OPTIMIZING
HEALTHCARE - SEO

February 2020 • Volume-4

EDITORS

• Dr. Vinita Gaikwad   • Dr. Mukesh Gupta

ABOUT TIMSCDR

The Thakur Educational Group comprises of three Trusts namely Thakur Educational Trust (Regd.), Zagdu Singh Charitable Trust (Regd.) and Zagdu Singh Educational Trust (Regd.) managed by the Thakur family and runs 16 Institutes located in Kandivali, western suburb of Mumbai.

TIMSCDR (Thakur Institute of Management Studies, Career Development and Research) is dynamic institute striving to provide quality higher education. The institute is an ISO 9001:2015 certified providing three years MCA (Master of Computer Application) course. The MCA Course of TIMSCDR is NBA Accredited. All possible ways of acquiring academic insight and undertaking appropriate academic initiatives are explored at the institute. TIMSCDR also has an ISTE (Indian Society of Technical Education) chapter. Residence-cum-study facility is available for boys and girls in secured modern Hostel Buildings with green, clean and healthy ambience situated near the Institute.

TIMSCDR is organizing next International Conference ICAIM-2020 which serves as a platform for gathering all academicians, industrialist, researchers and professionals in the disciplines of Information Technology, Agriculture and Medicine (Nutrition).

ABOUT AMC

The Association of Medical Consultants (AMC) was established in 1972 by a small group of energetic active and concerned medical consultants from distant suburbs who often assembled and animatedly discussed their common problems. Over the years, the immense need rose for an organisation of this nature and the Association grew rapidly. It is now one of the fastest growing Associations of Specialist Doctors in Mumbai and boasts of a membership strength of more than 9000 Medical Consultants. AMC represents Consultants practicing at corporate and non corporate Tertiary care referral Hospitals (both Government and Private) and individual Consultants practicing through their own consulting rooms, Clinics & Nursing Homes spread across Greater Mumbai, Navi Mumbai and Thane districts. It is recognized as a frontline Medical Organization and is an important opinion making body which addresses vital public health and professional issues facing the medical profession in general and medical consultants in particular. AMC has effectively brought together consultants of various disciplines on one platform and aims to highlight and offer solutions to all the important day to day problems faced by consultants.

ABOUT MACCIA

Maharashtra Chamber of Commerce, Industry & Agriculture (MACCIA) is the Apex Chamber of the State. The Chamber plays a pivotal role in supplementing and augmenting the efforts of Government for the economic development of the State and advancement of its people. With more than 3500 direct Members, comprising of large, medium and Small-Scale Industries, Traders, Agriculturist and Professionals, MACCIA is the only Chamber in Maharashtra, which has deep-roots in all the 35 Districts encompassing 355 Talukas of Maharashtra. In addition over 800 Local Trade and Industry Associations and professional bodies having collective membership of over 700,000 business organizations from all over the State are affiliated to the Chamber and thus it virtually functions as the State's Apex Chamber.

AFG

Association of Fellow Gynecologists was conceptualized by a group of Gynecologists, 7 yrs ago (in year 2000); who felt the need for a platform to share their clinical experiences, seek solutions for their practical difficulties and build bonds of trust & friendship with their colleagues practicing in the neighborhood. They also were keen to update their knowledge & promote academic activities in their own localities for practicing Gynecologists like themselves, whose busy routine practice keeps them away from sharpening their skills.

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Forward

Dr. Mukesh Gupta
President – AMC

Today the virtual world is a part of our lifestyle. Nearly everyone is aware and makes the most of the information available online. It is even more challenging for the Medical Practitioners when the patients they have to deal with are already plugged with information about their health disorders.

To keep in times with the online trends, it is necessary that Doctors encourage their patients to read and ponder over authentic medical information. This can be easily done by the Doctor by providing such information through a dedicated website. Further, using various SEO techniques, the Doctor can facilitate this information to be easily available for their patients.

Over the past 4 years AMC has been dedicatedly conducting IT workshops to equip the Doctors with simple IT techniques so that they remain connected with their patients. AMC in association with TIMSCDR has organized the fourth IT Training program - OPTIMIZING HEALTHCARE – SEO at ICAIM 2020.

It gives me immense pleasure to welcome the Doctors from AMC to this unique workshop. Further, I am sure that the team of Professors at TIMSCDR will definitely enrich the IT knowledge of the participating Doctors so that they are able reach their patients easily in the online – virtual world.

Preface

Dr. Mukesh Gupta
President – AMC
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Dr. Vinita Gaikwad
Director
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Providing the community in general and our client in specific, the best of Healthcare services has always been the goal. In an era where the patient is saturated with half knowledge of medical practices due to generously available online information through various resources, it is important to ensure that legitimate data and facts provided at the very first page of the internet through a search engine.

Websites play a crucial role in displaying such information. Thus, based on the specialty, every Doctor should have a Website on priority, to display contents which will not only educate their patients but also keep them well informed about the latest medical technologies and facilities specifically provided by the Doctors themselves.

In a world where there is competition in almost every domain, it is, but a challenge to ensure that the information put forth through our website reaches the maximum of the masses by ascertaining that our website with the legitimate information tops the searches made through search engines like Google.

To make sure that our patients are provided with optimum Healthcare solutions it is necessary that the information for the same is easily visible to them during their online searches. SEO (Search Engine Optimization) helps in ensuring that we are able to fulfill our patient's need of Healthcare easily by providing the right information at the very top of the search result list, without making the patient swim through the sea of information available on the internet.

