

Search Engine Optimization Overview/Best Practices

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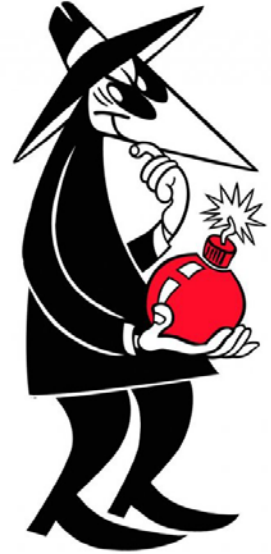
Overview of topics

- + Introduction to SEO
- + Why is SEO important?
- + SEO Best Practices/Implementation
- + Analyzing Data
- + Analytics/Webmaster Tools
- + SEO Reality Check
- + Q&A



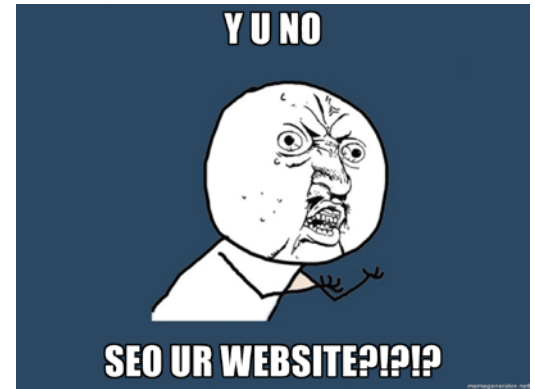
Introduction: Search Optimization

- + What is SEO?
- + Brief History of SEO
- + No instant results, be patient.
- + Analytics and site tracking necessary!
- + Black Hat vs. White Hat



SEO = Mission Critical

- + People searching for content, not direct traffic.
- + Low or limited visibility for your website without SEO
- + Targeted Traffic; who do you want on your website?
- + Control how your site is crawled for data.
- + Increased visits/revenue/sales/donations



Planning for SEO with your site.

- + Understanding your target audience
- + Keyword/Phrase selection
- + Content/Copy Writing
- + Dynamically generated tags
- + Meta descriptions/ALT image text



Applying SEO to your site

- + Keyword Rich Content
- + Keyword Research
- + Tagging and Meta's, Image ALT="" tags a MUST!
- + Link Building/Social Networking
- + W3C Compliance/Error free coding

re·search [ri-surch, ree-surch]

diligent and systematic inquiry or investigation into a subject in order to discover or revise facts, theories, applications, etc.

plan·ning [plan-ing]

a scheme or method of acting, doing, proceeding, making, etc., developed in advance.



Areas of Focus on page

- + Page `<title></title>` Tag (No Duplicates!)
- + `<meta name="keywords" content="search1, search2, seo">`
- + `<h1>`Keyword Rich Headings`</h1>`
- + Outbound links: Never use site url, use keyword rich text
- + ``

Examples of Good SEO

<title>Healthcare Services</title> in <head> section.

<meta name="keywords" content="healthcare, home care, ">

<meta name="description" content="Healthcare for all...">

<h1>Healthcare in Today's Society</h1>

Healthcare information here



Dynamic Tag Generation



- + CMS like WordPress / Joomla / SharePoint offer dynamic tag generation.
- + Each tag you enter becomes it's own webpage to be crawled by search bots. Very powerful tool.
- + Greatly increases visibility by creating keyword rich tag pages that are indexed in search engines.



Google Analytics / Webmaster Tools

- + Mission critical to SEO
- + Understanding Analytics and Webmaster Tools
- + Creating and submitting XML sitemaps
- + Free to use, only need a Google account
- + Structured Data a new form of SEO



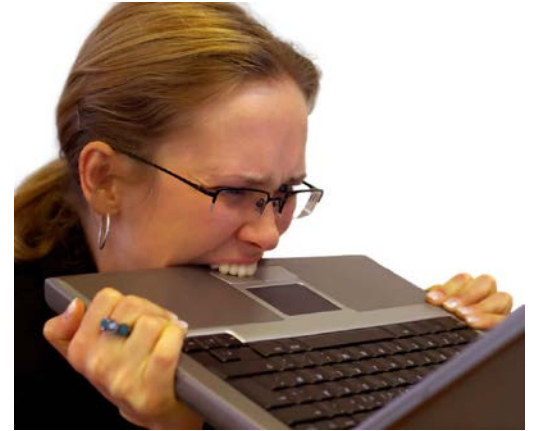
WordPress Plugins for SEO

- + All In One SEO Pack or WP SEO
- + Google XML Sitemaps Plugin
- + More available but don't over-do it.
- + Combining SEO plugins = bad!
- + Choose one and use correctly



Reality Check!

- + Expect slow but steady results
- + No magic involved
- + Set realistic expectations/Monitor and Adapt
- + Ongoing process not once and done.
- + Plan Plan Plan!



Your turn!

Let's open up the floor to any questions or concerns. Ask me your SEO related questions and I will answer as best I can.

Thank you for your time and participation!