



Search Engine Optimization (SEO)

Learning Outcomes

By the end of this unit the learner will be able to:

- ✓ Get started with search engine optimization

Search Engine Optimization (SEO)

What is SEO?

No matter how popular your company is, or how unique your name is, people still have to be able to find you online. Search Engine Optimization (SEO) needs to be one of the tools you use in order to help you gain and maintain a digital reach that is both broad and deep. When you optimize your web pages, social media sites, blog, and wherever else you have an online presence, SEO helps you to get as close as you can to the top of search results – preferably to the top of the first page.

In order to get to the top of a search page, you need to select search terms and keywords that people look for, and then optimize your content to make it easy to find, or “search friendly.”

Your best SEO results come from having great content on your sites. This will also help you attract people who are interested in what you have to offer; the **qualified prospect**. Throughout our conversations about SEO, it’s important to remember that nothing is effective unless you offer good, strong content. Unless you appeal to visitors to your site, they don’t become qualified prospects and convert to customers.

Understanding Search

When it comes to getting found on the Internet, there are plenty of different tools that get used. We’re fortunate that a shared language has developed around them.

Spiders, Crawlers, Bots (or Robots)

These are automated processes that search engines use to visit all your sites and index what they find there.

Natural and Organic Searches

These are the lists of unpaid advertising sites that are generated after you do a keyword search. They are the result of the search engine’s algorithm (a set of mathematical rules). They are different than a non-organic result (which may include paid advertising). In the example below, we searched for “how to paint furniture” and we got about 115,000,000 results. They are all natural or organic, because there are no paid ads on the page.

how to paint furniture

About 117,000 results (0.19 seconds)

How To Paint Furniture - Young House Love
www.younghouselove.com/2009/02/how-to-paint-furniture/
 13 Feb 2009 - Do you have an old table, chair, or dresser that you're dying to paint? Well wait no more, here's the play by play

How to Paint Wooden Furniture
www.thefrugalgirl.com/2009/03/how-to-paint-wooden-furniture/
 6 Mar 2009 - If you sanded down to the wood, you've been careful to do thin coats of paint, and your piece of furniture is made of nice wood, you should still ...

Kerik's Collage: **How to paint furniture** (the short and way)
kerikscollage.typepad.com/.../how-to-custom-paint-furniture-the-short-...
 6 May 2009 - For years, I had an antique furniture painting business and painted hundreds of pieces of furniture. I spent a lot of time figuring out an easier ...

Paint Furniture - How To Paint Furniture Video
www.youtube.com/watch?v=How-to-Paint-Furniture-hls
 16 Sep 2008
 Is your favorite table in need of some sprucing up? A fresh coat of paint can rescue an older piece of furniture

More videos for how to paint furniture »

DIY On the Cheap: How To Paint Furniture: A Beginner's Guide
www.houzz.com/.../diy-on-the-cheap-how-to-paint-furniture-a-beginners-guide

Paid Searches

If we search for something more specific, like “Benjamin Moore Paint,” the results show a paid ad first (with a very pale yellow background) and even a map with the nearest location, before the natural leads follow:

Google

benjamin moore paint

About 5,013,000 results (0.25 seconds)

Search

Web Images Maps Videos News More

Ad related to benjamin moore paint Why it's an ad?

Benjamin Moore Paint | benjaminmoore.com
www.benjaminmoore.com/
 Find a Great Selection of Designer Paints and Get Inspired Today!

Store Locator For Architects & Designers
 Color Gallery For Contractors
 Design Your Own Room For Your Home

Benjamin Moore & Co.
www.benjaminmoore.com/ United States
 Discover Benjamin Moore online selections of house paints, primers and wood stains. Browse paint color palettes and color samples for design inspiration.

Kant of any colour ltd
 Learn more about KANT OF ANY COLOUR LTD in EDMONTON ...

Benjamin Moore Paints
 Give your home a fresh, new look with high-quality paint from ...

