

Bachelor's Thesis

Degree Program in International Business

2019

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SEARCH ENGINE OPTIMIZATION (SEO) PLAN FOR
AIESEC ORGANIZATION IN FINLAND



BACHELOR'S THESIS | ABSTRACT

TURKU UNIVERSITY OF APPLIED SCIENCES

Degree Program of International Business | Marketing

2019

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This work is a case study on Search Engine Optimization of the AIESEC Finland's website. AIESEC is a non-profit organization aiming to develop young people's leadership skills as well as to make our world a better place. The main objective of this study is to set up a Search Engine Optimization (SEO) plan for AIESEC Finland website (www.aiesec.fi) to increase its online visibility and ranking positions on the search engine (Google), with the goal of attracting more visitors especially from Finland to the website.

In order to choose which factors should be implemented for AIESEC Finland website (<https://www.aiesec.fi>), an analysis of the website was conducted using quantitative method collects numerical data mainly from Google Analytics and the qualitative method collects some important data through in-depth interview with Head of Marketing of AIESEC Finland. The Search Engine Optimization plan provided by this work is designed with the intention of providing a reference guide for AIESEC Finland to use in its future digital marketing strategy.

The conclusion of this thesis shows that the most important fact of creating a SEO strategy to increase the number of visitors is to create web content that takes into account search intent and semantics, using the available technology to build the page consistent with the chosen keywords.

SEO's existence is unpredictable as it constantly changes. Therefore, if they want to remain on top and grow competitively, AIESEC Finland must keep up with those adjustments to modify the SEO strategy.

KEYWORDS:

SEO, Search Engine Optimization, AIESEC Finland, Digital Marketing

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1. INTRODUCTION

1.1. Research motivation

After doing internship at a health care company about SEO (Search Engine Optimization) in the last three months of 2018, the author found SEO is one of the most effective marketing strategies as it was cost effective for attracting visitors, generating leads and turning them into customers. Therefore, the author wants to dive into this effective strategy to better understand how to create a successful SEO campaign, eventually to land on a SEO job after graduation. During the time writing this thesis, the author was working for AIESEC in Finland. AIESEC is an international, non-profit organization aiming to develop young people's leadership skills as well as to make our world a better place (AIESEC 2019). In order to achieve this mission, AIESEC offers international volunteer projects and internships to young people ages 18-30 (AIESEC 2019). AIESEC Finland has launched its new website <https://www.aiesec.fi> to customize the content and to set Finnish as one of the main languages to make it more relevant to Finns. AIESEC Finland has conducted many different marketing campaigns to make the website more visible in Finland. One of the campaigns was SEO. The author wanted to write a thesis about how to create a good SEO campaign to give some useful insights for AIESEC Finland.

1.2. Research objectives and research questions

The thesis objective was to create a SEO plan for the AIESEC website, to increase its visibility in Finland. In order to achieve that, the website should have high rank on Google search result page with some target keywords such as “global volunteer”, “leadership”.

Considering the objective, the author will concentrate on answering the following research questions:

- 1) How to make a website SEO friendly?
- 2) To what degree does the AIESEC website perform in terms of SEO?
- 3) How to rank the AIESEC website in better positions in organic search result?

1.3. Thesis structure

The thesis will start with the introduction, motivation, objective and research questions. Next chapter will present literature review that will help to understand the nature of search engine, Search Engine Optimization (SEO) strategy and its importance for business. This chapter will also present how to make a website SEO friendly by optimizing some important ranking factors. Following the literature review, the researcher will introduce the research methodology which is case study method applied in the thesis. Furthermore, two research methods using to collect data will be presented. The fourth chapter will present the case study about the website of AIESEC Finland. A brief investigation of some SEO ranking factors will be undertaken and presented in this chapter. A deep examination of on-page SEO strategy will be made in the fifth chapter. This chapter concentrates on vital ranking factors which make a successful SEO campaign. The last chapter will include some possible suggestions based on the prior analysis and some limitations of this thesis.

2. LITERATURE REVIEW

2.1. Search engine

Search engine is an automated indexing and query processing tool that uses keywords on the Web to search data (Moran & Hunt 2008, pp. 31-33). Search engines work by searching the internet to create an index of web pages and rank them based on the relevance for certain keywords. When users search the search engine, the search engine provides result pages consisting of ranked list of indexed websites for that particular keyword (Fishkin 2019).

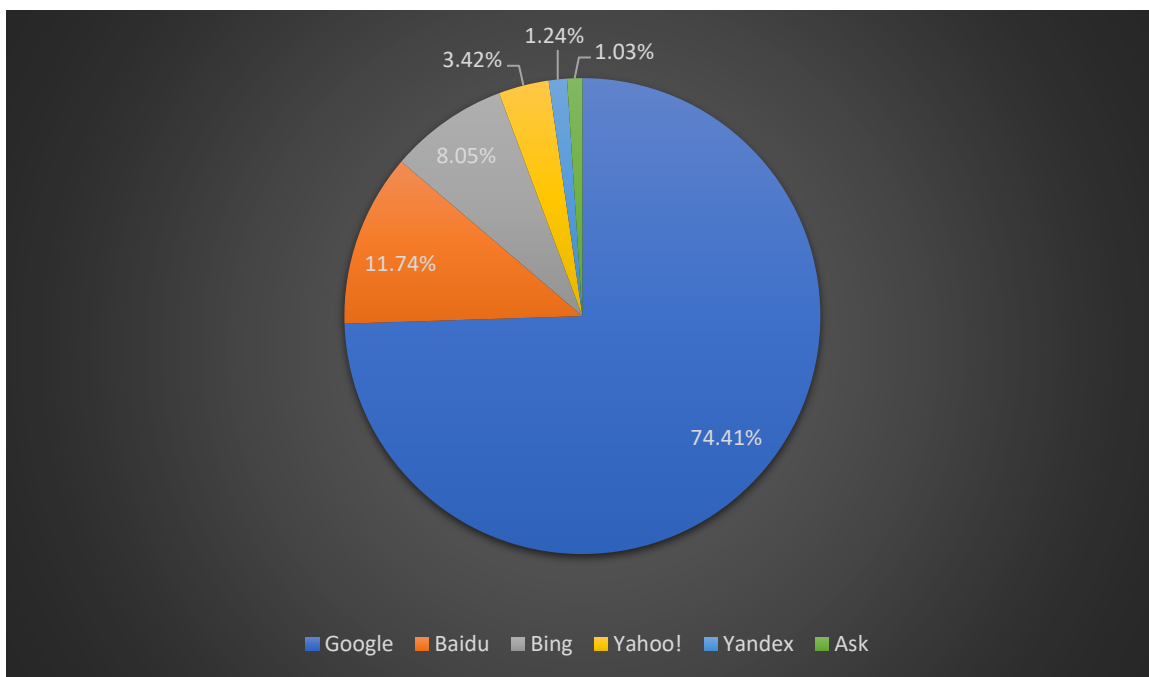


Figure 1: Global search engine market share (March 2018 – March 2019). Retrieved from www.netmarketshare.com on 20/04/2019.

See figure 1, Google stands as the market leader with a net share of 74.41% and other popular search engines like Baidu, Bing or Yahoo! still hold a large audience (averaging between 3-12% market share). According to Worldwide Website (2019), Google has the largest number of 60 billion pages followed by Bing with 1.5 approximately. In Finland, Google is the most popular with almost 98 percent

of all searches (StatCounter 2019). Therefore, AIESEC Finland should make an optimization for this search engine to gain more visibility.

2.2. Search engine result pages (SERPs)

Search engine result pages are displayed by search engine to response to a query by a searcher. These pages describe website's information related to the query typed in to search box. Figure 2 shows the SERP layout for keyword "stuffed animals". However, the layout may be different depending on the search terms (Enge, et al. 2015, p. 69).

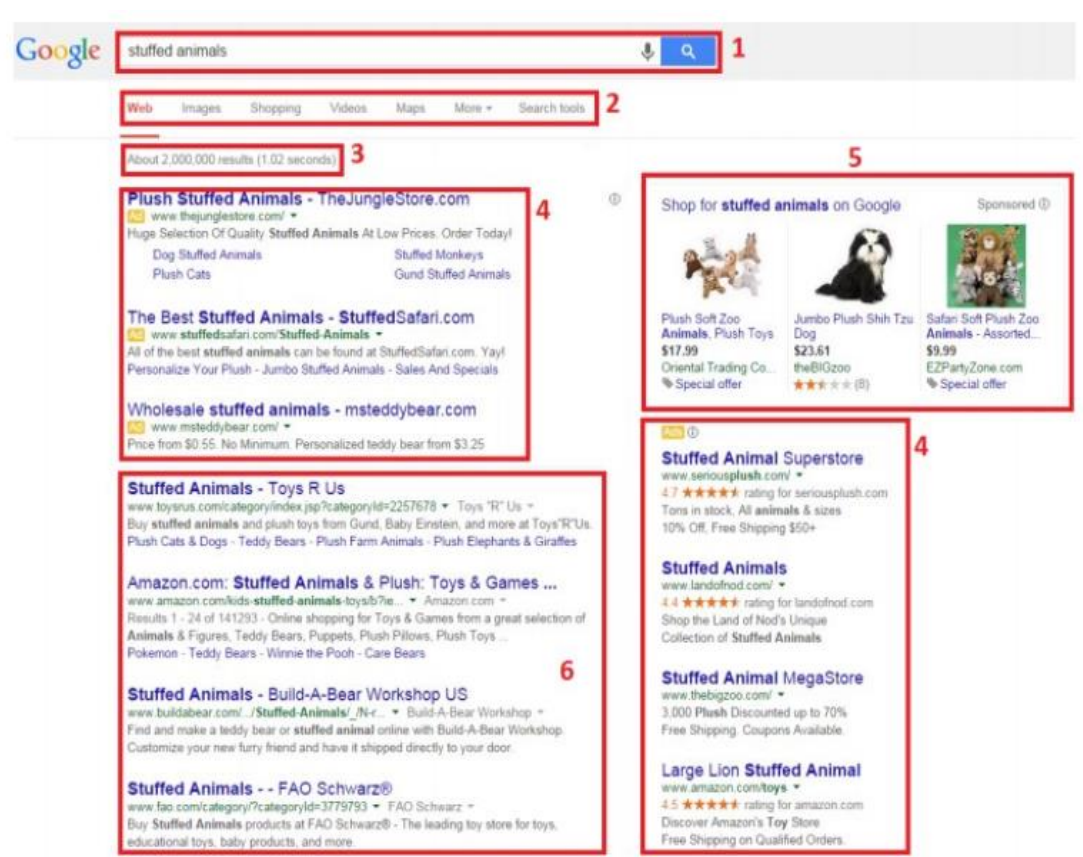


Figure 2: Search engine result page layout.

The various sections outlined in the Google search results are as follows:

- Search query box (1)
- Vertical navigation (2)
- Results information (3)
- Pay Per Click (PPC) advertising (4)
- Google product search results (5)
- Google product search results (6)

Section 6 is the primary focus of SEO specialist because these results are pulled from search engines' primary indices of the Web and ranked in order of relevance and importance according to their complex algorithms.

2.3. Search engine algorithm and ranking

Search engine crawls through billions of web pages, then it sorts those pages based on the content and other factors to find the most relevant and helpful results (Google 2019). Sherman and Price (2001) explained how Google pulls the results and shows them on SERPs. Firstly, when doing a search with Google, the search is made from Google's own database which contains more than 60 trillion web pages. The Google database includes full text indexes of each page which containing all the relevant information of the content. These indexes are created by Google's web crawlers, which crawl through pages of the web and stores them into Google's database. Then, the search process begins by determining the most relevant pages that match the words typed into the search query box. In order to decide whether pages are relevant or not, Google has built a system called Google Algorithm system. This system uses more than 200 different signals to determine the most relevant web pages amongst all the indexes in the database (Sherman and Price 2001, p.6).

