



Webinar On

# How to optimise your knowledge base for SEO?



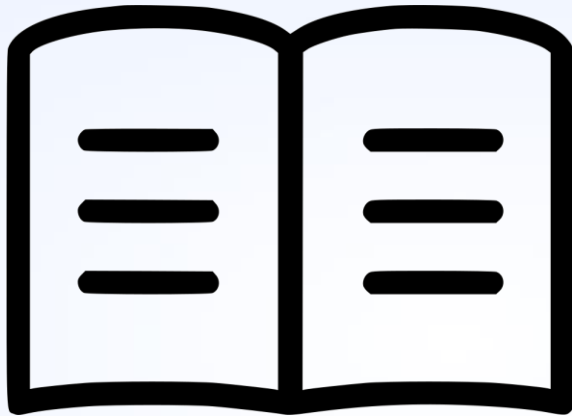
Speaker

**Selvaraaju Murugesan**

Data strategist at Kovai.co



# 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?



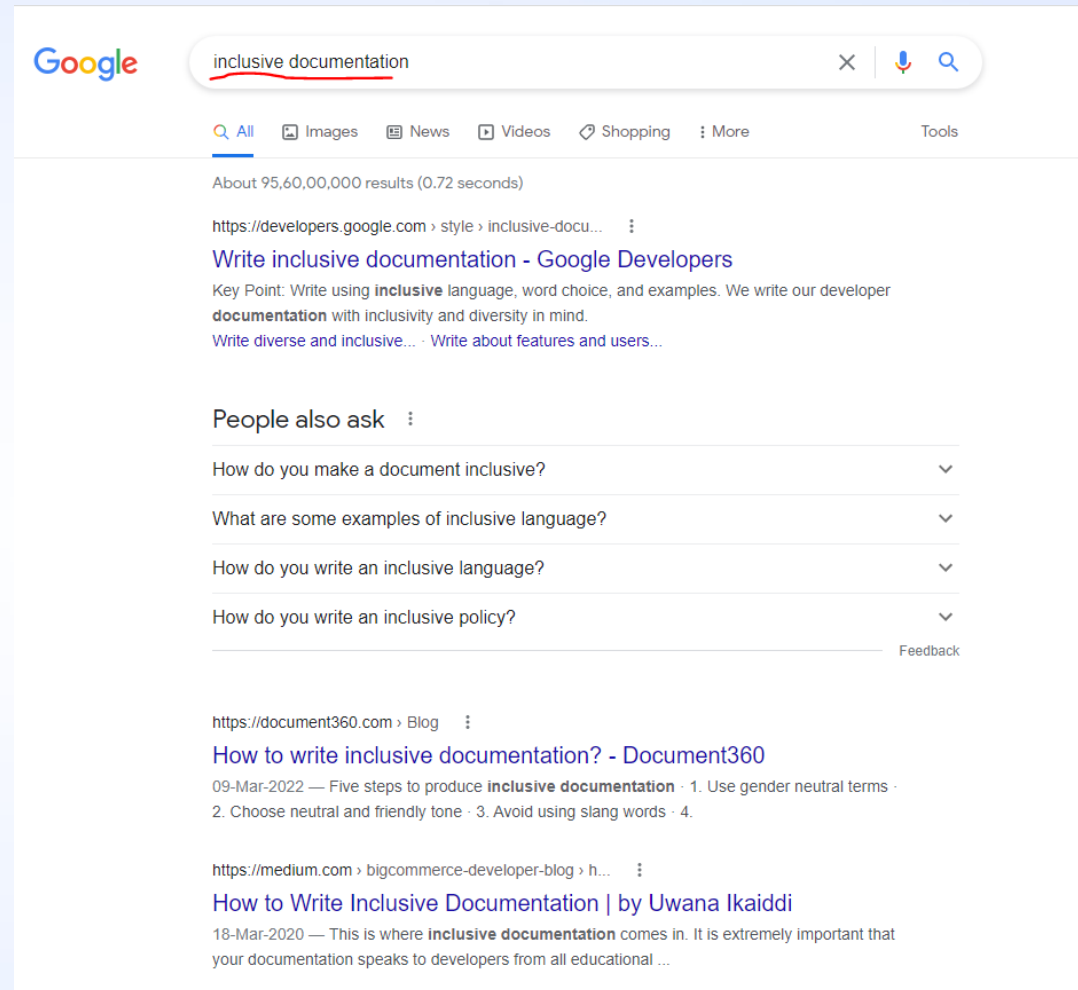
- Practice to increase organic traffic to your knowledge base
- Enable easy discovery of your knowledge base articles in search engine results
- Increase your brand visibility and **earn customer trust**

# 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



Google

[All](#) [Images](#) [News](#) [Videos](#) [Shopping](#) [More](#) [Tools](#)

About 95,60,00,000 results (0.72 seconds)

[https://developers.google.com > style > inclusive-docu...](https://developers.google.com/style/inclusive-documentation)

### Write inclusive documentation - Google Developers

Key Point: Write using **inclusive** language, word choice, and examples. We write our developer **documentation** with inclusivity and diversity in mind.

[Write diverse and inclusive...](#) · [Write about features and users...](#)

People also ask

- How do you make a document inclusive?
- What are some examples of inclusive language?
- How do you write an inclusive language?
- How do you write an inclusive policy?

[Feedback](#)

[https://document360.com > Blog](https://document360.com/blog)

