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Week 7

What is SEO?



SEO stands for search engine optimization and it is the process of increasing the quality and quantity of website traffic by increasing the visibility of a website or a web page to users of websites or a web page to users of a web search engine. SEO refers to the improvement of unpaid results and excludes direct traffic/visitors and the purchase of paid placement. (Wikipedia, 2019)

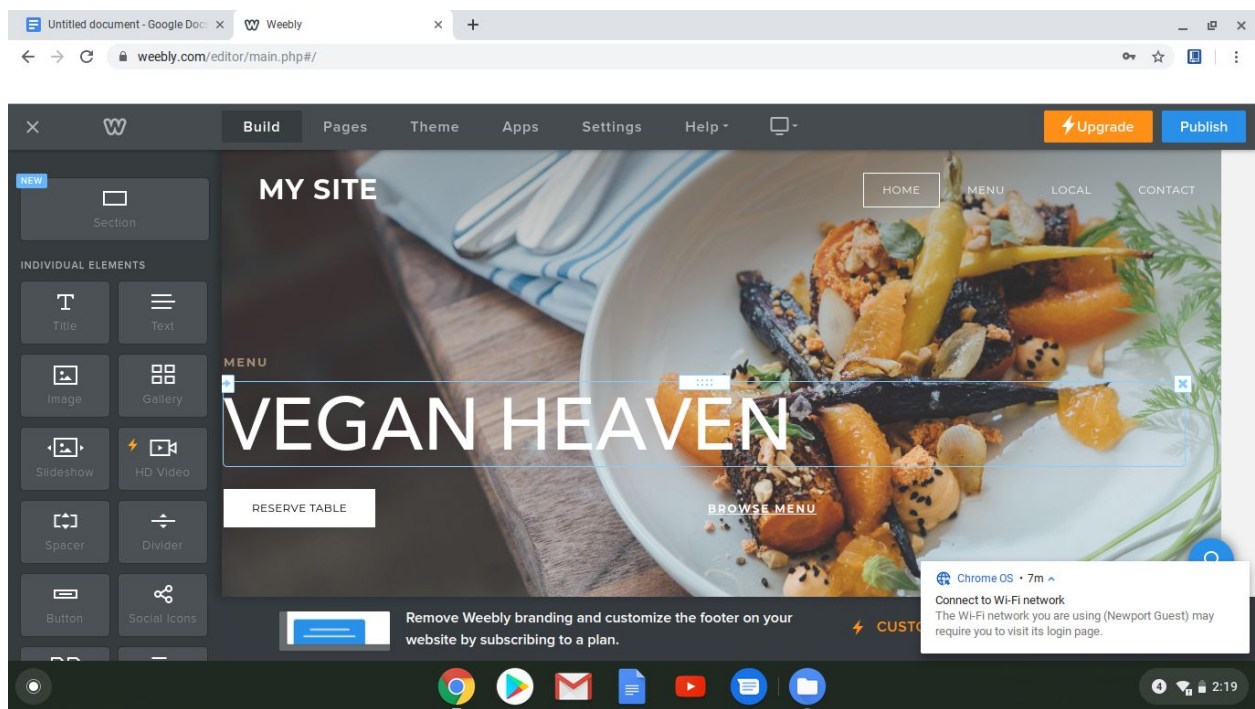
International Marketing Strategy: As an international marketing strategy, **SEO** considers how search engines work, the computer programmed algorithms that indicate search engines, and which search for, the actual search terms or keywords typed into search engine the higher the website ranks in the search engine results page.

