



Search Engine Optimization
BA 436/536

SEO

What Is It?



Search Engine Optimization

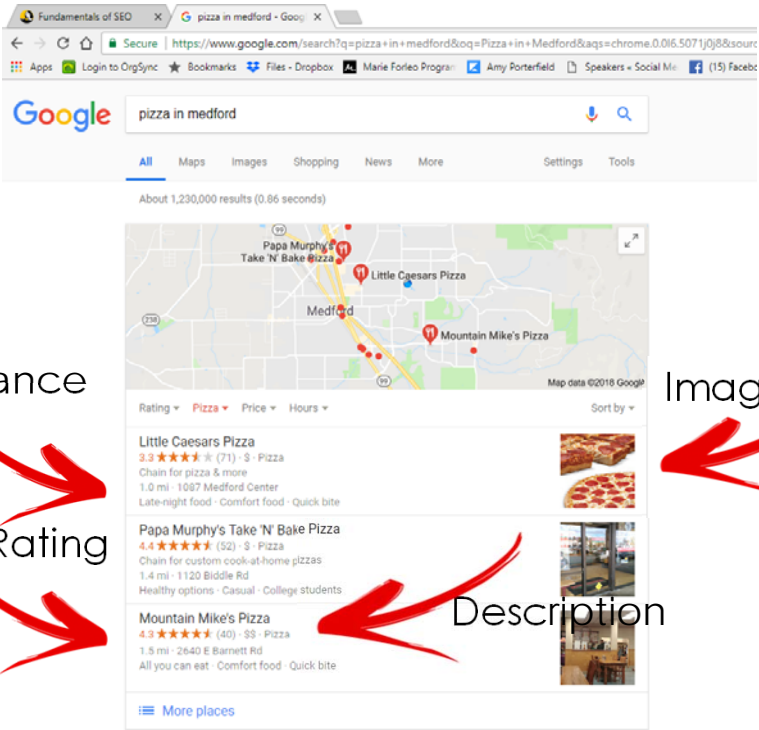
The goal is to leverage both the technical aspects of a website as well as the creative strategies to get ranked higher on search engines like Google, Bing, Yahoo etc.



SEO

How Does It Work?

Google fills the results page with what it thinks is most relevant.



This information is called "micro-data." And if you configure your site correctly, you can make sure the search engines have access to all of this information.

There are a lot of factors that go into SEO rankings.



A lot has to do with your content.



How unique and compelling your message is.



Search engines like Google can tell when someone bounces off your site because the content isn't useful.



The structure of your content is a big factor.



Poor tags, categories, and site structure also affect your rankings.



Great content includes good/valid links. Links are a good thing.



Page titles, meta description, and microdata information takes just a little while to set up correctly on a site, this gives the search engines everything they need to know when done correctly.

Keyword Strategies

Fat Head or Long Tail

Fat Head Approach vs. Long Tail Approach



Fat Head Approach(shorter and less specific):

When you try to optimize a site for one or a few terms that have a large search volume.

Benefit: Don't need a giant list of keywords that you're always trying to optimize and include in your content.

Downside: There are many others trying to use those same keywords.



