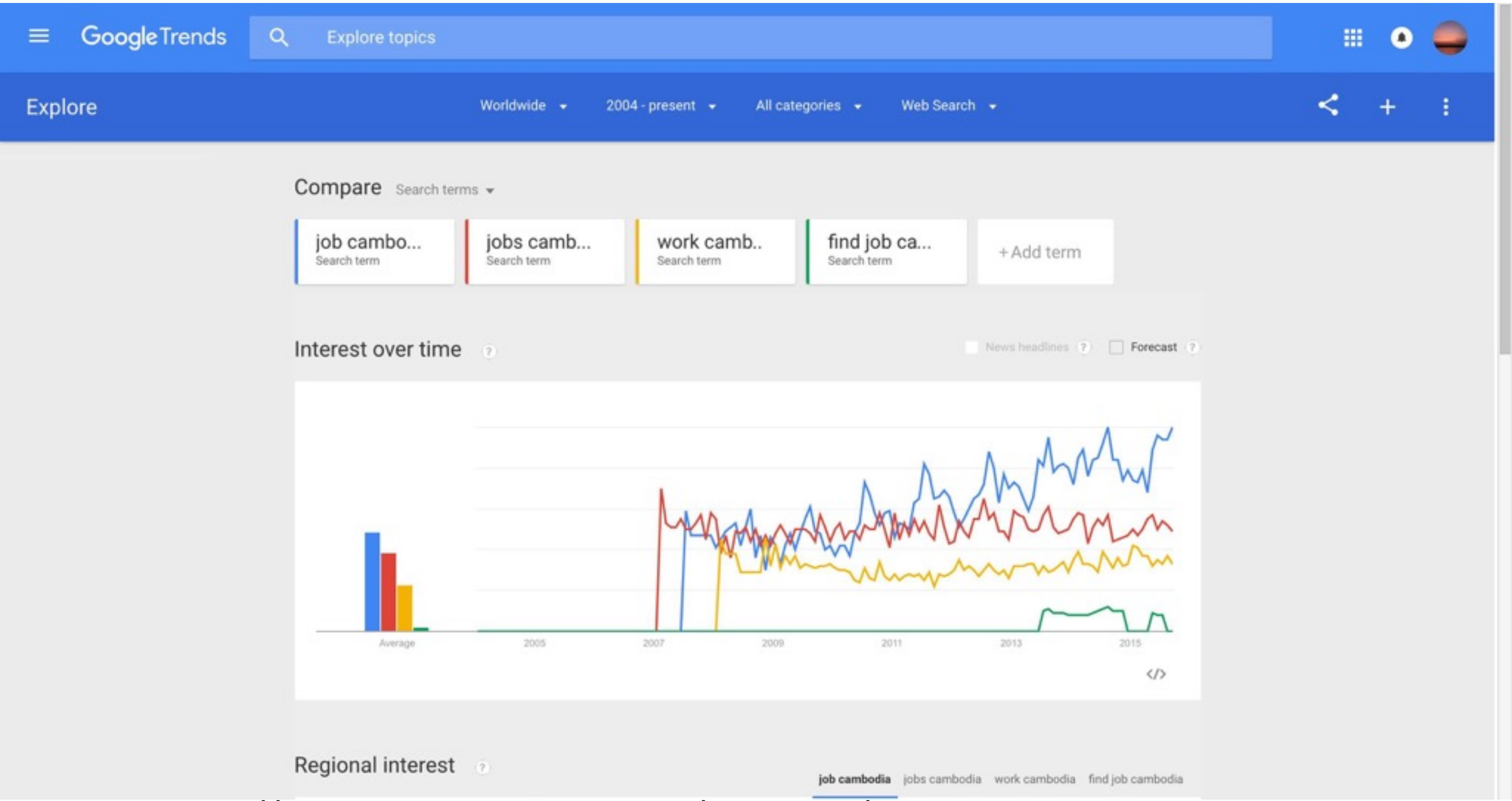
image source: http://www.greenhousedigital.com.au/

