

SEO

Basics





made **better** studio

Who am I?

April Holle
april@madebetterstudio.com

[@madebetter](#)
[@aprilholle](#)

Benefits of SEO

- ▶ Get insight
- ▶ Get in front of the right people
- ▶ Connect with your audience
- ▶ Be known for quality content

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How Search Works



How many of you have
done an internet search?

4.7 billion searches
per day in 2011

48 billion indexed pages
in 2012



Google's Index is not the
entirety of the internet...

What Google Stores

- ▶ URL
- ▶ Meta Title
- ▶ Meta Description
- ▶ Textual Content

Check out what Google has indexed for your website...

- ▶ Go to Google and do a search “site:yourwebsite.com”
 - ▶ Are they descriptive of what’s on each page?
 - ▶ Do they seem enticing?
 - ▶ Would you click if you were looking for what you offer?
 - ▶ Are there important pages that are missing?

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Metrics



Metrics to Measure

- ▶ Get clear on your goals and figure out how you can measure success
 - ▶ Awareness
 - ▶ Sales
 - ▶ Loyalty

Google Webmasters

- ▶ <http://google.com/webmasters/>
- ▶ Submitting XML sitemaps to Google
- ▶ Checking for content errors
- ▶ Checking for site errors – unreachable or missing pages
- ▶ Checking rate of indexing

Google Analytics

- ▶ <http://www.google.com/analytics/>
- ▶ Track metrics
- ▶ Track what people are looking at
- ▶ Track “conversion” activities
- ▶ See what people are finding you for

Yoast Google Analytics

- ▶ <http://yoast.com/wordpress/google-analytics/>
- ▶ Quickly connect your Google Analytics to your WordPress website.
- ▶ Advanced tracking for categories, authors, and more.

WordPress SEO by Yoast

- ▶ <http://yoast.com/wordpress/seo/>
- ▶ Quickly add your Google Webmasters Account Meta Tag
- ▶ Allows you to edit meta data per post or page
- ▶ Check for keywords in the right places

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Keywords



Google Keyword Tool

- ▶ <https://adwords.google.com/o/KeywordTool>
- ▶ Created for paid search, but great for keyword ideas
- ▶ Find new keyword ideas
- ▶ Find popularity of keywords with specific monthly search volumes
- ▶ Identify competition for keywords. Choose keywords with less competition for better opportunities.
- ▶ Use the URL feature to Analyze website keywords

Google Trends

- ▶ www.google.com/trends/
- ▶ Find other keywords
- ▶ Find trending keywords
- ▶ Compare keywords to each other

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Content



Quality Content

- ▶ Answers questions well
- ▶ Considers the reader's level of education
- ▶ 300 - 500 words long
- ▶ Well written
- ▶ Easy to scan and use
- ▶ Unique
- ▶ Fresh, timely, and up-to-date

Places to Add Your Keywords

- ▶ Page/Post Title
- ▶ Within Content
 - ▶ Headlines
 - ▶ Links
 - ▶ Link Text
 - ▶ Title Attribute
- ▶ Images and Files
 - ▶ Filename
 - ▶ Alternative Text
- ▶ Excerpt
- ▶ Meta Title
- ▶ Meta Description

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Do's and Don'ts



Do's

- ▶ Do a site: search and see what how you're current coming up in search results
- ▶ Think like the person you're creating for
- ▶ Do some keyword research
- ▶ Pick out a list of ~ 25 keywords
- ▶ Submit your sitemap using Google Webmasters
- ▶ Track your Analytics to measure success using selected metrics

Don'ts

- ▶ Don't stuff your keywords into places they don't make sense.
- ▶ Don't just change a few things and expect a dramatic result, this takes time and effort.
- ▶ Don't obsess over it, gradual growth is ok.
- ▶ Don't copy other people's content.

Free Tools

- ▶ [Google Webmasters](#)
- ▶ [Google Analytics](#)
- ▶ [Google Keyword Tool](#)
- ▶ [Google Trends](#)
- ▶ [Google Places](#) (if brick-and mortar)
- ▶ [Yoast Google Analytics](#)
- ▶ [Yoast WordPress SEO](#)



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Questions?





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www.madebetterstudio.com/seo-book

Get In Touch

April Holle

april@madebetterstudio.com

[@madebetter](#)

[@aprilholle](#)



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