

# Digital Marketing

## Search Engine Optimization

**Michael Buchanan**

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SEO Basics and Importance



## Lesson Goals

- Understand what SEO is.
- Understand why SEO is important and why search position matters.
- Familiarity with local search and claiming business locations.



## Paid Search Ads vs. Organic Results

**Paid**

**Organic**

Google search results for "atlanta real estate for sale":

- Paid Ads:**
  - Atlanta Real Estate | Listings Updated Every 15 Min | redfin.com
  - Atlanta real estate for sale | Browse Atlanta Real Estate
  - Atlanta Real Estate For Sale | Heidi Reis
  - Luxury Homes In Metro Atlanta | Luxury Atlanta Homes For Sale
  - Atlanta Real Estate - Atlanta GA Homes For Sale | Zillow
- Organic Results:**
  - Atlanta, GA Real Estate - Atlanta Homes for Sale - realtor.com®



# Search Engine Optimization (SEO)

“The process of increasing the amount of visitors to a Web site by ranking high in the search results of a search engine.” – Webopedia

“The process of improving the visibility of a web site or a web page in search engines via the “natural” or unpaid (“organic” or “algorithmic”) search results.” – Wikipedia



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Beal, V. (n.d.). SEO - search engine optimization. In *What Is SEO - Search Engine Optimization?* Retrieved June 4, 2018, from <https://www.webopedia.com/TERM/S/SEO.html>

Search engine optimization. (n.d.). In *Search Engine Optimization*. Retrieved June 4, 2018, from [https://en.wikipedia.org/wiki/Search\\_engine\\_optimization](https://en.wikipedia.org/wiki/Search_engine_optimization)

# Search Engine Marketing (SEM)

“SEM is often used to describe acts associated with researching, submitting and positioning a Web site within search engines to achieve maximum exposure of your Web site. SEM includes things such as search engine optimization, paid listings and other search-engine related services and functions that will increase exposure and traffic to your Web site.” – Webopedia



Beal, V. (n.d.). SEO - search engine optimization. In *What Is SEO - Search Engine Optimization?* Retrieved June 4, 2018, from <https://www.webopedia.com/TERM/S/SEO.html>

Search engine optimization. (n.d.). In *Search Engine Optimization*. Retrieved June 4, 2018, from [https://en.wikipedia.org/wiki/Search\\_engine\\_optimization](https://en.wikipedia.org/wiki/Search_engine_optimization)

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## Why is SEO Important?

**71.33%**

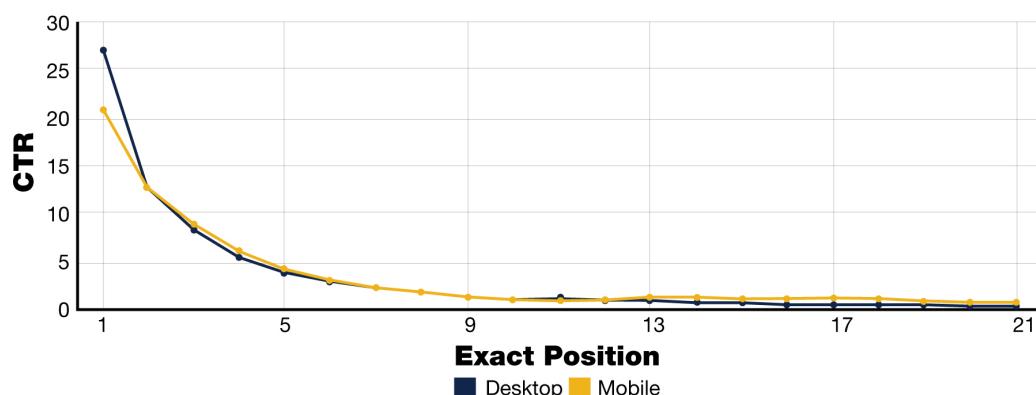
“Studies indicate that **71.33% of searches resulted in a page 1 Google organic click.** Page two and three only get 5.59% of clicks.”

