

Date:



Subject:

N1 session (seo basics)

search marketing → seo unpaid
→ SEM paid

SEO → on page: more important

→ off page: RSS feed - directory submission...
(these are only things I do)
hear about but there is lots of things

white hat seo:

Black // // : cloaking - hidden texts - link farms - doorway pages

Gray // // : google don't like but we can do still sneaky redirects

cloaking: using lots of keywords unnecessarily

SERP: search engine result page

Snippets: summary ^{answer that} ~~page~~ google showed

Knowledge panel: wikipedia page and schema can help to show on search result

Top stories: for news websites _{showed}

Site links: ~~for~~ main links under the URL

Reviews: stars rating

FAQs people also ask

schema ←
TIP: is important for these

Kian

Date: _____



Subject: _____

EEAT Algorithm is most used for your life your money

~~(Cyber)~~ sites

EEAT: Expertis - Exprience - Autho~~r~~itiveness - ~~the~~
- trustworthiness

~~URL~~ Discovery -
How google work ~~in~~ crawling - indexing - serving search results

URL Discovery, site map ~~and~~ searched pages
done from

TIP: if we want to see real ranking of google
we should use Incognito without VPN

Date: _____

Subject: _____

S2 - seo content

What factors affect ranking

Domain factor

page-level factor

site-level factors

Backlinks

user interaction factors

Brand signals

~~only thing I can't control~~

~~Domain factors:~~

~~1. not penalized and private owner on whois.com~~

~~2. Domain history and registration length~~

just some of the most important things
and obviously they are not obvious for me

||

Domain factors:

1. not penalized and private owner on whois.com

2. Domain history and registration length

Page-level factors:

1. presence of semantically related keywords (LSI) → LSI is not used by google as they said

Backlink factors:

1. number of links from .edu or .gov domains

2. presence of nofollow links

Instead of LSI → knowledge graph - NLP - AI and machine learning

Kian

Date: _____



Subject: _____

① User interaction factors

1- CTR

2- Dwell Time
proper

Brand signals

1- Brand mentions without links

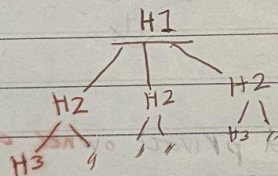
2- Social media

Tag title should have 50-60 characters

description better to have CTA

Alt tag → a description for image

tag H1-H6



URL → should be in english

↳ don't use stop words in URL

↳ " " capital letters " "

use TIP: first paragraph better to have CTA

TFIDF → is a system to see keyword weight

TOC is a plugin to make lists

در کتابت کلی از اینها استفاده کنیم

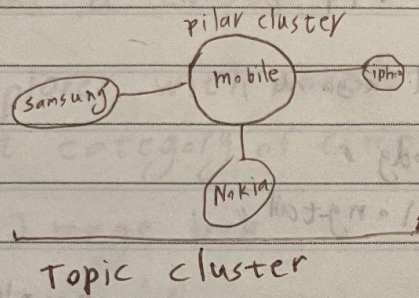
Kian

Date: _____



Subject: _____

pillar cluster (Topic '1') → a comprehensive and big article that make a base for our content

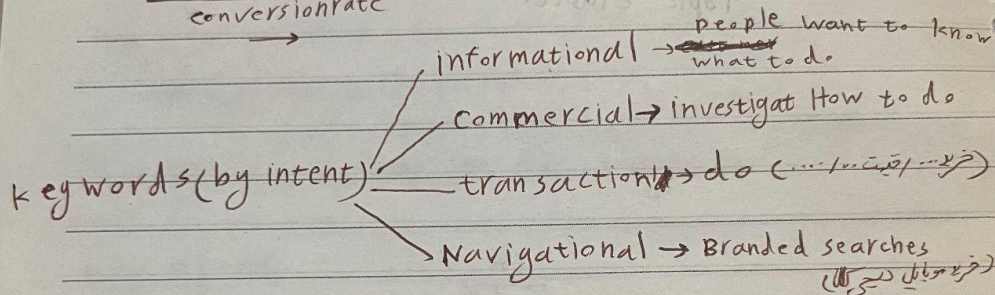
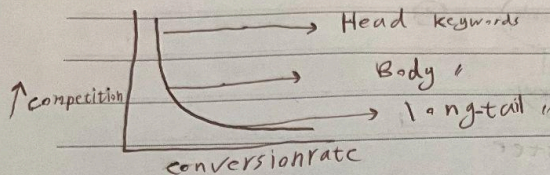
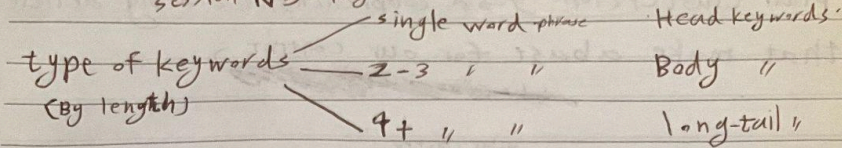


