



Chicago Craft Mafia

# SEO BASICS!




## SOME STATS

- Number of monthly Google searches: 11.94 billion
- Number of monthly unique visitors to sites via Google: 187 million
- Percent of US search market that Google controls: 67.5%


## HOW SEARCH ENGINES WORK

- A search engine is a big, hulking math equation. We give it a cute name like "Google" because it makes it seem less scary.

- Search engines have helpers that are called "spiders" or "bots".
- Their job is to go hunting for information on the web.
- They work constantly, every second of every day.



- Bots and spiders find information, in the form of web pages, by following links added on a web site.
- Once a new page is found, the spider or bot reads the content and checks for images.



- Spiders and bots gather the information they find on the web and take it to a massive "library" called an index.

- A user types a search query into a search engine.
- The search engine looks for information in the index that corresponds to the search terms.

- The search engine finds OMG MILLIONS of pieces of matching information, so it uses an algorithm to determine the most relevant information to display, in order of relevance.

- That algorithm takes into account certain key pieces of information found on web pages.
- We call this...

# SEO

...or Search Engine Optimization!

## WHAT YOU NEED TO KNOW

- Keywords! Keyword research! Keyword tools!
- Title tags!
- Meta description tags!
- Heading tags!
- Body copy and content!
- ALT tags!

- Links – internal, incoming, and outbound!
- Tools for maximizing SEO and gauging analytics!
- SEO for Etsy!

## WHAT IS SEO IS NOT


- NOT about buying keywords
- 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!

## A 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.

## KEYWORDS

A man walks into a bar, bars,  
pub, pubs, public house, tavern,  
beer, wine, cider, liquor...



## WHAT IS A KEYWORD

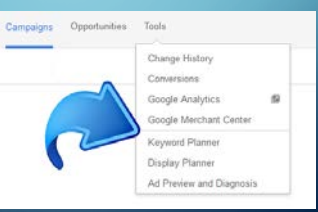
- Words and phrases that describe the content of a web page
- Relevance is the key factor!
- The more specific, the better!

## KEYWORD RESEARCH

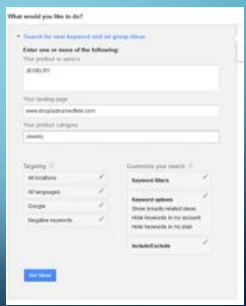
Google AdWords will allow you to search for new keywords based on your site's current content

It also allows you to see traffic patterns for keywords

This helps you plan keywords based on SPECIFICITY




## Search for new keyword ideas



Get search volume for a list of keywords

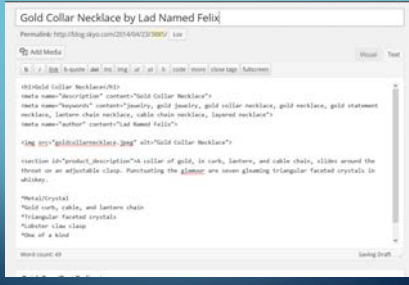
Group them into sets for specific pages



## LONG TAIL KEYWORDS

- **Long tail keywords** are the longer, more specific keywords that are less common, individually, but add up to account for the majority of search-driven traffic.
- "Jewelry" can be made long-tail – THROUGH RESEARCH – into "18k gold jewelry", "gold statement jewelry", "24k gold bridal jewelry", etc.

Gold Collar Necklace by Lad Named Felix

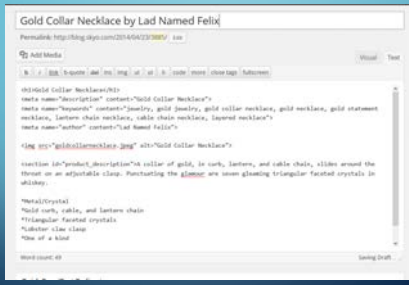


## TITLE TAGS

```
<HEAD>
<TITLE>PAGE TITLE</TITLE>
</HEAD>
```

- THE MOST WEIGHTED ASPECT OF ON-PAGE OPTIMIZATION
- TITLE TAGS TELL HUMANS (AND SEARCH ENGINE SPIDERS) WHAT THE PAGE IS ABOUT
- SHOULD BE APPROXIMATELY 65 CHARACTERS LONG
- TITLES SHOULD BE UNIQUE FOR EVERY PAGE