These signals are ambiguous and vary each year which brings challenges to SEO specialists. There are more than 200 signals or ranking factors that used by

Google's search algorithm; however, not all 200 Google ranking factors hold equal weight (Google 2019). Therefore, SEO experts normally test each year and suggest a checklist that includes the most possible ranking factors influencing Google ranking algorithms (Blue Corona 2019). According to this checklist, here are 10 possible influential ranking factors in Google ranking algorithms in 2019. One of the most important ranking factors is quality content. Creating quality content that is helpful and easy to understand for users is key simply because Google's priority is user experience (Busche 2017, p.233). The second factor is authoritative backlink since its role is as important as quality content. When a website has more links from trustworthy sites, it will become more trustworthy to search engine which will increase the chance to appear on top of SERPs (Moz 2019). Moreover, there are many other factors should be taken into consideration including mobile experience, secured sites (https vs http), optimized images, social shares, page's loading speed and domain age (Blue Corona 2019).

Thus, identifying the right ranking factors can help perform effective SEO. In addition, SEO specialists should be updated with new algorithms introduced by Google such as panda, penguin and other algorithms to avoid penalties and maintain the ranking position (Enge, et al. 2019, p. 595-606). For instance, the algorithm called Google Panda was launched in 2011 and it affected so many sites because it detects websites have low-quality content and blocks them from showing in Google search results (Search Engine Land 2011). Another major algorithm was launched in 2012 is called Penguin and its goal is to decrease ranking for sites that were violating Google's quality guidelines such as keyword stuffing or purposeful duplicate content (Search Engine Land 2012). In order to avoid penalties or losing ranking positions, Google analytic and Google webmaster tool should be used consistently to track and resolve algorithms and penalty issues (Enge, et al. 2015, p. 596).

2.4. SEO definition

SEO (Search Engine Optimization) is a strategy used to attract attention by using organic and paid techniques to make a website noticeable in search engine results (Shenoy & Prabhu 2016, p. 1). The term organic implies using natural and free forms to improve visibility of the website without using advertising service (paid techniques) (Shenoy & Prabhu 2016, p. 1).

According to Grappone and Couzin (2006, p. 4), SEO is a continuous process of optimizing several ranking factors to get better connection with search engines and get higher quality traffic from them.

Busche (2017, pp. 226-250), reported that a SEO strategy deals with fifteen items, or ranking criteria, grouped into the following three main categories: Reputation, Relevance and Readability, as follows:

Table 1 - SEO content optimization Reputation, Relevance and Readability (Busche 2017, pp. 226-250).

Category	Meaning	Main factors
Reputation	Factors relevant to the authority level assigned by search engines to the domain of the website.	Inbound links; Outbound or external links; Internal linking; Domain reputation; Visitor engagement and traffic; Social metrics
Relevance	Factors that point to the way search engines link the requests of search engines with the content	On-page keyword and semantic keyword usage; Heading usage; Title and “meta

	of the website to ensure that their needs are met.	description” optimization; URL structure; Content freshness; Image and media optimization.
Readability	Factors related to the experience of the user after landing in a website content piece.	Content quality and length; Page Speed and Responsive design.

See table 1, in order to have higher ranking position on SERPs and gain more traffic, a website should optimize three main categories including reputation, relevance and readability.

The reputation of a website can be improved by creating internal links within the site, receiving more quality links from authoritative sites and gaining more traffic.

Moz website is a great example of building internal links. Their website is considered as one of the most trustworthy and reliable resources for SEO specialists to find advice about SEO (Search Engine Journal 2019). It's every blog has 4 to 5 internal links which helps navigate viewers to another blog to have a better understanding of the topic they are searching for.

A website will get more traffic when it attracts lot of people to their site. Only when a website has relevant and helpful content, will more people come. Building quality and relevant content requires the optimization of many factors including semantic keywords, clear description tags, appropriate URL and optimized images. These factors will be discussed further in sections 4 and 5 of the thesis. Search engine land is another reliable resource for SEO specialists (Search Engine Journal 2019). This website can be an example of using semantic keywords and placing them properly in the content. For example, in one of its

recent blogs about how to become professional digital marketer, it has applied a variety of different keywords related to the main keyword which is “digital marketer”. Those related keywords are “digital experience”, “digital marketing”, “multi-channel marketing”, “digital marketing course” (Search Engine Land 2019). The main keyword and the related ones are well allocated through the content of the blog.

A relevant content is not enough if the site has bad user experience such as low page loading, unresponsive design or too short content.

2.5. **Benefits of SEO**

To understand why websites with high Google rankings can achieve more visibility, research firms Enquiro, Eyetools and Didit conducted heat-map with search engine users. See figure 6, the result shows that users tend to look at the results on the top-left area and spend less time on the rest. That is the reason why businesses want to get into the first results by undertaking SEO strategy successfully (Enge, et al. 2015, pp. 56-61).



Figure 3: Enquiro eye tracking results (2006).

According to Enge, et al. (2015, pp. 60-61), there is a relation between Google's organic click through rate (CTR) and result position in mobile or desktop devices. Figure 7 shows that most CTR is generated by top-ranking results on the Google first page.

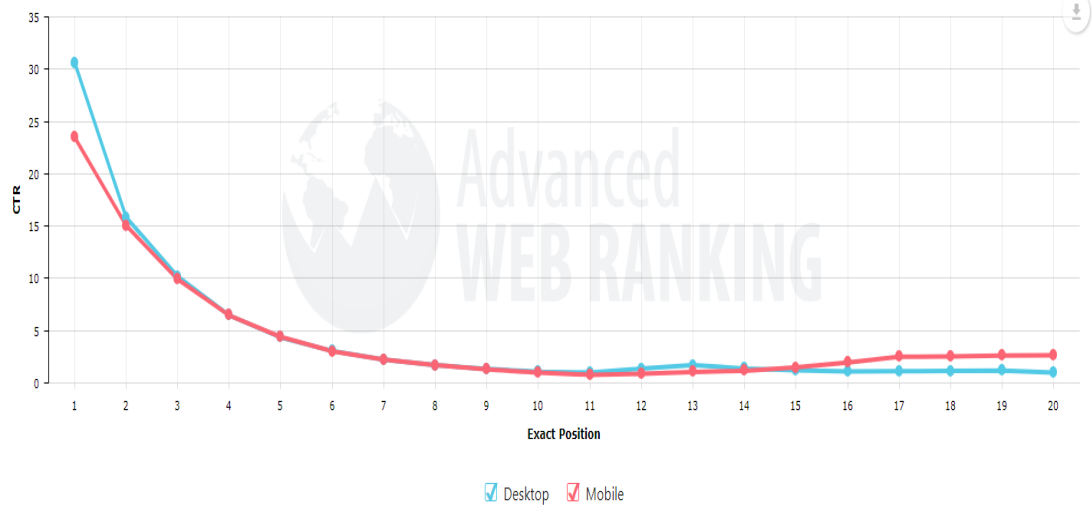


Figure 4: Organic CTR vs position on page (Advanced Web Ranking, March 2019).

Thus, SEO practices are crucial for companies aiming for more visibility and increase brand awareness without spending large sums of money. According to Ahola (2017), the main SEO guiding principle is relevance, not search engine algorithm obsession. This means that SEO professionals should focus on developing high quality content instead of fixating on each individual component of search engine core algorithms.

2.6. On-page optimization

According to Prabhu & Shenoy (2016, pp. 21-22), on-page optimization is a strategy for modifying the content which includes the source code and all the factors that are controlled by website's owner. These factors are keyword research, content development, heading tag, title and description tag, URLs, backlinks, domain authority, image file name and alternative text and internal links.

2.6.1. Keyword Research

When users type a search term into the search box, the goal of SEO experts is to make one or several pages of their websites appear in the first SERP. When it comes to attaining organic traffic, keywords researching plays as one of the most important steps in SEO strategy. (Ahola 2017, p. 63).

According to Busche (2017, p. 233), search engines are changing way to approach humans by understanding more about the content; therefore, SEO professionals should start thinking semantically, that is, with connotation or the meaning of language use. Concentrating on semantics means concentrating on what keywords stand for to come up with more useful ways to serve and insert them.

There are various tools to identify right keywords such as Google keyword planner, Google trend, or third-party platforms including SEM rush, World tracker, Keyword discovery and Moz. These tools suggest effective keywords by providing information about different metrics such as competition, search volume, time, location, etc. (Moran M & Hunt B 2009, pp. 267-268).

Furthermore, it is essential to consider long-tail keywords since it is often impossible to rank a single keyword because of very high competition. Long-tail keywords are keywords or key phrases that are more specific and longer than more commonly searched for keywords (Yoast 2019). Long-tail keywords are specific customer focused, with low competition and tend to attract quality customers. Neil (2019) said that people use long-tail keywords to search the Internet, which is why long-tail keywords make up 70% of all web searches. In addition, Neil (2019) stated that spreading keywords across too many pages in the same site is not a good practice because search engines cannot determine which page is the most relevant for the keyword.

2.6.2. Content development

After the keywords have been identified, the next phase is to develop powerful content around it. According to Busche (2017, p. 233), high-quality content is the best satisfying factor for any visitors and that it is important to decide which keywords should be used and how to allocate them throughout the site content. Even though there is no clear formula for an ideal content for SEO, many experts have noticed some patterns in top-ranking content pieces such as social shareability, time on page, language neither too simple nor full of industry jargon, written to its audience, not for peers, and linking improving long-form content (Busche 2017, p. 229).

Avoiding spelling and grammatical errors, typos and duplicate content is also crucial while creating content. Using appropriate titles, headings and acceptable number of keywords can help search engines to determine relevancy. There are some recommendations about how to use keywords in content (Fishkin 2019).

- Once in the URL separated by hyphen (-) for example: <https://aiesec.fi/self-aware-what-is-leadership/>. Including keyword in the URL will provide users and search engines an indication of what the destination page will be about.
- Use at least one in the Meta description tag and title tag to give searchers a chance to easily decide whether the content is relevant to their search which will increase users click-through rate.
- Insert the keyword 2 to 3 times in the contents body section. The keyword can be inserted 5 to 6 times if the content size is big. If the keywords are repeated many times, it may violate Penguin algorithm of Google.
- Once in the alternative tag of the image contents so that users can know what the image is about when the image for some reason cannot be displayed.

Moreover, the content will be more compelling if it has some videos, images or titles that can be able to trigger audience's emotion. According to an online article

on the study of over 4 million tweets, tweets that use images has 2 times more retweet in average (Enge 2014).

Finally, the accuracy of the content should be considered to increase the relevance level for users as well as search engines. Even though not all kinds of content can be updated, some time-sensitive content must be renewed frequently. Yearly roundups, current pieces and social trend coverage are all good examples (Busche 2017, p. 244).

The SEO theory is complex; however, it can be easier to understand it from user experience perspective. When people type a search term into the search box, they are engaged in SEO. Therefore, SEO experts should not only optimize ranking factors, but they also make a SEO-compliant website which presents clearly the information to their target audience (Clay 2015, p. 198).

Shenoy & Prabhu (2016, p. 4) suggest that SEO professionals should focus on user intent and user satisfaction rather than manipulative techniques since the main purpose of search engines is to help user find information. Thus, search protocols and ranking factors may change as search engines are evolving; however, SEO and user experience will continue to work aligned.

SEO can be divided into two categories: SEO on-page and SEO off-page. Both are important to help a website rank higher in the result pages of the search engine in the SEO campaign, but they have some variations. On-page SEO is the act of optimizing various parts of a website, while off-page SEO refers to actions taken outside of website to affect rankings (Neil 2019).

