

A QUICK GUIDE TO SEARCH ENGINE OPTIMIZATION



The times of simplistic organic outreach are long gone. With the digital age taking over aspects of our personal lives, no regular advertisement in a newspaper will get your business any extra traffic. Now, it's up to you to create content, optimize that content, and overtake your competitors organically with the help of this guide.

67% of all clicks go to the first five organic search results



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Plan

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What is SEO? How Is It Important?

Search Engine Optimization (or SEO) is the practice of increasing both the quality AND quantity of website traffic. SEO is a mixture between understanding search engine algorithms to find the best combination of searchable words understanding individual people and their tendency to search for those particular words. These answers can skyrocket your position on Google from the bottom of the barrel to the top of the rankings if done consistently. SEO takes time, tedious effort, and a willingness to adapt to SEO changes.

Essentially, search engines work as data basins to answer user questions. How hot is it outside? What HVAC service is near me? What restaurants are the best in the area? All of these answers are a few clicks away. When you search anything online, there are a few different types of selections that appear. Look at the image below for reference. A paid section sits atop the Google Search page. These ads purchased a spot at the top of the rankings page.

Though we see these advertisements first, it doesn't necessarily mean someone would prefer this option. For some, this paid advertisements can be seen as less authentic. Roughly only 2.8% of those ads are clicked, so save yourself the financial strain and opt for organic growth that lasts far longer than any paid ad.

70% of Marketers say SEO is more effective at driving traffic than PPC

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Ever the entrepreneur, Andrew Reilley thrives on new ideas, cutting edge technology, and a sincere drive to make businesses better, faster and stronger.

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How Search Engines Cache You

Developing your search engine ranking requires your website to be discoverable by each search engine. Just as mentioned before, these search engines look for specific answers for your searches. Your website may have the best answers available, but if your website can't be found, a Search Engine Results Page (SERP) can't show these answers. Search engines crawl, index, and rank to find information. The first step in this process is the act of crawling. In a crawl, artificial intelligence scours the internet to find new and updated content that varies from images, videos, pages, files, or any other content. This content is discoverable through links.

These links are followed and added to a database called an index so it can remain discoverable. Your search engine ranking comes from your relevance within this index. If your content fills out the right keywords, you tend to rank higher. First, let's dissect the crawling process. It's important to find if your site can be crawled or indexed in the SERPs. To do so, check your index on site:yourdomainhere.com in your browser's search bar. For reference, see the image above.

46% of Google Searches are considered local



This quick information snippet can give you a firm idea of how well your website indexes. To get an even clearer review, monitor the Index Coverage report on Google's Search Console feature. These reports expand your ability to track, monitor, and analyze submitted pages. In the case of your website not showing up at all in the results, there are a few reasons this could be the case:

- Brand New Website
- Lack of Outbound/External Links
- Site Navigation is Problematic/Difficult to Crawl
- Code Blockage
- Site Blacklisted as Spam

Each of these items need maintenance to reinforce a search engine ranking. You have the ability to change each of these items and address how Google decides to crawl through your website. Then, you must create an engine friendly navigation. Structure your navigation in a way that page-to-page navigation is fluent. Utilize sitemaps, clean organization, and simplify navigation for the best results. Advertising manager.

A new website or page can be a blank canvas. If written and optimized correctly, you can surge to the top of the charts in your area in a matter of weeks. Coupling SEO with a marketing campaign can supercharge results.

Second, it's vital to understand what search engines use to provide answers. Search engines look for keywords, words of authority, and links within the text. If a website's text hosts multiple backlinks, these links act as a positive influence in referring users to the website. Think of it as a positive referral from someone else; however, these links mean nothing without constructive content on the website. Does the information assert the links as factual? Do they inform the searcher's of their answer? Without this information, your SEO ranking significantly diminishes.

Keyword Research

When writing content, it's vital to determine what keywords craft the best SEO results. What is your primary audience searching for? What phrases or words will get the answer the desire the most?

When you think of keywords to improve your SEO, people tend to think of traffic as a telltale sign of success; however, more traffic isn't necessarily better for your page. To expand your business, you want leads.

For these leads, you need to refine the keywords to create content that attracts your target audience to your page. If you sell sports equipment but your website posts are about animals, your traffic numbers will be misleading. If you're a tax lawyer wanting more clients, you shouldn't push out content about sports teams on your pages. To get the traffic that can drive your business to new heights, you need the right searchable keywords.

