

What is SEO?



Image from <http://blaugh.lockergnome.com/>

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What is SEO?

- SEO is “Search Engine Optimization”
- Techniques to make Google (or, uh, Bing and Yahoo?) <3 your webpage
- Google doesn't tell you explicitly how its listing algorithm works
 - Mix between good practices and people with magical tomes of speculation on what would be good to do.


What is SEO?

People results for **SEO**

 **AJ Ghergich**  @SEO
SEO & Content Marketing Expert. I Tweet Industry News That Is Actually Worth Reading!

 **Rand Fishkin**  @randfish
CEO/founder of Moz. I tweet 50-75X/week primarily on marketing, SEO, startups & entrepreneurship topics.

 **Moz**  @Moz
Marketing Analytics Software for Search, Links, Social, and Brand • A Vibrant Online Marketing Community • Resources for Learning Inbound Marketing

 **Danny Sullivan**  @dannysullivan
Founding Editor, @MarketingLand & @SEngineLand, covering Google, Facebook, Twitter, SEO, SEM & all things digital marketing, search marketing and search.

Eww, marketers

Sorry, I'm a bit of a cynic.

What is SEO?

- But sometimes you want to be found online.
- Let's say you're posting your own movies to YouTube. You won't get discovered without:
 - A description
 - Tags
- But lots of people leave this stuff off!

What is SEO?

- Customers who need/run a website care about
 - Analytics (Who is visiting what pages, when, where do they come from? Click tracking, heat maps)
 - SEO (Is my company's website likely to show up when you do a search for “Sporting goods for kittens”? And on what page?)
 - PPC – Pay-per click – Paying Google for space on the front page of a search

What is SEO?

- Customers who need/run a website care about
 - “Link juice” - Links from credible websites supposedly help your website do better (but don't try to generate these artificially or you might get black-listed!)

What is bad?

- If you follow shady practices to try to get better placement in search results, Google will blacklist you!
 - Generating phony links to your page
 - Content hiding (e.x. Once on the page, Javascript generates your Viagra adverts that don't show up in the HTML)
 - Duplicate content
 - Linking to spam sites
 - Link schemes

SEO

- As we cover content in this class, I will try to highlight relevant SEO tips.
- If you're interested in learning more, check out an SEO book from a library, or read up on blogs.

References

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