### How to write inclusive documentation? - Document360

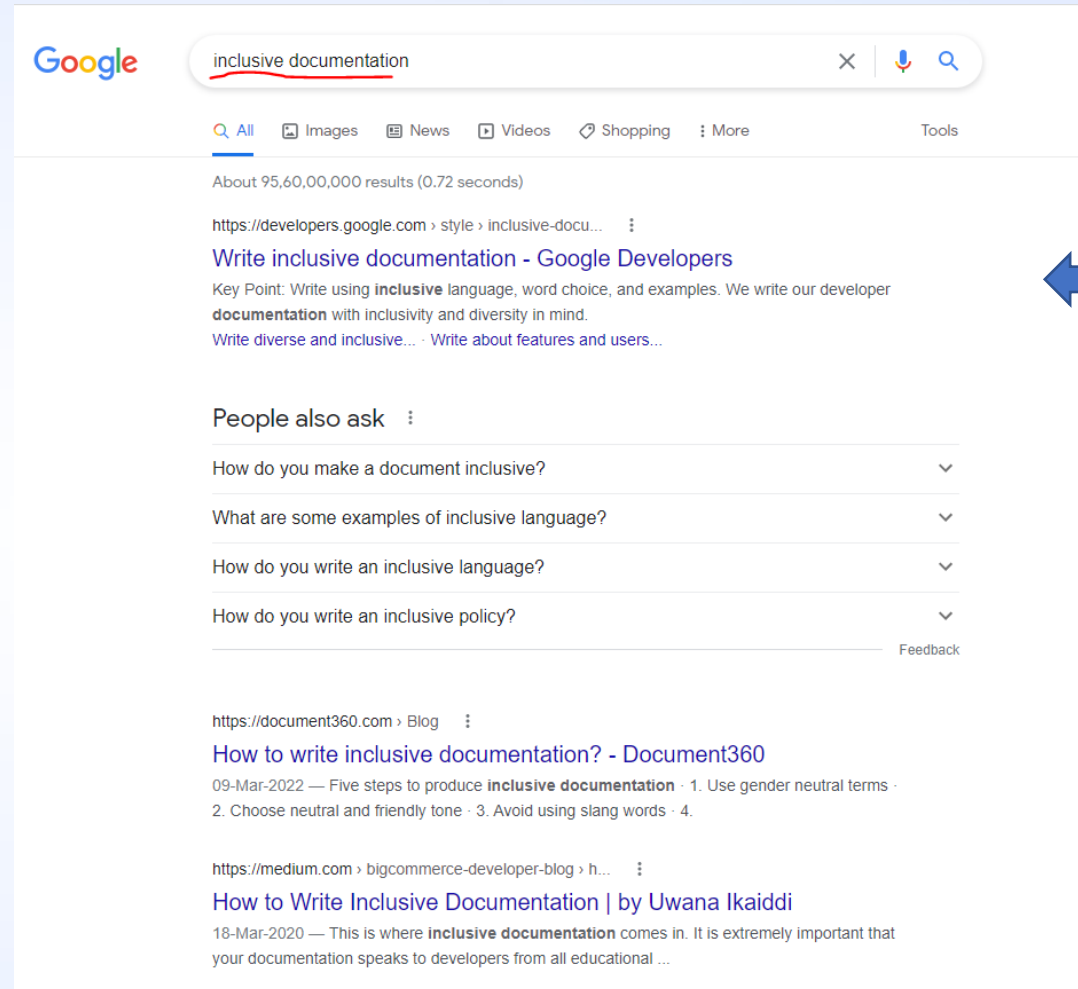
09-Mar-2022 — Five steps to produce **inclusive documentation** · 1. Use gender neutral terms · 2. Choose neutral and friendly tone · 3. Avoid using slang words · 4.

[https://medium.com > bigcommerce-developer-blog > h...](https://medium.com/bigcommerce-developer-blog)

### How to Write Inclusive Documentation | by Uwana Ikaidi

18-Mar-2020 — This is where **inclusive documentation** comes in. It is extremely important that your documentation speaks to developers from all educational ...

# Source of customer intent Search Query



The screenshot shows a Google search for "inclusive documentation". The search bar contains the query, and the results page displays several search results. The top result is from Google Developers, titled "Write inclusive documentation - Google Developers". Below it is a "People also ask" section with four questions: "How do you make a document inclusive?", "What are some examples of inclusive language?", "How do you write an inclusive language?", and "How do you write an inclusive policy?". The bottom result is from Document360, titled "How to write inclusive documentation? - Document360".

Google

inclusive documentation

All Images News Videos Shopping More Tools

About 95,60,00,000 results (0.72 seconds)

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People also ask

How do you make a document inclusive? ▾

What are some examples of inclusive language? ▾

How do you write an inclusive language? ▾

How do you write an inclusive policy? ▾

Feedback

[https://document360.com > Blog](https://document360.com/Blog)

**How to write inclusive documentation? - Document360**

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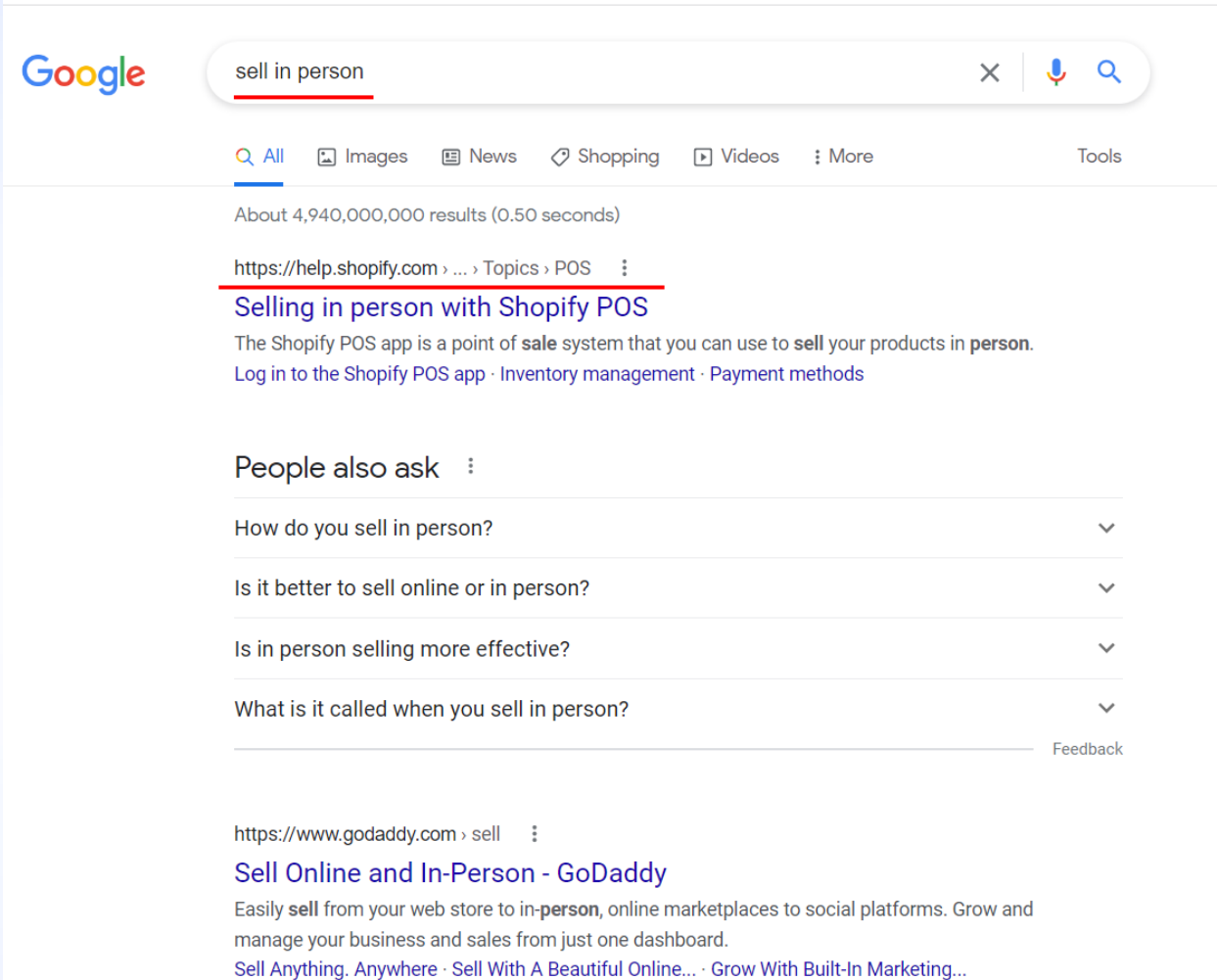
**How to Write Inclusive Documentation | by Uwana Ikaidi**



