



SEO Overview

Search engine optimization (SEO) is the process of affecting the visibility of a website or a web page in a search engine's "natural" or un-paid ("organic") search results. In general, the earlier (or higher ranked on the search results page), and more frequently a site appears in the search results list, the more visitors it will receive from the search engine's users. SEO may target different kinds of search, including image search, local search, video search, academic search, news search and industry-specific vertical search engines.

SEO, Search Engine Optimization, is necessary for any website to be found for the purpose it was intended. Every webpage should have unique and quality SEO dedicated to the content of that page.

If you find that a website has several duplicate tags or keywords across multiple pages, its search rankings will suffer; these pages would need new SEO generated.

Factors That Affect SEO Optimization

- **Website SEO**
 - Keywords and Key Phrases
 - “The word or phrase that a user enters into a search engine.”
 - Title Tags
 - “Title tag is an accurate, concise description of a page's content that is no more than 70 characters. Most important words listed first.”
 - Meta Descriptions
 - “Meta description is a short description of a page's content. Shown below the title in search results. Search engines create one if you have not written one.”
 - Alt Text
 - **ALT** tags descriptions of images that are not visible but placed within the code. These descriptions are read aloud to blind users on a screen reader.
- **Content Generation**
 - Content is King. One of the biggest factors in the SEO of a website is the regularity in which webpages, blogs, and FAQs are added to it. The more a website is updated with quality pages, the higher search engines will rank it in organic search. It will also resubmit its page rank more often.
- **Blogs**
 - Blogs are webpages that give the opinion of the author on any given topic. They are written in a conversational style and can quickly become viral.
- **Webpages**
 - Webpages make up the bulk of content added to websites. They offer valuable information and are longer than short, conversational blogs. Keywords, title tags and meta descriptions are an important element in their SEO.
- **FAQs**

- Frequently Asked Questions are especially powerful for targeting specific Key Phrases commonly asked by a website's audience.
- **Review Sites**
 - These sites, Yahoo Local, Yelp, Bing Local, and Google+ Local optimize SEO in a few ways. Many Review sites provide quality backlinks to the website.
- **Social Media Platforms**
 - Twitter, Facebook, Google+, LinkedIn, and Pinterest are all used to promote content, blogs, and FAQs in order to promote more referral source visits to the website. "Likes" "+1s" "Shares" and "Follows" are taken into consideration by search engines and a website attached to them will increase that website's search engine ranking.
- **YouTube**
 - Videos add another layer of SEO to a website that lets search engines know that more quality content exists in more complex formats. Having videos on a website will help search rankings. Social Media shares, likes, and follows within YouTube are also heavily factored into this as Youtube is closely intertwined with Google.
- **Geolocation**
 - A geolocation is a website's physical location mapped out on the internet by the use of city and location names in its content and website SEO. A geotag is simply a single location.
 - Example of a Geotag: Hudsonville
 - Example of a Geolocation: Hudsonville, Zeeland, Grandville, Jenison
 - The use of multiple tags creates an understanding within search engines that lets them know that a website is linked to physical locations and aides in higher rankings for searches related to that geolocation and geotags.

Top Practices Library

The Top Practices Library is an educational tool originally created for beginning marketers and business managers. We currently utilize the resources Library on <http://www.toppractices.com/> in order to stay up to date on the latest marketing techniques and changes.

Other words and phrases:

- Local SEO
- Linking Strategy
- Hashtag
- Retweet
- Favorite

- +1
- Communities (G+)
- Circles (G+)
- Boards

Some aren't aware of the following:

- Google+
- Hootsuite