

Facilitator & Producer Guide - Overview on Search Engine Optimization (VILT course)

by : Dian Dewi

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General Introduction

The synchronous VILT course titled 'Search Engine Optimization Overview' is part of a week-long course on Mastering the Search Engine offered by Company X. A demo/tutorial/Q&A session will be held the next day and will provide the practical aspects of this course.

Link to the presentation:

 [SEO TUTORIAL - AN OVERVIEW](#)

Recommended platform: ZOOM.

External apps used for activities and the set-up direction for them should be adjusted if other web-conferencing software is used.

LEARNING OBJECTIVES:

At the end of the course, participants should be able to:

- Describe the goal of search engine (SEO) optimization and name ways to get to the top of Google search for a variety of keywords.
- Explain how to use a keyword research tool to find good keywords to incorporate in a website/blog and recognize the importance of long-tailed keywords.
- Summarize the steps to incorporate good keywords in a website/blog for on-page SEO optimization.
- Describe the best practices for a link building campaign.
- Explain how to tailor the link building campaign for local businesses.

EXACT PRESENTATION TIMING: 52 minutes

- ❖ Introduction (slide 1-3) – 2 min
- ❖ About SEO (slide 4-8) – 17 min
- ❖ SEO Tips 1 (keyword research; slide 9-17) – 14 min
- ❖ SEO Tips 2 (on-page optimization; slide 18-24) – 8.5 min
- ❖ SEO Tips 3 (link building; slide 25-30) – 8.5 min
- ❖ Summary and conclusion (31-33) – 2 min

The facilitator has to finish this session in 60 min. A wiggle room of 8 min is provided.

PRODUCER JOB DESCRIPTION:

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- ☐ Pre-work: The producer should go through the slides ahead of time, and practice with the facilitator to ensure smooth delivery on the slides containing activities. Planned activities include: word cloud, poll, whiteboard, chat, interactive discussion, and breakout room. Set up the zoom poll, breakout room, and mentimeter word cloud questions ahead of time.
- ☐ During the training:
 - a. The producer should ensure all participants are muted and arrange them to be unmuted if necessary.
 - b. The producer should record the presentation.
 - c. All chat activities and technical issues, including zoom poll, word cloud, whiteboard, and so forth, should be handled by the producer.
 - d. The producer should admit the participants.

FACILITATOR JOB DESCRIPTION:

- Pre-work:
 - a. Almost all the slides are animated; the facilitator should practice ahead of time to anticipate different animations included in this presentation.
 - b. The facilitator should also practice with the producer to ensure smooth delivery on the activity slides. Planned activities include: word cloud, poll, whiteboard, chat, interactive discussion, and breakout room.
- During the training: A facilitator should present the material. A copy of this guide is included in the presenter's notes in the presentation file for easy reference during the session.

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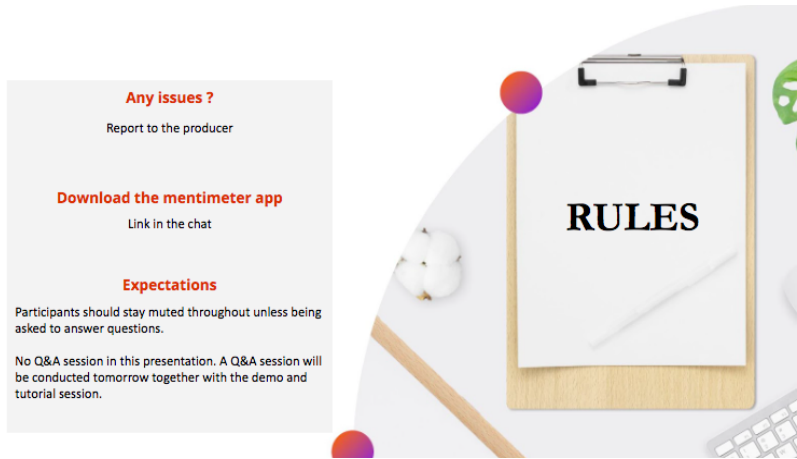
Section 1: Introduction

Slide 1. Welcome and Ground Rules	
Thumbnail & Notes	Notes for the Facilitator & Producer
 Timing: 0.5 min	FACILITATOR: [DO] Greetings and welcome. [SAY] This course is part of the digital marketing course by Company X and provides an overview for SEO or search engine optimization. This course is expected to last for one hour. The course recording and presentation will be provided to the participants through the email and FB group. A one-hour demonstration, tutorial, and Q&A session will be conducted tomorrow at the same time. Link will be provided at the end of this presentation, in our FB group, and your emails. [ADVANCE SLIDE]

Slide 2. Ground Rules

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Thumbnail & Notes	Notes for the Facilitator & Producer
 Any issues ? Report to the producer Download the mentimeter app Link in the chat Expectations Participants should stay muted throughout unless being asked to answer questions. No Q&A session in this presentation. A Q&A session will be conducted tomorrow together with the demo and tutorial session. Timing: 0.5 min	FACILITATOR: [DO] Explain these following while referring to the presentation: - Introduce both the facilitator and producer to the audience. Participants can chat with the producer for any issues encountered during the session. - Remind the participants to download the mentimeter app for best experience. Link is provided in the chat. - Set up the ground rules: a. Participants should be muted throughout unless the producers allow them to unmute themselves, although camera/video is allowed. b. There is no Q&A session in this presentation. A dedicated Q&A/demo session will be held the next day at the same time. [ADVANCE SLIDE] PRODUCER: [DO] Type the mentimeter app download link in the chat : https://marketplace.zoom.us/apps/D6gsxPEXS8eNr9d6gNFCIg

Slide 3. Session Agenda and Learning Objectives

Thumbnail	Notes for the Facilitator & Producer
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 Timing: 1 min	FACILITATOR: [SAY] One way to attract the target audience is to optimize your website for search engines using SEO or search engine optimization techniques. This presentation provides an overview on how to do so. [DO] Read the session agenda and explain the learning objectives of each section. [ADVANCE SLIDE] PRODUCER: N/A
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Section 2: About Search-Engine Optimization.