Sarcona, C. (2018, March 07). Organic SEO vs PPC in 2018: CTR Results & Best Practices. Retrieved June 4, 2018, from <http://www.zerolimitweb.com/organic-vs-ppc-2017-ctr-results-best-practices/>



## Organic Position on the SERP

Organic CTR for searches coming from 1,919,943 keywords for 61,845 websites.



Google Organic CTR History. (n.d.). Retrieved June 4, 2018, from <https://www.advancedwebranking.com/cloud/ctrstudy/>



# Local Search Results

Completely different ranking algorithm than standard search results

A screenshot of a Google search results page for the query "thai restaurant". The top part shows a map of the Buford area in Georgia, with pins for "Bai Tong Thai Restaurant", "Golden Seven II", and "Talay Thai Cuisine". Below the map, there are three organic search results for Thai restaurants:

- Golden Seven II**: 4.5 stars,฿฿, Thai. Relaxed eatery for Thai & Chinese food. 3.9 mi - Suwanee, GA. Comfort food · Quick bite · Casual.
- Talay Thai Cuisine**: 4.5 stars,฿฿, Thai. Quaint Thai kitchen in comfortable digs. 6.7 mi - Suwanee, GA. Comfort food · Quick bite · Healthy options.
- Bai Tong Thai Restaurant**: 4.3 stars,฿฿, Thai. Down-to-earth place for classic fare. 9.2 mi - Johns Creek, GA. Comfort food · Quick bite · Healthy options.

At the bottom of the page, a link leads to "The 5 Best Thai Restaurants in Buford - TripAdvisor".

Organic results based on locale (below the map listings)

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# Google: My Business

Google My Business

SIGN IN

START NOW

Home   How it Works   Resources   Partners

Make the most of your free Google listing.

Show up when customers search for your business or businesses like yours on Google Search and Maps. Google My Business lets you post updates to showcase what's new, respond to reviews to build loyalty and add photos to highlight what makes your business special.



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SEO Rank Factors



## Lesson Goals

- Familiarity with key search engine signals.
- Understand SEO success factors.
- Familiarity with the components of Google's ranking algorithm.



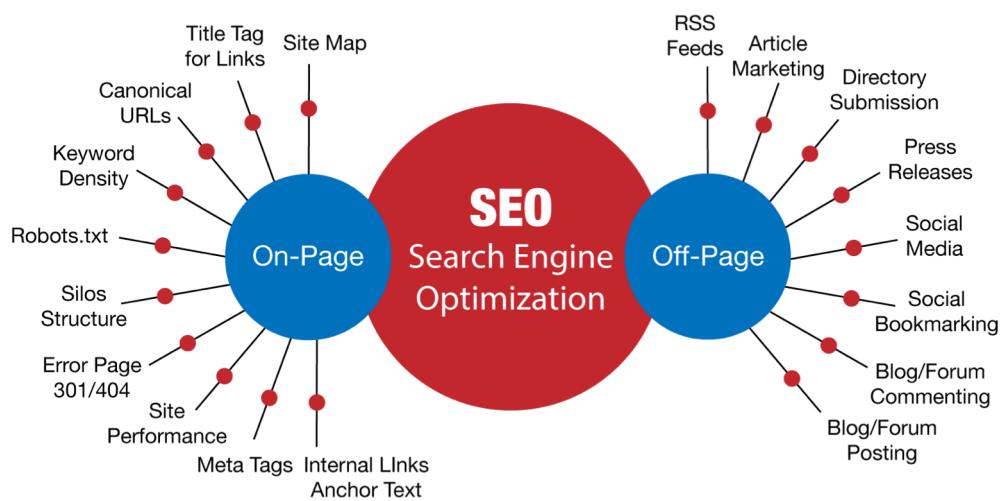
# Search Engine Signals

- Relevance
- Quality
- Popularity
- User Experience
- Authority



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# SEO Success Factors



What Is Search Engine Optimization (SEO)? (2016, May 23). Retrieved June 4, 2018, from <http://theadtraffic.com/2015/09/27/what-is-search-engine-optimization-seo/>