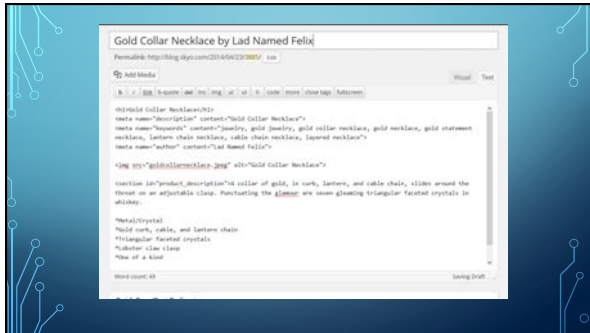
Gold Collar Necklace by Lad Named Felix



## META DESCRIPTION TAGS

```
<META NAME="DESCRIPTION" CONTENT="DESCRIPTION OF YOUR PAGE CONTENT">
<META NAME="KEYWORDS" CONTENT="PAGE KEYWORDS">
<META NAME="AUTHOR" CONTENT="YOUR BUSINESS NAME">
```

- YOUR PRIMARY KEYWORD(S) SHOULD BE THERE
- META DESCRIPTION DOES NOT IMPACT RANKINGS, BUT ARE DIRECTLY RELATED TO YOUR CLICK-THROUGH RATE
- THE META DESCRIPTION DOES NOT 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

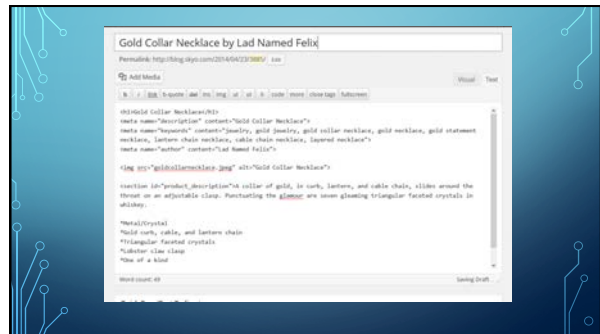


**Gold Collar Necklaces - Polyvore**  
[www.polyvore.com/gold\\_collar\\_necklace/shop?gold+collar+...](http://www.polyvore.com/gold_collar_necklace/shop?gold+collar+...) Polyvore ▾  
 Exclusively by Aurora. 18ct Gold Collar Necklace. Made with Swarovski Elements.  
 Comes in a beautiful Aurora gift box. Jewellery should be stored in the ...

## HEADING (H1-H6) TAGS

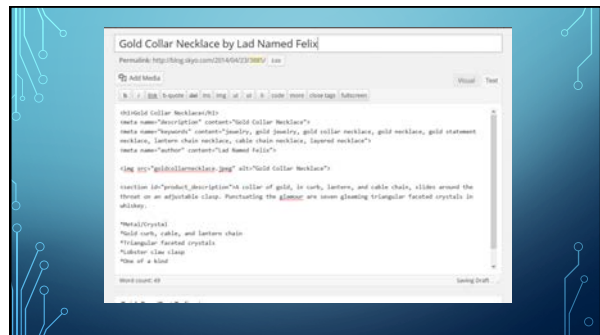
<H1>HEADING TEXT</H1>

- HEADING TAGS ARE USED TO LOGICALLY LAY OUT YOUR WEBPAGE
- PRIMARY KEYWORD SHOULD BE INCLUDED AT LEAST ONCE IN THE HEADING TAG (DOES NOT NEED TO BE AN EXACT MATCH)
- LIKE ALL ASPECTS OF SEO, DON'T OVERDO IT!



