

SEO for your Website



South Bank

WORKS

Ilaria Fabbri

14 November 2025

Enterprising
Futures at LSBU



KINESSO

SEO 101

November 2025

Hello



Ilaria Fabbri

Senior SEO Director @Kinesso UK

KINESSO
UK

GLOBAL
CENTRE

3E9

UK Paid Media Specialists

EXCELLEN

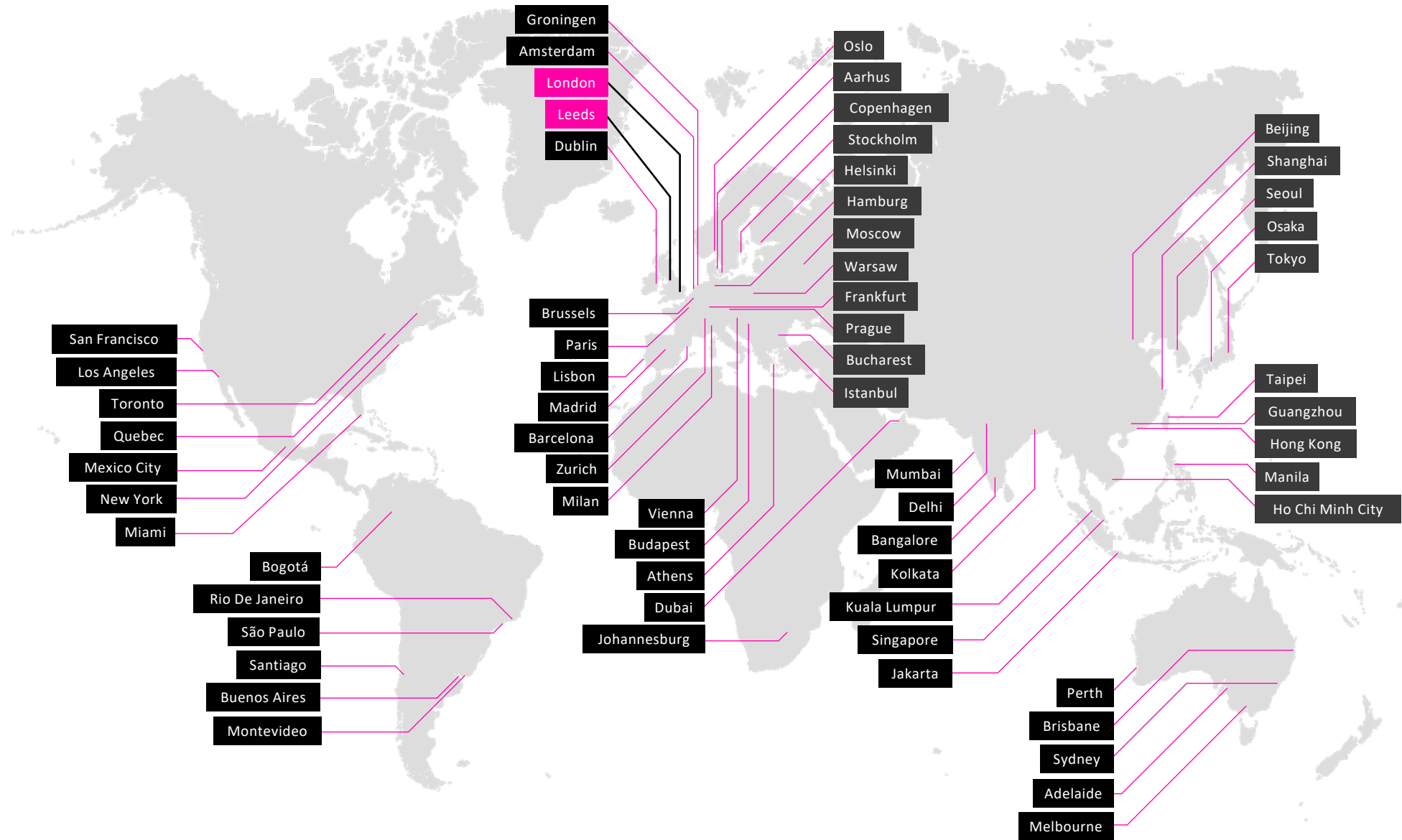
3000+

Global Paid Media Specialists

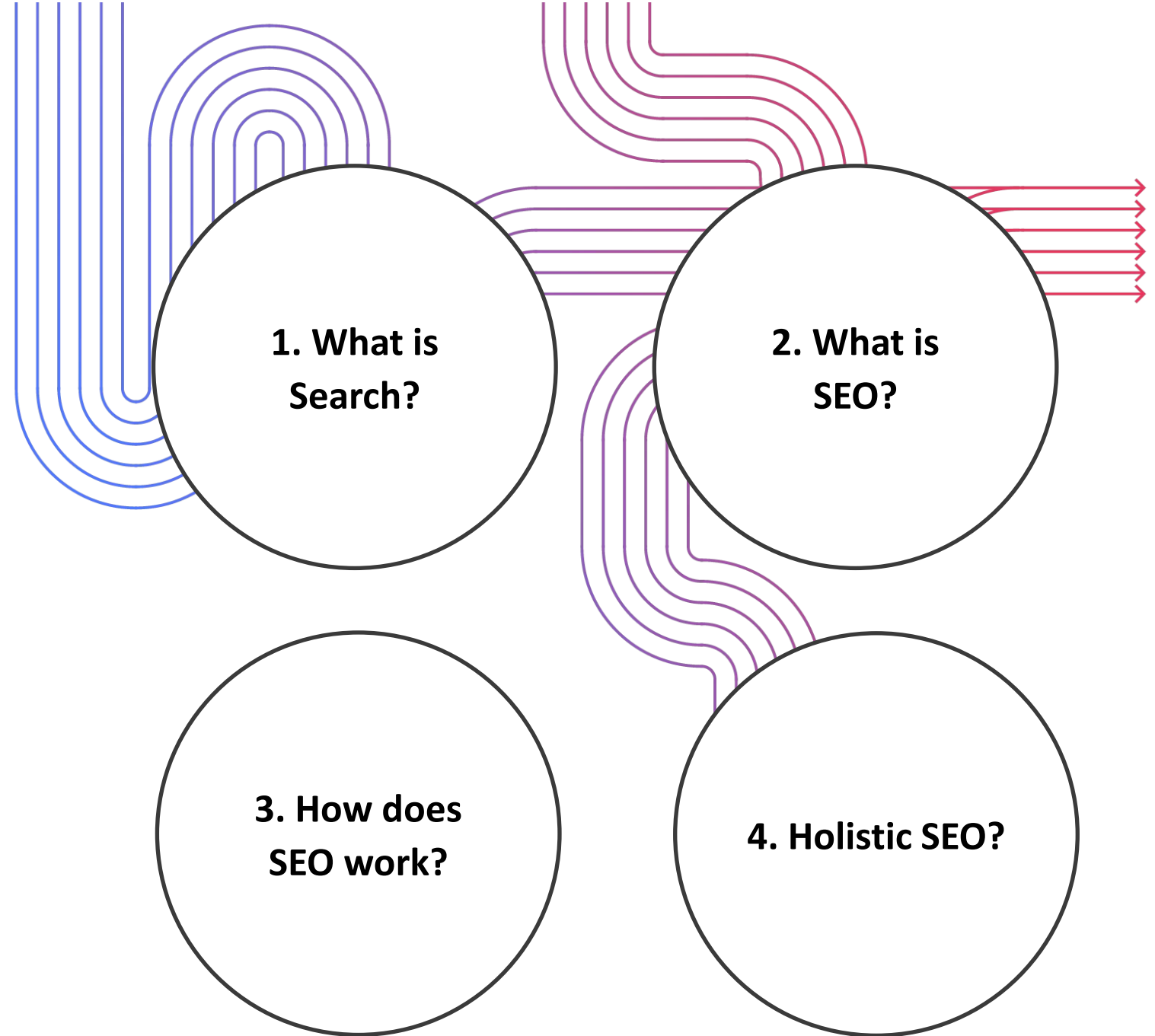


Google Marketing Platform
Sales Partner

KINESSO



Agenda





What is search?

