

Search Engine Optimization Fundamentals

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What is SEO?

Search engine optimization (SEO) is the process of improving the visibility of a website or web page in "natural", "organic" or un-paid search results.

Free SEO Tools and Services

- Google Analytics (www.google.com/analytics)
- Google Webmaster Tools (www.google.com/webmasters)
- **Google Keyword Tool** (adwords.google.com/select/KeywordToolExternal)
- SEOBook (tools.seobook.com)
- SEOMoz Tools (www.seomoz.org/tools)

Resources and Links

- Google's SEO Starter Guide (www.google.com/webmasters/docs/search-engine-optimization-starter-guide.pdf)
- Google Webmaster on YouTube (www.youtube.com/user/GoogleWebmasterHelp)



SEO Ranking Factors by SEOMoz

The following ranking factors are based on aggregated responses of a 132-person SEO panel and a correlation-based analysis.

Full report link: www.seomoz.org/article/search-ranking-factors



What Kinds of Factors Matter the Most Overall?

1. Links to the web site and web page: 42% correlation
2. Keyword use on the web site and web page: 26% correlation
3. Non keyword or link related factors: 12% correlation
4. Social media factors: 7% correlation



Low Hanging SEO Fruit

- Use keywords in page titles (and description tags)
- Use keywords in page content
- Create links to other pages on your site
- Use keywords in the text for links (anchor text)
- Use keywords in your headings (particularly the H1 tag)
- Include images on your web pages
- Use keywords in your image filename and alt text
- Use keywords in your URLs (example www.yourdomain.com/keywords)
- Share your web pages on Facebook
- Share your web pages on Twitter
- Enable and encourage others to share, like & comment using Facebook
- Regularly create fresh web pages or fresh content

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SEO Panel Survey Results

94	Keyword in title tag	47	Keyword is in H2 tag
93	Uniqueness of content	46	Images on page
84	Authority of users tweeting links	44	Links to 404 pages
82	Internal links to the page	44	Microformats on page
79	Number of tweeted links	42	Topical relevance of linking domains
77	Keyword is first word in title tag	41	Number of related keywords that rank
74	CTR from Google to page for keyword	40	Upvotes from social sharing sites (digg...)
72	Keyword is in anchor text of internal link	40	Number of IP addresses linking in
71	Number of domains with keyword as exact anchor text link	40	Number of URLs linking in
71	Number of domains with keyword in anchor text link	38	Keyword is the first word in the body text
70	Page freshness (last updated)	38	Keyword is most frequently used word
69	Keyword is in URL string	38	Diversity of link types (blogs, forums...)
69	Keyword in in H1 tag	37	Traffic volume to subdomain with keyword
69	Number of domains linking to page	37	Keyword is the name of an image
67	Keyword is in anchor text of external link	37	Keyword is in bold/italic/em tag
65	Keyword is in content area of the page	37	Keyword is used 3-6 times
63	Page age (time since discovery)	36	Volume of usage data for page
63	Keyword is in first 100 words	36	Authority of users sharing Google buzz links
63	Number of links with exact keyword=anchor text	36	Number of links from "hubs"
61	Number of Facebook shares	35	Comments about page on social sharing sites
60	Topic modeling algorithm for page content	34	Number of Google buzz links
60	Number of links with keyword in anchor text	33	Video on page
58	Bounce rate to search results page	33	Keyword density is ideal
57	Length of content	32	Advertising on page
56	Authority of users sharing link on Facebook	31	Reading level of content
55	Importance: PageRank, mozRank...	31	Keyword is in the description tag
53	HTTP response time	30	External affiliate links
51	Aggregated CTR from Google to page	29	Keyword is in the H3+ tag
51	Keyword is in ALT tag for image	21	Keyword is the first word in the description tag
51	Topical relevance of linking pages	21	Sentiment of social links
50	Trust: TrustRank, mozTrust...	18	HTML validation to W3C
47	Load speed	7	Sentiment of links
		5	Keyword is in keywords tag

Correlation Study Results

0.28	Sum of Facebook shares, likes, comment	0.13	Topsy influential
0.25	The number of external root domains linking to domain with partial anchor text match	0.12	Number of internal links
0.24	The number of root domains with any pages linking to the url.	0.11	Number of links in doc
0.23	The number of external pages linking to domain with partial anchor text match	0.09	Keyword match to first word in title, stemmed
0.22	0/1 flag for whether the search query matches the domain name exactly and extension is .com	0.08	Number of keyword matches in body
0.21	The number of root domains with any pages linking to the root domain of the url.	0.08	Keyword match to first word in title
0.17	Total links (including internal and nofollow links) to the root domain of the url in question.	0.08	Number of keyword matches in all img alt tags
0.17	Number of Tweets from Topsy	0.06	Keyword match to first word in first h1
0.17	0/1 flag for whether the search query matches the domain name exactly		

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