Contents

Website Creation

One of the most effective tools to educate patients is a website. It allows doctors to reach out beyond the four walls of their clinic, so that they can teach everyone in the community about their health. A website serving as your face in the digital world also helps you to outreach your patients and connect to them. Thus, connecting to their patients using a website is not only one of the cheapest ways but also the fastest means of reaching to maximum prospective patients. Moreover, a website works 24 by 7 tirelessly. It means your website is advertising for you day and night in exactly the way you want. Multiple purposes that a medical website serves –

Website can helps doctors to provide:

1. Working hours address and also add a map to help people easily locate the clinic or hospital.

2. Information on the specialized services offered.

3. Answers to patients' commonly asked questions.

4. Publish the skills and facilities available at the clinic or hospital.

5. Publish reviews given by patients. Positive reviews can work wonders in ways no other advertising process can do.

6. Publish self authored articles or news feeds relating to their medical specialties for educating patients

Top 10 Online Website Builders

• Wix – Best All-Around Website Builder

• SITE123 – Great Design Assistance

• Weebly – Ideal for Small Businesses

• Strikingly – Made for Simple Websites

• Jimdo – Small Online Store Builder

• WordPress.com – Perfect for Blogging

• IM Creator – Great for White Label Businesses

• Webnode – Quick and Easy Setup

• Mozello – Create Simple Multilingual Sites

• SimpleSite – Great Mobile Editor

Let's start with Wix.com because it gives you a freedom to create, design, manage and develop your web presence exactly the way you want. Wix is free to start but to set up a shop, remove branding, connect a custom domain, and more, you must select one of the affordable premium plans. It has an AI-powered engine that will help you to do things like pick a template, match your site design to your logo colours, and upload pictures from your social media accounts.

Steps to create website using Wix.com

1. Browse to https://wix.com/ And Click Get Started.
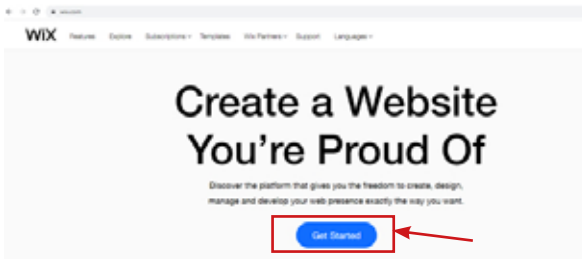
2. Go to Sign In and Create your Account.

3. Wix will ask you some follow up questions to help you to create exactly what site you're looking for. These questions helps Wix's ADI builder to create a site.

   Who are you creating a Wix site for?

   • yourself

   • a client

- company you work for
- someone else

What type of site Wix site are you building?

- business
- online store
- music
- designer
- blog
- portfolio
- events
- photography
- restaurants and food
- accommodation
- beauty and wellness

What is your level of expertise building websites?

- built sites professionally
- created many websites
- made a few websites
- never done this before

Here's an example of what this might look like for you, depending on the options that you've selected above


From here you'll have two options:

1. You can allow the Wix ADI to create a website for you. All you need to do is answer some questions, and it'll make a site for you in just a few minutes, complete with custom text and images. It's almost magical how good it is — you should definitely try it out.

2. Alternatively, you can use the Wix Editor to make a website on your own. For our learning purposes today, I'll first walk you through using the assistant. (It's easier, and you don't give up any control in the end.) Then, I'll show you how to do it on your own.

4. Create a Website using Wix ADI

    A. Now answer a simple questions and you will get your website ready in just few minutes.
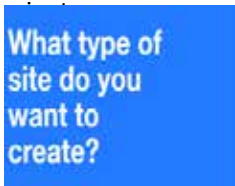
    B. Based on the type of site it will provide the features which you want in your website. If you want to add more features like online store, Events, Instagram Feeds, Paid Plans, Forums, Subscribe Form, Music etc. Press More Features.
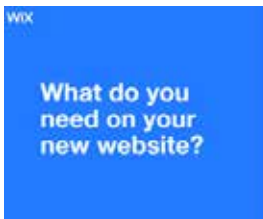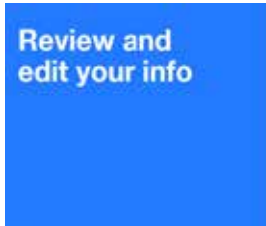

    C. Answer the next question.
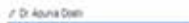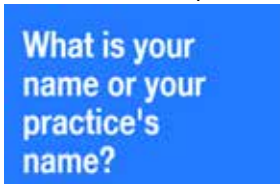
    D. Wix provides you a facility to import images and text from your existing website. So, if you want to import than fill the details otherwise skip the step.
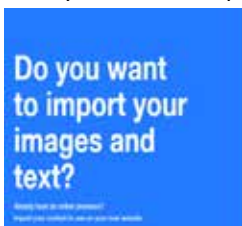
E. Review and Edit your information.

F. Based on the logo uploaded Wix will give you themes which will used to design your site. You can easily change them later.
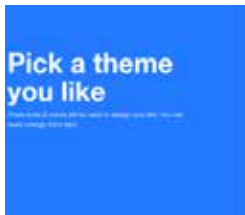
G. Wix will create a colour palette for your website based on the logo colours.
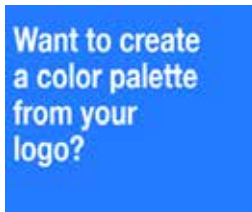
H. These colours are created from my logo. Which are used for my website
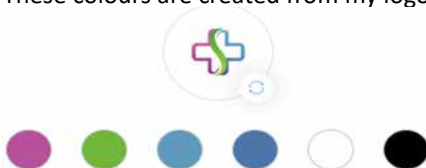
I. Based on your requirement, it will give you multiple templates, choose any one of it. If you are not happy with your template, don't worry you can change the template later

J.   At this point, you'll get to see a preview page of your chosen template. You can easily change images and text by clicking on the particular area.

5.   Add Pages

Once you've created a stunning homepage, there are a few other pages you should add to ensure your website has everything visitors are looking for. For example, make sure to include an "About" page and a "Contact Us" page.

To add a page to your site with Wix Editor, click the down arrow next to your current page at the top of the editor, and then click 'Section to Page'.

From the resulting menu, you'll be able to add pages and customize them to serve different purposes.

6.   Bookings

The 'Bookings' option can be helpful if you want to offer consultation or other things that require a booking system.