Date: _____



Subject: _____

session N3 - keyword research



* transactionals are the most important

LPS → used for difficulty of any keywords
↳ not accurate very much in iran seo
↳ Link profile strength

Best tools for keyword research:

- 1- keyword planner (need an account) but we can use some feature (free persian)
 - 2- google serp
 - 3- kwfinder (need an account)
 - 4- keyword tool.io
 - 5- keyword chi
- recommended
Kian

Date: _____



Subject: _____

How to find seed keywords

first what is seed keywords → the main keywords that we can make a cluster of keywords around them

1. site explorer with Ahrefs
2. extract category of competitors, Best selling
3. google Image box
4. google trends
5. High volume keywords in kwfinder
6. wikipedia
7. chatgpt

How to cluster keywords → manual is enough for Beginners

1. API from serp
2. use chatgpt

example:

سید آفتاب دضرا - سید آفتاب رانی سید آفتابی

all these side keywords maintained as main keyword

در ربط بافتابی
الکترنیکی

N-gram
frequency

Paris Bert

La Base

SOV (share of voice) → percentage of traffic that you owned

Sot (share of traffic) → the exact number

Kian

Date: _____



Subject: _____

search visibility → for future

↳ for this we can use Nightwatch.io

so v
we add
sch later
from another
course

~~How~~ How to calculate so v: 1. Competitors Rank in each kw

2. calculate average CTR

Keyword targeting → we use this for structure of our site

PLP → product listing page

PDP → " detailed "

Date: _____



Subject: _____

NI session (seo basics)

search marketing → seo unpaid
→ SEM paid

SEO → on page: more important

→ off page: RSS feed - directory submission...

(these are only thing I dont)

hear about but there is lots of things

white hat seo:

Black " " : cloaking - hidden texts - link farms - Doorway pages

Gray " " : google dont like but we can do still sneaky redirects

cloaking: using lots of key words unnecessary

SERP: search engine result page

Snippets: summary ^{answer that} ~~page~~ google showed

Knowledge panel: wikipedia page and schema can help to show on search result

Top stories: for news websites ^{showed}

Sitelinks: ~~for~~ main links under the URL

Reviews: stars for rating

FAQs: people also ask

Kian

schema
TIP: is important for these

Date: _____



Subject: _____

EEAT Algorithm is most used for your life your money

~~(gym)~~ sites

EEAT: Expertis - Expiience - Authoritiveness -
- trustworthiness

How google work ^{URL Discovery -} crawling - indexing - serving search results

URL Discovery, site map ^{done from} and searched pages

TIP: if we want to see real ranking of google
we should use Incognito without VPN

Date: _____

Subject: _____

S2 - seo content

what factors affect ranking

Domain factor

page-level factor

site-level factors

Backlinks factors

user interaction factors

Brand signals

~~only thing I know and don't know before~~

~~Domain factors:~~

~~1. not penalized and private owner on whois.com~~

~~2. Domain history and registration length~~

just some of the most important things
and obviously they are not obvious for me



① Domain factors:

1. not penalized and private owner on whois.com

2. Domain history and registration length

② Page-level factors:

1. presence of semantically related keywords (LSI) → LSI is not used by google as they said

③ Backlink factors:

1. Number of links from .edu or .gov domains

2. presence of nofollow links

Instead of LSI → knowledge graph - NLP - AI and machine learning

Kian

Date: _____



Subject: _____

① user interaction factors - 22

1-CTR

2-Dwell Time
proper

Brand signals

1-Brand mentions without links

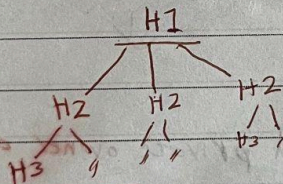
2-social media

Tag title should have 50-60 characters

„ description better to have CTA

Alt tag → a description for image

tag H1-H6



URL → should be in english

↳ don't use stop words in URL

↳ " " capital letters " "

~~use~~ TIP: first paragraph better to have CTA

TFIDF → is a system to see keyword weight

TOC is a plugin to make lists

در کتابت کلی از اینجای کتاب استفاده کنیم

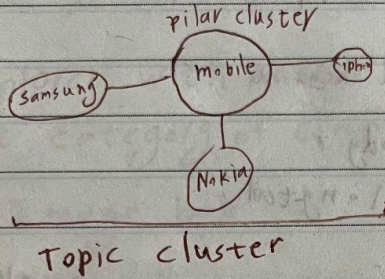
Kian

Date: _____



Subject: _____

pillar cluster (Topic 1) → a comprehensive and big article that make a base for our content



Kian

Date: _____

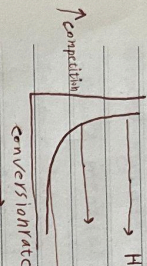


Subject: _____

Session N3 - Keyword research

type of keywords

single word phrase Head keywords
2-3 " Body "
4+ " long-tail "



informational → people want to know what to do.

