FAQ's on SEO

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Agenda

- Search Engine Basics

- What is SEO

- Search Engine Friendly Website

- Keywords

- Search Engine Tools

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Search Engine Basics

Two Key Functions

1) A program constantly crawling (scanning) web content.

2) Serves content to searchers

Search engines use the searcher's question/location/ history (etc.), and the search engine's proprietary, **ever-evolving algorithm**.

Relying solely on keywords is ancient history.

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Search Engine Basics – The Players

- 1.8 billion UMV

- 0.5 billion UMV

- 0.49 billion UMV

- 0.48 billion UMV

- 0.3 billion UMV

UMV = unique visitors per month

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What is SEO

Search Engine Optimization –

improving search visibility of a website or web content using "organic" (un-paid) methods.

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Types of Search Queries

- Navigational

- Informational

- Transactional

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Result Types from Search

Paid Ads

Featured Snippet: Google programmatically determines that a page contains a likely answer to the user's question, and automatically displays the result as a featured snippet. PAIN POINTS!

Organic Results

Google — how to do search engine optimization

All   News   Videos   Maps   Images   More   Settings   Tools

About 89,400,000 results (0.58 seconds)

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Here are 10 do-it-yourself SEO tips that business owners or marketing managers can try before hiring an SEO agency or consultant.

1. Understand your Online Market and Target Customers. ...
2. Master Keyword Research. ...
3. Plan your Site. ...
4. Build your Site. ...
5. Start Blogging or Producing Regular Content. ...
6. Build your Social Media Network.

More items...

10 Do-it-yourself SEO Tips to Save Money | Practical Ecommerce
https://www.practicalecommerce.com/10-do-it-yourself-seo-tips-to-save-money

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21 Essential SEO Tips & Techniques - Search Engine Land
https://searchengineland.com/21-essential-seo-tips-techniques-11580 ▾
Jun 20, 2011 - 21 Essential SEO Tips & Techniques. Commit yourself to the process. SEO isn't a one-time event. Be patient. SEO isn't about instant gratification. Ask a lot of questions when hiring an SEO company. Become a student of SEO. Have web analytics in place at the start. Build a great web site. Include a site map page. 8. ...

Beginner's Guide to SEO (Search Engine Optimization) - Moz
https://moz.com/beginners-guide-to-seo ▾
Dec 18, 2015 - What is Search Engine Optimization (SEO)?. SEO is a marketing ... Search engines are the roadways that make this happen. If search engines ...
Search Engine Marketing · Search Engine Tools · How Search Engines Operate

10 Do-it-yourself SEO Tips to Save Money | Practical Ecommerce

Navigational

Navigational – user knows the webpage they want to visit: enters the company name rather than enters the particular URL

Target Navigational Queries:

Do you show up for all variations of your business name? spellings/misspellings
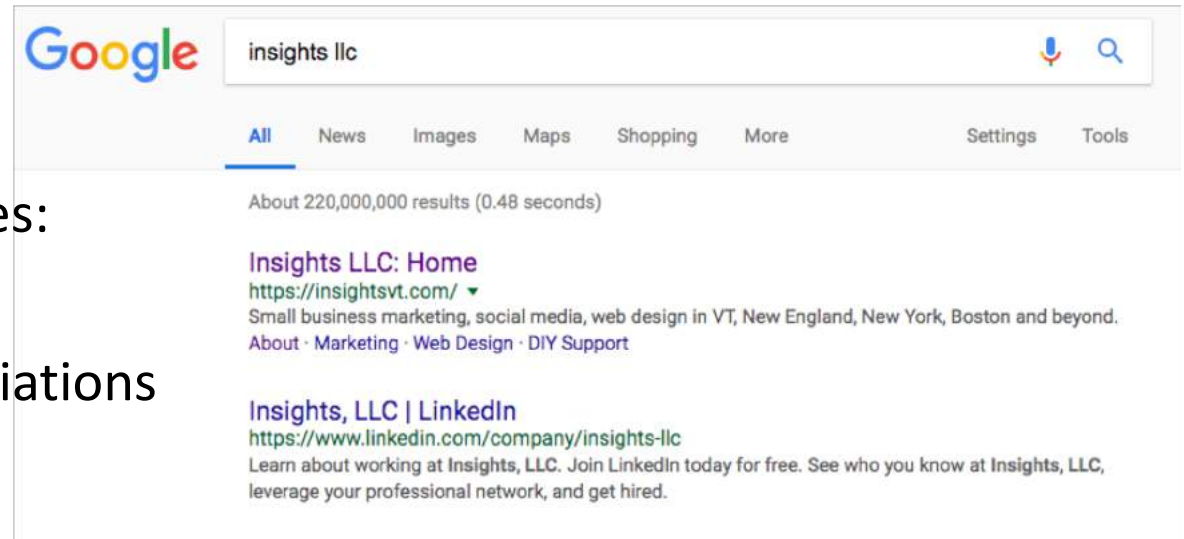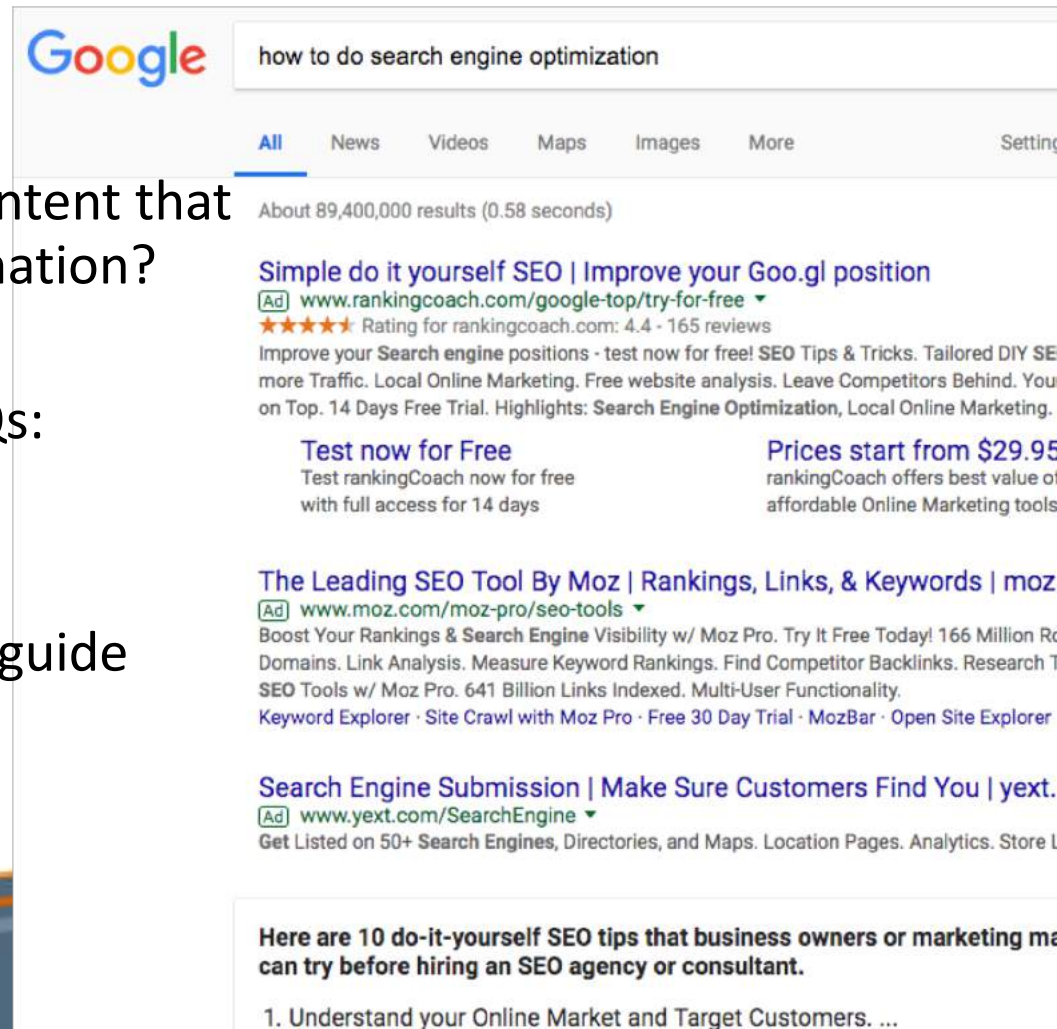
Test in Google Incognito Mode