18-Mar-2020 — This is where **inclusive documentation** comes in. It is extremely important that your documentation speaks to developers from all educational ...



Search Engine Result Page  
(SERP)


# Search Query -> Marketing channel



Google  X  


[All](#) [Images](#) [News](#) [Shopping](#) [Videos](#) [More](#) [Tools](#)





About 4,940,000,000 results (0.50 seconds)

<https://help.shopify.com> > ... > Topics > POS 


**[Selling in person with Shopify POS](#)**

The Shopify POS app is a point of sale system that you can use to sell your products in person.  
[Log in to the Shopify POS app](#) · [Inventory management](#) · [Payment methods](#)

People also ask 

- How do you sell in person? 
- Is it better to sell online or in person? 
- Is in person selling more effective? 
- What is it called when you sell in person? 

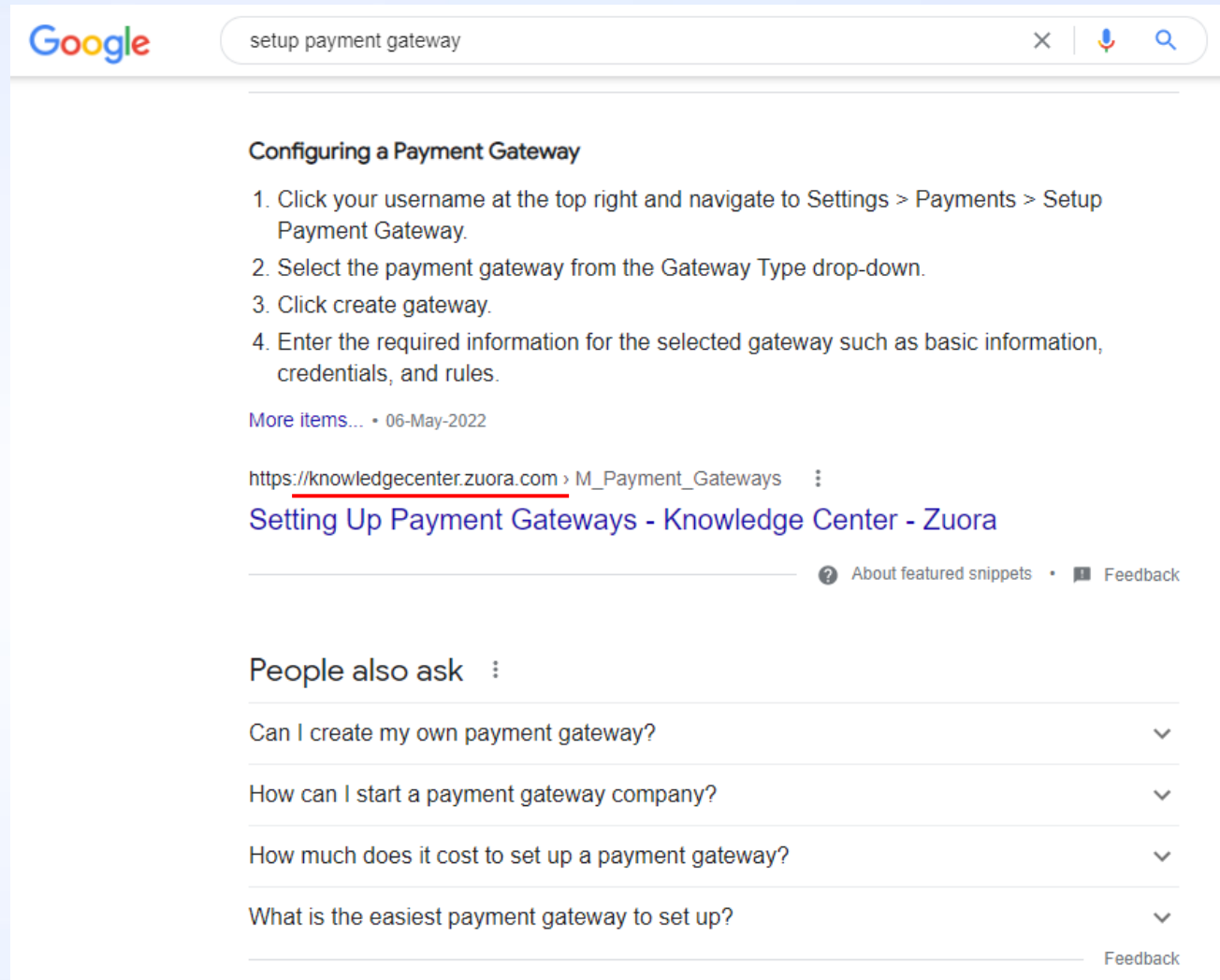
[Feedback](#)

<https://www.godaddy.com> > sell 

**[Sell Online and In-Person - GoDaddy](#)**

Easily sell from your web store to in-person, online marketplaces to social platforms. Grow and manage your business and sales from just one dashboard.  
[Sell Anything. Anywhere](#) · [Sell With A Beautiful Online...](#) · [Grow With Built-In Marketing...](#)

# Search Query -> Marketing channel



The image shows a Google search interface with the query "setup payment gateway". The search results include a featured snippet titled "Configuring a Payment Gateway" with four numbered steps. Below the snippet is a link to a Knowledge Center article from Zuora. At the bottom, there is a "People also ask" section with four related questions.