commercial → investigate how to do

transactional → do (buying something)

Navigation → branded searches (Google direct)

* transactionals are the most important

[LP3] → used for difficulty of any keywords

↳ what accurate very much in iran seo

link profile strength

Best tools for keyword research:

1-keyword planner (need an account) ^{we can use some feature}

2-google serp

5-keyword ch

3-KW Finder (need an account)

4-keyword tool.io

Kian

Date: _____



Subject: _____

How to find seed keywords

first what is seed keywords → the main keywords that we can make a cluster of keywords around them

1. site explorer with Ahrefs

2. extract category of competitors, Best selling

3. google image box

4. google trends

5. High volume keywords in kwfinder

6. wikipedia

7. chatgpt

How to cluster keywords → manual is enough for beginners

1. API from serp

example

2. use chat gpt

↳ use gpt to generate keywords

3. use

all these side keywords
main keyword

4. N-gram frequency

SOV (Share of Voice) → percentage of traffic that you owned

5. SERP

SOV share → the exact number

6. Base

Kian

Date: _____



Subject: _____

search visibility for future

↳ for this we can use Nighthwatch.io

SOV
with added
SEO label
from our client
company

How to calculate SOV: 1. Competitors Rank in each keyword

2. Calculate Average CTR

Keyword targeting → we use this for structure of our site

PLP → product listing page

PDP → "Detailed"

Kian

Date: _____



Subject: _____

Session NT - SEO technical

Core web vitals → consider and check on

LCP CLS INP

1. LCP: largest contentful paint

2. Cumulative layout shift (CLS) → how to have better

CLS? → reservation of every element in a page

(first paint delay)

FID → the time between an action in site (request) and

response from server

INP → (comes instead of FID) → Fluency and responsiveness
of site
(interaction to next point)

INP → calculate when you leave the page

what INP

calculate tapping with touchscreen

calculate pressing a physical or onscreen key on keyboard

~~Keylogger~~ ~~evaluating site with tools~~

TIP For tools

GT metrics uses a different server

from users so there is mistakes in data

Kian Nighthouse → has only have lab data (uses our system
to check the site)

Date: _____



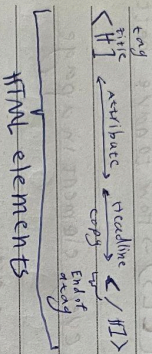
Subject: _____

Google page speed → use ~~both~~ lab and

field data

real data
from other
users

HTML in SEO



HTML elements

Attributes: provide additional information about elements

shortest or always placed in the start tag

usually appear in sth like this → ~~name~~ = "value"

tags is for links

rel: to show google your rel with the linked page

href: show the direction of link

src: comes with imgs to show where the image displayed

alt: " " " " alternate text for the image

The main ~~difference~~ difference between tag and meta tag is that the meta tag don't displayed on page

Kian

Date: _____



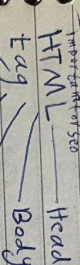
Subject: _____

<meta> always go inside <head>

most important <meta> in SEO → robots description

robots is for ~~search~~ search engines can crawl and

index tip: if there is no robots ~~index~~ google again index it



HTML tag

title meta

rel= no follow, alt= sponsored

semantic tags

1. <header> 2. <nav> 3. <section> 4. <footer> 5. <aside>

for watching semantic HTML CTRL+shift+I

java script is for interations

so with this we see codes with javascript or

DOM (Document Object Model)

Kian

TIP: DOM is all from page source

Date: _____



Subject: _____

filters of

When a page Categories or No page of category, etc.

is important for us but the content in the page

is very similar with a bigger page we use

canonical to show google we want bigger

page have ranks in SERP

canonical of pagination ~~should~~ should

send to theirself but in filters it send to

pagination-cannotical

main page

Backlink → indicate the pages position

in site

sitemap: a file that shows to google our pages and their

relationships so google can crawl efficient

site map limits → 50 MB - 50,000

or index → 15,000

Kian

last modified

is for main page

Date: _____



Subject: _____

session 5 N2 → seo technical

<https://www.dwar.com/directories/file?querystring=#>

hash

query string with this

if a keyword is important we should put it in sub directory

but if it's not important (like some categories) we put

it in query string

site: digitalka.com inurl: sitemap.xml → this for last page not here

crawl budget: time and resources google

specifics for every site to crawl

crawl budget is not necessary for small sites

crawl capacity limit → limit search engine increase google's crawling limits

crawl budget → demand → URL inventory → popularity → staleness (update frequency)

