

Search Engine Optimization



For Entrepreneurs

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Table Of Contents

Introduction to Search Engine Optimization

- 1.1 On-page SEO
- 1.2 Google Keyword Planner
- 1.3 The URL
- 1.4 HTML header tags are important
- 1.5 Using internal links
- 1.6 Natural language processing
- 1.7 Site-maps

Off-page SEO

- 2.1 Notes on dos and don'ts
- 2.2 Keyword research and search trends
- 2.3 Needs and intent applied to Voice search, Questions, and a Search Engine's answer display
- 2.4 Plural and Singular Keywords are worlds apart when it comes to asking "who's searching for this?"
- 2.5 Copy writing
- 2.6 Content associations and Brand associations
- 2.7 Optimization
- 2.8 Employment and industry trends
- 2.9 Analytics
- 2.10 Assessing the value of key points from the content
- 2.11 Assessing customer experience based on their motivations
- 2.12 Presentation Skill

Implementing SEO Services

- 3.1 Keyword spreadsheet data
- 3.2 Other influencing factors for keyword considerations
- 3.3 LSI Keywords
- 3.4 Google Analytics
- 3.5 Google Tag Manager
- 3.6 Reports
- 3.7 How to get GTM to a functional state
- 3.8 Setting up a Tag using Google Analytics, Summary
- 3.9 Google Tag Assistant

Improving Google Rankings and Final Thoughts

Search Engine Optimization: Foundations For Entrepreneurs

Introduction to Search Engine Optimization: Base Concepts

- Search Engine Optimization(SEO)
- SEO is the umbrella of processes required to maximize the amount of traffic directed towards our website by ensuring that the site appears as high as possible in the results provided to users from search-engines.

While it is true that there is no way to force a search engine to place our web-site ahead of the pack, there are *many* things that can be done to incentivize them to do so!

- This guide will take you through the fundamentals of SEO

Our aim is to get your project up and running as quickly as possible, with as little pain as possible, *free of charge!*

So, let's get started on making your web project as visible as possible!

On-page SEO

Google Keyword Planner

- Keyword planner is a free tool provided to us by google, which allows us to see how often particular keywords have been searched for.
- We can find Keyword Planner is part of "Google Ads", though it is offered to us free of charge. It is easily located in the future by searching for it on Google [Keyword_Planner](#)

Use "allintitle:" before your search in a Google search bar to see how many other results have those same words in their page titles

EX. the search "allintitle: donuts are tasty" will return all results that have "donuts are tasty" in their webpage title.

- Combining the above, we want to see how often a certain keyword is searched for, then compare it with our competition by using an allintitle search
- It is recommended to create a spreadsheet to keep track of potential keywords, and then use them to find out which keywords vs competition results will give us the best chances of search engines awarding our site a priority ranking.
- We aim to identify keywords that are relevant to our content, which have a high search volume, yet *don't* have a lot of competition to "muscle us out" of appearing high in search results.
- Best case key-word scenario: There is a tonne of search volume, but no allintitle competition
- Search engines only display the first 50-60 characters of a title, so we want to be within, and preferably below that limit

- The title tag is the main driver of click through rates, so it should be good

Meta description is a brief description of a web page that summarizes it's content (up to 155 characters)

- This is the text that will appear beneath the title in search results.

If any of our keywords can be included in this description, that will improve the results, so keeping best practices in mind, the more the better

The URL

This should be *functionally named*, as this also appears in search results, which is a factor.

- "John's Doughnuts.com" is a much better url for a doughnut business than "mega-flavor.com"
- Poor url structure is a big issue in SEO, which may result in low rankings!

HTML header tags are important

Ideally our site will have keywords inside of H1 and H2 tags. Search engines will read these tags, consider them most important, and then try to locate any of our keywords within them.