Paint Colors
 From our designers' favorite paint colors to the latest trends and ...

Benjamin Moore Store Locator
 At Benjamin Moore, our paint stores in Canada offer high ...

Edmonton west decorating
 Learn more about EDMONTON WEST DECORATING in ...

Personal Color Viewer
 Design your new room with the Benjamin Moore Personal Color ...

More results from benjaminmoore.com »

Map for benjamin moore paint

©2012 Google

If you want to test how your site ranks by using different search terms, you can use a free trial at WebPosition.com or an inexpensive tool like ZoomRank.com. If you are working with a professional marketing company, they can and should be testing your site rankings.

How It Works

Search engines use tools like spiders, crawlers, or bots to trawl the Internet for new information. They are working all the time! Remember, though, that they may work on a different schedule than you do, so you need to prompt them to come look at what is new on your site by sending them a message.

You can update a search engine like Google, Bing, or Yahoo by using their webmaster tools and submitting the URL of the new or updated page. You have to submit to each search engine separately, and they don't like it if you are sending them all the same link.

Instead, you can choose to update one site and wait for the spiders from the other sites to find your new content, or you can stagger things. For example, you could send one site the updates for your hub site, another your blog updates, and the third an update to your social networking page. As you can already tell, this could get to be a big job, so you might find this easier if you use something called **pinging**.

Pinging is a process where you can advise the search engines that a change has been made. You can start pinging with a third-party service, or you can set up your website, blog, and so on to do it automatically. For example, large blogging sites such as WordPress, Blogger, or TypePad have pinging built in to their service already. For other sites, you simply have to submit the URL of the page you updated, the name of the page or title of your article or information, and then click Submit. The service you are using will respond by broadcasting a message that your URL has been updated.

The Search Engines

Once you get started with SEO, you will probably start getting sales e-mails from companies that want you to pay them a prince's ransom to get your site submitted to hundreds or even thousands of search engines. In reality, though, if you get ranked on the top sites, you will be captured in about 94% of all searches. (As of June 2012, 82.63% of global Internet searches were done using Google, followed by Yahoo at 6.84%, and then Bing at 4.46%. Source: (<http://marketshare.hitslink.com/search-engine-market-share.aspx?qprid=4>)

When you enter a search term, the search engine tries to offer you specialized results based on your past searches and what it gauges as your preferences. If you do a lot of research about fast cars, for example, that history also contributes to your results. Are you a researcher? If so, you'll see recent search topics in your results, too.

Let's look at how the three top search engines responded to a query for "marketing online."

Bing

WLD IMAGES VIDEOS SHOPPING NEWS MORE

bing marketing online

183,000,000 RESULTS

Build an Online Business Ads
www.volusion.com
All You Need To Build Your Store: Award Winning, Get From Top Now!
Marketing Your Site?
Google.com/adswords
Get Qualified Visitors To Your Site. Place Your Ad On Google Today!
Marketing Online
www.CoprolViceMarketing.com
Instant results and free report just for visiting our site.

Marketing Magazine
www.marketingmag.ca
Offers a Canadian source of news and articles on marketing, advertising and media.

Internet marketing - Wikipedia: the free encyclopedia
en.wikipedia.org/wiki/Internet_marketing
Types of Internet: ... Business models Advantages and ... Security concerns
Internet marketing, also known as web marketing, online marketing, webvertising, or e-marketing, is referred to as the marketing (generally promotion) of products or services.

Online Marketing Articles, Tips, & Expert Advice | Entrepreneur.com
www.entrepreneur.com/marketing/online-marketing/index.html
Online Marketing is growing rapidly and getting your business out there is important. Our Online Marketing center will show you how to market your business...