Kian

case

Date: _____

★ 

Subject: _____

clear duplicate content

Block crawling of URLs using robots - txt

remove 404 or 410 status code for permanently removed pages

eliminate soft 404 errors

sitemap should be updated

have better crawl budget

Avoid long redirect chains

robots.txt tell google crawlers if it can access to a URL or not

robots.txt is not for deleting a URL it's only for index ✓ ★

schema → structured data to describe Google

bots the structure of our site

schema.org → samples of schemas

Kian

Date: _____

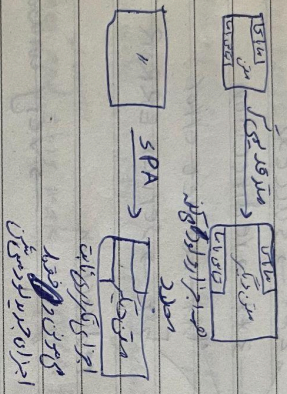


Subject: _____

session 6 - SEO technical-javascript

SPA → single-page application → single HTML

page ~~data~~ example with photos



crawling has 2 wave

1st wave google don't rendering java code

2nd " " do " "

and this can make problem bc google 2nd

round of crawling may takes a long time

the solution →

SSR → server side rendering

pros → the duty of rendering is on servers shoulder so

cons → the server data w/ more price rendering length decrease

Kian

Date: _____

Dynamic Rendering = SSR + CSR → depends on the request
client

SSR & Dynamic → are for site with java

Status code

- 1** → informational → not very useful in SEO
- 2** → success
- 3** → redirection
- 4** → client error
- 5** → server ERROR

301 → permanent redirection

302 → temporary " → very unusual

404 → there is nothing there right now

410 → " " " for all the time

TIP: if you don't need a page anymore it's

should be 410 instead of 404 for saving crawl budget

so 404 diff with 410: the server send 200

status code in soft 404 but there is no content or thin content in that page

→ Kian if soft 404 happened we should change it to the correct status code

Date: _____

Subject: _____

AMP → Accelerated mobile pages → only in mobile versions

→ ④ → not very trend → for pages that ~~adont~~ need update very much → some limitation make AMP pages faster

PWA → progressive web app → it's a web page

that looks like App (snapp, دیجی‌کالا) → some page is going

to ^{of browser} caches and this makes PWA faster than regular pages

Modal → descriptive pages for example if you click on

Food in snappfood this new page that opened

is a modal → the problem is ~~not~~ having the content

of modal in source

infinite scroll → all the parameters we consider

in pagination we also use in infinite scroll

Kian →

Date: _____



Subject: _____

→ Look at the google.docs in session 6
part 5 for infinite scroll tips

End of the ~~the~~ technical SEO

Kian _____

Date: _____



Subject: _____



session 7 - search console

in the performance tab you only see 17 month of datas and if you want the datas before this 17m you should've ~~extrat~~ ^{extract} 'em → you can find seasonal search through this action

★ longer time frames (~~more than~~ more than a week) is more important in SEO

performance tab → CTR - Average position — ~~then~~ they are

not very considerable for kpi bc New pages whether they are good or bad needs time to get a good/bad rank

if you want to see what queries are ranked

in a page you can choose it in pages then

go to queries

Kian _____

★ Date: ★

★

★



★

Subject: ★

★

★

★ cannibalization is good if you have rank 1 and 2

reger in Filters are good for big sites

End of the performance tab

How to Export more than 1,000 Queries From

console → an Extension in sheets also  looker studio

tools

screaming frog → internal linking

ahrefs → external linking

★ you can see crawl budget stats
in crawl stats

Kian

Date: _____



Subject: _____

session 8 - google Analytics

Analytics ~~is~~ difference with console is that

it works before user come to our site and console

is for after → not that important

Session → the gap between times a user interact

our website or app → session works different in apps

S1 ends

S2 starts

User click
here and

Come back

leave

10:00 AM

10:30 AM

A session can last ~~forever~~ ^{forever}
and don't have a limit

event: every thing that user in our website

UTM: is ~~some~~ ^{kind} of code add to the link to

see How many user click on that link and other stats

(more in campaign)

traffic acquisition → is one of the most important

part to evaluate a site

Kian

Date: _____



Subject: _____

UTM is not for internal links

★ in pages and screens part → Event count and conversions

columns are not correct mostly

advertising part is good to see the quality of our campaign



session 9 - linking

anchor text like click ~~here~~ read more / . . . is not good

• anchor text → should be descriptive

• href and rel = are ^{very} common in anchor texts

• Tip: linking to a page that its canonical to other page is useless

• Ajax: the parts of web page can be

updated without requiring the entire page

reload ^{so} → this can help to have better UX

• Tip: if `<meta robots>` of a page is = nofollow

so the entire links of that page is nofollow

for google crawler

Date: _____



Subject: _____

باید در anchor text لینک داخل مول از هون کلمه کلیدی استفاده کنیم که

می خواهیم رئون زنگ بشم؟؟؟ هم آره هم نه

ممکنه دیس بیتو نباشه و باید در کل به نایز و موضوع لینک دقت کنیم

Kian

Date: _____



Subject: _____

session 10 - wordpress SEO

wordpress is a cms (content management system)

