

IPLT

Search Engine Optimisation (SEO) Guide

What is SEO?

It is the entire process of making sure search engines can organically (non-paid) put our page(s) to a higher rank as we are more relevant for particular keywords.

What is the metric & dimension?

There is no such thing as “our website’s ranking” or “our website’s SEO”, but instead it should be “[a subpage’s] ranking for [a particular search keyword] in [a particular country]”.

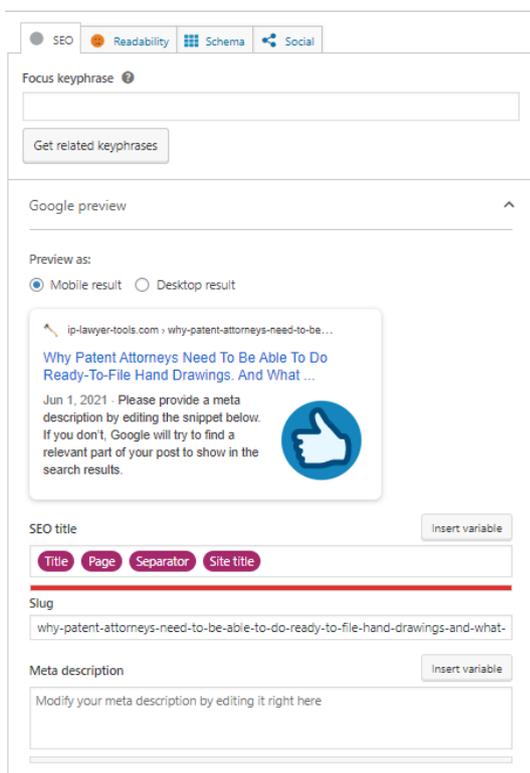
The search keywords are distinct, by the exact every letter that is available on Google. E.g., “IP lawyers” and “IP lawyer” are two totally different search terms.

By extension, the metrics to track at the keyword level are search volume and trend over time (indexed as 100 as the maximum within the time frame). For a particular page, the metrics are pageviews, organic pageviews, clickthrough rate, and rank within that country and for that keyword.

What are we doing here?

Writing a meta title & description helps Google present to users what we type in the meta content, rather than Google just crawling from our site, which may result in truncated words. We use Yoast as a plugin for that.

Yoast appears at the bottom of each post editor. By default, in this screenshot, the preview has been auto-generated. We often don’t want that as we can do better by customising it.



What are the available fields?

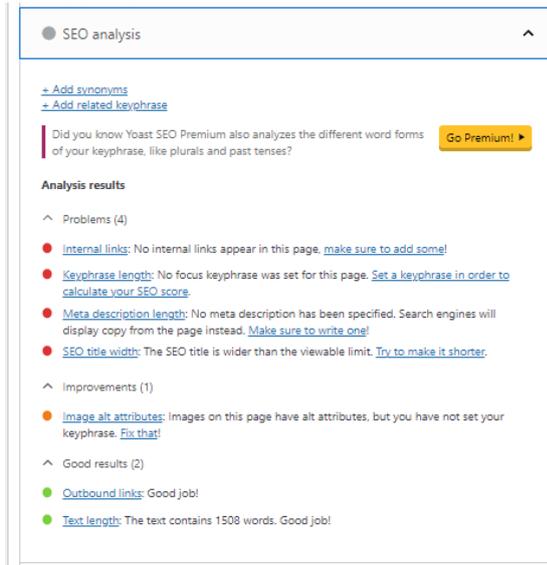
1) Focus key-phrase: the keyword that we want this article to be optimised for. Yoast free only allows one focus phrase, hence choose the one that matches the content of the page. It should not be too wide (e.g. lawyers in Singapore) or too narrow (e.g. IP lawyers handling litigation in sg and muc). It should also balance the top 50 keywords which we have previously researched. The keyword should also be present in the article’s main body.

2) Title: the title that appears on Google. If the red bar appears, it is too long or short. Try to keep it green. Some titles are too long so can just keep it.

3) The slug is the display slug on Google. Can reduce it such that it summarises the article and fits into the frame (less crucial)

4) Meta description. The main content of the Google preview. Generally, the advice is to write from a user's perspective, not from the author's perspective. It should not sound overly like an advertisement, but more like a personal recount on the issue mentioned in the article. The focus keyword should also be included in the meta description.

Outcome



The button beside “SEO analysis” which is now grey, should present green or orange to show that the meta description written is decently healthy. If it's still red, the problems are shown below to fix it. Some common problems:

- Meta description and title not including the keyword chosen
- There is not enough keyword density – i.e. the keyword chosen does not appear in the main article often enough / does not appear in the sub-headings of main article
- Title and description too long or too short
- Image alt attributes are empty (add them via the WP admin bar > Media > Library > click on image > alt bar on the right side)

Additional tools

There is a “readability” tab in the plugin which the author can refer to, to see if the article will provide a good user experience once the user has clicked into the website.

While this is not asking the writer to compromise the article's integrity, it can be used as further reference to balance between SEO experience and what the original content meant to convey.

