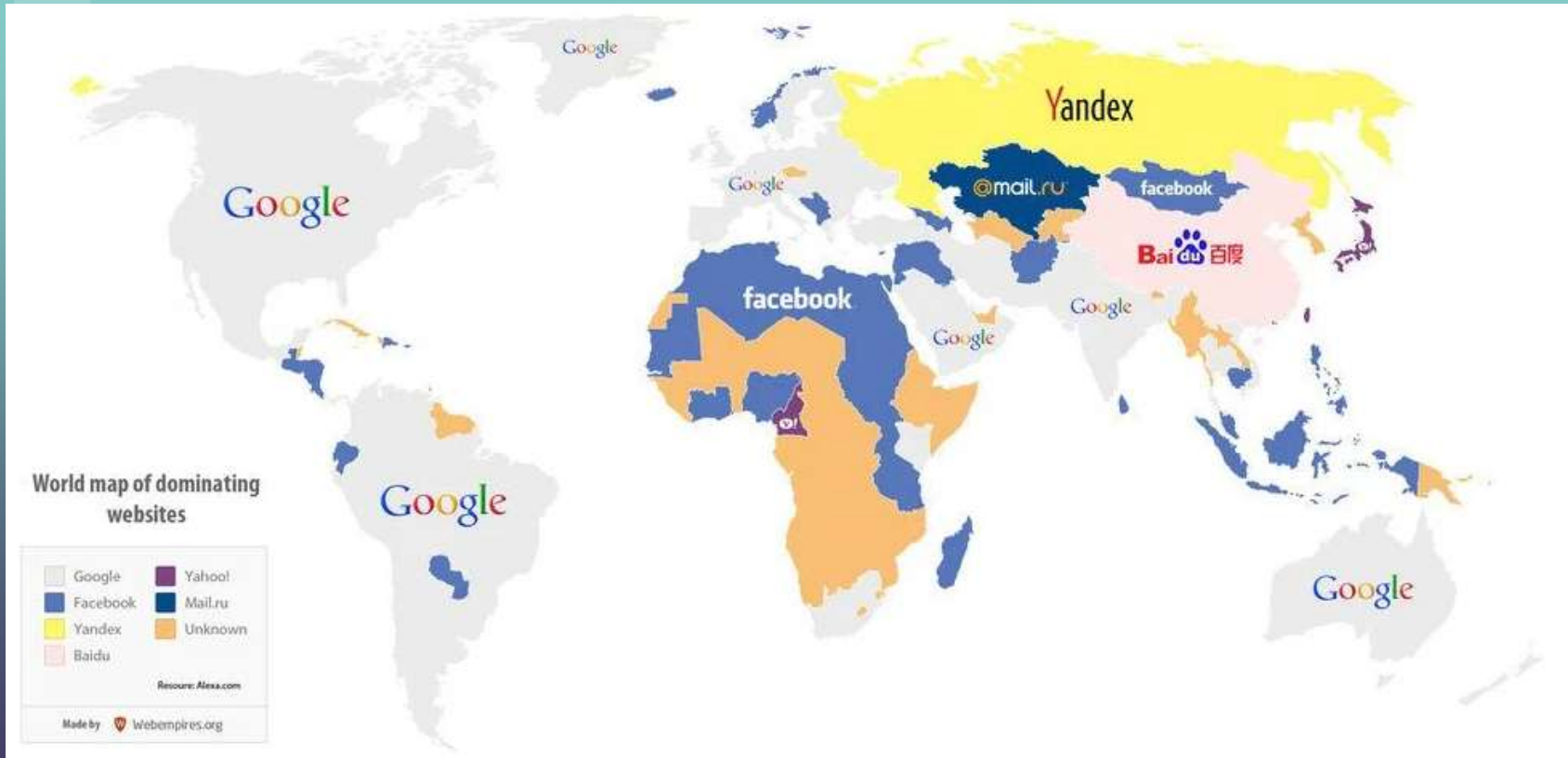




# SEARCH ENGINE OPTIMIZATION

Improve your ranking on Google

# Search websites are popular...















**What are the top websites in HK?**



# Top 10 websites in HK

Rank ①	Website ②	Category ③
1	 google.com	Computers Electronics and Technology > Search Engines
2	 youtube.com	Arts & Entertainment > Streaming & Online TV
3	 facebook.com	Computers Electronics and Technology > Social Media Networks
4	 instagram.com	Computers Electronics and Technology > Social Media Networks
5	 bilibili.com	Arts & Entertainment > Animation and Comics
6	 baidu.com	Computers Electronics and Technology > Search Engines
7	 yahoo.com	News & Media Publishers
8	 google.com.hk	Computers Electronics and Technology > Search Engines
9	 x.com	Computers Electronics and Technology > Social Media Networks
10	 lihkg.com	Computers Electronics and Technology > Social Media Networks

# Today's Agenda

01

---

## Mechanism

How search engine works?

02

---

## Usage

How to make my rank higher on a search engine?



# WHY IS SEARCH ENGINE IMPRORTANT?

“A search is a statement of intent.”

– Susan Athey, Former Chief Economist at Microsoft

Search engines are the doorway to the Internet

80% of sites are found through search engines.





# TYPES OF SEARCH

Informational: Generic Search  
(e.g., “high cholesterol”, “school ranking”)

Navigational: Brand Names  
(e.g., “United Airlines”, “HKTV Mall”)

Transactional: Specific information on products/services  
(e.g., “Macbook Pro”, “Diet Coke”)





# HOW DO SEARCH ENGINES WORK?





# HOW DO SEARCH ENGINES WORK?

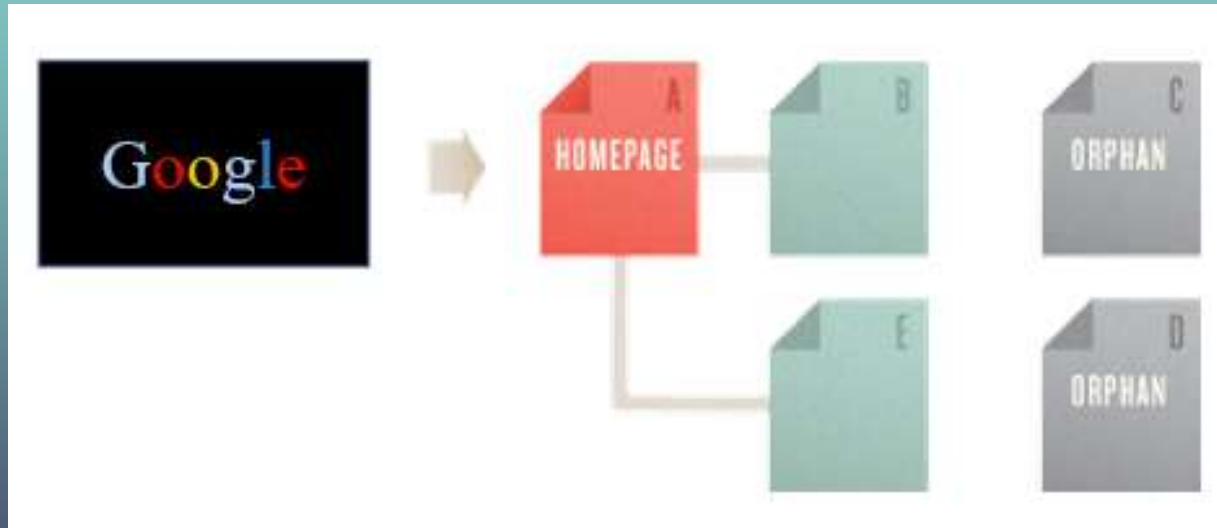
Crawl the web via spiders (a.k.a. web crawlers).



