SEO: Links

## Why a Career in SEO?

To learn more about why SEO might be great for you, please read the following links:

**Some Good Reasons to Choose SEO as Your Career- Webconfs.com**

<http://www.webconfs.com/seo-career-article-23.php>

**A SEO of Opportunity - 7 Career Paths for Today's SEO Specialist**

<https://www.simplilearn.com/seo-specialist-career-paths-article>

## Optional: What You Can Expect from a Career in SEO

## Online Resources

**"The 2018 Marketing Jobs & Salary Guide"** - Conductor.com

<https://www.conductor.com/learning-center/marketing-salary-seo-jobs-2018/>

**"The 2019 Inbound Marketing Job + Salary Guide: U.S. Edition"**- Conductor.com

<https://www.conductor.com/learning-center/marketing-salary-guide-2019/>

The Conductor study is the basis for some of the figures cited in the lecture regarding SEO job growth. To view the study, you must register (for free) and a link will be emailed to you. Unfortunately, the site will not accept personal email addresses, as it needs to be a business email.

## Introduction to Search Engine Algorithms

## Online resources

**“7 Search Ranking Factors Analyzed: A Follow-Up Study”** – Moz.com

<https://moz.com/blog/7-search-ranking-factors-analyzed-follow-up-study>

Moz, a well-regarded website for the analysis of SEO trends and search ranking factors.

**“Mozcast”**– Mozcast.com

<http://mozcast.com/>

Provided by Moz.com, this “weather report” shows activity and changes in the Google search algorithm, represented as daily “temperature” readings.

"**Google’s 200 Ranking Factors: The Complete List (2019)**" - Backlinko.com

<https://backlinko.com/google-ranking-factors>

Backlinko provides over 200 ranking factors that Google uses in their algorithm.

**“How Google makes improvements to its search algorithm”** – Google

<https://www.youtube.com/watch?v=J5RZOU6vK4Q>

This official Google video outlines some of the work that goes into the changes and improvements that Google makes to their search algorithm.

## SEO Best Practices and Ranking Factors

## Online Resources

**“Steps to a Google-friendly site”** – Google Support

<https://support.google.com/webmasters/answer/40349?hl=en>

This article provides tips for website creators (in addition to Google’s Webmaster Guidelines) on how to create and manage a site that will be Google-friendly as well as user-friendly.

**“SEO by the Sea”** – Bill Slawski

<http://www.seobythesea.com/>

Bill Slawski’s blog about SEO contains a variety of topics such as Google patents, technological advancements in SEO, and how SEO fits into a broader marketing strategy. This blog will be referenced often, and would be a helpful site to bookmark.

## Personalized, Universal, Vince, and Caffeine

## Online Resources

**“The cesspool We call the Internet”**– Chris Crum

<http://www.dreamconsultancy.com.au/web-blog/2008/10/10/the-cesspool-we-call-the-internet/>

Chris Crum of WebProNews reacts to Eric Schmidt’s comments in this re-hosted article from 2008. Crum’s point of view may surprise you, as it differs from some other prominent SEOs.

**“Google’s Eric Schmidt Says ‘Net Cesspool Needs Brands”**– Webmaster World (Forum topic)

<https://www.webmasterworld.com/goog/3762253.htm>

This forum post and its subsequent replies show how webmasters and content creators were feeling about Eric Schmidt’s announcement right after it occurred in 2008.

**“Big Brands are Starting To Get It — or is Google Starting to Get Big Brands?”**– Mark Jackson

<https://www.searchenginewatch.com/2009/03/10/big-brands-are-starting-to-get-it-or-is-google-starting-to-get-big-brands/>

This article from an SEO professional talks about how big brands are shifting the SEO landscape, and what businesses and SEOs alike can do to stay competitive.

## Panda: The Game Changer for Content

## Online Resources

**“English Google Webmaster Central office-hours hangout (July 31, 2015)”** – Google Webmasters

<https://www.youtube.com/watch?v=TN72HFWdoBY>

This video recording of a live Google Hangout features discussion from Google’s John Mueller regarding the Panda algorithm update.

**“Thin content with little or no added value”** – Google Support

<https://support.google.com/webmasters/answer/2604719?hl=en>

In this official page (and video) from Google, head of webspam Matt Cutts outlines Google’s definition of “thin content” as well as which actions can be taken if your site is flagged.

**“How to Create High-Quality Content”** – Vikas Agrawal, Search Engine Journal, 2018

[https://www.searchenginejournal.com/how-to-create-high-quality-content/254511/#close](https://googlewebmastercentral.blogspot.com/2011/05/more-guidance-on-building-high-quality.html)

In this article, the author discusses what high-quality content is, research tips for gathering content on your topic, and measuring your content's performance.

**“Pandalized.com”**

<http://www.pandalized.com/>

Pandalized.com offers graphical depictions of websites that were hit hard by the Panda update.

## Cleaning Up Links with Penguin

## Online Resources

**“Link Schemes”** – Google Support

<https://support.google.com/webmasters/answer/66356?hl=en>

This official page lists some common linking tactics used to manipulate a site’s search ranking, and how Google will penalize those found to be engaging in these practices.

**“How to Evaluate the Quality of a Link”**– Tony Wright

<https://www.searchenginejournal.com/evaluate-link-quality/237471/>

This blog post from Search Engine Journal breaks down evaluating link quality through a link evaluating process.

## Hummingbird, Pigeon, and Mobile

## Online Resources

**“Google’s Impressive “Conversational Search” Goes Live On Chrome”** – Danny Sullivan

<http://searchengineland.com/googles-impressive-conversational-search-goes-live-on-chrome-160445>

This post from Search Engine Land contains a veteran SEO’s opinions on the newly-released Conversational Search update from its debut in 2013.