That covers all the options on the left panel as well the Wix editor in general.

7.   Publish and go live

Your website is now ready for publishing. Before you click the button in the top right corner to publish your first Wix website, you can preview it.

Once you hit the **"Publish"** the website button you will see your domain name appear in the popup. You can choose to connect your Wix site to your own domain (by pointing your domain name servers to Wix) or leave it on default.

Your Wix website is now officially live!

SEO

SEO, Search Engine Optimization, is the practice of increasing the quantity and quality of traffic to your website by ensuring the visibility of your website and its content on search engine results pages (SERPs).

Whenever you search for anything in any search engine like Google, it searches the entire web and displays results ranked on basis of what the search engine considers most relevant to users. The entire search results are divided into paid results and organic, unpaid results as shown in figure given below. SEO can help you to improve ranking of your website in these organic results.

Google's algorithm to search for relevant content majorly takes into consideration:

• Google looks for web pages that contain high-quality and information relevant to the searcher's query.

• Google's algorithm determines relevance by reading ("crawling") your website's content and determining whether that content is relevant to the searcher, based on the keywords it contains.

• Google determines quality of your website by a number of means, such as your site's link profile - the number and quality of other websites that link to your site.

SEO techniques aid you in this and ensure that both quantity and quality of traffic to your website is good.

Basic Terminology

Before we learn more about SEO factors we need to understand some terms.

Click Through Rate (CTR)

Click-through rate is the percentage of users who click on your website in search results compared to total number of users who have viewed the search results.. For example if your website link appears in search engine results page (SERP), and 20% of people who view it click your link, then your CTR is 20%. So basically you want to improve your ranking to increase your CTR. On the other hand, your CTR improves if your ranking is higher. People click on the top ranked search engine results, chances of which reduce when you go to position 3, 4, 5, etc., and especially when you reach the second page and beyond.

Bounce Rate

The percentage of single-page visits, i.e. visitor leaves your site from the landing page itself without interacting with it. A high bounce rate would indicate that any searcher when coming to your website did not find required content on your website and left. Google monitors bounce rate of your website and keeps it into consideration while ranking your website.

The more content-rich and relevant your site is, more would be its chances to be more valuable to the human visitors and other webmasters and hence referred by them repeatedly. This would show the search engines that your site is distinctive and fitting to display. Also, it is important to update your site regularly and add new relevant content.

Building an SEO-friendly site

You can apply given below SEO techniques to your site, whether it's brand new or an old one you're improving and see how you increase your CTR and reduce your bounce rate.

Meta Tags

Meta tags are HTML elements that provide information about a webpage for search engines and website visitors. There are two elements that must be placed as tags in the <head> section of a HTML document. These elements are: **Meta Description and Title Tags**

Meta Description

Meta description, also known as a snippet is the short paragraph of text placed in the HTML of a webpage that describes its content. The meta description will then appear under your page's URL in the search results, as shown in figure given below. Meta description is marked in red.
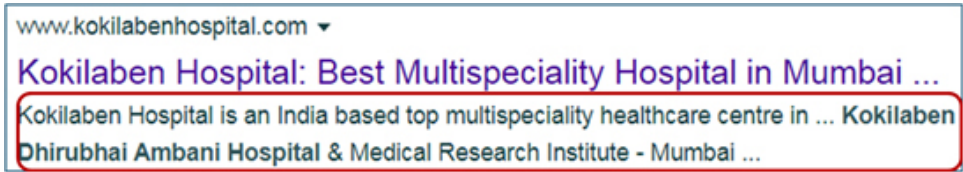
The description given in meta description influences the searcher as to whether they want to click through the website and hence increases your CTR (Click Through Rate). If more people click on your result, Google considers you to be a good result and will move you up the ranks. The more descriptive, attractive and relevant the description, the more likely someone will click through.
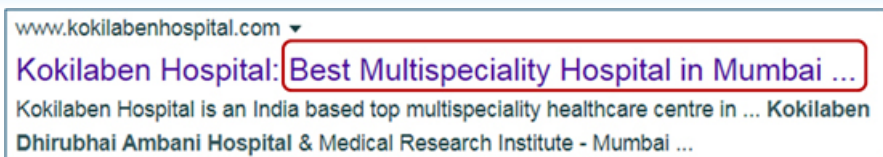
Tips to write Meta Description

–   **Keywords -** Use most relevant and important keywords in the meta description. Often search engines highlight in bold where it finds the searchers query in your snippet. Ex. 'kokilaben dhirubhai ambani hospital' is in bold in above search result. Treat the meta description as if it's an advert for your web-page: make it as compelling and as relevant as possible.

–   **Keyword stuffing -** Do not try to stuff lots of keywords in your meta description. Make sure your description reads like a normal, human-written sentence.

–   **Correct -** The description MUST match the content on the page. If it doesn't match, bounce rate for your website will increase.

–   **Length -** A meta description should not be longer than 135 – 160 characters long. Longer meta descriptions are chopped off from the end, so make sure important keywords are nearer the front.

–   **Duplicate meta descriptions -** The meta descriptions must be written differently for every page. Google may penalize you for mass duplicating your meta descriptions.

Title Tags

Title tags are used to tell search engines and visitors what any given page on your site is about. Title tags should be written in the most concise and accurate way possible. The title tag is the boldest, most obvious element in a search result and therefore a major influencer whether a searcher will click on your result or not.

As shown below this title tag will shows up as the big blue link in search engine results.

www.kokilabenhospital.com ▾

Kokilaben Hospital: Best Multispeciality Hospital in Mumbai ...

Kokilaben Hospital is an India based top multispeciality healthcare centre in ... **Kokilaben Dhirubhai Ambani Hospital** & Medical Research Institute - Mumbai ...

This title also appears in the tab in web browser. (Ex. Home page of website)

For every different page of your website, title tag can be different. (Ex. Web page for specialty 'cancer')

Tips to write Title tags

– Length - Title tags should be 50-60 characters long, including spaces.

