



What is SEO?



Search Engine Optimization

Search engines such as Google or Bing use web crawlers (or spiders) to index all web pages on the web. From there, they use an ever-changing advanced algorithm based on thousands of factors to calculate a page's rank on that index of websites based on the search query that was performed.

Why should you care?

Lots and lots of people search for things. That traffic can be extremely powerful for a business not only because there is a lot of traffic, but because there is a lot of very specific, high-intent traffic.



Why is it important?



Credibility



Generating Leads



Online Success



User Satisfaction



Setting Expectations



NOT A QUICK PROCESS!



SEO is a long-term investment in your online presence. Over time you build strong content, credible links and boosted presence. You also stay mindful of the changes in SEO and make updates based on Search Engine standards

Two Types of Searches



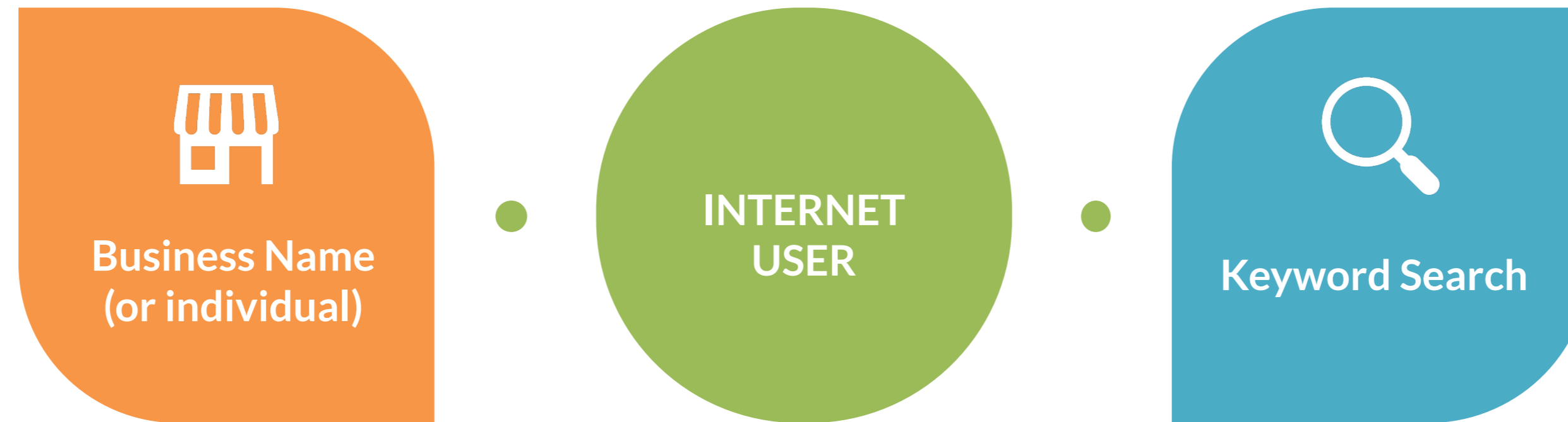
Generally, people conduct two types of searches



Two Types of Searches



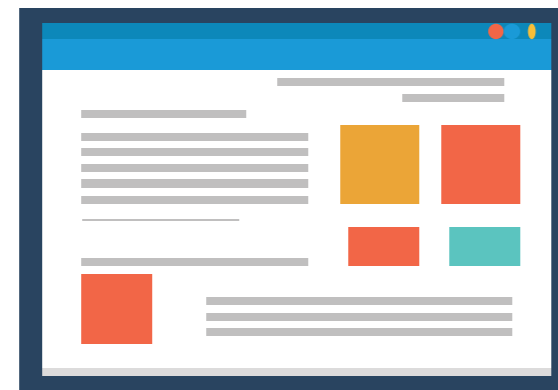
Generally people conduct two types of searches



EXERCISE:

- 1 Type in your exact business name on Google and go through the pages to see where your site lands. Write down the number.
- 2 Write out the top 5 keywords you want your business to show up for based on a keyword search

Three Major Components



Website Structure

Physically how your site is built and coded.



Content

What is the actual text, image and video content on your pages.



Site Credibility

What are other people saying about your website.