Google

setup payment gateway

**Configuring a Payment Gateway**

1. Click your username at the top right and navigate to Settings > Payments > Setup Payment Gateway.
2. Select the payment gateway from the Gateway Type drop-down.
3. Click create gateway.
4. Enter the required information for the selected gateway such as basic information, credentials, and rules.

[More items...](#) • 06-May-2022

<https://knowledgecenter.zuora.com> > M\_Payment\_Gateways

**Setting Up Payment Gateways - Knowledge Center - Zuora**

[?](#) About featured snippets • [Feedback](#)

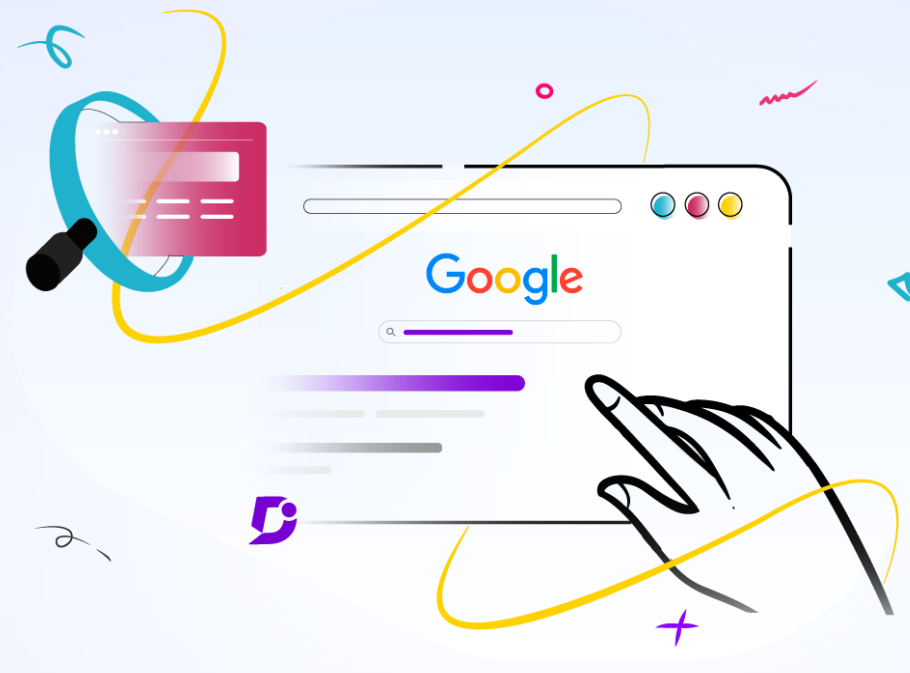
**People also ask**

- Can I create my own payment gateway?
- How can I start a payment gateway company?
- How much does it cost to set up a payment gateway?
- What is the easiest payment gateway to set up?

[Feedback](#)



# Knowledge base SEO - Basics

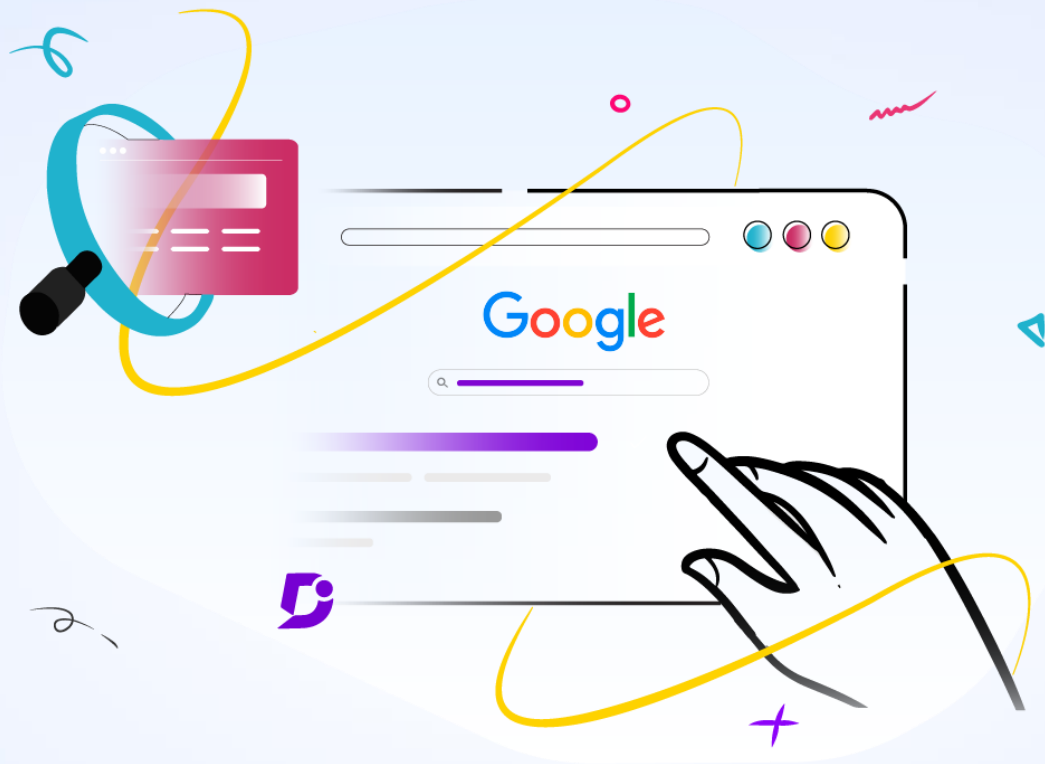


- Search engine crawlers/bots
- Search engine algorithms
- Search intent
- Optimization techniques

