

## **Day 7: Content Building, Reporting, and Goals (Unit II)**

**Lesson Goal:** Connect the importance of high-quality content with the necessity of measuring results through reporting and analysis.

### **1. Content Building: The King of SEO**

- **Axiom: Content is king in search engine optimization. The search engines love text.**
- **Dual Benefit of High-Quality Content:**
  1. **User Value:** A site loaded with high-quality content of interest to users gives them a reason to stay and come back.
  2. **SEO Value:** You receive the added benefit of serving up exactly what the search engines want. This translates directly into the ranking they give your site for related keyword phrases.

### **2. Reporting & Goal Setting**

- **Establishing Baseline:** After establishing targeted keywords and starting position, it is important to understand what the site's starting position is within the search engines to ensure you know the specific areas that need work and provide a baseline against which to gauge success.
- **Key Traffic Information:** Access to site traffic information is very important. This information shows how searchers are finding and interacting with the site, including:
  - Which search engines and keyword phrases are being used.
  - Bounce rates (the percentage of visitors who leave the site after viewing only one page).
  - Most popular content