SEARCH ENGINE OPTIMIZATION

Website Structure

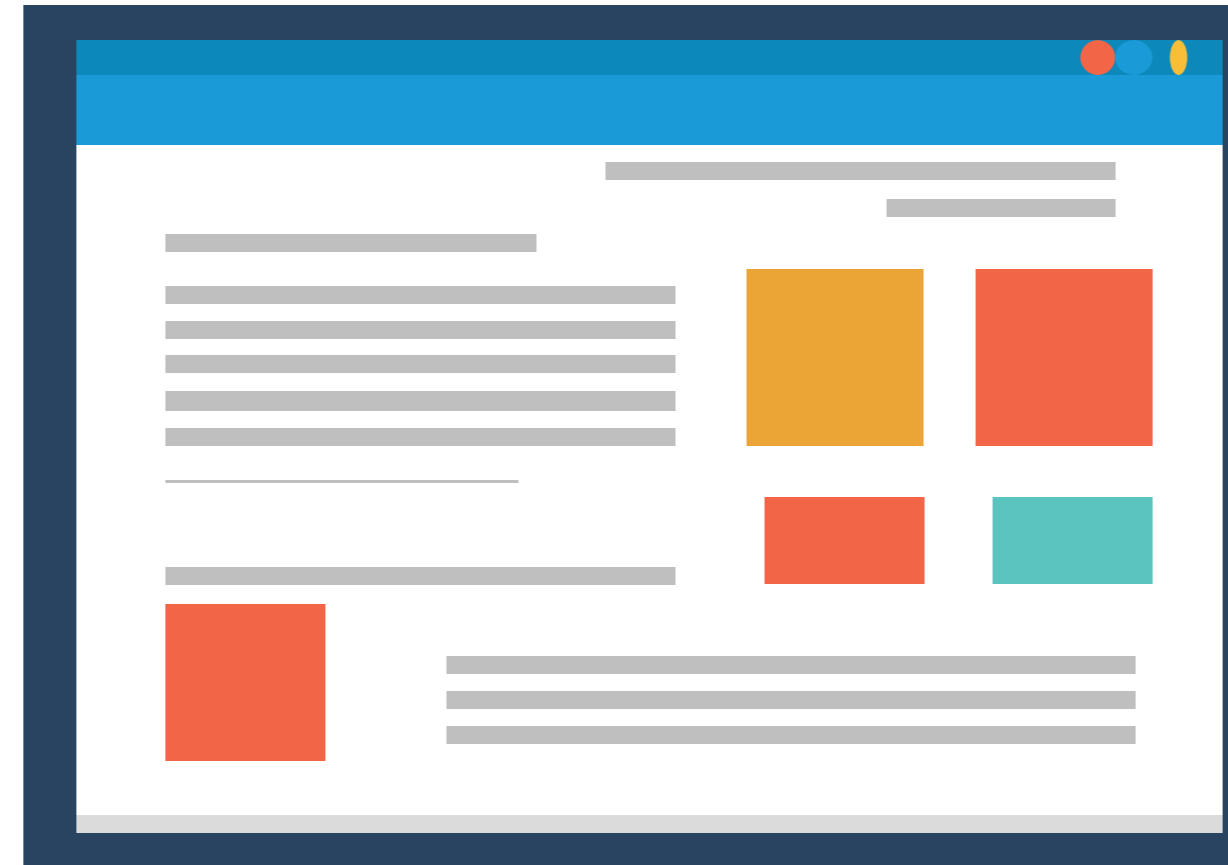


Domain/URL Structure

Domain choice and URL structure helps search engines understand your site

Image Alt Tags

Robots can't see your images, so alt tags provide descriptions for them to reference



META Tags

These are items such as META title, description, and page content headings

SSL Certificate

SSL is necessary for all sites now and are given SEO priority by search engines

Website Structure



Domain Selection

Domain choice can minimize risk and affect your search engine ranking.

