

Search Engine Optimization: Get Better Results from the Web 3-4-2020

(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>

Evaluate Competitors' Sites with SEO tools

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>

Search Engine Journal: 28 Free Tools to Help You Find What People Search For

<https://www.searchenginejournal.com/seo-101/what-people-search-for/>

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

<http://www.vangsness.com/sites/default/files/pagetitledescription4.pdf>

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

Featured snippet

Google local 3 pack

People also ask

Google Maps

People also search for

Knowledge Graph

Review Gating on Google My Business

<https://www.sterlingsky.ca/review-gating-is-now-against-the-google-my-business-guidelines/>

Structured Data: <https://Schema.org>

Learn more

Moz Beginners Guide to SEO

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

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 Optimonster <https://optimonster.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>

WordPress SEO Success: Search Engine Optimization for Your WordPress Website or Blog: Search Engine Optimization for Your WordPress Website or Blog - June 13, 2014 by Jacob Aull

Drupal 8 SEO: The Visual, Step-By-Step Guide to Drupal Search Engine Optimization - January 16, 2017 by Ben Finklea

SEO - Off Page

About Inbound Links or Backlinks to Your Site

Types of links:

Do Follow - No Follow - User Generated Content - Sponsored

Link has value: to search your ranking, to visitors

Tools to Check your competitors' backlinks with these tools:

<https://smallseotools.com/backlink-checker/>

<https://majestic.com/>

<https://moz.com/link-explorer>

How to Obtain Links

Directories

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

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