

SEO for Beginners

How It Works (and How to Make It Work)

Tapanan Yeophantong

Intelligent System Research Laboratory

Agenda

- How Search Engines Work
- How SEO Works
- Important TODOs for Decent SEO
- Looking beyond SEO

Let's demystify
how search
engines work



The Goal

To boost your website's presence in relevant search results (on search engines) so as to earn more leads and conversions.

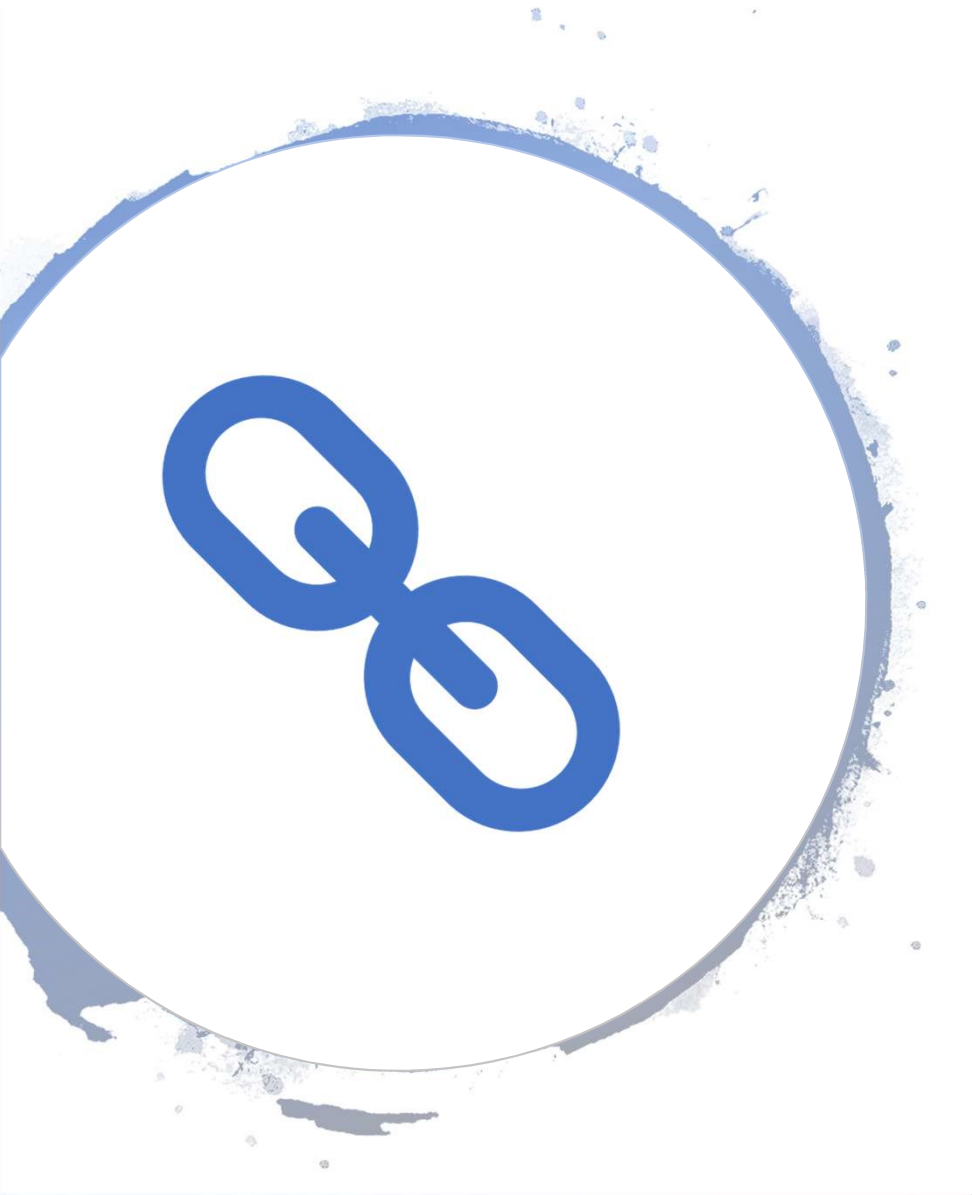
Rankings

- Ranking is the website's position in the **Search Engine Results Page (SERP)** of the search engine.
- If you are seriously doing SEO, you want your website to be on the **FIRST PAGE** of the relevant search results.