Meta Tags

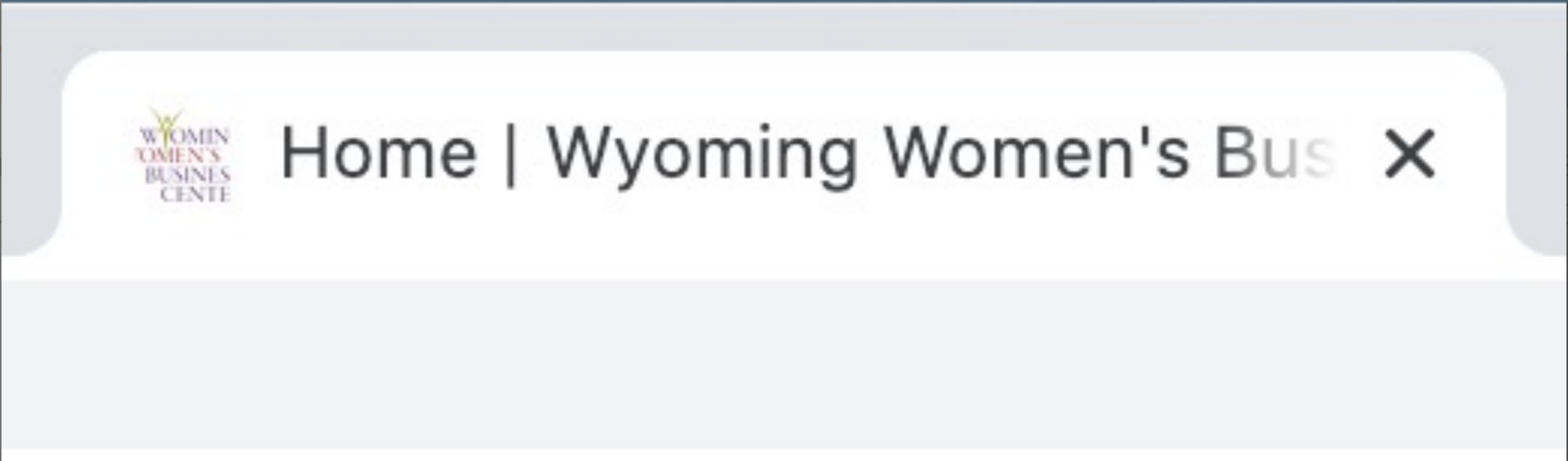
Meta tags are items such as title, content, keywords, and description.

URL Structure

Having a proper URL structure helps search engines understand your page.

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wyoming women business center



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About 53,100,000 results (0.49 seconds)

www.wyomingwomen.org

Wyoming Women's Business Center: Home

The **Wyoming Women's Business Center** assists entrepreneurs through counseling, training, and micro-finance programs.

Contact

CONTACT WYOMING WOMEN'S BUSINESS CENTER. Submit ...

Micro-Loan Programs

Over the past 17 years, our Micro-Loan program has assisted 144 ...

Upcoming Events

Upcoming Events. 08. Tue. Sep. Selling Skills Course. RSVP. 10 ...

[More results from wyomingwomen.org »](#)

About

OUR STORY. The Wyoming Women's Business Center ...

Meet the Team

Waldo offers technical assistance to clients before, during, and ...

Business Counseling

One-on-one business counseling is offered at no charge to those ...

Website Structure



H1 TAG

```
<H1>On-Page SEO</H1>
```



```
<H2>SUB HEADING</H2>
```



```
<H3>SUB HEADING</H3>
```



```
<html>  
.....  
<h1>On-Page SEO</h1>  
<p>  
<p>  
<h2>Sub Heading<h2>  
.....  
</html>
```

Domain

Domain

URI

Having a proper URL structure is important for search engines to understand the content of your website.

S

such as title, content, meta description

cate

all sites now and are indexed by search engines.