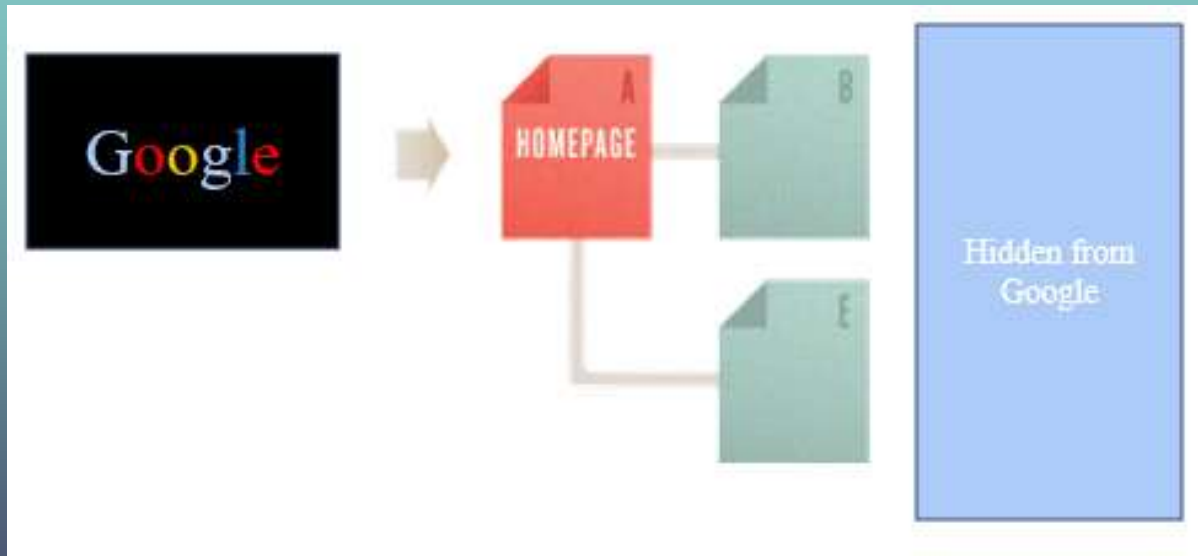
It goes from page to page.

It follows links and recording what it finds.

# CRAWLABLE



# CRAWLABLE





# HOW DOES GOOGLE FIND YOUR HOMEPAGE?

You can submit an individual URL to Google.

Google finds you through links from other websites.

Google finds you from online libraries, books and other materials...





# HOW DO SEARCH ENGINES WORK?

After crawling, search engines *index* the pages.

The index is what the spider creates. It is a “library” of pages on the Internet. The search engine creates databases for keywords, so it knows where to go to when a user enters a query.

Yes, we know you are there (crawlable) but we cannot communicate with you (non-indexable). (Search engine only speaks HTML)

Your webpage may have Images, Flash files, Java applets, and other non-text content.






# HOW DO SEARCH ENGINES WORK?

After indexing, search engines *process user queries*.

Users input a search query by typing a keyword or phrase into the search bar. The engine then checks its index to find relevant pages and delivers them ordered from most relevant to least relevant.






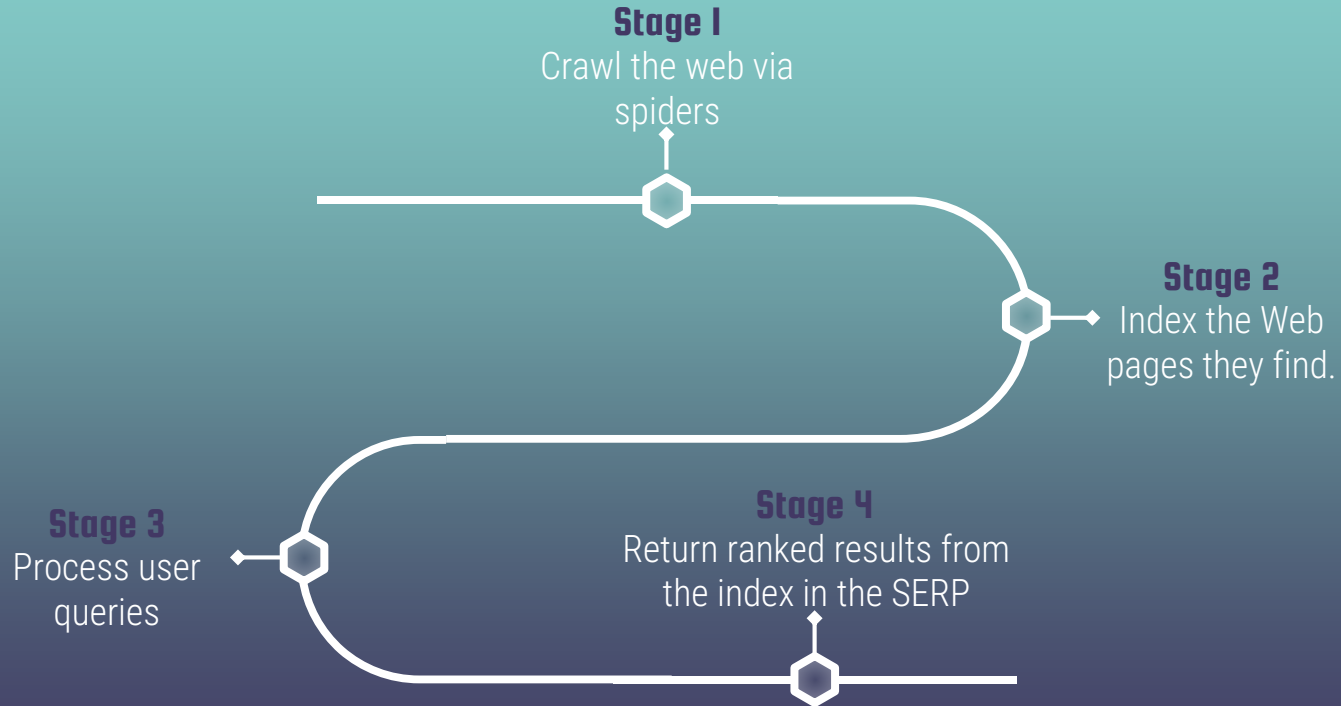
# HOW DO SEARCH ENGINES WORK?

Finally, search engines *return ranked results from the index in the SERP (search engine results page).*

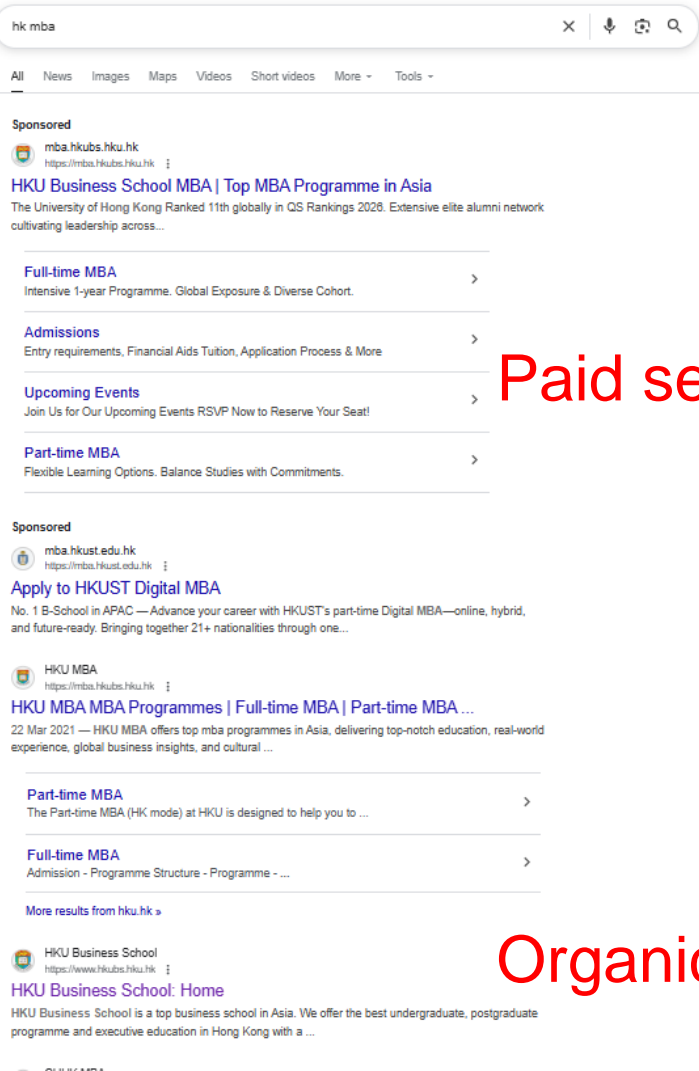
Users input a search query by typing a keyword or phrase into the search bar. The engine then checks its index to find relevant pages and delivers them ordered from most relevant to least relevant.



# TIMING







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mba.hkust.edu.hk  
<https://mba.hkust.edu.hk>

### HKU Business School MBA | Top MBA Programme in Asia

The University of Hong Kong Ranked 11th globally in QS Rankings 2020. Extensive elite alumni network cultivating leadership across...

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#### Admissions

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HKU MBA  
<https://mba.hkust.edu.hk>

### HKU MBA MBA Programmes | Full-time MBA | Part-time MBA ...

22 Mar 2021 — HKU MBA offers top mba programmes in Asia, delivering top-notch education, real-world experience, global business insights, and cultural ...

#### Part-time MBA

The Part-time MBA (HK mode) at HKU is designed to help you to ...