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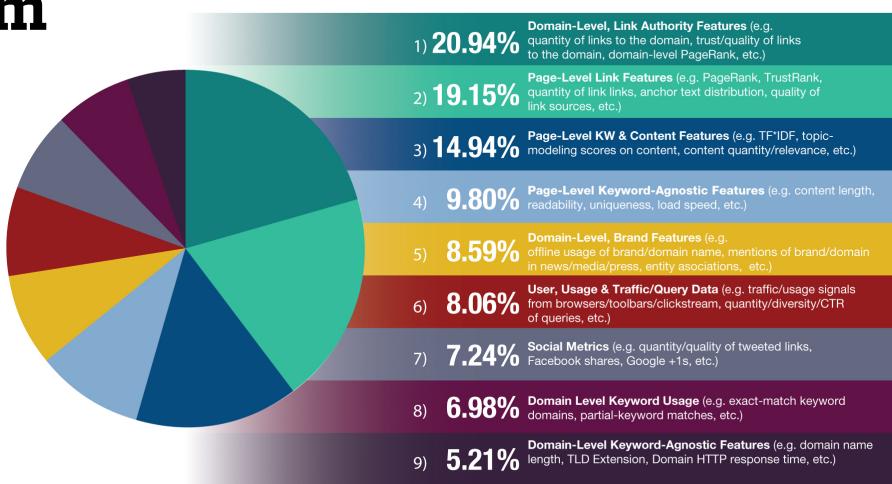
# SEO Fundamentals



Seo-fundamentals. (n.d.). Retrieved June 4, 2018, from <http://mozseoclass.com/a-homepage-section/seo-fundamentals/>



# Components of Google's Ranking Algorithm



Fishkin, R. (2016, August 02). Weighting the Clusters of Ranking Factors in Google's Algorithm - Whiteboard Friday. Retrieved June 4, 2018, from <https://moz.com/blog/weighting-the-clusters-of-ranking-factors-in-google-analytics-whiteboard-friday>



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On-Page SEO Best Practices

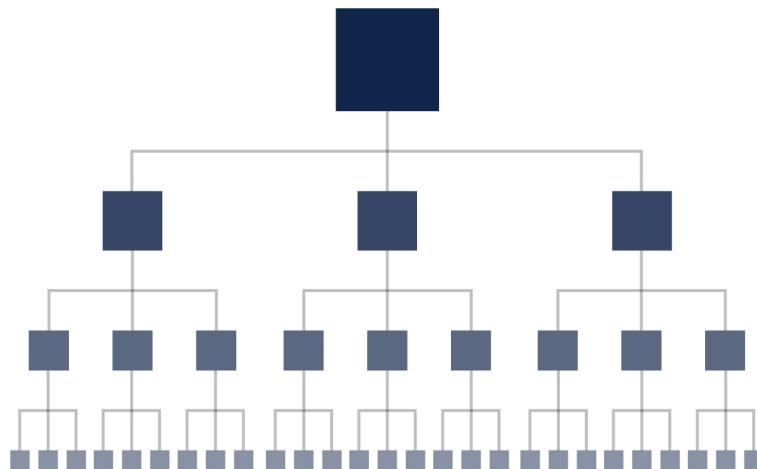


## Lesson Goals

- Understand the importance of website structure.
- Understand how to optimize site images.
- Understand key HTML tags that impact SEO.
- Highlight the use of social sharing icons.
- Understand the general components of an optimized web page.
- Familiarity with featured snippets.