News about marketing online
bing.com/news
Now learn more Online Marketing - Video, Case Studies and Content
Focus provides an integrated suite that combines social marketing, search marketing ... These elements are produced in a way that depend upon whether ... Consensus - consensus: No - 54 minutes ago
How Online Marketing Can Help Online Businesses
Mashable - 21 hours ago
Francis Pickworth: Social Media is Invaluable for Online Marketers
24-7 Press Release - 10 hours ago

Related searches for marketing online
Free Online Marketing Online Marketing Toronto
Online Marketing Courses Online Marketing Calgary
Online Marketing Canada Online Marketing Strategy

Affiliate Marketing Pack
http://AffiliateMarketingPack.com
Free! Affiliate Marketing Package Has Everything You Need To Get Started

Free Email Marketing
www.FinalEmail.com
Try FinalEmail for Social Email Marketing, Newsletters, Sales Email

\$39.95 Video Spokesperson
www.YourWebsiteSpokesperson.com
Over 100 Real, Professional Actors to Choose From - Try Our Free Demo!

\$29.95 For Top 3 Results
www.approv.com
Your website can be on the 1st page of every single search engine.

25% Off SEO Sale
www.MarketPro.com
\$39.99 for 1st Page Positioning & Marketing in Every Search Engine.

Want Passive Income?
www.WealthyCodes.com
Free Online Course Reveals All On Wealth Creation

See your message here

RELATED SPADINGS
Free Online Marketing
Online Marketing Toronto
Online Marketing Courses
Online Marketing Calgary
Online Marketing Canada
Online Marketing Strategy
E-Marketing
What is Internet Marketing



Safe Search - On

210,000,000 results for marketing online:

- Show All
- Entrepreneur
- Wikipedia

Also try: internet marketing online advertising, more...

Free Bulk Email Marketing

Easily Create, Send & Track Bulk Email Marketing Blasts. Try it Free www.GraphicMail.com

Marketing Degree Classes

Take Marketing Courses & Earn Marketing Degree 100% Online! Get info! FloridaTechOnline.com/Marketing

Marketing Degree Online

Earn Your Marketing Degree 100% Online. Request info today! BakerCollegeOnline.com

Real Internet Marketing

New programs that will get your small business growing fast. JuicyResults.com/Webused Packages

Online Marketing Articles, Tips, & Expert Advice

Online Marketing is growing rapidly and getting your business out there is important. Our Online Marketing center will show you how to market your business... www.entrepreneur.com/marketing/onlinemarketing/index.html - Cached

- Franchise 500
- Franchise 1000
- Home-Based Business
- Business Planning
- Franchise 500
- Franchise 1000
- Starting a Business at Home
- Jobsbased

More results from entrepreneur.com

Internet marketing - Wikipedia, the free encyclopedia

Types of Internet... | Business models | Advantages and... | Security concerns

Internet marketing, also known as web marketing, online marketing, webvertising, or e-marketing, is a broad term for marketing (generally promotional) of products or... en.wikipedia.org/w/index.php?title=Internet_marketing - Cached

Online Marketing Blog

Grow your business with TopRank Online Marketing tips, articles, interviews & how to's on social media, search engine optimization & content marketing. www.toprankblog.com - Cached

Online Marketing Services for Website Promotion Network

With nsMarketing, together we can develop online marketing programs that are right for your business and budget. We focus on generating leads and opportunities for... www.networksolutions.com/online-marketing - Cached

Online Marketing | Online Marketing Services | Marketing Firm

Page1 Online Marketing has over 9 years of proven methods to organically place your most searched keywords on the first page of Google and other search engines. www.page1onlinemarketing.com - Cached

Powered by Google

Free Email Marketing

Try Email Brain for Smart Email Marketing, Newsletters, Sales Trainers. www.EmailBrain.com

1,000,000 Email Ads \$98

Great Results, 25% Repeat Order! Big Sale - 70% off Retail Price! www.targetedemailads.com

Advertise your business

Become more visible online. Promote your business with Google. www.Google.com/AdWords

Marketing Online

Online Degree Learning put knowledge Internet Marketing at Full Sale! www.FullSell.edu

Marketing Courses

Save Money And Time With Marketing Courses In Your Area. Get Info Now! Colleges.Canada-Schools.com

