

# INTERNET BUSINESS CONCEPTS

**WEEK #3:**

*SEO FRIENDLY HTML & INTRO TO KEYWORDS*

# IT'S A LOT EASIER TO CREATE FRIENDLY WEBSITES TODAY

10 years ago, a web developer needed to know a lot more HTML to make sure the site they built was SEO friendly.

Today, modern CMSs like Wordpress allow web devs to build pretty SEO friendly websites...but you should still know the basics of what they're looking for.



# WHAT IS SEO?

S<sub>earch</sub>

E<sub>ngine</sub>

O<sub>ptimization</sub>

*A method to increase the ranking of a website or specific webpage so that it appears higher in organic\* search engine results.*

\* organic: natural, as determined by the search engine's algorithm

SEO can be split up into 2 groups: on-site SEO work, and off-site SEO work. The following examples will be about on-site SEO work that you can do.

# WHY IS HAVING A SEO FRIENDLY HTML SITE IMPORTANT?

Search engines are getting pretty smart, but having clean & friendly code helps the SEs **better crawl** and **index** your website.

As amazing your new website might look to human beings, the search engines will only view it in terms of what information you're telling them is important.

# HOW A SEARCH ENGINE SEES YOUR WEBSITE

*Remember those scenes in the Terminator movie where we get to see what the killer robot is looking at?*



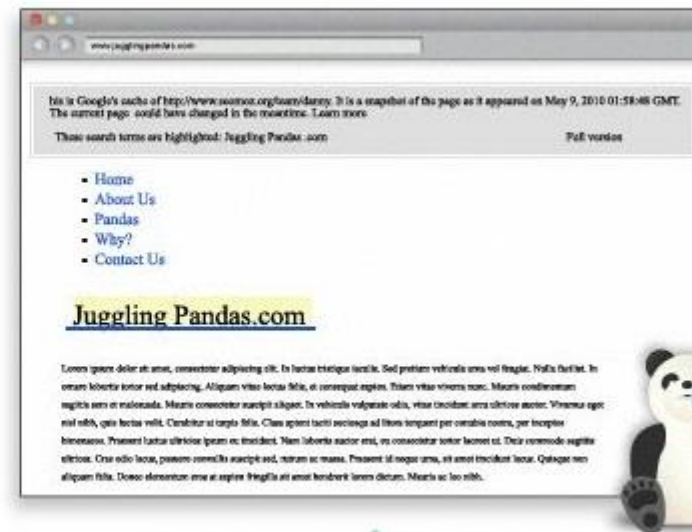


# HOW A SEARCH ENGINE SEES YOUR WEBSITE

Well, it's kind of like that from the search engine's POV...



Through Browser



Through Google Cache

# HOW A SEARCH ENGINE SEES YOUR WEBSITE

Test it out for yourself!

Go view what a search engine is seeing by entering a URL at [BrowseO.net](https://www.browseo.net)

# THE TAKEAWAY:

- Make your most important search terms crawlable
- Include **ALT descriptions** with your images -- make sure that they are labeled smartly!
- **Headings** are a way to tell a search engine what content is the most important content on a page.
- If you embed a video, have a short description of it

The search engine is a little like a blind person – by describing your site's main purpose & imagery, you're helping make it easier for the SE to **index**.



# DEEP LINKS THROUGHOUT WEBSITE

Search engines dig links throughout your website. It helps them find pages that are further away from top level categories & the homepage.

Make sure that every important page gets linked to, preferably by a variety of ways.

Don't create **orphan pages**.

# COMMON MISTAKES FOR NON-SEARCHABLE PAGES

- **Robots.txt file:** you can list pages in this file asking SEs to not index a certain page. When you're building your site, you may want this. Sometimes people forget that they did this!
- **Lots of pages:** Sites with 100s of pages can easily forget to link to them, often relying on site searches for users to find content. This doesn't get the page listed on a SE.
- **Using Javascript or Flash:** SEs don't see this content, so they won't follow these links.

# COMMON MISTAKES FOR NON-SEARCHABLE PAGES

- **Content behind forms/password walls:** Great if you want that content to not be indexed, bad if you want to use that as a source for inbound SERPs searches.

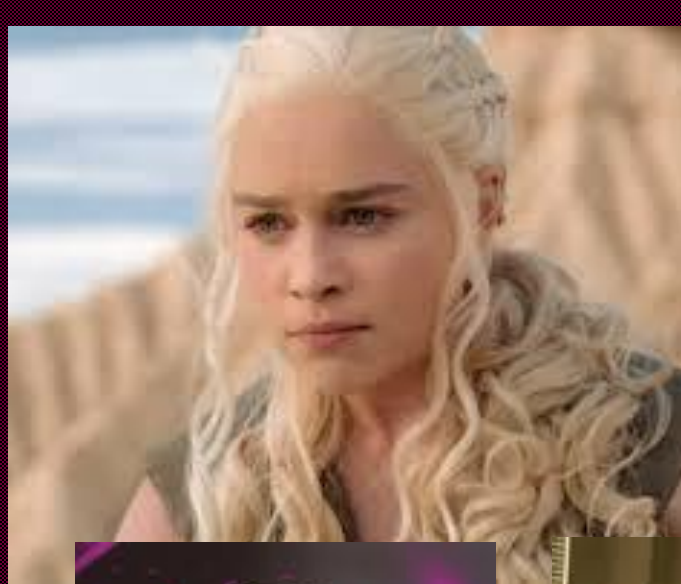
# KEYWORDS - WHAT ARE THEY?