2.6.3. **Heading tag**

Once keywords are defined, it should be inserted properly in some places including heading tags. Busche (2017, p. 242) stated that HTML has many

different tags which shows search bots and humans which content is the most important, which is less and least important. There is a basic code behind every piece of content regardless of how text-intensive that content looks like.

```

1  <!DOCTYPE html>
2  <html>
3
4  <head>
5      <title>My Website | Cool SEO tricks</title>
6      <meta name="description" content="Page description">
7      <meta name="keywords" content="keyword1, keyword2">
8      <meta name="author" content="Author Name">
9      <meta name="copyright" content="2016">
10 </head>
11
12 <body>
13
14 <h1>How to impress Google with SEO ?</h1>
15 <p>
16 
17 </p>
18
19 </body>
20 </html>>
21 |

```

Figure 5: HTML file structure – The Impact of SEO on Business by Bishnu Rana, Laurea University of Applied Sciences, 2016.

Heading tags used to create headings for content in order to insure users have good reading experience as well as to give clear and easy instruction for search bots to follow and understand the content (Yoast 2019). HTML defines six level of headings from H1 to H6. The most important heading tag is H1, which usually contains the name or title of the post. Then, H2 to H6 are followed to introduce different sections and sub-sections (Yoast 2019). For example, AIESEC Finland's blog post about benefits of diversity. The content is structured logically, uses headings to make it easier to read. Here's the structure of the post look like:

- H1: 3 lessons to learn from diversity
 - H2: Diversity fuels self-development

- H2: Diversity boosts creativity
- H2: Diversity makes you learn faster

This is how a logical structure was created, using H2 tags to plan out sections and write content that is suitable for each section.

Many SEO professionals recommend including the main keywords in the first paragraph because it will help to improve the rankings in search engine. Therefore, strategic and compelling pieces of content should be contained in the main headings and containers (Busche 2017, p. 243).

2.6.4. Title and description tags

A title tag is an HTML element that specifies accurately the title of a web page. This tag is crucial because it helps search engine understand the web page and impress people at the first time. It is displayed on search engine results pages (SERPs) as the clickable headline for a given result. There are some crucial recommendations for optimizing title tags (Moz 2019):

- The ideal length for a title should lie somewhere between 50-60 characters.
- The title should not be a list of keywords or same variations
- The most strategic keywords should be close to the beginning of the title
- Every page should have a unique title

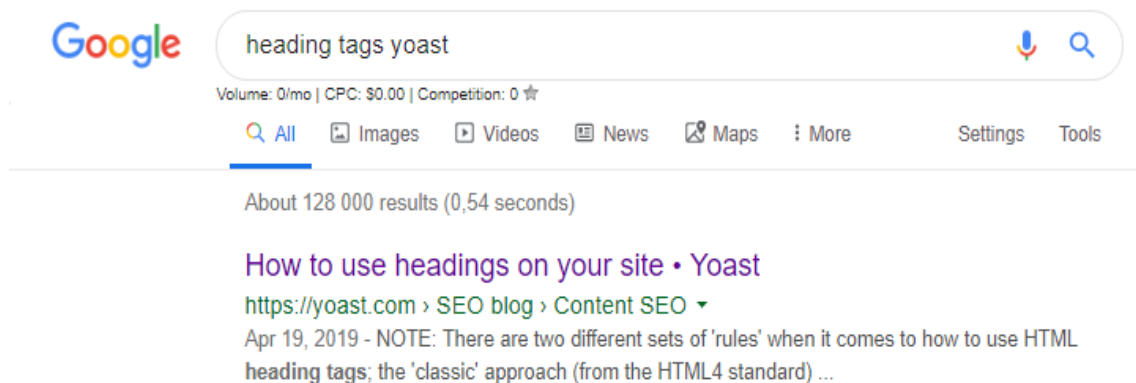


Figure 6: Example of title tag of a blog post from Yoast targeting the keyword “heading”. Retrieved on 15/07/2019.

Another HTML element is meta description tag used to provide a brief summary of a web page. It is also displayed on search engine results pages (SERPs). Google (2009) announced that meta descriptions are not considered of the ranking factor. However, a compelling description will increase the click through rate (CTR) of a web page which will improve the website’s ranking in search engine (Moz 2019).

Good practices for an optimal meta description tag include (Moz 2019):

- The recommended length should be between 50 and 160 characters
- The description should be compelling and consist of targeting keywords
- Each web page should have a unique meta description tag
- The double quotation marks should not be in the meta description tag

2.6.5. URLs

The URLs (Uniform Resource Identifier or Web address) must be created based on the content it is hosting, usually displaying a variation of the main keyword of that page. A well-crafted URL will help search engine as well as people

understand the content of the destination page. Thus, a readable URL does not contain special characters like “&”, “#” or “?” because neither search engine nor people can understand. Although URLs are not a major ranking factor, it brings better user experience and make it is easy for search bots to determine the page’s relevance to a search query (Ledford 2009, pp. 112-113).

2.6.6. **Backlinks**

Backlinks or inbound links are created when one website links to another. Backlinks are the main ranking factors to that SEO specialists should pay more attention because the more backlinks a website has, the more search engine trusts the site, eventually this will have highly positive impact on the website’s rankings. Links from high-authority sites are more valuable and desirable than those links from low-authority sites (Moz 2019).

Busche (2017, p.230) presented factors that search engines use to determine how valuable and trustworthy those backlinks are:

- Backlinks use meaningful and descriptive text
- Backlinks come from popular or reputable domains or websites
- The page where the links are inserted is engaging and popular

A website can earn backlinks by using following methods: promoting actively on social media, creating compelling content, creating infographic, writing testimonials for other websites, commenting on other relevant blog posts, including social sharing buttons (Neil 2019).

2.6.7. **Domain authority**

Domain Authority (DA) is a Moz-developed search engine ranking rating that predicts how well a website ranks on search engine result pages (SERPs). A rating for a domain authority ranges from 1 to 100, with higher scores

corresponding to a greater ability to rank. The more high-quality backlinks a website earns, the higher DA score the website will have. SEO consultants use DA score to choose the right competitors and evaluate the quality of backlinks from different sites (Moz 2019). Thus, AIESEC Finland can look at the DA score of their competitors' websites in order to evaluate and choose the right ones to compete with. Moreover, a website's DA score can help AIESEC Finland determine which backlink is more valuable so that they can decide to keep or delete these links.

2.6.8. Image file name and alternative text

According to Yoast (2019), image can contribute to a website's SEO. Image SEO starts with image file name. The file name should include targeting keywords for search engines to understand what the image is. For example, the file name should not be DSC4536.jpg, but notre-dame-paris-sunrise.jpg. From this file name, search engines will understand the main subject of the photo. In addition, choosing the right image format, scaling image, making image responsive and reducing file size are tactics should be taken into accounts when it comes to image SEO good practices.

Alternative text or Alt tag is helpful for making images visible to search engines. An Alt tag is abbreviated name of "alternative tag". The Alt tags are used to provide textual description of image which helps search engines understand what the image is about. Also, this tag tells users the content of the image when the image cannot be displayed on certain browsers. Syntax of Alt tag looks like this: `` (Fleischner 2008, p. 38).

2.6.9. Internal link

When a company wants to create better user experience on their site by suggesting other web pages in their website, they need internal links. These links have clickable text or anchor text in a hyperlink, in modern browsers they are often blue and underlined. Search engines value these internal links because they pass on authority from one page to another and they help users navigate better a topic (Busche 2017, p. 31). According to Moz (2019), SEO-friendly anchor text in internal links should be concise, relevant to the target page and has low keyword-density.

2.6.10. Analytics tools and audition

There are some free and easy to use tools for analytics such as Google Analytics (GA), and Google Webmaster Tools (GMT).

Google analytics is a crucial tool for measuring and reporting the performance of the website. It measures the traffic flow across various metrics and dimensions such as demographics, device type, location, source, operating system, etc.

Google Webmaster tool plays an important role while building and implementing SEO. It shows how search engine sees the web pages and it can test website performance on mobile devices.

Ahola (2017, p. 54) recommended combining GA with GMT for analyzing and measuring SEO performance on website.

3. RESEARCH METHODOLOGY

The main research method used in this thesis is case study methodology. This method requires a business analysis about a case study to analyze problems, assess possible solutions and suggest the most effective solution using supporting evidence (Ashford University 2003).

The case study in this thesis is AIESEC organization which has recently launched their new website. They want to gain more visibility throughout Finland by using Search Engine Optimization strategy as a part of their digital marketing plan. In order to make the website popular, it must appear on most used search engine, Google, which has 97.13% of the Search Engine Market share in Finland (StatCounter 2019).

Thus, this thesis uses bibliographic materials and recent articles to explain how Google sees and interprets websites available on the web and how to make a website SEO friendly. Based on those findings and insights, this thesis will continue to explain organic SEO strategy on-page that can help to rank AIESEC website in better positions in organic search result.

There are two SEO strategies including on-page and off-page SEO. Since these two strategies consist of a wide range of different factors and because of the limited size of this Bachelor thesis document, the author will focus only on on-page SEO strategy.

In order to understand the current on-page SEO strategy of AIESEC Finland, a quantitative research method is applied to analyze numerical and statistical data (Saunders, et al. 2009, pp. 414-418). These data will be collected by analyzing Google analytics (Language, Level of engagement, Audience demography, Traffic source) and reports and tools such as SEO report card and Moz to check some ranking factors such as page speed, numbers of backlinks.

In addition, data will be gathered by using qualitative research method through in-depth interviews (Saunders, et al. 2009, pp. 140-153). These data will provide

vital information such as the target keywords or competitors in order to conduct SEO plan more effectively. Thus, the interview with Head of Marketing of AIESEC Finland was organized. The Head of Marketing of AIESEC Finland is also responsible for all kinds of marketing activity, web design as well as web content, therefore, he was chosen for the interview.

The interview was conducted to ask for target keywords, competitors, goal of current marketing activities and the use of Google Analytics account. These questions were sent to the Head of Marketing 1 week prior the interview occurred. After the interview, the data was collected and analyzed carefully. The author started to examine how well AIESEC Finland optimizes the target keyword in their content as well as some SEO ranking factors. The author also looked at competitors or similar websites with AIESEC Finland's website including kvtf Finland.org, maailmanvaihto.fi and kansalaisareena.fi in order to discover how AIESEC Finland can get benefits from these websites. As the goal for marketing activities in AIESEC Finland was to increase the awareness of AIESEC throughout Finland; therefore, AIESEC Finland's website should appear on top of Google search result pages. To achieve this goal, the author suggested some main ranking factors and methods how to optimize them which are presented more in detail in analysis section. AIESEC Finland has also granted the access for their Google Analytics account which made this case study possible.

With the collected data and insights, some challenges and opportunities for improving SEO performance will be identified.

4. CASE STUDY FOR THE WEBSITE OF AIESEC IN FINLAND

The case study about AIESEC organization in Finland is performed by examining the company's website (<https://www.aiesec.fi>), the data extracted from Google Analytics, SEO tools and how webpages are presented on SERPs on Google and some social platforms like Facebook. The findings from the examination are then correlated to the framework from the literature review.

As stated by Busche (2017, p. 226), an SEO strategy basically involves dealing with 15 ranking factors, grouped in three main categories: Reputation, Relevance and Readability.

4.1. Reputation

Concerning reputation or factors relate to the level of authority that search engines assign to AIESEC in Finland's website domain, statistics were retrieved from Google Analytics, which reinforce the need of a Search Engine Optimization plan for the website's popularity through Finland. In two months since the new website was launched, from mid-March 2019 to mid-May 2019, 44.93% of the website users were using English as default language, while 31.72% were using Finnish language. That means that most of the users are using English when they visit AIESEC in Finland's website, which shows that setting English as a current default language is a good decision.

