

SEO Basics Video Lesson



A series of four decorative circles in shades of teal and light blue, arranged vertically on the left side of the slide. The top circle is the largest and is a light blue ring. Below it are two smaller circles, one a teal ring and one a teal solid circle. The bottom circle is the smallest and is a teal solid circle.

Why is *SEO* important?



The majority of online experiences involve search

68%

of online experiences begin with a search engine.

53%

of all website traffic comes from organic search.

93%

of global traffic comes from Google search, Google Images, and Google Maps.

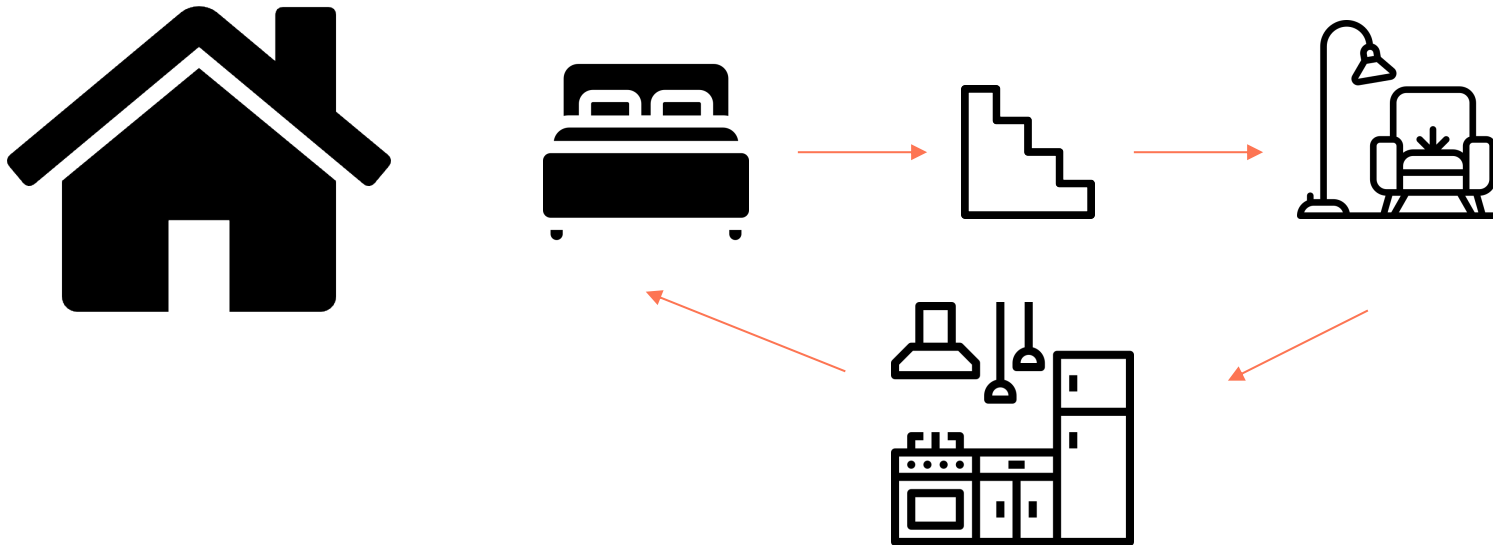
Think of the Internet like a city.



In a town, there are houses that we can think of as websites.