Informational

Informational – user looking for information – answer a question, learn something, etc. (hard to monetize)

Target Informational Queries:

Are you providing high-quality content that genuinely provides helpful information?

Think of your target market's FAQs:
- Write a blog post full of tips
- Create a how-to video
- Write a detailed, step-by-step guide
- Design an infographic

Google | how to do search engine optimization

All   News   Videos   Maps   Images   More   Setting

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**Here are 10 do-it-yourself SEO tips that business owners or marketing ma
can try before hiring an SEO agency or consultant.**

1. Understand your Online Market and Target Customers. ...

Transactional

Transactional – user intends to purchase, sign up, register, visit your business, etc –right away or in the near future.

Target Transactional Queries:

Are your products/services clearly defined on your website?

- Ecommerce - specific and relevant information (descriptions)
- Brick & Mortar – clear location
- Google business pg optimized
- Easily monetized – consider a PPC strategy after bases are covered.

Claim Your Business

Responsive Web Design

If you're ignoring any screen size, no SEO strategy can help.
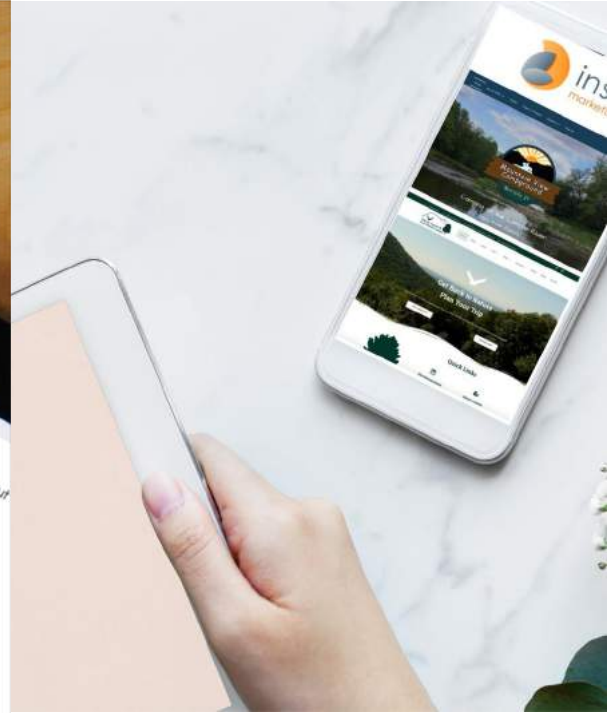
Search Engine Friendly Website

Indexable Content: Your most important content should be text!

- Crawlers devalue/ignore images and other non-text content.

- Boost your non-text features using alt text, video transcripts, etc (ADA compliant)

- Use tools like Google's cache or [SEO-browser.com](http://seo-browser.com) to see how search engine crawlers see you.

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Things to Remember

- Change is a constant (ways we search – mobile – voice – etc)
- Tactics from 10 years ago (keyword stuffing, link bombing, etc) will hurt your SEO
- Search engines are working for the user, not the provider – their goal is to provide users with quality content so the users will continue to use their services.