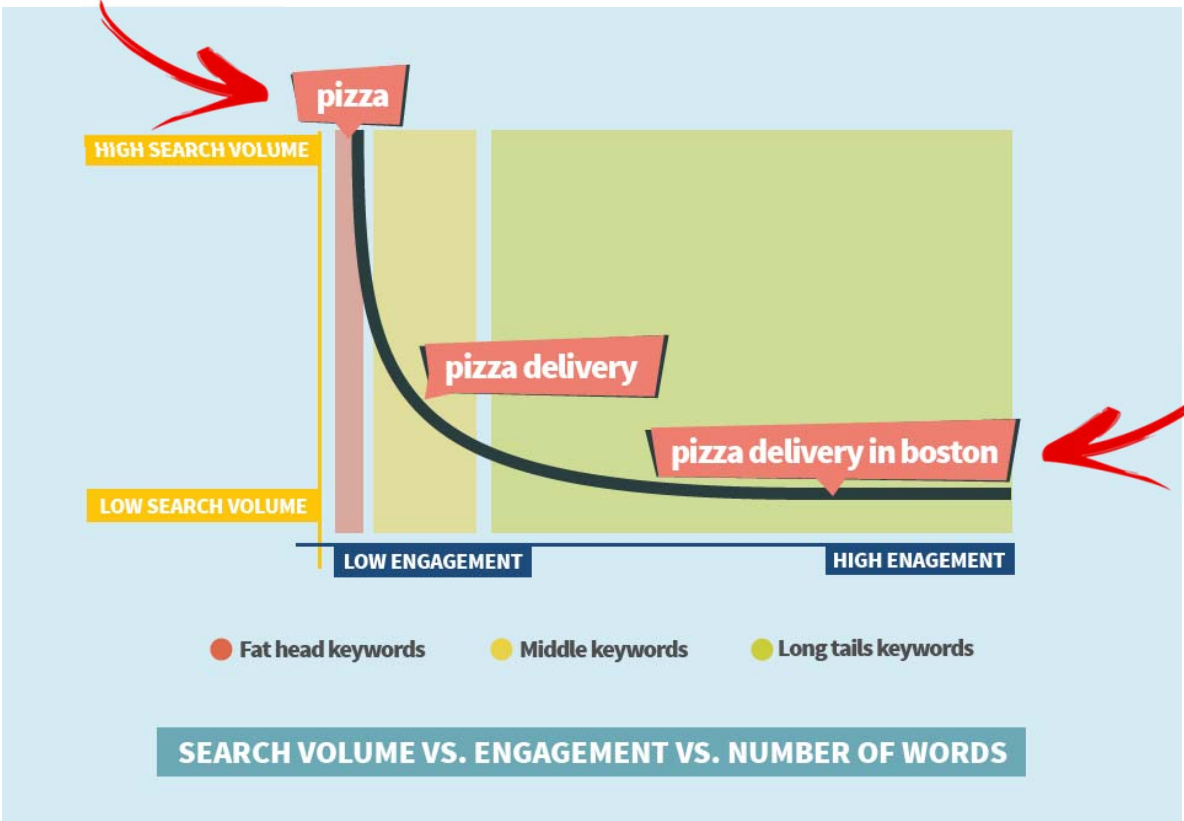
Long Tail Approach (more than 2 words):

A bunch of search terms that are less popular and have less competition.

Benefit: Much easier for success.
Benefit: Once you've nailed this approach you can then go after the Fat Head Approach.

Downside: Takes more work when writing content.

Fat Head Approach vs. Long Tail Approach Example



Moz.com FREE Keyword Tool

Moz Pro karenfronek's Account > Keyword Explorer > Explore by Keyword

Start My Free 30-Day Trial!

New! keyword pizza United States - en-US

9 of 10 queries available until 04/30

- Keyword Overview
- Keyword Suggestions
- SERP Analysis
- Keyword Lists PREVIEW

Keyword Suggestions: pizza

Display keyword suggestions that: include a mix of sources

Group Keywords: no

Volume: any

All Keyword Suggestions

Export CSV Add to...

Keyword	Relevancy ⁱ ↓	Monthly Volume ⁱ ↑	Search
<input type="checkbox"/> pizza	●●●●●●●●	300k-1.5m	
<input type="checkbox"/> pizza hut	●●●●●●●●	1.5m-6.9m	🔍
<input type="checkbox"/> pizza delivery near me	●●●●●●●●	118k-300k	🔍
<input type="checkbox"/> pizza near me	●●●●●●●●	300k-1.5m	🔍
<input type="checkbox"/> pizza hut menu	●●●●●●●●	118k-300k	🔍

SEO Best Practices

Alt Tags, Title Tag, Heading Tags



Alt Tags: Common shorthand term used to refer to the ALT attribute within the IMG tag. Anytime you use an image, be sure to include an ALT tag or ALT text within the IMG tag. Doing this provides a clear text alternative of the image for screen reader users.



Title Tag: is an HTML element that specifies the title of a web page. Title tags are displayed on search engine results pages (SERPs) as the clickable headline for a given result, and are important for usability, SEO, and social sharing.