~~Tip:~~ **TIP:**

~~Expand~~ Expand beyond exact-match keywords

(Embrace semantic seo, contextual Relevance, ^{intent optimization}
, Topic clusters)

Cover contextually relevant topics

(Demonstrate Topical expertise, content coverage, Trending, and

Emerging topics, collaborate with industry experts)

optimize website loading speed

(Caching, Image compression, using CDN, server response ^{time})

render blocking Resources, proper wordpress theme)

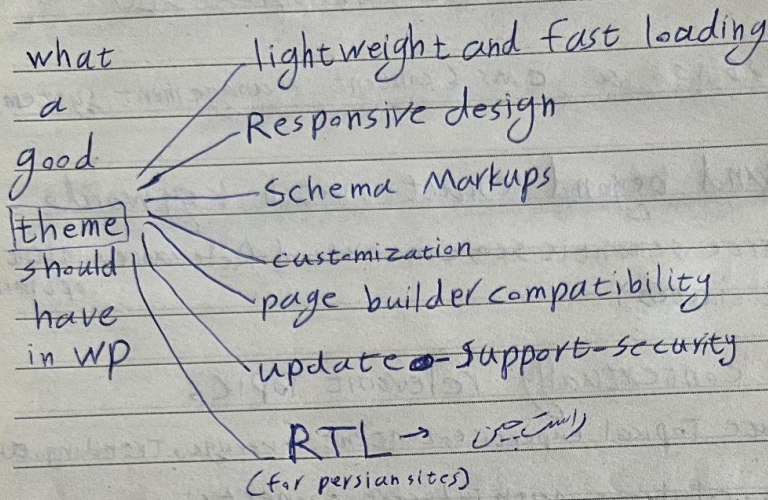
↑ just
these are ^{some} aspect of
seo in wordpress

Kian

Date: _____

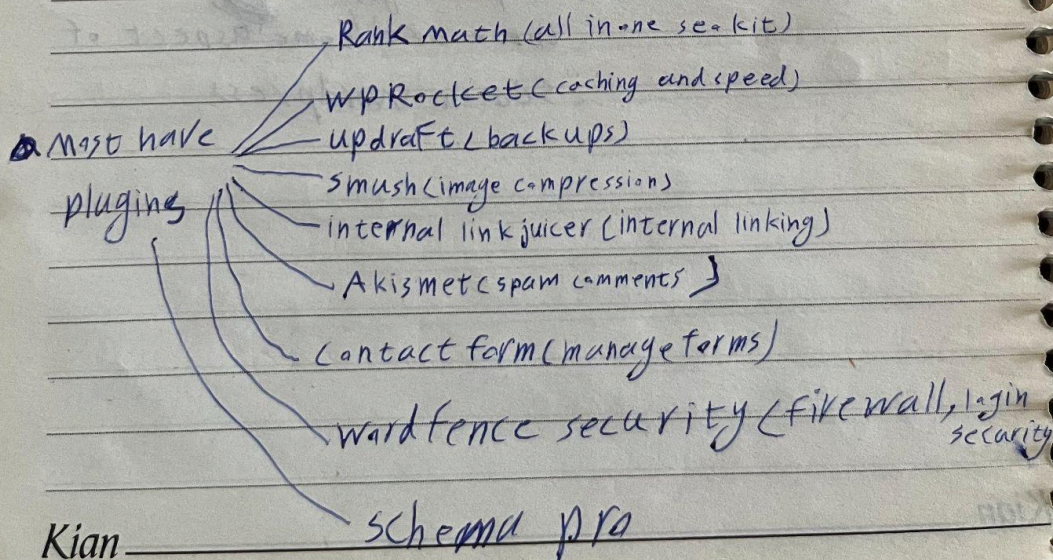


Subject: _____



TIP: you can do speed test on themes that have live preview

themes bestsellers: Query - DIVI - the7 - ENFold - Astra



Kian _____

Date: _____



Subject: _____

TIP: ~~the~~ plugins may (and mostly) have problems with
and themes
each other ✓ and that's why we need Developers

For mistakes I put the document on

SEO folder

1

security

~~the~~ change route wp-admin → with
wp Hide login plugin



Session II - UX

SSL → securing connection by encrypting
(secure sockets
layer) data sent between servers

PX (page experience) is important and

«user intent» Besides

TIP: Accessibility is very crucial for google

ways to Improve Accessibility:

1. keyboard navigation

How to check → go to a page and use TAB key

" " have it → attribute tabindex = 0

2. if we use a video or Audio in a page, put
the transcript text on page

3. use ARIA codes cause screen readers
makes it easier for

 to find parts of page

Kian

Date: _____



Subject: _____

use SERP to ~~know~~ know sth about UX

- sorting of tabs in SERP is important

Images

Videos

News

entity-Based SEO is an approach in SEO

that focus on entities as central element
rather than solely on key words

tools to improve UX

1- GA4

- checking engagement - time on page

2- A/B testing

3- funnel check

4- Hotjar/microsoft clarity: A-Heatmap B- ~~video~~ video recording

✓
affect the speed of loading and
performance ^{so} only for short-term usage
its good

Kian _____

Date: _____



Subject: _____

How google finds out ur is appropriate or not

- returns of page to SERP
- people rating or reviews
- quality raters and raterhub.com

Kian _____

Date: _____



session N12 - SEO international

international keyword research.