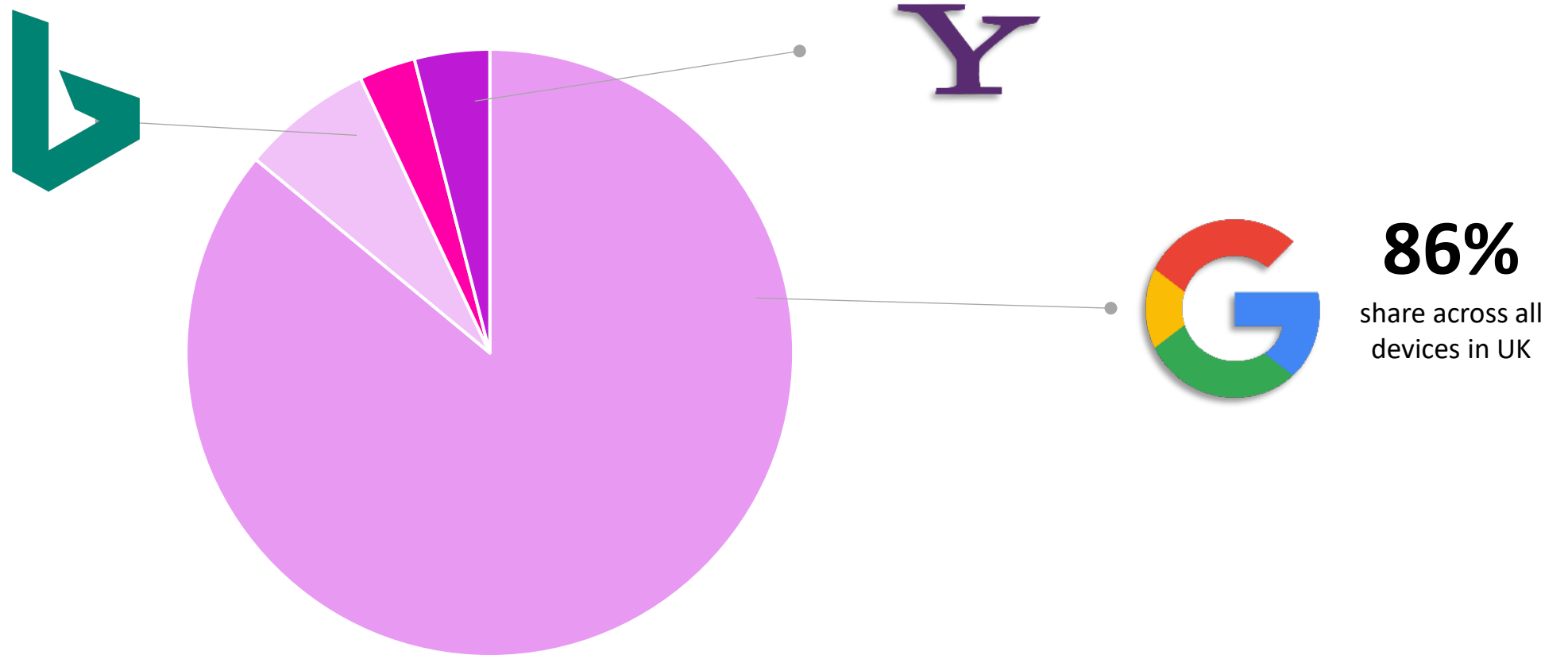
What is search?



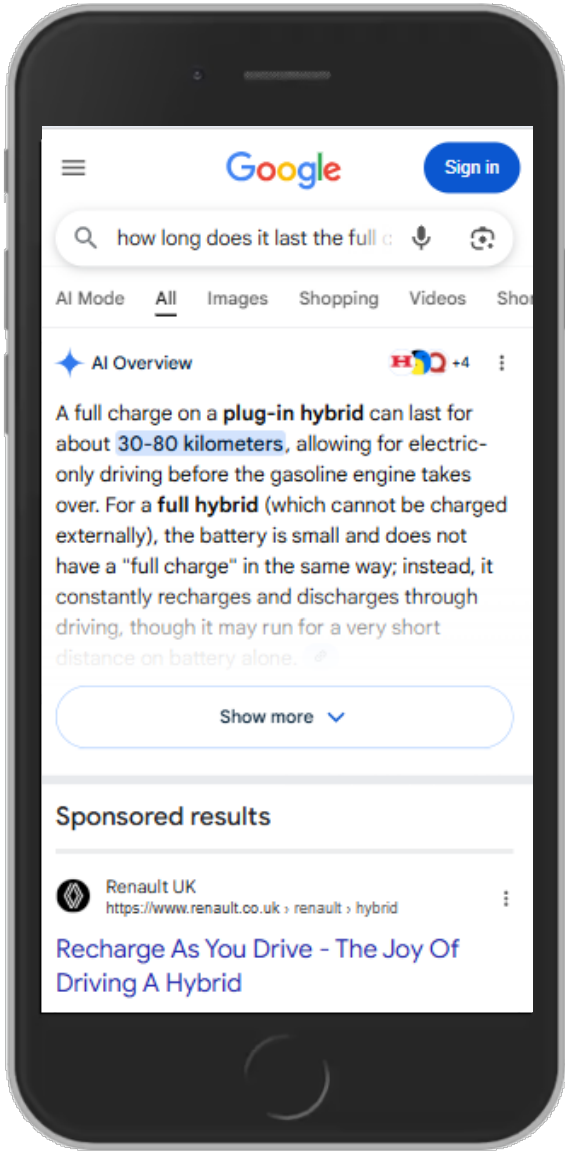
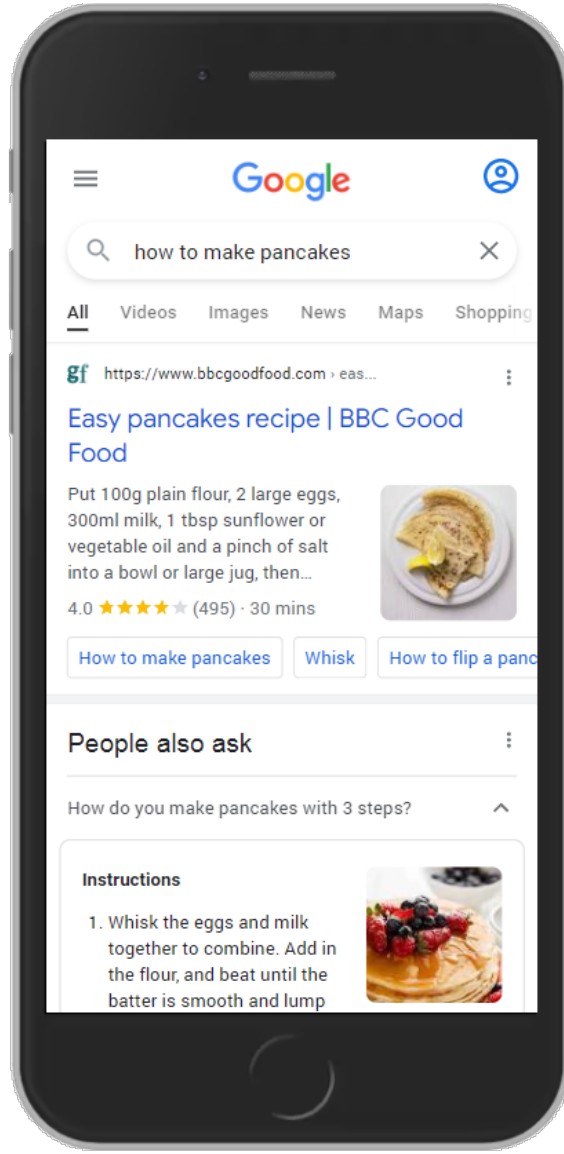
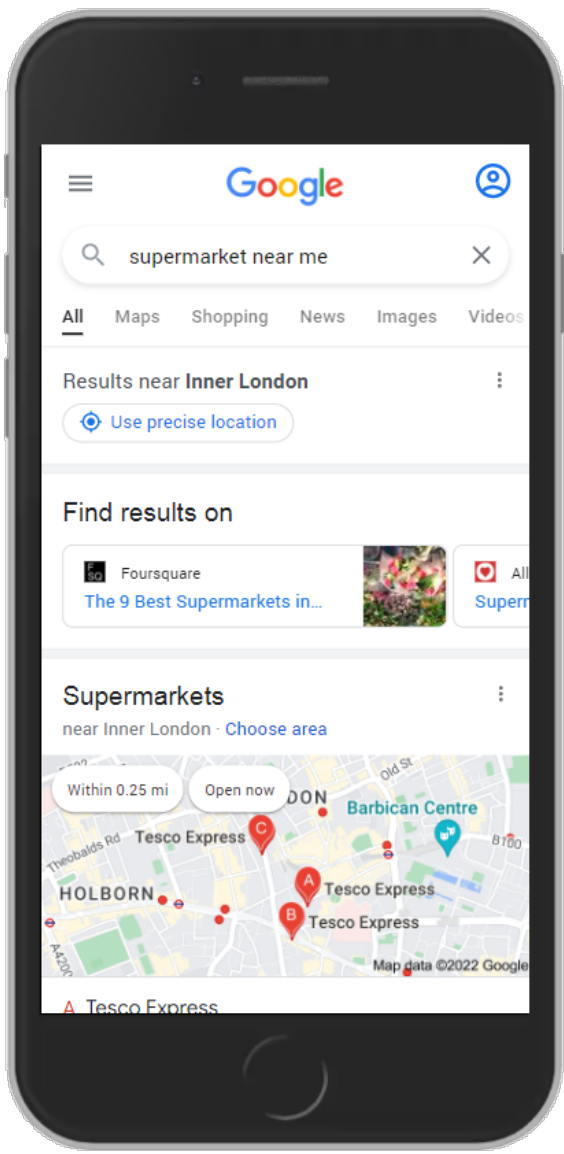
The image shows a composite of search engine results. On the left, a YouTube search bar contains the text "how to", with a dropdown menu listing various "how to" queries such as "how to draw", "how to tie a tie", "how to delete instagram account", "how to get free robux", "how to wrap a gift", "how to solve a 3 by 3", "how to kiss", "how to curl your hair with a straightener", "how to draw a girl", "how to use chopsticks", "how to make pancakes", "how to save a life", "how to lose weight fast", and "how to basic".

In the center, an Amazon.co.uk search bar contains the text "shoes", with a dropdown menu listing various shoe-related products and categories, including "shoes", "shoes in Shoes & Bags", "shoes for women", "shoes for men", "shoes for crews", "shoes cabinet", "shoes storage", "shoes rack", "shoes for plantar fasciitis women's", "shoes stretcher", and "shoes for women heels".

The UK loves using Google



The days of '10 blue links' are gone...