# Website Structure

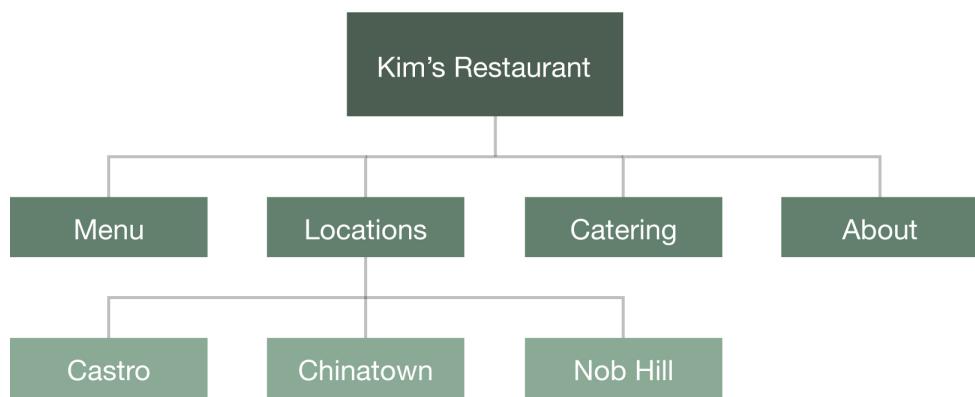


Patel, N. (n.d.). How to Create a Site Structure That Will Enhance SEO. Retrieved June 4, 2018, from <https://blog.kissmetrics.com/site-structure-enhance-seo/>



# URL Structure

Castro location URL structure: [www.kimsrestuarant/locations/castro](http://www.kimsrestuarant/locations/castro)



Patel, N. (n.d.). How to Create a Site Structure That Will Enhance SEO. Retrieved June 4, 2018, from <https://blog.kissmetrics.com/site-structure-enhance-seo/>



# Image Optimization



A. (2017, February 01). How to Optimize Images for SEO | 5 Simple Tips & Tricks. Retrieved June 4, 2018, from <https://oppmax.com/blog/how-to-optimize-images-for-seo-5-simple-techniques/>



# Title Tag



<**titletitle**>



**Beginner's Guide to SEO (Search Engine Optimization) - Moz**

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

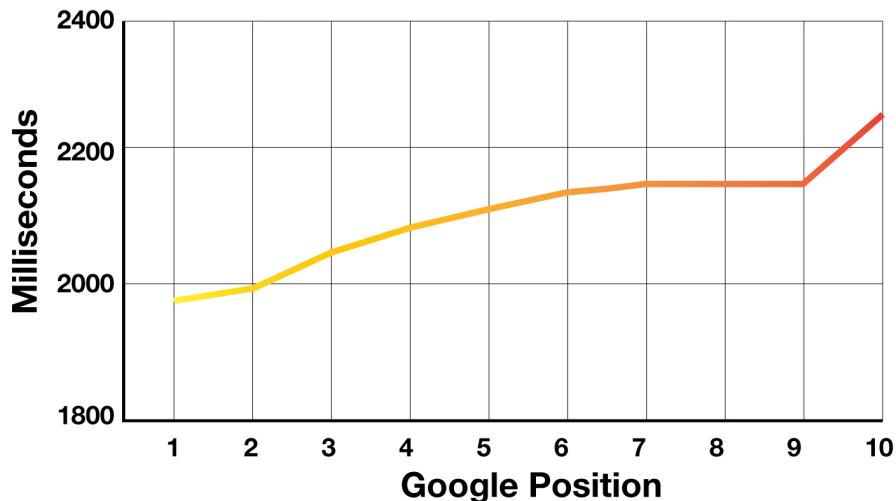
Dec 18, 2015 - **SEO** is a marketing discipline focused on growing visibility in organic (non-paid) search engine results. **SEO** encompasses both the technical and creative elements required to improve rankings, drive traffic, and increase awareness in search engines.