# Search Engine Ranking

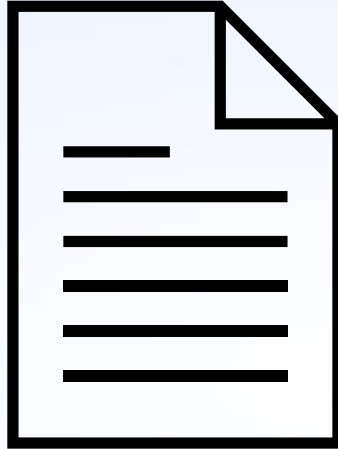


# SEO Techniques



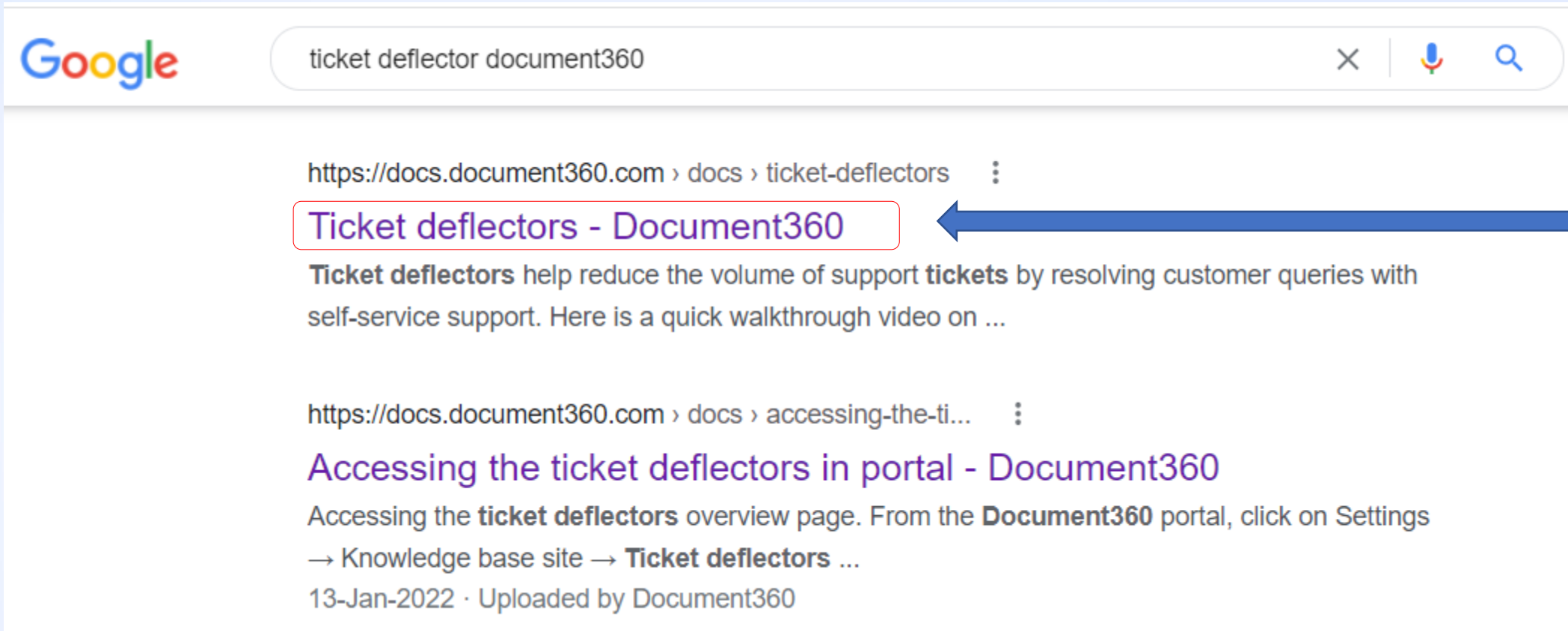
- On page SEO – Optimize elements in your knowledge base article
- Technical SEO – Manage how search engine crawlers index your knowledge base
- Off page SEO – Backlinking your knowledge base from trusted partners