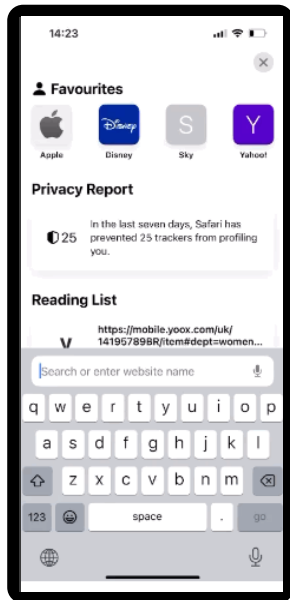


The majority of searches are on mobile



From inspiration to action – relevant content for each search stage

DISCOVER



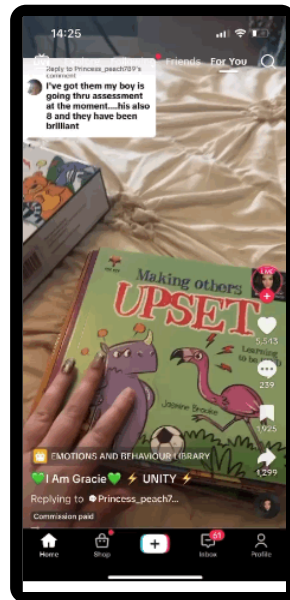
Google

vegan recipes



reddit

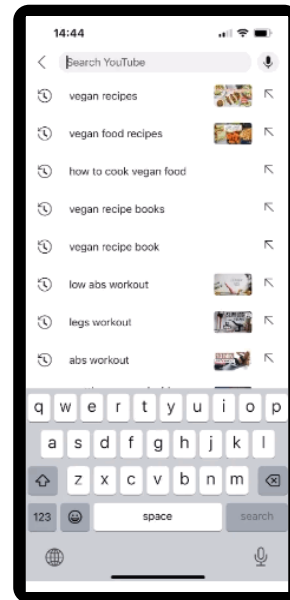
vegan recipes



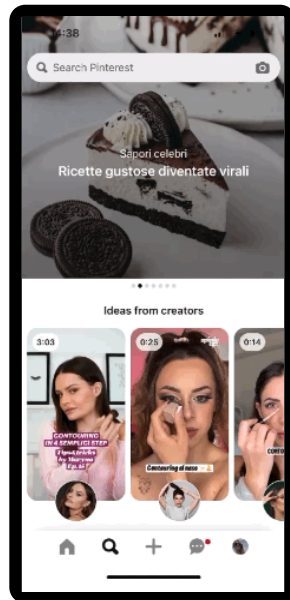
TikTok

how to cook vegan food

DECIDE



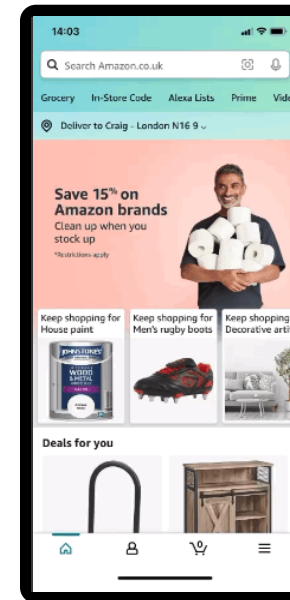
YouTube



Pinterest

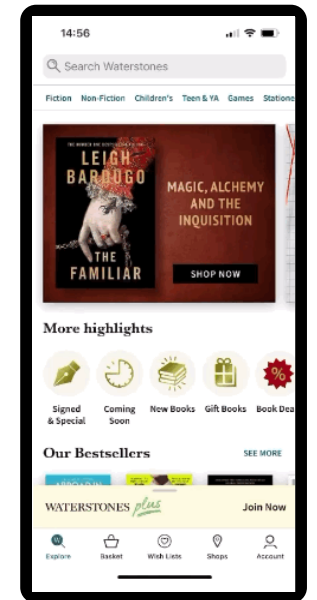
Easy vegan recipes

PURCHASE



amazon

vegan recipe books



Waterstones



What is SEO?

What is Search Engine Optimisation?

SEO is a set of practices designed to improve the appearance and positioning of web pages in organic search results.



SEO isn't only about Google Search



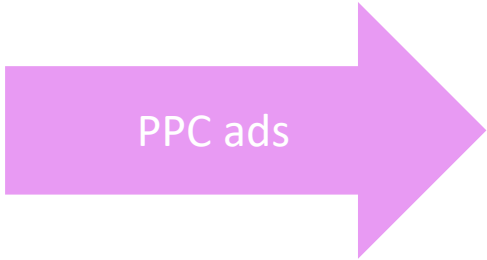
SEO doesn't involve paid results

The screenshot shows a Google search for "baby monitors". At the top, there are navigation links for All, Shopping, News, Images, Videos, and More. Below the search bar, it indicates "About 200,000,000 results (0.50 seconds)".

The results are divided into two main sections:

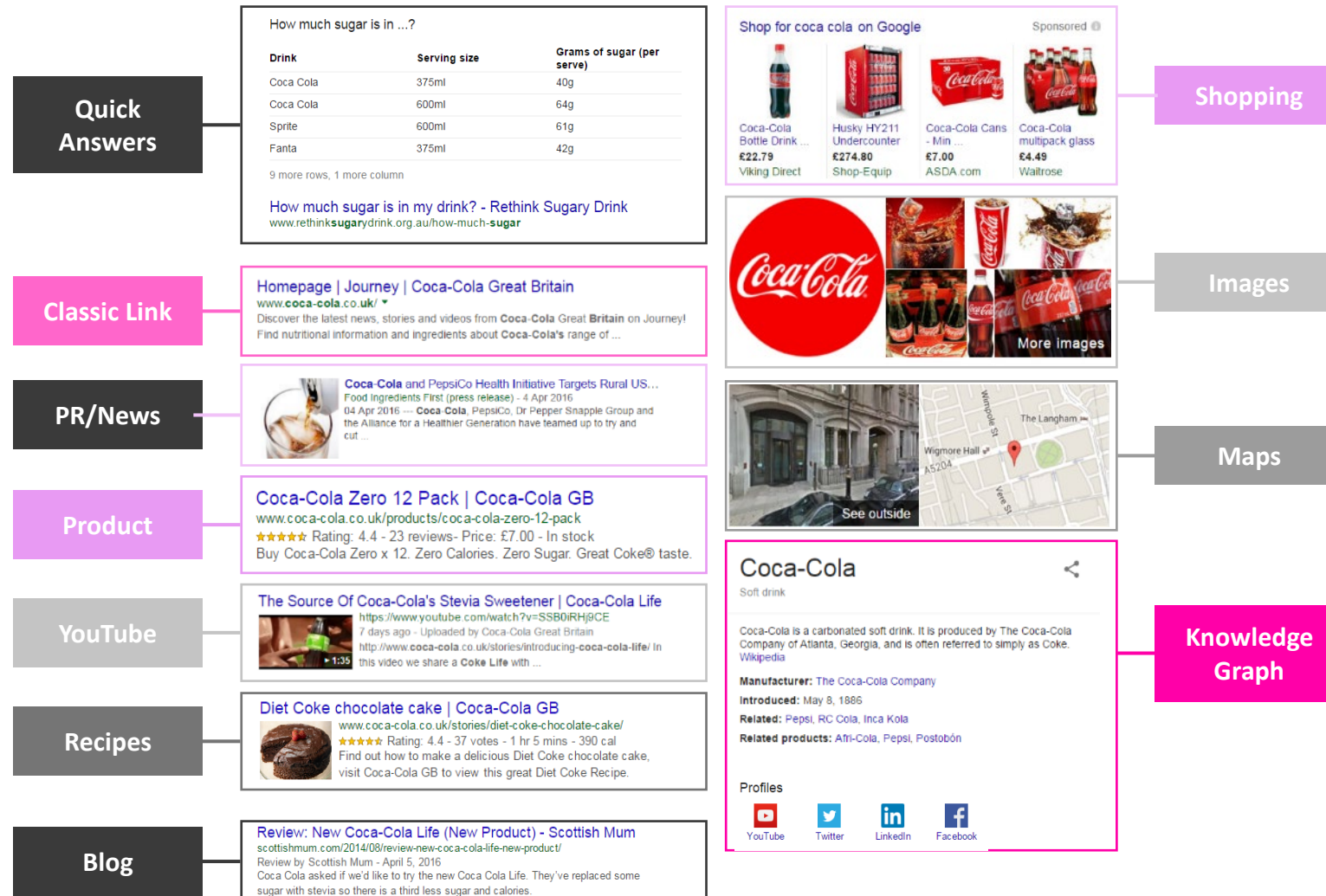
- Organic Results (Non-paid traffic):** These are the results that appear naturally in search. Examples include:
 - www.johnlewis.com/baby-monitors: "Buy Baby Monitors | Next Day Delivery Available | JohnLewis.com".
 - www.which.co.uk/baby-monitors: "Baby Monitor Reviews | Get Best Buys & Don't Buys | which.co.uk".
 - www.amazon.co.uk: "Baby Monitors - Amazon.co.uk".
 - www.argos.co.uk: "Baby Monitors | Argos".
- Paid Results (Paid traffic):** These are advertisements. Examples include:
 - Two text ads from John Lewis and Which.co.uk.
 - A "See baby monitors" section with a "Sponsored" label, featuring product cards for BT Video Baby Monitor 6000, BT Video Baby Monitor 5000, Summer Infant Sure Sight 2.0 Digital Video Baby Monitor, Bluebell Smart Baby Monitor, Motorola MBP50 Digital Video Baby Monitor, and BT Video Baby Monitor 6000.

At the bottom, there is a "People also ask" section with questions like "Which is the best baby monitor?" and "What is the best baby monitor 2020?".



