SEO Fundamentals

How to Increase Search Engine Visibility



BRANDING + DIGITAL MARKETING + WEB + PUBLIC RELATIONS + SEO + DESIGN + PRINTING

www.1905newmedia.com

What is Search Engine Optimization?

Search Engine Optimization (SEO) is the process of improving the quality and quantity of traffic to a website or web page from the organic search results, also known as "natural" or "unpaid" results. Organic search results can include web pages, images, video and business listings.

Why is SEO Important?

The better visibility a website has in the organic search results, the more likely it is to attract visits from new and returning customers.

- 93% of all online experiences begin with search engines
- 92% of global traffic comes from Google Search, Google Images and Google Maps
- **53%** of all website traffic comes from organic search
- More than 60% of searchers will only consider a business if they can find it online

Search Engine Results Page (SERP)



Knowledge Panel

Search engines work through three primary functions:



1. Crawling

Search engines crawl hundreds of billions of pages using their own web crawlers, commonly referred to as bots or spiders. A search engine spider navigates the web by following links.

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2. Indexing

Search engines process and store the information they find in an index — a massive database of all the content they have discovered and deem good enough to serve up to searchers.



3. Ranking

When someone performs a search, a search engine scours its index for relevant content. The results are ordered by relevance, which is known as ranking. The higher a website is ranked for a given query, the more relevant the search engine believes that site is to the query.

To determine relevance, search engines use algorithms.

Search Engine Algorithms

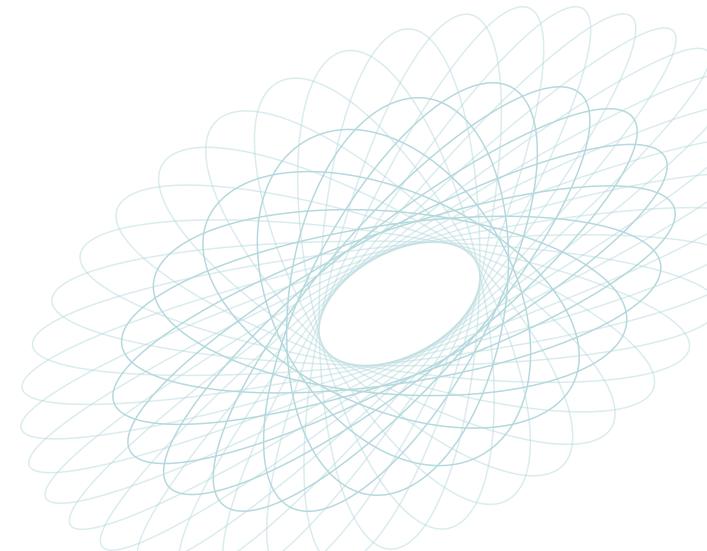
Each search engine has its own proprietary algorithm it uses to rank web pages. Google's algorithm evaluates more than 200 different factors, and makes minor tweaks to its algorithm every day. Major changes to Google's algorithm occur every year or so.

These are the most influential ranking factors in Google's algorithm:

- Mobile friendliness
- Content freshness

- Time on site
- Backlinks
- Content length
- Website security (HTTPS)
- Page title tags
- Meta description tags
- Image alt text

- Domain age
- Page speed
- Anchor text
- Internal linking
- Site architecture
- Bounce rate

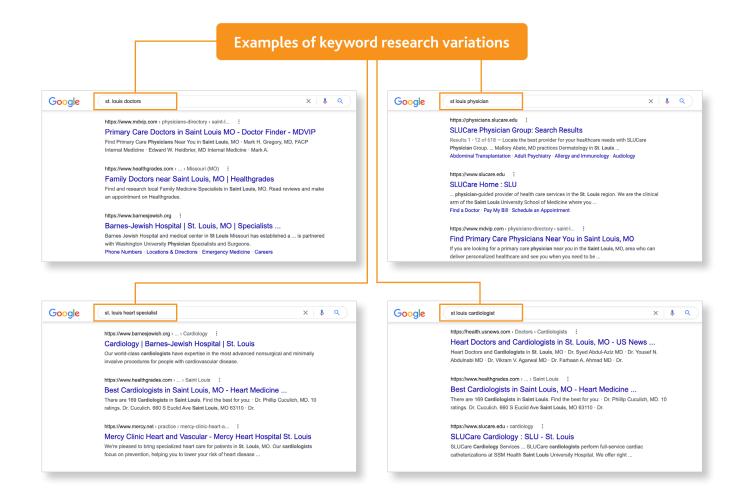


Keyword Research

Keyword research is the essential first step in search engine optimization. A keyword strategy is the blueprint for all online marketing efforts. The purpose of keyword research is to define the words and phrases that are most frequently searched. It also provides valuable information for other tactics: including branding, direct marketing and PR.