Online Marketing Training

Secure Future With A Degree In Online Marketing. Get Info. CanadaUniversities.ca

See your message here

Google

The screenshot shows a Google search for "marketing online". The search bar at the top contains the text "marketing online" and a search button. Below the search bar, the results are categorized into "Search" (showing 1,000,000 results in 0.78 seconds) and "Web" (showing search tools like Images, Maps, Videos, News, Shopping, Tech, Books, and More). The main results area is divided into three columns:

- Left Column (Web Search Tools):** Lists various search tools such as Images, Maps, Videos, News, Shopping, Tech, Books, and More. A "Show search tools" link is at the bottom.
- Middle Column (Search Results):**
 - Ads related to marketing online:** Includes ads for "Online Marketing Tools | Flouqa.com", "Expert Internet Marketing | TechWysse.com", and "B2B Online Marketing | Biz.com".
 - Marketing Magazine:** A Canadian source of news and articles on marketing, advertising and media.
 - Online Marketing Articles, Tips & Expert Advice | nitroconnect.com:** A resource for online marketing tips and advice.
 - Internet marketing - Wikipedia, the free encyclopedia:** A Wikipedia entry defining internet marketing and its types.
 - Online Marketing Blog:** A blog providing tips, articles, interviews, and how-tos on social media, search engine optimization, and content.
 - Marketing Online:** A resource for internet marketing and e-marketing for professionals and students.
 - Official Site of Guerrilla Marketing:** The official site for guerrilla marketing.
- Right Column (Ads - Why these ads?):** Includes ads for "Advertising on the internet", "Top Pay Per Click Agency", "Online Marketing for SME", "Starting A Business?", "Affiche Site Catalyst", "Marketing for your brand", "Free Email Marketing", and "Internet Marketing".

Alternative Search

Portals, directories, resources, multimedia, and social networking sites all offer search functions, and your consumers are using them. We use search functions on sites like eBay, Kijiji, Squidoo, Amazon, and others to look for almost any kind of product. According to researchers at Comscore (<http://www.comscore.com>), we used all of them more in 2011 than we did in 2010, and the reliance on these alternative sources is growing.

Although these searches may not be what we would think when we think of search engines, people are using them, so you must be monitoring them, too. What does this mean for you as a company embarking on Internet marketing? You must be found by people who may not even know they are looking for you.

us that longer search queries tend to lead to more conversions (sales), possibly because the searcher already knows exactly what they want.