Website Structure

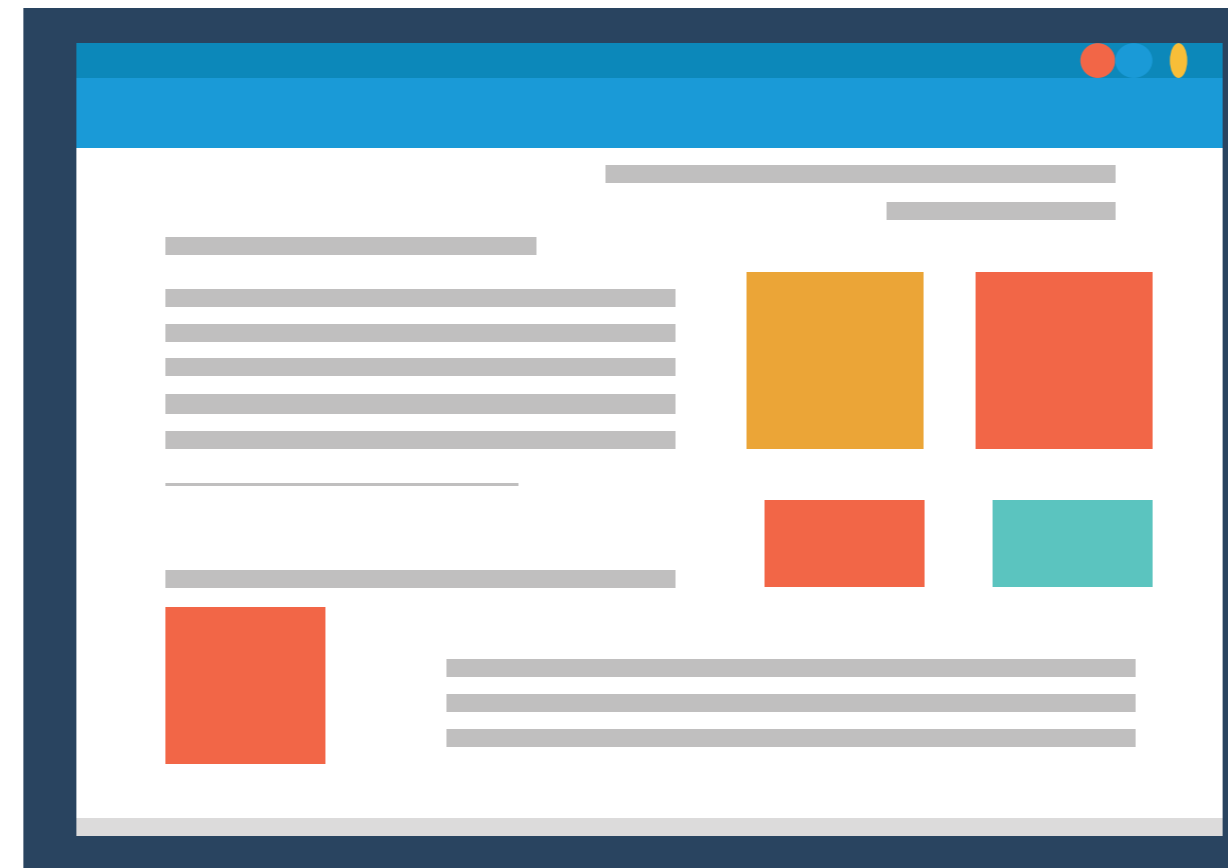


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