

# Introduction to SEO



## Introduction to SEO Overview

- Search Engine Optimization (SEO) is the process for improving a website's visibility in search engine rankings and making it easier for people to find you online. Search engines are Google, Bing, DuckDuckGo and more. Search engine algorithms are the way a search engine determines the quality and relevance of a particular website or webpage to the user's search.
- It's vital to follow the basic principles of SEO to help grow your website and achieve your online business goals. Search engines have increasingly become a gatekeeper for information about organizations, brands and products people seek to find online.
- The search engine's algorithm will crawl your website and index its content. From there, it will rank your website or webpage(s) for how they should appear for searches related to keywords.
- Achieving a spot high on the results page signals that your website is a credible resource for the information people are seeking since most often they won't click over to subsequent pages.

## Key Opportunities

- SEO offers many advantages to helping your website rank higher in search results.
- Draft catchy content that is written for people but optimized for search engines.
- Make sure every webpage has a page title, meta description and keyword(s), and alt tags for all images.
- Utilize semantic markup in your website programming and take advantage of local SEO opportunities.
- Search engines WILL change how their algorithms crawl and index websites, so take advantage of the many resources available online, like SEMrush, Google Keyword Planner and more. Adjust new content and modify your target keywords as needed.
- Don't rely on old/stale content to keep you on the first result page of Google and take advantage of online resources, such as Google Skillshop and LinkedIn Learning.

## Execution

- Write content for people, not search engines. Use free tools like Google Keyword Planner or SEMrush to conduct keyword searches – but don't stuff your content full of too many!
- Add internal links to other pages or blog posts on your website, or to external websites that make sense for your business.
- Post new content often (a blog is a great way to do this).
- Add a catchy and relevant page title, relevant meta description (no more than 155 characters) and key phrases, and alt tags to describe what's in your images (also important for ADA compliance.)
- Semantic markup and structure are the programming part of your website and play an important role in SEO. Semantic markup consists of HTML tags that define elements on the page so that it is both human-readable and machine-readable.
- Use relevant headings and subheadings to break up content blocks and content topics.
- Tap into local SEO opportunities with Google by creating a "[Google My Business](#)" profile.
  - Ensure your name, address, and phone number are consistent online in every place you have them appearing: your website, social media profiles, membership profiles, etc.
  - Review online map data to make sure your company's information is accurate.
  - If you have more than one physical location, create location pages on your website.