Search result Competitor analyse

Keyword checker

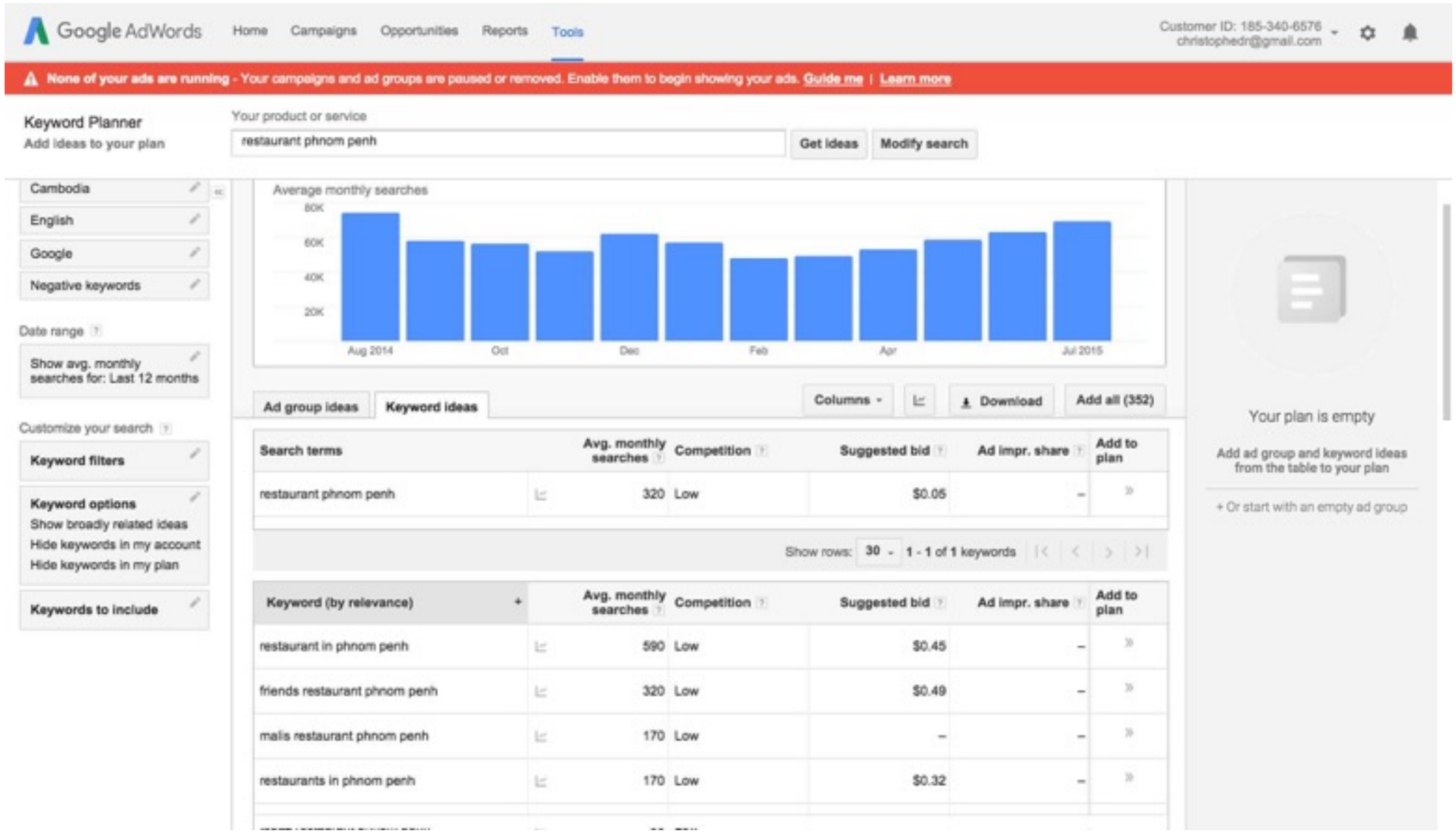
http://tools.seobook.com

Google Trends



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

Google Adwords



https://adwords.google.com

Content Strategy

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

Backlinks Strategy

Expat website

Facebook
Google+
LinkedIn
Youtube

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
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https://lnkd.in/b47T7rv