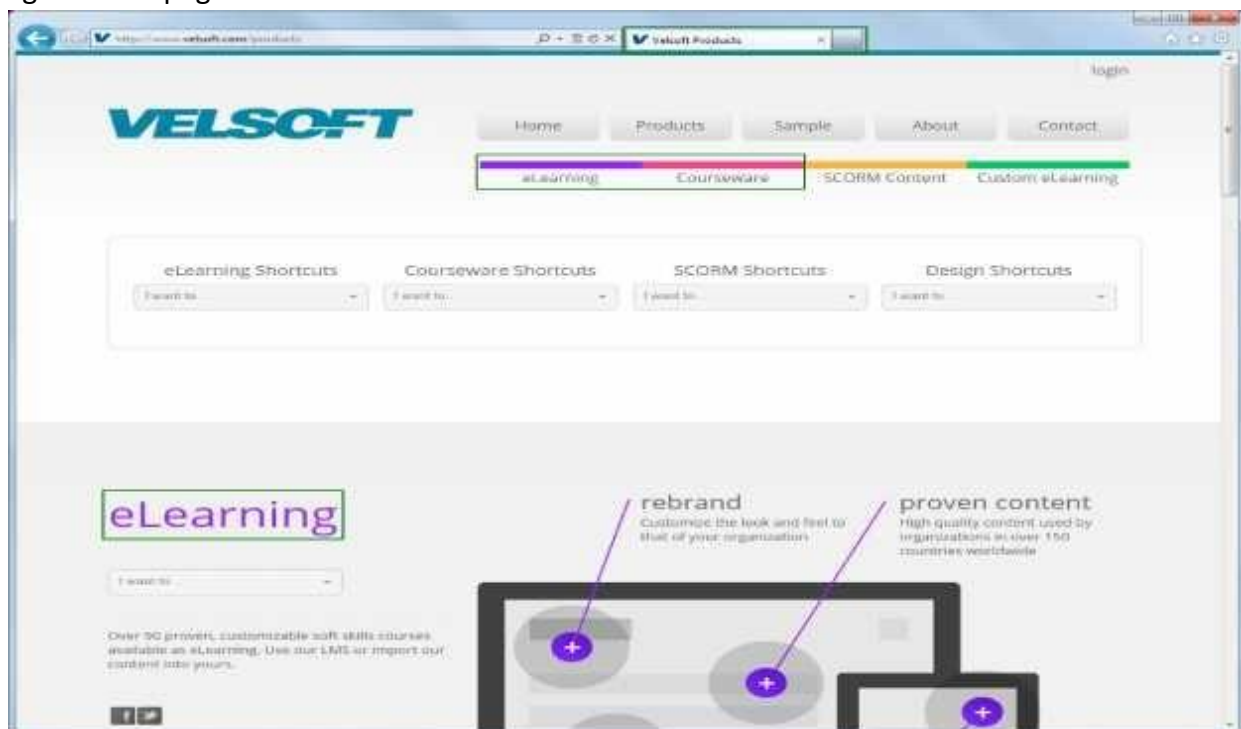
Search engines ignore certain words, so you can leave them off your phrases. (You can leave them in so they make sense to you, but just know that search engines ignore them.) This includes **prepositions** (about, beside, of, than, under, etc.), **conjunctions** (for, and, but, yet, etc.), **articles** (a, an, the, etc.), and **punctuation**.

To keep your keyword list reasonable, words that have the same root when in plural form can be entered as a singular word. You would use the words dog, skunk, or car but you don't have to use dogs, skunks, or cars. However, knives, mice, and companies will need both versions of the root added as a keyword, because they change from knife, mouse, and company.