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en.wikipedia.org/wiki/Wedding ▾

Wedding - Wikipedia

The **wedding** ceremony is often followed by **wedding** reception or a **wedding** breakfast, in which the rituals may include speeches from the groom, best man, father of the bride and possibly the bride, the newlyweds' first dance as a couple, and the cutting of an elegant **wedding** cake.

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Google
accounts for
75% of all
global desktop
search traffic

In this example, we'll use the term "wedding." Your related terms can be "wedding dresses" or "wedding rings." No matter what term you choose in this case, the SEO difficulty rank could cause your page to be buried under thousands of pages under it. If you opt for a specific term like "wedding dress Savannah," you have a much higher chance of climbing to the top of those organic ranks. See how each of these snips change based on what is searched.

To see search volume, related terms, and SEO competition, we advise using a keyword research tool. These tools can give you a better understanding of how to approach SEO for your posts. It can help refine your audience, drive relevant traffic to your website, and help you overtake your competitors on search engines.



On-Site Optimization

Just like your post keyword optimization, survey your on-site keywords to make sure they're clear and relating to your topic. Ensure these terms remain competitive and unique in some cases. Evaluate your competitors on SERPs. What do those websites have in common with you? What do they do differently? From there, you can begin to question the unique value of your content. What unique information does my website give to set it apart from the rest?

Next, analyze tactics to avoid when trying to climb SEO rank. Negative tactics like page thinning, keyword spamming, or automated content all can potentially penalize your ranking. The first of these, page thinning, uses a tactic that implements duplicate pages with vague content that essentially pleases minor SEO concepts. This tactic produces pages that lack cohesion. Instead of creating several small pages with about one topic, create one comprehensive page that pleases both the user and the SEO bots. These pages utilize a stronger content strategy that can appease SEO crawlers and potential customers.

**If done
correctly, SEO
can eventually
drive a 14.6%
conversion**



You've done your keyword research and you've learned how to write impactful content. Now, it's vital to know how to use these keywords intelligently. While it may seem natural to spam these keywords out as many times as possible, this tactic pushes your ranking further down the list. Instead, write as you normally would with those keywords sprinkled throughout. At first, your content may seem stiff because of the few extra times you may need to write out your terms. Using the wedding example from before, your page could feature less pronouns (he, she, it, etc.) and opt to spell out the term each time. Throwing it on occasion will benefit your web page's discoverability.

The creation of automated content written by computer programs can easily be spotted. Imagine a webpage you've seen online: did it sound as if someone threw words into a string of nonsense? If so, this could more than likely be an example of automated content. Participating in this tactic pushes away potential customers. They may see you as untrustworthy to handle the smallest of jobs. Your content must be original and help the customer in or form. Pleasing the SEO algorithm is one task, but keeping the customer is another.

SEO, Social Media, and Email Marketing all tie in with one another. To get the best out of each one, you must utilize the key components and strengths of each medium.



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Links In, Links Out

Your content has so far understood and fulfilled every checkmark in the SEO booklet; however, search engines still look for one specific quality: link recognition. Imagine the paper you wrote in high school or college. How did you know that your content was accurate? Well, you researched it. Your teacher most likely followed those citation links to make sure your paper was credible. In the same way, SEO crawlers follow the same format. Google confirmed that one of the most important aspects of page ranking is authority. Naturally, a user wants the most established information in their research. They need trustworthy sites. Google rewards these trustworthy, authoritative, and informative websites with the highest rankings.

To achieve better authority, Google searches for links. External and internal links verify your authority. For this, think of external links as your online reputation. If a ton of websites refer to you as the best of what you do, your authority and rank will rise. Internal links act the same way. If your articles/posts all point to your large database of information in some form, Google rewards the high-value information.

While producing new content is vital, keep in mind your old content as well. Auditing it to get rid of old information, bad SEO, or code issues can benefit your overall SEO.



MOST SEO
GAINS
ARE SEEN
IN 4-6
MONTHS

Tangible Measures

Everyone wants a quick fix with minimal work, but SEO takes time and patience. Metrics can be improved within a month, but the truest measures won't appear for a few months. A few measurements can be website traffic, engagement, and leads. Directing users to your website is the first battle, but without engagement, the traffic is done in vain.



Need SEO Help? Contact United WebWorks Today

Search engine optimization is no easy task. When you need direction and a team to tackle it, United WebWorks will create a website and optimize it for you. Start your search engine journey below!

Contact Us