- Use regional search volumes (not global)

- English is not the only foreign language

the language is not always ~~relatable~~ to the

Region ^{Example} → English and India

spreadsheet ^{function} → GOOGLETRANSLATE(A2, "fa", "en")
_{for SEO int}

one of the most important Questions in int. SEO:

Do I need translation/localization for all pages??

→ Depends on budget and purpose of our company

TIP:
there is no need to translate all of the pages but

we can do it selectively

Date: _____



Subject: _____

Localization Tips

1. localize essential informations like contact details,

customer support, Terms and conditions

2. keep in mind language differences (e.g. US vs UK)

3. localize ~~co~~ UK like: 1. currency 2. payment methods

3. cultural preferences . . .

★ difference ~~between~~ Multilingual and multi-regional

in the seo folder

★ technical SEO requirement doc in SEO folder

geotargeting

URL options for geotargeting

country specific

→ examp.de
IR

subdomain with tld

de.example.com

IR. . . .com

choosing one of these options

depends on your forecast of

Kian

overcome budget
and . . .

Date: _____



Subject: _____

another URL option → subdirectories with gTLD
example.com/de/

ccTLD → country code top-level domain like IR, FR

~~TIP~~ TIP: some ccTLDs are global now. For

example → .ad .tv .ai .cc .co .bz

How to tell google about localized versions of

~~your~~ page → ~~add~~ image in SEO folder

hreflang

we can use hreflang generator and put

the code in the head of pages

or in sitemap

("https://example.com/foo") → absolute

("//example.com/foo") → relative

Kian or ("/foo")

Date: _____



Subject: _____

Localization TIPS

1. localize essential informations like contact details, customer support, Terms and conditions
2. keep in mind language differences (e.g. US vs UK)
3. localize ~~co~~ UK like: 1. currency 2. payment methods
3. cultural preferences . . .

★ difference ~~between~~ Multilingual and multi-regional
in the seo folder

★ technical SEO requirement doc in seo folder

geotargeting

URL options for geotargeting

country specific

→ examp.de
" " .IR

subdomain with gTLD

de.example.com

IR. " " .com

choosing one of these options

depends on your forecast of overcome budget

Kian

and . . .

Date: _____



Subject: _____

another URL option → subdirectories with gTLD
example.com/de/

ccTLD → country code top-level domain like ~~IR~~, FR

~~TIP~~ TIP: some ccTLDs are global now. For

example → .ad .tv .ai .cc .co .bz

How to tell google about localized versions of
your page → ~~add~~ image in SEO folder

hreflang

we can use hreflang generator and put
the code in the head of pages
or in sitemap

("https://example.com/foo") → absolute

("//example.com/foo") → relative

Kian or ("/foo")

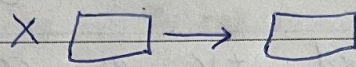
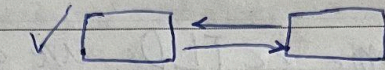
Date: _____



Subject: _____

TIP: hreflang only support relative URL

TIP: hreflang both pages should link
for ✓
to each other



hreflang
is not acceptable

For any other unmatched languages consider

a fallback page → «x-default»