#### Full-time MBA

Admission - Programme Structure - Programme - ...



[More results from hku.hk »](#)



HKU Business School  
<https://www.hkust.edu.hk>

### HKU Business School: Home

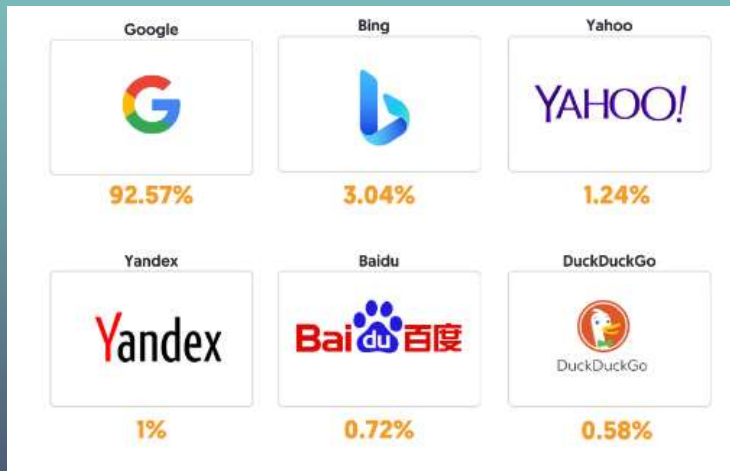
HKU Business School is a top business school in Asia. We offer the best undergraduate, postgraduate programme and executive education in Hong Kong with a ...

Paid search

Organic search

# GOOGLE IS STILL DOMINATING THE MARKET

92.6% of search traffic worldwide is from Google.



Google also accounts for ~95% search traffic in Hong Kong.



# SEARCH ENGINE MARKETING (SEM)

Definition: A form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages (SERPs).





# SEARCH ENGINE MARKETING (SEM)

Definition: A form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages (SERPs).

Type of SEM: SEO + PPC

SEO: Search engine optimization

PPC: Paid search advertising



Organic & paid search responsible for 68% of all site traffic

Vertical Segments	Avg Organic Visits	Avg Other Channel Visits	Avg Paid Search Visits	Avg Social Visits
Retail & eCommerce	41.0%	23.2%	23.6%	5.1%
Media & Entertainment	53.0%	32.7%	6.2%	8.2%
B2B	64.1%	20.6%	12.3%	3.0%
Technology	59.8%	27.8%	9.7%	2.7%
Travel & Hospitality	41.4%	30.7%	23.4%	4.6%
<b>Average</b>	<b>53.3%</b>	<b>27.0%</b>	<b>15.0%</b>	<b>4.7%</b>



# SEARCH ENGINE OPTIMIZATION





SEO = Free Advertising





# QUESTION

How many users will visit the second page of the search results?

50%? 20%? What is your estimate?








# QUESTION

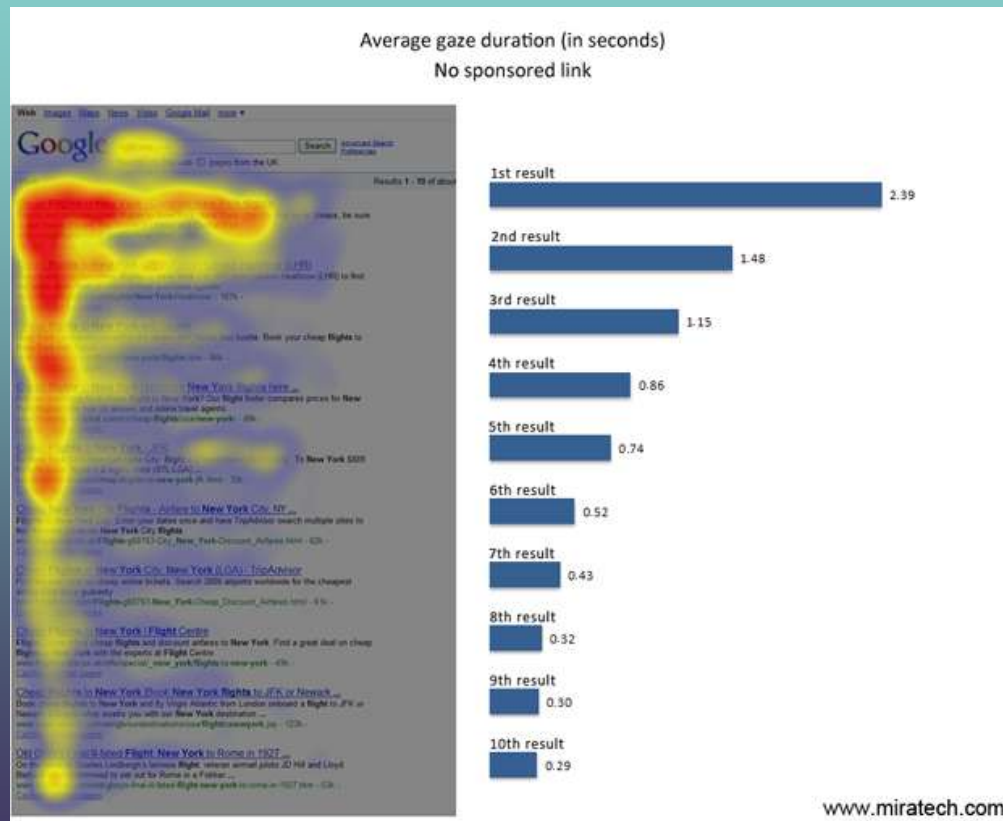
How many users will visit the second page of the search results?

50%? 20%? What is your estimate?

It is 6%! Only 6% of the users bother to visit the second page!



# EYE TRACKING STUDIES REVEAL AN F PATTERN





# ON-PAGE AND OFF-PAGE SEO

On-page (or on-site):

Technical Structure (Page Title, Headers, Page Body, Image Tags, URL, Meta Description)

AI Overview: Win the “Answer Box”

Off-page (or off-site):

Backlinks (who link to you)






# GOOGLE SAYS THAT

## Relevance of webpages

Next, algorithms analyze the content of webpages to assess whether the page contains information that might be relevant to what you are looking for.

The most basic signal that information is relevant is when a webpage contains the same keywords as your search query. If those keywords appear on the page, or if they appear in the headings or body of the text, the information is more likely to be relevant.

Beyond simple keyword matching, we use aggregated and anonymized interaction data to assess whether search results are relevant to queries. We transform that data into signals that help our machine-learned systems better estimate relevance.






# The Six Secrets of On-the-Page Optimization

#1: The most important piece of on-page optimization is title of the page

Displayed at the top of the browser and in the natural listings  
Each page should have its own title; unique and includes chosen keywords;  
short and focused.



# The Six Secrets of On-the-Page Optimization

```
<meta name="description" content="Established in 1911, the University of Hong Kong (HKU) is the territory's oldest institute of higher learning and also an internationally recognized, research leading institution." />
<title>The University of Hong Kong (HKU)</title>

<link media="all" href="/assets/css/index.css?t=20220516" type="text/css" rel="stylesheet" /><link rel="stylesheet" type="text/css" href="/assets/css/print.css" media="print"/>
<script type="text/javascript">
    var bgdata = [{image:'/f/wallpaper/21252/2381_edit copy.jpg', title:'2020 sky'}, {image:'/f/wallpaper/9820/DSC_8588G1.jpg', title:'CC Lily Pond'}];
</script>
```

# ACCURATE TITLE

Accurate title: It appears elsewhere and affects visitors.



# ACCURATE TITLE

Title tag

[www.allrecipes.com](http://www.allrecipes.com) › [recipe](#) › [fresh-southern-peach-co...](#) ▾

## Fresh Southern Peach Cobbler Recipe - Allrecipes.com



Preheat oven to 425 degrees F (220 degrees C). In a large bowl, combine peaches, 1/4 cup white sugar, 1/4 cup brown sugar, 1/4 teaspoon cinnamon, nutmeg, lemon juice, and cornstarch. Toss to coat evenly, and pour into a 2 quart baking dish. Bake in preheated oven for 10 minutes.

★★★★★ Rating: 4.7 - 2,797 reviews - 1 hr - 562 cal

[tastesbetterfromscratch.com](http://tastesbetterfromscratch.com) › [Dessert](#) ▾

## Old Fashioned Peach Cobbler - Tastes Better From Scratch



Jul 20, 2018 - This old fashioned **Peach Cobbler recipe** is not only extremely easy to make from scratch, but it's made with fresh or canned peaches, so enjoy ...