– Keyword placement - Your most important keywords need to be first in your title tag, with your least important words coming last.

– Duplicate title tags - They must be written differently for every page.

– Relevant - Title tags must accurately describe the content on the page.

– Keyword stuffing - Put in your most relevant and desired keywords you want to rank for in the title, but don't overdo it. Google can easily recognize keyword stuffing and may change the title of your web page if it feels you're just throwing different variations of a keyword into it.

– Brand - Well known brands should always feature their brand at the end of the title if there's space. If not, shorten your page title and make space.

Above the fold

Above the fold refers to the portions of a webpage that are visible without further scrolling or clicking. As the content that appears above the fold is what is first visible when the user loads the page, you should place the content that is most important to achieving your

purpose in that area. For example, in your clinic website this area can specify the 24 hour emergency contact number, your clinical departments, menu etc. Usually the font size used in this area is 14 points and 12 points in rest of the area.

Links

Quality of your website is determined also by its link profile - the number and quality of other websites that link to a page and site as a whole. Paid or spam links bring down your page ranking in the long run as it is more important to get links from many different sites, rather than getting many links from a few sites. Having good visibility or being shared widely on social networks like Google+, Facebook, Twitter etc also brings in more traffic to your site.

Domain Name

A domain name is the address where Internet users can access your website. Having the right domain name can help you target your audience and improve your ranking.

Tips for Domain Name

– TLD, top level domain are letters at the end of a website address. It's ideal to use a TLD like ".com", ".org", "".net", ".edu" domain rather than ".biz," ".pro," ".tel," etc.

– Exact Match Domain (EMD) is helpful. For example, if you want to be found in searches for "Nurture Dietician," a good matching address to have would be "NurtureDietician.com."

– If your brand name is already famous, your domain name should be based on your brand. It makes it easier for users to find, remember, share and identify your business online.

– Keep domain name short, easy to say and easy to spell. Use easy language, not "medicalese". For example, users will never remember if "otorhinolaryngology" as part of your web site address.

Uniform Resource Locator (URL)

A URL is a unique web address used to locate a resource, say your website on the internet.

Tips for domain name

– Shorter URLs are better than long URLs, its ideal length being around 50 – 60 characters.

– URLs should be understandable by both humans and search engines with a clear indication of what the destination page will be about. A URL like "http://cdn07.mydomain.cc/9rf7e2/i?HXID+iaj34089jgt30hgqa3&qry=f#loaddelay" should be avoided.

– Use one or two keywords in your URL. Keyword stuffing and repeating keywords make your site look spammy.

– Use hyphens, not underscore. Use lowercase letters

–   Stop words (a, an, or, the, etc) are ignored by search engines and shouldn't be used unless they are essential to make your URL more readable.

–   Fewer folders is generally better

HTTPS

HTTPS stands for "Hyper Text Transfer Protocol Secure," which is the secure version of HTTP. You can use HTTPS for your site by procuring an SSL certificate. HTTPS means that information on your website is encrypted, which increases security. With cyber crime increasing, users want to know that they're using a secure connection and can trust your website to keep their interaction and data secure. If your site deals with important patient data, HTTPS becomes all the more essential for you.

Site or Page Speed

Page speed is described two ways - "page load time" (time it takes to display 100% contents on a specific page) or "time to first byte" (time it takes for a page to start the loading process). Pages with a longer load time usually have higher bounce rates and lower average time on page. Not only a site's loading speed but it's ability to adapt across all devices like tablets, phones etc also has to be taken care of.

White Hat vs Black Hat SEO

White hat SEO refers to SEO techniques and practices that adhere to search engine rules. All techniques discussed till now are white hat SEO techniques. Though it requires lots of hard work, it gives you long-term investment on your website.

Black hat SEO on the other hand refers to techniques and strategies that attempt to spam/ fool search engines. Some techniques used in black hat SEO are keyword stuffing, blog content spamming and hidden texts and links. While black hat SEO might give higher ranking to your website temporarily but it poses serious risk of websites being penalized and/or de-indexed (removed from search results).

SEO factors to be kept into consideration for optimizing your website can be best summarized using given below Mozlow's hierarchy of SEO.


Mozlow's Hierarchy of SEO Needs

To implement SEO properly it is essential that you understand your audience and their behavior well. You also need to understand how each and every page of your website is functioning. Google Analytics helps you do all that.

How to add Google Analytics to your Website?

You can monitor and analyze the behavior of visitors to your website using Google Analytics, which is a free service provided by Google. It provides you information about how much and what type of traffic your website is getting, where that traffic is coming from, how visitors are behaving – each and every insight that might be helpful in making your audience experience better and meet your goals.

To track all activities of a website, you first have to create a Google Analytics account (https://analytics.google.com). You need to have a gmail id to do so. Analytics account can be set for either a website or a mobile app. As websites are more prevalent, we would take the case for setting account for websites.

Once you create Analytics account and fill in all details of your website like website name and its URL (Uniform Resource Locator. Ex. https:\\www.timscdrmumbai.in) and agree to terms and conditions of Analytics you get a unique tracking code.
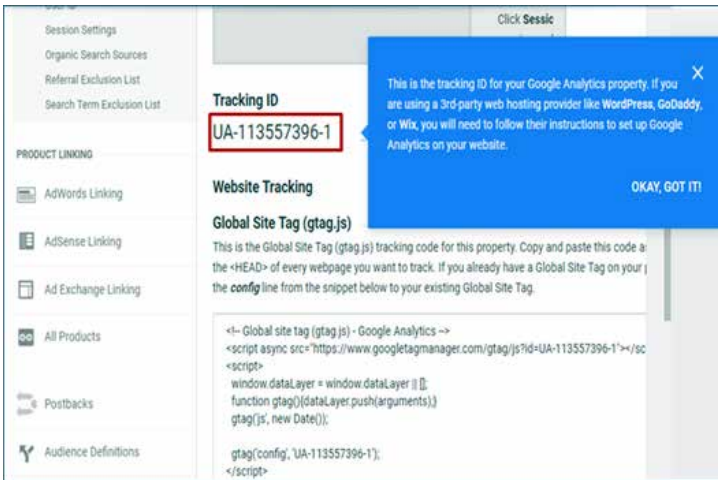
This tracking code has to be added into the HTML code of every page of your site that you want to track. It has to be placed just before the closing head tag. Some website builders like Wordpress have a specific page or field where you simply enter your tracking ID. The tracking code collects anonymous information about how that user interacted with the page, every time a user visits a webpage. If in your site, you have two web pages, say one about Diabetes and other about Cancer, you can check which page is viewed or read more.