**“Finding more mobile-friendly search results”** – Google Webmaster Central Blog

<https://googlewebmastercentral.blogspot.com/2015/02/finding-more-mobile-friendly-search.html>

This blog post from Google tells webmasters how the new Mobile algorithm update will impact search results for mobile and non-mobile searches alike.

## How You Can Avoid Penalties

## Online Resources

**“Reconsideration Requests”** – Google Support

<https://support.google.com/webmasters/answer/35843?hl=en>

This post from Google’s support team outlines how to file a reconsideration request to remove site penalties after fixing problems identified by their webspam team.

## Strengthening Your Keyword Strategy

## Online Resources

**“Winemaking Certificate Program”** – UC Davis Extension

<https://extension.ucdavis.edu/areas-study/winemaking/winemaking-certificate-program>

This site is used in the course as an example for many discussion areas, including keyword density, long-tailed keywords, and more.

**“Three good reasons to target long tail keywords!”** – Stephen Mahaney

<http://www.wordtracker.com/academy/keyword-research/technical-guides/three-good-reasons-to-target-long-tail-keywords>

This blog post provides a great deal of useful information regarding long tail keywords and how to incorporate them into your SEO strategy.

**“The Story of Search”**– Amit Singhal, SVP of Search, Google

<https://www.youtube.com/watch?v=Pz7IWTpAq3I>

This video shows an energetic talk from Google’s Amit Singhal regarding the past, present, and future of search.

**“Meaning is use: Wittgenstein on the limits of language”** – Tim Rayner

<https://philosophyforchange.wordpress.com/2014/03/11/meaning-is-use-wittgenstein-on-the-limits-of-language/>

This article provides a look at how the philosopher Ludwig Wittgenstein approached language, semantic relationships, and the meaning of words. It is recommended reading to understand some of the linguistic concepts that have since been incorporated into search engines.

## How Does Branding Influence Website Rank?

## Online Resources

**“Why Your SEO Focus Should Be Brand Building”** – Brad Smith, Search Engine Journal, 2018

[https://www.searchenginejournal.com/seo-guide/brand-building-strategy/#close](https://www.searchenginejournal.com/seo-guide/brand-building-strategy/)

This article discusses brand building in SEO and Google's brand recognition through SERP, featured snippets, and knowledge panels.

**"New Report Highlights the Importance of Brand Awareness in SEO"** - Andrew Hutchinson, Social Media Today, 2018

<https://www.socialmediatoday.com/news/new-report-highlights-the-importance-of-brand-awareness-in-seo/541099/>

This article discusses the connection between social media marketing and SEO key elements that boosts content sharing and drives traffic to webpages.

**“Google’s Eric Schmidt Says ‘Net Cesspool Needs Brands”** – Webmaster World (Forum topic)

<https://www.webmasterworld.com/goog/3762253.htm>

This forum post and its subsequent replies show how webmasters and content creators were feeling about Eric Schmidt’s announcement right after it occurred in 2008.

**“Using Modern SEO to Build Brand Authority"** – Jason Acidre

<https://moz.com/blog/using-modern-seo-to-build-brand-authority>

This article from Moz discusses how an SEO can use brand authority to their advantage when trying to improve search ranking.

**“Google Loves Brands: The Rise of Brands in Google’s Relevancy Algorithms”**– SEO Book

<http://www.seobook.com/learn-seo/infographics/brand-branding-brands.php>

Compiled from many sources, this infographic provides a timeline as well as examples of how Google’s algorithm has handled brands throughout the years.

**“Is Brand a Google Ranking Factor?”** – Rand Fishkin

<https://moz.com/blog/is-brand-a-google-ranking-factor-whiteboard-friday>

In this edition of Moz’s “Whiteboard Friday,” Rand Fishkin explains whether or not branding plays a part in Google’s ranking algorithm (with illustrations!)

**“Search Engine Statistics 2018”**– Carolanne Mangles, Smart Insights

[https://www.smartinsights.com/search-engine-marketing/search-engine-statistics/](http://www.searchmetrics.com/news-and-events/pm-searchmetrics-study-bing-vs-google/)

"Statistics on Search Engine Marketing usage and adoption to inform your search engine marketing strategies and tactics."

On-Page SEO: Anatomy of a Perfectly Optimized Page

A brief guide to getting on-page SEO right, looking at the basics as well as the other essentials you need to ensure are in place if you want to outrank your competitors: <https://backlinko.com/on-page-seo>

The Basics of Search Engine Friendly Design & Development

Please visit the following link to read this article: <https://moz.com/beginners-guide-to-seo/basics-of-search-engine-friendly-design-and-development>

Growing Popularity & Links

Please visit the link to access the article: <https://moz.com/beginners-guide-to-seo/growing-popularity-and-links>

Suggested Reading - How Social Media Helps SEO

Click on the link to access this article by Ron Dod to learn more about how social media helps SEO: <https://www.searchenginejournal.com/social-media-seo/196185/>

## The Beginner's Guide to Technical SEO: 7 Resources You Should Use

To view this article, please visit the following: <http://blog.hubspot.com/marketing/the-beginners-guide-to-technical-seo-7-resources-you-should-use>

Art of SEO

Hello,

If you haven't already purchased the book The Art of SEO: Mastering Search Engine Optimization, I highly recommend you do so. For this week, I recommend you read the section on Using Advanced Search Techniques within that book.

* ISBN-13: 978-1449304218
* ISBN-10: 1449304214

<https://moz.com/beginners-guide-to-seo>

<https://schema.org/>

<https://moz.com/local-search-ranking-factors>