Search Engine Optimization 101

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AGENDA

01 SEO & How it Works
02 How to be Successful in SEO
04 The BrightEdge Platform
05 Success Stories & Use Cases
SEO AND HOW IT WORKS
WHAT IS SEO?

Search engine optimization (SEO) – is the process of affecting the visibility of a website or a web page in a search engine’s unpaid results - often referred to as “natural”, “organic”, or “earned” results.
HOW DO SEARCH ENGINES WORK?

**STEP 1:** Crawl Links & Websites

Search engine bots crawl through the World Wide Web to find new websites based on the text on the website or links to websites.

**STEP 2:** Index & Cache Web Pages

As bots find pages on the web, they decide whether they want to include that web page within their index based on their own set of criteria.

**STEP 3:** Apply Ranking Algorithm

Once a search engine has built up its index, it will rank the pages according to the relevancy and popularity to the search keyword and serve up the best results on SERP.
3 KEYS TO HIGHER SEARCH RANKINGS

- **Code**: Create a clearly coded, search engine friendly website.
- **Community**: Be found on the web, promote your content.
- **Content**: Produce great content.

Higher Search Engine Rankings
How to Create an SEO Strategy for Modern Marketing

An SEO strategy helps you meet the needs of your potential customers. A strong SEO strategy will use keywords and content that answers the questions that your target audience is searching on search engines like Google, Bing, and Yahoo.

Considering that 65% of users click on the first result on a search engine, your SEO strategy is key to improving visibility and user engagement. With 31% of the traffic arriving on your website through search engines, the impact these results have on SEO traffic and rankings cannot be understated. In fact, 90% of clicks will have a dramatic impact on your ability to drive traffic to your site.

"XYZ" just what I was looking for

Best page for "XYZ"
WHY IS IT IMPORTANT?

The Title tag is the **most important** on-page ranking factor and is the main text that describes an online document.

BEST PRACTICES:

- Use keyword phrases that describe the page
- Make them unique for each page
- Keep around 55-65 characters
- Format: Keyword | Brand
WHAT IS IT?

On-page HTML tags are located within the body copy that identify the most important text on the page. The H1 is the headline of the page. There are 6 header tags, ranging from H1 (the most important) to H6 (least important).

BEST PRACTICES:

- Use H1 only once per page
- Make sure the H1 is keyword rich and unique
- You can use H2 and H3 tags multiple times, but keep them unique from page to page
- Keep header tags in order
WHAT IS IT?
A description of what your web page is about. It will also show up as the page summary on the SERP.

WHY IS IT IMPORTANT?
Think of it as your ad copy. An engaging and descriptive meta description will attract more clicks.

BEST PRACTICES:
- Include strong CTA & value proposition
- Try to incorporate your keyword term
- Unique from page to page
- Keep under 160 characters
CONTENT: CREATING ENGAGING CONTENT

1. PRIORITIZE PROFITABLE TOPICS:
Identify the 1-3 keywords or keyword phrases that relate to your topic

2. TUNE CONTENT TO YOUR AUDIENCE:
Balance informative content for the human reader with keyword placement

3. KEEP READERS CLICKING:
Ensure you have interlinking from your content to other related topics within your site

4. MONITOR RESULTS:
Track content performance and optimize accordingly
CONTENT: KEYWORD RESEARCH

RELEVANCE
• Is your content and website addressing a need for this keyword?
• Would a customer expect to land on your site after searching for this keyword?

SEARCH VOLUME
• High search volume indicates higher potential visits, but may also indicate higher ambiguity (for example “holidays” vs “luxury holidays in Maldives”)

USER INTENT
• Is the customer looking to purchase, learn, or be entertained

COMPETITION
• Long tail terms offer lower search volume, but higher relevance; head terms offer higher potential visits, but lower relevance
• Focus on the user, user intent, and type of search query, not just keywords

• Focus on the long tail, account for voice search

• Move from keyword matching to topic association, optimize for semantic search

• Search engines reward you for building engaging content, not for using keywords

CONTENT: KEYWORD TYPES

- Head (one word)
- Medium (2-3 words)
- Long tail (4 or more words)
WHAT ARE THEY?

Links that go from one page on a domain to a different page on the same domain. They are commonly used in main navigation within a site.

WHY ARE THEY IMPORTANT?

• To allow users navigate a website
• To help establish information hierarchy for the given website
• To help spread link equity across a website
• To use as a “soft conversion” CTA for top-of-the-funnel content
WHAT IS IT?
The visible text on a page that can be clicked on and links to another page.

WHY IS IT IMPORTANT?
• To allow users navigate a website
• To help establish information hierarchy for the given website
• To help spread link equity across a website
• They impact rankings
COMMUNITY: PROMOTE YOUR GOOD CONTENT

WORK DOESN’T STOP WHEN YOU HIT “PUBLISH”
Include promotional and cross-promotional efforts in your Content Strategy

AMPLIFY YOUR CONTENT THROUGH:

- Link Building
- Social Media
- Public Relations
- Email
- Paid Advertising
WHAT ARE BACKLINKS?

Backlinks point back to your site from an external site. They are considered to be “online currency”, getting a backlink is equivalent to receiving a vote of confidence.

WHAT IS LINK BUILDING?

Link building is an ongoing iterative process where you build shareable, informative content and promote relevant content to the list of high-quality source domains through backlinks and social channels.

