

Brand new to SEO?

Start with our first SEO podcast, Back to Basics: SEO 101

https://teamodea.com/back-to-basics-seo-



WHAT IS SEO?



What can you do to improve the SEO of your website?

FRESH CONTENT/ STRUCTURE

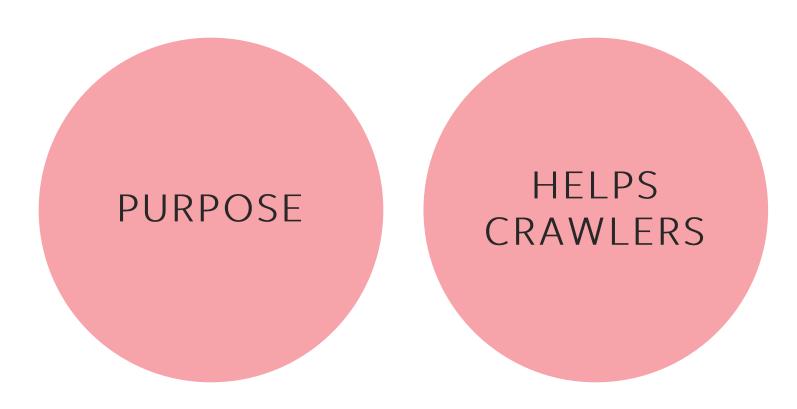
Add New Content

Web Crawlers

Google Updates

More Keywords

TAGGING/ ALTERNATIVE TEXT





KEYWORDS

Research

Used throughout page

MOZ

One keyword per page



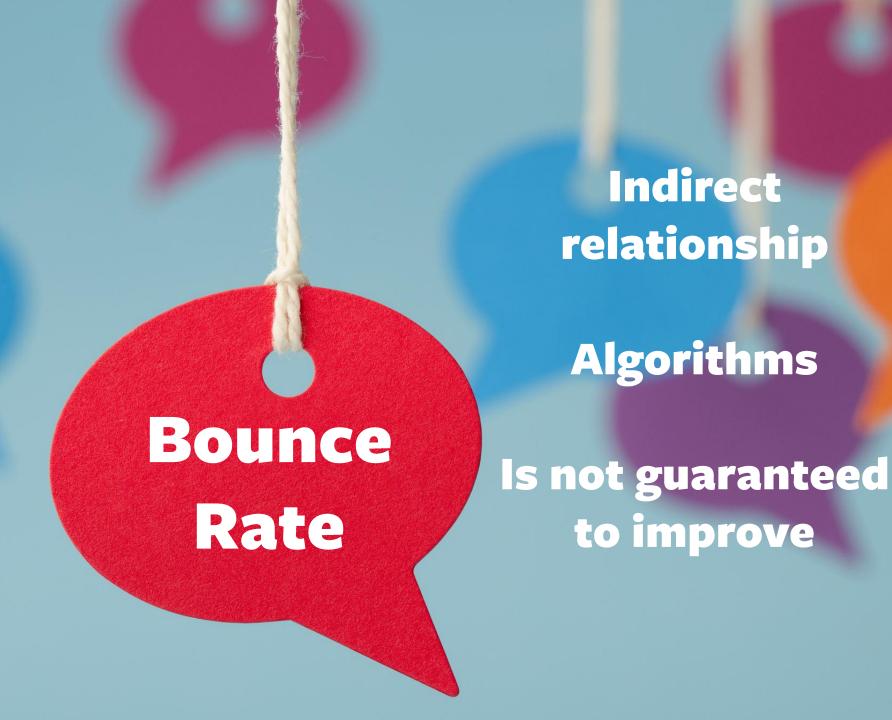
Time on Site

DWELL TIME

LENGTH OF TIME

ISN'T THE SAME AS BOUNCE RATE

WAYS TO IMPROVE



How do you research a keyword?



Keyword Research

- Purpose
- Keywords and Keyphrases
- Long Tail Keywords

KEYWORD RESEARCH

STEP 1

THINK ABOUT
YOUR
MISSION

WHAT IS SPECIAL ABOUT YOUR PRODUCT OR SERVICE?

THINK ABOUT KEYWORDS THAT MAKE YOUR PRODUCT OR SERVICE STAND OUT.

HOW CAN YOU PROVIDE THE BEST CONTENT TO EDUCATE YOUR CLIENT AND FULFILL WHAT IS BEING SEARCHED FOR?

WHAT SEARCH TERMS ARE PEOPLE USING?

FIND IDEAS FOR LONGTAIL KEYWORDS.

MAKE SURE THE TERMS CORRELATE WITH YOUR WEBSITE.