★★★★★ Rating: 4.8 - 361 votes - 55 min - 386 cal

[How to make Peach Cobbler](#) · [Peach Scones](#) · [Peach Jam](#) · [How to Can Peaches](#)

[www.foodnetwork.com](http://www.foodnetwork.com) › [Recipes](#) ▾

## Easy Peach Cobbler Recipe | Food Network



Easy **Peach Cobbler**. Getting reviews... Yield: 6 to 8 servings; Nutrition Info. Total: 1 hr 5 min; Prep: 15 min; Cook: 50 min. [Save Recipe](#). [Pinterest](#) · [Facebook](#) ...

★★★★★ Rating: 4.6 - 173 reviews - 1 hr 5 min - 403 cal



# ACCURATE TITLE

Title tag





# Avoid Too Many Changes!

Don't change your TITLE too frequently. Google will penalize a site that has such-and-such Homepage TITLE on day 1, then another on day 7, and still another on day 4

**Rule of thumb: Don't change it again for at least 90 days!**

This rule only applies to the title but does not apply to the content.





# The Six Secrets of On-the-Page Optimization

#2: Incorporate key words into your URL (your page address)



# SIMPLE URL

Make your URL easier to understand:

Good example: [www.example.com/green-dress.html](http://www.example.com/green-dress.html)

Bad example: [www.example.com/greendress.html](http://www.example.com/greendress.html)

Make your URL short:

Good example: [www.example.com/dress/](http://www.example.com/dress/)

Bad example: [www.example.com/category/dress/](http://www.example.com/category/dress/)

Contain keywords in your URL:

Good example: <http://www.example.com/green-dress.html>

Bad example: <http://www.example.com/112.html>

# The Six Secrets of On-the-Page Optimization

#3: The meta description does not influence the ranking so much, but substantially impacts the “click ability” of your result as it is what the search engine picks up.

## The University of Hong Kong (HKU)

Established in 1911, the University of Hong Kong (HKU) is the territory's oldest institute of higher learning and also an internationally recognized, research led, ...

← Meta description

Results from hku.hk



### HKU Portal

Log In. Please login with your HKU  
Portal UID (User Identification ...

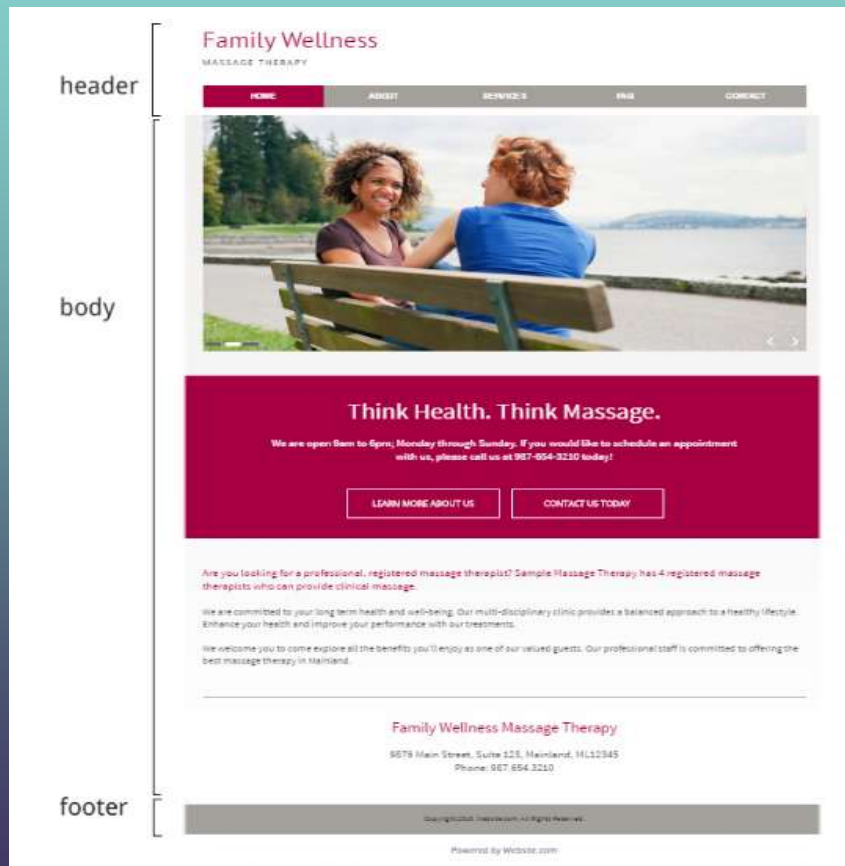
### Undergraduate Admissions

Undergraduate Admissions - HKU  
Admissions and Academic ...

# The Six Secrets of On-the-Page Optimization

#4: Headers: Visible in the source code, contribute towards Google's perception of the subject matter of the page. Make sure the header has the keyword.

#5: Page Body: Context and proximity in the text play a role – keywords should be close to the beginning of the body copy.







# OTHER TIPS: MOBILE FRIENDLINESS

Question: How to design the mobile version of your webpage to make it mobile friendly? Any ideas?








# OTHER TIPS: MOBILE FRIENDLINESS

Simplify the mobile version of your website to reduce the load time.

Design for the fat finger: Make sure your buttons are not too small.

Don't use Flash: The plugin may not be available on your user's phone, which means they'll miss out on all the fun. If you want to create special effects, use HTML5 instead.



# ON PAGE SEO: Win the Answer Box

what is the best university in hk



AI Overview

**The University of Hong Kong (HKU)** is generally considered the best university in Hong Kong, holding the highest global and Asian rankings, such as 11th worldwide in the 2026 QS World University Rankings. Other top-ranking institutions include the Hong Kong University of Science and Technology (HKUST) and the Chinese University of Hong Kong (CUHK). 

QS  +5 





# ON PAGE SEO: Win the Answer Box

When a user asks a question, Google often summarizes an answer in its “AI overview.”

Google AI does the followings:

- identifying the most relevant content on the internet,
- summarizing that content using AI, and
- linking to some of the key content on the right-hand side.

How to win the answer box?






# ON PAGE SEO: Win the Answer Box

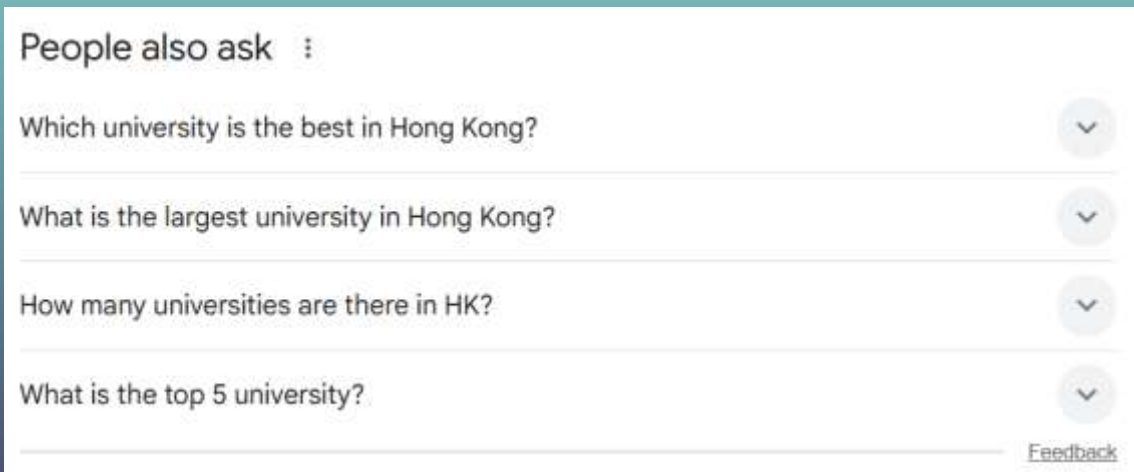
## How to win the answer box?

Think about the questions that your users may ask.  
Answer the question back as if you were having a conversation.  
Provide Wikipedia type content.  
You can also use People Also Ask function to identify questions!



# ON PAGE SEO: Win the Answer Box

You can also use People Also Ask function to identify questions!





# BRAINSTROMING IDEAS

Go to the following HKU page: <https://www.fbe.hku.hk/>

Pair with your classmates, can you come up with some ideas to improve the content/structure of this webpage?

Think from the perspective of a potential visitor, Prospective students,  
Current students, Alumni, Employee, Donor

Provide rationale for the design ideas





# WOORANK

Try to add the following browser extension to check your website:

<https://www.woorank.com/en/extension>



# Landing Page Optimization: AB Testing

A/B testing (i.e., split testing) is an important tool for identifying the optimal creative.