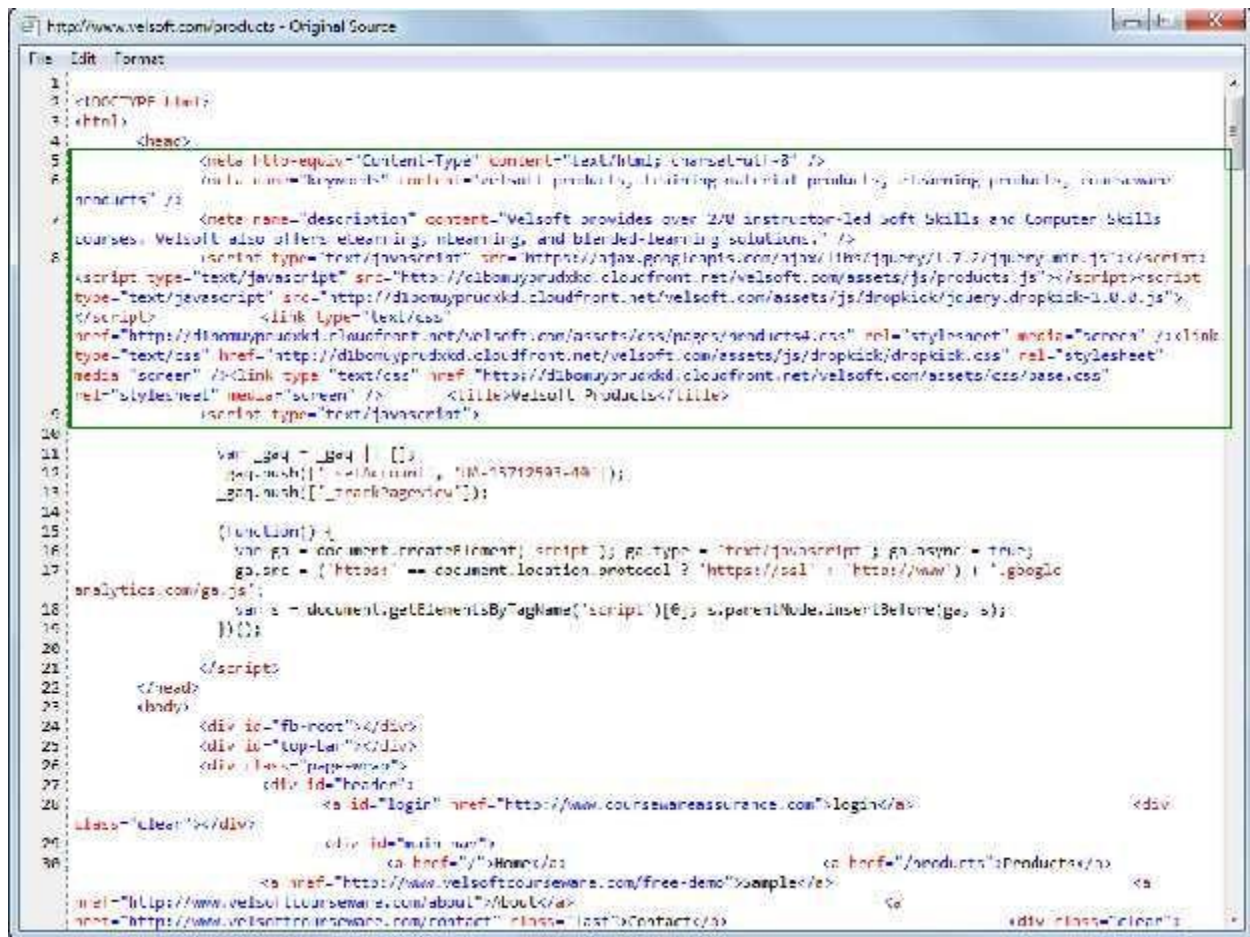
Metatags

When the programmer (or you if you are a do it yourselfer) create your webpages, there will be a space for a **metatag** where you can list and track your keywords. These metatags are not required for the search engines, but they do help you to keep track of your keywords. Visitors to your webpage don't see the metatags either, but they do appear in your coding. A good strategy is to vary where you position search terms on different pages because the search engines truncate the keyword tags at different lengths.

The images below show the homepage for www.velsoft.com. We have circled the keywords that are right on the page:



Here is how the keywords and metatags are captured in the source code:



```
1 <!DOCTYPE html>
2 <html>
3 <head>
4
5 <meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
6 <meta name="keywords" content="velsoft | products | training | virtual | products | training | products | courseware
products" />
7 <meta name="description" content="Velsoft provides over 200 instructor-led soft skills and Computer Skills
courses. Velsoft also offers eLearning, mLearning, and blended-learning solutions." />
8 <script type="text/javascript" src="http://ajax.googleapis.com/ajax/libs/jquery/1.7.2/jquery.min.js"></script>
<script type="text/javascript" src="http://dibomypruodkd.cloudfront.net/velsoft.com/assets/js/products.js"></script>
<script type="text/javascript" src="http://dibomypruodkd.cloudfront.net/velsoft.com/assets/js/dropkick/jquery.dropkick-1.0.0.js"></script>
</script>
<link type="text/css"
href="http://dibomypruodkd.cloudfront.net/velsoft.com/assets/css/pages/products.css" rel="stylesheet" media="screen" />
<link type="text/css" href="http://dibomypruodkd.cloudfront.net/velsoft.com/assets/js/dropkick/dropkick.css" rel="stylesheet"
media="screen" />
<link type="text/css" href="http://dibomypruodkd.cloudfront.net/velsoft.com/assets/css/base.css"
rel="stylesheet" media="screen" />
<link>Velsoft | Products</link>
<script type="text/javascript">
11
12 var _gaq = _gaq || [];
13 _gaq.push(['_setAccount', 'UA-15712591-1']);
14 _gaq.push(['_trackPageview']);
15
16 (function() {
17 var ga = document.createElement( 'script' ); ga.type = 'text/javascript' ; ga.async = true;
18 ga.src = ( 'https:' == document.location.protocol ? 'https://ssl' : 'http://www' ) + '.google
analytics.com/ga.js';
19 var s = document.getElementsByTagName( 'script' )[0]; s.parentNode.insertBefore( ga, s );
20 })();
21 </script>
22 </head>
23 <body>
24 <div id="fb-root"></div>
25 <div id="top-bar"></div>
26 <div id="page-wrap">
27 <div id="header">
28 <a id="login" href="http://www.coursewareassurance.com">login</a> </div>
29 <div id="main-wrap">
30 <a href="/">Home</a> <a href="/products">Products</a>
<a href="http://www.velsoftcourseware.com/free-demo">Sample</a>
<a href="http://www.velsoftcourseware.com/about">About</a>
<a href="http://www.velsoftcourseware.com/contact">Contact</a>
<div class="clear">
```