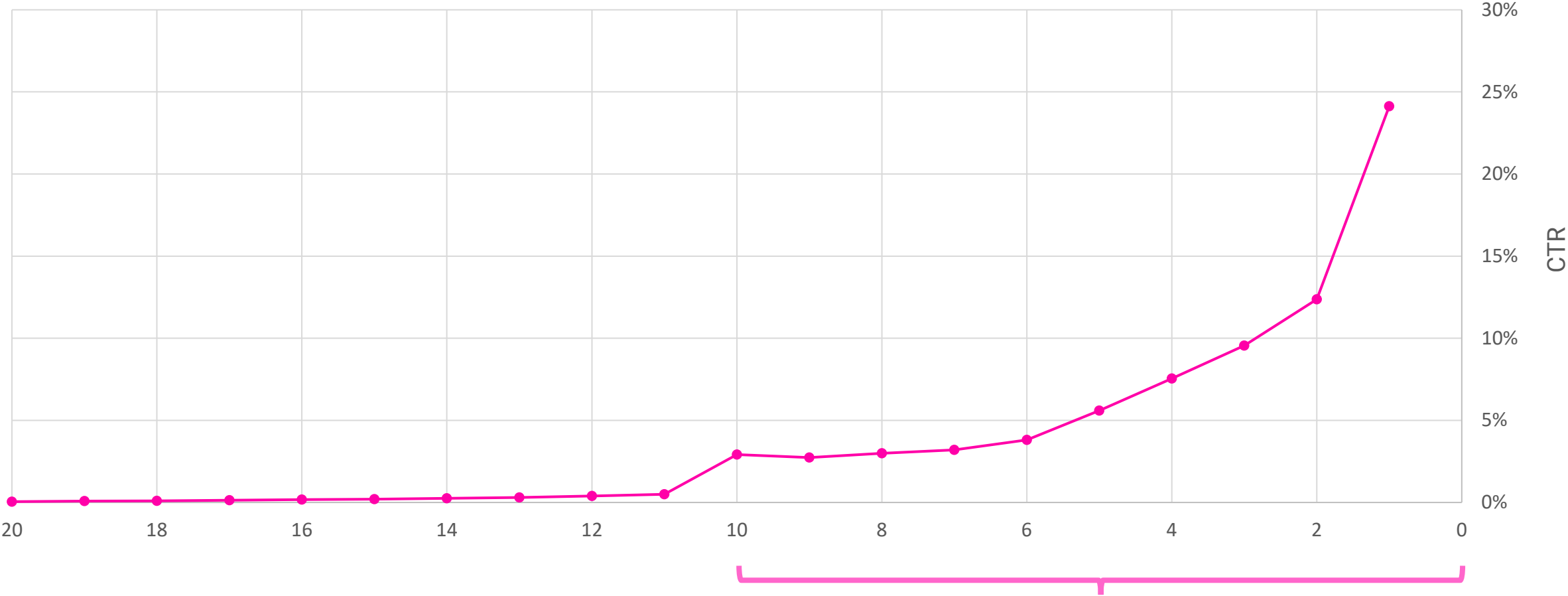
- Paid traffic
- Non-paid traffic

SEO can impact a wide range of results



How much do rankings matter?

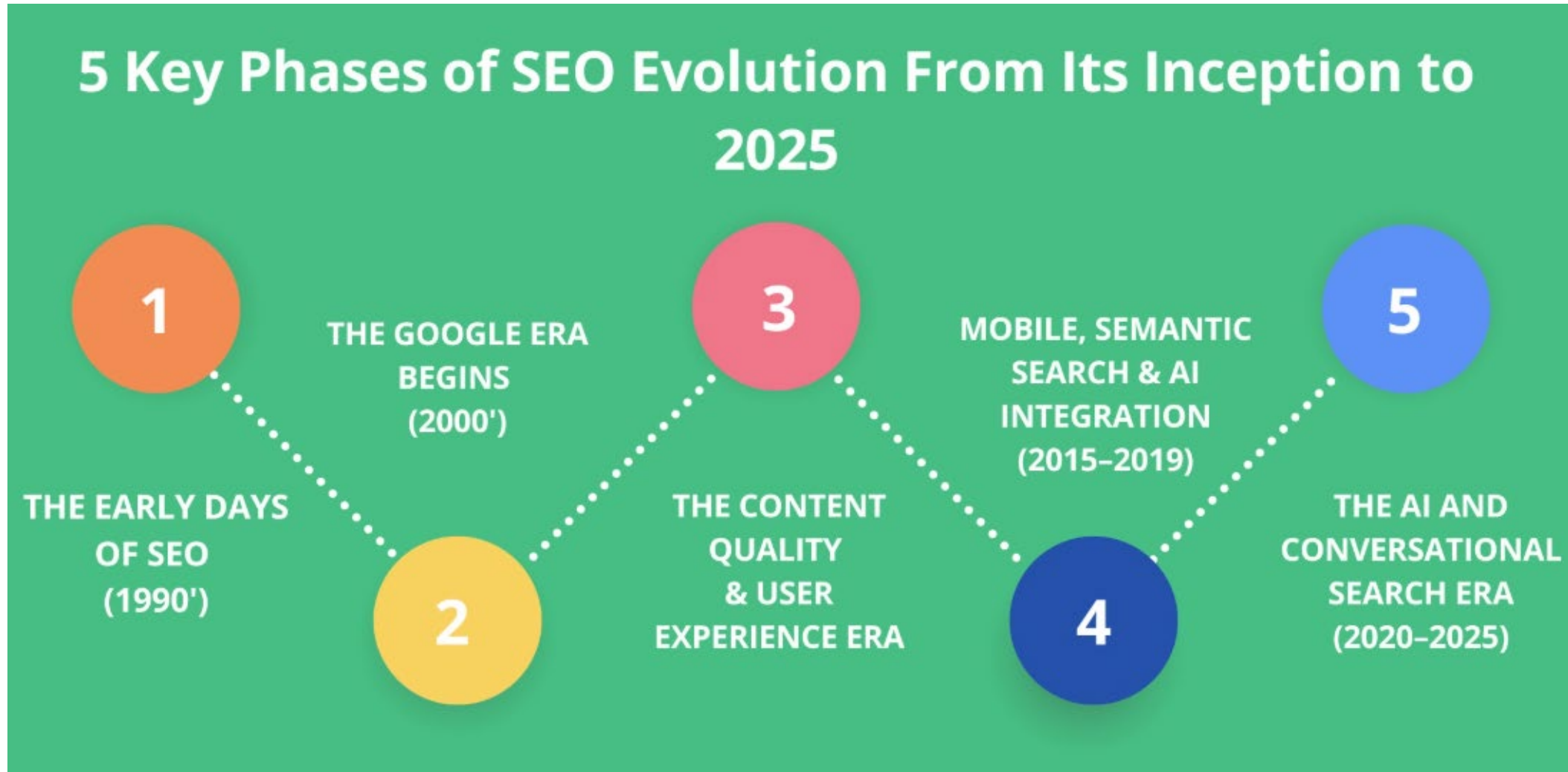
Average CTR by Ranking Position



Consumers are at the heart of SEO



Search is continually changing





How does SEO work?

SEO IS A LONG-TERM AFFAIR

SEO TIMELINE



Months 1-2: Setup and Strategy

- Technical SEO audit
- Keyword mapping
- Fix crawl/UX blockers
- Content calendar

Months 3-4: Implementation Begins

- Publish optimized content
- Link-building starts
- Submit sitemaps
- Monitor keyword shifts



Months 5-6: Early Gains

- Long-tail terms rank
- Crawl stats improve
- Traffic increases
- Appear in SERP features

Months 6-12: Significant Progress

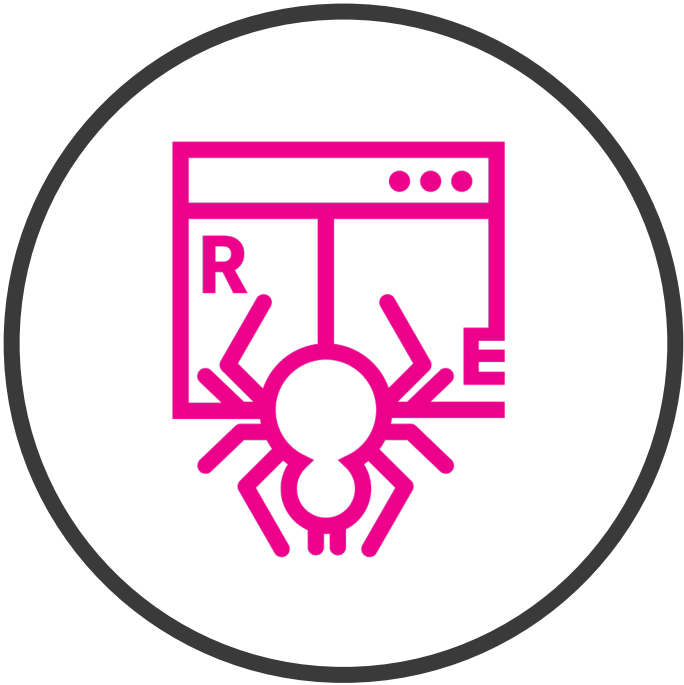
- Page one for key terms
- Earn backlinks naturally
- Organic traffic accelerates
- Internal pages lift