Key Concepts

- Authority
- Relevance



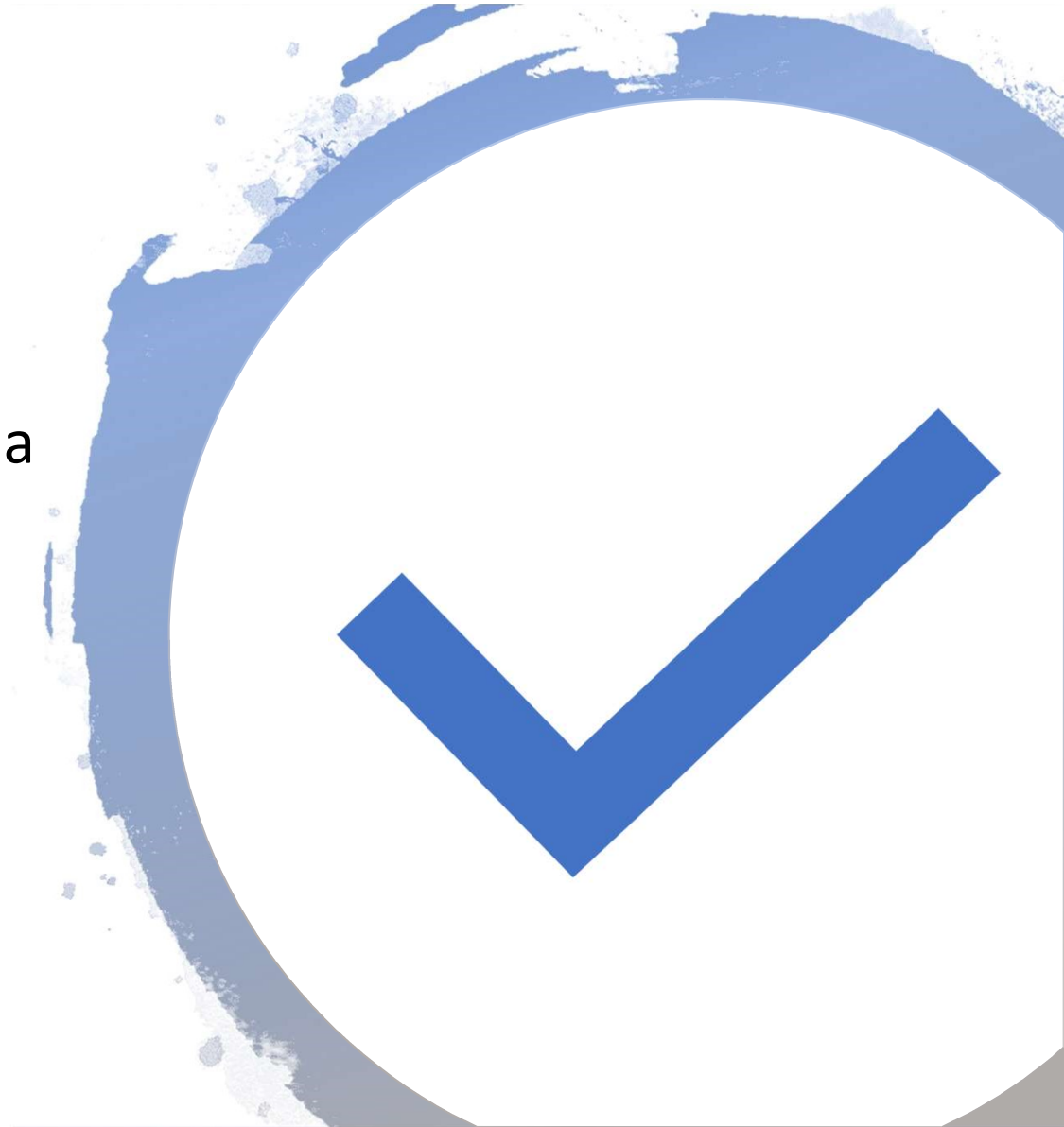


SEO 10 Points (1/2)

1. Make website fast (<3s)
2. Use right keywords
3. Link to relevant sites
4. Write meta description
5. Write for human first

SEO 10 Points (2/2)

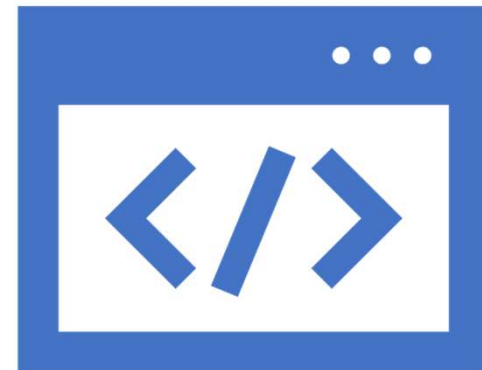
6. Integrate with social media
7. Use web analytics
8. Use readable URLs
9. Generate inbound links
10. Be consistent



What Can We Do?

Pay attention to:

- Keywords
- Description
- Content



Looking Beyond SEO

- Who are you talking to?
- What do you want to talk about?
- Why are you even talking?