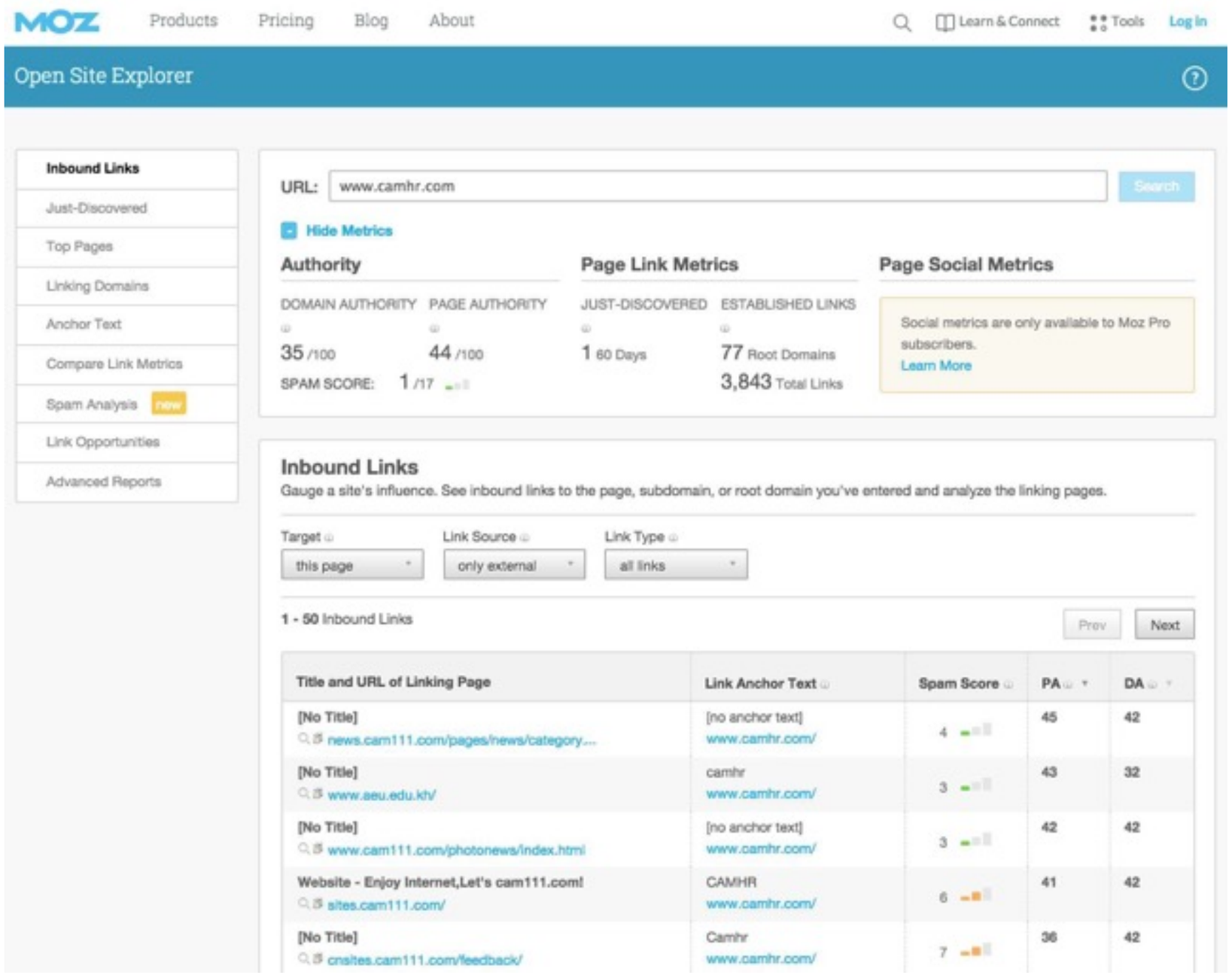
Secretary | Phnom Penh

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

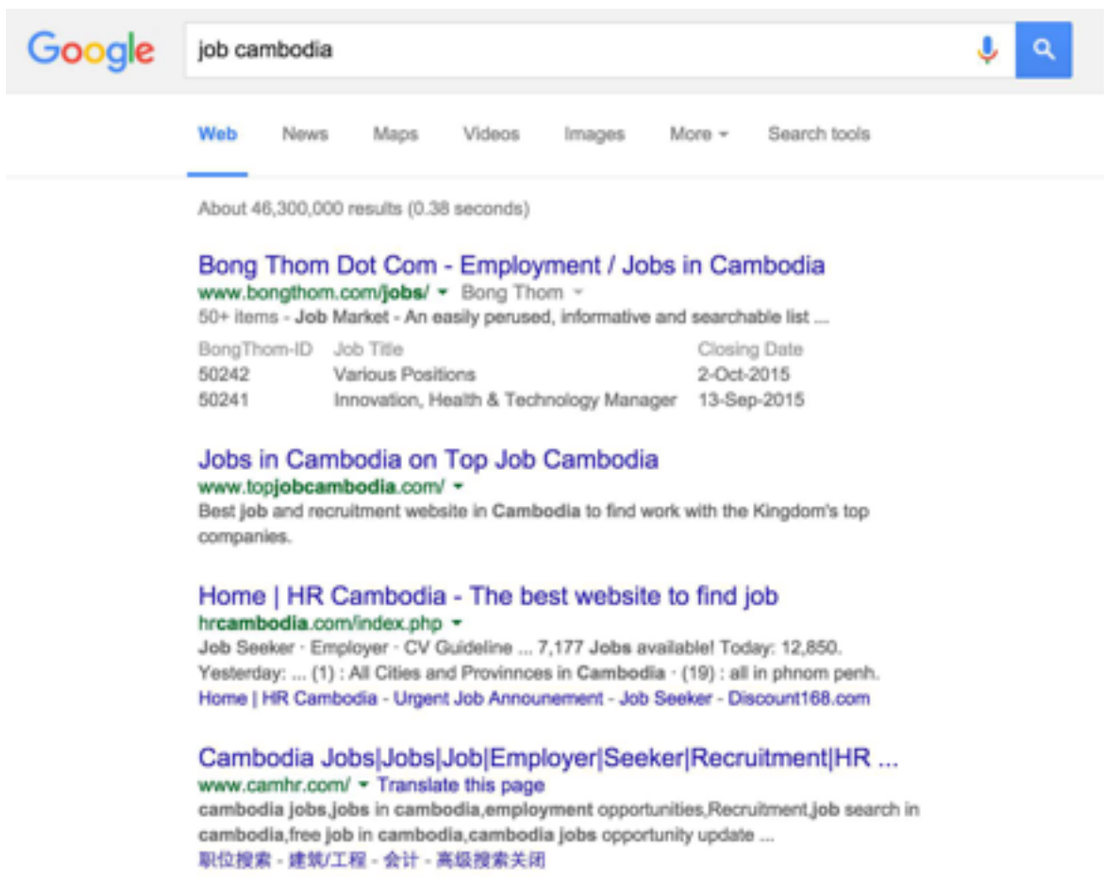
Don’t forget to put visible links in your social media posts !

