Search Engine Optimization: Get Better Results from the Web

(This document is available at www.vangsness.com/events)

Background

SEO has two components: On page & Off page

SEO can be a noun, verb, person, process, field of study, or a strategy.

SEO is part of Internet Marketing Strategy which includes these strategies:

Obtain visitors(SEO) – **Engage** – **Convert** – **Retain** - **Get Ratings**/Referrals

SEO – On Page

How search engines work

Crawl websites   **Index** the content   **Serve** results to searchers

Are your pages in the Google index?

Look at your Google search console, or, go to Google and enter: site:yourdomainname

Determine your SEO goals

New customers, new members, sell products, sign up for newsletters etc.

How Do You Set Smart SEO Goals for Your Team/Agency/Project? - Whiteboard Friday

12 minute video by: Rand Fishkin May 25th, 2018

https://moz.com/blog/smart-seo-goals

https://moz.com/beginners-guide-to-seo

Look at competitor sites using site evaluation tools and SEO tools

Tools to extract site details:

Screaming Frog SEO Spider free version download, run as an app   https://www.screamingfrog.co.uk/

Beam Us Up free download: http://beamusup.com/

Tools to evaluate site quality:

Hubspot   https://website.grader.com/

Small SEO Tools Score Checker

https://smallseotools.com/website-seo-score-checker/

Determine your Keywords

Keyword usage in the past with Meta Tag Keywords

Keywords can be one word or a phrase

Keyword tools

- Google Adwords tool: https://ads.google.com/home/tools/keyword-planner/
- Google Trends: https://google.com/trends/
- Seobook.com keyword density analyzer http://tools.seobook.com/general/keyword-density/

Hubspot article on keywords: https://www.hubspot.com/internet-marketing-tips/detailed-keyword-tips

Caution: Too many keywords on a page is called keyword stuffing and a problem

Where to put keywords
Web address (URL), page title, page description, H1, H2, image alt tags
[Page Title & Description Guide](#) by Joe Vangsness

SEO Plugins & Module options:
WordPress Yoast SEO   https://yoast.com/wordpress/plugins/seo/
WordPress All-In-One SEO   https://wordpress.org/plugins/all-in-one-seo-pack/

Drupal SEO checklist: https://www.drupal.org/project/seo_checklist
Drupal Metatags: https://www.drupal.org/project/metatag

Google developments
Google My Business (formerly Google Local, Google Places)
Google local 3 pack
Google Maps
Knowledge Graph
Featured snippet
People also ask
People also search for

Structured Data: https://Schema.org

Learn more
Tom Dupuis, WordPress SEO Consultant   https://onlinemediamasters.com/
Several WordPress SEO tutorials, guides & videos – free

Tom Dupuis, WordPress SEO Video: The Ultimate Tutorial (1 hour 43 minutes)
https://www.youtube.com/watch?v=gNSnLvnHETA

SEO Ranking Factors Checklist by Optinmonster https://optinmonster.com/seo-ranking-factors/
Is SEO Best Practice the Enemy of Success?   Helen Pollitt Helen Pollitt / July 25, 2019
https://www.searchenginejournal.com/seo-best-practice-enemy-success/315899/#close

SEO - Off Page

Nofollow links vs Dofollow links
Link has value: to search our ranking, to visitors

Check your competitors' backlinks with these tools:
https://smallseotools.com/backlink-checker/
https://majestic.com/
https://ahrefs.com/backlink-checker

Local business information in directories - Whitespark & other services
https://whitespark.ca/

Some sites I have seen with a high value
>   About.Me
>   Meetup.Com
>   Thomasnet.Com For Manufacturers

Give testimonials to businesses you value and ask them to show your url
Check for websites that have directories of businesses like yours, ex: Thomasnet.com
Content Marketing
Check out: Link Building in 2019 by Sandeep Mallya https://www.99signals.com/high-quality-backlinks/

BEYOND SEO

Digital Marketing Strategy: An Integrated Approach to Online Marketing 2nd Edition
by Simon Kingsnorth (Author)

Web Strategy chart by David Meerman Scott & Blue Wire Media
https://www.davidmeermanscott.com/hubfs/documents/Marketing_Strategy_Template.pdf

TERMS USED IN SEO

ORGANIC RESULTS Results from natural search that are not paid for

ALGORITHM   Search engine's method of deciding how your site ranks

ON-PAGE OR ON-SITE   Changes you make directly to your site that gets results

OFF-PAGE OR OFF-SITE   Things you do to get other sites or people to get to your site. Sometimes called back links.

METADATA   Tags in the web page that tell robots what your site is about   Ex: Meta Description

ROBOTS   Programs that go through the web looking for content and site links sometimes referred to as crawling the web

URL   Uniform Resource Locator (address of a web page)

KEYWORD/KEY PHRASES Terms that you think people might be using as search terms that indicate they are potential customers or followers

ALT TEXT   Text that can be entered along with images indicate the image is about

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Joe Vangsness
www.vangsness.com
jv@vangsness.com
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