Heading Tags: are part of the HTML coding for a webpage. Headings are defined with H1 – H6 tags. The H1 tag defines the most important heading on the page (usually the largest and boldest) whereas H6 indicated the lowest-level heading.



Meta Description: The meta description is a snippet of up to 320 characters, a tag in HTML, that summarizes a page's content. Search engines show the meta description in search results mostly when the searched for phrase is contained in the description. Optimizing the meta description is a very important aspect of on-page SEO.

Note: Placing keywords in your heading tag creates better results.

Anchor Text and Open Graph (OG) Protocol



Anchor Text: Common shorthand term used to refer to the ALT attribute within the IMG tag. Anytime you use an image, be sure to include an ALT tag or ALT text within the IMG tag. Doing this provides a clear text alternative of the image for screen reader users.

“As long as backlinks are an important SEO ranking factor, anchor text is going to play a significant role. It's added for the benefit of search engines, so that they can determine what the “linked-to page” is about. Before the 2012 Penguin update, Google used anchor texts to understand whether or not a particular website was relevant. Nowadays, anchor texts serve as a great way for the search engine to penalize websites for spam and over-optimization.” - SEMrush.com



OG Protocol: The official definition of the Open Graph protocol indicates that this is a protocol which allows a web page to become a “rich” object in a social network. ... This information will allow social networks to better display a link on those pages that have been placed by the users.

“In practice, however, the social networks, like Facebook for example, have become so important in recent years that the search engines can't ignore the Open Graph data in their algorithms. It would be adventurous enough to accurately describe the impact of this kind of data, but its impact undoubtedly exists. It is also certain that the major search engines analyze these Open Graph tags. In particular, Google may tend to favor pages used in its Google + social network.

For SEO, historically, the webmasters should primarily focus their attention on the title and meta description tags of their pages. Today, it is equally important to add Open Graph tags on the web pages, particularly if these pages are frequently shared on social networks like Facebook.” -

Keywords, Spiders, and Bots OH MY!

Moz.com

Keyword Research

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

Google Webmasters

How Google Search Works

<https://support.google.com/webmasters/answer/70897?hl=en>

Kissmetrics

How to Get Google to Index Your New Website and Blog Quickly

<https://blog.kissmetrics.com/get-google-to-index/>

Wordtracker

The Google Spider & you: What you need to know to get your site indexed

<https://www.wordtracker.com/academy/seo/site-optimization/google-site-indexing>

Review Glossary provided in class.



SEO

2018 Myths

SEO Myths for 2018 – by Hubspot

Myth 1: I must submit my site to Google.

Myth 2: More links are better than more content.

Myth 3: Having a secure (Https) site isn't important for SEO.

Myth 4: SEO is all about ranking.

Myth 5: Meta descriptions have a huge impact on search rankings.

Myth 6: Pop-ups will always hurt my ranking in search.

Myth 7: Keyword optimization is THE key to SEO.

Myth 8: Keywords need to be an exact match.

Myth 9: The H1 is the most important on-page element.

Myth 10: My homepage needs a lot of content.

SEO Myths for 2018 – by Hubspot

- Myth 11: **The more pages I have the better.**
- Myth 12: **Good user experience is an added bonus, not a requirement.**
- Myth 13: **Local SEO doesn't matter anymore.**
- Myth 14: **Google will never know if I have bad sites linking to me.**
- Myth 15: **Images don't require any optimization.**
- Myth 16: **Featured snippets only matter if you're Wikipedia.**
- Myth 17: **I don't need a mobile optimization strategy.**
- Myth 18: **SEO is something I can hand off to IT.**
- Myth 19: **The age of my domain will help me rank.**
- Myth 20: **Google holds grudges.**

SEO

SEO Yoast

sou436536.com website

<https://www.youtube.com/watch?v=IDGetWWt4eY&t=623s>

“With every new iteration of Google algorithms,
we are learning that SEO should really stand for being

Simply Excellent Online.

In other words, create remarkable content first,
THEN work with the IT folks to make sure that
what reads well also scores well technically.”

-Paul Furiga, Founder and CEO of WordWrite Communications