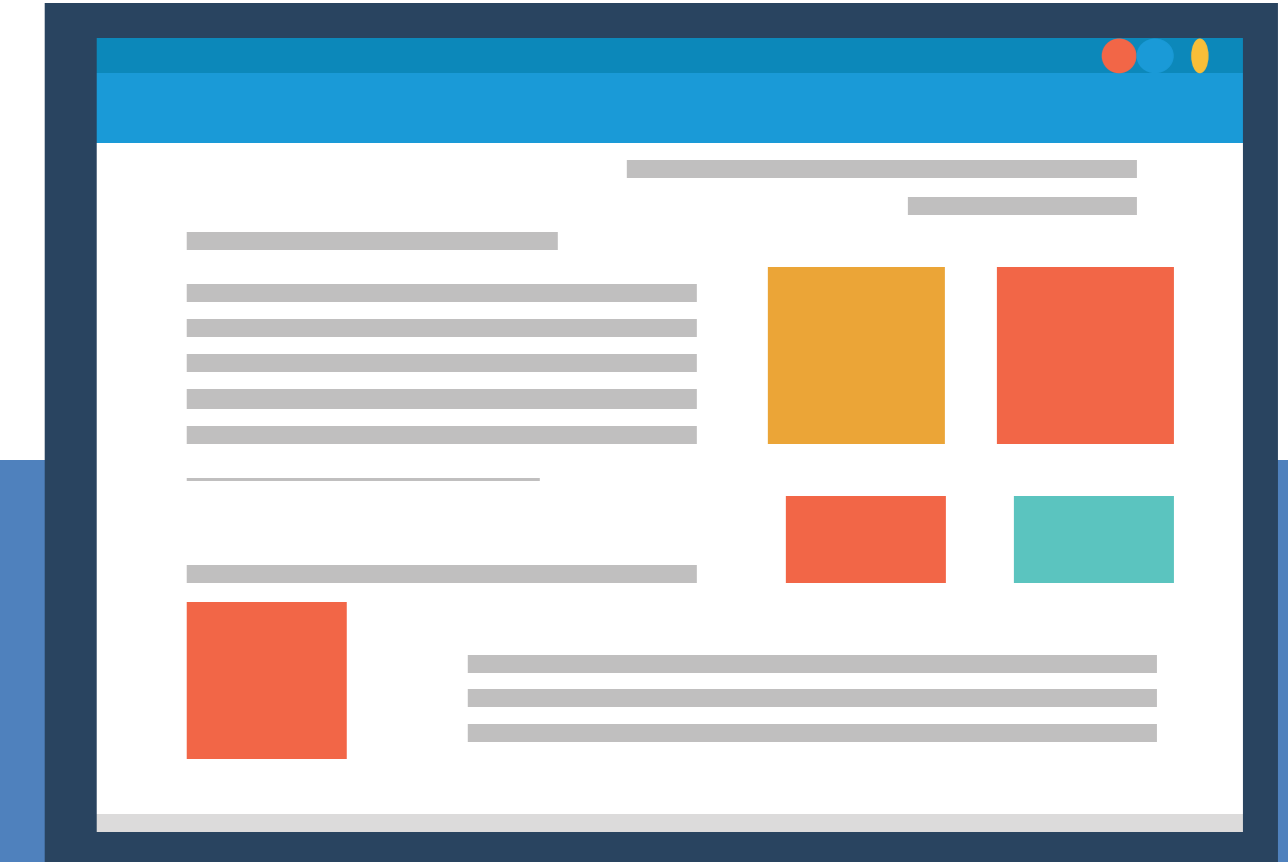
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Website Structure