- We shouldn't make these invisible by using CSS's *display:none* property, as search engines will identify this as an attempt at manipulation, and respond by down-ranking us in the search listings
- We *can* use CSS to disguise our header tags as just a word in a sentence, should including them as an actual header be incompatible with our design

Google wants content organized. H2 should be a sub-heading of H1, and H3 a sub-heading of H2, and so on. This *will* effect ranking.

Using internal links

Search engines like to see internal links, as anything that offers convenience to the user is viewed as good; internal links placed strategically will allow users to quickly navigate content without the need to scroll back to the top of the page/open a menu.

Natural language processing

When search engines crawl websites, they are looking for **content and keyword**. When first identifying a keyword, a search engine will then make sure it has related content. If we had an H1 that included ice cream, we wouldn't want to stop there, nor would we want to couple it with a blurb about how ice cream is "something fun to have on vacation"; We would ideally couple it with related keywords that the **search engine can likely identify**, such as *vanilla, chocolate, strawberry, sherbet, sundae, sprinkles and dessert* etc.

Site-maps

Site-maps are a hierarchy list of a website. They are designed to help users, and search engines to understand the structure of a website.

- There are two types of sitemaps: HTML and XML

- HTML is for humans, and XML is designed for web crawlers
- If our site has a tonne of pages, we likely would want to create a sitemap page

These are commonly placed as a link, located within the page's footer section, so that users can navigate the site more easily.

- We will also want to include a copy of this page in XML format for the benefit of web crawlers, such as Google's

These pages provide a quick and easy way for bots to grab and index everything on our page, which will aid in increasing our search result priority.

Off-page SEO

Off-site seo is the process of linking or promoting your website using link building. This helps in improving a website's recognition, credibility, trustworthiness and authority.

- Off-page SEO focuses on external links, promoting it's relevancy by recognition to other websites
 - Using off-page SEO methods/link-building will increase our priority ranking with search engines
 - Other benefits include more traffic to our site, and more brand awareness via our presence being available to, and linked with others; such as social media platforms, blogs, and forums
 - The more affiliate sites we link to, the more likely these sites will be to want to link to us in turn
- Web-crawlers will pick up on this, and increase rankings accordingly.
- Off-site SEO, in a nutshell, aims to incentivize as many other sites as possible to link back to our own
- Reciprocity aside, the major factor in externally sourced traffic volume is the quality of our content. The days of using SEO techniques to drive traffic towards poor content are coming to an end.
- Ensuring that our content is desirable, and of high quality, should always be our top priority

Notes on dos and don'ts

- We want to make sure we operate with best practices in mind always, and distance ourselves from those who do not
- If possible, we want to mitigate those with poor quality content, as well as those with unrelated/irrelevant content, from linking to us. Web crawlers will take note of associations, and can potentially down-rank higher quality sites for being associated with lower quality sites.
- We do not want to "spam our keywords across our pages"
- It is best to use different, yet still relevant keyword-content pairings on each of our different pages; as opposed to repeating the same combination found on our home page
- Do not build site-wide back-links

If linking to another site, do so naturally, as opposed to stuffing the same link onto each page of our site for the sake of trying to increase our relevancy; search engines will pick up on this and penalize us as a result.

- Most users these days do the bulk of their searches on mobile, so our site must be well optimized for it

Web crawlers can identify, and subsequently down-rank sites that are not optimized for mobile. (Yes, media queries are actually relevant to search result priority!)

Keyword research and search trends

- Try to understand long term trends

Are keywords searched for the most often at certain times of the day/month/year? Can we incorporate this into a business strategy?

- Tailor the customer's impressions in relation to what we are doing with our content

Do we try to educate? Are we here to reward? Are we trying to get new customers? Our efforts to tailor the customer's impressions will have an impact on deciding *where* we should talk about certain things, *when* we should talk about certain things, and *how* we should approach talking about them. Keyword research gives us insight into targeting high-traffic interactions, and anything related to them.

Ask, "Can this apply to our content marketing, social media marketing, or how we attain and retain new customers?"

- Keyword research will help formulate the content of emails, ads and communications

We can get to know what the customer is likely to want, what they may be searching for, what activities are associated with these things, and which of our efforts they are most likely to respond to.

