



## An Intro to SEO

### Did you know...

81% of users find desired information through a search engine.

### What is SEO?

"Search Engine Optimization" is "the process of maximizing the number of visitors to a particular website by ensuring that the site appears high on the list of results returned by a search engine." Launching a site without SEO is like forgetting to turn on the "We're Open" sign.

## Going Organic

### Compliment to Pay-Per-Click Advertising

When used with SEO, the term "organic" refers to websites on a search results page because of relevance to search terms, not a paid ad. "Going organic" has been praised as an affordable approach for a long-term SEO solution, complimenting a short-term pay-per-click ad campaign.

Organic SEO relies on a combination of variables. These can include quality site content, relevant page titles and descriptions, correct markup, xml sitemaps, and referring links (like Social media).

## Keyword Stuffing

### Not Used by Google

The top search engines currently used are Google, Bing, and Yahoo. Google no longer uses the *Keywords* Meta Tag when deciding on how to rank a website in search results. Cramming a ton of keywords into this meta tag is frowned upon and, in more severe cases, can negatively effect website ranking.



## Content is Still King

### Give Customers What They Want

Site content is a top factor in a website's search engine ranking. Integrate key search terms **naturally** into content. Make sure the quality content is refreshed often (blogs help with this) and kept relevant. Search engines will not index a website as often if the content is stale.