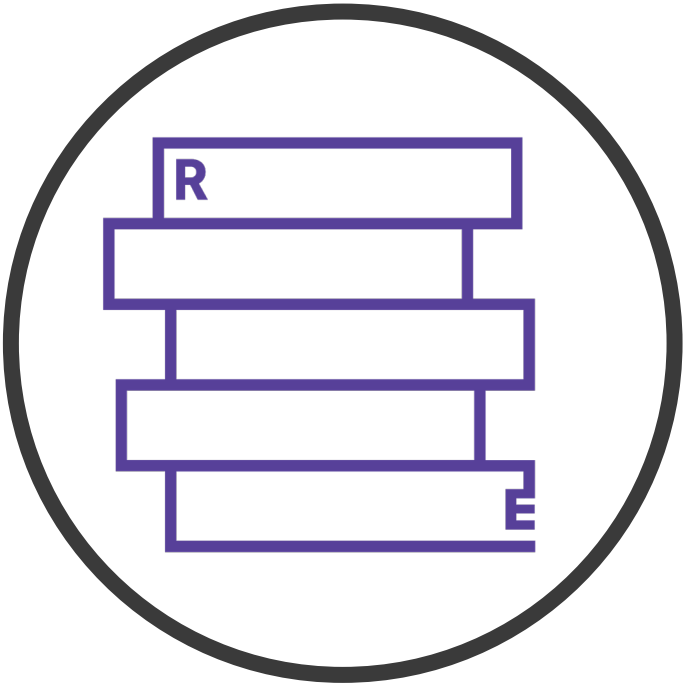
12+ Months: Scalable Results

- SEO becomes compounding
- Less need for paid traffic
- Expand high-performers
- Trusted, high-authority domain

How search engines work



Crawling



Indexing

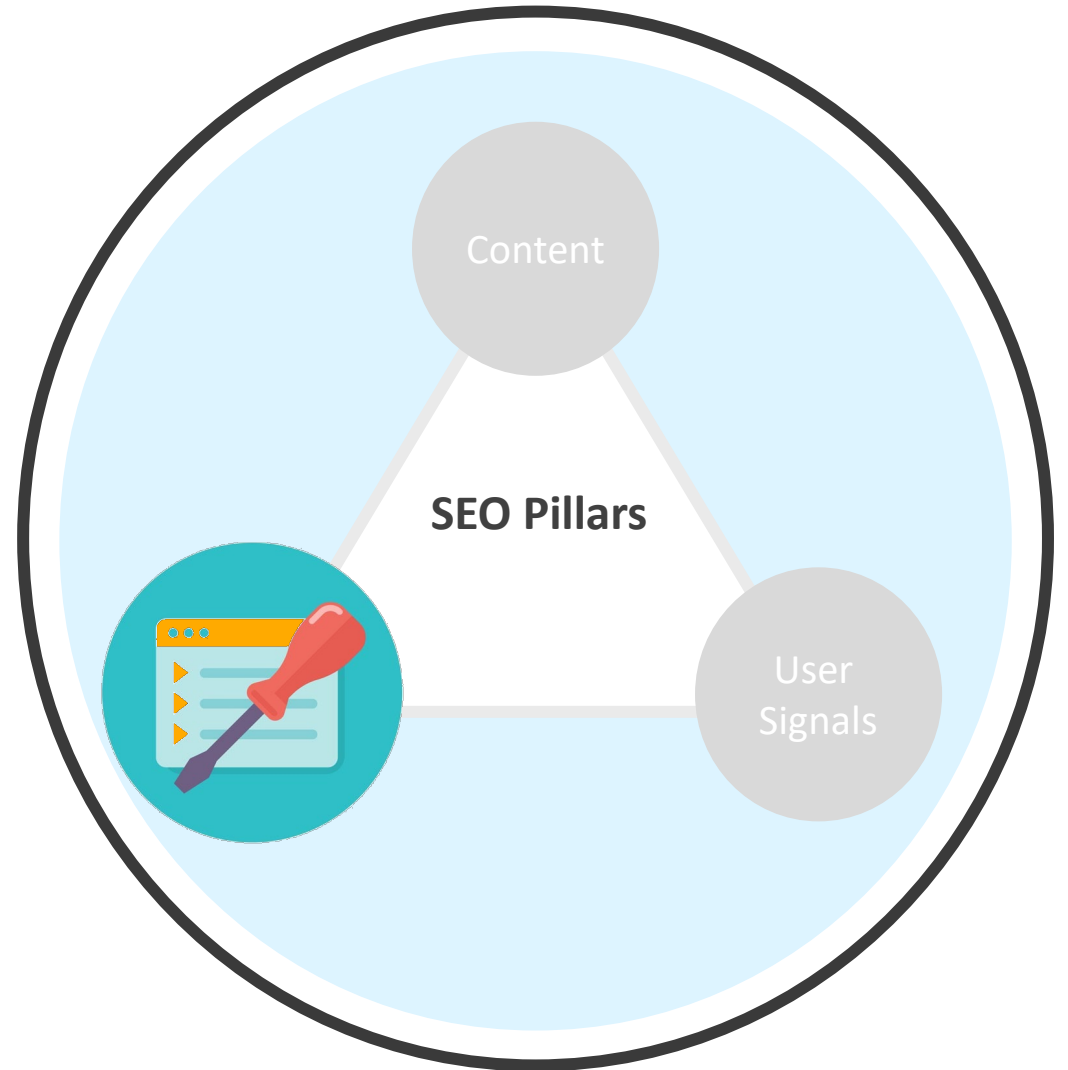


Ranking

The three pillars of SEO



Technical: building a strong foundation



Technical SEO is primarily a *foundation* for good ranking performance & UX



Can content be crawled (efficiently)?



Can content be indexed (or not!)?

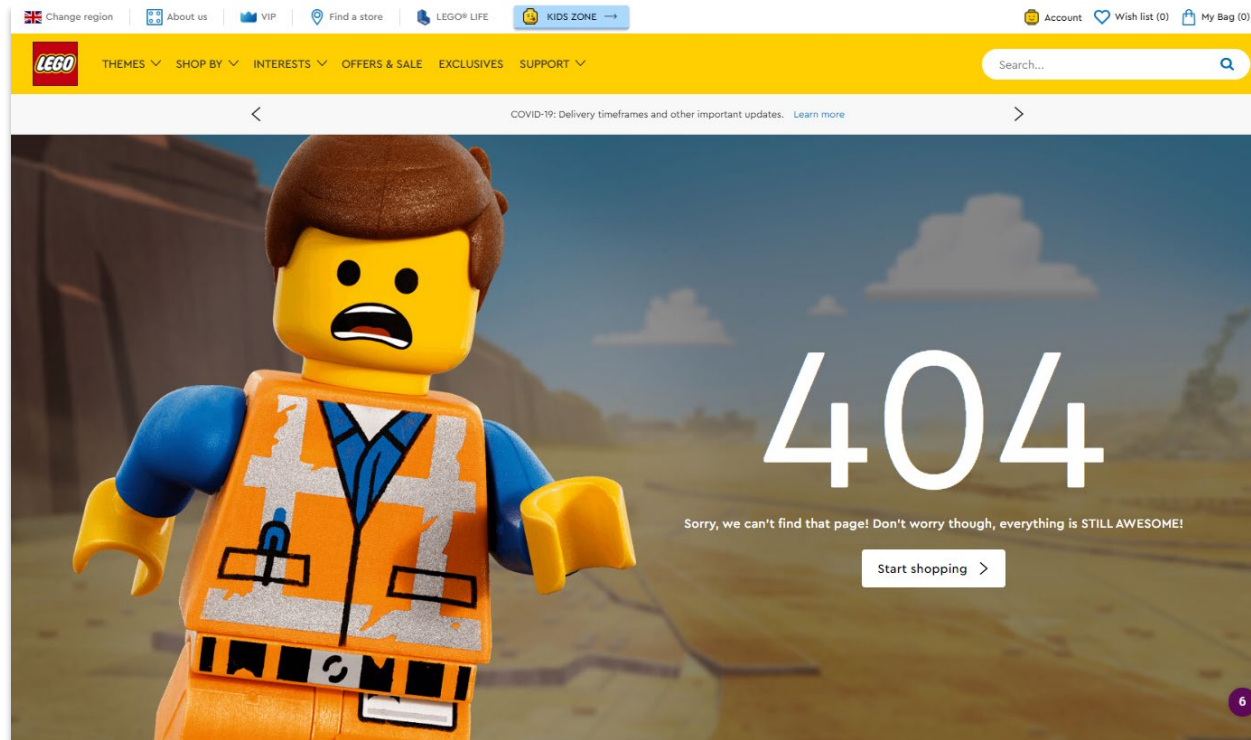


Does the page/site provide good UX?