Language	Users	% Users
1. en-us	102	44.93%
2. fi-fi	72	31.72%
3. en-gb	15	6.61%
4. fi	6	2.64%
5. sv-se	5	2.20%
6. en-au	4	1.76%
7. de-de	3	1.32%
8. vi-vn	3	1.32%
9. c	2	0.88%
10. en-fi	2	0.88%

Figure 7: 44.93% of the www.aiesec.fi domain's users were using English language as default language, while 31.72% were using Finnish language.

SEO performance can be measured by time spent on a site, number of pages reviewed, or conversions themselves (Ahola 2017, p. 54-55). In the case of AIESEC Finland's website, the analysis showed that users were usually spending less than 10 seconds in one page, which is a very short time. Quitting the page too early will affect the reputation of the content. The evidence of engagement level in AIESEC Finland's website is demonstrated below:

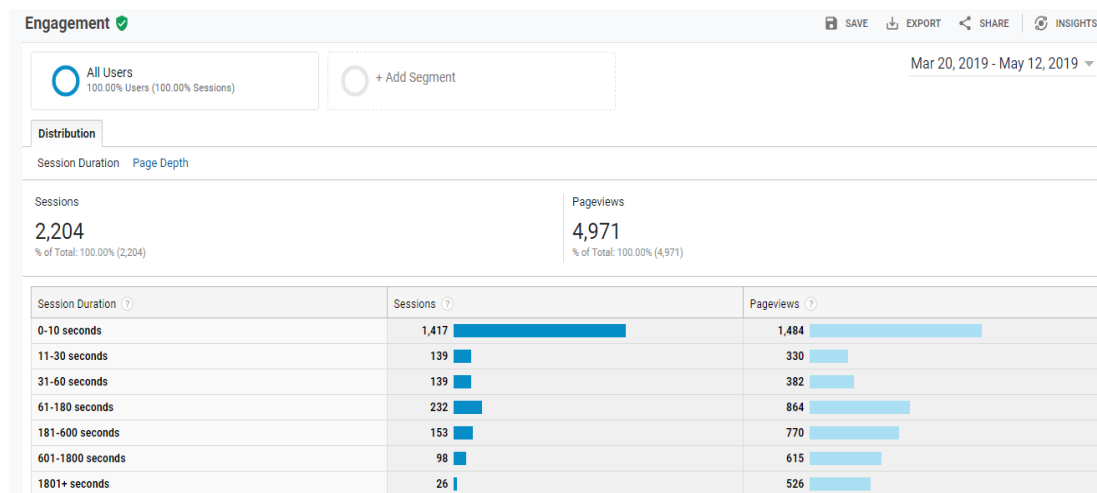
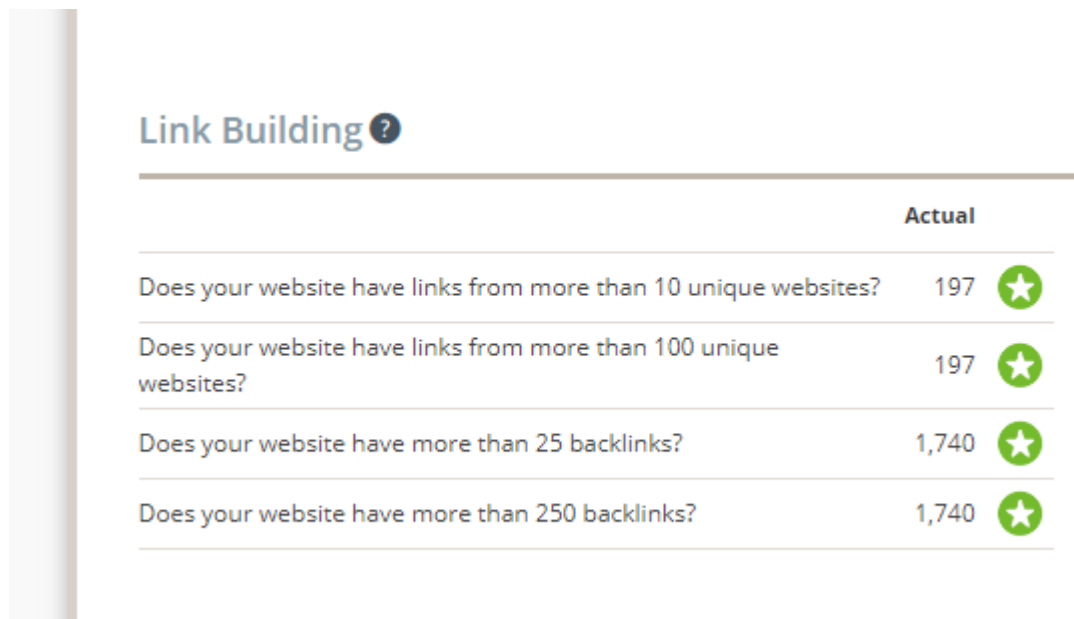


Figure 8: Engagement level from 20/3/2019 to 12/5/2019.

In terms of backlinks, AIESEC Finland's website has a great number of backlinks which can strengthen the domain authority and help to leverage search engine ranking.



	Actual	
Does your website have links from more than 10 unique websites?	197	★
Does your website have links from more than 100 unique websites?	197	★
Does your website have more than 25 backlinks?	1,740	★
Does your website have more than 250 backlinks?	1,740	★

Figure 9: Number of links on aiesec.fi domain. Source: SEO Report Card. UpCity, May/2019.

4.2. Relevance

Concerning the relevance category, which means factors that help search engine to describe the extent to which the content of a website corresponds to the search term used (Busche 2017, pp. 226-250). As mentioned earlier in section 2.2, SERPs (Search Engine Result Pages) are the pages displayed by search engine to response to a query by a searcher. On each page, there is a list of results that are ranked from the most popular to the least popular. Each result will include a clickable link to a specific website, a short description of the website and the title of the webpage.

According to Moz (2019), the title tag is an HTML element that specifies the title of a web page in SERPs. Therefore, it should be accurate and concise with the

description of a page's content and it will be the blue link in the SERPs. During the website analysis, it was discovered that AIESEC Finland's website uses search engine friendly titles. However, there are two webpages that did not show the titles when people share to social network sites like Facebook. They are "company" and "host a volunteer" webpages.

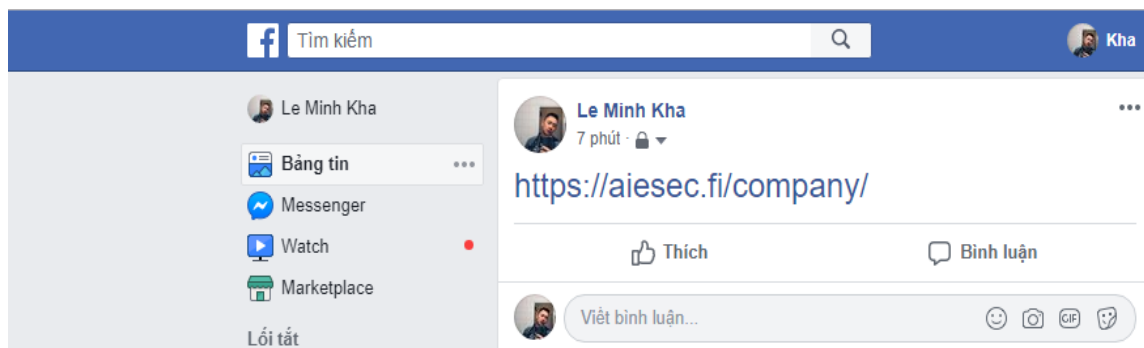


Figure 10: "company" webpage when it is shared on Facebook.

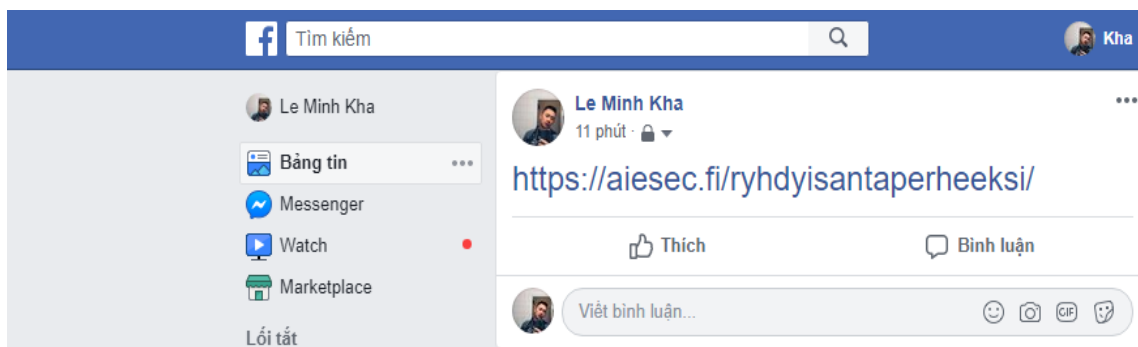


Figure 11: "host a volunteer" webpage when it is shared on Facebook.

Another element should be considered in this category is meta description tags which are HTML attributes providing concise summaries of webpages. These tags are short grey sentences displayed underneath the titles in SERPs (Moz 2019). AIESEC Finland website has keyword-focused and Google friendly description appeared in SERPs for mostly each webpage. However, after analyzing the website, the author found out that all the webpages do not have the

meta description tags written in the page source code. These tags should be written down so that Google can understand clearly about the page and display the content that is more keyword-focused; otherwise, Google will pick randomly a piece of content on the webpage and display on SERPs which will affect the relevance of the webpage. In the figure 6 below, AIESEC Finland website's global volunteer page appears in Google SERPs with the same description as AIESEC global website.

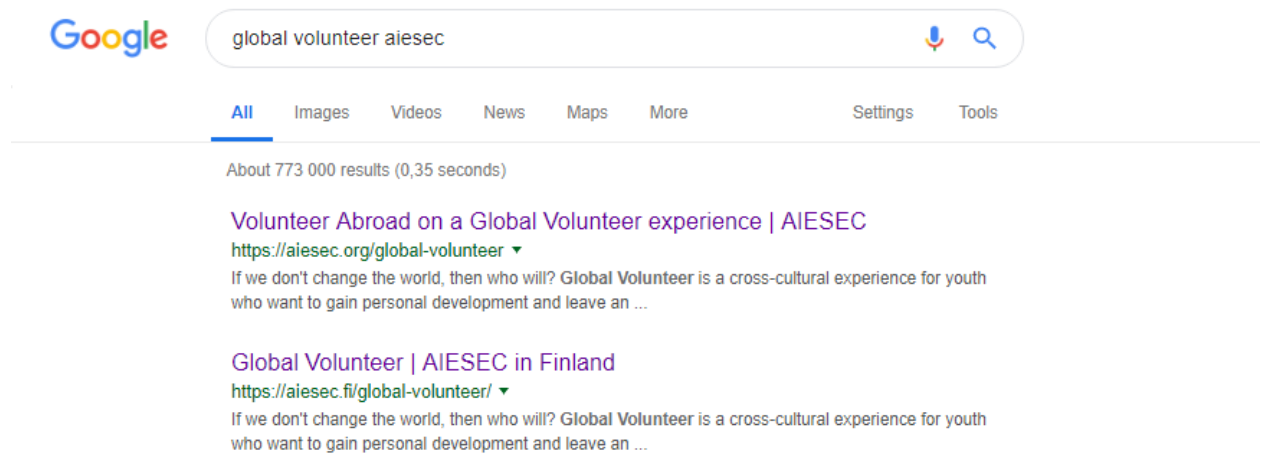


Figure 12: "global volunteer" page appears in Google SERPs, retrieved from Google on 11.05.2019.