EXERCISE:

- 1 Analyze your domain name: Are you using .com? Is it memorable/simple? Does it have hyphens?
- 2 Look at your URL structure and make sure each page URL has this format: www.yoursite.com/page-name/
- 3 Update META Tags for each page on your site: Page titles and page descriptions
- 4 Make sure each page has only one H1 header and break up text with other headers (H2-H6)
- 5 Look at your URL. Does it have “https” and a padlock? If so, you have an SSL certificate. If it only has “http” and a warning icon, you need to purchase an SSL certificate. Contact your hosting provider or website builder.

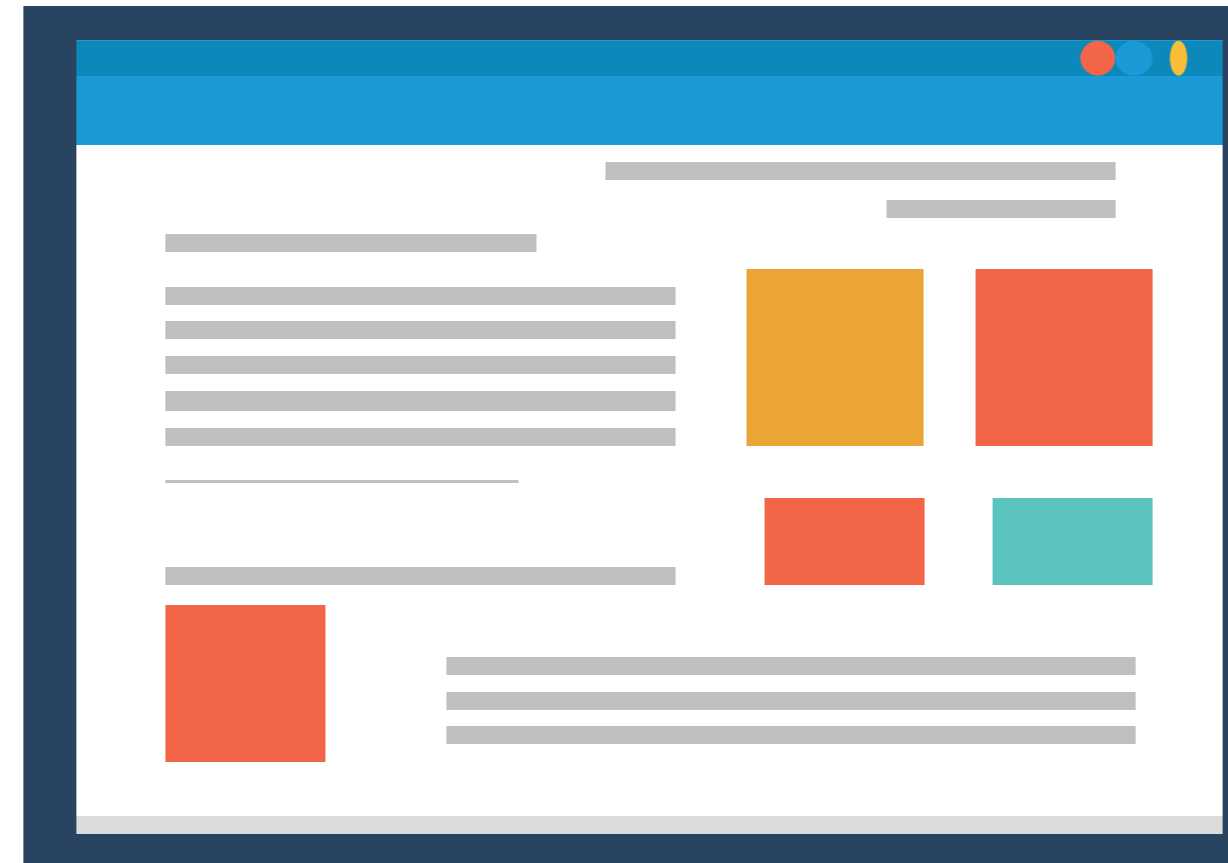
Other Structure Elements



Robot Commands



400/500 Errors



Sitemap Generation



Page Speed/Vitals



WHAT TO DO:

If you are concerned with any of these structure items, you can reach out to an SEO specialist or your web author to see if any of these need to be addressed. Use suggested tools for page speed and insights on next slides.

Other Structure Elements



How fast does your website load? Find out with GTmetrix


See how your site performs, reveal why it's slow and discover optimization opportunities.

[Test your site](#)

Analysis Options: Testing in Vancouver, Canada using Chrome (Desktop) with an Unthrottled Connection. [Log in to change options](#)

Latest News

[View Changes](#)

 Exciting times ahead - GTmetrix is moving to Lighthouse!
Get a sneak peek at our upcoming changes:...
<https://t.co/D0Nk8RzUBK>
September 1, 2020

Switched-back to Google Public DNS due to issues with Cloudflare DNS geo IP lookups.
August 7, 2020

Cloudflare went down ea
huge increase in timings
<https://t.co/lmJyjVv68>
July 17, 2020

tools for pages speed and insights on next slides.

Other Structure Elements



Make your web pages fast on all devices

ANALYZE

What's New

Read the latest [Google Webmaster Central posts about performance & speed](#).

Give Feedback

Have specific, answerable questions about using PageSpeed Insights? Ask your question on [Stack Overflow](#). For general feedback and discussion, start a thread in our [mailing list](#).

Web Performance

Learn more about [web performance tools at Google](#).

About PageSpeed Insights

PageSpeed Insights analyzes the content of a web page, then generates suggestions to make that page faster. [Learn more](#).

specialist or your web author to see if any of these need to be addressed. See suggested tools for pages speed and insights on next slides.

Website Content



Unique

Do not plagiarize! Google can detect plagiarism.

Relevant

You might have great content, but is it what people are searching for?



Frequently Updated

Updates are what keep robots coming back and crawling your site.

User Centric

Think like your customer and look at the competition

Website Content



EXERCISE:

- 1 Write down the various searches you believe people will use to find the services you offer.
- 2 Now review your page content. Are those keywords on your pages? If not, how can you integrate them?
- 3 Start a calendar to update your site content and content marketing in general. Find a calendar tool (e.g. Google calendar) and add website updates, blog posts, social posts, etc. so you don't have to guess or forget.
- 4 Ask 3 current clients what they would search for if they were trying to find your services online and what is important to them that would make them click on your site.

Content Marketing



Blogging

Informative, Expert

Videos

About, How-To's

Infographics

Processes, Data

Case Studies

Discussions, Reviews

User Generated

Reviews, Engagement

Checklists

Action Items

Expert Opinion

Tips and Tricks

Education

Courses, How-To's

Influencers

Brand Interaction

Website Credibility



BACKLINKS

Organic Links

Someone sees your content and shares it on their site.

Relevant Sites

Other sites in your industry link to your site.



PR/Communications

Local news or press releases about your company that provide links to your site.