# 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

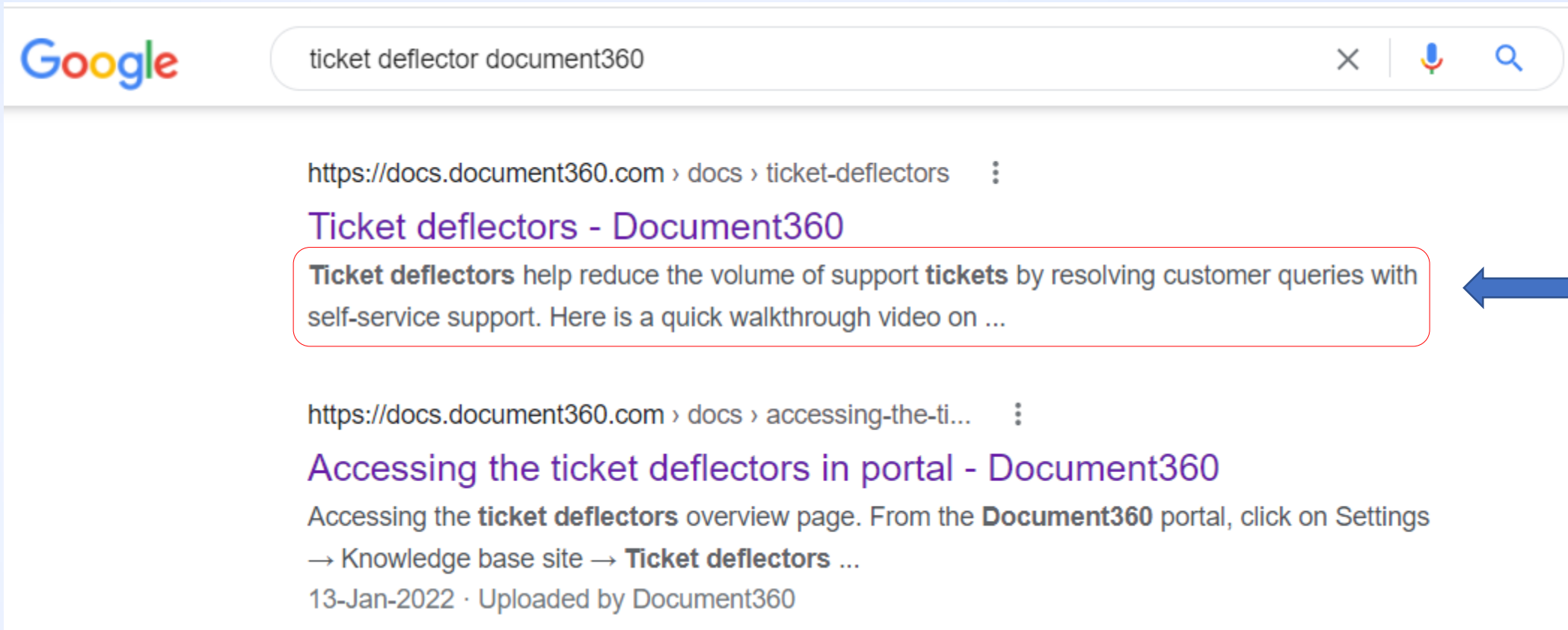
# On page SEO - Title



The image shows a Google search interface. The search bar contains the text "ticket deflector document360". Below the search bar, two search results are visible. The first result has a URL "https://docs.document360.com › docs › ticket-deflectors" and a title "Ticket deflectors - Document360" which is highlighted with a red box. A blue arrow points from the text "Meta title" on the right to this title. Below the title is a snippet: "Ticket deflectors help reduce the volume of support tickets by resolving customer queries with self-service support. Here is a quick walkthrough video on ...". The second result has a URL "https://docs.document360.com › docs › accessing-the-ti..." and a title "Accessing the ticket deflectors in portal - Document360". Below it is a snippet: "Accessing the ticket deflectors overview page. From the Document360 portal, click on Settings → Knowledge base site → Ticket deflectors ...". At the bottom of the snippet is "13-Jan-2022 · Uploaded by Document360".

Meta title

# On page SEO – Meta description



The image shows a Google search interface. The search bar contains the text "ticket deflector document360". Below the search bar, the first search result is highlighted. The URL is "https://docs.document360.com › docs › ticket-deflectors". The title is "Ticket deflectors - Document360". The meta description, which is highlighted with a red box, reads: "Ticket deflectors help reduce the volume of support tickets by resolving customer queries with self-service support. Here is a quick walkthrough video on ...". A blue arrow points from the text "Meta description appearing as snippet" to this red box. Below the first result, a second result is visible with the title "Accessing the ticket deflectors in portal - Document360" and a snippet: "Accessing the ticket deflectors overview page. From the Document360 portal, click on Settings → Knowledge base site → Ticket deflectors ...".

Meta description  
appearing as snippet

# On page SEO

```
← → ↻ view-source:https://docs.document360.com/docs/accessing-the-ticket-deflectors
Line wrap 
1
2
3 <!DOCTYPE html>
4 <html lang="en">
5 <head>
6   <noscript>
7     <link rel="stylesheet" href="https://pro.fontawesome.com/releases/v5.10.0/css/all.css" integrity="sha384-AYmEC3YW5cVb3ZcuHt0A93w35dYTsvhLPVnYs9eStHfGJv0vKxVfELGroGkvsg"
8   </noscript>
9   <!-- Primary Meta Tags -->
10    <meta name="title" content="What is ticket deflector? | How to use ticket deflector effectively?">
11
12    <meta name="description" content="Document360 ticket deflectors help reduce the volume of support tickets by resolving customer queries with self-service support.">
13    <meta http-equiv="X-UA-Compatible" content="IE=edge" />
14
15    <!-- Open Graph / Facebook -->
16
17    <meta property="og:type" content="article" />
18
19    <meta property="og:url">
20
```

# On page SEO - Article slug



The screenshot shows a web browser with the URL `docs.document360.com/docs/accessing-the-ticket-deflectors`. The page header includes the Document360 logo and navigation links for Features, Pricing, and API. A search bar is present in the top navigation bar. Below the header, there are links for Resources, Integrations, Releases, Feedback, and RSS Feed. The breadcrumb trail shows `Project Administration / Ticket deflectors`. The main content area features a filter box and a list of navigation items: Getting Started, Managing content, Home Page Builder, Knowledge Base Design, Images, videos, and files, Knowledge base assistant, and Project Administration. The article title is `Accessing the ticket deflectors in portal`, updated on 13 Jan 2022, with a 5-minute read time. A yellow banner indicates that the feature is available on Enterprise and Enterprise plus plans. The article text states that ticket deflectors help reduce support tickets by resolving customer queries with self-service support.





# Technical SEO



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

# Technical SEO – Robots.txt

```
robots - Notepad
File Edit Format View Help
User-agent: *
Disallow: /docs/release/2023

Sitemap: http://docs.document360.com/docs/sitemap.xml|
```

# Technical SEO – Sitemap

```
← → ↻ 🔒 docs.document360.com/sitemap.xml.en

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

▼<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">
  ▼<url>
    <loc>https://docs.document360.com</loc>
    <lastmod>2022-05-11T05:03:54.9705666Z</lastmod>
    <changefreq>Daily</changefreq>
  </url>
  ▼<url>
    <loc>https://docs.document360.com/docs/recycle-bin-recent-and-starred-files</loc>
    <lastmod>2022-05-09T09:53:39.922Z</lastmod>
    <changefreq>Weekly</changefreq>
  </url>
  ▼<url>
    <loc>https://docs.document360.com/docs/plans-and-pricing</loc>
    <lastmod>2022-05-06T09:52:56.985Z</lastmod>
    <changefreq>Weekly</changefreq>
  </url>
  ▼<url>
    <loc>https://docs.document360.com/docs/downgrade-your-subscription-plan</loc>
    <lastmod>2022-05-06T09:27:32.251Z</lastmod>
    <changefreq>Weekly</changefreq>
  </url>
  ▼<url>
    <loc>https://docs.document360.com/docs/changing-plans</loc>
    <lastmod>2022-05-06T09:27:00.899Z</lastmod>
    <changefreq>Weekly</changefreq>
  </url>
```

