



# SEO 101

**The dynamics of on-page and off-page SEO.**

## DO YOU HAVE A WEBSITE?

- If you are not online, you are missing out on a huge customer base.
- For example, 70% of all hotel customers start by searching for lodging online.



# ON-PAGE SEO

- Design
- Content
- Coding



# DESIGNING A WEBSITE

- Meaningful Navigation
- Know your audience and the “feel” your site needs
- Don’t try to make too much stand out or nothing ends up standing out.
- Leave enough room for content on each page
- Use relevant pictures



# WRITING CONTENT – KEYWORD RESEARCH

## ○ Keyword Research

- Google keyword tool - [www.googlekeywordtool.com/](http://www.googlekeywordtool.com/)
- Keyword Spy - [www.keywordspy.com](http://www.keywordspy.com)
- Google Insights – [www.google.com/insights/search](http://www.google.com/insights/search)
- Research competitors



# WRITING CONTENT - META TAGS

DIFFERENT FOR EVERY PAGE!

- Title – most important thing on the page
  - Use #1 keyword
  - Use business or site name in secondary position
  - Google = less than 66 characters
  - Yahoo! = less than 120 characters
- Description
  - No more than 250 character or you get penalized
  - Google cuts off what it shows at 160 characters
  - Primary keyword & company name should have prominence
  - Verb, then target keyword, then brand.
- Keyword Tag
  - Try to keep it to 5 keywords. No more than 10.
  - Focus on these words throughout text
  - Use for misspellings and abbreviations



# WRITING CONTENT - H1 AND ALT TAGS

- H1 tags – arguably the 2<sup>nd</sup> most important thing on website
  - # 1 keyword
  - Google Bot scans 2<sup>nd</sup>
  - Use H2 and H3 tags for secondary keywords
- ALT Tags
  - Used for visually impaired
  - High Security Settings - shown if picture doesn't appear
  - No longer than 70 characters or penalized
  - Short description of image using keywords
- Picture File Names
  - Important for design and coding
  - Use keywords



# WRITING CONTENT

MIN OF 250 WORDS PER PAGE – SEARCH ENGINES NEED CONTENT TO UNDERSTAND THE THEME OF EACH PAGE

- Determine your main focus for each page and stick to it
  - Writing Meta Tags and H1 tags first helps determine this
- Use keywords frequently
- Keep it simple!
  - High school level of understanding
  - Bullet points, graphs, lists
- User Friendly
  - Easy to understand and navigate
  - Give the customer the information they need
- Determine what your conversions are and have call to actions
  - 3+ CTA's per page
  - At least 1 CTA above the fold
  - Tab in Navigation for end goal





# CODING

- Keep code clean
  - separate files for html, css, and javascript
  - Place files in directories no more than 2 levels deep
- Sitemaps
  - XML – Google Bot reads
    - Add to Webmaster tools & verify website
    - Submit XML sitemap
  - HTML – User reading website
- Add Google Analytics UA# to code
- 301 Permanent Redirects
- Domain Transfers
- URL Structure
  - URL's should be as short as possible
- Outbound links should open in new tab or window



## CAN CUSTOMERS FIND YOU?

“Having a web site, and not promoting it, is like buying a flashy new car and leaving it in your garage; great web site, but few people will ever see it.

Some people still think that simply having a web site is enough to drive new business; wrong. The biggest problem with this thinking is that a web site needs to be “found” in order to be used by its visitors; and it needs to be structured to “sell” your hotel to get reservations.”

- Neil Salerno



# OFF-PAGE SEO

- Linking Strategy
- Social Media
- SEM
- Email Marketing
- Analysis Tools



# LINKING STRATEGY

- The more inbound links the better
- Google ranks you not just on how many inbound links you have but the quality and traffic to the sites it is linked to.
- Types of links
  - Directories
  - Affiliate linking / reciprocal linking
  - Other local websites
- Essential Linking Sites
  - [DMOZ](#)
  - [Submit Express](#)
  - [Google Business Center](#)
  - [Google Directory](#)
  - [World Site Index](#)
  - [Domaining.in](#)
  - Chamber of Commerce



# SOCIAL MEDIA, SEM, & EMAIL MARKETING

- These all build linking and awareness of your company
- Social Media
  - Blogging
    - interactive media of commenting on other blogs
    - Make sure to include links to your website in all comments
  - Social Media Sites
    - You Tube, Facebook, Twitter, Delicious, etc.
- Search Engine Marketing (SEM)
  - Pay per click sites such as Google Adwords, Bing, and Yahoo!
  - Helps build links and drive traffic to site immediately
- Email Marketing



# ANALYSIS TOOLS

- Google Analytics
- Google Webmaster Tools
- Website Grader

