

# SEO SURVIVAL and YOU

a glossary by  
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Marketing





# How does SEO work?



**SEO (Search Engine Optimization)** is simply a way of getting more traffic from search engines, like Google. When you search a phrase on Google, Google uses a number of factors to decide which site to show inside those search results.

A customer searches for a phrase containing a **keyword** like “coffee”.

## \*Organic Traffic

People who come to your site by natural search methods without clicking on an ad that you paid for.

## \*Keyword

A fancy word for “phrases people search in Google.”

## \*SEO (Search Engine Optimization)

A way of getting organic traffic from search engines.

## \*Search Engines

Google, Bing, Yahoo, etc.



Using multiple factors, Google decides what your customer intends by their search term, and shows the sites that most closely relate to their search.

With the right techniques and strategies, you can control how your business shows up on Google, and put your brand in front of more customers.





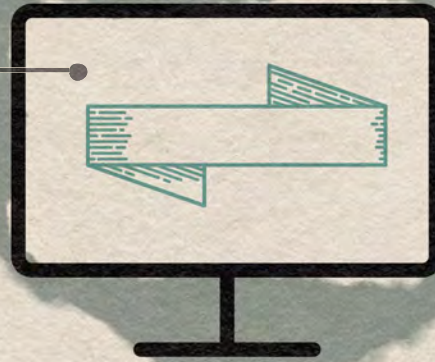
# What's keeping your website from showing up on Google?



Your website loads too slowly

Your site has duplicate content, or your content is too short.

Your site has broken links and redirects.



## \*Content

### \*On-Site Content

The words and images published directly on your website.

### \*Off-Site Content

Content designed to be shared, to support and promote your website.

### \*Redirects

The process of forwarding one web address to a different one.

## \*Responsive Design

Helps your site fit a mobile or tablet screen without the user having to zoom in.

## \*Website Structure

This is the invisible code behind the scenes of your website that tells browsers how to show your website.

## \*Local Listings

Local Listings allow your company to show up on tools like Google Maps, when a customer searches "awesome business near me".



You don't have a responsive mobile-first design.

Your website structure is outdated.

Your company isn't utilizing any local listings.



# What's keeping your website from showing up on Google?



You aren't utilizing Meta descriptions.

You're focusing on the wrong keywords

Your page names aren't descriptive enough.

## \*Keywords

A fancy phrase for "words your customers search for on Google". The words in **bold** in the search description tell your customers that their keyword appears on your page.

coffee |



## \*Page Names

Page names (title tags) determines your display title in search engines, and tell your customers exactly what they're getting on that particular page.

**The Best Coffee | Coffee.com**

<https://www.coffee.com/>

We use the highest quality **coffee** as the base for its espresso drinks. Learn about our unique **coffee** and espresso drinks today.

## \*Meta Description

Meta descriptions are pieces of code that provide summaries of web pages to search engines.





## What about the search results that say “Ad”?

These are paid Google Ads that are created to target keywords. These are helpful for breaking into new markets, but generally do not perform as well as organic SEO. This is known as SEM (search engine marketing).



### \***Search Engine Marketing (SEM)**

Mostly used to describe *paid* search engine strategies, like Google Ads.

### \***PPC (Pay Per Click)**

Pay Per Click marketing is an advertising strategy where advertisers pay agencies (like Google) whenever a user clicks on their ad.

### \***CPC (Cost Per Click)**

The rate paid per click inside a Pay Per Click ad strategy.

### \***Impression**

Sometimes called a view, refers to the number of times an ad is viewed once by a visitor.

### \***CPM (Cost per Thousand)**

Measurement per thousand impressions used to quantify the value of PPC advertising.

### \***Conversion**

The achievement of a goal on your website. Examples of a conversion would be email list subscriptions, ad clicks or online sales.

### \***Conversion Rate**

The percentage of users who convert.

### \***Click Through Rate (CTR)**

The measurement of users who click a specific link compared to the number of users who viewed the page.





# Let's Talk About Links

## \*Backlink/Incoming Link

Any link into a page or site coming from any other page or site.

## \*Landing Page

The page a user lands on when they click on an incoming link. This is not always the home page of your site.

## \*Crosslink/Internal Linking

Refers to links between pages inside your website.

## \*Anchor Text

This is the text that contains the code for the link.

## \*Link Building

Is the process of actively cultivating incoming links to your site.

## The Best Coffee | Coffee.com

(Ad) <https://www.coffee.com/>

We use the highest quality **coffee** as the base for its espresso drinks. Learn about our unique **coffee** and espresso drinks today.



## Sitemaps

A sitemap is a tool hidden on the backend of your website that helps Google find all of the links on your site.



# The Winning Combination

## SEO

*Let Google know you're open for business.*

## Website Optimization

*Make it easy for customers to find what they're looking for.*

## Content that Converts

*Bring more traffic to your site with content your customers care about.*

**YOUR NEXT  
CUSTOMER IS  
ON GOOGLE**  
**Are you?**

If you're unhappy with your current SEO strategy, or don't know where to start with digital marketing, Mighty Good Marketing is here to help.

## Services



Search Engine  
Optimization



Search Engine  
Marketing



Website Design  
and  
Optimization



Content  
Marketing