[The Basics of SEO Friendly ...](#) · [Search Engines](#) · [Keyword Research](#)





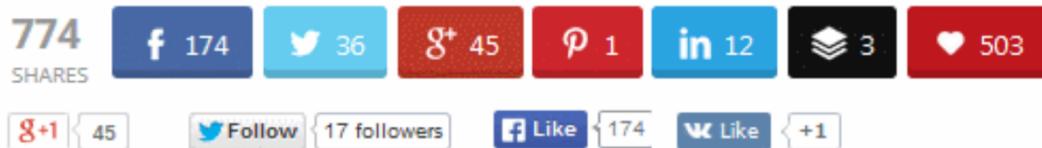
## Site Performance / Page Speed



Dean, B. (2016, September 02). We Analyzed 1 Million Google Search Results. Here's What We Learned About SEO. Retrieved June 4, 2018, from <https://backlinko.com/search-engine-ranking>



## Social Sharing Buttons



# Featured Snippets

The screenshot shows a Google search results page for the query "what are featured snippets". At the top, there's a search bar with the query and a microphone and magnifying glass icon. Below the search bar is a navigation bar with tabs for All, Videos, Images, News, Shopping, More, Settings, and Tools. The "All" tab is selected. A message indicates "About 466,000 results (0.39 seconds)". The main content area displays a featured snippet box with the following text:

**Featured snippets** are selected search results that are **featured** on top of Google's organic results below the ads in a box. **Featured snippets** aim at answering the user's question right away (hence their other well-known name, "answer boxes"). Aug 23, 2017

Below the snippet, there's a link to a Moz blog post: "How to Optimize for Google's Featured Snippets to Build More Traffic ...". The URL is <https://moz.com/blog/optimize-featured-snippets>. At the bottom of the snippet box, there are "About this result" and "Feedback" links.

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# Table Snippet

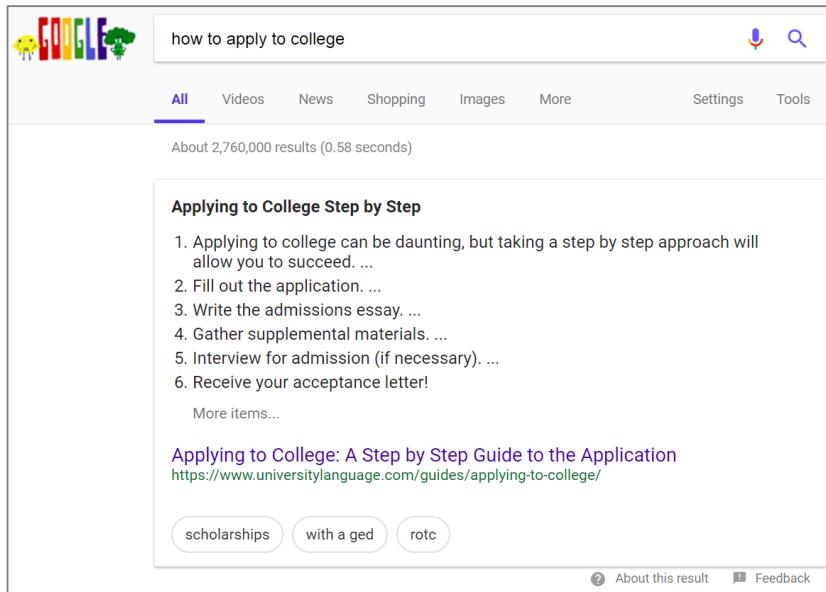
The screenshot shows a Google search results page for the query "aviation jobs". The search bar contains the query and a microphone and magnifying glass icon. Below the search bar is a navigation bar with tabs for All, News, Shopping, Maps, Videos, More, and Search tools. The "All" tab is selected. A message indicates "About 47,600,000 results (0.37 seconds)". The main content area displays a table snippet titled "Latest 15 Job Listings". The table has three columns: Date, ID #, and Job Title. The data is as follows:

Date	ID #	Job Title
7/12/2016	4187	Project Engineer / AOD
7/1/2016	4185	Propulsion Engineer
6/29/2016	4184	A & P Technician
6/29/2016	4183	Accessory Shop Technician

Below the table, it says "27 more rows, 1 more column". At the bottom of the snippet box, there's a link to "Aviation Jobs | Aviation Job Seekers | Aviation Careers | Aviation ...". The URL is [jobs.aviationweek.com/](http://jobs.aviationweek.com/). At the very bottom, there are "About this result" and "Feedback" links.

