# Introduction to SEO

By Ryan Masterson, Green Hat Web Solutions

# Welcome

Ryan Masterson
- CEO and Co-founder of Green Hat Web Solutions
- My focus is on user interface and user experience design
- Random fun fact about me: I speak Turkish and Portuguese!
  - *Merhaba! Nasılsınız?*
  - *Oi! Tudo bem?*

# Who are You?

Who knows what is a…

- responsive website?

- backlink?

- meta description?

- page title vs page heading?

# Why do SEO?

# Goal Conversions Rule!

In Google Analytics a goal can be:

1. URL (destination)
2. Time (duration)
3. Pages per visit
4. Events

# Examples of Goals

1. URL (destination): Email newsletter signup, contact form submission
2. Time (duration): Games, chat rooms, forum
3. Pages per visit: Completed all pages of a tutorial, Read multiple news stories
4. Events: Watched your video, clicked on a social media icon, shared a post on social media

# How to Increase Conversions

Join Email List at: https://conversion-rate-experts.com/

# Easy SEO Improvements

1. Find the right keywords (https://moz.com/explorer and http://adwords.google.com/keywordplanner)
2. Put keywords in page titles, H1 headings, body content and your images' ALT tags and filenames
3. Create different pages for different keywords
4. Compress images such as with https://kraken.io/web-interface

# Medium SEO Improvements

1. Make your site responsive and mobile friendly
2. Have only one H1 heading per page
3. Write compelling title (~66 characters) and meta descriptions (~150 characters)
4. Eliminate 404's and 301 redirect duplicate URLs

# SEO Improvements for a Price

1. Upgrade your hosting service to improve your website's loading time
2. Get an SSL certificate (https)
3. Use a premium SEO tool such as www.moz.com or www.brightedge.com
4. Get a real SEO Audit from an agency

# Hard SEO Improvements

1. Bribe Google (joke)
2. Increase backlinks

# Factors that Influence Rankings
Source: https://moz.com/local-search-ranking-factors
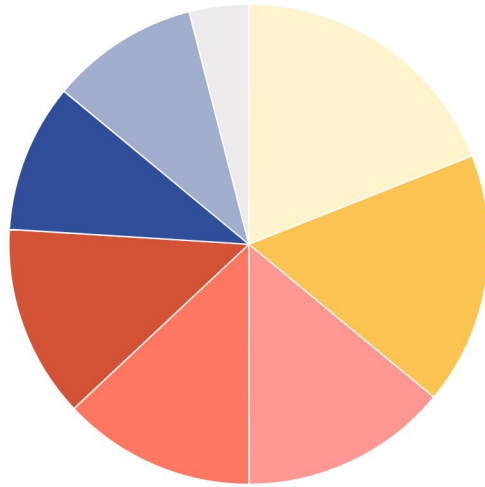


1. **My Business Signals** (Proximity, categories, keyword in business title, etc.) **19%**

2. **Link Signals** (Inbound anchor text, linking domain authority, linking domain quantity, etc.) **17%**

3. **On-Page Signals** (Presence of NAP, keywords in titles, domain authority, etc.) **14%**
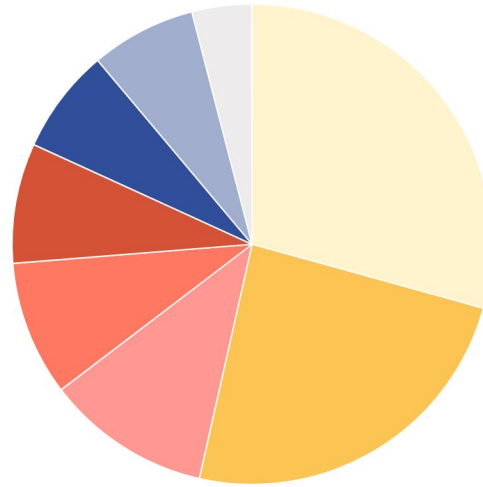
1. **Link Signals** (Inbound anchor text, linking domain authority, linking domain quantity, etc.) **29%**

2. **On-Page Signals** (Presence of NAP, keywords in titles, domain authority, etc.) **24%**

3. **Behavioral Signals** (Click-through rate, mobile clicks to call, check-ins, etc.) **11%**

# Analyzing Backlinks

Source: https://moz.com/researchtools/ose/

| | http://www.colorad...<br>*(default)* | https://www.colosta...<br>remove | https://msudenver.e...<br>remove |
|---|---|---|---|
| **Page Authority** ⓘ | ✔**92** | **87** | **67** |
| **Page MozRank** ⓘ | ✔6.76 | 6.62 | 6.12 |
| **Page MozTrust** ⓘ | ✔6.89 | 6.72 | 6.46 |
| **Internal Equity-Passing Links** ⓘ | ✔62,402 | 60,745 | 24,846 |
| **External Equity-Passing Links** ⓘ | ✔96,045 | 52,931 | 2,636 |
| **Total Equity-Passing Links** ⓘ | ✔158k | 114k | 27,482 |
| **Total Internal Links** ⓘ | ✔62,806 | 61,455 | 24,846 |
| **Total External Links** ⓘ | ✔99,333 | 56,576 | 6,455 |
| **Total Links** ⓘ | ✔162k | 118k | 31,301 |
| **Followed Linking Root Domains** ⓘ | ✔3,718 | 2,409 | 402 |
| **Total Linking Root Domains** ⓘ | ✔4,018 | 2,593 | 459 |

# Formula for Success:
## *Incentivize people to link to your site*

Recommended:

Brian Dean from Backlinko: http://backlinko.com/

# Thank you!

Copy of the slides available at https://goo.gl/F3GP2Y

*Did you like this? Let me know!*

Ryan Masterson

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