Once you create a Google Analytics account for your business, you can track multiple websites with the same account by setting multiple properties.

Various reports are prepared by Google Analytics that give you key insights that can help you grow your business by appealing to current customers more effectively and gaining new ones. Various types of reports available are:

Real-Time Reports

These generate reports about geographical locations, traffic sources, events, and conversions for users which are currently active. Say you have organized a health check up camp; you can see how traffic is increasing due to that and their geographic locations etc.

Audience Reports

Audience reports give you insights into the attributes of your users like age, gender, whether they're new or returning users or how frequently they visit your site, and what devices they're using to access your site. If you find that majority of your users are using mobile devices to access your site, you can plan your development to provide a mobile-optimized experience to your users.

Acquisition Reports

These reports show you how users arrive at your site – Organic (or unpaid search), paid searches (Cost per click), referrals (traffic that comes from other websites), from social media or any other source.

Behavior Reports

These reports tell you which are the top entry pages of your site, from which pages visitors exit the most, what terms are searched for. It also tells you how fast your website loads and which elements of your site the users interacted with.

Conversion Reports

Conversion reports allow you to track website goals based on your business objectives. It reports on how many goals were fulfilled and also helps you understand how each marketing channel contributes in converting visitors to your website.

Keywords

1. Introduction to Keywords Analysis/ How important is the keyword analysis?

   Keyword research is the foundation of SEO. Keywords are important because they are the key player between the content you are providing and what people are searching for. Goal of SEO is to increase organic search traffic towards your website.

   To create content that ranks well organically and drives visitors to your site, you need to understand the needs of those visitors — the language they use and the type of content they seek. You can do this by talking to your customers, frequenting forums and community groups, and doing your own keyword research with various available tool like Keyword Explorer, Keyowrdeverywhere.com etc.

2. Why long tail keywords bring in better conversions?

   If we search for 'pediatrician'. It will pick up current location and give list of doctors near our vicinity.

If we search for 'pediatrician in borivali east'. This is more descriptive or long tail keyword, but too specific or narrow in terms of 'meaning'

We can also have very long tail keywords which are too specific. Most SEO experts, recommend targeting long tail keywords only
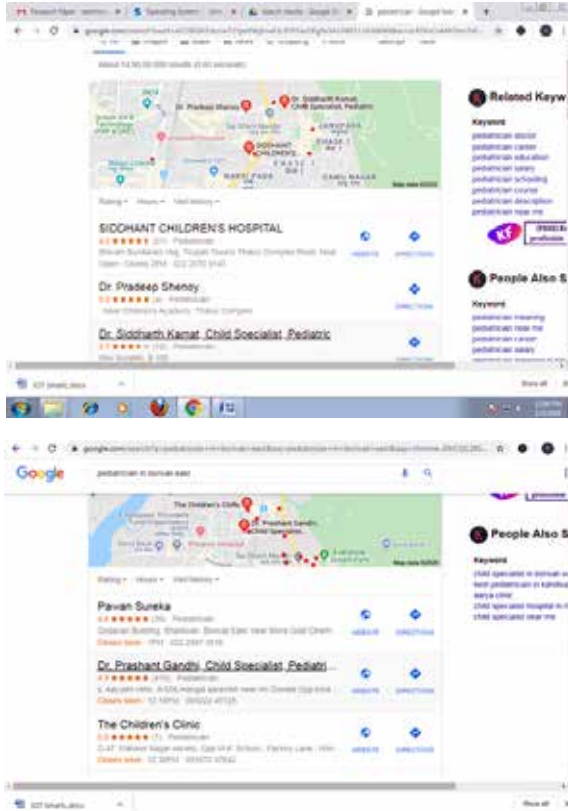
3. Tools for Generating Keywords

If we want to generate more keywords then one of the sites is Kewwordshitter.com

We can get list of similar keywords if we search for our keyword "best heart surgeon". Similarly we can use tool like Keyowrdeverywhere.com

4. Finding Top Ranking Keywords of any website and collecting top organic keywords of a specific landing page

Moz.com provides various free SEO tools for keyword research, link building and analysis, webpage performance, local listing audits etc.

Using a research tool like Keyword Explorer you can find out what keywords individuals are searching, what keywords you're already ranking for, the demand for certain searches, and the strength of other sites competing for your target keywords.

Keyword Explorer is a time-saving keyword research tool that helps you find profitable keywords and organize your keywords into lists. Start by thinking about what your potential customers might search for. Enter these seed terms into Keyword Explorer tool to gather more suggestions, filter by metrics, and build lists to organize your keyword research.

For keyword analysis user can either explore by keyword, root domain, sub domain or page.
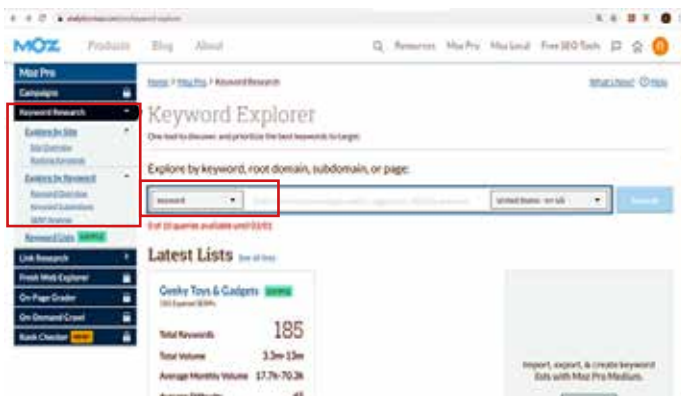
Introduction to Keywords Analysis

Why long tail keywords bring in better conversions?