Slide 4. Title Slide: About SEO	
Thumbnail	Notes for the Facilitator & Producer

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ABOUT SEO An overview on how to do SEO. SEO TIPS 1 Choosing suitable keywords. SEO TIPS 2 On-page SEO optimization. SEO TIPS 3 Link building. SUMMARY 	FACILITATOR: [DO] Read the orange text and explain briefly. [ADVANCE SLIDE] PRODUCER: N/A
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Timing: 0.5 min

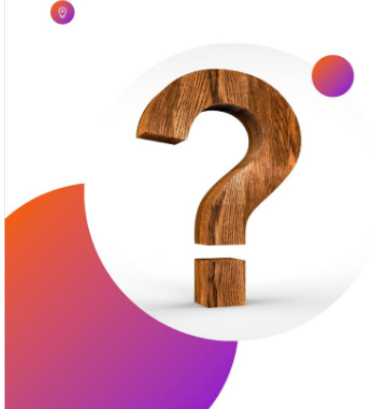
Slide 5. The Purpose of SEO - Word Cloud Activity

Thumbnail

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 IT'S ACTIVITY TIME! Instruction: • When invited to accept a zoom app (mentimeter), click VIEW • If you don't have the mentimeter app already, you will be prompted to install it. Click ADD. • Click OPEN and answer the question below. What is the purpose of Search Engine Optimization (SEO) ? TIMING: 3.5 min <i>Consists of: 0.5 min (reading instruction), 1 min (mentimeter transition, 1 min (word cloud), 1 min (debrief)</i>	FACILITATOR: [SAY] Before we start this session, I want to know what you know about SEO. Let's do this activity to find out. [DO] Click and read the instruction and the question. [DO] End the screen/presentation sharing PRODUCER: [DO] Take over the screen by activating the mentimeter app. [DO] Activate the mentimeter app by selecting 'app' and send invites to participants. [DO] Share the questions with the participant. Then share the word cloud in real time for around 1 minutes. FACILITATOR: [DO] Comment on the word cloud produced by the participants as the words coming in. Debrief by emphasizing the fact that the purpose of SEO is to optimize the webpages such that the search engine would rank them high in the search result page. There are many search engines, but the most popular nowadays is Google. Therefore, today's session will only discuss how to rank high on Google. PRODUCER: [DO] Stop sharing the word cloud. FACILITATOR: [DO] Take over the screen and advance slide.
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Slide 6. Ranking High in Google Search Results - Breakout Room Activity

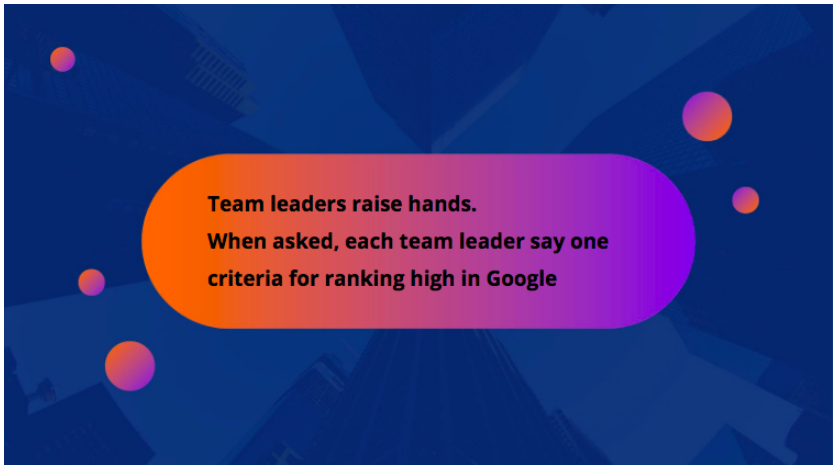
Thumbnail	Notes for the Facilitator & Producer
How to Rank High in the Google Search Result Pages Activity: • Join the assigned break out room. • Discuss the question below for 5 minutes. • Go back to the main room and present the team's finding. The question: If you're an engineer working for Google, how would you determine which webpages rank high in the result page for a particular keyword? Hints: think about how they measure the webpage authority. Timing: 1 min (explaining the slide); 5 min (breakout room)	FACILITATOR: [SAY] We know that SEO is about ranking high in google search result pages. Now, I'll split you into groups so you can discuss among you what could be the criteria employed by Google to determine which webpages rank high. [DO] Click and read the texts. [ADVANCE SLIDE] PRODUCER: Set up enough breakout rooms to contain 5-6 participants/room. Set the timing to 5 minutes, with an announcement popping up at 30 seconds before the time is up.