KEYWORD RESEARCH

STEP 2

MAKE A LIST

KEYWORD RESEARCH

STEP 3

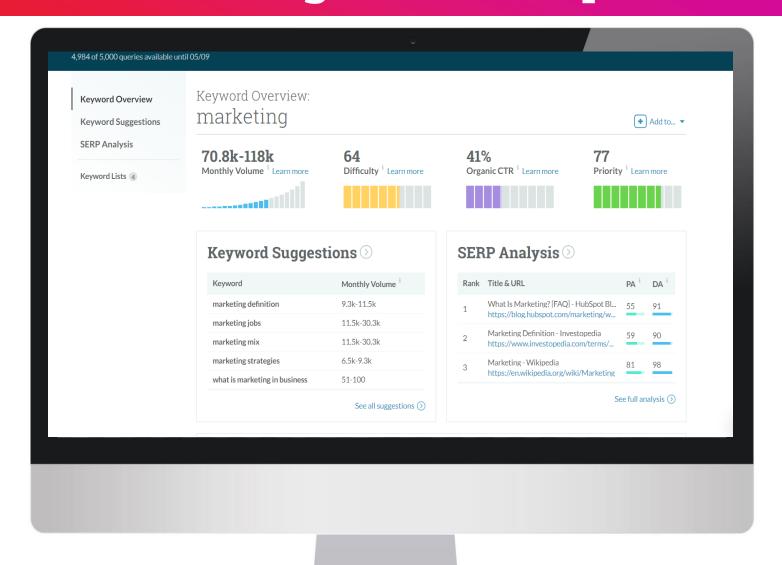
LEARN ABOUT KEYWORDS

FIGURE OUT MONTHLY SEARCH VOLUME, DIFFICULTY, ORGANIC CTR, AND PRIORITY

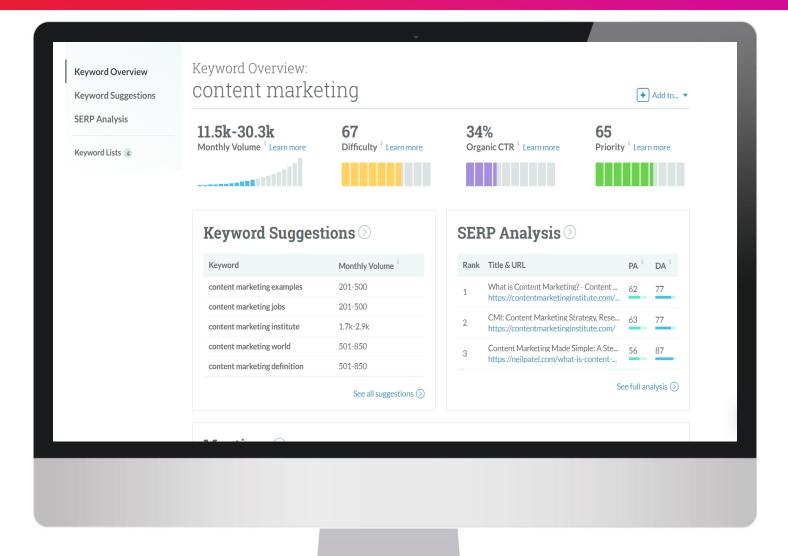
GOOGLE TRENDS ALLOWS YOU TO COMPARE THE TRAFFIC VOLUME (\$ AND IT'S FREE)

MOZ GIVES YOU EVEN MORE INFORMATION (SUBSCRIPTION)