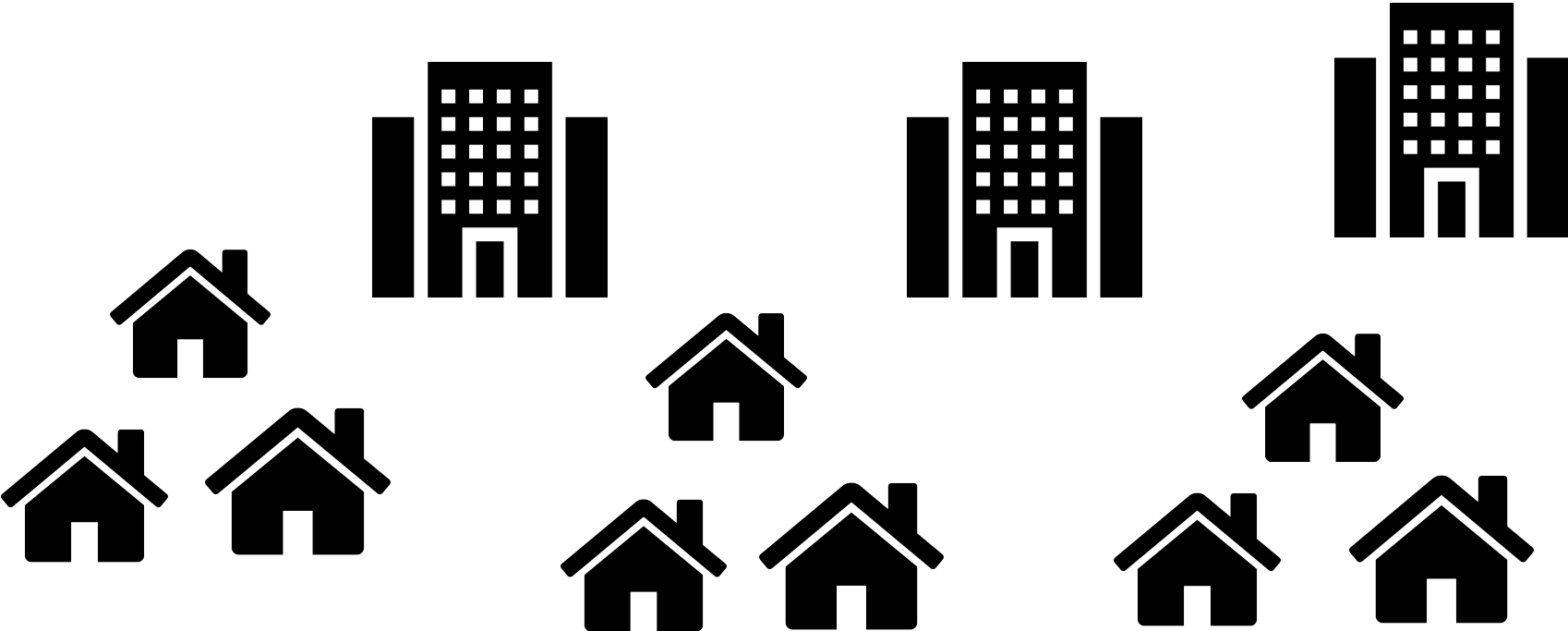
Each room inside the house is like a different webpage on that site, and the hallways and stairs connecting the different rooms are the internal links between the site's pages.



On each street in town, you have different houses, representing lots of different websites.



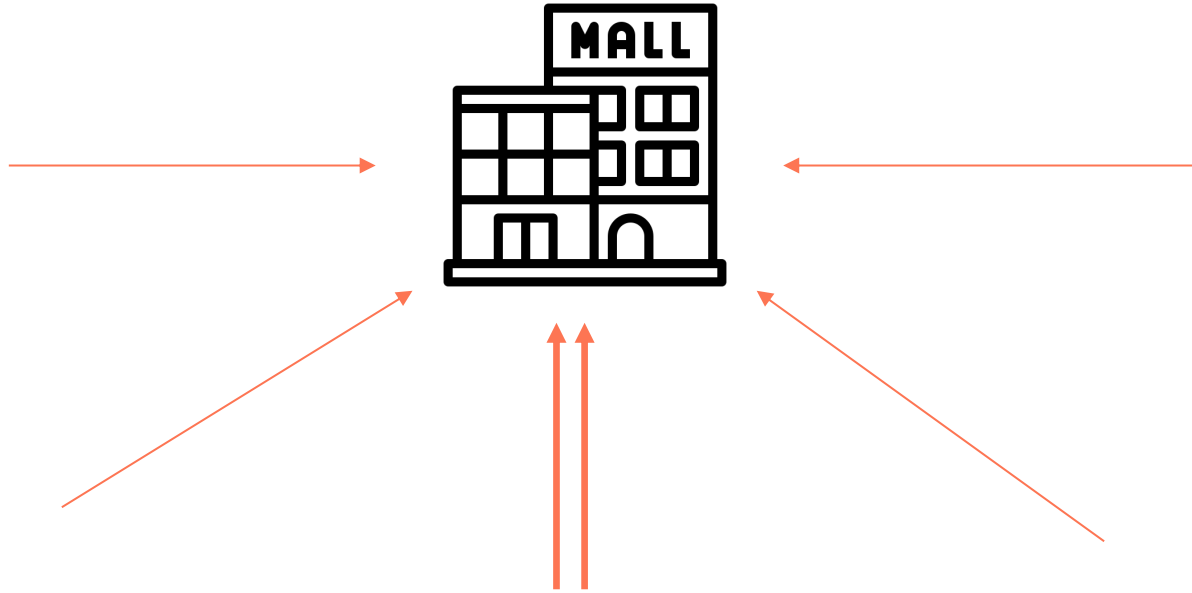
As more and more houses are built and the Internet continues to grow, the town expands to become a city.