- What needs do our customers have before, or after buying a product, and what information do they have?

We need to compose our content to address the customer's needs from the same level of background knowledge that they are operating from.

- SEO should influence all content generated by the organization, in nearly all communications

Needs and intent applied to Voice search, Questions, and a Search Engine's answer display

- Often times, people can just search their question and be able to get their answer directly from the top of the search results page, without having to click on a url
- Is our content structured to answer questions when searched, and can we prepare for an engine to answer questions using our content, without first directing someone to our page?

How does this change what we do with our website or content, and are we taking advantage of it?

- Voice search is being used with more frequency daily, from cars to Home assistants

This is most often **not** *coming from the websites themselves*(although it can and sometimes does), rather, it is coming from Google via the page's **Meta description**.

- Often times, our websites are being used to answer questions for the public without us even knowing it!

Plural and Singular Keywords are worlds apart when it comes to asking "who's searching for this?"

- Google has changed it's landscape in recent times in an effort to consolidate these UI use cases, however, they have chosen a way to help achieve this which has lessened the effectiveness of their keyword tools

Google has **merged singular and plural keyword results**. This has negatively impacted the precision and usefulness of Google's tools in SEO. When it comes to targeting and identifying our audience, the type of customer who searches for **the singular keyword** has been shown to be **between 3 and 4 times more likely to purchase** an item than the person who is using a *plural* keyword. Why is this? The data has shown that it is due to the fact that people who are using the *plural* keyword are most likely **shopping**, meanwhile those using the singular keyword tend to be past the point of shopping, and are searching because **they are ready to make a purchase**. Google won't share the data regarding these separate cases with us, so **keyword research tools** aside from Google are actually most useful to us, as these can deliver both the plural and singular results; as opposed to consolidated data only. We should still use Google's tools to do our research, though we now have to supplement them with additional data. We need to find ways to gather this data, such as using separate keyword search tools, or conducting our own interviews.

- Some programs we can use to supplement Google include: Raven Tools, Word Tracker, and many more; in a variety of suites and offerings
- Ultimately, the best thing we can do is to produce quality content that is *organically* using a variety of keywords

These keywords should relate to our content and build context. *Remember*, modern web crawlers *look for, and can identify this*.

- Google *wants* creators to write in a way that is targeting humans, *not* bots, and are making efforts to reshape the landscape towards this end

Formulaic approaches to SEO that are based upon manipulation of data in order to take advantage of webcrawlers are no longer as effective as they once were. Techniques attempting to maximize the number of times a keyword should appear, for example, are becoming less relevant as time passes.

We should start broadening our data by dissecting what our customers are doing, instead of going solely off of keyword search volume

- Someone who is searching for a "blue laptop" is associated with more than just that; they may have been led there by talking about Color, Laptops, Computers, Computer peripherals, Technology, or even Coffee shops(a setting frequented by laptop users).

- What words are associated with what they are searching for? Which features? Which categories?

We want to understand the scope and breadth of the user's actions.

Copy writing

- Searches are becoming more and more personalized

"Which is the best car?" is becoming "which is the best car *for me?*"; "what are all the different flavors of ice cream?" is now being replaced with "ice cream I'd like the most".

- People are tending to attach personalized phrases to the end of their searches, such as "what is the best ice cream **near me?**" in attempts to leverage search engines that have access to their search history, and gps location data

Targeting this ourselves wouldn't make a lot of sense, as a web crawler can tell if our article may be answering one of these queries by noting the inclusion of any relevant keywords or phrases found within our content. Web crawlers will also leverage our metadata, such as business location and service area in their efforts.

- If we have a client who is constantly producing new content, we need to find ways to convince them to include our SEO data, and principles in their written content; so that we can deliver the best possible results

What may indeed be a catchy headline to the reader, may also be a detriment towards our SEO efforts. Preferably, we would have creators work with us to take advantage of any techniques that will help to maximize exposure.