There is no meta description tag written on the "global volunteer" page source code as showed in figure 7.

```

← → ↻ ⓘ view-source:https://aiesec.fi/global-volunteer/
1 <!doctype html>
2
3 <html lang="en-US" prefix="og: http://ogp.me/ns#" class="no-js">
4 <head>
5
6 <!-- Meta Tags -->
7 <meta http-equiv="Content-Type" content="text/html; charset=UTF-8" />
8
9 <meta name="viewport" content="width=device-width, initial-scale=1, maximum-scale=1, user-scalable=0
10
11
12 <!--Shortcut icon-->
13 <title>Global Volunteer | AIESEC in Finland</title>
14
15 <!-- This site is optimized with the Yoast SEO plugin v11.1.1 - https://yoast.com/wordpress/plugins/seo/
16 <link rel="canonical" href="https://aiesec.fi/global-volunteer/" />
17 <meta property="og:locale" content="en_US" />
18 <meta property="og:type" content="article" />
19 <meta property="og:title" content="Global Volunteer | AIESEC in Finland" />
20 <meta property="og:url" content="https://aiesec.fi/global-volunteer/" />
21 <meta property="og:site_name" content="AIESEC in Finland" />
22 <meta property="article:publisher" content="https://www.facebook.com/aiesecinfinland/" />
23 <meta name="twitter:card" content="summary_large_image" />
24 <meta name="twitter:title" content="Global Volunteer | AIESEC in Finland" />
25 <script type="application/ld+json" class="yoast-schema-graph yoast-schema-graph--main">{"@context":"http
Finland","url":"https://aiesec.fi/","sameAs":["https://www.facebook.com/aiesecinfinland/","https://www.i
{"@type":"ImageObject","@id":"https://aiesec.fi/#logo","url":"https://aiesec.fi/wp-content/uploads/2019/
{"@id":"https://aiesec.fi/#logo"}},{ "@type":"WebSite","@id":"https://aiesec.fi/#website","url":"https://
{"@type":"SearchAction","target":"https://aiesec.fi/?s={search_term_string}","query-input":"required nar
volunteer/#webpage","url":"https://aiesec.fi/global-volunteer/","inLanguage":"en-US","name":"Global Volu
26T13:05:07+00:00","dateModified":"2019-04-15T08:48:46+00:00"}]}</script>
26 <!-- / Yoast SEO plugin. -->

```

Figure 13: The page source code of “global volunteer” webpage.

Both title and description of AIESEC Finland website include focus keywords that the organization wants to rank for, so when people search for that keyword or phrase, they should find the organization.

4.3. Readability

Concerning content quality and length, page speed and responsive design, that is, readability category (Busche 2017, pp. 226-250).

In terms of content quality, use of heading tags and how images are optimized in AIESEC Finland website was analyzed. Firstly, AIESEC Finland structures headings (h1, h2, h3, h4) and content well on all pages of the website. Heading tags refers to the HTML markup used to distinguish headings and subheadings within a website’s content from other types of text (e.g. paragraph text). They run from h1-h6, historically in sense of ‘importance’ (Ledford 2009, pp. 112-113). The result is displayed by the next figure:

```

<h2>Self-aware: how well do you really know yourself?</h2>
<img alt="What is leadership? Self-aware" data-bbox="182 91 887 150"/>
<h3>1) Identify and live your personal values</h3>
<p>I remember often being asked about my values and struggling to answer. It was not about not having what my values are. Knowing your values is an important part of living a fulfilling and meaningful life.</p>
<p>When you start to identify your personal values, you can ask yourself some guiding questions. What are the most important things for me? What could I not live without? Which things do I need to be happy?</p>
<p>Write down your values and think about their role in your life. If your values form a good part of your life, excellent; if not, you know where to start. Living our values is one of the most important things in developing as a leader because by doing so we are setting an example for others to follow. And it is not so bad for you either to focus on what is truly important for you in life.</p>
<h3>2) Focus on your strengths over your weaknesses</h3>
<p>When we focus on our strengths instead of our weaknesses we are running on full power. However, we first need to identify those strengths. One good way might be doing a personality test such as the MBTI, or the 16 personalities test. Be aware that you still need to reflect on the results to get the full benefit.</p>
<p>After finding out our strengths, we need to put them into action. Think about how can you put those strengths into good use in your everyday life or even during a volunteering project. How can you use your strengths to your fullest potential?</p>
<p>We all are good at something. We only need to spend a little time exploring our inner being.</p>
<h3>3) Explore your passions</h3>
<p>A passion is like a time machine: hours just seem to fly by. Passions are those things that you have always wanted to do, things that drive you forward. It can be anything and everybody has one.</p>
<img alt="Self-aware: passions" data-bbox="182 280 887 300"/>
<p>By finding your passion(s) you start to understand what do you truly want to do in life. Ask yourself: if money or time were not issues and there were no risks involved, what would I do?</p>
<p>Write your answer down, and think about how you can work towards that.</p>
<p>Passionate people can extend their passionate energy to others, and so make excellent leaders. What is your passion?</p>
<p>I strongly recommend you to take a minute, to sit down and to reflect on these three points. The results might drastically shape the way you live, and at best, give you a direction

```

Figure 14: Example of text where AIESEC Finland was using heading tags properly. Retrieved on 19.07.2019.

The other factor concerning Readability was the image examination. Images make the content more compelling and contribute to the SEO. Good image optimization should consider elements such as the right file name, scale, responsive images, captions and alt texts (Yoast 2019). The alt text (HTML: Alt= or Alt Src=) is added to an image so that the visitor can understand what the image is about when the image for some reason cannot be displayed. The alt text must include some focus keywords related to that page if possible, to contribute to the SEO (Yoast, 2019).

During the image examination, it was found that AIESEC Finland was not using alt text on all the images of the website:



Figure 15: Example of an image that AIESEC Finland did not use alt text. Retrieved on 19.07.2019.

In terms of page speed, Google PageSpeed gives AIESEC Finland website a score of 60 for laptop version which indicates that the site has an average speed:

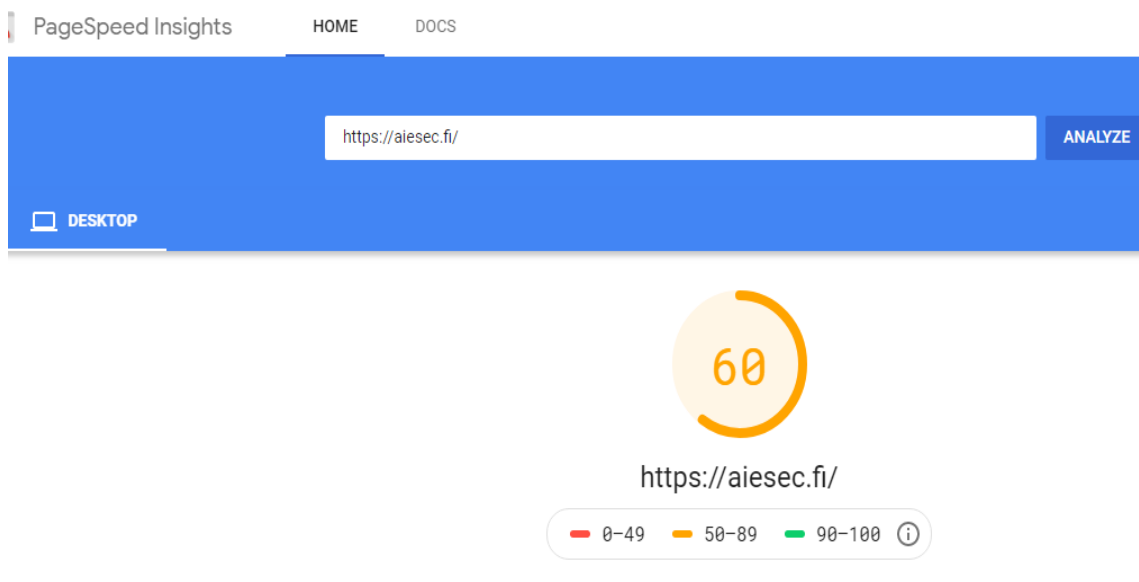


Figure 16: The speed score from Google PageSpeed for AIESEC Finland website. Retrieved on 19.07.2019.

In order to speed up the site load, Google PageSpeed suggests adjusting the image size to save two more seconds loading.

The last factor in readability category was examined is responsive design. The author used a tool called Responsive Design Checking to check whether AIESEC Finland website can be displayed well in other devices such as phone and iPad. The result is that the website can be displayed nicely and easily navigated by users on different devices:

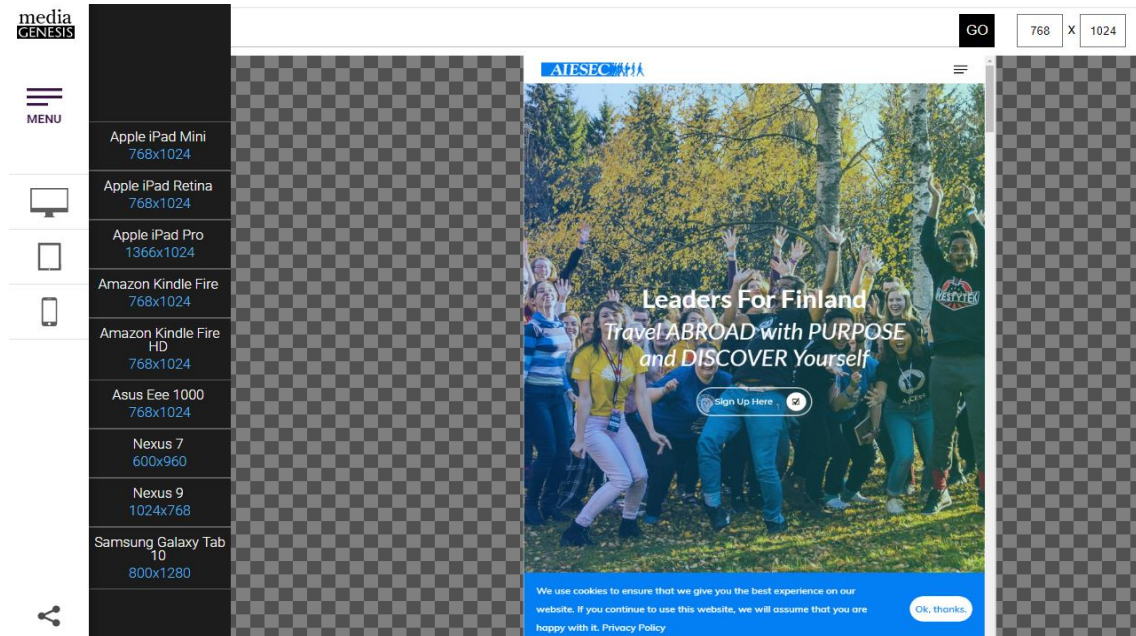


Figure 17: This is how AIESEC Finland website looks on iPad Mini 768x1024. Retrieved on 19/07/2019.