**+37.5%**

**+37.5%**

Home Tour Why Highrise? Sales & Support Phone Support Hours Plans & Pricing Sign Up

# Know Your Contacts & Leads by Heart

Over 100,000 businesses use Highrise to manage 20 million contacts & customer relationships.

*It's followed up on that new client you lead?*

*What's the lawyer's mobile number? When did we last speak with her?*

*Where are the notes from Monday's conference call?*

**Highrise**

**Set Plans and Pricing**

Share report contacts from address, email, phone, etc.

Send SMS messages to the client right in the app

Use client's video feedback to see clients in person

## Highrise remembers so you never forget.

Store every conversation, email, call, meeting, document, and deal you've ever had with a contact. With Highrise you'll always know who you talked to, what was said, and when to follow-up next.

Highrise is the partner to:

- Michael Sheehan**  
CEO of Sheehan & Associates
- Stephanie Lake Long**  
Owner of Lake Long & Associates
- Stephanie Lake Long**  
Owner of Lake Long & Associates
- Stephanie Lake Long**  
Owner of Lake Long & Associates
- Stephanie Lake Long**  
Owner of Lake Long & Associates
- Stephanie Lake Long**  
Owner of Lake Long & Associates

*Highrise is worth its price*

**Most awesome Highrise customer**

Highrise's focus on simplicity, clarity, and ease of use make it truly unique. You'll love using Highrise.

Source: great info, friendly, quick, and easy to use

**Stephanie Lake Long**  
Owner of Lake Long & Associates

# Which one is better?

**FITNESS WORLD** BYGG OG LØSTEN • MÅLT ENKELT OG RASKE

**Træn som det passer dig for 249 kr./md.**

- 100% personlig vejledning af træner og 60 minutters gruppe træning
- Over 50 forskellige træningsprogrammer: BodyFit, CrossFit, Yoga og meget mere
- Målt og vejret op til træningen for at sikre den bedste træning
- Træning for alle - fra nybegynder til elite
- Professionelle, uddannede trænerinstruktører

**Hjælpsomme for alle niveauer - over 10 hold**

Hjælpsomme for alle niveauer, der vil se en træning, der passer til dig. Du kan få en træning, der passer til dig, eller du kan få en træning, der passer til dig. Du kan få en træning, der passer til dig, eller du kan få en træning, der passer til dig.

**10-15 min. personlig træning**

10-15 min. personlig træning, der passer til dig. Du kan få en træning, der passer til dig, eller du kan få en træning, der passer til dig. Du kan få en træning, der passer til dig, eller du kan få en træning, der passer til dig.

**Træning og faciliteter**

Træning og faciliteter, der passer til dig. Du kan få en træning, der passer til dig, eller du kan få en træning, der passer til dig. Du kan få en træning, der passer til dig, eller du kan få en træning, der passer til dig.

**Hold og træning**

Hold og træning, der passer til dig. Du kan få en træning, der passer til dig, eller du kan få en træning, der passer til dig. Du kan få en træning, der passer til dig, eller du kan få en træning, der passer til dig.

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**Hold og træning**

Hold og træning, der passer til dig. Du kan få en træning, der passer til dig, eller du kan få en træning, der passer til dig. Du kan få en træning, der passer til dig, eller du kan få en træning, der passer til dig.

+11.0%

# Which one is better?



The screenshot shows the Groove website's landing page. At the top, there's a navigation bar with the Groove logo, links for Product and Blog, and buttons for Login and a 14-day free trial. The main headline reads 'SaaS & eCommerce Customer Support.' followed by a quote from a customer: 'Managing customer support requests in Groove is so easy. Way better than trying to use Gmail or a more complicated help desk.' Below the quote is a 'Learn More' button. A background image of a smiling man is on the right. At the bottom, there are four tabs: 'How it works', 'What you get', 'What it costs', and 'How we're different'.

Groove

Product Blog Login Try it Free for 14 Days

## SaaS & eCommerce Customer Support.

*"Managing customer support requests in Groove is so easy. Way better than trying to use Gmail or a more complicated help desk."*

— Griffin, Customer Champion at Allocate

97% of customers recommend Groove.

Learn More

How it works What you get What it costs How we're different



This screenshot shows a different section of the Groove website. It features a video player with a man speaking. Above the video, the headline says 'Everything you need to deliver awesome, personal support to every customer.' followed by a sub-headline: 'Assign support emails to the right people, feel confident that customers are being followed up with and always know what's going on.' To the right of the video, there's a red-bordered box containing a large '+86.9%' and a list of reasons why teams choose Groove. Below the video, there's a section titled 'ALLAN USES GROOVE TO GROW HIS BUSINESS. HERE'S HOW:' and a list of happy customers including BuySellAds, US KYBING, METALAB, and StatistPage.io.

Groove 1500+ HAPPY CUSTOMERS

ONLY \$15 PER USER/MONTH START YOUR 14-DAY FREE TRIAL Enter your email address Sign Up Blog FAQs

## Everything you need to deliver awesome, personal support to every customer.

Assign support emails to the right people, feel confident that customers are being followed up with and always know what's going on.

ALLAN USES GROOVE TO GROW HIS BUSINESS. HERE'S HOW:

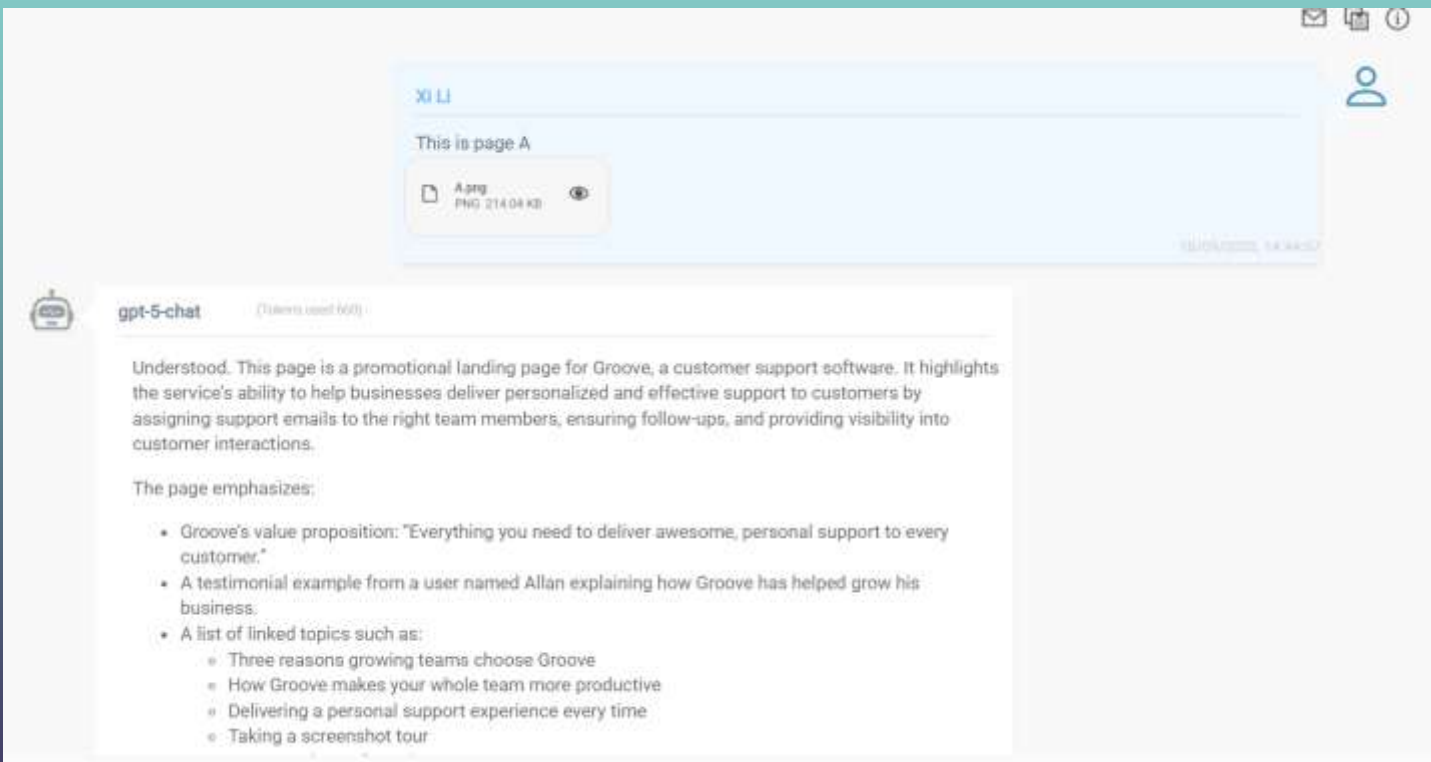
Three reasons groove teams choose Groove:  
1. Groove is easy to use  
2. Groove is powerful  
3. Groove is reliable

+86.9%

Delivering a personal experience every time  
Take a screenshot tool  
A personal touch built into CRM

1500+ HAPPY CUSTOMERS:  
BuySellAds US KYBING METALAB StatistPage.io

# Using LLM to evaluate your page!



The screenshot displays a web-based chat interface for 'gpt-5-chat'. At the top, a user named 'Xi Li' has sent a message: 'This is page A'. Below the text, a file named 'A.png' (214.04 KB) has been uploaded. The chat window shows a preview of the image. Below the chat window, the AI's response is visible. It begins with 'Understood. This page is a promotional landing page for Groove, a customer support software. It highlights the service's ability to help businesses deliver personalized and effective support to customers by assigning support emails to the right team members, ensuring follow-ups, and providing visibility into customer interactions.' This is followed by 'The page emphasizes:' and a bulleted list of three points: Groove's value proposition, a testimonial from a user named Allan, and a list of linked topics including reasons for choosing Groove, team productivity, support experience, and a screenshot tour.