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# List Snippet



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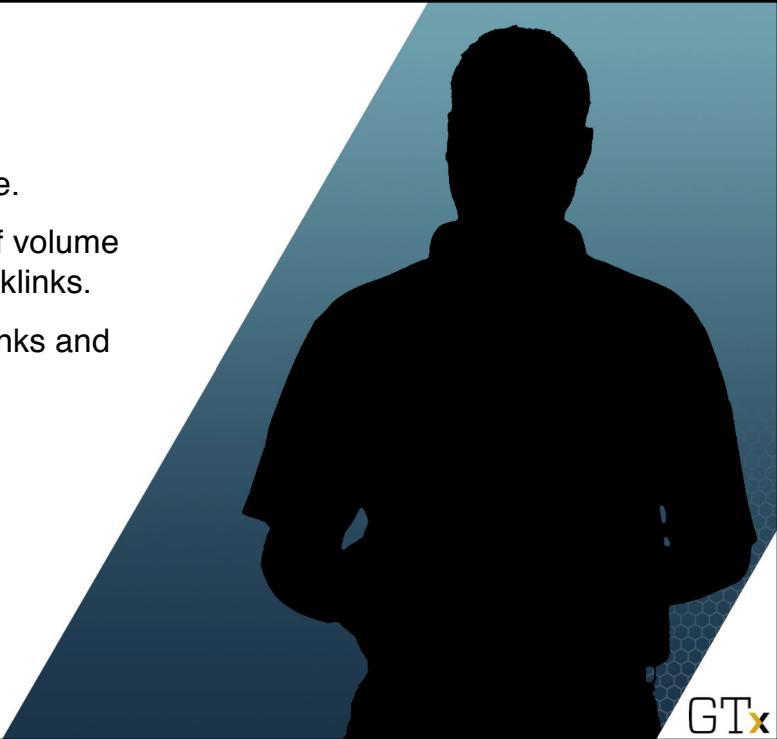
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Off-Page SEO Best Practices

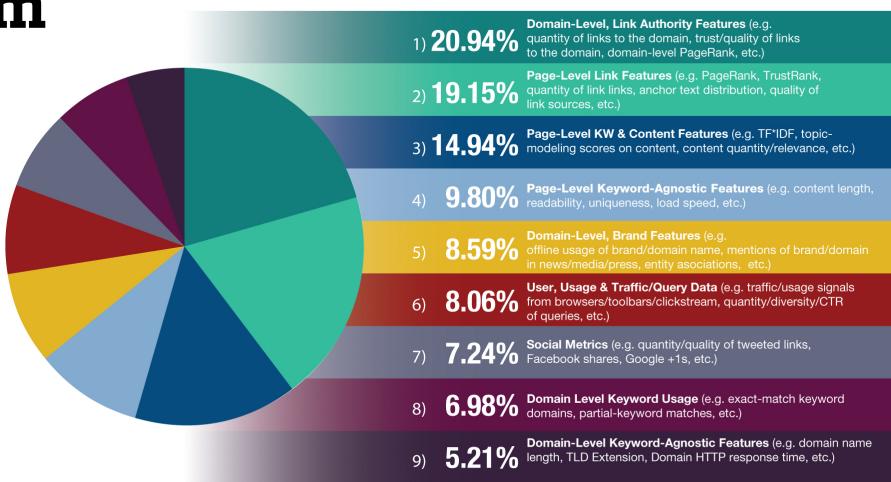
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## Lesson Goals

- Understand what backlinks are.
- Understand the significance of volume of backlinks and quality of backlinks.
- Familiarity with building backlinks and the use of anchor text.