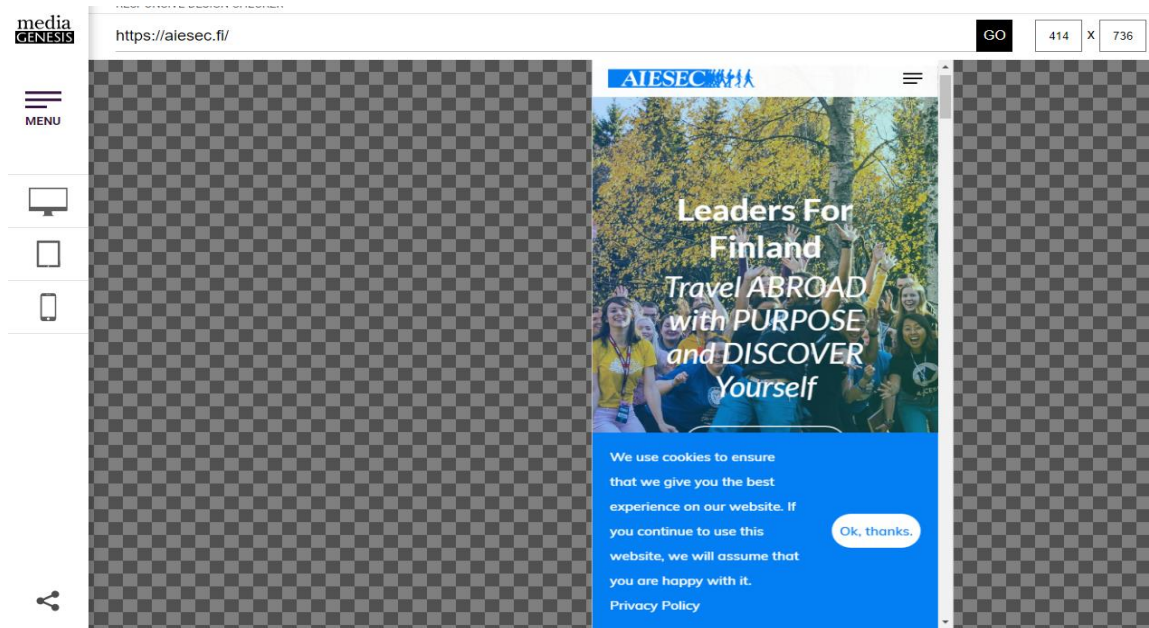


Figure 18: This is how AIESEC Finland website looks on iPhone 6s plus 414x736. Retrieved on 19/07/2019.

5. RESEARCH ANALYSIS

5.1. Keywords and topics research

After interviewing the Director of Marketing of AIESEC Finland, they want to target the following focus keywords “Global Volunteer”, “Global Talent” and “Leadership”. These keywords are the main activities and values that AIESEC Finland delivers to young people; therefore, AIESEC Finland wants to gain more visibility about these activities by having high ranking position on SERPs of Google.

As discussed in section 2.6.1, SEO specialists should use semantic SEO strategy since search engines nowadays approach to humans in their “understanding” of content. This means the content should be optimized to answer the true intent of the searchers not just a simple query (Busche 2017, p. 233). To help website’s owner better understand the motivation of a searcher for a keyword, Google offers hints by providing “related to search” and “people also ask” sections within the SERPs (Search Engine Journal 2017). The keyword “Global Volunteer”, AIESEC Finland should look at “related to search” and “people also ask” sections in SERPs in Google to have some ideas related to this keyword. Then, they can write a blog post or produce any piece of content with deeper meaning of the query. This eventually will improve the position of the website in SERPs.

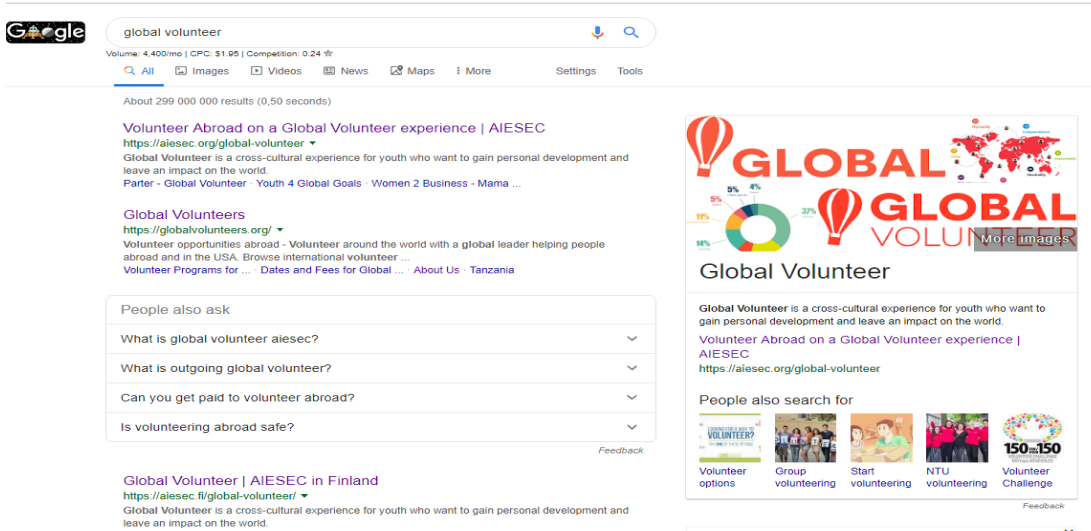


Figure 19: “people also ask” section within SERPs in Google for the keyword “Global Volunteer”. Retrieved on 20/07/2019.

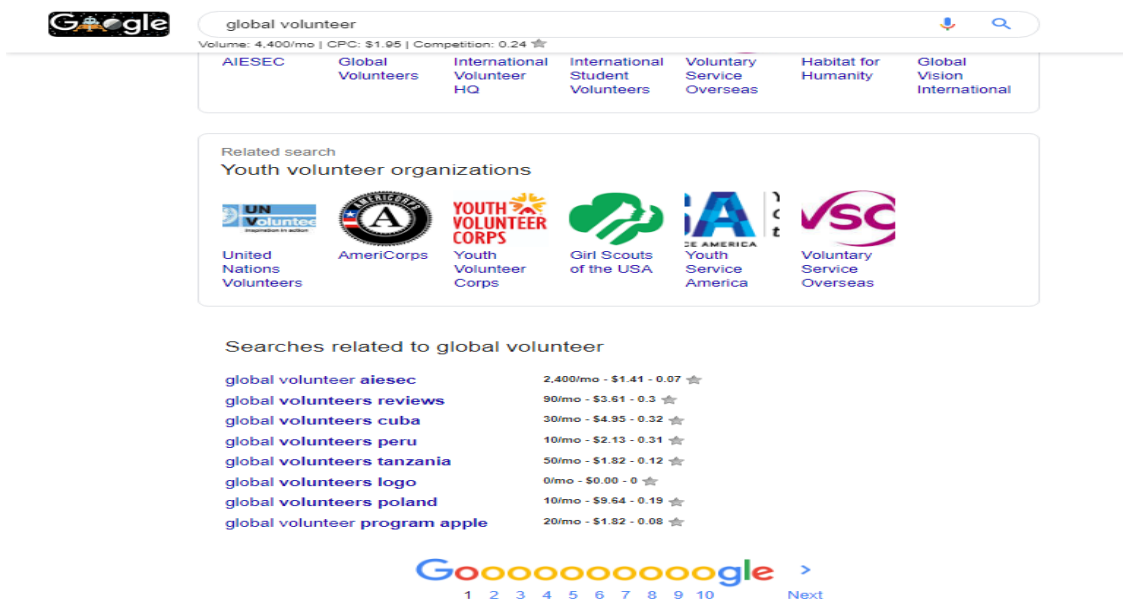


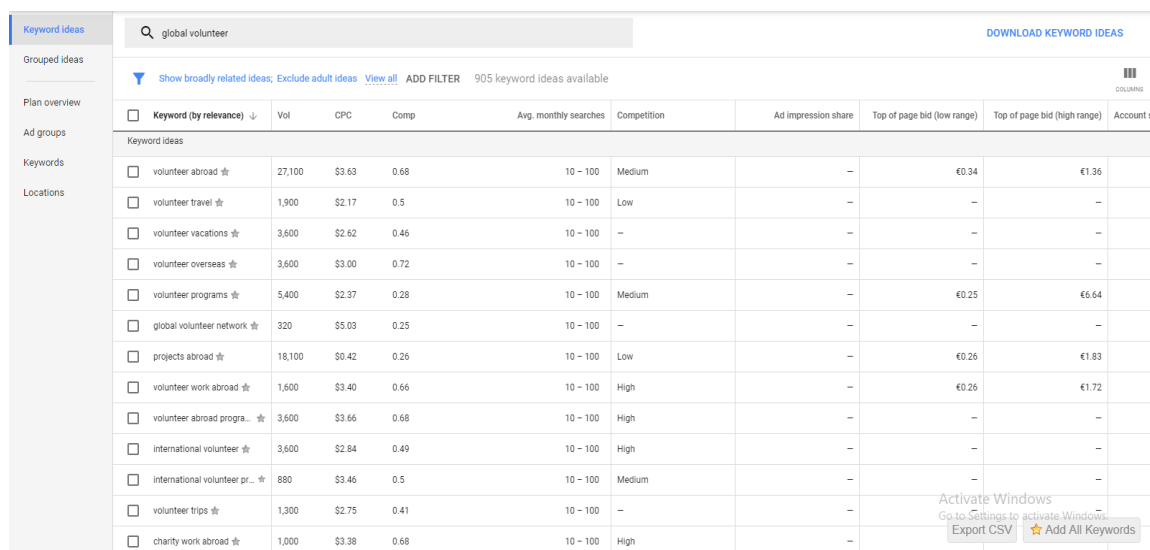
Figure 20: “related to search” section within SERPs in Google for the keyword “Global Volunteer”. Retrieved on 20/07/2019.

With some questions and suggestions appear in the “people also ask” and “related to search” sections demonstrated in the above figures, AIESEC Finland can have better understanding of users when they type the word “global

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volunteer” in the search query box. AIESEC Finland should consider these suggestions for their next blog topics. It could be about paid or unpaid volunteer abroad or the definition of outgoing and incoming global volunteer. These topics are suggested by Google which means that there is a need of the answers for those questions. Therefore, AIESEC Finland can be one of the valuable sources to give the answers, eventually this will increase the popularity of AIESEC Finland website.

Moreover, in section 2.6.1, the author mentioned the long tail keywords which is the foundation of an effective SEO strategy as it accounts for 70% of all web searches (Neil 2019). Thus, AIESEC Finland should also target long tail keywords beside the main keyword which is “Global Volunteer”. They can brainstorm for these keywords by using the Google Keywords Planner.



The screenshot shows the Google Keyword Planner interface for the search term "global volunteer". The search results are sorted by relevance. The table below represents the data shown in the screenshot.

Keyword (by relevance)	Vol	CPC	Comp	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account s
volunteer abroad	27,100	\$3.63	0.68	10 - 100	Medium	-	€0.34	€1.35	
volunteer travel	1,900	\$2.17	0.5	10 - 100	Low	-	-	-	
volunteer vacations	3,600	\$2.62	0.46	10 - 100	-	-	-	-	
volunteer overseas	3,600	\$3.00	0.72	10 - 100	-	-	-	-	
volunteer programs	5,400	\$2.37	0.28	10 - 100	Medium	-	€0.25	€6.64	
global volunteer network	320	\$5.03	0.25	10 - 100	-	-	-	-	
projects abroad	18,100	\$0.42	0.26	10 - 100	Low	-	€0.26	€1.83	
volunteer work abroad	1,600	\$3.40	0.66	10 - 100	High	-	€0.26	€1.72	
volunteer abroad progra...	3,600	\$3.66	0.68	10 - 100	High	-	-	-	
international volunteer	3,600	\$2.84	0.49	10 - 100	High	-	-	-	
international volunteer pr...	880	\$3.46	0.5	10 - 100	Medium	-	-	-	
volunteer trips	1,300	\$2.75	0.41	10 - 100	-	-	-	-	
charity work abroad	1,000	\$3.38	0.68	10 - 100	High	-	-	-	

Figure 21: Example of related keywords to “Global Volunteer” using Google keywords Planner. Retrieved on 20/07/2019.