Keyword Research Variety

There are countless ways to search for the same thing. Demographics can also play a role in how people search. For example, do you say "pop," "soda," or "Coke?"



What Do Keywords Tell Us?

Keywords Tell You:

- What your potential customers are searching for
- Topics of interest to use for content generation
- How to speak to your website visitors and clients

Keywords Tell Search Engines:

- What you do
- Who you are targeting
- How relevant you are
- Why they should rank you higher

Keyword Research Tools

- AnswerThePublic.com Limited number of free searches per day
- SEMRush.com Paid tool with free trial
- Ahrefs.com Paid tool with free trial
- KeywordTool.io Paid tool with free trial
- Soovle.com
- Google

Keyword Suggestions

Google has several tools to help users find other relevant keywords.

Autocomplete Predictions

Google	what is keyword research	× 🏮 Q
	Q what is keyword research	
	v what is keyword research in seo	
	v what is keyword research in digital marketing	
	v what is keyword research quizlet	
	v what is keyword research tool	
	Q what is keyword research in hindi	
	q what is keyword research on amazon	
	Q what is keyword research in youtube	
	Q what is keyword research and analysis	
	o what is keyword research on fiverr	
		Report inappropriate predictions

People Also Ask (PAA)

People also ask 🗄
What is keyword research process?
What is the purpose of keyword research?
What is keyword with example?
What is a keyword research tool?

Related Searches

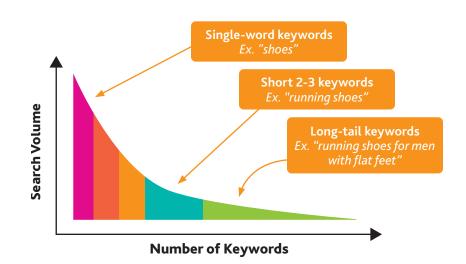
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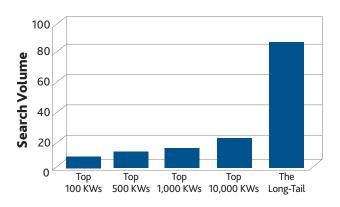
Long-Tail Keywords

Long-tail keywords are typically longer and more specific than common keywords.

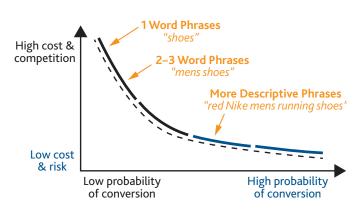
- Long-tail keyword searches have a click-through rate up to 5% higher than generic searches.
- **70%** of search queries contain four words or more.
- The average conversion rate for a long-tail keyword is 36%.



Long-Tail Search Traffic



Long-Tail Conversion Rate



What Are Page Title Tags?

The page title tag is one of the first on-page elements search engines look at, and creates the user's first impression of your website. Every page on your website should have a unique, keyword-rich page title tag.

Words like *Best, Review*, and *Ultimate* can entice users to click on a website. Words such as *How, Why, What,* and *Where* help people understand what content they will find.

