



## What is SEO?

SEO stands for search engine optimization. It is the process of engineering your website and content to appear in search engine results.

## Why do SEO?

Over 70% of people use a search engine at some point in their journey to making a decision to do business with you. When SEO is done correctly, traffic from search engines can account for 60% - 80% (or more!) of your total site traffic. People trust search engines and getting your content visible where they are searching can drive a significant amount of valuable traffic to your website.

## The "ART" of SEO

For SEO to be effective, it's important to focus on the three key elements of SEO, which we refer to as the "ART" of SEO. All three elements must be given significant attention for SEO to work.

### Authority

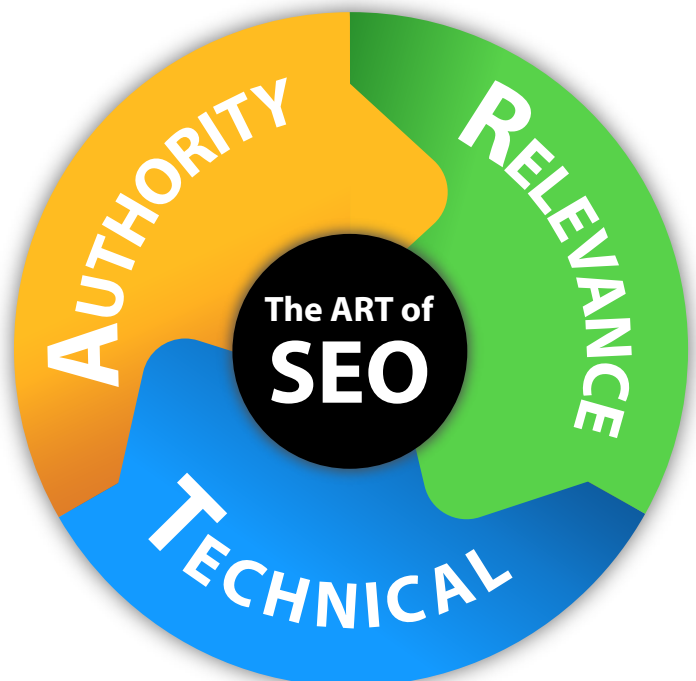
The search engines will rank you higher for a keyword if you are an authority for that keyword. Build authority by gaining links to your website from other relevant websites.

### Relevance

If you want to rank for a keyword, you must use relevant keyword phrases in your content. Build a content strategy that focuses on relevant content that supports your keywords.

### Technical

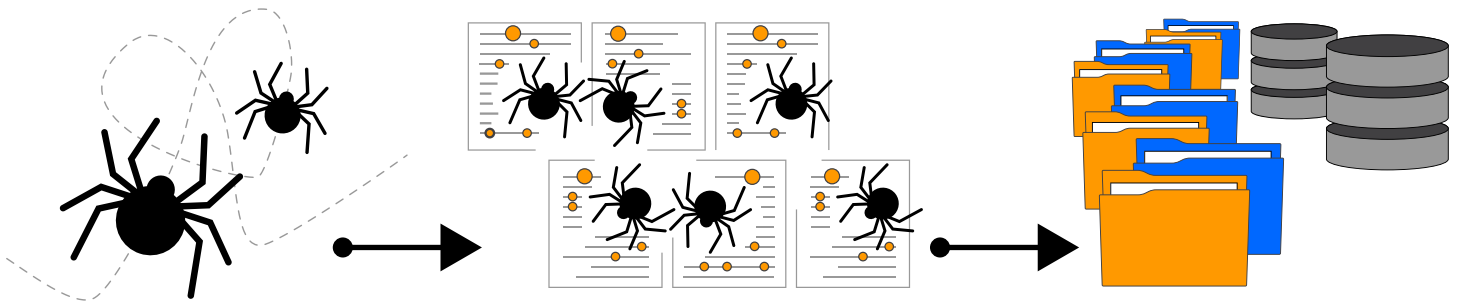
To rank in search engines, the search engine spiders must be able to find and index your site, and understand what you are about. Build a technically healthy site by adhering to the standards and best practices of SEO.