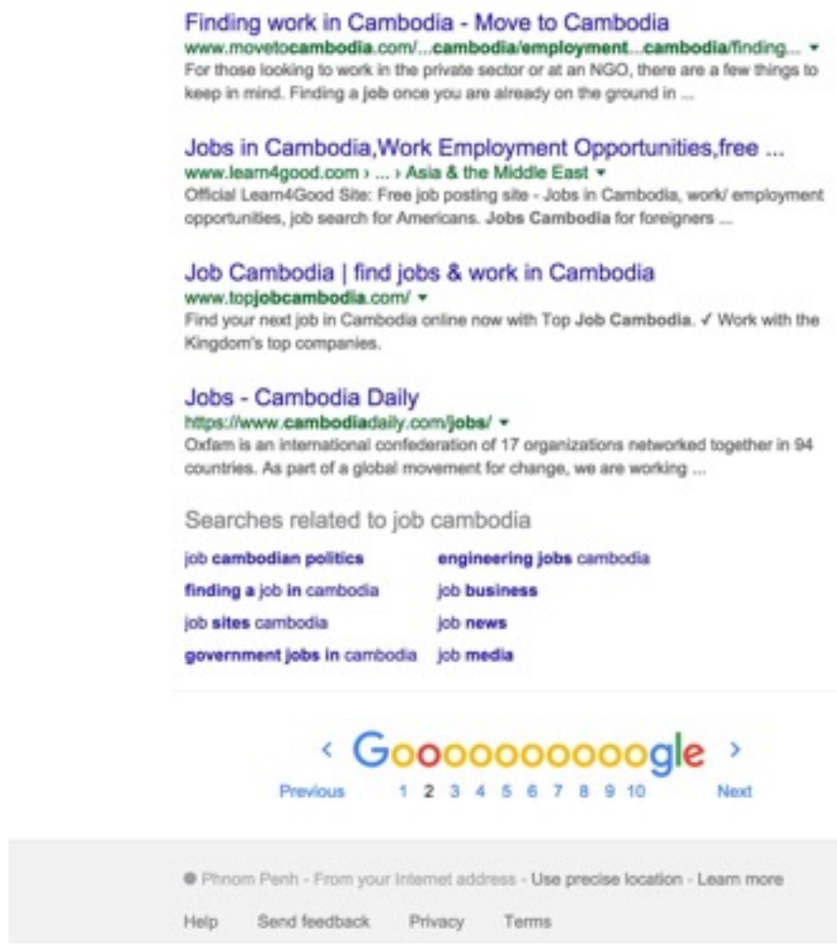
Backlinks Analysis



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

Backlinks Result

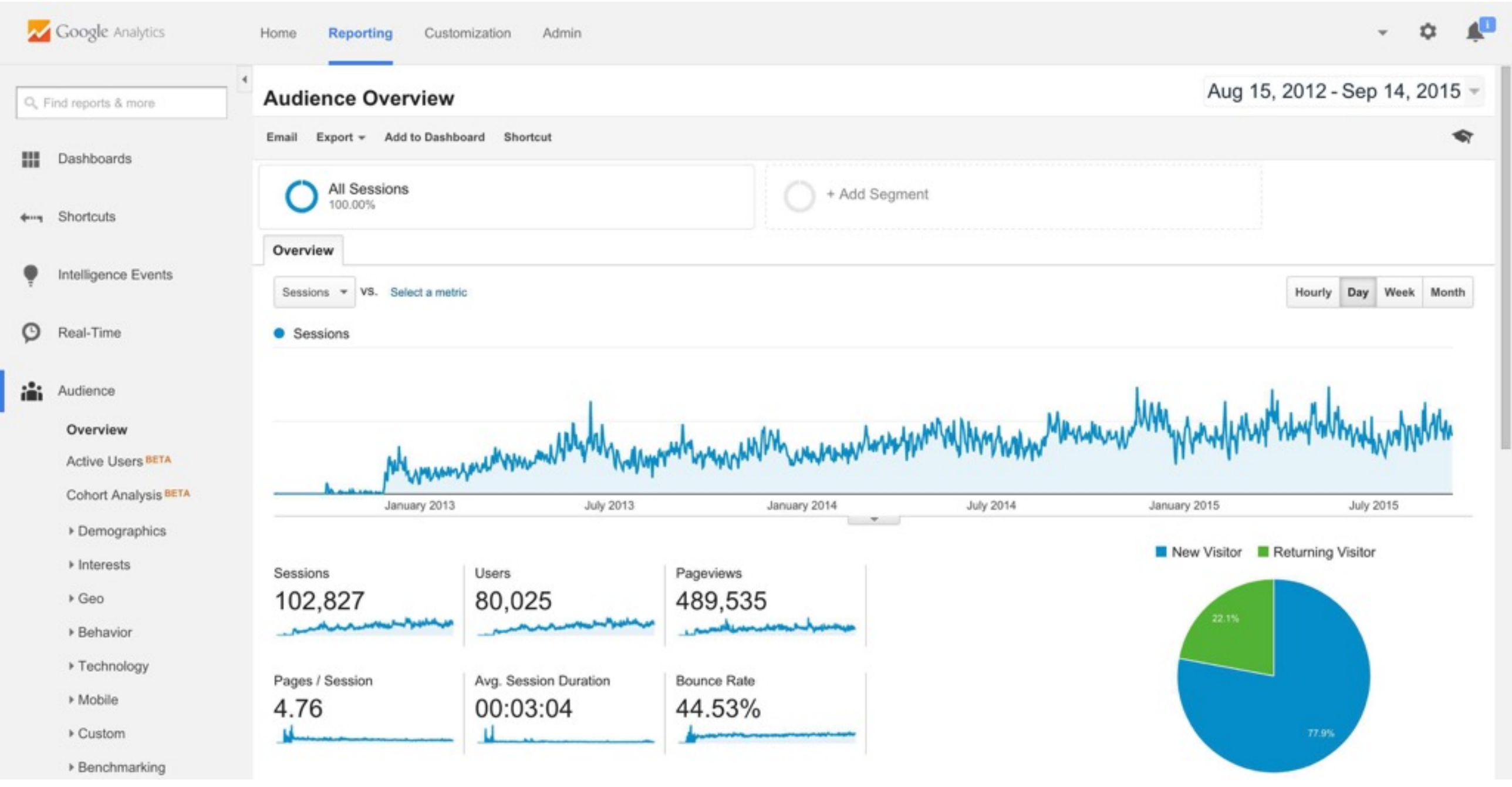




