

Welcome

SEO Basics 101

Learn **SEO Strategies,**
Tips & Tricks you can use to
Improve your Google Ranking &
Attract More Clients

Monday, April 3
10am to Noon

Presented by:

IDSP
BUSINESS ACADEMY

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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 relevance)
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. Relevant 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!

