

# Search Engine Optimization

Real World Tactics



# My Background

- Content development/Journalism
- Migrating from print to Web/Digital
- Creating content for the web



# Expectations

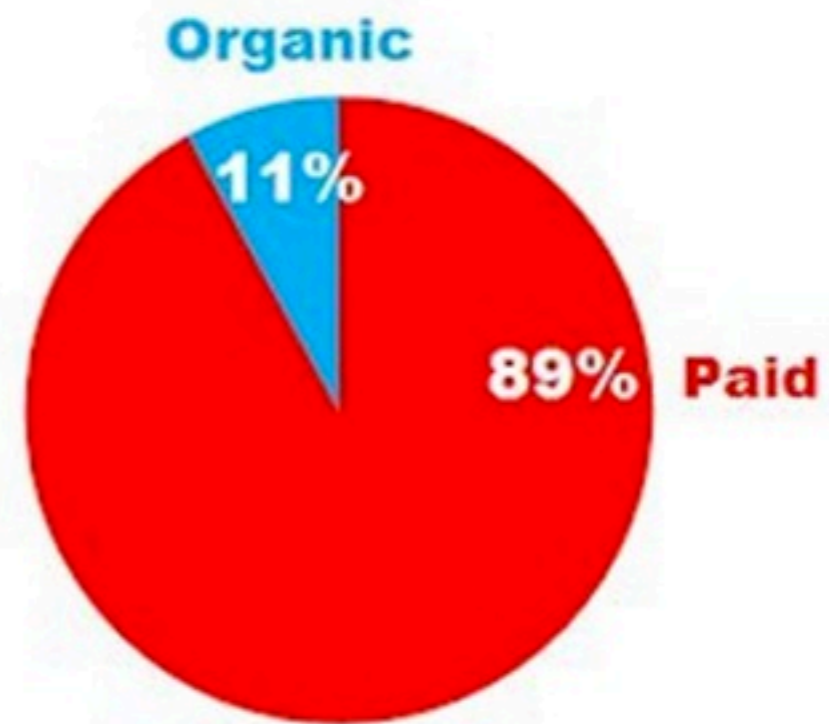
- SEO works in practice, not in theory
- Results take time



# Organic Importance



**% of Search Engine Clicks**



**% of Search Engine Spend**

\* Source: Search Engine Land 2012



# Organic vs. Paid

Google

**Web** Images Maps More Search tools

About 1,140,000 results (0.34 seconds)

**Paid**

Ads related to **newmarket web design**

**Association Web Design - inorbital.com**  
[www.inorbital.com/](http://www.inorbital.com/)  
Great results with custom designed responsive content managed websites

**Free Home Page Design** 1 (778) 235 1830  
[www.stelacreative.com/](http://www.stelacreative.com/)  
Limited time offer. Call us today!  
Professional Web Design - Graphic Design Services - About Stela Creative

**High-end Website Design - deckfifty.com**  
[www.deckfifty.com/](http://www.deckfifty.com/)  
Drupal Content Management, Ecommerce and Mobile.

**Organic**

**Newmarket Web Design, Newmarket Web Hosting ... - Treefrog**  
[www.treefrog.ca/Newmarket-web-design](http://www.treefrog.ca/Newmarket-web-design)  
Our creative and technical nerve centre is located in the obvious choice of a 100- year-old house just off the main drag in **Newmarket**. Here you will find the ...

**Treefrog: Newmarket Web Design and Development**  
[www.treefrog.ca/](http://www.treefrog.ca/)  
Newmarket Ontario is home of Treefrog, an award winning **Newmarket web design** & development company offering internet marketing services from Toronto ...

**Paid**

Ads

**Top Web Designers \$15/hr**  
[www.odesk.com/](http://www.odesk.com/)  
Browse 1100+ **Web Designers**.  
Post Your Job For Free Today.

**Design Your Own Website**  
[www.moonfruit.com/](http://www.moonfruit.com/)  
No ads, no catches, no hassle.  
It's free and fast. Try it now!