Slide 7. Plenary Discussion on How to Rank High in Google - Whiteboard Activity

Thumbnail	Notes for the Facilitator & Producer
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 Team leaders raise hands. When asked, each team leader say one criteria for ranking high in Google Timing: 5 min (4 min for participants to answer the question, 1 min debrief)	FACILITATOR: [SAY] Now that you're back here, let's see what criteria you all come up with in order for a website to score high on Google search result page. [DO] Click and read the texts. PRODUCER [DO] Take over the presentation screen and switch to whiteboard mode. [DO] Ask the team leaders to raise their hand, and ask one by one (starting from the first to raise hand) the criteria they come up with. Tell them not to duplicate other team's answers. [DO] Write down their ideas on the whiteboard. [DO] Save/screenshot the whiteboard FACILITATOR: [DO] Debrief by Summarizing the participants' findings. Emphasize that the answers fall into two categories: page relevancy and page authority. [SAY] Let's learn more about ranking high in Google. [ADVANCE SLIDE]
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Slide 8. Debrief: Factors Determining Google Search Result Rank

Thumbnail

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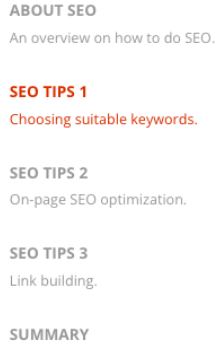
 Factors Determining Google Search Result Ranks Page relevancy: a. On-page content relevancy to keywords. b. User behaviors (e.g. length of stay) c. Frequency of adding contents. Vote of authority a. Relevant and authoritative backlinks b. Age. c. Website size. d. No dead link (have a 404 page) e. SSL (security) Timing: 2 min	FACILITATOR: [SAY] There are many factors determining google search result ranks. They are mainly divided into two categories: page relevancy and vote of authority. The more relevant your content is to the searched keywords, the higher your rank is. The more authority Google perceives your site has, the higher your rank is. Now, let's deep dive into each criteria. [DO] Click, read the texts (until: Vote of authority - E. SSL (security)). [SAY] Today, we're going to talk more about two most important aspects of SEO, which are: [CLICK] On-page content relevancy to searched keywords and relevant and authoritative backlinks. In order to know which keywords to use, we need to do the keyword research first. [ADVANCE SLIDE] PRODUCER: N/A
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Section 3: SEO Tips 1 - Keyword Research

Slide 9. Title Slide: Keyword Research	
Thumbnail	Notes for the Facilitator & Producer

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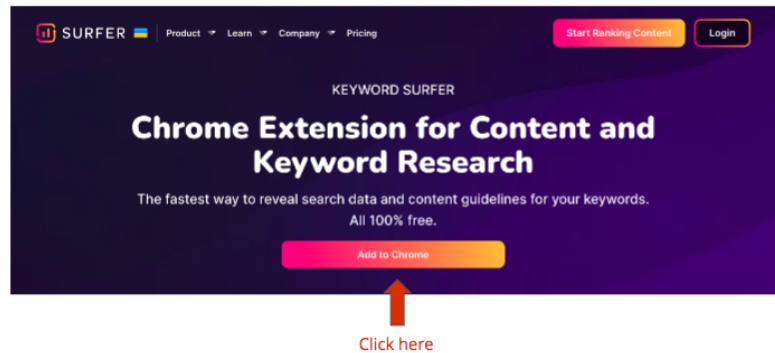
 ABOUT SEO An overview on how to do SEO. SEO TIPS 1 Choosing suitable keywords. SEO TIPS 2 On-page SEO optimization. SEO TIPS 3 Link building. SUMMARY Timing: 0.5 min	FACILITATOR: [DO] Read the orange text. [ADVANCE SLIDE] PRODUCER: N/A
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Slide 10. Free Keyword Research Tool (SEO Surfer)	
Thumbnail	Notes for the Facilitator & Producer
	FACILITATOR: [SAY] In order to find suitable keywords, we need to use a keyword research tool. A free keyword research tool that I recommend is called the Keyword Surfer, which is a Chrome extension. [CLICK] To begin using it, go to surferseo.com, and click add to chrome to install it.

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Free Keyword Research Tool : Keyword Surfer (surferseo.com)



Timing: 0.5 min

[CLICK] If you don't use chrome, there's an alternative to it, which will be discussed later.

[ADVANCE SLIDE]

PRODUCER: N/A

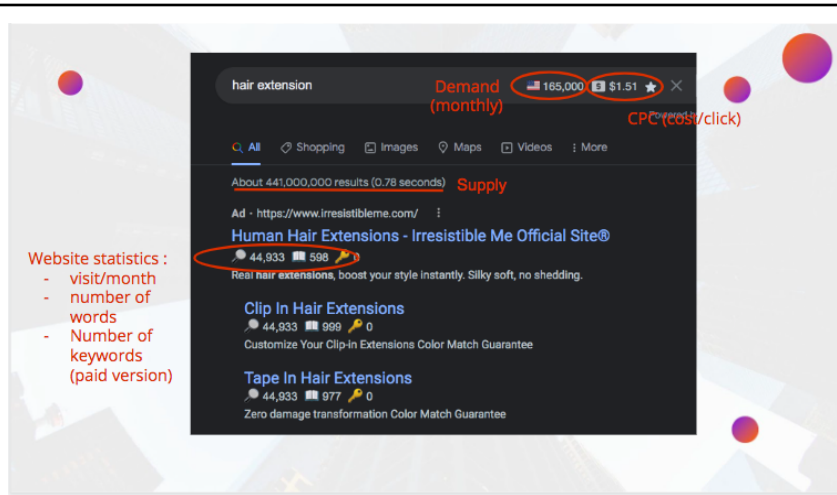
Slide 11. Interpreting the Keyword Data.