WHY IS IT IMPORTANT?

• It influences a site’s domain authority.
• Higher volumes of high-quality backlinks leads to higher domain authority.
• Higher domain authority correlates to higher ranking.
Identify primary keyword for content
[Use Data Cube to research opportunities]

Is the keyword term incorporated within the Title Tag?
• Title Tag [ keyword | Brand ]

Is the Title Tag within the recommended character limit?
• [ Desktop 71, Mobile 78]

Is the keyword term incorporated in the H1 Tag?

Is the keyword term strategically used within the body copy?
• No more than 10x

Is the keyword term included within the Meta Description?
• Meta Descriptions are not ranking factors, think of it as your ad copy. Include unique value proposition and copy that encourages click through. Keep under 160 characters.

Are internal links included within the body copy?

Do links include optimized anchor text?
• Anchor text should use primary keyword term of page it's linking to

Does alt image copy include keyword term for any images on the page?
USE CASES & SUCCESS
Through Technical updates and On-page Optimizations, www.gatech.edu has increased its visibility for keyword terms prospective students are searching for resulting in additional traffic to the site.
WWW.GATECH.COM’S KEYWORD PERFORMANCE
2017 - 2018

<table>
<thead>
<tr>
<th>Year</th>
<th>Total KWs</th>
<th>Page 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>85,014</td>
<td>15,059</td>
</tr>
<tr>
<td>2018</td>
<td>153,547</td>
<td>26,264</td>
</tr>
</tbody>
</table>

81% Increase in Total KW’s
74% Increase in Page 1 KW’s
WWW.GATECH.COM’S ORGANIC TRAFFIC PERFORMANCE

2017 - 2018

Total Organic Traffic

<table>
<thead>
<tr>
<th></th>
<th>Total Organic Traffic</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>1,281,814</td>
</tr>
<tr>
<td>2018</td>
<td>1,615,908</td>
</tr>
</tbody>
</table>

Increase in Organic Traffic

26%
HOW’D WE GET THERE?

PROJECT:
Increase traffic to the College of Science Bachelor’s Degree programs by expanding and optimizing existing content.

BRIGHTEDGE PROCESS:
- Keyword Research via Data Cube
- Built Keyword Group with targeted terms
- Built Page Group with targeted pages
- Content Creation: Incorporated SEO on-page best practices
- Launched Content
- Monitored Results
APPLIED PHYSICS (BS)

Degree Level:
Bachelor's

Focus: Preparing students for entry into industry or government through an emphasis on the applications of physics, while also offering preparation for further professional training in fields such as medicine, law, dentistry, and business.

[Applied Physics (BS) Course Description and Catalog]
BACHELOR OF SCIENCE IN PSYCHOLOGY

Undergraduate Degree in Psychology Overview

In addition to its state-of-the-art laboratories, Georgia Tech's undergraduate psychology degree program offers several key advantages:

- A technically oriented curriculum that emphasizes quantitative and experimental approaches to the study of behavior. This strong emphasis in the sciences and mathematics provides excellent preparation for graduate school.
- Undergraduate research opportunities. Students have the chance to conduct research with world-renowned professors working at the forefront of the science of psychology.
- Small size. Limiting our program size provides our students with an enriched and focused learning experience.

As a Psychology major, you will develop a comprehensive set of theoretical and practical approaches to studying the mind and human behavior.

BS Psychology Degree Concentrations and Options

Concentrations

Customize your curriculum plan to match your specific interests and career plans.

- Build a business perspective into your degree. Business Option.

Options

Increase your competitiveness for jobs and opportunities:

- Pursue an in-depth, long-term research experience. Research Option.
- Prepare for a global career. Learn more about the Global Option.

What Can You Do with a Degree in Psychology?

Many students with the B.S. degree in Psychology choose to enter a variety of fields including academic research, education, law, medicine, marketing, human factors, system design, personnel selection and training, and management.

- Psychology Professor
- Clinical Psychologist
- Lawyer
- Market Research Analyst
- Training and Development Specialist

Common Job Titles and Average Salaries

- Business Consultant: $77,669
- Psychologist: $74,887
- Neurologist: $204,536

Source: PayScale.com

What Are Georgia Tech Graduates Doing Now?

They are:

- Professor of psychology
- Principal investigator at Sear Technologies
COS DEGREE KEYWORDS PERFORMANCE

150% Increase in Total KW’s

166% Increase in Page 1 KW’s
COS DEGREE ORGANIC TRAFFIC PERFORMANCE

Increase in Organic Traffic 165%
Using Data Cube research to plan for upcoming Savannah Campus site redesign – ensuring content is optimized in advance of publishing.
SAVANNAH CAMPUS SITE PLAN

Courses
Old URL: pe.gatech.edu/savannah-campus/courses
New URL: pe.gatech.edu/savannah/courses

Title Tag
Professional Development Courses | Georgia Tech-Savannah

Page Title
Professional Development Courses [H2]
STEM, business, and industry-specific professional development courses [H4]

Meta description
Georgia Tech-Savannah offers a variety of professional development courses in STEM, business, leadership, and industry-specific subject areas.

Keywords
- Professional development courses (primary)
- Professional education courses (secondary)

Content strategy

Content Tabs
Professional Development Courses (H2)
- Veteran education training
- Leadership training
- OSHA training
- Web development