- What makes a good title **for us?**

Which competitors out performed us? Who had the most click throughs? How is our impact in comparison; is there something we can start doing to improve?

Content associations and Brand associations

- What other words are users associating with the results that lead them to us?
- Where were they prior?
- Are we in danger of "guilty by association" anywhere?(such as being linked to from a clickbait page)
- How is our competition, or other businesses with similar names fairing? How about non-competitors/potential partners that are related to our niche?
- Do those outperforming us have more reviews?, more pictures?, more articles?, more promotions?, more product updates?
- Can we find anything relevant that the worst performers are doing which run counter to the top performers, in order to maximize our own difference between the two?

Optimization

- When we are content marketing, we are in essence trying to answer questions, which will then drive users to visit our site

All of the content that we are producing should be influenced by our inbound-content management strategy.

- Does the landing page contain the information the user was searching for, does it contain the keyword we are related to, and does the heading match up?

Employment and industry trends

- There has been a sharp increase in recent years in demand for people who can manage the **entire tech-marketing stack**
- Email, CRM automation, Social, Display; these all depend on keywords, and the understanding of those keywords
- Content doesn't only need to be optimized, it needs to be planned.

When should we send out automatic emails? How should we choose social media? When should we trigger a promotion?

Analytics

We need to develop measurement criteria to show the effectiveness of our Content Management and business goals.

- Does our SEO contribute to sales and marketing goals, and if so, how?
- Has our ratio of views-to-sales been lower, or higher than expected, and if so, why?
- How can we get a measurement of profit generated that is resulting from a particular piece of content or page?

How successful was it? Can we identify any additional influencing factors towards this aim, such as the generation of return visitors, or an improvement of our reputation?

- How can we share information with the Sales branch in order for to leverage SEO data?

Sometimes we can make simple changes to our content delivery or our web pages that can positively influence the sales environment, leading to more closures. A better welcome, or differently timed thank-you can make a big difference when it comes to the scenario from which the sales interaction then takes place; perhaps it put the customer more at ease, gave them confidence, or led them into the conversation from a standpoint that was closer to wanting to make a purchase than it otherwise would have been. There are things that happen which influence the closure of a sale from outside of the website itself; we want to identify and leverage those processes.

- We don't just want to generate a sale, we want to generate better profitability

We want to be able to charge higher rates, or to be situated to expand towards more expensive offerings.

Assessing the value of key points from the content

- Did it answer a question?
- Does it lead to the next stage?(How quickly did it lead them there?)
- What influence did it have?
- What was the depth of the visit?(How much of the site did they browse?)
- What was the depth of the page?(How much did they read, and how far down did they scroll?)

Assessing customer experience based on their motivations

- Can we tie together what a customer was feeling at key points throughout their interactions?

Presentation Skill

- Marketing surveys show that SEO specialists spend about 40% of their time preparing and presenting for marketing teams

Businesses have put a priority on hiring people who are skilled at presenting to marketing teams. The incorporation of SEO data has been shown to increase sales dramatically.

Implementing SEO Services

Keyword spreadsheet data

We want to begin with a spreadsheet that contains the following fields:

1. Theme
2. Keyword
3. Volume
4. Competition
5. Ratio

- Theme is self explanatory, and is there to help us group our keyword content
- Keyword, for each that we research, we should try to come up with any variants of it to search for as well
- Volume is how often the keyword is included in searches
- Competition is how many hits we get from "allintitle: " searches
- Ratio is our deciding factor; it's the Competition relative to the Volume

Ideally, we want a low percentage of competition, *relative* to a large amount of Volume.

To improve our Ratios, we often will want to opt for *long-tail keywords*, for example, "Organic Canadian Golden Apples" is much more likely to have a better Ratio than a short-tail keyword, like "Golden Apples."

Other influencing factors for keyword considerations

- Can we tie a call to action into our keyword?

For example, if we are offering a download, can we add that word to our own? Are we selling something? If so, can we add "order" or "shipping"?