**Connecting these houses are roads, which are like external links.
The roads connect different buildings and neighborhoods together.**

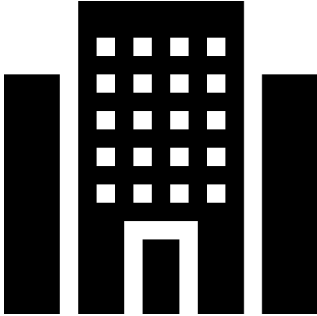


A big popular website is like a shopping mall, with lots of roads and maybe even a highway leading to it. Not only is it easy to find, there are several different ways to get there.

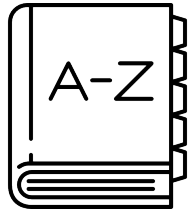


If you know a building's address, you can drive straight to it. This is like typing in the URL of a website.

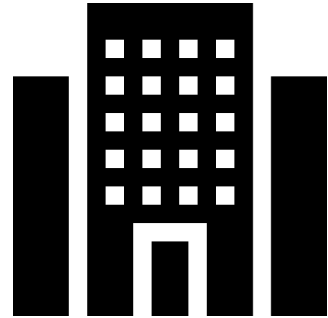
123 Main Street
Springfield, NY
12345



But if you don't know where the building you want to visit is, you'll have to go to the town directory or Yellow Pages to look for it. You use the information you do have about the building to look it up. This is kind of like performing a search using a search engine.



- It's a red brick building
- It has three stories
- It's on the other side of town



What is SEO?

SEO, which stands for search engine optimization, is the practice of increasing the quantity and quality of traffic to a website through organic search engine results.

Google cares about E-A-T


E-A-T stands for expertise, authoritativeness, and trustworthiness.



SEO is ongoing and cumulative

There is no silver bullet or quick-fix.





How do search engines rank your content?



How does Google find, analyze, and rank your content?



How does content rank in search?

- Build discovery (crawling) and relevance (indexing) by creating lots of high-quality content on the topics you want to be known for.
- Build authority (ranking) by getting lots of high-quality links to your website.



First is the discovery stage.

Search engine bots discover
your content by crawling it.



Next is the relevance stage.

Search engine bots decide how relevant your content is by indexing it (based on signals like keywords).



Next is the authority stage.

Search engine bots rank your content in search results based on your site's SEO authority.

**Authority directly impacts
ranking strength.**



Let's use a library metaphor to explain how search engines rank content.



Google finds, analyzes, and ranks content like a library.

There are three steps Google uses to find, analyze, and rank content.

Step 1: Crawling/Discovery

(Find the books)

Step 2: Indexing/Relevance

(Categorize the books)

Step 3: Ranking/Authority

(Decide which books to feature)



bestsellers

How do you determine ranking authority?

How do you determine authority?

- The content is talked about a lot.
- The content is referred to a lot.
- The content is cited in other works. (Similar to getting backlinks.)