According to Moz (2019), using the same keywords for too many different web pages within the same site is considered as keyword spamming and this is not a good practice to deploy. This practice will confuse the readers and the search

engines because they do not know which page is the most relevant to the keyword.

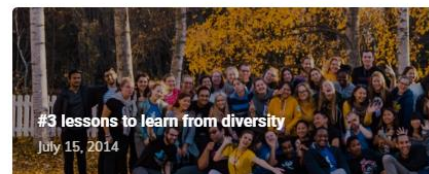
After the target keywords are chosen, it's time to start creating relevant content using SEO copywriting techniques which will be discussed in the next topic, "Content Development".

5.2. Content development

As discussed in section 2.6.2, content is the heart of search engine optimization because search engines will base on the quality of the content to rank the website in their search result pages. Therefore, the content should be optimized to satisfy both searchers and search engines. As Busche (2017, p. 229) recommended some patterns of a high-ranking content piece such as social shareability, time on page, simple language, internal and external links. After examining the AIESEC Finland website, the author figured out some main findings. The language in all pages especially in blog posts are easy to read and does not include many industry jargons. Most of the pages include internal links and external links which increase the time visitors spend on the site. However, one negative point was that the destination page of some links in blog posts focus pretty much on converting not providing useful information for readers. For example, in the first paragraph of the bog post named "3 lessons to learn from diversity", there are two internal links and one external link.

More and more companies strive for diversity and international teams. The reason for that is very simple: In a global environment with fragmented markets and audiences, diverse teams perform better. [Volunteering](#) is a great opportunity to practise working at an international level while having fun and a great intercultural experience. Since there is a [skilled labour shortage](#) in Finland, chances are that you will find yourself in an international working environment also when taking a job in Finland. Diversity in the workplace can be a valuable experience and teach everybody new skills. We found three of the most important ones and point out how [volunteering internationally](#) can support you in each aspect.

What's Trending



Finding your Pura Vida in Costa Rica
March 10, 2019

Figure 22: The “3 lessons to learn from diversity” blog post on AIESEC Finland’s website. Retrieved on 17/09/2019.

The external link which has the text “skilled labour shortage” is informative because it directs readers to [helsinkitimes.fi](#) website to understand more about skilled labour shortage in Finland. However, the other two internal links have the text “volunteering” and “volunteering internationally” leading to the sign-up form which may not satisfy visitors because they may want to know more about the benefits of volunteer or how an international volunteer works. Therefore, it would be better if these two internal links direct readers to other blog posts writing about volunteering work.

As discussed earlier in the previous section, semantic SEO strategy should be deployed which means the blog posts should provide visitors with relevant information that answers related questions to their search query. For instance, with the focus keyword “Global Volunteer”, there are some questions related to this query suggested by Google in its SERPs such as “Can you get paid to volunteer abroad?” or “Is volunteer abroad safe?”. These questions could be great ideas for AIESEC Finland to produce some blog posts that help visitors answer these questions. This will satisfy visitors and eventually increase the ranking position of the website on SERPs.

According to Fishkin (2019), the keyword should be included one in the URL, at least one in the meta description and title tags, 2 to 3 times in the body of the content and one in the alt attribute of the image content. AIESEC Finland website follows partly these recommendations because they do not have alt attribute for any image within the whole website. To make the content more attractive, Enge (2014) suggested to add some videos to trigger audience's emotion.

5.3. **Heading tag**

The heading tags were examined for analysis section and the result is that AIESEC Finland has these tags well optimized. The first heading tag is h1 which is always used for the title of the blog post. Then, heading tags from h2 to h6 are followed to introduce sub-sections of the post which helps Google grasp the main topics of a long post as well as presents a clear, structured content for visitors to read.

5.4. **Title and description tags**

As mentioned in section 2.7.2, title tag is imperative to grasp audience's attention at the first time because it is displayed on SERPs for a query typed in Google search box. Also, this is one of the most important factors to help search engine understands the web page (Moz 2019).

Followed recommendations by Moz (2019) for an optimal title tag, AIESEC Finland writes them effectively. For instance, all the titles of web pages are kept under 60 characters long, the focus keywords are included and stay close to the beginning of the title and every page has unique title.

In terms of meta description tag, all web pages of AIESEC Finland website was scrutinized by the author and the result is that they do not have this tag. Meta description tag provides a brief summary of a web page and therefore, visitors will

click the link if they see the brief is compelling and relevant to their query. This will increase click-through-rate for web pages which positively impact the page's ability to rank higher on Google (Moz 2019). Thus, it is important for AIESEC Finland to write a short, interesting and relevant meta description tag for each page. In order to make this description more clickable, Moz (2019) suggests descriptions between 50 and 160 characters, target keywords should be inserted into the descriptions in a natural and descriptive way, each web page should have a unique meta description tag, all quotation mark should be removed.

5.5. URLs

Ledford (2009, pp. 112-113) stated that the optimal URLs should be comprehensible and long enough for visitors to know clearly what the page is about. Like titles, URLs should include target keywords intelligently and use hyphens instead of underscores to separate words. AIESEC Finland pursues this recommendation perfectly when all its URLs have this optimal format. One small negative point the author found out when checking all web pages' URLs is that the URL of "host a volunteer" page does not have this key phrase translated into English. The URL is demonstrated in the figure below:

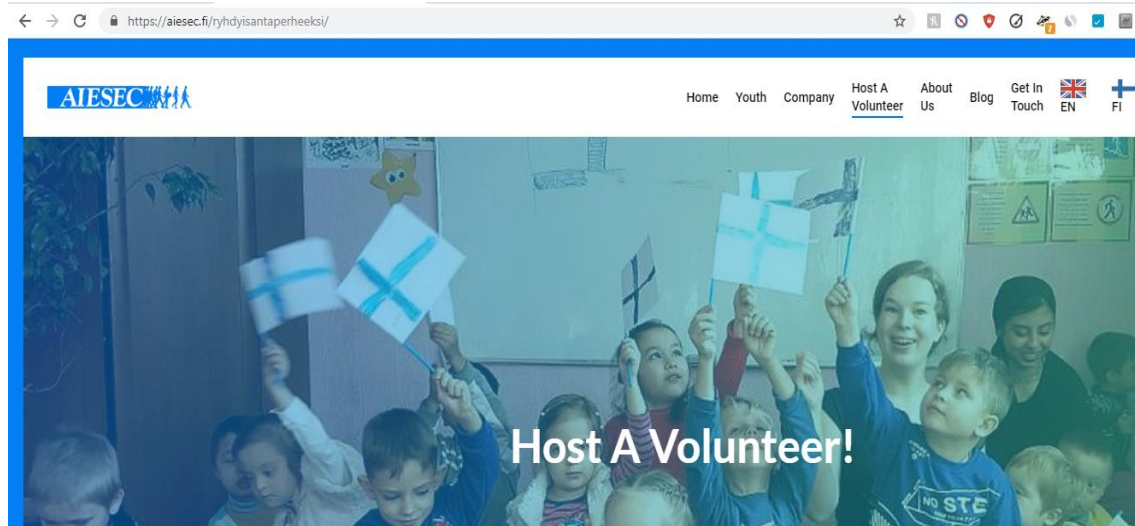


Figure 23: The URL of “host a volunteer” page. Retrieved on 30/07/2019.

5.6. Backlinks and domain authority

Backlinks or inbound links are the most important in SEO because search engines will give more credit to website with more quality backlinks and rank those websites higher in their SERPs for a search query (Moz 2019).

In the previous analysis section, the author used the SEO Report Card to check and concluded that the AIESEC Finland website has great number of backlinks. However, when the author checked the quality of these backlinks by using smallseotools.com website, most of these backlinks are irrelevant and they come from low-quality websites. These backlinks are shown in the figure below:

The screenshot shows a web browser window with the URL <https://smallseotools.com/backlink-checker/>. The page displays a table of backlinks. Each row contains a backlink icon, the source URL, the anchor text, the number of backlinks, a status indicator (NF), and a 'Check' button.

Source URL	Anchor Text	Count	Status	Action
http://13round.blogspot.com/2009/01/game-infor...	viagra	0	NF	Check
http://1bollywoodhollywood.blogspot.com/2008/0...	viagra	0	NF	Check
http://2009and-scene.blogspot.com/2009/09/execu...	cheap viagra online	11	NF	Check
http://3mwc.blogspot.com/2005/12/25-mind-numb...	cheap viagra online	0	NF	Check
http://911conspiracy.blogspot.com/2005/09/david-...	viagra	0	NF	Check
http://abehm.blogspot.com/2007/01/o-danny-boy-...	buy viagra online	0	NF	Check
http://abomb990.blogspot.com/2006/08/i-totally-s...	viagra	0	NF	Check
http://accruedint2.blogspot.com/2007/04/carry.html	order viagra online	0	NF	Check
http://aclutterofpatterns.blogspot.com/2010/04/pat...	cheap viagra online	5	NF	Check
http://acmeauthorslink.blogspot.com/2008/04/spid...	order viagra online	12	NF	Check
http://acoward.blogspot.com/2006/05/who-is-anon...	viagra online	0	NF	Check
http://acrosstheboard.blogspot.com/2005/10/drivin...	cheap viagra online	10	NF	Check
http://adamandnat.blogspot.com/2009/05/not-your...	cheap viagra online	0	NF	Check
http://additionsstyle.blogspot.com/2010/04/journal...	viagra online	28	NF	Check

Figure 24: Low-quality backlinks with irrelevant anchor text. Source: <https://smallseotools.com/backlink-checker/>. Retrieved on 30/07/2019.

In order to increase the number of high-quality backlinks, AIESEC Finland should follow Neil's suggestions which was mentioned in section 2.7.4. First, creating more relevant and compelling content or topics which the author suggested in the Keywords and topics research part. Then, promote these pieces of content on social media platforms like Facebook or Instagram. Moreover, AIESEC Finland can look for other high authority websites which are likely relevant to AIESEC such as kvtf inland.org, maailmanvaihto.fi or kansalaisareena.fi. These websites also offer volunteer projects and they appear in top 10 on SERPs for the keyword "volunteer abroad" which means they have high rank on Google. AIESEC Finland can contact these websites for exchanging valuable pieces of content, commenting and earn back links.

The more quality backlinks the website has, the higher score of domain authority the website which corresponds to a greater ability to rank on SERPs (Moz 2019).