Local search: SEO differs from local search engine optimization in that the latter is focused on optimizing a business' online presence so that its web pages will be displayed by the search engines when a user enters a local search for its products or

services. The former instead is more focused on national or International searches. (Sherman, 2019)

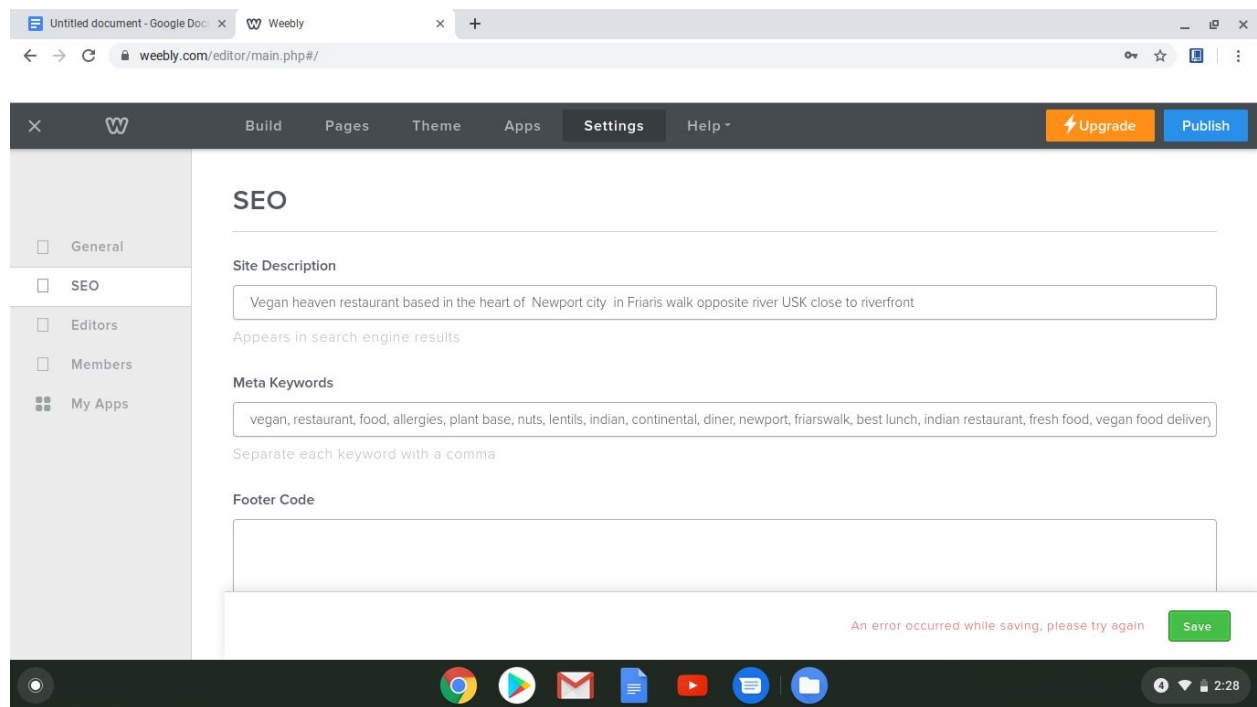
Website:

I have designed a website for our business which is a vegan restaurant. I have used renowned web hosting provider **Weebly**. I chose a layout and edit pictures and texts accordingly. I have tried that our content look awesome and eye catchy. And for that I have chosen brilliant 3 course vegan food and drinks images and added text which explains our place and products we offer to our customers.



- I have chose a hosting website
- Picked restaurant theme
- Added an online menu
- Create an online reservation option
- Added location map
- Contact us

To help our business grow, I need to make sure the website is found by our target audience when they are searching for what we offer and use a number of strategies tailored to meet our goals. I planned our website with an understanding of what our customers would want and the keywords they will use to find our products and services. I have created a series of **keyword** as it is a big part of SEO. In order to do a lot of the other things on this list effective. To choose keywords I had to be specific and realistic. I have chosen the location of our restaurant and used popular place close to it and used keywords related to food i.e, vegan, plant based, indian cuisine and used long tail keyword themes that drive fewer searches and are typically much longer and more specific such as Vegan Heaven restaurant based in heart of newport city etc.