also look at the docs for hreflang

in SEO folder

Date: _____



Subject: _____

Session 3 - tools

SEO's magic opener → easy access to parts of search console

No follow → see the links visually and their type

link grabber → links on every page

SEO Meta in 1 click → ^{some} Dev tools option

Detailed SEO → to see schema

Robots Exclusion checker → robots.txt and some other info

Heading ^{ing} map → full list of Headers

Wappalyzer → show the programming details of site

ctrl + shift + P → opens a command bar in Dev tools

Kian

Date: _____



Subject: _____

semrush used for keyword research

TIP: Gpt for ~~simple~~ keyword
use basic

Research and other stuff not Advanced

things

Kian _____

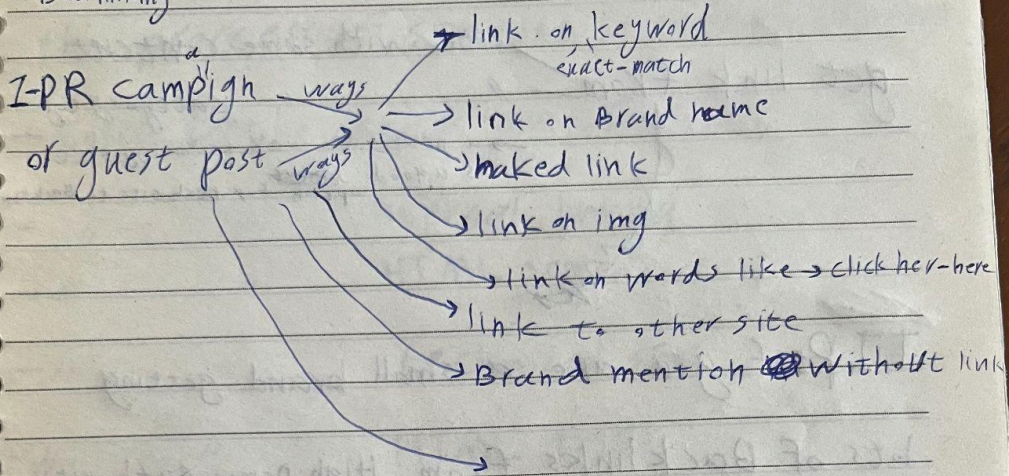
Date: _____



Subject: _____

Session 17 - Linking and Backlinking

Backlinking



TIP: you can link a PR campaign to another PR campaign in same website that makes

it looks like Internal linking → can't use very much because of price and other things

2- comment-forum are other ways for Backlinking

linking ~~we~~ don't need

- ~~(A to Z)~~ spam score
- sites with spammy activities
- sites that only sales link

Kian ~~you can dis~~

Date: _____



Subject: _____

We should disavow spam links

get link from — site with same content
" " " category eg.
→ a news site with technology site
is a good ~~option~~ for tech site to Backlink

TIP: if you are a small brand getting
lots of Backlinks from High Domain Authority
site is not good but you should Act natural

TIP: don't use UTM for ~~it~~ →
cause it made google doubted
image of multi-layer Backlinking
is in SEO folder

Kian _____

Date: _____



Subject: _____

last session - conclusion

the process of SEO (just a recommendation)

- correction the structure of site

- " " internal linking

- " " HTML semantic

- " " technical SEO

- " " HTML tags

↑ short-term answers

↓ mid- " ~~and~~ "

- keyword research and keyword mapping

SOV-forecast

- money pages content

- external linking

- content of the site

"ian _____

Date: _____

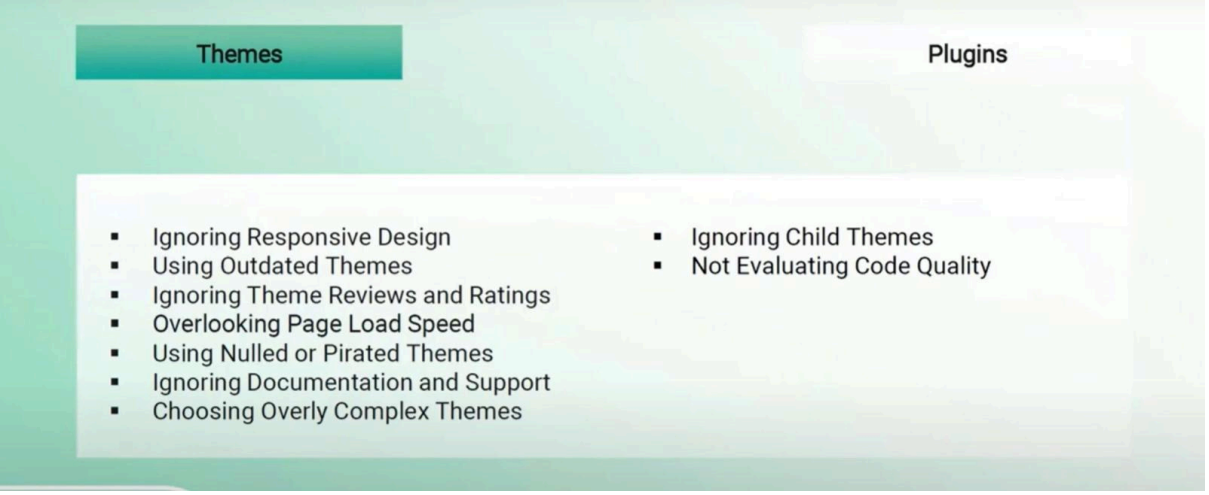
KPI in SEO

- Impression → not that necessary
- organic traffic → necessary if we consider the money pages
- Average position?
↳ depends^{nt}
- CTR → caused based on rank ~~and~~ ^{isn't} very necessary KPI
- ROI → very important KPI (but ~~it's~~ ^{not} better to show to manager)
- SOV → Important for you but don't report to superiors
- Branded vs NonBranded Traffic

Kian

SEO folder refers to these items:

[seo resources and tools.docx](#)



The slide is divided into two main sections: 'Themes' on the left and 'Plugins' on the right. The 'Themes' section contains a list of seven items, and the 'Plugins' section contains a list of two items.