Xi Li

This is page A

A.png  
PNG 214.04 KB

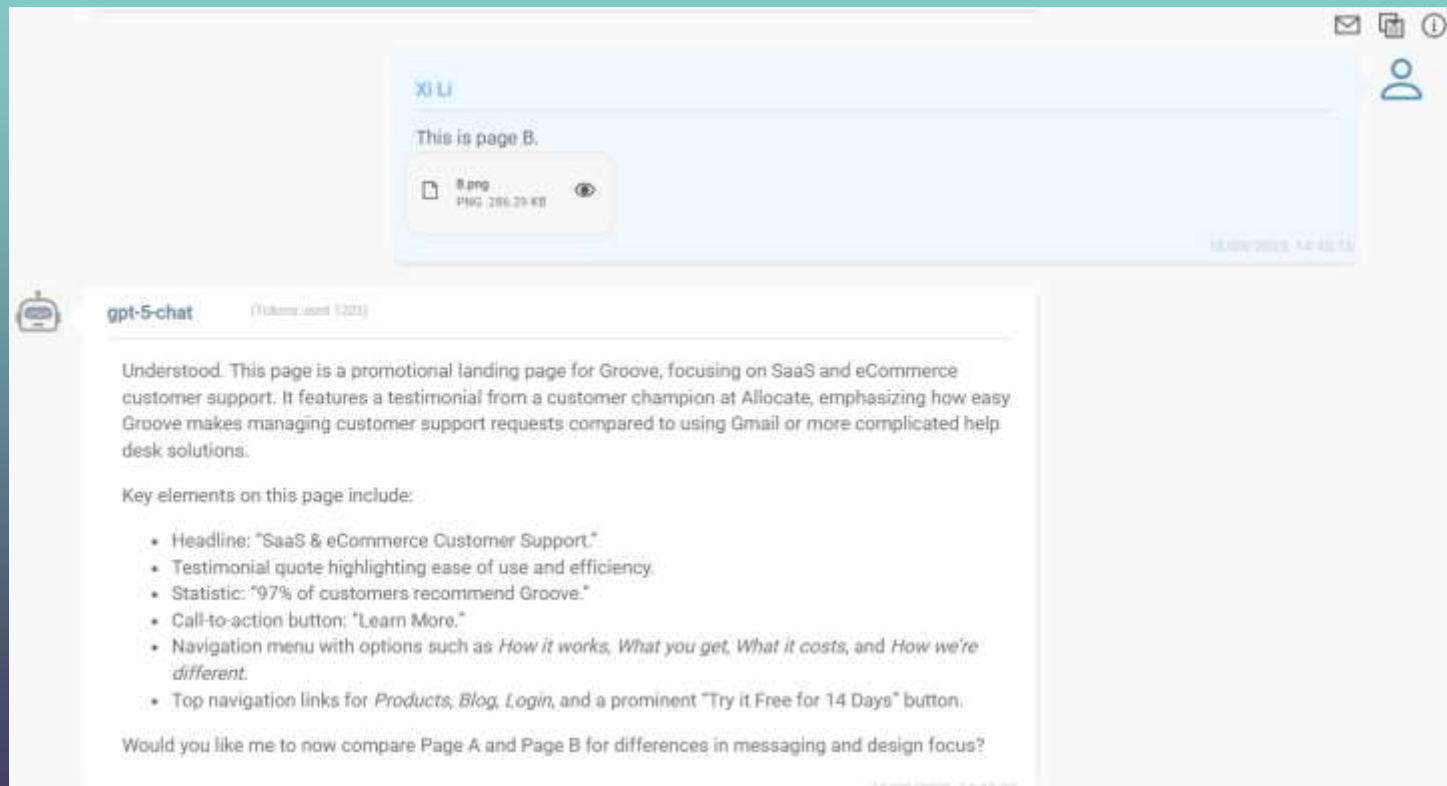
gpt-5-chat (Tokens used: 600)

Understood. This page is a promotional landing page for Groove, a customer support software. It highlights the service's ability to help businesses deliver personalized and effective support to customers by assigning support emails to the right team members, ensuring follow-ups, and providing visibility into customer interactions.

The page emphasizes:

- Groove's value proposition: "Everything you need to deliver awesome, personal support to every customer."
- A testimonial example from a user named Allan explaining how Groove has helped grow his business.
- A list of linked topics such as:
  - Three reasons growing teams choose Groove
  - How Groove makes your whole team more productive
  - Delivering a personal support experience every time
  - Taking a screenshot tour

# Using LLM to evaluate your page!



The screenshot displays a web browser window with a chat interface. The chat window is titled "gpt-5-chat" and shows a conversation with an LLM. The user's input is "This is page B." and the LLM's response is a detailed analysis of the page content.

**User Input:**

This is page B.

**LLM Response:**

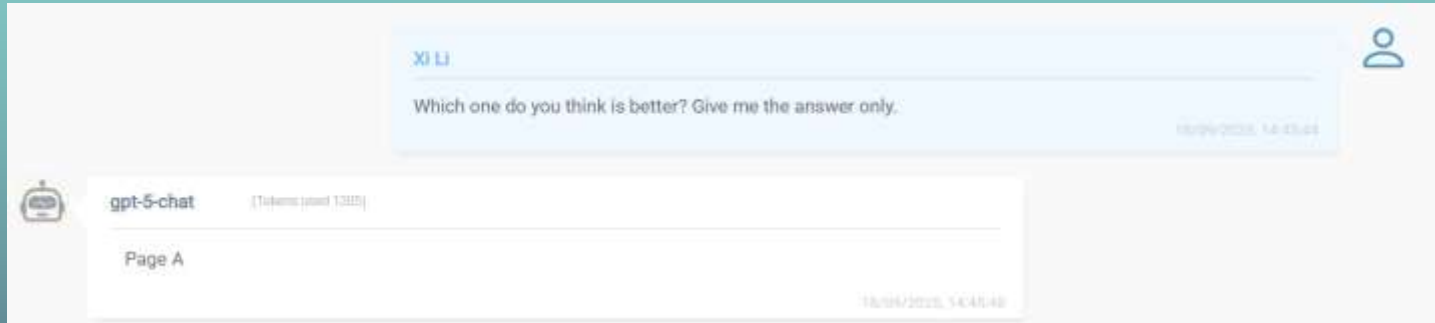
Understood. This page is a promotional landing page for Groove, focusing on SaaS and eCommerce customer support. It features a testimonial from a customer champion at Allocate, emphasizing how easy Groove makes managing customer support requests compared to using Gmail or more complicated help desk solutions.

Key elements on this page include:

- Headline: "SaaS & eCommerce Customer Support."
- Testimonial quote highlighting ease of use and efficiency.
- Statistic: "97% of customers recommend Groove."
- Call-to-action button: "Learn More."
- Navigation menu with options such as *How it works*, *What you get*, *What it costs*, and *How we're different*.
- Top navigation links for *Products*, *Blog*, *Login*, and a prominent "Try it Free for 14 Days" button.