Thumbnail

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Timing: 2.5 min

FACILITATOR:

[SAY] As you can see here, once you install the Keyword Surfer, everytime you search something in Google, several numbers come up.

[DO] Hover on the numbers that come up.

[SAY] In the example here, we investigate the keyword Hair Extension.

[CLICK] As you see, the number 165,000 comes up. This number shows the demand, which is the monthly search of that particular keyword

[CLICK] Here, the number \$1.51 shows the cost for advertising hair extension products. This keyword has a CPC (cost per click) of \$1.50 which means every time a surfer clicks on the advertisement for that keyword, the advertiser pays \$1.51 per click.

[CLICK] These numbers show statistics for the website Irresistibleme.

[CLICK] Finally pay attention to the number that google provides here (441 million results). This shows the supply, which is the number of webpages existed for the keyword hair extension. Please note that it only shows the number of competitors, but doesn't give any information on the strength of the competitor, especially the ones ranked on the top of Google results. In order to know the strength of the competitor, you need to use other keyword research tools.

[ADVANCE SLIDE]

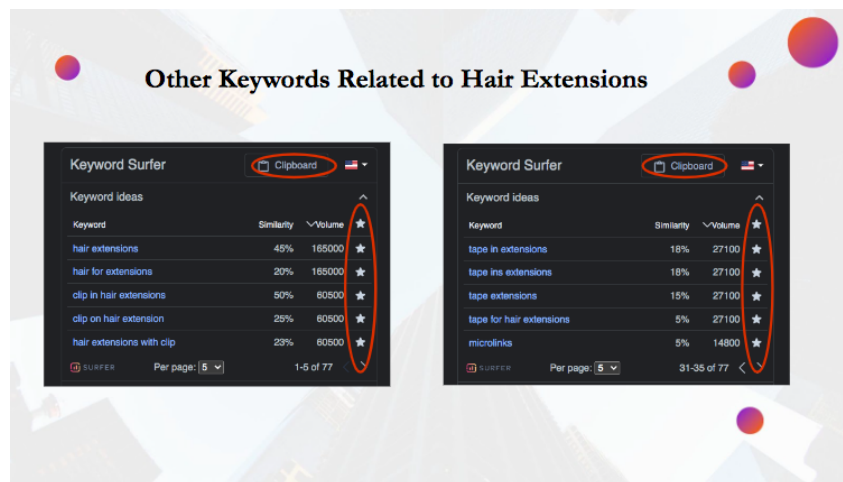
PRODUCER: N/A

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Slide 12. Reading the SEO Surfer Data.

Thumbnail



Timing: 1.5 min

Notes for the Facilitator & Producer

FACILITATOR:

[SAY] As you scroll down the search result page, you will see a table from the Keyword Surfer showing related keywords which in this case is: hair extension. These keywords have volume numbers next to them, which show demand or queries per month. So here you see related keywords such as: clip in hair extension, clip on hair extension, tape in extensions, and so forth. If you sell hair products, you can talk about a variety of hair extension products using those keywords and get traffic from those keywords. You can put your favorite keywords in a clipboard for future use by selecting the stars next to your favorite keywords.

[DO] Click.

[SAY] This will move your selected keywords to a clipboard. If you want to see the content of the clipboard, click on the clipboard like this.

[DO] Click.

[SAY] When you click the clipboard you will see something like this.

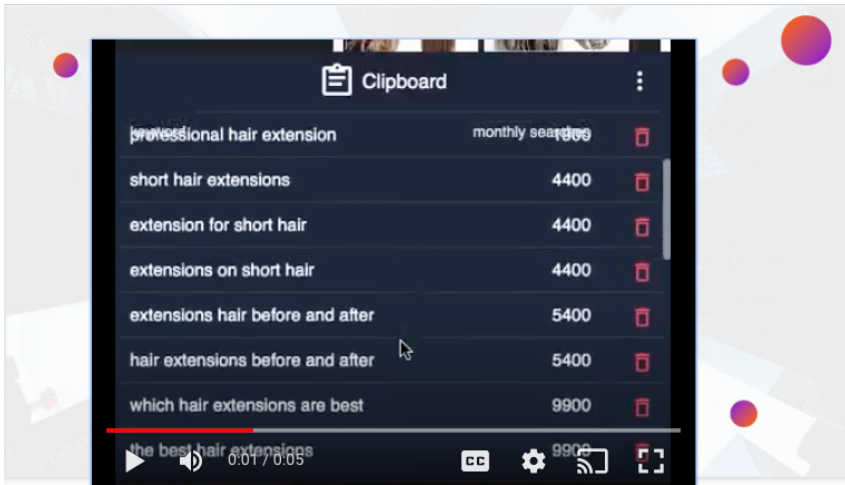
[ADVANCE SLIDE]

PRODUCER: N/A

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Slide 13. SEO Surfer Clipboard Video.

Thumbnail	Notes for the Facilitator & Producer
 Timing: 0.5 min	FACILITATOR: [DO] Click on the video (It's a 5-second clipboard scrolling video). [SAY] As you can see, the clipboard stores all of the related keywords that you've selected. [ADVANCE SLIDE] PRODUCER: N/A

Slide 14. Finding More Related Keywords - Lateral Keywords.

Thumbnail	Notes for the Facilitator & Producer
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Ideas to Find Lateral Keywords (Similar Meaning)

Buying Guide: Hair Extensions

Type: What are the different types of artificial hair integrations?

Price: How much does artificial hair integration cost?

Length: How long should artificial hair integrations be?