If someone is searching with a call to action already in mind, and it matches one of our offerings; it makes sense to leverage that. Even when the volume may not necessarily be high, the quality of traffic will be *much better*.

- What are the trends for this keyword in the scope of it's monthly, and seasonal history?

Using Google's keyword planner, we are able to see that during a particular season, the Volume skyrockets in comparison to the rest of the year. If we were planning some sort of seasonal offering, such as the sale of camping equipment, while the Volume may be poor today, that same keyword may become favorable during a targeted season.

- Relevancy always trumps Ratio

If our keywords are not relevant to our content, we are essentially making a click-bait attempt, and no matter how good that ratio is on paper, this will prove highly detrimental.

- Choose proper keywords

When the page is generating higher amounts of traffic, proper keywords are going to lead to better engagement, and *higher closures*.

- Every page should have a Primary keyword, and a Secondary keyword

The primary keyword is relevant to our content, and the secondary keyword is relevant to the primary keyword.

The secondary keyword bolsters our primary keyword, especially when the primary keyword has a less than desirable ratio of competition to volume.

LSI Keywords

- LSI stands for "latent semantic indexing"

This is semantically linked to the primary keyword, and used to increase relevant traffic. Put simply, LSI just means "something closely related to the keyword, that is relevant to the content".

Examples of these can be found on the bottom of Google's search pages, appearing as a list and labeled "Searches related to *Keyword*"

- Creators should include LSI in their content When a web crawler scans our content, it is going to look for LSI keywords in an attempt to make contextual connections to our primary keyword.

The web crawlers use LSI to determine whether or not a "Red Bull" page references an energy drink brand, a bull that is red in color, or the ring-name of a boxer.

- Consider where we might find material for LSI that is relevant to us

Do we answer something that is frequently asked on sites such as Quora and Reddit? If we do, then incorporating that question somewhere within our content will facilitate a web crawler being able to make that connection.

Reddit in particular provides a tool to assist us with doing this, [keywordddit](#)

For example, if selling a glass cleaning product, after discovering that a popular query was "How do I clean windows?" and the like; we might purposely include wording such as "So how do you get your windows clean? Discover our new solution to *clean windows*, and *clean glass surfaces*

Notice that the example above covers multiple LSI keywords, without their inclusion feeling out of place, or unrelated.

Google Analytics

- We want to set up an account and register our site on Google Analytics to track the traffic flowing to our web pages

We will be given a numeric code that Google will use to identify our website, along with a code snippet for manually enabling Google's functionality within our pages in the form of a JavaScript code snippet.

Google Tag Manager

The recommended method, is to use Tag Manager to do the lifting for us.

We can take the ID code provided by Google Analytics, and give that to Tag Manager; This enables Tag Manager to then use that ID to activate tracking on any page of our choosing, without the need to include a code snippet within our web pages.

- For those unfamiliar with Google Analytics, it is recommended to set up the "demo account"

This is done easily by searching for the term in Google, then following the links. The Demo Account adds a demo page to our account; this enables us to preview examples of the functionality, and potential results that can be provided to us from Google Analytics.

Reports

- Real-time

Views here are available in real time, or across the last 30 minutes.

We can see under "overview" how users arrived at our site; if they come from another site, from a search, or directly. We can then see which other tracked pages that they are active users on, and where they are geographically located. We can access real-time data on the current user interaction with our site, such as the amount of people currently browsing one of our pages.

Event Tracking: If we have done the leg work to set up event tracking on buttons, or forms etc. throughout our page(highly suggested); we can view Event tracking data here, such as how many times a button was clicked, or if an item was added to a cart.

Under *conversions*, we can see things such as how many users entered our checkout, or how many went on to make a purchase etc. This data is tracked in the form of "goals", which we define. Google Analytics will let us have up to 20 goals defined at a time.