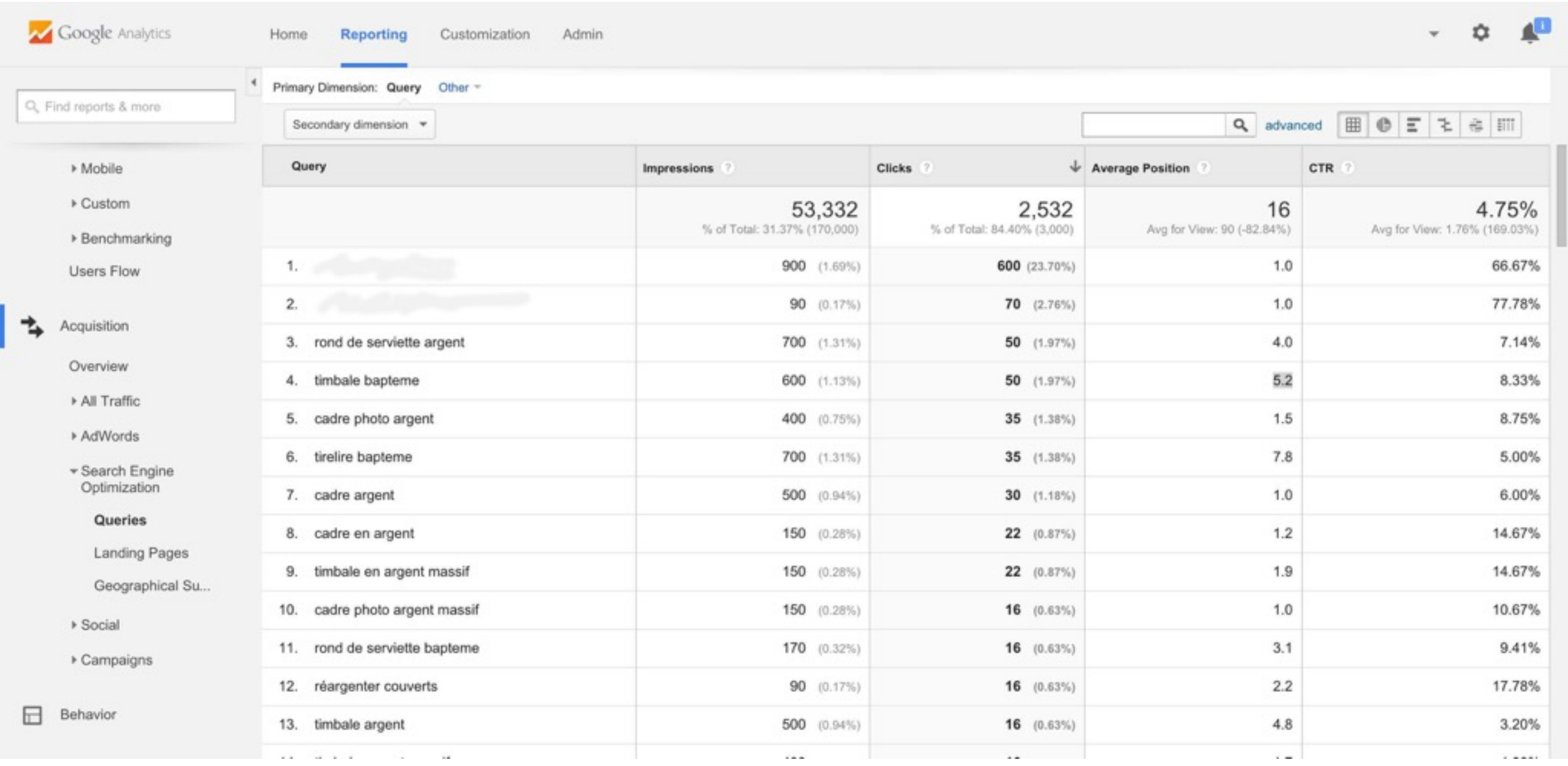
Analysis

image source: https://moz.com/blog/the-new-seo-process-quit-being-kanye

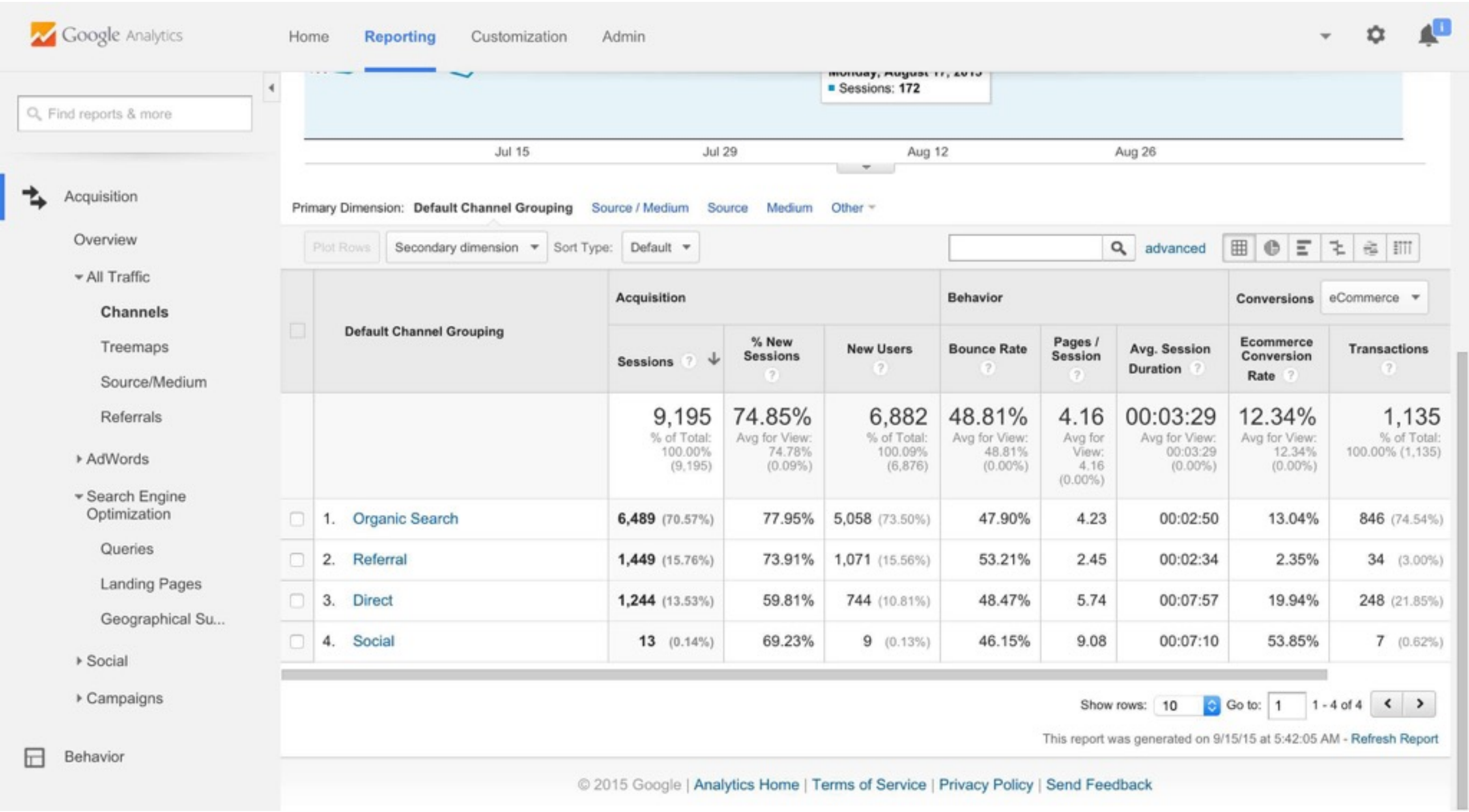
Google Analytics