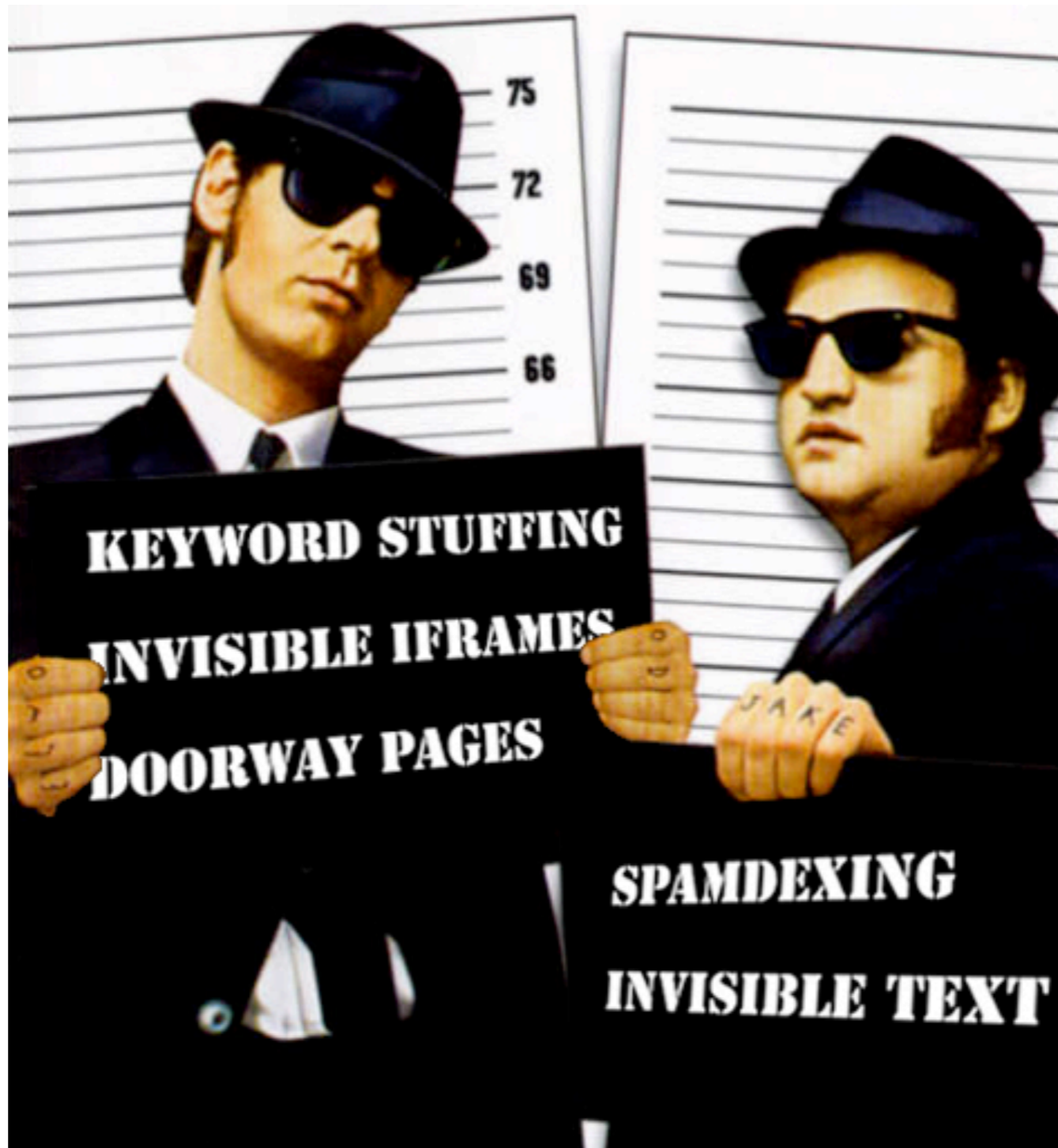
**Website Design | \$9.95/mo**  
[www.buildyoursite.com/](http://www.buildyoursite.com/)  
1 (800) 446 7846  
Quickly & Easily **Design a Website**  
Save 15% OFF + Free .com Domain

**Upscale Web Design Agency**  
[www.propeakdesign.com/](http://www.propeakdesign.com/)  
Free Expert Consultation!  
Better Sites For Better Businesses.