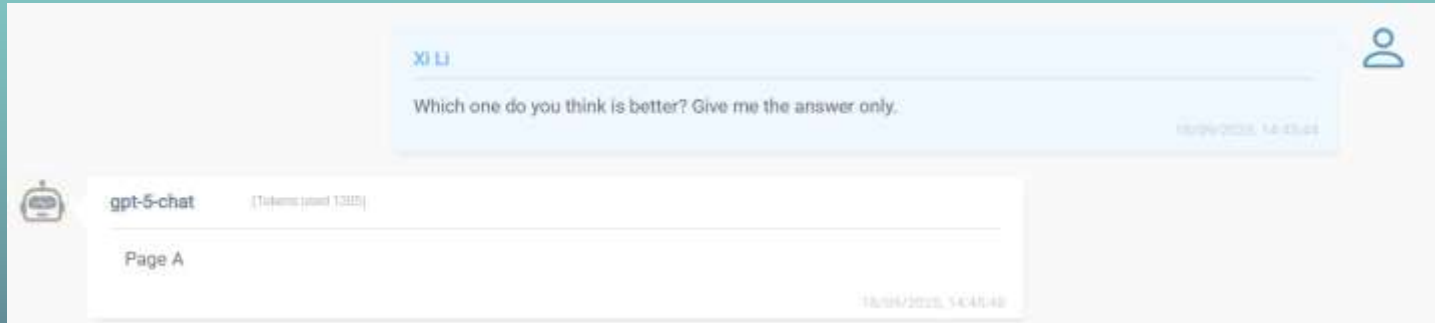
Would you like me to now compare Page A and Page B for differences in messaging and design focus?

# Using LLM to evaluate your page!



Guess: Did LLM give me the right answer?  
**Yes!**

# Using LLM to evaluate your page!



Guess: Did LLM give me the right answer?  
Research shows that LLM is slightly better than  
human being when guessing the results of AB tests.



# ON-PAGE AND OFF-PAGE SEO

On-page (or on-site):

Technical Structure (Page Title, Headers, Page Body, Image Tags, URL, Meta Description)

AI Overview: Win the “Answer Box”

Off-page (or off-site):

Backlinks (who link to you)





**If you only had a video of a party, how could you tell who is most influential?**





# BACKLINKS

**Inbound links (backlinks):** Links that point back to your website from an external site

Links are “like” votes!

When Google began, this was the most important factor to determine ranking/relevance. How?

- Quantity of links

- Quality of backlink sites

- Share of links on backlink sites





# PAGE RANK

PageRank is a numeric value measuring the importance of a page on the web. Named after *Larry Page* (co-founder of Google)

A link analysis algorithm that assigns a numerical weighting to each element (webpage) in the entire set (Web) to measure the importance of the page.

Sum of the PageRank of all pages in a system is set to 1.



# PAGE RANK

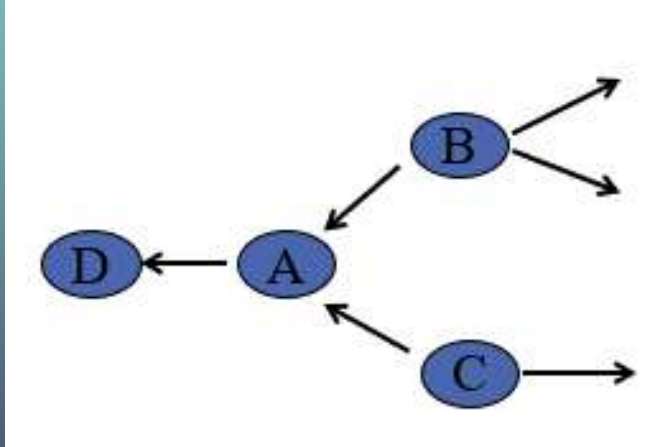
Let  $PR(U)$  be the page rank of webpage  $U$ .

Assuming  $m$  webpages  $(V_1, \dots, V_m)$  send incoming links to page  $U$ , then

$$PR(U) = \frac{PR(V_1)}{L(V_1)} + \frac{PR(V_2)}{L(V_2)} + \dots + \frac{PR(V_m)}{L(V_m)}$$

$L(V_j)$  = number of outgoing links from website  $V_j$

# PAGE RANK

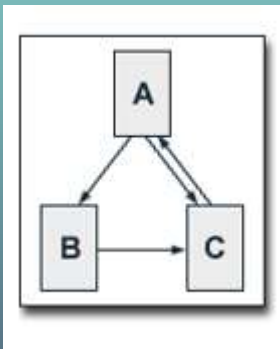


Here, B and C send links to A, so  $PR(A)$  is affected by  $PR(B)$  and  $PR(C)$ .

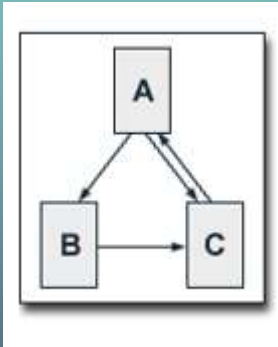
Similarly,  $PR(A)$  affects  $PR(D)$ .

$$PR(A) = \frac{PR(B)}{3} + \frac{PR(C)}{2}$$

# PAGE RANK EXAMPLE



# PAGE RANK EXAMPLE



Only C sends a link to A:  $PR(A) = PR(C)$

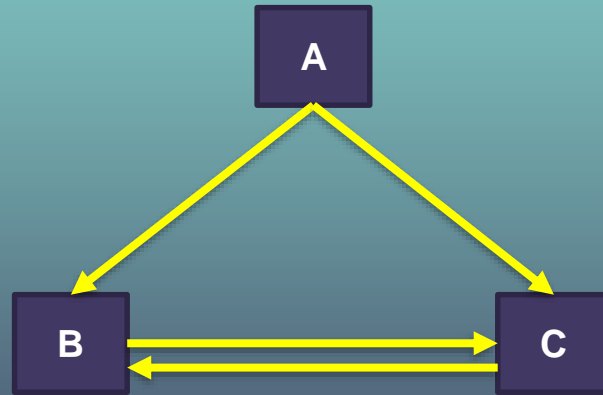
Only A sends a link to B:  $PR(B) = PR(A)/2$

Both A and B send links to C:  $PR(C) = PR(A)/2 + PR(B)$

And all ranks add to 1:  $PR(A) + PR(B) + PR(C) = 1$

Solve the model, we have  $PR(A) = 0.4, PR(B) = 0.2, PR(C) = 0.4$ .

# Exercise








How to get more inbound links?





## How to get more inbound links?

- **Identify Relevant Blogs:** A common tactic is to give out product samples for free in exchange for a product review and link back on the blog.
  - **Complementary Products:** A wedding photographer, for example, might search for not only directories of wedding suppliers that would likely exchange links due to the complementary nature of their businesses.
  - **Competitor analysis:** Who is linking to your competitors? They may link to you.
- 

# SEO: The White and Black

White Hat SEO (legitimate):

Conforms to the search engines' guidelines and involves no deception  
Create content for users and search engines



Black Hat SEO (illegitimate)

Going overboard with SEOs...

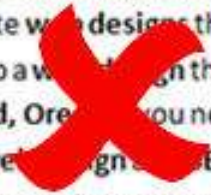
Trying to deceive search engine to increase rank

Use reputable SEO company & beware guarantees “#1 site on Google”

# Black Hat SEO

Just a few examples from 1000s of such practices --- you will be penalized by search engines when uncovered.

**Keyword stuffing:** overusing the same keywords throughout one page in order to maximize its visibility and organic traffic.



We are a web development company in Bend, Oregon. As a web development company who does web design and SEO, we are able to create web designs that are SEO friendly. Yes, we do good web design and SEO and can help you develop a website that is SEO friendly. When it comes to looking for a web development company in Bend, Oregon, you need to make sure they are experienced in web design and SEO. Because experience in web design and SEO is very important. You need good web design and SEO from a good web development company in Bend, Oregon to rank well on Google. So hire us, your web development company in Bend, Oregon — experienced in web design and SEO.

# Black Hat SEO

**Cloaking:** Serve fake content to search engine spider.



# Black Hat SEO

**Paid Links:** pay other websites to link to their page to get high rankings.

Example: JCPenney paid other websites to link to JCP.com. After being caught, it was blocked from ranking in the first page of results at Google for 3 months. Lost \$30mm in sales.





## Search Console

### Help us maintain the quality of Google search results.

We work hard to return the most relevant results for every search we have users' best interests at heart. Some site owners attempt to "buy

Google uses a number of methods to detect paid links, including algorithmic submissions, and we'll use your data to improve our algorithmic detection

### Report paid links

Website selling links:

Website buying links:



# Tools for Website Evaluation





# Using HubSpot Website Grader

The image shows the landing page for the HubSpot Website Grader tool. At the top, there is a logo consisting of a clock face with a gear inside, followed by the text "WEBSITE GRADER" and "Powered by HubSpot" in a smaller font. The main heading is "HOW STRONG IS YOUR WEBSITE?" in large, bold, white capital letters. Below this, there are two input fields: "WEBSITE" and "EMAIL", each with a vertical line extending downwards from the text. At the bottom, there is a paragraph of small text stating: "We're committed to your privacy. HubSpot uses the information you provide to up to contact you about our relevant content, products, and services. You may unsubscribe from these communications at any time. For more information, check out our [Privacy Policy](#)." Below the text is a button with the text "GET YOUR ANSWER >" in white capital letters.