## How Search Engines Work

Search engine spiders crawl the web and index everything they can find. Ranking factors influence what the user sees in the search results when they query a search engine. You improve your chances of ranking by building a technically healthy site that the search engines can find, using the right keywords in your content, and building relevant inbound links to your site.



### Web Crawlers

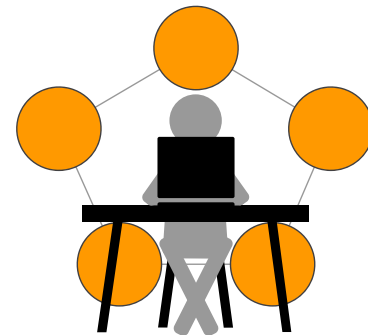
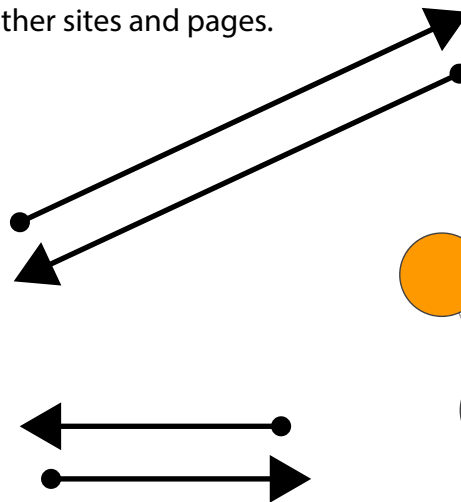
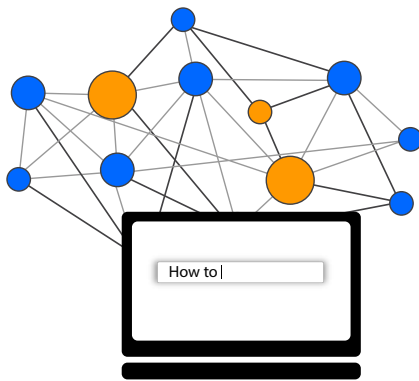
Search engines use an automated program to send out search bots known as “crawlers” or “spiders” to crawl the web.

### Analyze Site

Spiders evaluate and learn about a site by analyzing content, metadata and keywords, among other bits of data including links to other sites and pages.

### Index

Spiders consolidate their findings from each page and build an index. The data is held in massive datacenters that have been constructed all over the world.



### Search Engine

When a user types in a keyword query into a search engine, the search engine uses algorithms to scour its billions of indexes to pull out the most relevant results.

### Search Engine Results Page (SERP)

The user is provided a ranked list of the pages the search engine has determined are the most relevant and most popular.