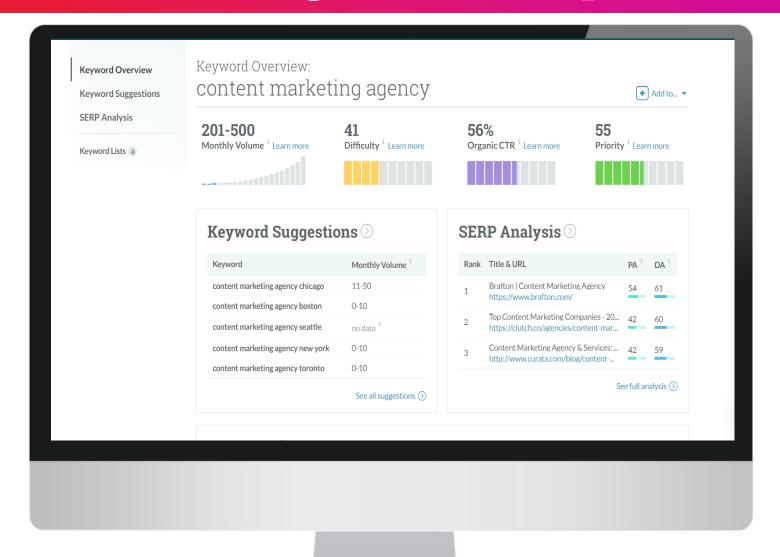
MOZ – Keyword Explorer



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CREATE A TABLE

RANK KEYWORDS

CREATE CONTENT

KEYWORD RESEARCH

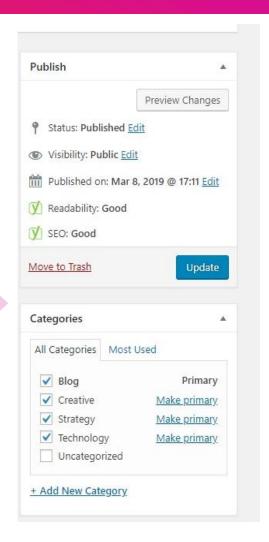
STEP 4

MAKE A PLAN

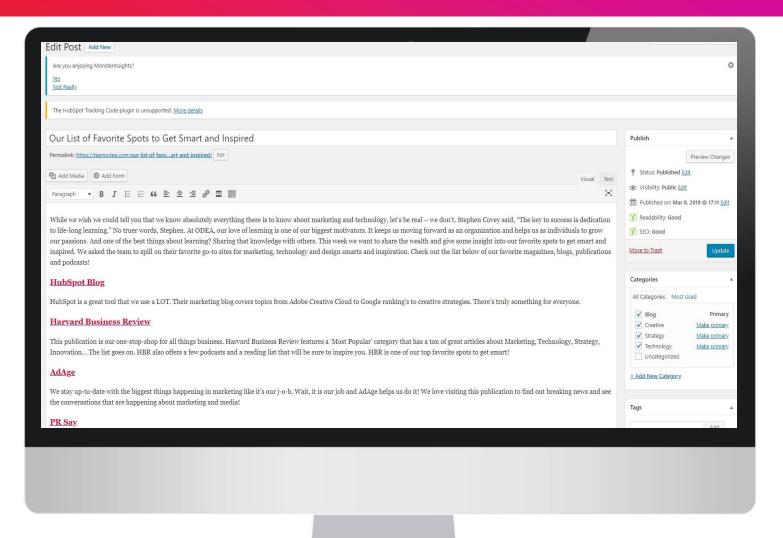
Yoast SEO

Yoast SEO
helps optimize
webpage to
rank higher in
SERP

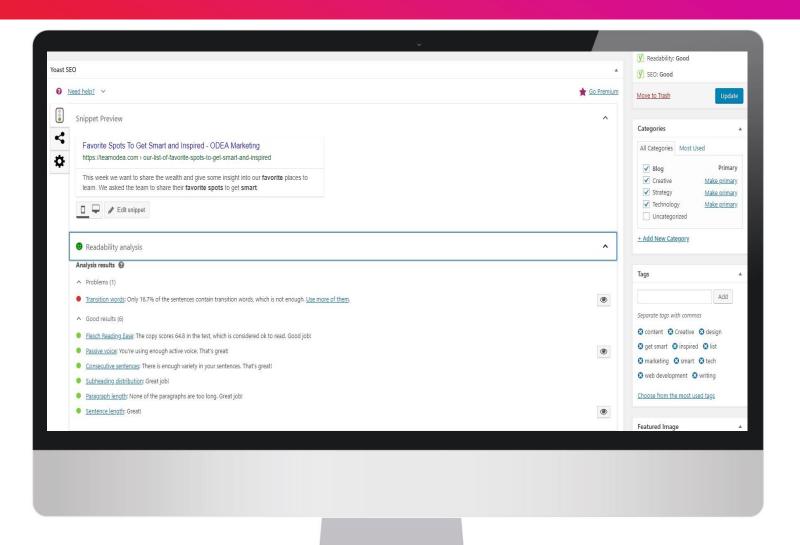
Green Light = Good



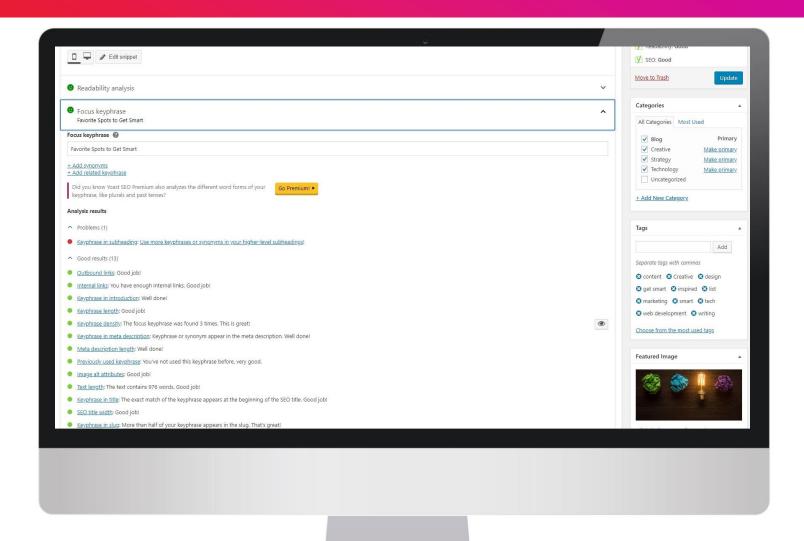
Yoast SEO – Blog Overview



Yoast SEO – Readability Analysis



Yoast SEO – Focus Keyphrase





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