SEARCH ENGINE OPTIMIZATION PRIMER

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DECEMBER 11, 2013
WHY DOES SEO MATTER?
DISCOVERABILITY
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CREDIBILITY
UP TO 30% LIFT IN BRAND AFFINITY FOR SIMPLY APPEARING IN SERP

WEBSITE TRAFFIC
DIALOGUE
SEARCH ENGINES EXIST 
TO QUICKLY CONNECT 
PEOPLE WITH RELEVANT 
INFORMATION
SEO RANKING FACTORS

http://searchengineland.com/seotable

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The Knowledge Graph

Learn more about one of the key breakthroughs behind the future of search.

See it in action

Discover answers to questions you never thought to ask, and explore collections and lists.
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DISCOURAGE LOW-QUALITY, THIN CONTENT
SEMANTIC SEARCH = CONVERSATIONAL QUERIES
KEYWORD INTENT

1. TRANSACTIONAL
2. INFORMATIONAL
3. NAVIGATIONAL
STEP 1: BRAINSTORM
STEP 2: TALK TO THE SALES TEAM
STEP 3: COMPETITOR SITES

MozBar: http://moz.com/tools/seo-toolbar

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STEP 4: SEMRUSH

http://www.semrush.com/

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STEP 4: SEMRUSH
STEP 5: GOOGLE KEYWORD PLANNER

https://adwords.google.com/ko/KeywordPlanner/Home

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STEP 5: GOOGLE KEYWORD PLANNER

What would you like to do?

- Search for new keyword and ad group ideas

Enter one or more of the following:

Your product or service
marketing, advertising, search engine optimization

Your landing page
www.methodsavvy.com

Your product category
Advertising & Marketing

Targeting
All locations
All languages
Google
Negative keywords

Keyword Planner Tips
Find new keywords related to a phrase, website, or category

Keyword filters
Avg. monthly searches ≥ 0
Suggested bid ≥ $0.00
Ad impr. share ≥ 0%

Keyword options
Show broadly related ideas
Hide keywords in my account
Hide keywords in my plan

Include/Exclude

Get Ideas
### STEP 5: GOOGLE KEYWORD PLANNER

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<tr>
<th>Search terms</th>
<th>Avg. monthly searches</th>
<th>Competition</th>
<th>Suggested bid</th>
<th>Ad impr. share</th>
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PUBLIC RELATIONS BUILDS CONTEXT THAT READERS LOVE AND SEARCH ENGINES UNDERSTAND
1. CREATIVE
2. RELEVANT
3. ORIGINAL
4. VALUABLE
Correlation Between Social Shares and Links

By Dan Zarrella of HubSpot
GOOGLE AUTHORSHIP

HowStuffWorks "How Search Engine Optimization (SEO) Works"
computer.howstuffworks.com/search-engine-optimization.htm
by Jonathan Strickland - in 9,690 Google+ circles
Search engine optimization (SEO) is a collection of techniques used to increase a Web site's ranking in search engine results pages. Learn about SEO.

SEO | Search Engine Optimization | Entrepreneur.com
www.entrepreneur.com/search/index.html
10+ items - The latest SEO news, tips, and tools for growing your business ...
7 Common Ways that Entrepreneurs Mess Up SEO. Colleen DeBaise.
10 Ways to Write Content That Ranks High on Google. Kristin Piombino.

BruceClay - Search Engine Optimization Tutorial - SEO training, free ...
www.bruceclay.com > SEO
by Bruce Clay - in 6,908 Google+ circles
Step-by-step Search Engine Optimization tutorial, classroom SEO training, tools, services, site Assessments, free tips and advice for ranking, placement, ...

The Dirty Little Secrets of Search
PRETEND for a moment that you are Google's search engine. ... in the sprawling, subterranean world of "black hat" optimization, the dark art of raising the profile of a Web site ...

The Death Of SEO: The Rise Of Social, PR, And Real ... This article has been ranked #1 on all of Forbes and has "ranked" thousands of people. There have been industry experts rise up in defense and offense to what was said ...
Forbes - by Ken Krogue - Jul, 2012

Introducing: The Periodic Table Of SEO Ranking ...
SEO – search engine optimization -- is one of the most important marketing activities available to companies and publishers, but it's too often considered.
Search Engine Land - by Danny Sullivan - Jun, 2011

http://searchengineland.com/the-definitive-guide-to-google-authorship-markup-123218

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Optimize your website on your own. Free.

Website marketing for your business

Start optimizing my website for free
Free. No risk. Results guaranteed. See results right now.

http://www.boostsuite.com/

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KEY TAKEAWAYS

- GREAT SEO PERFORMANCE REQUIRES OUTSTANDING CONTENT.
- DEEP CONTENT NEEDS TO FULFILL SEARCH INTENT.
- ADDRESS THE TECHNICAL FUNDAMENTALS.
- BUILD SEARCH AUTHORITY WITH LINKS & SOCIAL.
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