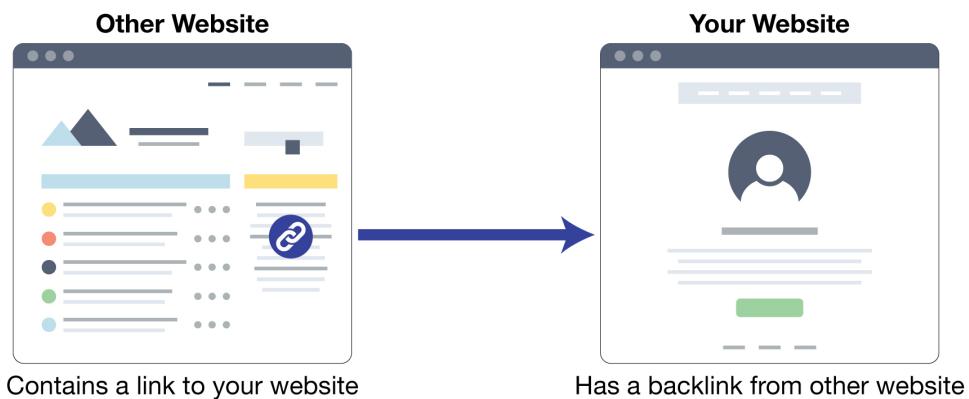
## Components of Google's Ranking Algorithm



Fishkin, R. (2016, August 02). Weighting the Clusters of Ranking Factors in Google's Algorithm - Whiteboard Friday. Retrieved June 4, 2018, from <https://moz.com/blog/weighting-the-clusters-of-ranking-factors-in-google-analytics-whiteboard-friday>



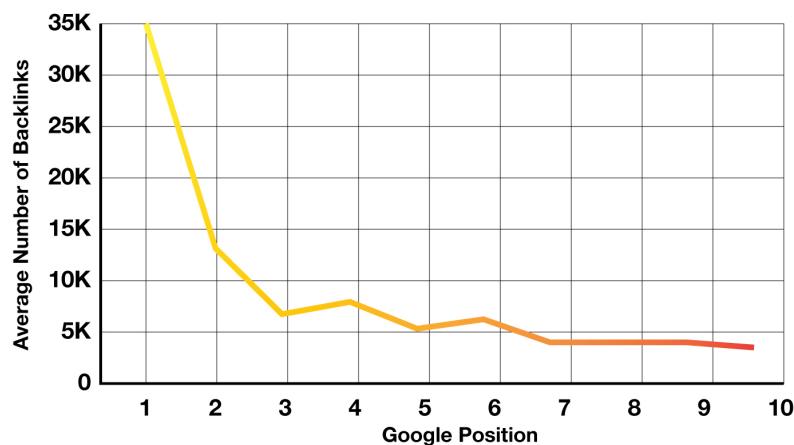
# What are Backlinks?



Dean, B. (2018, April 17). Backlinks: The Definitive Guide (2018). Retrieved June 6, 2018, from <https://backlinko.com/backlinks-guide>



## Backlinks and Organic Ranking Correlation



Dean, B. (2016, September 02). We Analyzed 1 Million Google Search Results. Here's What We Learned About SEO. Retrieved June 4, 2018, from <https://backlinko.com/search-engine-ranking>



## Quality Backlinks

- Authority of the referring site
- Keyword targeted anchor text

Unlike other gifts, buying this one is a snap with [online flower delivery](#). With just a tap of the screen or click of the mouse, your splendid bouquet is on its way to cheer someone up and let your recipient know you care. Perhaps the hardest part is actually making a selection from the abundance of online flowers.

- Topical site alignment
- Link is from a domain that hasn't linked to you before

Dean, B. (2018, April 17). Backlinks: The Definitive Guide (2018). Retrieved June 6, 2018, from <https://backlinko.com/backlinks-guide>



## Building Backlinks

Great content:

- Useful
- Entertaining
- Informative
- Findable
- Persuasive



Kirkman, M. (2018, January 08). How to Create a Content Strategy in 2018 - Grapefruit Digital SEO Agency. Retrieved June 6, 2018, from <https://www.thegrapefruit.co.uk/how-to-create-a-content-strategy-in-2018/>



# Anchor Text

Types of anchor text:

- Exact match
- Partial match
- Branded
- Image
- Generic
- Naked link

Unlike other gifts, buying this one is a snap with [online flower delivery](#). With just a tap of the screen or click of the mouse, your splendid bouquet is on its way to cheer someone up and let your recipient know you care. Perhaps the hardest part is actually making a selection from the abundance of online flowers.