Google Analytics



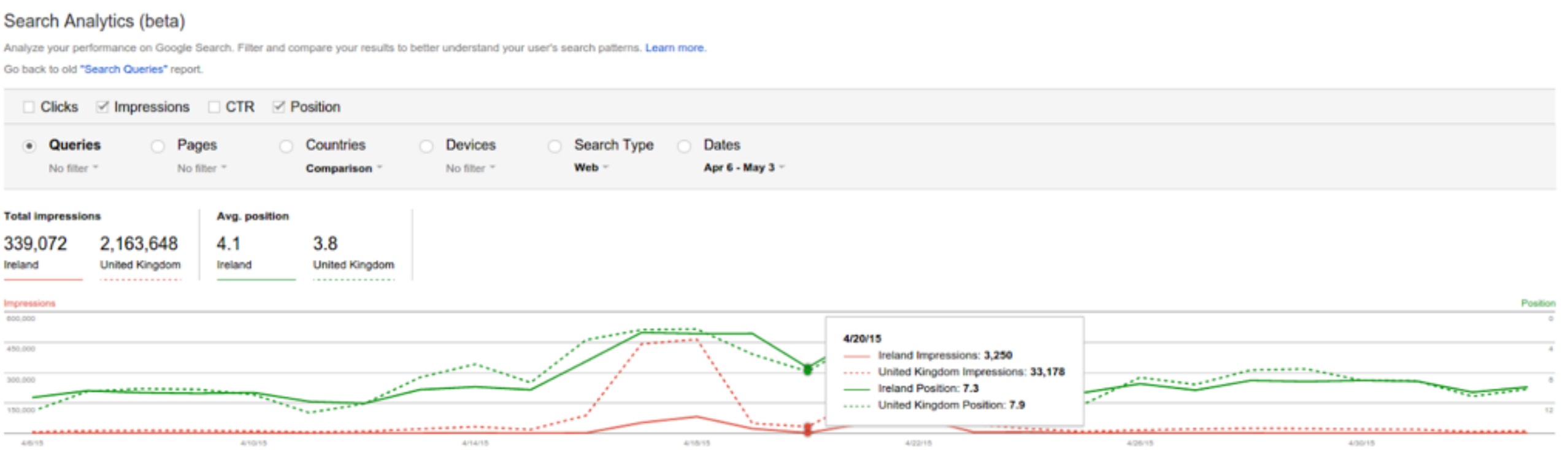
Google Analytics



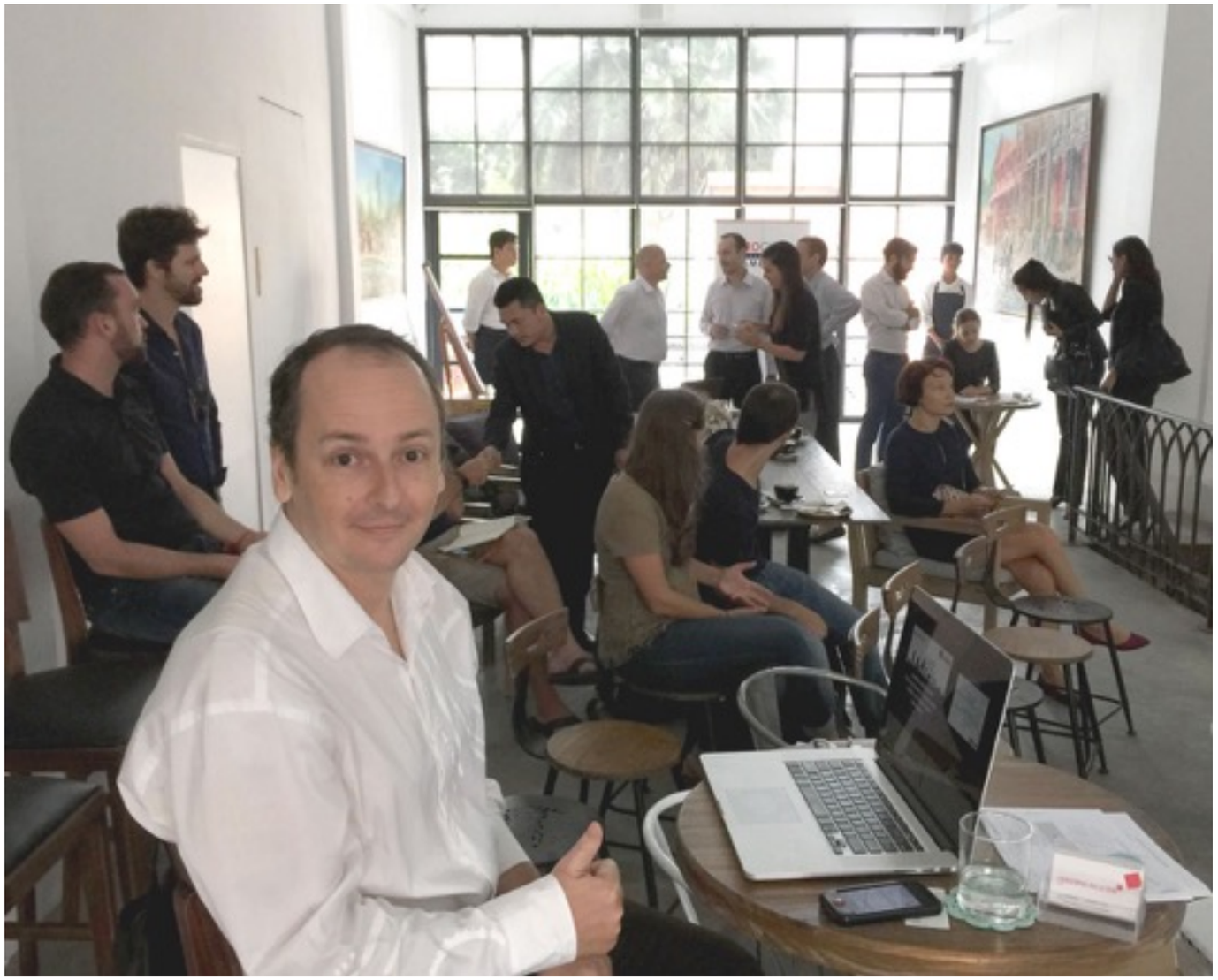
Google Webmaster Tool

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