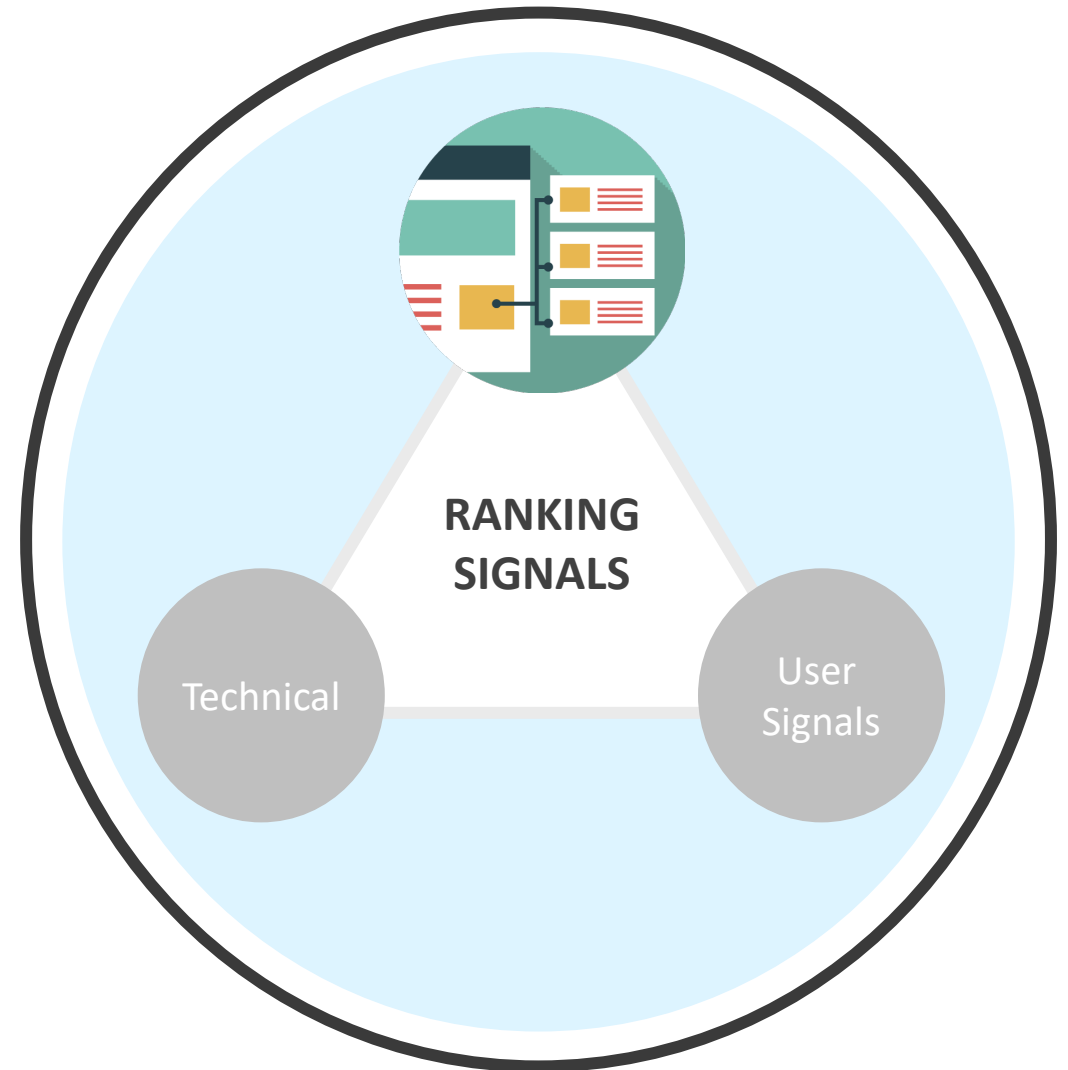
Are results enhanced with mark-up?

SEO improves UX for *all* visitors

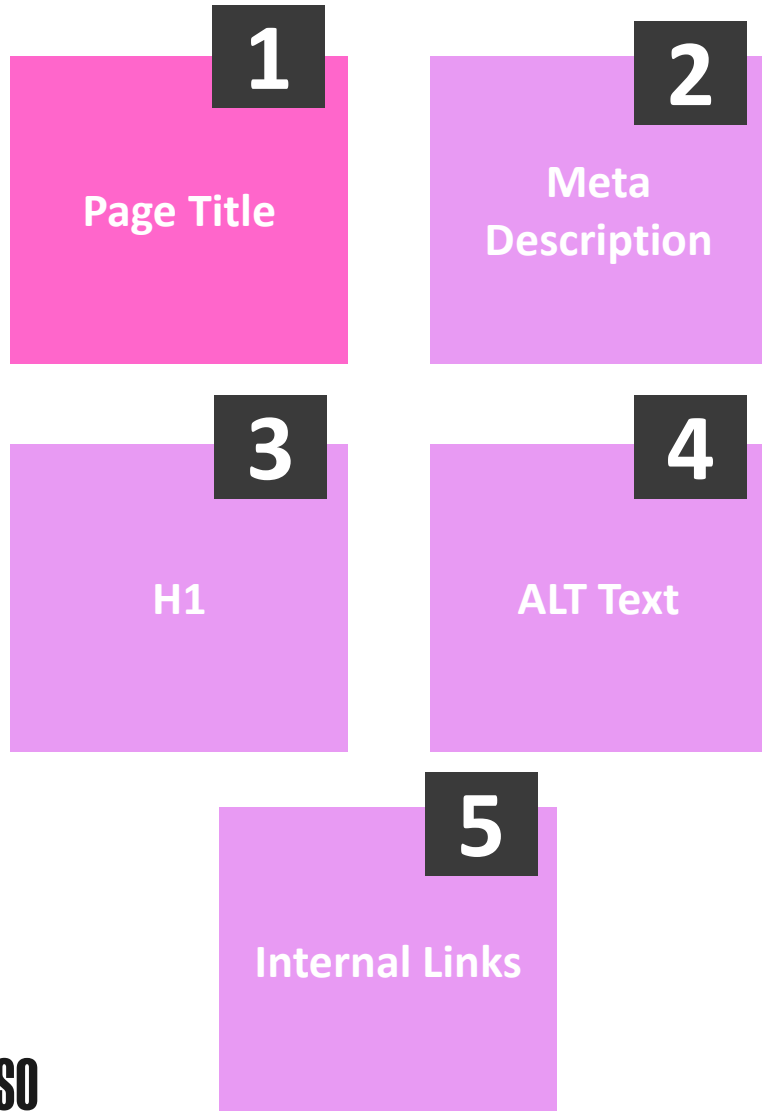


“When a site meets the [Core Web Vitals] thresholds, users are 24% less likely to abandon page loads”

Content: answering user intent



Key page elements



Google quorn ham

All Shopping Images News Videos More Tools

About 1,180,000 results (0.52 seconds)

Ads · Shop quorn ham

<p>Quorn Vegan Smoky Ham... £2.00 sainsburys.co.uk ★★★★★ (43) By Google</p>	<p>Quorn Vegan Smoky Ham... £2.10 Ocado ★★★★★ (43) By Google</p>	<p>Quorn Vegetarian Ha... £2.60 sainsburys.co.uk ★★★★★ (13) By Google</p>	<p>Quorn Ham Slices 170g £2.75 Waitrose & Part.. By Google</p>	<p>Quorn - Vegan Chicken Free... £2.65 The Vegan kind By Bidnamic</p>
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<https://www.quorn.co.uk/products/quorn-vegan-ha...>

Quorn Vegan Ham Free Slices

Discover our smoky Quorn Vegan Ham Free Slices - delicious, and a great source of protein. A healthy and tasty vegan sandwich filling for any lunch ...

<https://www.quorn.co.uk/products/ham-style-slices>

Quorn Vegetarian Ham Slices

Try Quorn vegetarian Ham for a healthier, low fat lunch option. The perfect vegetarian alternative to traditional sandwich fillings.

★★★★★ Rating: 3.7 · 556 votes

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Quorn Vegan Ham Free Slices

Quorn Vegan Smoky Ham Free Slices provide a delicious vegan lunchtime option. A vegan ham free slice, with smoky overtones whilst being low in saturated fat ...

★★★★★ Rating: 3.7 · 717 votes

Key page elements



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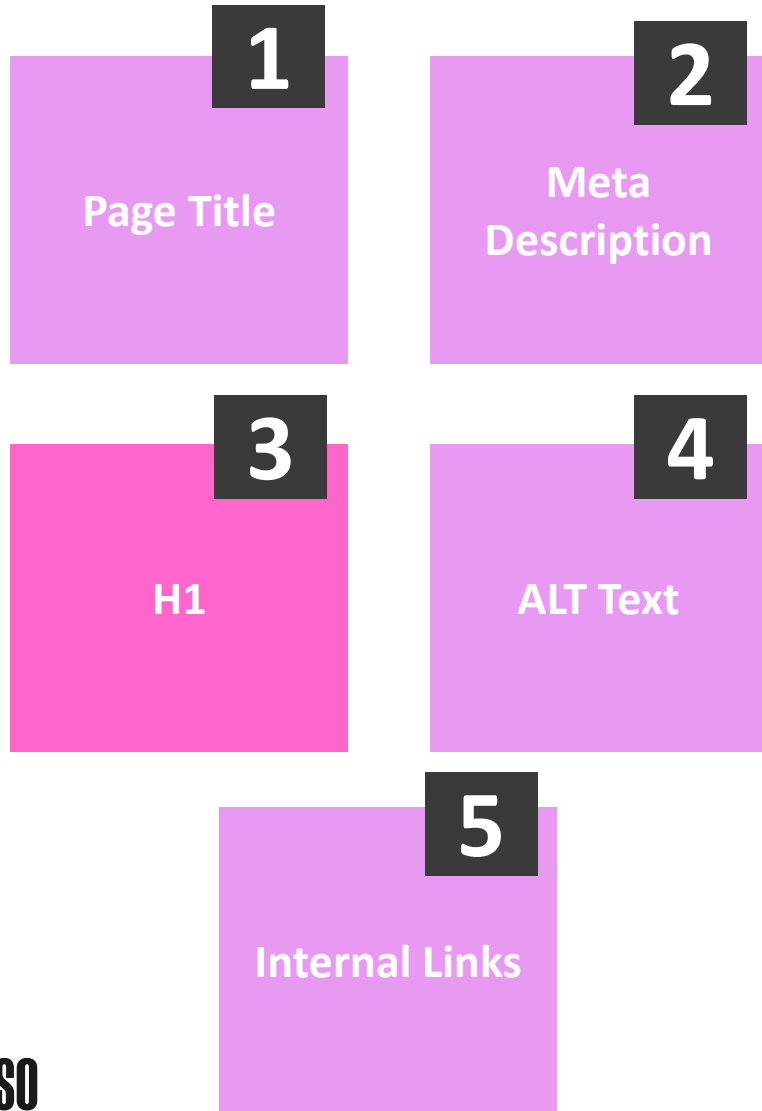
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Key page elements



Quorn

HOME RECIPES PRODUCTS ABOUT WHAT'S NEW CONTACT

PRODUCT INFORMATION RECIPE INSPIRATION SIMILAR PRODUCTS

Products

QUORN VEGAN HAM FREE SLICES

★★★★☆ (718)
Rate this product


Quorn Vegan Smoky Ham Free Slices provide a delicious vegan lunchtime option. A vegan ham free slice, with smoky overtones whilst being low in saturated fat. Add to sandwiches, salads and more for a delicious vegan meal. For recipe inspo using vegan ham click [here](#).