Ways Search Engines Determine Your Content Quality
- Time spent on pg
- Traffic volume
- Bounce Rate – pogo-sticking

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ADA Compliance

ADA stands for Americans with Disabilities Act – started with physical access to brick and mortar locations – is moving onto the internet.

Think about how people who have disabilities of sight, hearing, or motor skills would use your website. Can they?

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ADA Compliance

Guidelines:

- Create "alt" tags (text alternatives) for all images and media files.
- Identify the site's language (typically "en-us" to indicate "English" with the "United States" subtag), allowing text readers to more easily identify the language used.
- Forms should be properly tabbed for easy keyboard navigation.
- Offer alternatives and suggestions for input errors on forms.
- Provide a consistent navigation and layout throughout the site.
- Ensure that text may be scaled up to 200% of size without causing horizontal scroll bars to appear or breaking the layout.
- Ensure that text and background colors maintain a high contrast ratio.
- Allow users to pause and stop any moving content

Not a high contrast ratio

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Search Engine Friendly Website

Crawlable Link Structure: If there aren't any menu or on-page links to your content, Search Engine Crawlers (and people) aren't going to find it.

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Search Engine Friendly Website

The Blessed Keyword: Tell the world what you're about – using words.

Places to use keywords if possible - NATURALLY:

Do:
- Ensure keywords reflect the content on that page
- Get specific with you keywords
- Focus on content quality – keyword density can only do so much if the quality isn't there.

Don't:
- Abuse keywords – and your users
- Ignore long tail keywords:

Best deal on homemade treats **VS.** Fudge

Keywords!

Getting started:

1. Ask yourself what people would search when they're looking for your product/service/information

2. Use keyword research tools to get better insight/info/brainstorm additional keywords
   - https://adwords.google.com/home/tools/keyword-planner/
   - https://trends.google.com/trends/?geo=US
   - https://moz.com/explorer

3. Test who you're competing against for these terms

4. Test with online ads – do these terms convert?

5. Optimize and building content using the keywords with the highest ROI

Source: https://moz.com/beginners-guide-to-seo/keyword-research

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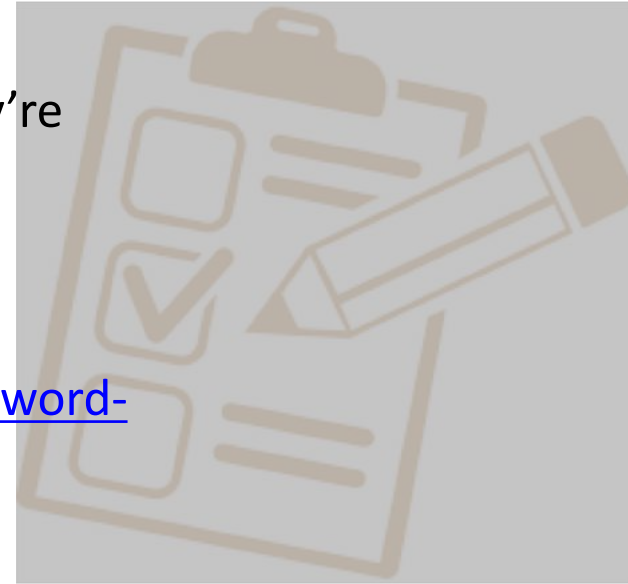
Search Engine Tools

Getting started:

1) Get your site mapped
   - YoastSEO generates sitemap.xml
   - sitemaps.org

2) Invite search engines
   - Google Webmasters: https://www.google.com/webmasters/
   - Bing Webmaster Tools: https://www.bing.com/toolbox/webmaster/

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Source: https://moz.com/beginners-guide-to-seo/search-engine-tools-and-services

Summary

- Search Engine Basics – **know the players**

- What is SEO – know ***the rules***

- Search Engine Friendly Website – balance ***user experience*** and <u>crawler comprehension</u>

- Keywords – ***content & competition***

- Search Engine Tools

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