Who am I?

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Benefits of SEO

‣ Get insight
‣ Get in front of the right people
‣ Connect with your audience
‣ Be known for quality content
SEO
How Search Works
How many of you have done an internet search?
4.7 billion searches per day in 2011

48 billion indexed pages in 2012
Google’s Index is not the entirety of the internet...
What Google Stores

- URL
- Meta Title
- Meta Description
- Textual Content
Check out what Google has indexed for your website...

‣ Go to Google and do a search “site:yourwebsite.com”

‣ Are they descriptive of what’s on each page?

‣ Do they seem enticing?

‣ Would you click if you were looking for what you offer?

‣ Are there important pages that are missing?
SEO Metrics
Metrics to Measure

- Get clear on your goals and figure out how you can measure success
  - Awareness
  - Sales
  - Loyalty
Google Webmasters

- http://google.com/webmasters/
- Submitting XML sitemaps to Google
- Checking for content errors
- Checking for site errors – unreachable or missing pages
- Checking rate of indexing
Google Analytics

- [http://www.google.com/analytics/](http://www.google.com/analytics/)
- Track metrics
- Track what people are looking at
- Track “conversion” activities
- See what people are finding you for
Yoast Google Analytics

› http://yoast.com/wordpress/google-analytics/

› Quickly connect your Google Analytics to your WordPress website.

› Advanced tracking for categories, authors, and more.
WordPress SEO by Yoast

- Quickly add your Google Webmasters Account Meta Tag
- Allows you to edit meta data per post or page
- Check for keywords in the right places
SEO

Keywords
Google Keyword Tool

- https://adwords.google.com/o/KeywordTool
- Created for paid search, but great for keyword ideas
- Find new keyword ideas
- Find popularity of keywords with specific monthly search volumes
- Identify competition for keywords. Choose keywords with less competition for better opportunities.
- Use the URL feature to Analyze website keywords
Google Trends

- www.google.com/trends/
- Find other keywords
- Find trending keywords
- Compare keywords to each other
Quality Content

- Answers questions well
- Considers the reader’s level of education
- 300 - 500 words long
- Well written
- Easy to scan and use
- Unique
- Fresh, timely, and up-to-date
Places to Add Your Keywords

- Page/Post Title
- Within Content
  - Headlines
  - Links
    - Link Text
    - Title Attribute
- Images and Files
  - Filename
  - Alternative Text
  - Excerpt
- Meta Title
- Meta Description
SEO
Do’s and Don’ts
Do’s

› Do a site: search and see what how you’re current coming up in search results

› Think like the person you’re creating for

› Do some keyword research

› Pick out a list of ~ 25 keywords

› Submit your sitemap using Google Webmasters

› Track your Analytics to measure success using selected metrics
Don’t stuff your keywords into places they don’t make sense.

Don’t just change a few things and expect a dramatic result, this takes time and effort.

Don’t obsess over it, gradual growth is ok.

Don’t copy other people’s content.
Free Tools

- Google Webmasters
- Google Analytics
- Google Keyword Tool
- Google Trends
- Google Places (if brick-and mortar)
- Yoast Google Analytics
- Yoast WordPress SEO
Get In Touch

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