BUY NOW

Deli Food Lunch Options Food On-the-Go Vegan Food

101 cals (Per 100g) 0.06kg (600g per serving) 2.5g of fat Vegan gluten free

Chilled



f t p

PRODUCT INFORMATION

Gluten free No soy

Pack size: 100g (chilled)

INGREDIENTS

+

Key page elements



Quorn

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Alt=Vegetarian Quorn Smoky Ham Free Slices product packaging with nutritional information

PRODUCT INFORMATION

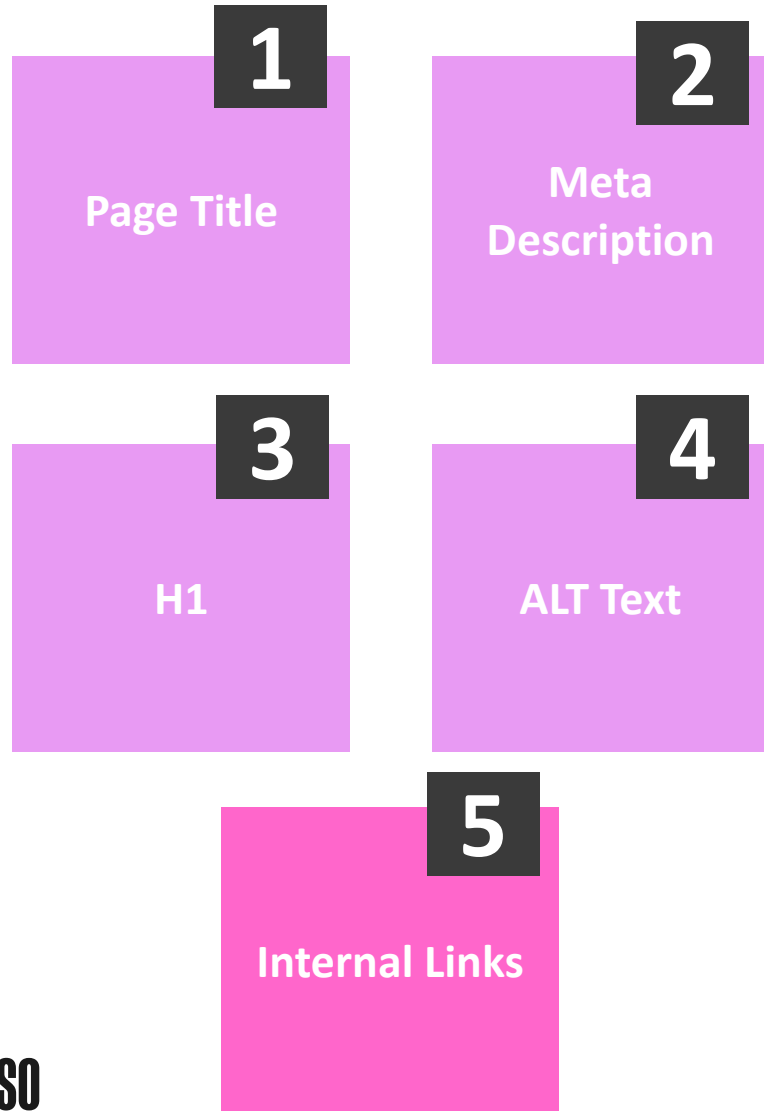
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Quorn

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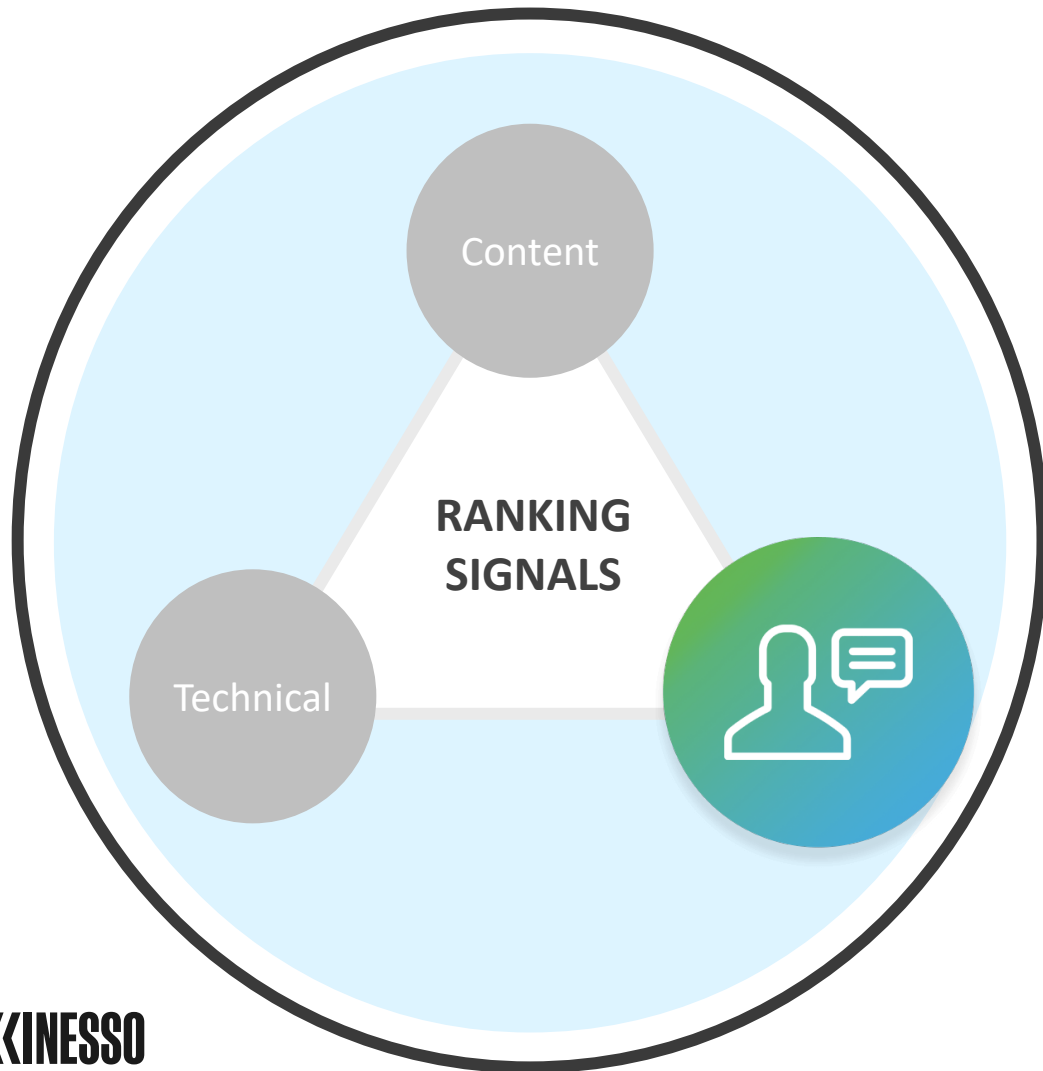
INGREDIENTS

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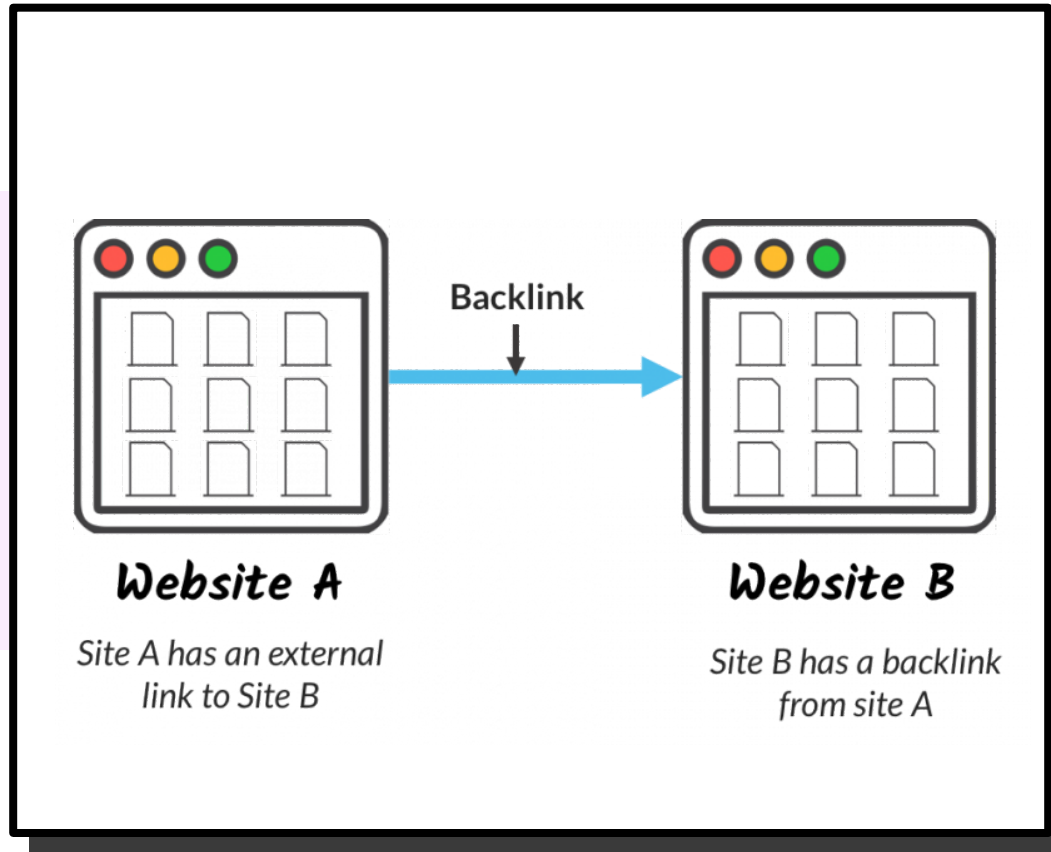
Keyword research is critical for data-led content SEO

