

SEARCH ENGINE OPTIMIZATION: GET BETTER RESULTS FROM THE WEB

(This document is available at www.vangsness.com/events) 2/20/2023

INTRODUCTION

Background

SEO is part of Digital Marketing Strategy which includes five strategies:

Obtain Visitors – Engage – Convert – Retain - Get Ratings/Referrals

SEO has two components: On page & Off page

How search engines work

Crawl websites **Index** the content **Rank** 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 Digital Marketing goals

Examples: New customers, new members, sell products, obtain subscriptions, advocate

Develop personas or profiles of your target visitors

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>

Competitor Research

Brief history of SEO

SEO Ranking Factors Checklist by Optinmonster

<https://optinmonster.com/wp-content/uploads/2018/02/SEO-ranking-factors-checklist.pdf>

Evaluate Your Website with SEO Tools

| | |
|--------------|---|
| SEO Rating | Hubspot Website Grader https://website.grader.com/ |
| | Small SEO Tools Score Checker https://smallseotools.com/website-seo-score-checker/ |
| | Nibbler https://nibbler.silktide.com/ |
| | SEOptimer https://www.seoptimizer.com/ |
| Site Content | Screaming Frog SEO Spider free version download, run as an app https://www.screamingfrog.co.uk/ |

SEO – ON PAGE

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/>

Search Engine Journal: 44 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

Google Penalties from Algorithm or Manual Action

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/pagetitledescription.pdf>

Google Guide: Control your title links in search results

<https://developers.google.com/search/docs/advanced/appearance/title-link>

Google Guide: Best practices for creating quality meta descriptions

<https://developers.google.com/search/docs/advanced/appearance/snippet#meta-descriptions>

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/>

Rank Math <https://rankmath.com/>

Tom Dupuis compares Rank Math & Yoast

<https://onlinemediamasters.com/rank-math-vs-yoast/>

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

Drupal Metatags: <https://www.drupal.org/project/metatag>

Google developments

Mobile

Google Business Profile (was Google My Business)

Google local 3 pack Google Maps People also ask

People also search for

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

SEO - OFF PAGE

About Inbound Links or Backlinks to Your Site

Types of links:

Follow - NoFollow - User Generated Content - Sponsored

Link has value: to search your ranking, to visitors

Tools to Check your backlinks or check your competitors' backlinks

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

<https://majestic.com/>

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

How to Obtain Links or Establish Links

Social Media: LinkedIn, Facebook, Twitter, Instagram, Yelp

Youtube

Local business information in directories

- Whitespark <https://whitespark.ca/>

- Moz.com has a free local presence checker <https://moz.com/products/local/check-listing#seo>

Some sites I have seen with a high value

[About.Me](https://about.me)

[Meetup.Com](https://meetup.com)

[Thomasnet.Com](https://thomasnet.com) For Manufacturers

Give testimonials to businesses you value and ask them to show your web address

Check for websites that have directories of businesses like yours, ex: Thomasnet.com

Check out: Link Building in November 2022 article by Sandeep Mallya

<https://www.99signals.com/high-quality-backlinks/>

MONITOR SEO PERFORMANCE THROUGH WEB ANALYTICS

Google Search Console

Google Analytics

Universal Analytics (UA) is being replaced by Google Analytics 4 (GA4)

Learn GA4 at Google's website: <https://analytics.google.com/analytics/academy/>

Web statistics provided by Web hosting companies like AWSTATS

Learn more

Moz Beginners Guide to SEO 2021

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

SEO Ranking Factors Checklist by Optinmonster

<https://optinmonster.com/wp-content/uploads/2018/02/SEO-ranking-factors-checklist.pdf>

SEO For Dummies, 7th Edition Book by Peter Kent (Author)

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>

Book Digital Marketing Strategy: An Integrated Approach to Online Marketing 2nd Edition

by Simon Kingsnorth (Author)

Joe Vangsness

www.vangsness.com

jv@vangsness.com

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