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



Many thanks to all participants



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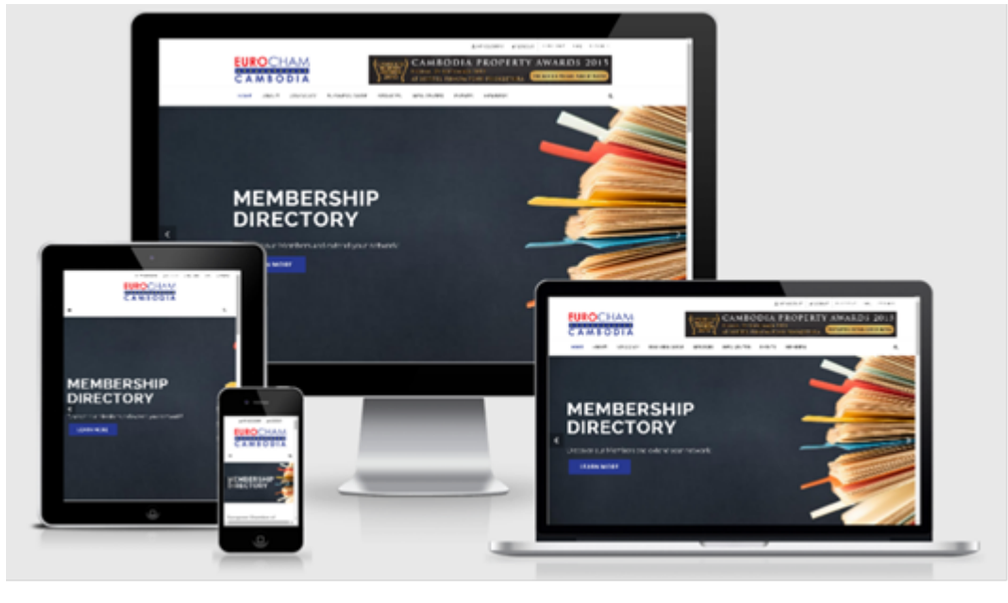

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Facebook.com/EuropeanChamberOfCommerceInCambodia

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