# Technical SEO – Article redirection

Article redirect rules

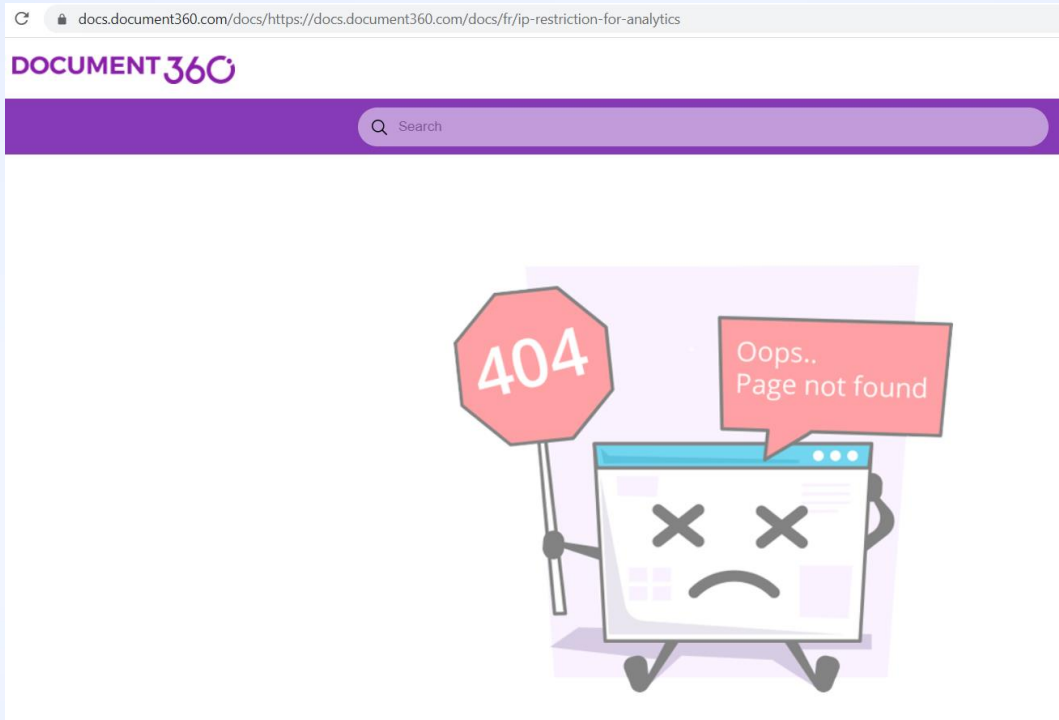
Search Learn View site

New redirect Import redirect rule Export CSV

Filter by Search Modified date Type Both

Source article path	Destination URL	Type	Last modified date
/localization-101	localization-getting-started	Ends with	Mar 15, 2022
/how-to-use-swagger-1	how-to-use-swagger	Ends with	Mar 15, 2022
/reader-self-registration-1	reader-self-registration	Ends with	Mar 15, 2022
/custom-domain-1	custom-domain-overview	Ends with	Mar 14, 2022