Optimize website:

I have created the pages and make it mobile friendly site. It's important for two reasons. First, according to Google, more than half of the searches come from smartphones. Second, Google now ranks all organic search results - for desktops and mobile devices based on the site's mobile experience, including pagespeed. (Brown, 2018)

Speed of Loading:

Loading speed is very important for any website. A one second delay in page load time could have a huge impact on the ability to engage visitors and make a profit. Its mean having fast site is essential - not only for ranking well with Google , but also for keeping bottom line profits high.

There are many factors which can slow down the website but one of those is poor quality images and size. (Austin, 2019)

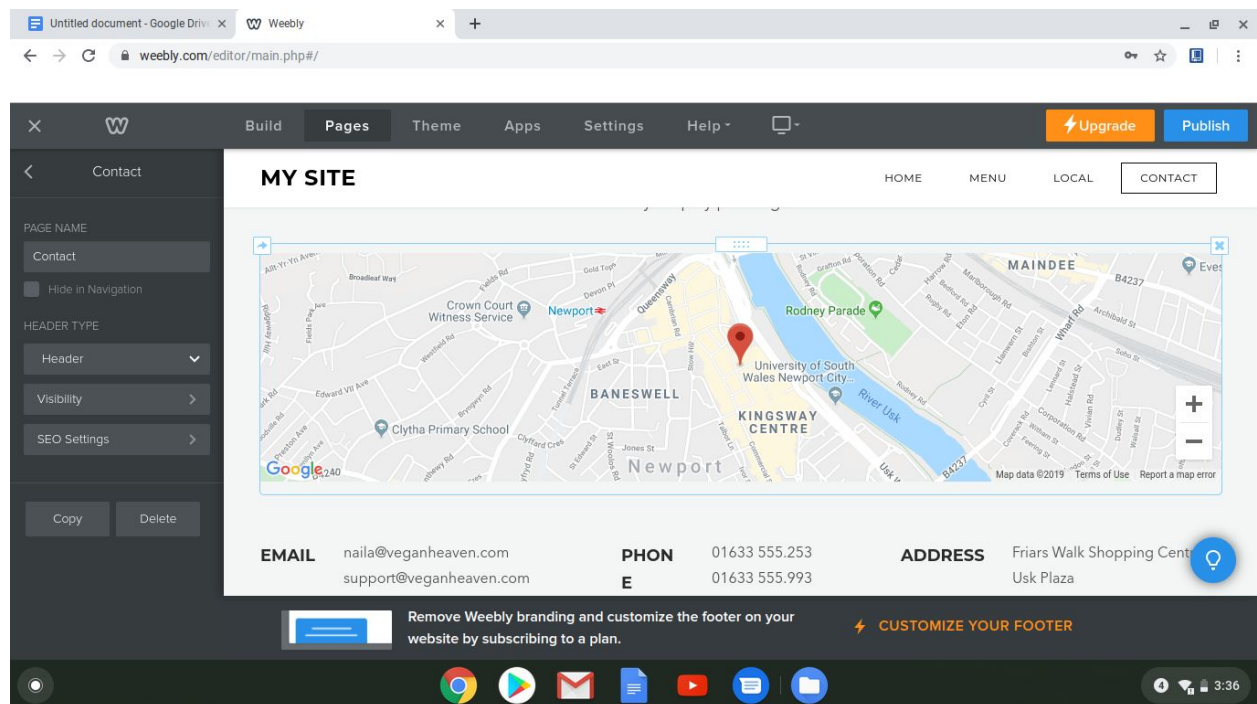
I put good quality images and resize web images to speed and appearance of our website.

Images can play a vital role in one's site speed. They are often large files, which can slow down the page load times. One of the easiest ways to reduce image file sizes is cropping images.

Added a Map:

I chose to add a Google map as well as address on our website. There are several advantages to incorporate Google maps.

- It's going to help users to find our location.
- Maps can make our website interactive
- It sends out trust signals to readers about our restaurant credibility.



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