Themes	Plugins
▪ Ignoring Responsive Design ▪ Using Outdated Themes ▪ Ignoring Theme Reviews and Ratings ▪ Overlooking Page Load Speed ▪ Using Nulled or Pirated Themes ▪ Ignoring Documentation and Support ▪ Choosing Overly Complex Themes	▪ Ignoring Child Themes ▪ Not Evaluating Code Quality



The video player shows a presentation slide titled 'Multilingual vs multi-regional'. The slide contains three bullet points and a URL at the bottom. The video player interface includes a progress bar at the bottom showing 13:54 / 14:25.

لوکالیزیشن در سنو اینترنشنال | بخش 4 از جلسه 12 آموزش کامل سنو

Multilingual vs multi-regional

- A *multilingual* website is any website that offers content in more than one language. For example, a Canadian business with English and French versions of its site. Google Search tries to find pages that match the language of the searcher.
- A *multi-regional* website is one that explicitly targets users in different countries. For example, a product manufacturer that ships to both Canada and the United States. Google Search tries to find the right locale page for the searcher.
- Some sites are both multi-regional and multilingual; for example, a site might have different versions for the USA and for Canada, and both French and English versions of the Canadian content.

<https://developers.google.com/search/docs/specialty/international/managing-multi-regional-sites>

13:54 / 14:25

Plugins

- Using Nulled or Pirated Plugins
- Not Testing Plugins on a Staging Site
- Installing Overlapping Functionality
- Not Deactivating Unused Plugins
- Using Resource-Intensive Plugins

Technical SEO Requirements

- Make sure the page language is obvious (use only one language on each page)
- If you have more than one languages on your site > recommended to implement hreflang tags
- If you have more than one language (translations) of the same page > must implement hreflang tags
- Avoid redirect by IP or language settings
- Avoid dynamically change content on the page based on IP or language settings
- Let the user choose the language on your site
- Consider adding hyperlinks to other language versions of a page
- Google doesn't support HTML lang tag
- Automatic translations could be viewed as spam

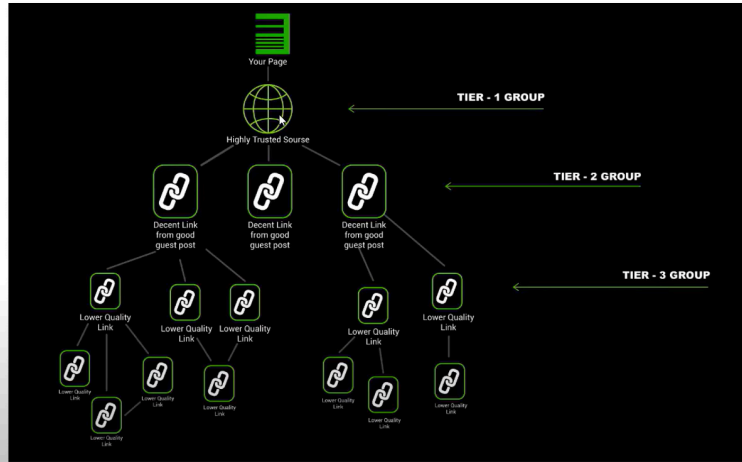
How to tell Google about localized versions of your page

Why it's important?

- We want to rank on our target locals/languages
- We want our users to land on the most related page from Google
- Translations and localizations could be considered as duplicate content and removed from index

Solution > Implement **hreflang tags** to tell Google about the variations of your content





منابع یادگیری و ابزارها و زمان در سئو | بخش 3 از جلسه 15 (جلسه آخر) آموزش کامل سئو

منابع یادگیری و ابزارها و زمان در سئو | بخش 3 از جلسه 15 (جلسه آخر) آموزش کامل سئو

To exit full screen, press Esc

- developers.google.com/search/docs
- [Search Quality Evaluation Guideline](#)
- [Google Search Central](https://guidelines.raterhub.com/searchqualityevaluatorguidelines.pdf)
- [Google Search Central Youtube Channel](#)
- [Search Off The Record Podcast](#)
- [Google Search Central Twitter Account](#)
- [Google SearchLiaison Twitter Account](#)
- learningseo.io

3:59 / 39:58

منابع یادگیری و ابزارها و زمان در سئو | بخش 3 از جلسه 15 (جلسه آخر) آموزش کامل سئو

منابع یادگیری و ابزارها و زمان در سئو | بخش 3 از جلسه 15 (جلسه آخر) آموزش کامل سئو

To exit full screen, press Esc

- [Oncrawl](#)
- [Deepcrawl](#) (Lumar)
- [Search Engine Journal](#) (SEJ)
- [Search Engine Land](#)
- [Backlinko](#)
- [Moz](#)
- [Ahrefs](#)
- [Screaming Frog](#)
- Twitter (X), LinkedIn, Youtube Channel of SEO Experts
- Instagram?!

27:26 / 39:58