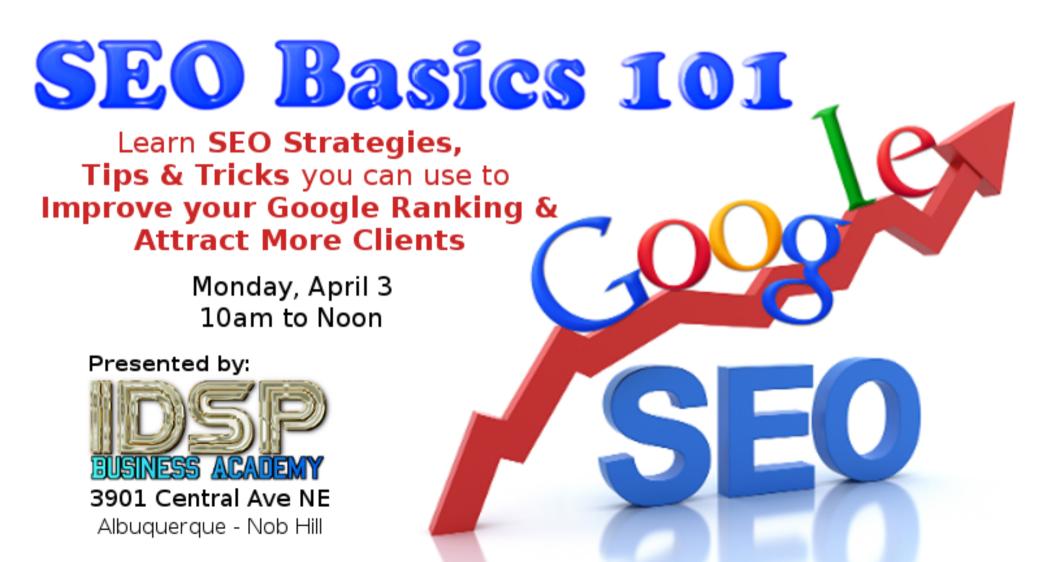
Welcome



What is SEO?

The process of maximizing the number of visitors to a particular website by ensuring that the site appears high on the list of results returned by a search engine.

"the key to getting more traffic lies in integrating content with search engine optimization and social media marketing"

Types of Search Results

- 1. Organic
- 2. Paid Ads

Search Filters – What can rank?

- 1. All Web Pages (in order of keyword relavence)
- 2. News Blogs
- 3. Images Instagram, Pinterest, Yelp, etc.
- 4. Videos Youtube, Vimeo, etc.
- 5. Shopping Ebay, Amazon, Etsy, etc.
- 6. Maps Directory Listings
- 7. Books books.google.com

10 Most effective on-site Strategies for improving Organic Search Ranking

- 1. Clearly define keywords and phrases 1 keyword or phrase focus per page (be specific)
- 2. Relavant Content
- 3. Include pictures and/or videos on pages
- 4. External Links BBB, Chambers of Commerce, .org, .edu, etc.
- 5. Internal Links Links to pages on your site
- 6. Social Media Links (share on pages and links in footer)
- 7. News Blogs
- 8. Events Find co-hosts and set up backlinks
- 9. Make web pages mobile friendly
- 10. Include Phone Number in meta description

7 Most effective off-site Strategies to improve Organic Search Ranking

- 1. Submit a Site Map google.com/webmasters
- 2. Google Business Listing
- 3. Research your web listings and verify accuracy
- *N.A.P. Name, Address, Phone (and website links) all the same
- 4. Quality and Quantity of backlinks to your site Listings, Chambers, Partners, Affiliates
- 5. Reviews Google, Facebook, Yelp, Trip Advisor, etc. (Links from your site to your social review pages)
- 6. Social Media Citations Link back to pages on social media
- 7. If you have multiple domain names for the same website, redirect all to one common domain

7 Highest Ranking Web Pages

- 1. Homepage
- 2. Events
- 3. Blog
- 4. Shop
- 5. Contact
- 6. About
- 7. Directory

12 places to Optimize Web Pages

- 1. Domain Name
- 2. Keywords
- 3. Meta Page Title
- 4. Meta Description
- 5. Page Title Header
- 6. Sub-title
- 7. Alt Image Text
- 8. Image Name
- 9. Footer Text and Images
- 10. Keyword usage in text
- 11. Keyword position in text
- 12. Text Quantity & Styles

Thank You!