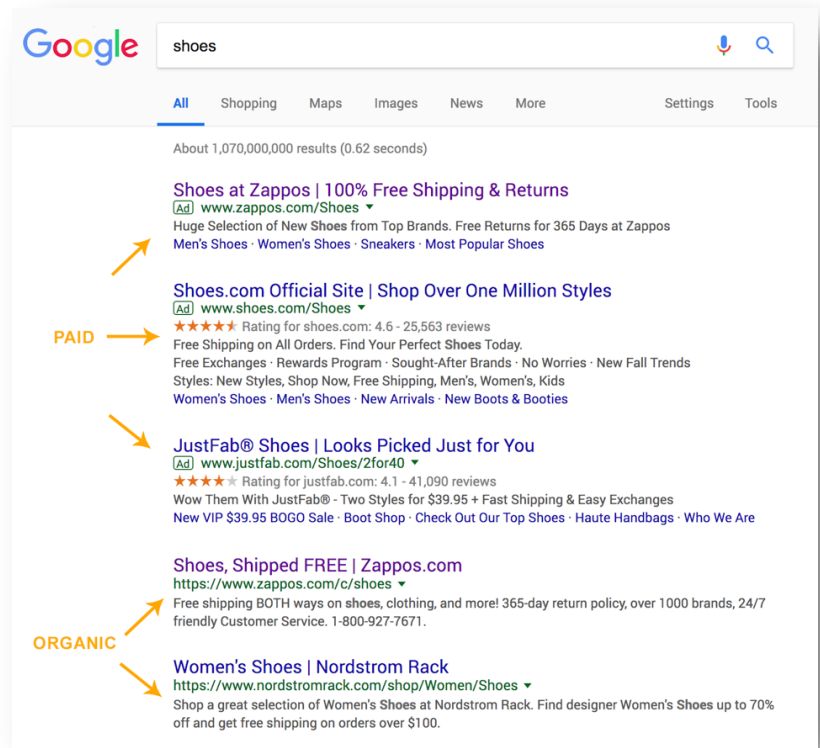


## Paid vs. Organic

There are two types of search results – paid and organic. SEO focuses on practices that influence the organic search results.

## Paid Search

- You pay the search engine to have your listing appear on the search results page (typically shows up at the top of the page).
- Indicated by an “Ad” icon or “Sponsored” text.
- On average, 20% of users click the paid search results.
- Google AdWords is the most widely used tool to create ads.



## Organic Search

- A website’s “natural” rankings.
- Rankings are determined by algorithms.
- SEO practices influence organic search results.
- On average, 80% of users click the organic search results.

## Keywords

People enter keywords into a search engine to find answers and information. We call these searches “queries.” If you want to be found for what your audience is searching for, you must use the same keywords they search for in your content. Your keywords are much more than just a list of your products and services.

Follow these guidelines for choosing the right keywords.




- ❑ List your products and services (i.e. gluten free cupcakes)
- ❑ List words that describe your industry or category (i.e. gluten free bakery)
- ❑ List the problems that your product or service solves (i.e. allergy friendly baked goods)
- ❑ List words and phrases that are related to your business (i.e. kids food allergies)
- ❑ List words and phrases that indicate an intent to buy (i.e. buy gluten free cupcakes online)



## SEO Process and Workflow

A great way to develop an effective SEO strategy is to plan a workflow and process for the entire year. SEO is not something that can be completed all at once and is not something that is a single, fixed solution. Your SEO strategy will evolve as Google algorithms update, as your audience matures in their interests, and as you analyze new and existing competitors. Build a schedule to keep SEO integrated into your overall marketing plan and to keep SEO-related tasks an active part of your routine.

Use the checklist below as a guide as you develop your SEO strategy this year.

One-Time Setup	Daily / Weekly	Monthly	Quarterly / Yearly
<ul style="list-style-type: none"> <li>▫ Google Analytics and Google Tag Manager</li> <li>▫ Google Search Console</li> <li>▫ Yoast SEO</li> <li>▫ Round 1 Technical SEO Cleanup</li> <li>▫ Audits                             <ul style="list-style-type: none"> <li>▫ Links</li> <li>▫ Content</li> <li>▫ Technical</li> </ul> </li> <li>▫ Research                             <ul style="list-style-type: none"> <li>▫ Keywords</li> <li>▫ Competition</li> <li>▫ Industry</li> <li>▫ Audience</li> </ul> </li> </ul> 	<ul style="list-style-type: none"> <li>▫ Content Creation</li> <li>▫ Link Marketing</li> <li>▫ Social Media</li> </ul> 	<ul style="list-style-type: none"> <li>▫ Analytics</li> <li>▫ Technical Health Check (GSC)</li> <li>▫ Content Calendar</li> </ul> 	<ul style="list-style-type: none"> <li>▫ Audits                             <ul style="list-style-type: none"> <li>▫ Links</li> <li>▫ Content</li> <li>▫ Technical</li> </ul> </li> <li>▫ Research                             <ul style="list-style-type: none"> <li>▫ Keywords</li> <li>▫ Competition</li> <li>▫ Industry</li> <li>▫ Audience</li> </ul> </li> </ul> 