Tips and Tricks

Here are five tips to getting a solid list of keywords:

- Brainstorm a list of every potential keyword and phrase that you can think of.
- Marketers should not isolate themselves. Ask your colleagues, friends, and employees for ideas.
- Use the names of all your key products and services, company name, subdomains, and nicknames.
- Include industry and geographic (location) terms and jargon. If you have a popular name, try to secure as many versions of it as possible. For example, London is a city in England and Canada.
- Use a search tool like the Google Keyword Search tool (used for Google AdWords) to help identify lots of keywords and phrases.

Remember that searchers have to be desperate before they will look onto a second page of search results.

Test Your Knowledge

Debrief

What have you learned about Internet marketing so far?

What will you apply to your marketing efforts?

Why will you, or why won't you, apply some of what you learned so far?

How many places can a customer find your links?

Do you have products that warrant a domain name and would increase the options of your company / brand showing up in searches?

Monitoring Search Engine Ranking

Understanding Rankings

Now that you've invested all this time and effort on search engine optimization, you need to collect, analyze, and make adjustments to maintain your ranking at the top of the results list. Good rankings come from having popular pages, and popular pages come from having great content and lots of traffic (visitors) to your site.

A **search engine algorithm** ranks your pages from 1 to 10. Right now if you were to visit Google's page, they rank as a 10, but if your page ranks at least a five, you will probably reach the first page of search results (although there are no guarantees). In order to monitor your page ranking, you can download the Google toolbar and then enable it for your browser (or you can just use Google's Chrome browser). (As of this writing, the link was <http://google.com/toolbar>. We take no responsibility for the accuracy or content of this link, and does not endorse this plugin.) Then you can use the page rank tool to rate any page that you like by following the directions.

If you want to maintain a decent ranking, you must commit to checking your rankings regularly and to adjusting your content. Remember that your webpages must be visible and easy to locate if people doing searches are going to find you.

Improving Traffic

If you measure your rankings and find that you are not getting enough traffic, here are some suggestions.

Improve your inbound links (also called backlinks) by making sure that your links appear in places that your customers visit. (Your blog and social networking sites may allow this. You can also ask to have your links placed on other sites with complementary products and a shared target market.)

Check and see what kind of traffic your **competition** is getting. You can get help for this with specialized sites such as www.alexacom.com or www.quantcast.com or through an Internet marketing specialist. (These links were accurate as of the time of publication. We take no responsibility for the accuracy or content of these sites and does not endorse the sites mentioned.)

Know who and where your target market is. Links to your site from other related sites will help direct qualified traffic to your web site. Get to know site owners and work with them to increase traffic to your mutual benefit.

Improve your **page ranking**. Make sure your page(s) score five or higher on the Google PageRank tool. Highly ranked pages help with your own visibility and help increase your traffic volume.