Timing: 1 min

FACILITATOR:

[SAY] Using Keyword Surfer, you can find many related keywords to hair extension which contain the exact wording, for instance: hair extension with clip on, best hair extension, and so forth. However, there are other types of keywords called lateral keywords which have similar meaning to the keywords you are targeting for, but do not contain the exact wording. As you scroll down the search result page, you will see the buying guide questions, containing the lateral keyword: hair integration.

[CLICK] This word has a similar meaning to hair extension and can be used for your website, but doesn't contain the exact wording. You can further expand your keyword list using hair integration as a keyword and get more related keywords from the SEO Surfer.

[NOTE] While explaining the above items, hover over the appropriate screenshot.

[SAY] I will provide a demo and tutorial on this in our next session, same time tomorrow.

[ADVANCE SLIDE]

PRODUCER: N/A

Slide 15. Alternative Keyword Research Tools

Thumbnail

Notes for the Facilitator & Producer

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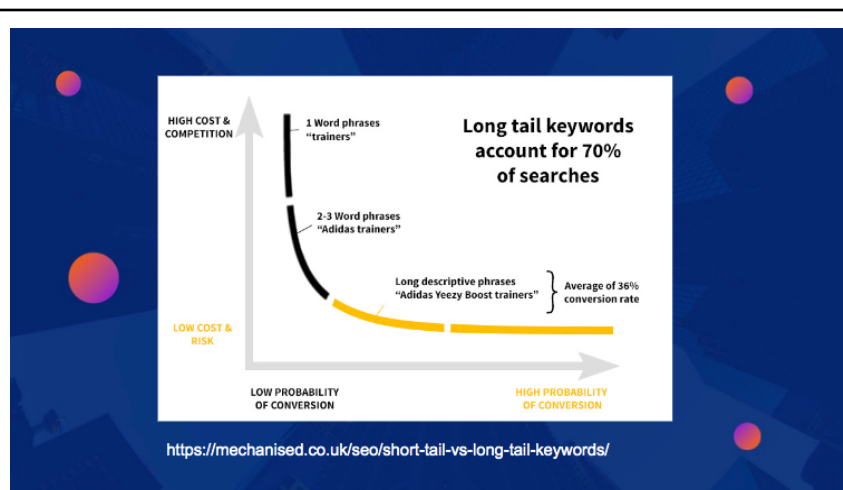
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 Alternative Keyword Research Tools <u>Google Adwords</u> • Free, but users have to submit the credit card details. • Non extension • Include lateral keyword suggestions. • Include competition research (low, high, medium). <u>Keyword Everywhere</u> • Not free, but affordable. • A chrome extension • Include competition research (numbers assigned). • Keyword reports contain demand, competition number, CPC. Timing: 2 min	FACILITATOR: [SAY] As I mentioned earlier, SEO Surfer doesn't provide the competition data and doesn't suggest lateral keywords, for example: hair integration for hair extension keyword search. [DO] Click. [SAY] You can use Google Adwords for those. However, to do the search, you have to actually go to the google adwords site because it's not a chrome extension. Finally, Google Adwords is free, but they want to have your credit card details on file. [DO] Click and explain the slides. When the word Keyword Everywhere appears, stop clicking. [SAY] This is a paid Google chrome extension which functions like SEO Surfer but it has more functionalities and better keyword reports. [DO] Click and explain the slide. [ADVANCE SLIDE] PRODUCER: N/A
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Slide 16. The Importance of Long-Tail Keywords	
Thumbnail	Notes for the Facilitator & Producer

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Timing: 1.5 min

FACILITATOR:

[SAY] People use Google to search phrases/keywords which contain only one word or many words. Sometimes people even put a sentence in a search box. One-word phrases, such as trainers are searched at a much higher volume than multiple-word phrases such as Adidas Yeezy Boost trainers. So you may have thought that you should attempt to rank high for these high-volume keywords. However, not only one-word phrases come with a large amount of competition and high cost of advertising (CPC), they are also known to have low probability of conversion. In contrast, long descriptive phrases are like low-hanging fruit; they are so specific that they are rarely used (hence low competition), but at the same time they result in high probability of conversion.

[NOTE] While explaining this, hover over the relevant facts on the slide.

[SAY] Therefore, don't discount these long tail keywords.

[ADVANCE SLIDE]

PRODUCER: N/A

Slide 17. Exercise on Finding Long-Tail Keywords - Activity

Thumbnail

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 IT'S ACTIVITY TIME! Instruction: • When invited to accept a zoom app (mentimeter), click VIEW • Click OPEN and answer the question below. What long tail phrase you can think of for the word: "Jacket" ? Timing: 3.5 min <i>Consists of: 0.5 min (reading instruction), 0.5 min (mentimeter transition, 2 min (word cloud), 0.5 min (debrief)</i>	FACILITATOR: [SAY] Now, we're going to practice finding a long-tail phrase. Let's have a mentimeter activity again. [DO] Click and read the instruction and the question. PRODUCER: [DO] Activate the mentimeter app by selecting 'app' and send invites to participants. [DO] Share the questions with the participant. Then share the word cloud in real time for around 2 minutes. FACILITATOR: [DO] Comment on the word cloud produced by the participants as they come in. Debrief by emphasizing the fact that long-tail keywords are like low hanging fruit. Use those to get the best conversion of the keywords you can rank high more easily at Google. [NOTE] At this point, the producer can stop sharing the word cloud. [ADVANCE SLIDE]
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Section 4 : SEO Tips 2 - On-Page SEO Optimization

Slide 18. Title Slide - On-Page SEO Optimization	
Thumbnail	Notes for the Facilitator & Producer

