Webinar On

How to optimise your knowledge base for SEO?

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Overview

• Purpose of Search Engine Optimization (SEO)
• Content creation to drive organic traffic
• Measuring SEO impact
• Best practices
• Tips and examples
• Close
What is Search Engine Optimization?

- Practice to increase organic traffic to your knowledge base
- Enable easy discovery of your knowledge base articles in search engine results
- Increase your brand visibility and earn customer trust
Source of customer intent

- Search engine – Google, Bing, DuckDuckGo, etc.

- Find customer intent of your knowledge base article – Search Keyword
Source of customer intent

Search Query
Source of customer intent 
Search Query

Search Engine Result Page (SERP)
Search Query -> Marketing channel
Search Query -> Marketing channel
Knowledge base SEO - Basics

- Search engine crawlers/bots
- Search engine algorithms
- Search intent
- Optimization techniques
Search Engine Ranking

Crawling  Indexing  Ranking
SEO Techniques

- On page SEO – Optimize elements in your knowledge base article
- Technical SEO – Manage how search engine crawlers index your knowledge base
- Off page SEO – Backlinking your knowledge base from trusted partners
On page SEO

- Undertake keyword research to understand your customer’s intent
- Create good content hierarchy: H1 – H4
- Write apt meta title and add clear meta description
- Add Alt Tags
- Include diagrams/images/visuals
On page SEO - Title

Meta title:

Ticket deflectors - Document360

Ticket deflectors help reduce the volume of support tickets by resolving customer queries with self-service support. Here is a quick walkthrough video on ...

Accessing the ticket deflectors in portal - Document360

Accessing the ticket deflectors overview page. From the Document360 portal, click on Settings → Knowledge base site → Ticket deflectors ...

13-Jan-2022 · Uploaded by Document360
On page SEO – Meta description

Meta description appearing as snippet
On page SEO
On page SEO - Article slug
Technical SEO

- Page loading time
- Robots.txt
- Sitemap
- Article redirection
- Broken links
Technical SEO – Robots.txt

User-agent: *
Disallow: /docs/release/2023
Sitemap: http://docs.document360.com/docs/sitemap.xml

https://developers.google.com/search/docs/advanced/robots/intro
Technical SEO – Sitemap

This XML file does not appear to have any style information associated with it. The document tree is shown below:

```xml
<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">
    <url>
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        <lastmod>2022-05-11T05:03:54.9785666Z</lastmod>
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https://docs.document360.com/sitemap_index.xml
Technical SEO – Article redirection

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<th>Source article path</th>
<th>Destination URL</th>
<th>Type</th>
<th>Last modified date</th>
</tr>
</thead>
<tbody>
<tr>
<td>/localization-101</td>
<td>localization-getting-started</td>
<td>Ends with</td>
<td>Mar 15, 2022</td>
</tr>
<tr>
<td>/how-to-use-swagger-1</td>
<td>how-to-use-swagger</td>
<td>Ends with</td>
<td>Mar 15, 2022</td>
</tr>
<tr>
<td>/reader-self-registration-1</td>
<td>reader-self-registration</td>
<td>Ends with</td>
<td>Mar 15, 2022</td>
</tr>
<tr>
<td>/custom-domain-1</td>
<td>custom-domain-overview</td>
<td>Ends with</td>
<td>Mar 14, 2022</td>
</tr>
</tbody>
</table>
Technical SEO – Broken links

- Search engines penalises for broken links
- Negative impact on your customer experience
- External links needs to be periodically checked
Off page SEO

- Backlinking to your knowledge base from trusted partners site
- Inclusion in external contents, social media, podcasts, etc..
- Boosts your page ranking as more website sites referrals increase
Workflow

- Include SEO as part of your documentation workflow
- Perform on-page, off page and technical SEO activities as part of this workflow
- Empower and upskill your content writers to be proficient in the SEO
Tools

- Google Search Console
- Google Analytics
- Semrush, Moz
- Broken link checker - https://ahrefs.com/broken-link-checker
Google Search Console

- List of customer search keyword that lead to your knowledge base

- Able to find average position of your knowledge base article in Google ranking

- Tweak knowledge base article to cater to your customer needs

- Submit your knowledge base sitemap and request Google to index it
Google Analytics

Overview

Users: 83,927
New Users: 69,391
Sessions: 159,268
Number of Sessions per User: 1.90
Pageviews: 451,308
Pages / Session: 2.83

Avg. Session Duration: 00:02:50
Bounce Rate: 41.02%

New Visitor: 87.7%
Returning Visitor: 12.3%
How will you measure success?

- Ranking in top for your customers search keywords – Average page ranking
- Appearing in the SERP (Search Engine Result page)
- Traffic / clicks coming from search keywords
Best practices

• Meta title – concise

• Meta description : 100 – 160 characters in length

• Reducing page load time – keep your page size below 500KB

• Image size as minimum as possible with good quality. Use PNG/JPEG formats

• Create customer friendly article slug
Best practices

• No broken links inside your public knowledge base

• Refresh your sitemap.xml file depending upon your knowledge base update cycle

• **Search keywords** to be part of article slug, meta title, description, and H1 – H2 tags

• Link your knowledge base to your blogs, external partners site, etc..
Advanced tips

• Mobile friendliness and site speed
• Readability level of your content
• Tweak content for what your customers need
• Content hierarchy matters – crawl depth
• Creation of pillar pages and topic clusters
Questions ?
Thank You!