- Audience

Provides information on "who" has been coming to our website, and across which devices. We can view data figures on our user's ages, sexes, countries, devices, browser, interests, and more. We can see data sets for most of our metrics here, such as the number of transactions completed on mobile vs desktop, and the "bounce rate", which means "the amount of users that left our page after arrival, without any further interaction"

The "Benchmarking" option will allow us to see how our site compares to other sites in our market/industry, providing that we chose to opt-in to benchmarking when we registered our account.

- Acquisition

This section allows us to see data sets based upon **how** user traffic was driven to our site. We can see how many came from an "Organic Search", a "Direct" visit, Social media, Affiliates, Paid Search Ads, and more.

If we are running Google Ads, we will have a dedicated section for it available here that, while providing related data sets, will also provide details such how much visits are costing per-ad-click vs how much revenue in sales was generated from a user who arrived on to the site via Google Ads.

- Behavior

This section will deliver data sets on **how users behaved** once they arrived at our site.

Here, we can get data that answers questions such as "how many times was a certain page viewed by a user within a single session?" or "on average, how long do users spend on a particular page per visit?"

Another notable sub-category found here is "Site Speed", where we can view performance metrics for our pages to help address any potential issues such as poor loading times on select devices and browsers.

- Conversion

This is the category that delivers data related to whether or not our visitors have become users and/or customers. This section relies on the "Goals" which we are to define from within the Admin menu.

There are 4 categories of goal that we can define; "**Pages/Screens per session**" allows us to select a target geared towards further *user engagement*, "**Destination**" allows us to target the *visiting* of a particular page(such as a checkout), "**Duration**" allows us to define an amount of *time* that a user stays on our page which we consider to be a goal, and "**Event**" will allow us to use any of our *tracked events* as a goal(such as clicking a "Submit" button).

- GTM is a utility that will manage all of our tracking snippets throughout our pages for us

GTM provides us with an application and user interface where we can easily add, change, and delete trackers, without the need for a manual update to the page's code whenever we choose to do so.

- GTM speeds up our pages

The more code we put into something, the longer it takes to load. By essentially outsourcing the processing of our tracking code, we can benefit from measurable performance benefits.

- GTM is a cross-platform hub for all of our trackers

GTM doesn't require us to exclusively use it in conjunction with other Google services; GTM will accept nearly any sort of tracking snippet, or "Tag", that we may desire to provide.

- GTM has a simple Version Control system

This easy to use Version Control system allows us to quickly roll-back changes we have made, should we need to revert to a prior state for any reason.

- Automatic Event Tracking

GTM can manage our Event Trackers for us; from button clicks to mouseovers, we can have GTM handle them all as well, giving us the same benefits as any of the other trackers that we may have chosen to outsource to it.

How to get GTM to a functional state

- This is the process of taking what you want to track and connecting that with GTM

If your element is something on a 3rd party website(such as a like button on Facebook), you will want to go to that site, and then do the legwork required to access the JavaScript code snippet for your target element. Thankfully, most large platforms out there have included easy to use features for providing you with this(such as "Facebook Pixel").

- Tag Manager operates within a structure composed of Tags, Triggers, and Variables
- If we want to insert the tracking code for an element, we will need to set up the "Tag", and the "Trigger"

To do this, we first must have added our website to GTM, as the first step is for us to access our website via the "Accounts" menu. We are then brought to an "Overview" section containing a "New Tag" option, which we should navigate to.

- From within the "New Tag" display, we will be given a "Tag Type" selection

Here, we can choose an integrated source, such as Google Analytics, or choose to enter our own snippet.

- We then choose our "Track Type"

This is our tracking category(Page View means "whenever the page this tracker is on gets viewed" etc.)

- Finally, there is the "Triggering" section

For this, we need to tell GTM under which circumstances we would like our tracking code activated; we do this by selecting "Firing Triggers". A firing trigger can be set to "All Pages" for example, which would indicate to GTM that the element of this "New Tag" should be executed(running on) for all pages, and if we chose "Page View" as our "Track Type"; this Tag will now run whenever anyone loads any of the pages on our site, and track how many views they accrue.