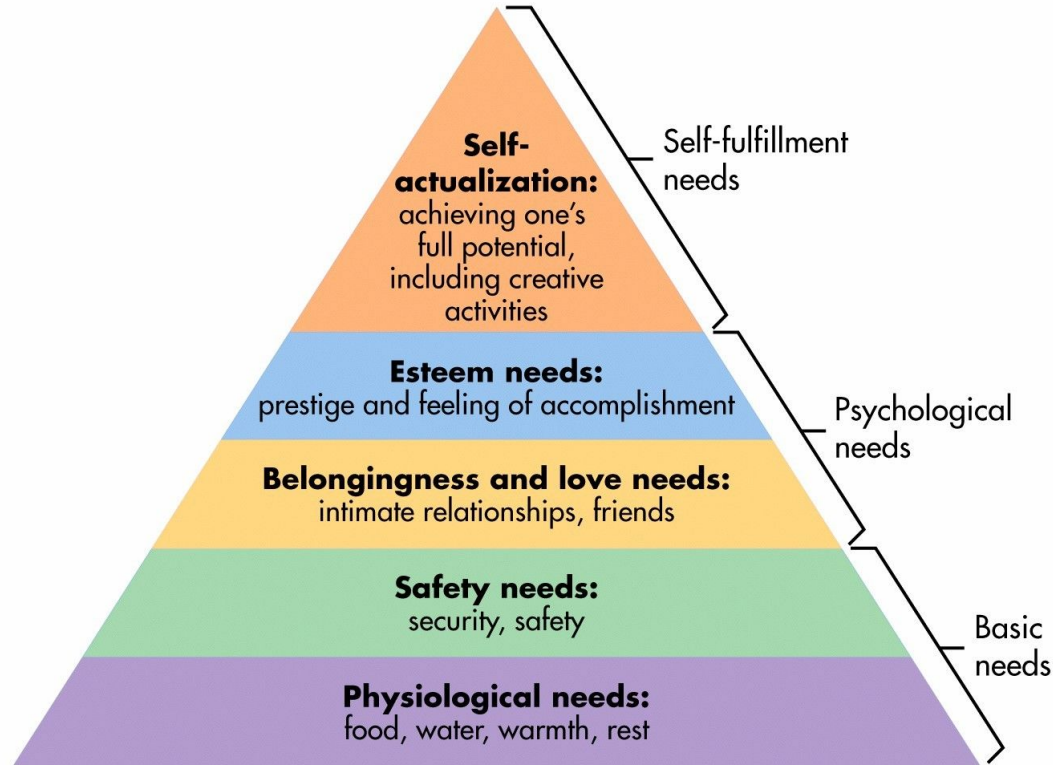
Discovery, relevance, and authority are dependent on one another.

- If your content isn't relevant, then it has little chance of ranking, no matter how authoritative it is.
- If your website isn't authoritative, then it has little chance of ranking, no matter how relevant it is.

How to create an SEO strategy



In psychology, there is a concept called Maslow's Hierarchy of Needs.



SEO has its own hierarchy of needs.



Your SEO strategy will depend on several factors:

- How established is your business is online?
- What resources do you have to dedicate to SEO?
- What industry are you in?

What are your goals for your website?

- Do you want to increase organic traffic?
- Do you want to increase the number of leads from your website?
- Do you want to design a mobile-optimized website?
- Do you want to ensure your website is accessible for those with disabilities?

What are SMART goals?

SMART goals are specific, measurable, achievable, realistic, and time-bound.

What are KPIs?

Key Performance Indicators (KPIs) are the critical indicators of progress toward an intended result

(Source: KPI.org)

Important indicators to consider include:

- Organic traffic
- Keyword ranking
- Conversion rate
- Bounce rate
- Page load time
- Backlinks built

It's okay to not do something if it's not important for your users.

Focus on the user – don't focus on "doing SEO" and checking boxes off for the sake of it.





How to measure your website's SEO authority





Measuring authority comes down to link volume and quality.

Links are key indicators of a website's SEO authority.

What is a backlink profile?

A list of all the sites currently linking to your site (Including how they're linking to it and which pages they're linking to)

A backlink profile measures:

- The number of inbound links to your website.
- The number of unique domains that link to your website.
- The quality of those links.

Here are tools to help analyze your backlink profile.





**Measuring your website's
authority will help you improve
your rank in search.**