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Search Engine Optimisation (SEO)

The SEO Landscape



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This module is covering:

1. The SEO landscape
2. Technical SEO deep dive
3. On-page and on-site optimisation
4. Content strategy for SEO
5. Link-building strategies and outreach
6. Mobile SEO and local search optimisation
7. SEO data analysis, measurement, and reporting
8. Enterprise and e-commerce SEO
9. Automation, tools, and SEO techniques
10. The future of SEO and emerging trends



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Learning outcomes

1. Analyse and diagnose technical SEO issues
2. Develop data-driven, topic-focused content strategies
3. Execute ethical and sustainable link-building tactics
4. Implement measurement and attribution frameworks
5. Adapt to evolving search trends and emerging technologies



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This lecture covers:

The SEO landscape

- SEO evolution and history
- SEO philosophy
- Core components of advanced SEO
- Algorithm complexity and ranking features
- KPIs and metrics for SEO



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SEO evolution and history

1991-1996

The first websites and search engines start appearing. According to legend, the concept of SEO is born when the manager of rock band Jefferson Starships becomes frustrated at the band not appearing in search results, and begins to tweak web copy etc for higher rankings. The term 'SEO' is first used by John Audette of Multimedia Marketing Group.

1996-1998

Stanford University students create 'Backrub' - a search engine which will eventually become Google. Backrub is quickly followed by AskJeeves in 1997 and GoTo in 1998. GoTo introduces paid search and sponsored links to the scene.

2000

Yahoo partners with Google to create the world's largest search engine. Simultaneously, Google launches its own toolbar on Internet Explorer. Through the early 2000s, search engines work hard to distinguish 'white hat' from 'black hat' SEO tactics, making efforts to promote quality content over keyword-stuffing. However, keywords will continue to dominate for the next two decades.

2003-2005

Google acquires blogger.com in 2003, and introduces nofollow tags to combat spam in 2005. Link-building begins to be seen as very important to successful SEO, and sites start linking to one another in an attempt to raise their SERP listings. In 2004, Google begins improving localised SERP through use of geographical data.



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SEO evolution and history

2006-2010

Google continues its steady rise to dominate the internet, acquiring YouTube and launching Google Analytics. Meanwhile, Microsoft introduces Bing. Video, news, images and more become part of the search engine experience, and Google algorithm updates begin to take site loading times into account.

2011-2014

Google continues its battle against keyword-stuffing with a variety of updates designed to promote quality over keyword quantity. This experiences mixed results. Featured snippets are introduced in 2014. Meanwhile, mobile devices begin to take over from desktop computers as the world's primary method of connecting to the internet.

2015-2024

Mobile searches overtake desktop searches on Google in 2015. Google responds by overhauling its mobile search algorithms over the next decade. By 2021, all websites have switched to mobile-first indexing. In 2024, Google introduces AI overviews at the top of SERPs.

2025-?

The rise of AI promises big changes for SEO through 2025 and beyond. With people increasingly turning to AI rather than to search engines for answers, how will SEO adapt to the AI revolution?

Source: <https://www.webfx.com/blog/seo/evolution-of-seo/>



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Major Google algorithm updates

- 2005 Jagger
- 2005 BigDaddy
- 2008 Vince
- 2008 Caffeine
- 2011 Panda
- 2012 Penguin
- 2013 Hummingbird
- 2019 BERT
- 2020-2024 saw a lot of core updates
- 2020-2024 March, July & December Spam updates
- 2025 March Core update



From keywords to intent

Focusing on technical SEO more than content marketing?

There's an underlying problem with **over-optimization**. It's this. Over-optimization happens when we focus too much on **technical SEO**. It's technical SEO navel-gazing. And it's **not healthy**.

SEO is fine and good. But if you **focus too much** on the nitty-gritty technical details of SEO, you lose sight of the bigger picture. There's only so much **optimization work** you can do with your technical SEO. Once all the **elements are in place**, get out there and start making **awesome content**.

You'll really see your **SEO make an impact** when you launch into the world of **content marketing**. Creating a site with **perfect technical SEO** is to create a site that shines.

Source: <https://seranking.com/blog/keyword-stuffing/>



SEO philosophy



Core components of SEO

Technical SEO ensures that a website is structured for optimal crawling, indexing, and performance.

A strong **content strategy** involves creating valuable, relevant, and search-optimised content that aligns with user intent.

Backlink profiling involves analysing and managing the quality, quantity, and relevance of inbound links to a website.

User-signal optimisation is all about making sure your users are giving Google the right signals.