A keyword doesn't need to be a single word

Broad keyword:

There are multiple things that are covered in this broad keyword 'Paediatrician'.

The shorter the keyword, the range will be broader. In other words, shorter keywords are searched 10s or 100 thousand times per month in Google.

If we enter the domain name www.asianheartinstitute.org, it will give top ranking keywords.

If we search by keyword 'asian heart institute', it will give the keyword suggestions.
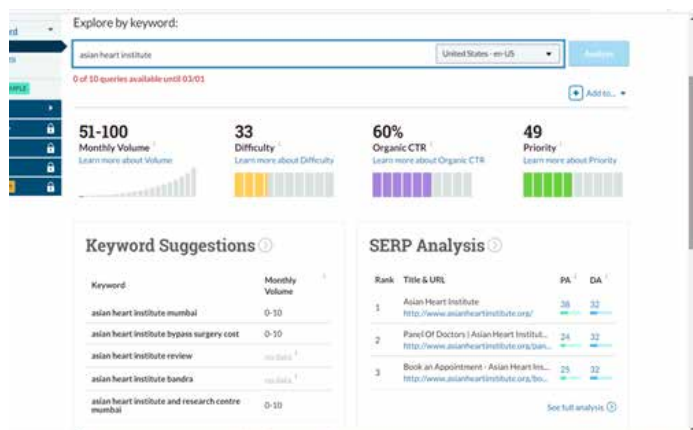
You can see all keyword suggestions and you can also export the keyword search analysis report.

You can also add different filters to your keyword suggestions.

Google Search Console

What is Google Search Console?

Google Search Console is a free web service provided by Google that helps you to monitor, maintain, and troubleshoot your website's presence in search results on Google.

In a single day, Google processes more than five billion searches. While your website won't appear in every online search, it's essential to track your site's ranking and performance in search results that matter to your business.

With Google Search Console, it's easy to monitor your performance on Google.

How to add our website to Google Search Console?

Enter URL https://search.google.com/search-console and go to Google search console first.

In search console our websites are referred to as properties. You can add your website to search console in 2 different ways.
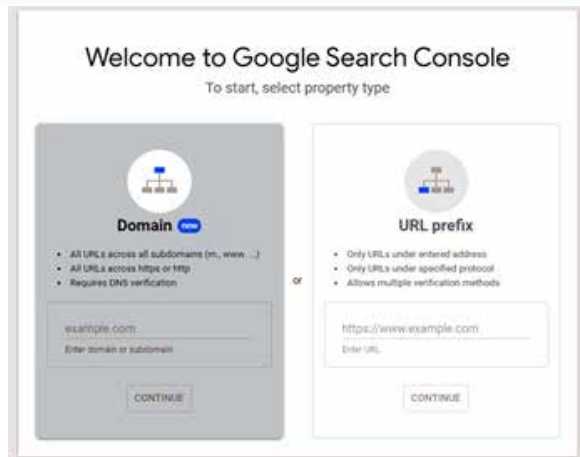
As a Domain:

If you enter your website's domain name under Domain property option, then all versions of your website are included by default, such as care4you.com includes http and https versions naked domain, sub domains and all the interior paths of all the previous mentioned versions So if you simply want to add all the versions of your domain, use this domain property type.

But this method requires a DNS verification to verify the ownership of this domain name,

As a URL Prefix:

If you enter your website's domain name under URL prefix property option, then that particular exact version of your domain would be included. Generally this property type is used to track data for multiple segments of your site.

For example, if you want to track the search console data of a particular sub path or a sub domain of your website then you can use this URL prefix property type.

Let's see one more practical example, if you have a Doctors Portal site with specific sub paths covering Gynaecologists, Paediatricians, Physicians, you can create individual search console properties for the following URLs:

https://www.car4you.com/Gynaecologists/

https://www.car4you.com/Paediatricians/

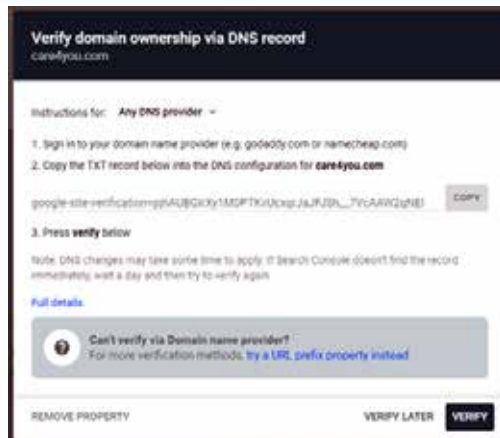https://www.car4you.com/Physicians/

So now let's add URL under this option.

Once you have entered the URL or your website address, click on continue, Google will ask you to confirm the ownership of that web address.

You can confirm your ownership by adding a DNS record in your domain name provider. To use this method, you must sign in to your domain name provider and add a new TXT record. Google will verify that your personal record is present and assigned to your domain.

View Your Property

With your property ownership verified, you can start using Google Search Console. Depending on the turnaround time for verification, your property may already have some data available. That's because Google Search Console begins collecting data as soon as you add the property, versus after you complete verification

Access Your Reports

Google Search Console gives you a wide range of features and reports. Some of them are as follows.

* **Overview**

  Get a quick summary of your website or property. The Overview report covers manual actions, total website clicks, indexed pages, and more. It's an excellent tool for finding big issues fast, as well as seeing your site's overall performance.