Social Media Signals

Sharing on social media does not count as a link but rather an engagement signal

Website Credibility



EXERCISE:

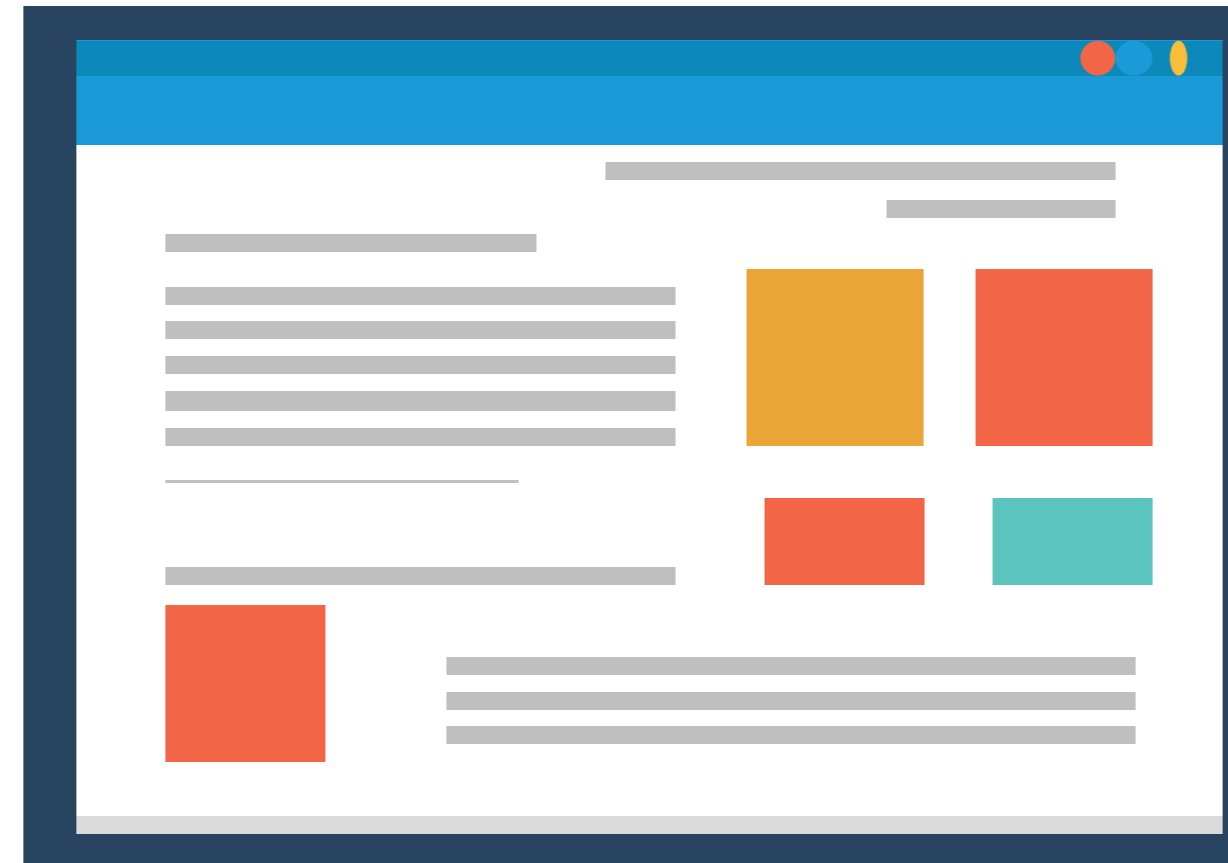
For small, local businesses, there are some things you can do to help with your SEO credibility:

- 1 Add your business to Google My Business, Yelp, and other relevant business directories
- 2 Ask for reviews from customers who can leave you recommendations on Google or Facebook
- 3 Add geographic details to your content, so that Google knows you are local to a specific area

SEO Tools



Google Search Console



Google Analytics

Website Builder/Plugins



Online Resources (Moz)

ACTION STEPS:

Make sure your website has optimal and completed SEO plugins or tools

Submit your website and sitemaps to Google Search Console

Create a Google Analytics property and add the code to your header for results

Research SEO best practices through a variety of online resources such as Moz

SEO Help?



Should I hire an SEO professional, consultant, or agency?

Depending on your company size, willingness to learn, and the complexity of your website(s), you can perform some basic SEO yourself. Or you might discover that you would prefer the help of an expert. If you end up looking for expert help, it's important to know that many agencies and consultants provide SEO services but can vary widely in quality, so do some research and consultations.