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ABOUT SEO An overview on how to do SEO. SEO TIPS 1 Choosing suitable keywords. SEO TIPS 2 On-page SEO optimization. SEO TIPS 3 Link building. SUMMARY 	FACILITATOR: [DO] Read the orange text and explain briefly. [ADVANCE SLIDE] PRODUCER: N/A
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Timing: 0.5 min

Slide 19. Homepage - Optimizing Title

Thumbnail

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TITLE HOMEPAGE Timing: 1.5 min	FACILITATOR: [SAY] So, what type of on-page SEO optimization can we do ? [CLICK] When Hubspot is searched, Hubspot website comes up first. Thus, the first thing we can optimize for our homepage is the title. [CLICK] You can see that the Hubspot website title is not only optimized for the word Hubspot, but also for the word inbound marketing, as well as sales & service software. [CLICK twice] When the users search for the word inbound marketing, hubspot turns up first in the search engine. However, when the words like sales, and service software is searched, hubspot is not found on the first page. This is because those words have higher competition and are less specific than the words Hubspot and inbound marketing. Therefore, you can optimize your homepage by including your brand name and one or two keywords which are specific for your products or service. [ADVANCE SLIDE] PRODUCER: N/A
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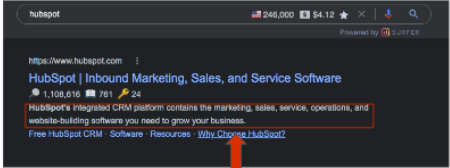
Slide 20. Homepage - Optimizing Description

Thumbnail

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 DESCRIPTION <i>Timing: 1 min</i>	FACILITATOR: [SAY] What type of on-page SEO optimization can we do next ? Let's see what comes under the title when the word hubspot is used on Google. [CLICK] The word hubspot shows in the description of the homepage. [CLICK] Description should include the brand name and description of your products or service. Include appropriate keywords. Now, how about the webpages other than the homepage ? [ADVANCE SLIDE] PRODUCER: N/A
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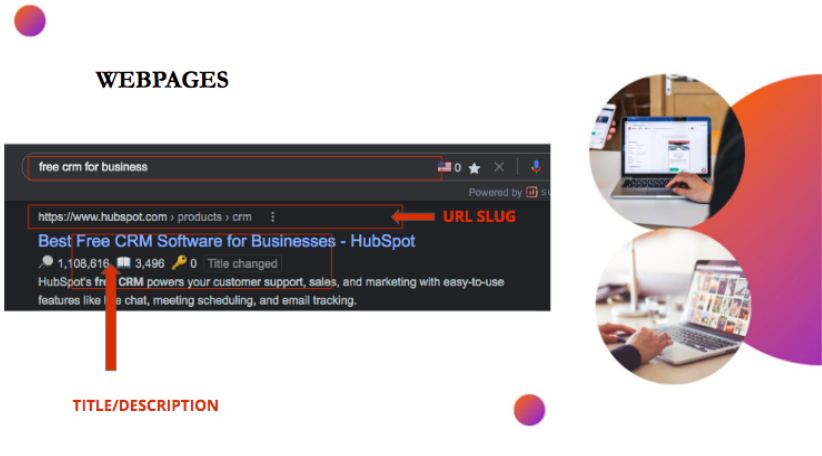
Slide 21. Webpages - Optimizing URL Slug, Title & Description

Thumbnail

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 WEBPAGES free crm for business https://www.hubspot.com/products/crm Best Free CRM Software for Businesses - HubSpot 1,108,616 3,496 0 Title changed HubSpot's free CRM powers your customer support, sales, and marketing with easy-to-use features like chat, meeting scheduling, and email tracking. TITLE/DESCRIPTION URL SLUG Timing: 1 min	FACILITATOR: [SAY] How about other webpages ? [CLICK TWICE] Optimizing webpages other than homepage should include optimizing the URL slug. Here you can see that the URL slug contains the word CRM which seems to be the keyword this particular webpage is optimized for since when the word CRM is typed on the search box, this particular webpage comes up. [CLICK] Next, the title and the description of that particular webpage has to be optimized for specific keywords. [CLICK TWICE] Again, as you can see the word CRM is used in both the title and description of that webpage. Therefore, a webpage other than homepage can be optimized through the URL slug, title, and description. NOW, let's see the content of this webpage. [ADVANCE SLIDE] PRODUCER: N/A
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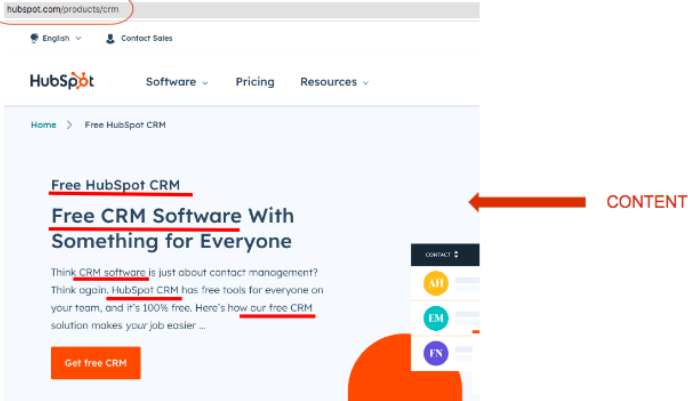
Slide 22. Webpages - Optimizing Content