WEBSITE GRADER  
Powered by HubSpot

## HOW STRONG IS YOUR WEBSITE?

WEBSITE

EMAIL

We're committed to your privacy. HubSpot uses the information you provide to up to contact you about our relevant content, products, and services. You may unsubscribe from these communications at any time. For more information, check out our [Privacy Policy](#).

GET YOUR ANSWER >

# Using HubSpot Website Grader



3/30

## Performance

Optimizing your website's performance is crucial to increasing traffic, improving conversion rates, generating more leads, and increasing revenue.

# Using HubSpot Website Grader

## PAGE SIZE



55.2<sub>MB</sub>

Vaster than empires and more slow.

The heavier the site page, the slower the load. For optimal performance, try to keep page size below 3MB.

## PAGE REQUESTS



159

Now that's a lot of requests.

The more HTTP requests your website makes, the slower it becomes. Combining files can help reduce the number of requests.

## PAGE SPEED

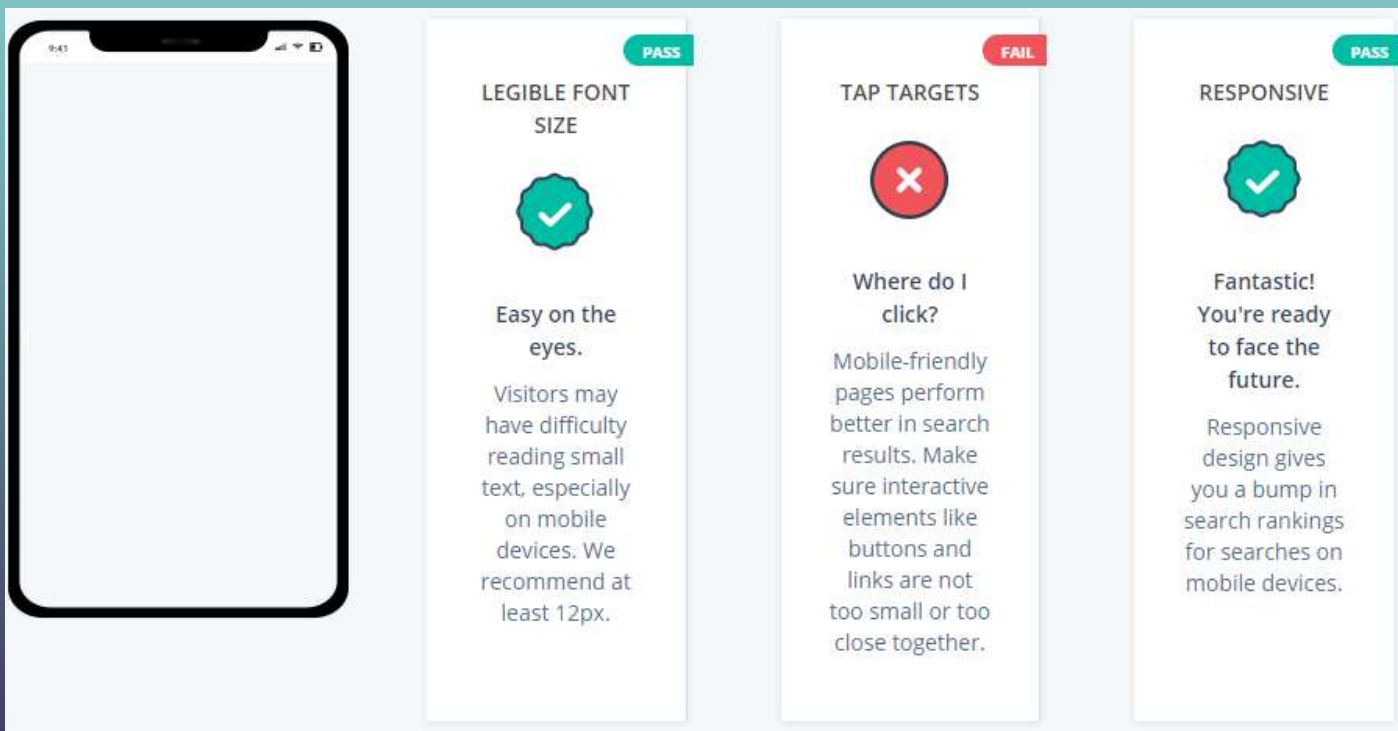


17.6<sub>SEC</sub>

We need to talk.

Best-in-class webpages should become interactive within 5.3 seconds. Any slower and visitors will abandon your site, reducing conversions and sales.

# Using HubSpot Website Grader



The image displays the HubSpot Website Grader interface for a mobile website. On the left is a mobile phone icon. To its right are three vertical panels showing audit results. The first panel, 'LEGIBLE FONT SIZE', is marked 'PASS' and shows a green checkmark icon. The second panel, 'TAP TARGETS', is marked 'FAIL' and shows a red X icon. The third panel, 'RESPONSIVE', is marked 'PASS' and shows a green checkmark icon. Each panel includes a brief explanation of the issue or success.

Category	Status	Message
LEGIBLE FONT SIZE	PASS	Easy on the eyes. Visitors may have difficulty reading small text, especially on mobile devices. We recommend at least 12px.
TAP TARGETS	FAIL	Where do I click? Mobile-friendly pages perform better in search results. Make sure interactive elements like buttons and links are not too small or too close together.
RESPONSIVE	PASS	Fantastic! You're ready to face the future. Responsive design gives you a bump in search rankings for searches on mobile devices.

# Using HubSpot Website Grader

PERFORMANCE	CURRENT	RECOMMENDATION
Page size	55.2MB	< 3MB Lighten your pages by removing or compressing heavy content such as images and video.
Page requests	159	< 30 Combine files to minimize the number of HTTP requests your site makes.
Page speed	17.6Sec	< 5.3Sec Speed up your site by lightening up your site pages, compressing images and video where possible.
Image Size	No	Yes Use responsive images or SVGs to optimize your images for different screen sizes.
Minified JavaScript	No	Yes Use a minifier tool or contact your web host to ensure your JavaScript is minified.

# Side-by-Side SEO Comparison

Go to <https://tools.internetmarketingninjas.com/seo-compare/>

Type or paste five full URLs, one per line, whose on-page optimization factors you want to compare

You must submit 2 or more urls, one per line

Ninja Check

## Optimizing text on webpages can increase relevance to keyword queries

The text used on a webpage is vital for conveying to the human reader what the page is about. How the text is used on the page helps search engine crawlers determine what the page is about for query relevance. Words used in HTML tags important for SEO and then echoed again in body text (excluding link text, which describes the linked page) tells the search crawlers this page is relevant to these terms.

Using a free tool to find all the ways keyword text is used on webpage is very helpful to SEOs. But to have a keyword tool that compares two sites in a side-by-side report is even better. At a glance, you can see how your page and a competitor's page use keywords, how much text is on the page, and which keywords are used. This is invaluable competitive intelligence for SEOs. Internet Marketing Ninjas offers just such a free SEO tool.

# Page Speed

Report from Sep 19, 2025, 12:24:26 PM

<https://www.hkubs.hku.hk/>

Analyze

Mobile

Desktop

Discover what your real users are experiencing

This URL Origin



Core Web Vitals Assessment: **Failed**

Expand view

Largest Contentful Paint (LCP)

4 s

Interaction to Next Paint (INP)

383 ms

Cumulative Layout Shift (CLS)

0.06

OTHER NOTABLE METRICS

First Contentful Paint (FCP)

2.9 s

Time to First Byte (TTB)

1.9 s

Latest 28-day period [\(history\)](#)

Various mobile devices

Many samples [\(Chrome UX Report\)](#)

Full visit durations

Various network connections

All Chrome versions



# Tools for Link Analysis

- Ahrefs allows you to input a competitor URL and reverse engineer who is linking to that competitor.
  - Open Link Profiler tracks new links to your website (or to competitors) and requires no registration and no payment. It's totally free!
  - Link Explorer by Moz. Type your competitor's homepage or the URL of a highly-ranked site on Google into this tool. Browse to see who is linking to your competitors.
- 