The following figure shows the domain authority score of AIESEC Finland website using Moz Link Explorer tool:

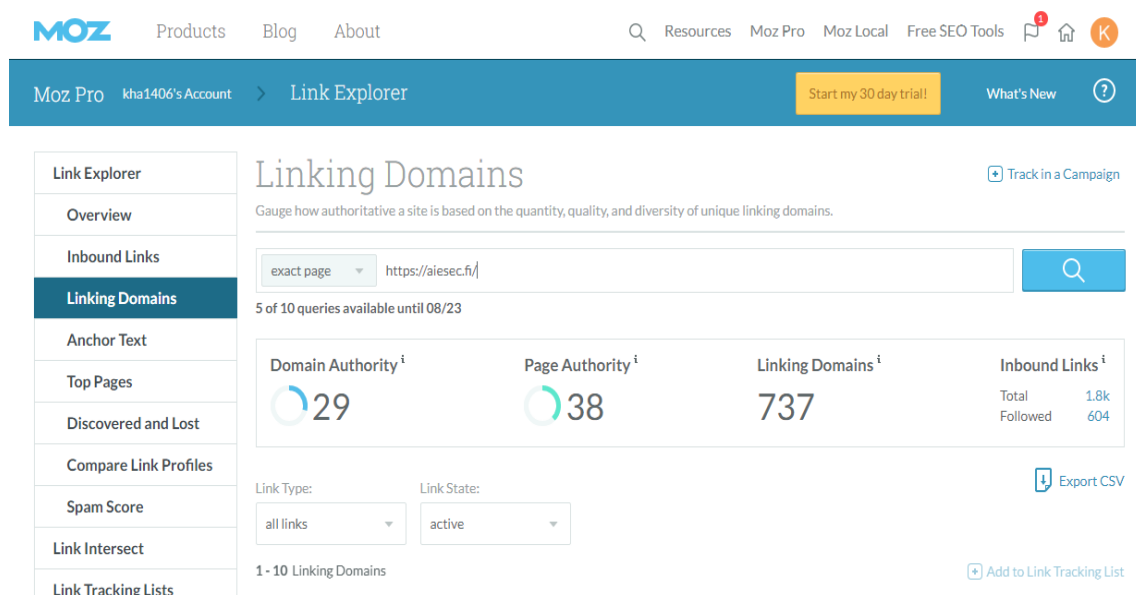


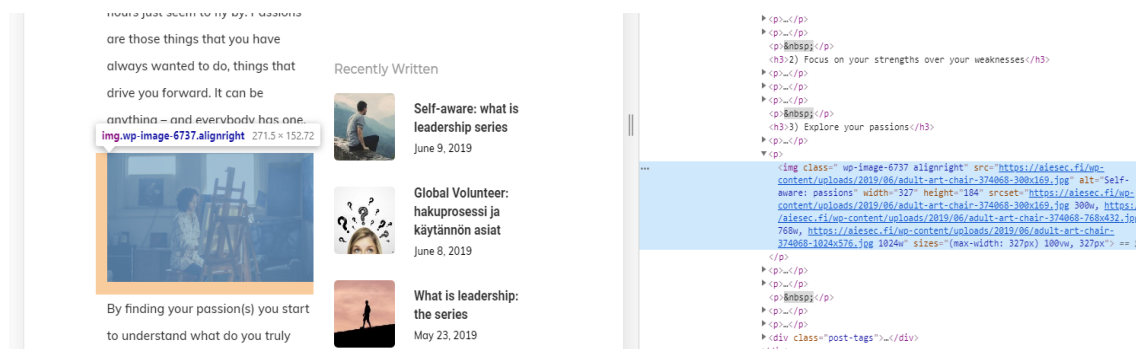
Figure 25: Domain authority score of AIESEC Finland website. Retrieved on 30/07/2019.

5.7. Internal link

Internal links are used to create better user experience by helping them navigate better a topic (Busche 2017, p. 31). AIESEC Finland website employs this method well because they include internal links with concise anchor text on almost every page. However, as pointed out earlier in the content development part, some internal links are not useful for users to understand the topic better. Therefore, when creating content for blog posts, AIESEC Finland should put themselves in customer's shoe so that they can predict what kind of information they need more clarification. Then, they can insert more relevant internal links to increase user engagement as well as create better user experience while they are on the website.

5.8. Image file name and alternative text

Image file name and alternative text are also factors contributing to SEO. Both help search engine understand what the image is about. Therefore, they should include some main keywords if possible (Yoast 2019). As examined earlier in the Readability part, AIESEC Finland was not using any alt text for all the images on the website. When the author checked the image file names of all images, some did not have proper file names. The figure below shows an example of an image without a proper file name:



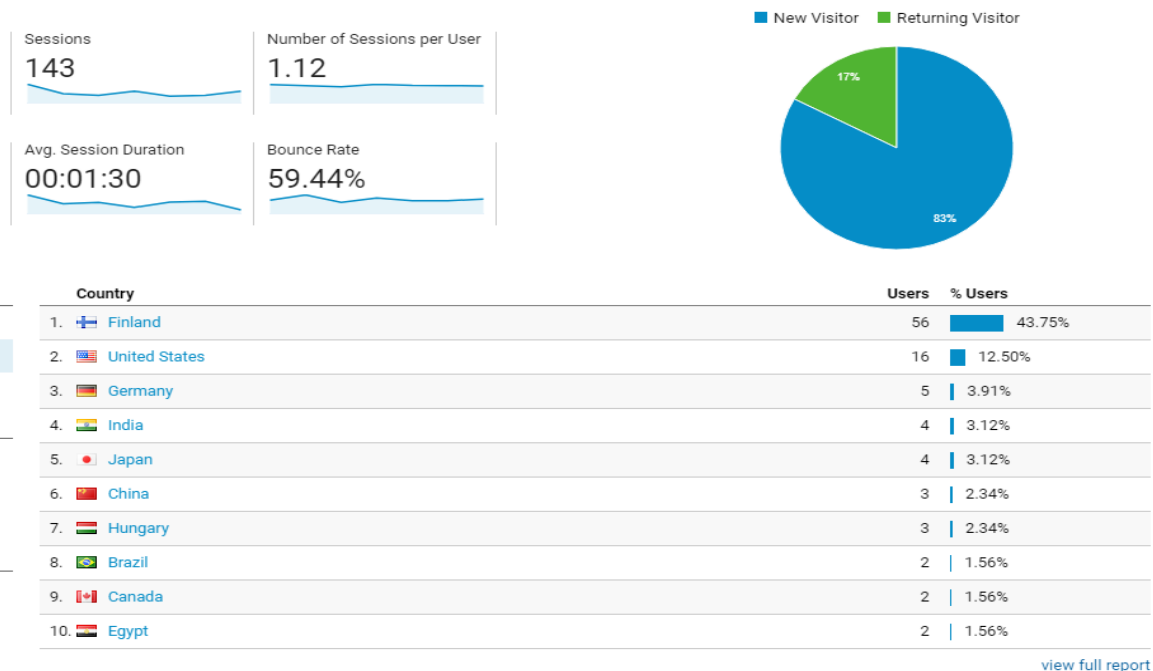


Figure 27: Audience demographics section in Google Analytics. Retrieved on 30/07/2019.

See the figure 27, it is obvious that most of users who visiting the website are from Finland, but it also shows that 12.50% users visit from the United States. This means there is a great number of audiences in the United States who are interested in AIESEC Finland. Thus, AIESEC Finland can take advantage of this information by contacting AIESEC organizations in this country to create relationship and exchange volunteers with them. Also, they can try to create blog posts aiming to audience or volunteer projects in the United States so that they can attract more visitors to the website.

Another good information provided by Google Analytics is the traffic source.

Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions	
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	OGV Sign Up Tracking (Goal 1 Conversion Rate)	OGV Sign Up Tracking (Goal 1 Completions)
	128 % of Total: 100.00% (128)	117 % of Total: 100.00% (117)	143 % of Total: 100.00% (143)	59.44% Avg for View: 59.44% (0.00%)	1.97 Avg for View: 1.97 (0.00%)	00:01:30 Avg for View: 00:01:30 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	% of Total: 0
1. google / organic	51 (38.93%)	46 (39.32%)	59 (41.26%)	45.76%	2.20	00:01:54	0.00%	0
2. (direct) / (none)	36 (27.48%)	32 (27.35%)	37 (25.87%)	64.86%	2.11	00:01:06	0.00%	0
3. google / cpc	14 (10.69%)	14 (11.97%)	15 (10.49%)	53.33%	1.93	00:03:29	0.00%	0
4. facebook.com / referral	9 (6.87%)	9 (7.69%)	11 (7.69%)	81.82%	1.36	00:00:32	0.00%	0
5. baidu.com / referral	4 (3.05%)	4 (3.42%)	4 (2.80%)	100.00%	1.00	00:00:00	0.00%	0
6. m.facebook.com / referral	4 (3.05%)	3 (2.56%)	4 (2.80%)	100.00%	1.00	00:00:00	0.00%	0
7. maailmalle.net / referral	3 (2.29%)	2 (1.71%)	3 (2.10%)	100.00%	1.00	00:00:00	0.00%	0
8. aiesecoulu.org / referral	2 (1.53%)	2 (1.71%)	2 (1.40%)	100.00%	1.00	00:00:00	0.00%	0
9. jyy.fi / referral	2 (1.53%)	1 (0.85%)	2 (1.40%)	50.00%	2.00	00:00:13	0.00%	0
10. 185.10.201.164 / referral	1 (0.76%)	1 (0.85%)	1 (0.70%)	100.00%	1.00	00:00:00	0.00%	0

Figure 28: Traffic source section in Google Analytics. Retrieved on 30/07/2019.

By realizing which source brings visitors to the website, AIESEC Finland can spend more efforts on these main channels or sources to get more traffic. For example, figure 27 shows that 38.93% of audiences come from Google/ organic which means that most of the new visitors come to AIESEC Finland website is from Google. Thus, AIESEC Finland can focus their marketing strategy on this search engine, the strategy could be producing more relevant blog posts or use Google Advertisement.

6. CONCLUSION

6.1. Research findings

The key objective of this thesis was to set a plan for on-page Search Engine Optimization in AIESEC Finland's website, in order to improve its online visibility and attract more visitors in Finland. To reach this objective, it was explained the use of SEO as a digital marketing technique and how to implement it to ensure the potential audience can be reached. In this sense, the main benefit for AIESEC Finland website is that the on-page SEO implementation might help to increase the number of visitors, especially who from Finland.

The first research question examined how to make a website SEO friendly. The result shows that there are 15 main ranking factors grouped in three categories including reputation, relevance and readability. It was shown by this thesis, AIESEC Finland needs to optimize these ranking factors in order to get their website to be on top of SERPs for targeted search queries.

The second question measured how well AIESEC Finland's website performs in terms of SEO. The website has responsive design which means all the pages can be displayed well in different devices from iPad to Desktop. In addition, the content of the website is well-structured by using heading tags which helps reader easily follow. On the other hand, the website does not include meta description tag in text and alternative tag in images which make the content is not clear for search engine as well as reader to consume. Furthermore, based on data extracting from Google Analytics account, the website has low level of engagement with audience when they only spend less than 10 seconds in one page. This could be improved by producing more relevant and interesting pieces of content that are compelling to audiences.

The last research question explored how to index and rank AIESEC Finland's website in better position in organic search result. This question is correlated with the first research question which means AIESEC Finland should optimize these

main ranking factors in order to make their website more SEO friendly, eventually leading to higher ranking position. Also, the result of this thesis shows that the most important fact of making a SEO plan for increasing number of visitors is to develop web content that takes search intent and semantics into account, using the technology available to build the site coherent with the keywords chosen.

Google's key objective is to offer users the best results that relate to their search query. Thus, they have refined their general rules and evolved their search algorithm to prevent low-quality content from appearing on their search results. Consequently, one of the results of this thesis shows some techniques and strategies that worked in the past may not work in the present or even have negative effects on the website. The nature of SEO is uncertain as it changes constantly. Therefore, AIESEC Finland should keep up with those changes to adjust SEO plan if they desire to remain on top and develop competitively.

6.2. Limitations

There are some limitations and issues that occurred during the writing of this thesis. First of all, the factors mentioned in the Search Engine Optimization plan are changeable and are only a small portion of complexity of SEO. Since Google states that there are hundreds of factors affecting website's ranking position on their search result pages and they change algorithms related to search engine ranking frequently.

Still there is a limitation concerning the language. The author does not speak Finnish as his mother tongue which was the reason why he only focused on English language for AIESEC Finland website. From analyzing, checking to suggesting some improvements, all of them was conducted in English. Therefore, the on-page SEO plan was also implemented for English language not Finnish language. However, AIESEC Finland can employ the plan for Finnish language because the tactics and strategies are the same for both languages.

Last but not least, as the Head of Marketing of AIESEC Finland is responsible for many different tasks from building website, creating content to performing marketing activities, he does not have comprehensive understanding of SEO. Therefore, the author cannot have clear goal for optimizing each ranking factor of SEO strategy. The author only focused on how to optimize these ranking factors at a basic level that will make a website as much SEO friendly as possible so that it can gain higher ranking position in organic search result in Google.

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