Thumbnail

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by : Dian Dewi

 Timing: 1 min	FACILITATOR: [SAY] This is the webpage which is optimized for the word CRM and Hubspot. AS you can see the URL slug contains the word CRM. [CLICK] Now look at the content. [CLICK] You can see that it contains the word CRM and HubSpot several times [CLICK] Therefore, to optimize a webpage, you should sprinkle the keywords into the content. [ADVANCE SLIDE] PRODUCER: N/A
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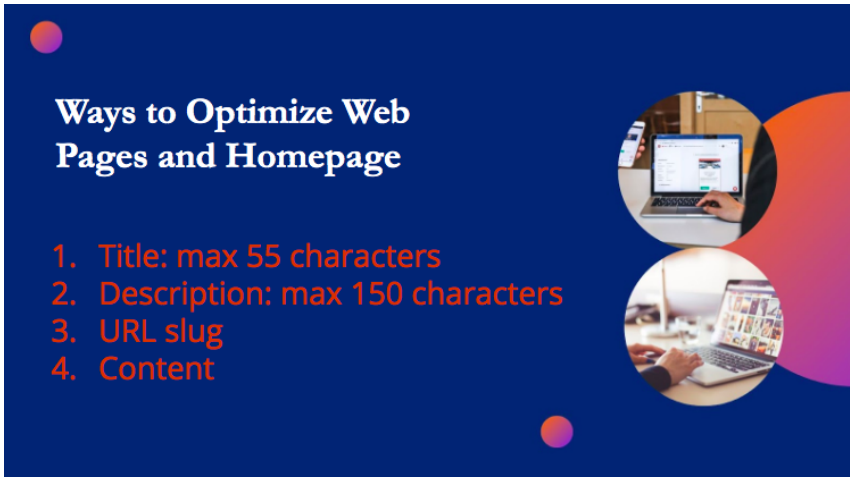
Slide 23. Summary on Ways to Optimize Webpages

Thumbnail

Notes for the Facilitator & Producer

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by : Dian Dewi

 Ways to Optimize Web Pages and Homepage 1. Title: max 55 characters 2. Description: max 150 characters 3. URL slug 4. Content <i>Timing: 1.5 min</i>	FACILITATOR: [SAY] So, how do we do on-page SEO for webpages and homepage ? [CLICK] Read the orange text one by one. [ADVANCE SLIDE] PRODUCER: N/A
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Slide 24. Adding Title and Description to a Website

Thumbnail

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by : Dian Dewi

 Where Can We Add the On-Page SEO ? • SEO page of web builders. • All web builders can customize the URL slug • May need a SEO plug-in for a Wordpress site Timing: 2 min	TIMING: 2 min FACILITATOR: [SAY] How do we add the site's title and description ? Type your idea in the chat. PRODUCER: [DO] Check on the chat and read participants' ideas. FACILITATOR: [CLICK] Read and explain. [SAY] I will show how to do this in tomorrow's session in which we will do demos and tutorials for SEO-ing webpages. [ADVANCE SLIDE] PRODUCER: N/A
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Section 5: SEO Tips 3 - Link Building

Slide 25. Title Slide - Link Building	
Thumbnail	Notes for the Facilitator & Producer

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by : *Dian Dewi*

ABOUT SEO An overview on how to do SEO. SEO TIPS 1 Choosing suitable keywords. SEO TIPS 2 On-page SEO optimization. SEO TIPS 3 Link building. SUMMARY 	FACILITATOR: [DO] Read the orange text and explain briefly. [ADVANCE SLIDE] PRODUCER: N/A
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Timing: 0.5 min

Slide 26. Types of Links and Their Importance

Thumbnail

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TWO TYPES OF LINKS  EXTERNAL • Indicate the level of authority • Have to be relevant and high quality • Use keywords in the links  INTERNAL • Give hierarchical structure • Shows which pages are important in our site • Use keywords in the links Timing: 1.5 min	FACILITATOR: [SAY] There are two types of link, the external links and the internal links. Both are important for SEO. The external links, which are also called inbound links or backlinks, link other sites to ours. These links come from the other sites and therefore act as the vote of authority for our site. [CLICK] The more inbound links a site has, the more authoritative it is from Google point of view. [CLICK] However, the inbound links have to be of high quality and relevant. Relevancy can be shown by the keywords contained in the link. We'll talk about how to get such links later. [CLICK] Internal links link pages within our site and give hierarchical structure for our site. [CLICK] It shows Google which pages are important in your website and which ones are less important. [CLICK] Again, relevancy can be shown by putting the keywords in the link. [ADVANCE SLIDE] PRODUCER: N/A
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Slide 27. Building Inbound Links