Remember that Terminator  
robot guy?





# WHAT ARE THE KEYWORDS FOR THIS?



# OK, SO WHAT IS THE KEYWORD FOR THIS?





# KEYWORDS IN YOUR PAGE CONTENT

A little more to build your knowledge on the importance of keywords on your website.

You already know keywords help SEs direct people to your website, so having good keywords **IN** good content is vital.

Here are some rules of thumb that will help you rank pages on SERPs.

# WHERE TO PLACE KEYWORDS

- **In your Title tag:** Helps the SE “know” what the main topic for this page is about.
- **Near the top of your page of content:** In your Heading text, and maybe once or twice again in the first paragraph.
- **In a web friendly URL:** Also helps the SE by saying “this is the subject of this page”.

Example: “mywebsite.com/football/teams/bc-lions/2015-season  
(Note: it’s OK to have dashes for the deeper page URLs)

# WHERE TO PLACE KEYWORDS

- In your *Meta description tag for the page*: Although this is getting less and less important, it takes a moment of your time.
- *Images on the page*: Even better, having some variety:  
Example: “bc-lions-training-camp-2015”, “bc-lions-grey-cup-2015”, “bc-lions-workout-practice”

# DON'T OVERSTUFF KEYWORDS

People used to do this to try and get on Page 1 of SERPs. That was 10 years ago. Google doesn't fall for this tactic anymore.

Keywords are important, but write your content **FIRST** so it can be appreciated by a **HUMAN BEING**.

Then, you can always go back and add a couple more keywords into it.

# KEYWORD CANNIBALIZATION

This happens when you use the same keyword to link to multiple pages on your website:

- Check out my [BC LIONS](#) store! (Goes to a store page)
- See photos from the latest [BC LIONS](#) game! (Goes to image gallery)
- Find your romantic match on my [BC LIONS](#) dating page! (Goes to a dating page...you get the idea)

# BEST PRACTICES FOR <TITLE>TITLE</TITLE> TAGS

- **Be mindful of space.** Try to keep your titles to 50-65 characters, but if you can make it shorter, the better.
- **Keep your primary keyword near the beginning.**
- **Adding the name of your company/brand:** if it makes sense, you can add it at the end of the tag

Example: The #1 BC Lions fanpage! | BC Lions Fanzone.com

- **Grab Attention:** A title tag appears on SERPs. Does it grab the attention of your target audience, making them want to click on it?



# WHAT ARE META DESCRIPTIONS?

## BC Lions - Facebook

<https://www.facebook.com/BC.Lions> ▼

The other side of football: BC Lions' Strength and Conditioning Coach Chris Boyko takes us through the intense rehab and training players and staff go through ...

## BC Lions Football News - Vancouver Sun

[www.vancouversun.com/sports/football/lions/](http://www.vancouversun.com/sports/football/lions/) ▼ The Vancouver Sun ▼

Catch up on the latest scores, results, schedules, standings, interviews, and insight from the Canadian Football League and the B.C Lions.

## BC Lions Scores, Standings & Schedule | The Province

[www.theprovince.com/sports/football/bc-lions/](http://www.theprovince.com/sports/football/bc-lions/) ▼ The Province ▼

Read the latest news on the CFL and your BC Lions. Find out the scores, standings & schedules. View video highlights and game pictures.

# META DESCRIPTIONS – RULES OF THUMB

- **What if there's no meta description?:** Search engines will use your meta description if there's one on the page. If not, they'll pull the content from the top of the page.
- **Over 160 characters,** the SE results will trail off in ellipses (...)
- **Grab Attention:** As with your Title tag text, use your page's Meta Description to draw the reader in. What's going to make them want to click on this SERP?

# HOW DO I KNOW WHAT KEYWORDS TO USE?

There are more advanced ways to learn what keywords you can use to draw people to your site, but you're just starting out.

Focus on your **PRIMARY SUBJECT MATTER FOR THE PAGE.**

Example: BC Lions Fanpage

If it's a secondary (deeper) page about the subject, then that becomes your new **PRIMARY KEYWORD** for that **deeper page.**

Example: BC Lions Team Roster, BC Lions Games 2015, etc.

# KEEP THIS IN MIND ABOUT KEYWORDS:

The content on your page can be edited & re-written down the road.

When you start getting some experience in [writing content](#) for a website, [using analytics](#) and [keyword research](#), you'll want to experiment to see how you can change the SERPs for a page.

Some pages get great SERP rankings, other not so much. It depends on different factors, like:

The level of competition for that keyword (how many other pages exist for it), number of searches, the site's authority, links to that page, etc.

# ASSIGNMENT: FOOD BLOG