* **Performance**

  Check the performance of your website in-depth with the Performance report. Your Performance report covers your site's total number of impressions and clicks, as well as your average click-through rate (CTR) and position in search results. It also highlights user queries, devices, locations, and more.
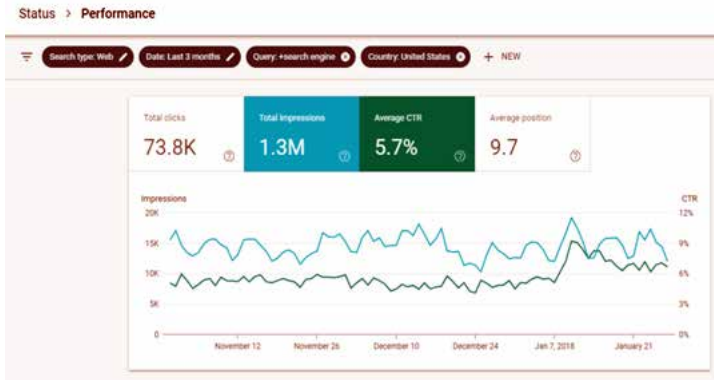
Why to submit Sitemap to Google Search Console?

If you want to list your website on top of Google Search, All you need to do is, to generate Sitemap file for your website and submit it to Google.

A sitemap is a file where you provide information about the pages, videos, and other files on your site, and the relationships between them. Search engines like Google read this file to more intelligently crawl your site. A sitemap tells Google which pages and files you think are important in your site.

Build and submit a sitemap:

To create a sitemap you can use third party tool.

• Go to https://www.xml-sitemaps.com/

• Enter your website URL and click start

• Click on View Sitemap Details and Download Sitemap file of your website.

How to Submit Sitemap To Google Search console:

Here are steps you need to follow:

• Sign in to Google search console

• Select your Website

• Click on Sitemap from the left sidebar

• Add your Sitemap URL (Ex:sitemap.xml)

• Click submit

How is Google Search Console different from Google Analytics?

Google Search Console and Google Analytics provide your business with valuable data about your website. You can even access your Google Search Console data in Google Analytics. What makes the platforms different, however, is how they look at that data.

Google Search Console looks at what happens before a user reaches your site, while Google Analytics analyzes what happens after they arrive on your site. With Google Search Console, you see how search engines impact your site, and with Google Analytics, you see how users interact with it.

Web Analytics

a. Page Speed Insights Score from Google

i. Introduction to Page Speed SEO Tools

What exactly is Page Speed?

The term page speed essentially refers to the length of time at which web pages or media content is downloaded from website hosting servers and displayed onto the requesting web browser. Page load time is the duration between clicking the link and displaying the entire content from the web page on the requesting browser.

Page load time

There are three core aspects necessary to understand page speed in the context of user experience and website performance:

- The view of time taken in delivering the requested material along with the accompanying HTML content to the browser.

- Browser response to page load requests.

- The view of end-users as the requested web page renders on the browser – this is the ultimate empirical measure of page load speed.

And what happens with slow website/mobile app?

- 1 in 4 visitors would abandon the website if it takes more than 4 seconds to load.

- 46 percent of users don't revisit poorly performing websites.

- Website owners have a mere 5 seconds to engage visitors before they consider leaving.

- 74 percent of users accessing the mobile site would leave if it takes longer than 5 seconds to load.

And what happens when they speed up?

Wal-Mart saw a 2 percent increase in conversion rates for every second improvement in page load times.

What can lower your page speed?

- **Your host:** you get what you paid. In the long run, a cheap offer can damage your page speed. Pick the right host that fit to your business size.

- **Too large images:** images which are too heavy to load can really lower your page speed. It is often due to extra data included in the comments or to a lack of compression. Prefer PNG for images that do not require high details like logos and JPEG for photos.

- **External embedded media:** external media like videos are highly valuable but can largely lower you load time. To gain some load time, host the videos on your own server.

- **Unoptimized browser, plugins and app:** you should test your website on all browsers since they do not load your site in the same way. Moreover, apps like Flash can seriously lower your page speed.

- **Too many ads:** more than just bothering your visitors, lots of ads have the drawback to slow down your page speed.

- **Your theme:** some highly designed themes containing a lot of effects can penalized your load page.

- **Widgets:** some social buttons or comment areas can have an impact of your page speed.

- **Double-barreled code:** if your HTML/CSS is not efficient or too dense, it will lower your page speed.

Google's PageSpeed Insights tool, one of the most popular speed-testing services. This tool enables you to improve your site's performance optimization by identifying common problems, and helping you resolve those issues.

Some people voluntarily give Google access to their Chrome user data. PageSpeed Insights works by analyzing the data from people who have visited your site

recently. Then, it gives you scores based on how well your site is currently performing.

If you really want to get the most from this service, you can also add Lighthouse's User Timing API to your site. This will record loading times for even more visitors who come to your pages. The more data there is to analyze, the more accurate your PageSpeed Insights scores will be.

ii. Demonstration of Page Speed Tools

Google PageSpeed Insights is a tool used for testing website performance. You can enter any URL and have it analyzed:

Figure 1: Google PageSpeed Insights

Google then provides an overall score out of 100 for the website you've tested, based on several performance optimization best practices:

Figure 2: Google PageSpeed Insights score

Along with this result, you'll also see several recommendations from Google on how to improve your performance (and therefore, your PageSpeed Insights score as well):
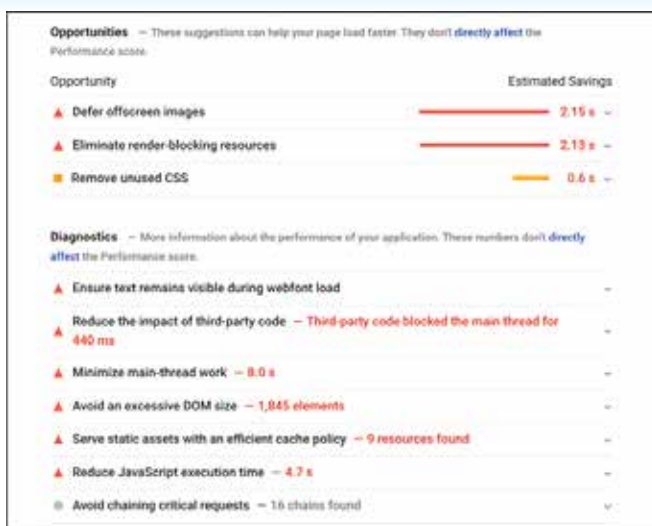
Figure 3 : Google PageSpeed Insights recommendations

in the Opportunity section, PageSpeed will note suggestions you can use to improve your site. This might include steps like minifying your code or compressing your text. For each one, you'll also see how much of a difference it's likely to make.