Thumbnail

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by : Dian Dewi

 Ways to Get Inbound Links - Through social media sites. - Through writing articles (medium, guest writer, etc) - Through answering questions (quora) - By providing great contents on your website so that other websites would want to link to your site. - By installing social site widgets so it's easy to share your site. - Link exchange with other relevant websites. Timing: 2 min	TIMING: 2 min FACILITATOR: [SAY] There are many ways to get good inbound links. Can you think of any ? Please raise your hand if you have any ideas. [DO] Interact with the participant and ask several people to raise their hand and answer. [DO} Click, read, and briefly explain. [SAY] We will talk more about this and brainstorm different ways of getting inbound links in our demo and tutorial session tomorrow. [ADVANCE SLIDE] PRODUCER: N/A
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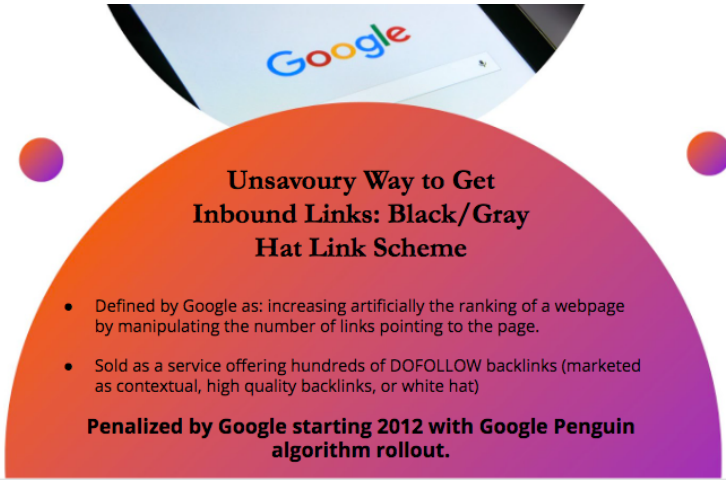
Slide 28. Beware of Black Hat Link Building Scheme

Thumbnail

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 Unsavoury Way to Get Inbound Links: Black/Gray Hat Link Scheme • Defined by Google as: increasing artificially the ranking of a webpage by manipulating the number of links pointing to the page. • Sold as a service offering hundreds of DOFOLLOW backlinks (marketed as contextual, high quality backlinks, or white hat) Penalized by Google starting 2012 with Google Penguin algorithm rollout. <i>Timing: 1 min</i>	FACILITATOR: [SAY] The best way to build inbound links is to build them organically. Beware of black/gray hat link tactics aimed to increase the number of inbound links fast. [CLICK twice] Read and explain. [CLICK] Read (Penalized by Google ...) and explain. [SAY] If you own a local business, there are specific ways to build the inbound links to promote your business. Before I explain the tricks, let's do a poll first. [ADVANCE SLIDE] PRODUCER: N/A
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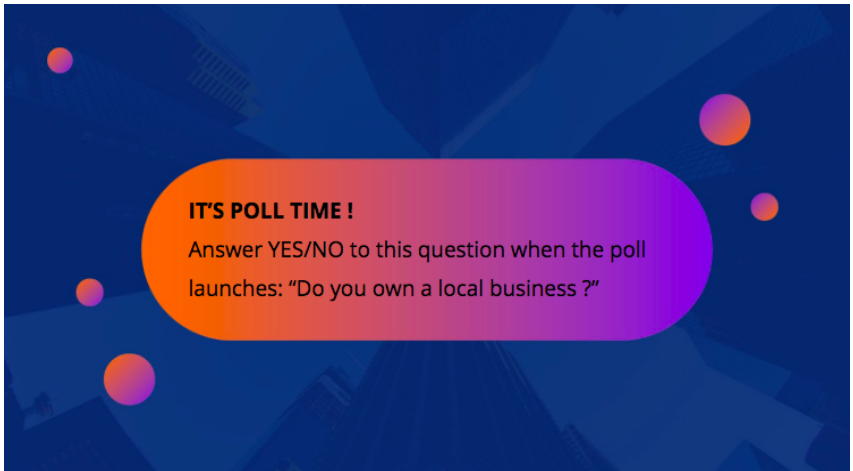
Slide 29. Who Own a Local Business - Poll

Thumbnail

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 Timing: 2 min	FACILITATOR: [SAY] I wonder how many of you here own a local business. Let's take a poll. Answer YES/NO to this question when the poll launches: "Do you own a local business ?" PRODUCER: [DO] Launch the zoom poll. Close the poll after 30 seconds and share the result screen with the audience. FACILITATOR: [DO] Comment on the poll results.
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Slide 30. Link Building for Local Business

Thumbnail

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 Link Building for Local Businesses 1. Link exchange/partnership with other relevant business, preferably locals. 2. Get your business up in local directories or review websites such as yelp. 3. Make sure you submit your business details to Google business and encourage your customers to review your business. 4. Social media links. 5. Host or sponsor local events. 6. Contact local bloggers/influencers for a review and backlink. 7. Write guest articles/post. 8. Update your website contents regularly and write relevant contents (preferably local contents).	FACILITATOR: [SAY] Although all link building efforts are essentially similar, if you want to increase your chances to be found for keywords used for local search, you should try to get more local links. Can you think of any ideas for this ? Please raise your hand if you have any ideas. [DO] Interact with the participants and ask several people to raise their hand and answer. [DO] Click and present the slides. [ADVANCE SLIDE] PRODUCER: N/A
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Summary and Conclusion

Slide 31. Title Slide: Summary	
Thumbnail	Notes for the Facilitator & Producer

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ABOUT SEO An overview on how to do SEO. SEO TIPS 1 Choosing suitable keywords. SEO TIPS 2 On-page SEO optimization. SEO TIPS 3 Link building. SUMMARY 	FACILITATOR: [DO] Read the orange text and explain briefly. [ADVANCE SLIDE] PRODUCER: N/A
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Timing: 0.5 min

Slide 32. Summary

Thumbnail

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 Timing: 1 min	FACILITATOR: [DO] Click and present the slides. . [ADVANCE SLIDE] PRODUCER: N/A .
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Slide 33. Thank You

Thumbnail

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 Timing: 0.5 min	FACILITATOR: [DO] Remind the participants that they will have an SEO demo/tutorial and Q&A session at the same time next day. Link is provided in the chat, FB group, and email. Thank the participants for attending today's presentation. PRODUCER: [DO] Type the next session link in the chat.
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