## CONTENT AND BODY COPY

- THERE'S NO REAL "MINIMUM NUMBER OF WORDS" NEEDED FOR EACH PAGE, BUT I RECOMMEND AT LEAST 100 WORDS (TO GIVE THE 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 (BUT DESIGN FOR USERS!)
- THE KEYWORD YOU'RE TARGETING SHOULD BE USED 2-3 TIMES ON THE PAGE FOR SHORT PAGES. DON'T KEYWORD STUFF!
- "KEYWORD DENSITY" AND "TEXT-TO-CODE" RATIO ARE NOT IMPORTANT TODAY. IF ANYONE TELLS YOU THEY ARE, RUN AWAY!
- IF IT'S REALLY HARD TO "WORK IN" YOUR KEYWORDS, IT MIGHT BE THE WRONG PAGE FOR THAT KEYWORD





## ALT TAGS

<IMG SRC="FILENAME" ALT="DESCRIPTION OF IMAGE WITH KEYWORD">

- SEARCH ENGINE SPIDERS AREN'T HUMANS, AND CAN'T SEE IMAGES
- VISUALLY IMPAIRED SURFERS RELY ON ALT TAGS TO VISIT WEBSITES
- 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

- THE TEXT YOU USE IN YOUR LINKS MATTERS! THIS IS CALLED "ANCHOR TEXT".
- SEARCH ENGINES FACTOR IN HOW YOU LINK TO YOUR OTHER CONTENT AS A CLUE TO WHAT THAT CONTENT IS ABOUT
- THE KEYWORD 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

## MUST HAVE TOOLS

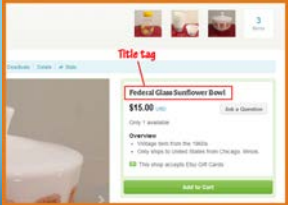
- [GOOGLE ANALYTICS](#) - AMAZING, FREE ANALYTICS SOFTWARE
- [GOOGLE WEBMASTER TOOLS](#) - NOT OPTIONAL, MUST INSTALL IN ORDER TO SUBMIT SITEMAPS AND MORE TO GOOGLE
- [GOOGLE ADWORDS KEYWORD TOOL](#) - THE DE FACTO KEYWORD RESEARCH TOOL OF THE SEO INDUSTRY
- [GOOGLE TRENDS](#) - INTERESTING TOOL TO CHECK SEASONAL FLUCTUATIONS IN KEYWORD SEARCH VOLUME

# SEO FOR ETSY

## Etsy

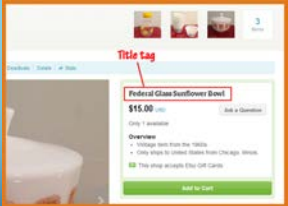
### TITLE TAG

- Etsy pulls the Title Tag from Etsy's product title.
- Just like with regular keyword research, more specific titles are proven to be more successful in search.



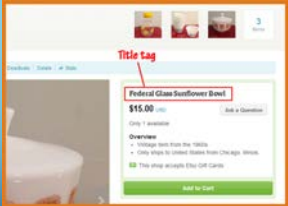
### HEADING TAG

- Etsy pulls the Heading Tag from Etsy's product title.



### IMAGE ALT TAGS

- Etsy pulls the ALT tags for images from Etsy's product title, too!
- Make sure to use all 5 images to get your ALT tags on the page as many times as possible!



### STEP 2. PRODUCT DESCRIPTION

- Etsy creates the meta description of the page from your product description.
- Make sure the keywords you are targeting are located in at least the first 100 words of your product description to ensure they show up on search engines.



### ETSY SEARCH ENGINE RESULTS

**Federal Glass Sunflower Bowl by AbleGrable on Etsy**  
<https://www.etsy.com/listing/...federal-glass-sunflower-bowl> • Etsy™  
 \$15.00 - In stock  
 Retro Federal Glass sunflower bowl. A 2 1/2 quart serving bowl with lid, acorn shape. Tan mod Sunflower designs on beautiful milk glass. Very nice.