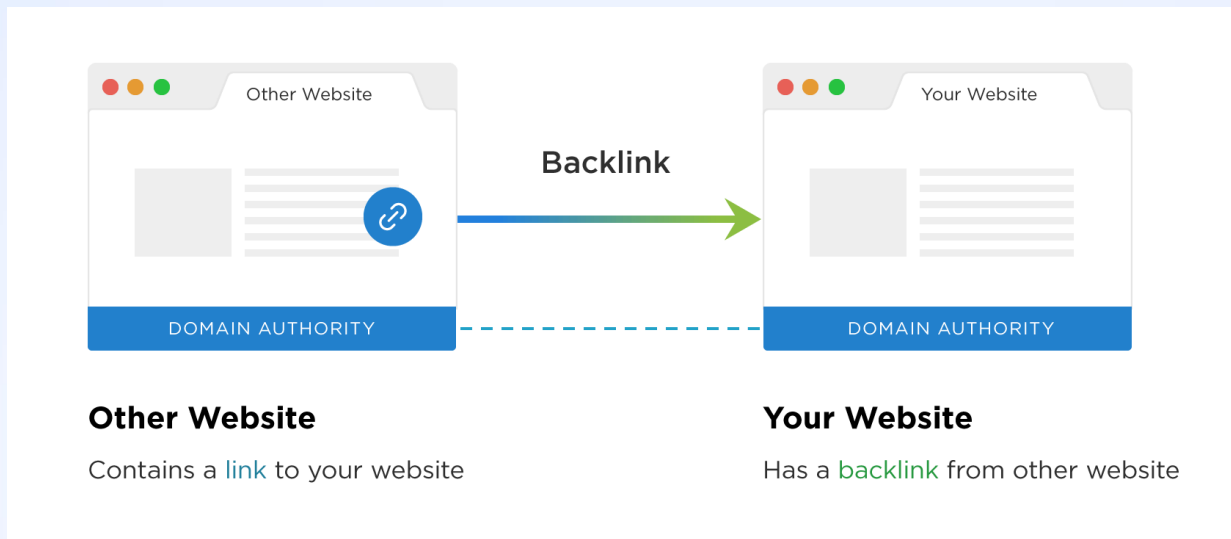
# Technical SEO – Broken links



- 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

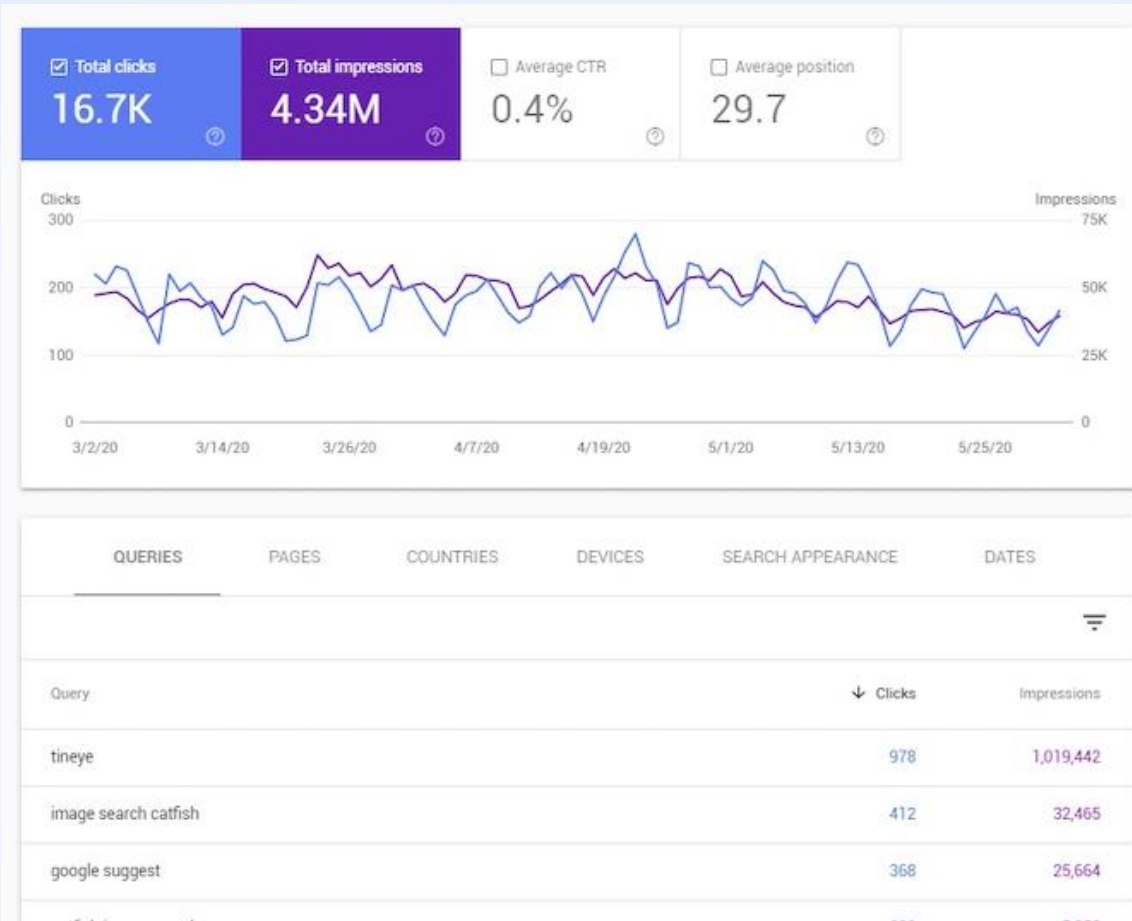


# Tools



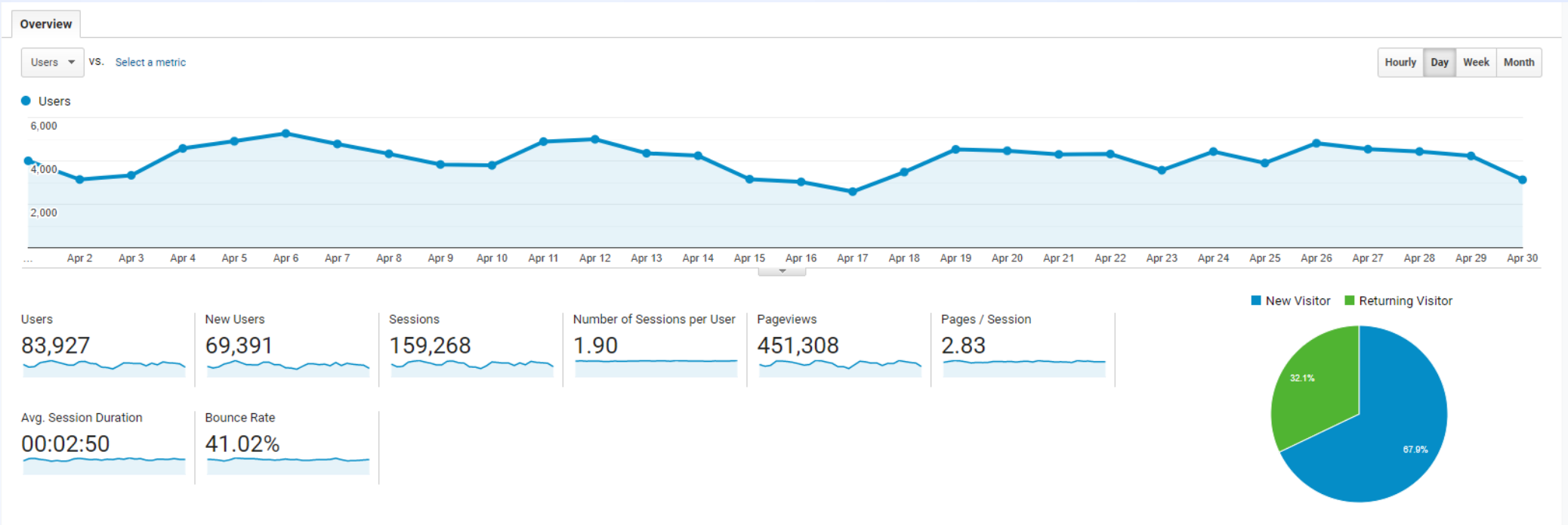
- Google Search Console
- Google Analytics
- Semrush, Moz
- Broken link checker - <https://ahrefs.com/broken-link-checker>
- Headings content hierarchy <https://www.seoreviewtools.com/html-headings-checker/>

# 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



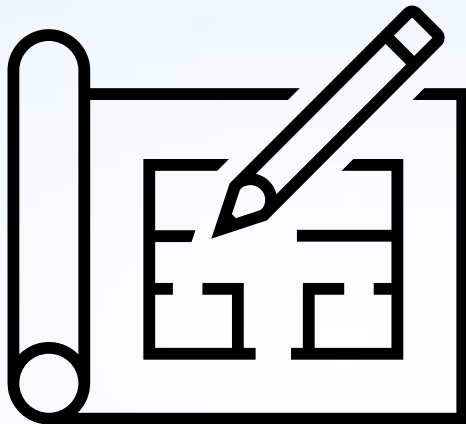


# How will you measure success?



- 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

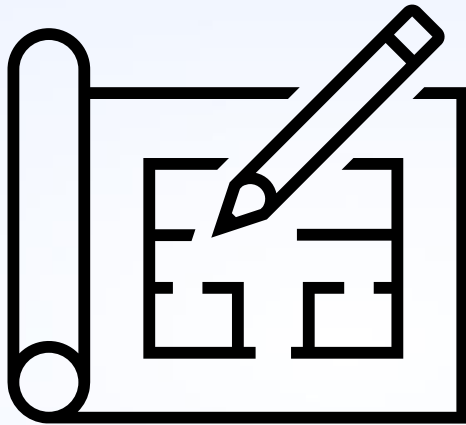
# Best practices



- 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!**