**Design Web Page**  
[www.web.com/SiteBuilder](http://www.web.com/SiteBuilder)



# Black Hat Tactics



# Google Wants to be the answer



# On Page Optimization

- Make URL's descriptive. Use dashes. No caps.
- Make sure page titles and descriptions are unique. Describe page content.
- Write for people, not search engines
- Include keywords in subheads and content





# META - Page Title

- 70 characters or less
- Use pipes or dashes to separate
- Brand to the right (keywords left)
- Plain English



# META - Page Description

- 155 characters or less
- Use keywords effectively
- Explain what people can do on page
- Plain English



# Anatomy of a Snippet

**SEO Newmarket | Search Engine Optimization | Treefrog SEO**

[www.treefrog.ca/seo-engineering](http://www.treefrog.ca/seo-engineering) ▼

SEO Engineering is the process of maximizing your website content to rank well in search engines like Google, Bing and Yahoo.

→ Page title



# Anatomy of a Snippet

SEO Newmarket | Search Engine Optimization | Treefrog SEO

[www.treefrog.ca/seo-engineering](http://www.treefrog.ca/seo-engineering) ▼



Link/URI

SEO Engineering is the process of maximizing your website content to rank well in search engines like Google, Bing and Yahoo.



# Anatomy of a Snippet

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SEO Engineering is the process of maximizing your website content to rank well in search engines like Google, Bing and Yahoo.



Page  
description

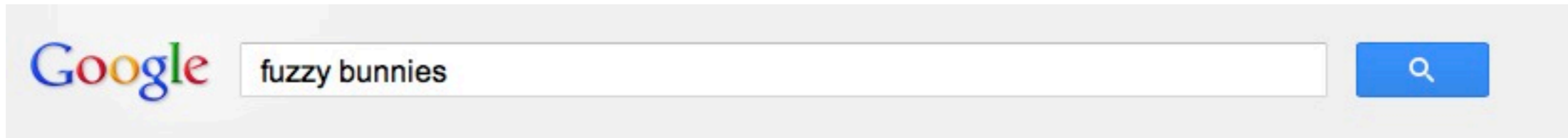


# Image Optimization

- Make File names descriptive
- ALT tags for descriptive images
- Write for screen readers (AODA)
- No description for cosmetic images



# Images in SERP'S



**Web** Images Maps Videos More Search tools

About 1,140,000 results (0.37 seconds)

[Images for fuzzy bunnies](#) - Report images



[Urban Dictionary: fuzzy bunny](#)

[www.urbandictionary.com/define.php?term=fuzzy%20bunny](http://www.urbandictionary.com/define.php?term=fuzzy%20bunny)

A news bit that is deliberately slipped into a news show to misdirect the viewers attention from the important information that the news is suppose...

[Chubby bunny - Wikipedia, the free encyclopedia](#)

[en.wikipedia.org/wiki/Chubby\\_bunny](http://en.wikipedia.org/wiki/Chubby_bunny)

Chubby **bunny** (variations include similar sounding chubby **bunnies**, fluffy **bunny**, yummy **bunny**, chubby monkey, and pudgy **bunny**) is a recreational game that ...

Web  
search

CUTE!!



# Local

- Google Plus
- Bing Local (<http://here.com/primeplaces/>)
- Simple web search, track local listings
- NAP (Name, Address, Phone): Consistency
- Add Your Address to Every Page





# Free Tools

- Google Analytics/Webmaster Tools
- Screaming Frog SEO Spider
- Open Site Explorer (Moz)



# Contact Treefrog

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