The page title tag is a snippet of code that can be edited using plugins or your website's CMS, as seen below:

```
<!DOCTYPE html>
<html lang="en">
                                                                                       Title tag in HTML
▼<head>
   <meta http-equiv="X-UA-Compatible" content="IE=edge">
    <meta http-equiv="Content-Type" content="text/html; charset=UTF-8">
   <meta charset="utf-8">
    <meta name="viewport" content="width=device-width">
   <title>Writing HTML Title Tags For Humans, Google & Bing</title>
   <meta property="fb:app id" content="108479729193136"
    <meta property="fb:admins" content="684476602, 1269303818, 679476803, 549118759">
   <meta property="twitter:account_id" content="1059801">
   <meta name="twitter:card" content="app">
   <meta name="twitter:site" content="@sengineland">
    <meta name="twitter:description" content="Search Engine Land is the leading industry source for daily, must-read news</pre>
    and in-depth analysis about search engine technology.">
   <meta name="twitter:app:country" content="US">
   <meta name="twitter:app:name:iphone" content="Search Engine Land">
    <meta name="twitter:app:id:iphone" content="1015557452"
   <meta name="twitter:app:name:ipad" content="Search Engine Land">
    <meta name="twitter:app:id:ipad" content="1015557452">
    <meta name="twitter:app:name:googleplay" content="Search Engine Land">
    <meta name="twitter:app:id:googleplay" content="com.thirddoormedia.searchengineland">
    <meta name="google-site-verification" content="c9app5XVp8lVmCyt-cHaPG0rTdwfrBbZW6HoZeH7Rnc">
   <meta property="fb:page_id" content="7138936668">
    <meta name="news_keywords" content>
    <meta itemprop="description" content="I generally enjoy John Gruber's writings, but today he's dishing out SEO advice</pre>
    about HTML title tags. Some of it is bad advice. So with respect, here's how I'd suggest you write page titles in a w
    ay that can please search engines and humans alike. What Is An HTML Title Tag? Let me go back [...]">
   <meta itemprop="datePublished" content="2010-12-21">
    <meta itemprop="dateModified" content="2014-08-06">
    <meta itemprop="image" content>
   <link rel="apple-touch-icon" href="<u>https://searchengineland.com/apple-touch-icon.png</u>">
    <link rel="shortcut icon" href="<u>https://searchengineland.com/favicon.ico</u>">
    <link rel="alternate" type="application/rss+xml" title="Search Engine Land Feed: Get Every Post" href="http://feeds.s</pre>
    earchengineland.com/searchengineland">
    <link rel="alternate" type="application/rss+xml" title="SearchCap: Daily Recap Of Search News" href="http://feeds.sea</pre>
   rchengineland.com/searchcap">
    <!-- This site is optimized with the Yoast SEO Premium plugin v16.5 (Yoast SEO v16.5) -</pre>
   https://yoast.com/wordpress/plugins/seo/ -->
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Page Title Tag Visibility

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Creating Optimized Page Title Tags



Keep your page title tag between 50 to 60 characters long, including spaces



Start the tag with the highest priority keyword for the page



Colons and ampersands are your friends



Use Title Capitalization



Describe the content on the page



Make the title natural and structure it like a sentence



End the title tag with your company name

Easy Title Tag Formula

Keyword 1: Keyword 2 & Keyword 3 at Brand Name

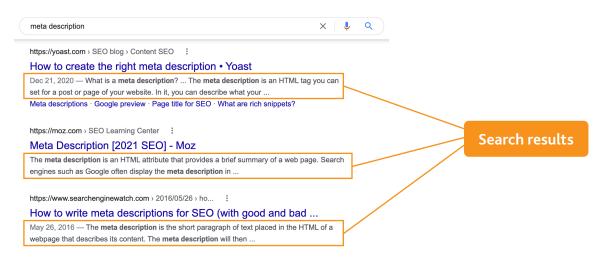
Example: St. Louis Plumbers: Residential & Commercial Plumbing by Unclogged Inc.

What Are Meta Description Tags?

The meta description tag is a snippet of code that describes the content of a webpage for users and search engines. Meta description tags can impact a page's click-through rate (CTR), which is a Google ranking factor.



Meta Description Visibility



Creating Optimized Meta Descriptions



Keep your meta description tags between 120-160 characters in length, including spaces



Use active voice and make it actionable



Include a call-to-action



Use high priority keywords



What is On-Page Content?

On-page text is what the search spider uses to define the topic of the page. Content has consistently been a top factor in Google's algorithm. Quality content is written for the human user, not search engines.

Tips to Improve Your Content's Keyword Optimization

- Avoid Duplicate Content
- Replace Pronouns with Keywords: We provide 5-star customer service. — Our residential plumbers provide 5-star customer service.

Creating Quality Content for SEO



Know your audience and their interests



Know your topic and be the expert

Use hyperlinks

to internal and

external pages



Write the way your customers speak



Edit any grammar, spelling and punctuation errors



Include target keywords



Use headings and subheadings, formatted with H tags



Include at least one

call-to-action on

Write in Q&A style to answer questions, and use bullet points and lists



Add interest with images and video, which can be optimized for search result placements

Have a Project?

We can't wait to hear about it!

Give us a call or send us an email to get started.

John Meilink

➡ john.meilink@1905newmedia.com
 ✔ (847) 912-1482

Christine Linder



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