- Variables define where and when our tags should function

The spirit of a variable can be captured verbally as "if 'X' happens, do 'Y'". Through the use of variables, we can articulate precisely where and when a tag should record it's data. GTM provides many pre-made

variables to choose from, covering a wide range of use cases; we are also able to define our own variables, should the need arise.

- Configuring Tags to suit whatever our use cases may be is conveniently done via exploring the options within the "New Tag" interface.

Setting up a Tag using Google Analytics, Summary

1. Create a dedicated Google account, which is to be used for all Google services pertaining to our content.
2. Sign up for Google Analytics using this account
3. Sign up for Google Tag Manager using this account
4. Create a "New Tag"
5. Provide the "Tracking ID" to our tag, which was provided by Google Analytics; via "Select Settings Variable>New Variable"
6. Insert the JavaScript code snippets that are provided by GTM into our content, as directed

Using the same account for all Google services is considered best practice, as this means that any Google service can be accessed, and configured, across services; without the need to switch accounts, or obtain use authorizations.

Google Tag Assistant

- Available as an extension to Google's web browser "Chrome"

Tag Assistant will open a window inside of the browser, showing us any Tags that are present on the page, as well as where, and when they are activated. This is a useful tool for confirming, or troubleshooting the functionality of our tags

Improving Google Rankings

This process can be broken down into 5 areas:

1. Keyword research
 - Ideally, our keywords would have Low competition, High Volume, and High relevancy.

Choosing a keyword is a balancing act based on these criteria, but always centered around relevancy.
2. High-quality content
 - Producing low-quality websites that are tactically stacked with keywords isn't going to work; modern web crawlers are not going to fall for dated manipulation techniques that aim to "game the system".
3. Optimized on-page elements and web pages Some key areas we want to be aware of include:
 - HTML "alt" text, Meta description, Headers, Site-map, Loading speed, and Security

HTML "alt" fields contain information used by search engines, as well as accessibility applications, to assist in navigating, and displaying our content. Without attention paid to alt text, disability applications will be unable to describe things on our page to the user, such as

pictures or buttons; as the alt text houses brief descriptions for page elements. For example, the "alt" field inside of an HTML image tag that is being used to display a picture of a landscape might read as "view of the Himalayan mountains at sunrise".

- Use hyphens as opposed to underscores for web-page URLs.

Google wants to see the use of hyphens in place of underscores. Although file names are quite often made containing underscores, it is considered best practice for all "live" web pages to use hyphens for spacing.

- Enable "SSL certificates" and "HSTS" in order to be considered a highly-secure site by web crawlers.

Security measures are detailed within the realm of web-development, and as such, are beyond the scope of what is being covered in this guide.

- Ensure Site-maps are organized, and up to date

To view any webpage's sitemap, navigate to the index url of the website(generally located just after a .com), and add /sitemap.xml(www.example.com/sitemap.xml). Google is able to see how frequently the pages within are updated, and whether or not the site-map has an organized structure. *Site-maps are viewed as a **high-priority** item when considering rankings.*

4. Off-site engagement

- Build those connections!

Some ideas may include: Leveraging social-media, group chat-rooms, networking with creators, or linking to associate content from within our own.

5. Incorporate SEO data into our project

Everything gathered from the above techniques must now be implemented within our project. From keywords and phrases incorporated into headers and content, to placing our internal and external links; we should incorporate as much of our newly-discovered data as possible, and continue to do so as the project grows.

Final Thoughts

You now have all that you need to implement the fundamental tools and techniques of SEO into your own projects!

SEO is a large, and complicated subject; every facet of which is an area that lends itself to deep-dives. Whatever your project, there is bound to be a plethora of material in cyberspace that is relevant to it; but keep in mind the 80/20 rule: we want to get 80% of our results back from the first 20% of energy that we put in!

Following this guide will get you to that first 80%, across the board; the last 20% is up to you! (or your SEO professional)

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