Query	Search Vol.	Intent
Buy blue shoes	1,000	Transactional
Best blue shoes	880	Commercial
Why are some shoes blue?	600	Informational (Quick Answer)
Blue shoes near me	750	Location-based
Video of blue shoes	400	Informational (Video)

User Signals: gaining authority



What are backlinks and why are they important?



Vote of confidence, which acts as a...

...signal to search engines, which provides a...

...positive effect on organic rankings

Not all backlinks are created equal

THE GOOD KIND

Authoritative and trusted sites

Relevant sites

Content linking to and from is relevant

THE BAD KIND

Spam sites

Paid for links

Irrelevant sites or content

Backlinks can increase Domain Authority

WHAT IS DA?

Domain Authority (DA) is a trust score (0-100) that measures the authority of a domain through links.

Having more backlinks from authoritative sites generally increases your website's DA.

USING DA

DA is a third-party metric but is used as a standard benchmark of site authority within the SEO community to mimic Google's PageRank.

While increasing a site's DA is a good indication of improved authority, DA is not directly used by Google.

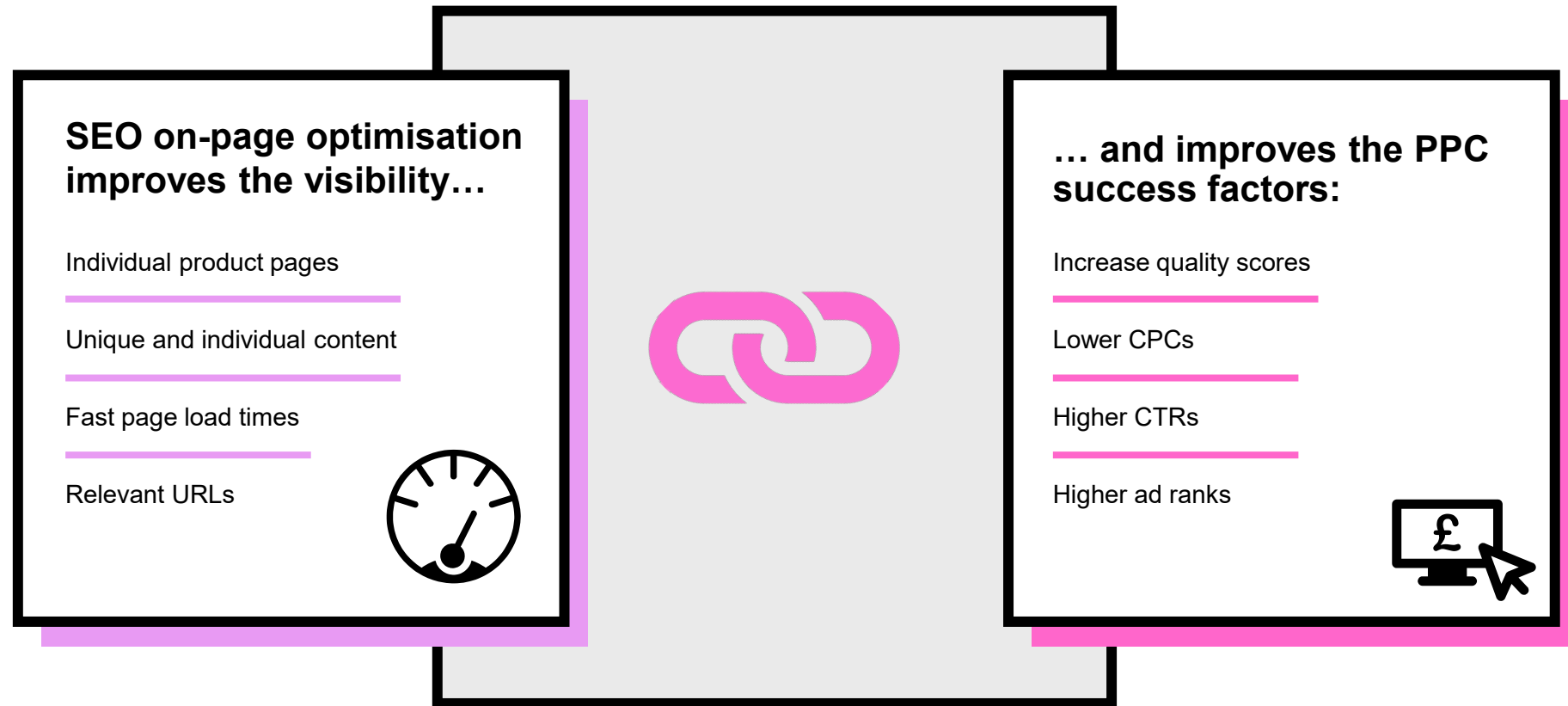


Holistic SEO

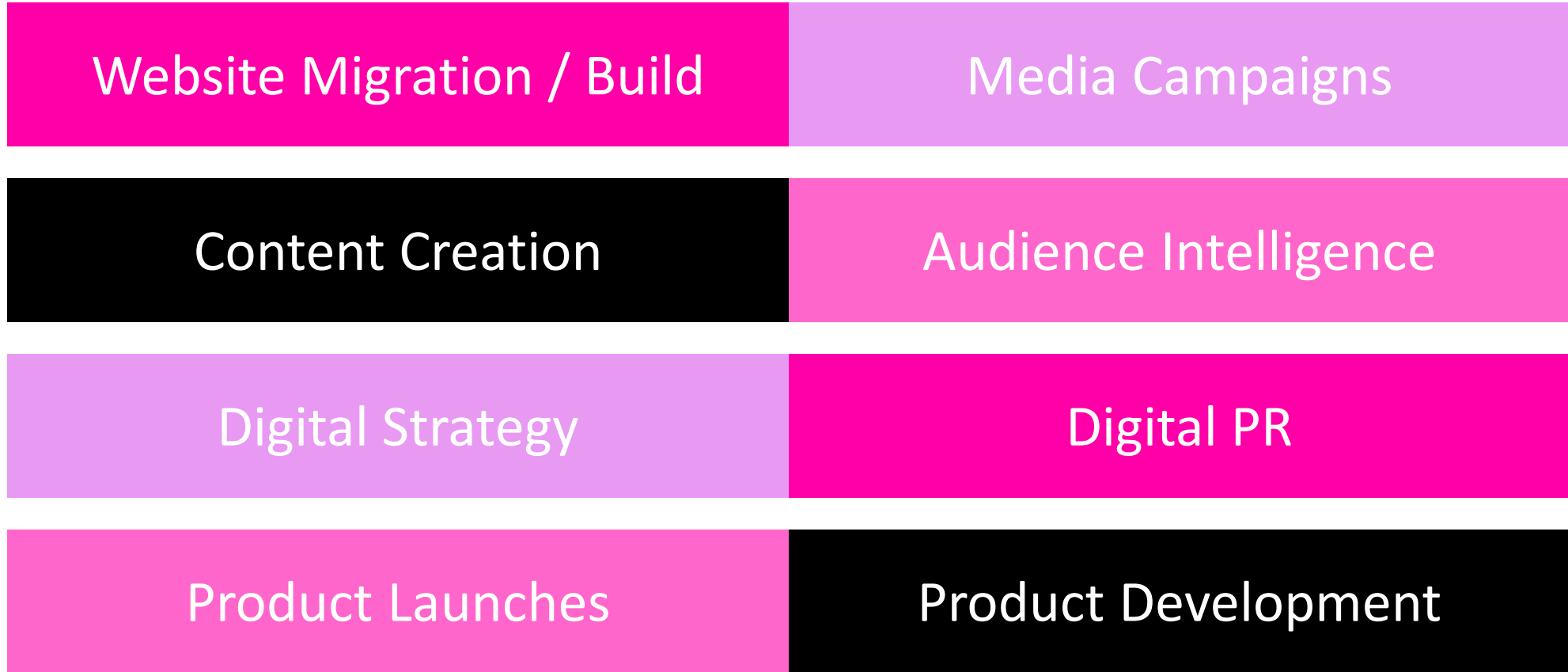
SEO has benefits beyond organic search



SEO and PPC work holistically



When to involve SEO?





Thank You



Ilaria Fabbri

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