After you've made note of your mobile speed improvement opportunities, click on the Desktop tab at the top of the page. This will show you the overall score for the desktop version of your site:

Figure 4 : Google PageSpeed Insights score for desktop

In addition, you'll again see specific suggestions for improvement. Some of these may be the same as your mobile opportunities, while others may differ entirely. You can also click on the Passed audits section to see areas where your site is doing well:

Once you've carefully reviewed both the Mobile and Desktop tabs, you're ready to start taking action.

Other tools for page speed test

1. Webpagetest.org - Page speed test

2. Pingdom Tools - Website speed test

iii. Recommended Web Hosting Providers

Upgrading your hosting plan can have a considerably positive impact on your website's page load speed, particularly for resource-intensive sites. Though, the impact may be smaller if your site is less resource-intensive or is already on a comparatively fast hosting.

The 10 Best Web Hosting Services of 2020

1. Godaddy

2. Inmotion hosting

3. Hostinger

4. Register.com

5. Hostpapa

6. Bluehost

7. Hostwinds

8. Justhost.com

9. Hostgator

iv. Measure Page speed before Optimization

b. Caution: Add Free TLS certificate to your website

What is an SSL/TLS Certification?

SSL is an abbreviation for Secure Socket Layer, and TLS stands for Transport Layer Security. You've most likely seen the end product of these encryption tools. When you go to a website, you may have noticed that the website started with http:// or https:// with a little green padlock, and these are the end products of a SSL/TLS layer.

This layer helps to make an encrypted link that connects your customer's web browser and your website. It streams any data that may exchange between the two in a secure manner, and it blocks out any third-parties from looking at or stealing the information.

If your website doesn't have a SSL/TLS layer and has an unsecured http:// layer, any third parties can view and take the information that passes between the two sites. This can lead to data breaches if information like usernames, passwords, or credit card numbers pass from your customer's browser to your site.

Free SSL/TLS certificate websites: https, https://www.sslforfree.com/, https://letsencrypt.org/

c. Page speed Techniques:

i. Image Optimization

1. Proper Image Type

    Images often account for most of the downloaded bytes on a web page and often occupy a significant amount of visual space

    There are three universally supported image formats: GIF, PNG, and JPEG. In addition to these formats, some browsers also support newer formats such as WebP and JPEG XR, which offer better overall compression and more features. So, which format should you use?
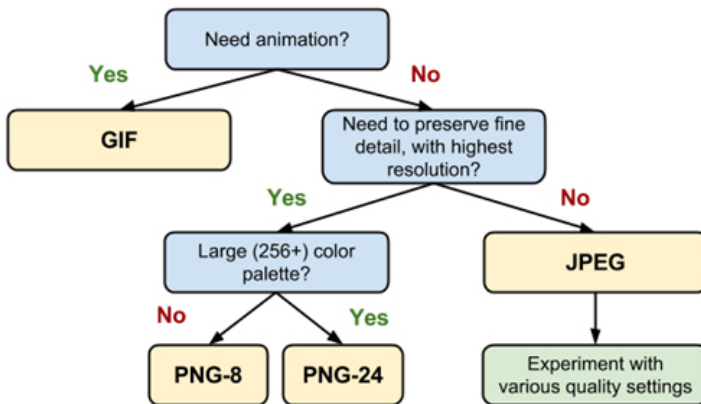
2. Using Lazy Load plug-in

    When a webpage loads in a browser like Firefox and Chrome, the browser by default will load ALL the content including the images below the fold: below the fold means the content you can't see until the user scrolls the webpage. If browsers were more advanced, they'd only load the images the user needs as they need them (as they scroll) the below the fold images would be loaded lazily (loaded later) which we can implement using lazy load plugins

    The benefit of lazy loading images to the user is when they visit a webpage for the first time with a lot of images, the top of the content (what's above the fold) loads quicker (they can interact sooner) AND any important resources loaded at the bottom of the HTML code (semi-important JavaScript for example) loads BEFORE the below the fold images the user currently doesn't need (the images aren't above the fold, they aren't needed).

    Lazy loading images also saves the visitor money, if they are on a mobile contract which measures data usage, lazy loading will decrease data usage: if a user doesn't scroll all the way to the bottom of the webpage, they won't download all the images.

The benefit to the webmaster is users on a slow connection are less likely to leave the site early because of a slow/bad connection

Check page with lazy load images: https://seo-gold.com/webpage-test-gtmetrix-and-pingdom-seo-performance-tests/

ii. Reduce server response time

Response time is how long it takes for a web server to respond to a request from a user.

- Page Speed Booster tells your browser to use idle time to retrieve or prepare to retrieve page contents in anticipation of the user's next action.

- For example, while on the home page, the user is currently on a page to choose a product to click. So, almost the next page will be the product detail page. Page Speed Booster improves the performance of this page by having the browser retrieve the contents while the user is still thinking. Once the visitor clicks on a link, the browser only needs to retrieve the content from the browser's cache.

- As a result, Page Speed Booster helps to make your site's pages instant and improves your Conversion Rate.

iii. Install and Configure Cache Plugin

Client-side caching, also known as browser caching, allows your browser to store this static content so it doesn't need to download them every time you visit a site. They are simply served from a local cache stored on your computer's hard drive.

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