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Social & Mobile SEO

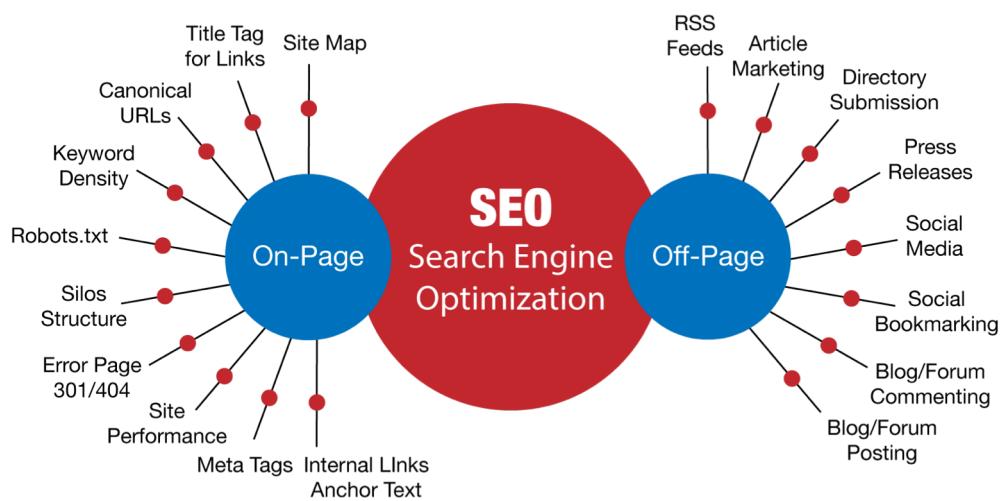


## Lesson Goals

- Understand social search factors.
- Familiarity with mobile SEO considerations.

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## SEO Success Factors



What Is Search Engine Optimization (SEO)? (2016, May 23). Retrieved June 4, 2018, from <http://theadtraffic.com/2015/09/27/what-is-search-engine-optimization-seo/>

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## Social Search Factors

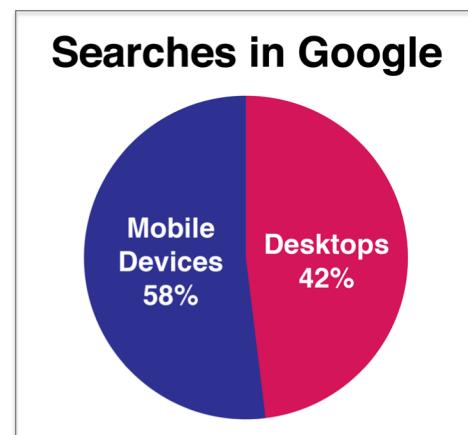
- Social links
- Social media profiles
- Social search engines
- Social personalization



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## Mobile SEO Considerations

- Mobile search expanding
- Mobile optimized sites
  - M.WebsiteName.com
  - Dynamic serving
  - Responsive design



Mobile SEO: The Definitive Guide (2018). (2018, March 21). Retrieved June 20, 2018, from <https://backlinko.com/mobile-seo-guide>

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# Responsive Design

**Small Phone**  
320 x 480



**iPhone**  
375 x 667



**Small Tablet**  
640 x 840



Mobile SEO: The Definitive Guide (2018). (2018, March 21). Retrieved June 20, 2018, from <https://backlinko.com/mobile-seo-guide>



# Mobile SEO Considerations

- Mobile search expanding
- Mobile optimized sites
  - M.WebsiteName.com
  - Dynamic serving
  - Responsive design
- Mobile specific SEO
  - Mobile site speed
  - Easy to read content
  - HTML5 vs. Flash
  - Social share buttons



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SEO Keyword Research Process



## Lesson Goals

- Understand the basic steps associated with SEO keyword research.



# Keyword Research

- Search volume
- Relevance / Propensity to Convert
- Competitive analysis



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## Lesson Wrap-Up

Head Shot

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