



## WHAT IS SEO

SEO IS:

NOT about buying keywords

NOT calling up Google and telling them where we want to be ranked

NOT often a very fast process

NOT shady (though there are plenty of bad apples out there!)

NOT incredibly difficult once you know the basics! Google and Bing want to help you rank well if you create great content!

## SNAPSHOT OF SEO:

- The words you use are extremely important.
- The titles of your pages are super important.
- The links pointing back to your website are incredibly important.
- The words used in those links are very important.
- Your ability to get pages into search engine indices is uber important
- Your reputation and credibility is pretty important
- Social media matters.
- Originality matters.

## HOW SEO WORKS

Google spiders a link to your home page, finds your site, and crawls and indexes the home page of your site, and will come back to spider the rest of your website if all your pages are linked together (in almost any way).

Google WILL classify your site when it crawls and indexes your site – and this classification can have a DRASTIC effect on your rankings – it's important for Google to work out WHAT YOUR ULTIMATE INTENT Ensure you don't confuse Google by being explicit with all the signals you can – to show on your website you are a real business, and your INTENT is genuine.

**This is why SEO is important** – it allows you to be as specific as possible to Google so your site information is among the top results when a user searches for something.

# Keywords

*Words or phrases that describe the content of a web page.*

Think about searcher intent. What is your customer searching for?

Specificity is everything! If a keyword is too broad, your content might be considered generic by search engines, and less people will see it.

Research keywords that relate to your content.

Keywords can change between pages of a website. They should relate specifically to content on a particular page.

NO KEYWORD STUFFING! Choose your keywords well and use them to their greatest effect.

Cramming dozens of words into tags will result in your pages being classified as SPAM, and that's not going to help you score sales.

## **KEYWORD RESEARCH**

Use Google Adwords Keyword planner.

<https://adwords.google.com/KeywordPlanner>

Under "Tools", choose "Keyword Planner"

You can research suggested keywords based on your site's current content.

You can research new keywords based on your current keywords.

You can research keyword synonyms and phrases that match your content.

SYNONYMS: When searching for keywords, it's useful to include similar words that users might search to find specific content.

Find synonyms with the ~ parameter in AdWords.

(example: type ~music into Google, and you'll notice "audio" "mp3" "radio" and "song" are bolded. Google thinks these are related phrases, so these are great synonyms to use in copy!)

Gold Collar Necklace by Lad Named Felix

Permalink: <http://blog.skyo.com/2014/04/23/3885/> Edit

**TITLE TAG**

Add Media Visual Text

b i link b-quote del ins img ul ol li code more close tags fullscreen

```

<h1>Gold Collar Necklace</h1> HEADING TAG
<meta name="description" content="Gold Collar Necklace">
<meta name="keywords" content="jewelry, gold jewelry, gold collar necklace, gold necklace, gold statement necklace, lantern chain necklace, cable chain necklace, layered necklace"> META DESCRIPTION TAG
<meta name="author" content="Lad Named Felix">

A collar of gold, in curb, lantern, and cable chain, slides around the throat on an adjustable clasp. Punctuating the glamour are seven gleaming triangular faceted crystals in whiskey.

*Metal/Crystal
*Gold curb, cable, and lantern chain
*Triangular faceted crystals
*Lobster claw clasp
*One of a kind

```

Word count: 49 Saving Draft...

## Title Tag

```

<head>
<title>PAGE TITLE</title>
</head>

```

Titles are what show up in a link to your page when someone searches.  
 They most weighted aspect of on-page optimization.  
 Title tags tell humans (and search engine spiders) what the page is about.  
 Title tags should be approximately 65 characters long.  
 Titles should be unique for every page.

## Meta Description Tag

```

<meta name="description" content="DESCRIPTION OF YOUR PAGE CONTENT">
  <meta name="keywords" content="PAGE KEYWORDS">
  <meta name="author" content="YOUR BUSINESS NAME">

```

Meta description tags should be no longer than 156 characters.  
Your primary keyword(s) should be included.  
Meta description DOES NOT impact rankings, but are directly related to your click-through rate.  
The meta description does not visually appear anywhere on the page.  
Google will often supplement content on the page with your meta description, if it either does not find the description tag, or finds the keyword on the page and wants to display it to the user.

## Heading (H1) Tag

`<h1>HEADING TEXT</h1>`

Heading tags are visible on your page!  
The `<header>` tag specifies a header for a document or section.  
The `<header>` element should be used as a container for introductory content or set of navigational links.  
You can have several `<header>` elements in one document.  
Heading tags are used to logically lay out your webpage  
Primary keywords should be included at least once in the heading tag (does not need to be an exact match)

## Body Copy

Your body copy, the text portion of a page, should be at least 100 words (to give search engines enough text to make an assessment of your content).  
Important keywords should be mentioned in the first 50-100 words of the content if possible, as this portion of the body shows up in links during search.  
Keywords you're targeting should be used 2-3 times on the page for short pages, more for longer pages.  
If it's really hard to "work in" your keywords, it might be the wrong page for that keyword!

If you want get serious about your ranking, do so with ORIGINAL COPY. It's clear: search engines reward good content it hasn't found before. It indexes it blisteringly fast, for a start. So – make sure each of your pages has content you have written specifically for that page – and you won't need to jump through hoops to get it ranking.

If you have original quality content on a site, you also have a chance of generating inbound quality links (IBL). If your content is found on other websites, you will find it hard to get links, and it probably will not rank very well as Google favors diversity in its results. If you have decent original content on your site, you can let authority websites, those with online business authority, know about it, and they might link to you – this is called a **quality backlink**.

## ALT Tags

```

```

Search engine spiders aren't humans, and can't see images, so you need to include the info in a different way.

Visually impaired surfers rely on ALT tags to visit websites. The text in the ALT tags are read aloud in speech programs.

We use ALT tags to tell search engines what those images are, as well as the name of the image file.

ALT tags and file names are just one more component of the total optimization equation.

Again: Don't over-optimize! Use natural, user-friendly language, don't worry about exact match text.

## Internal Links

**ANCHOR TEXT:** The text you use in your links matters! This is called anchor text, and it contributes to your overall search success.

Search engines factor in HOW you link to your other content as a clue to what that content is about.

The keywords you're optimizing for should be used in the text pointing to that page.

Links with text like "website" or "click here" are too generic, and don't help search engines figure out what that content is about. Forget about that, and find seamless ways to include keywords in anchor text that relate to your content.

Google ranks websites by the number and quality of incoming links to a site from other websites (amongst hundreds of other metrics). Generally speaking, a link from a page to another page is viewed in Google "eyes" as a vote for that page the link points to. The more votes a page gets, the more trusted a page can become, and the higher Google will rank it – in theory. Rankings are HUGELY affected by how much Google ultimately trusts the DOMAIN the page is on.

## SEO FOR ETSY



- Product titles and descriptions are the 2 most important attributes for optimizing an Etsy product
- The product title dictates the **Title Tag, H1 tag, and Image ALT tags** of the page
- The meta description of the page is populated from the product description