SEO as part of an integrated digital marketing strategy



Content marketing



Social media marketing



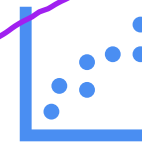
Paid advertising (PPC)



Email marketing



PR & influencer marketing



Web analytics & CRO



SEO as part of an integrated digital strategy

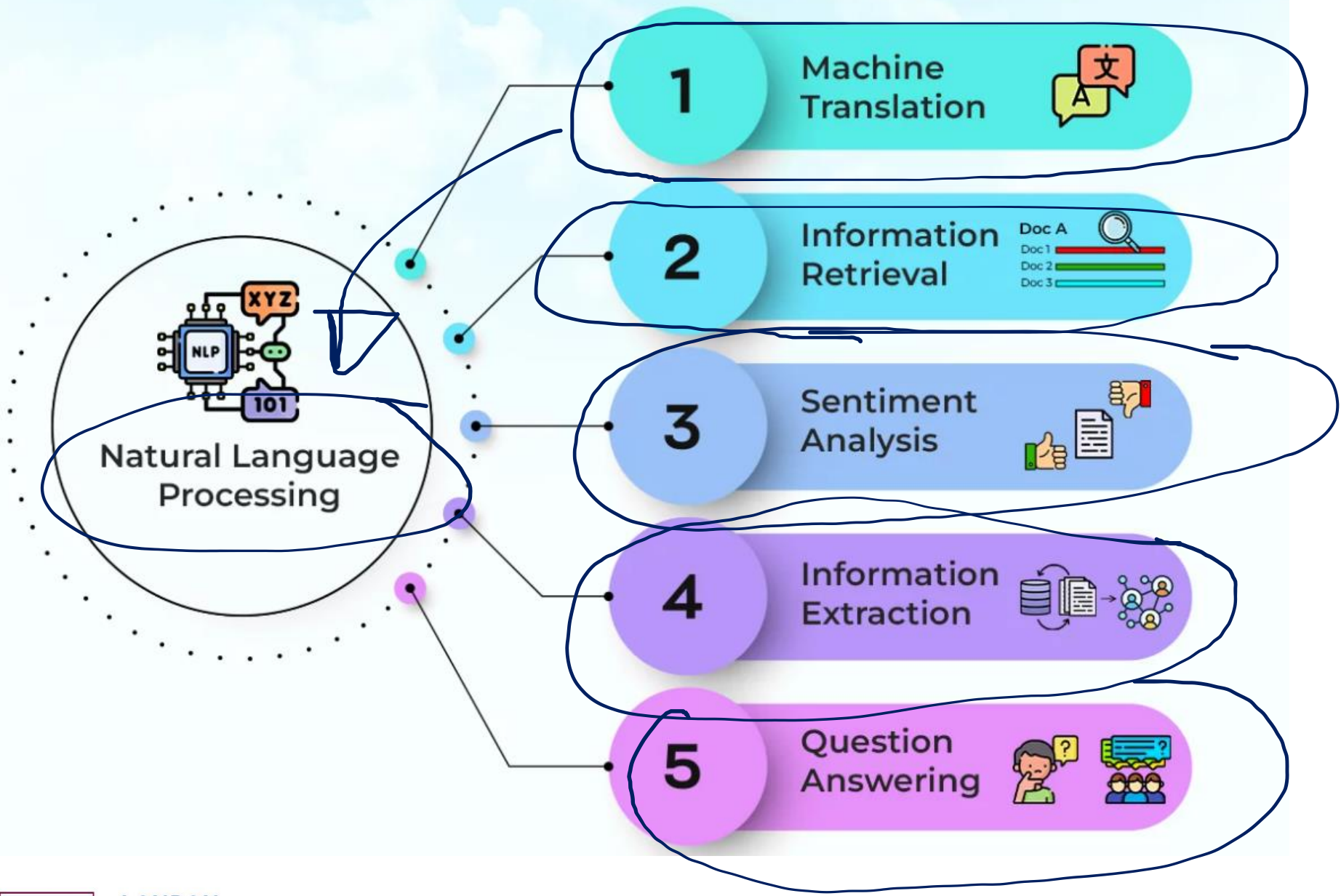


Task: SEO objectives

For your organisation identify the marketing and business objectives. Using these determine your SEO objective(s).

Remember these should be SMART.





Algorithm complexity and ranking factors



Algorithm complexity and ranking factors

Brand & off-page factors

AI & ML factors



E-E-A-T

E
Experience

E
Expertise

A
Authoritativeness

T
Trustworthiness



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KPIs and metrics for SEO

Organic visibility

Keyword growth

Conversions

ROI (Return on Investment)

Share of SERP (share of voice)



KPIs and metrics for SEO

Click-through rate (CTR)

Dwell time

Bounce rate

Backlink growth

Core Web Vitals



SEO and UX



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SEO and UX



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Source: <https://www.youtube.com/watch?v=udGovcqCBZ4&t=145s>

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Thank you!



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