

Overview

- · Basics of SEO
 - Keyword research
 - Content creation
 - Content distribution
 - Linking and back-linking
- · Debunking SEO Myths
 - White hat vs. black hat



 How SEO fits in with Marketing Automation

Basics of SEO

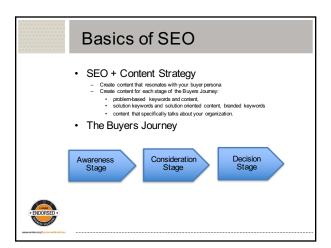
- Search Engine Optimization is the practice of increasing web traffic to your website by ranking high on Search Engine Results Pages (SERPs)
 Google, Yahoo, Bing, etc.
- · Why practice SEO techniques?
 - Increase authority and trust
 - Strengthen competitive standing
 - Attracts organic traffic
 - Inbound marketing that drives new business, leads, and conversions
 - Increased engagement



Basics of SEO

- · What is a keyword?
 - A search term that your audience would use to search your product or service.
 - Long-tail keywords, branded keywords, competitive keywords
- · Keyword research
 - Google Analytics
 - Moz
 - SEMRush
 - Keyword Planner
 - Brainstorm keywords based on personas
 - Google related search
 - Soolve





Basics of SEO

- SEO + Content Distribution: Inbound Marketing Strategy
 - Once you have created a blog postor landing page, promote the link across social media
 Drives traffic back to the blog or landing page and the website
 Reaches audience at different stages of the buyers journey
 Has the opportunity to be shared by credites sources—get ecognition from the experts in your field that have large and engaged audience

 - Have a content distribution strategy in place
 Use social channels that make sense for your audience
 Use short links and trackable links (Bitly)



Basics of SEO

- · Creating content for search engines and your audience best practices
 - Be consistent and pick a cadence to post new content to your website
 - Use meta descriptions and keywords to further signal to search engines what your content is about
 - Choose a primary keyword to rank for per page
 - Link out to credible sources
 - Influencer marketing: Incorporate a strategy for credible sources to link back



Basics of SEO

- Technical (and often overlooked) tricks
 - Avoid placing tracking codes at the top of the page (above the fold content)
 - Run a page speed test using Google Page Speed tool
 - Optimize image sizes
 Avoid landing page redirects





SEO Myths

- · Avoid keyword stuffing
 - Search engine algorithms are smart. Use natural language. Avoid formula focused use of keywords and instead opt for making the content relevant, useful, and consistent with topic.
- · Even the best SEO tactic doesn't always serve results in the top three placements.
 - Many times paid search will serve up ads at the top of the SERP
 - Consider paid ads for events, revenue driving channels, and introducing new web pages
- · Need to use exact variation of keyword
 - Algorithm are sophisticated enough to detect keywords and their variations
- · Only focus on the H1 tag
 - It is good to focus on using keywords towards the top of the text and in a header, and to not just focus on the header 1 tag
- · More is better
 - UX is more important



SEO + Marketing Automation

- · Combining SEO and Marketing Automation is all about attracting leads and traffic to you website.
- In order to attract relevant traffic, an SEO strategy should be in place.
 - It begins with:

 - Building out personas
 Creating a content plan based on different areas of buyers journey
 - Distribution of content plan



SEO + Marketing Automation

- Persona
- - A persona represents a segment of users in your target audience. It is a model and a summary based on research and brainstorming characteristics of a user group.

	i an a Marketing/Communications/Brand Manager
Internal Notes	
Roles	Communications/Marketing Coordinator and Manager
Goals	Manager and one day head of Content, Get Married, Mother
Challenges	Young, Skills Misunderstood (they constantly think she knows HTMIL and mebile because shirt's young), oid white men dismiss her and older women are her mothers' age which is comforting, but feasible her out.
Demographics	
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Income	30,000-60,000
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Story	
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SEO + Marketing Automation

- What's the difference between SEO and SEO + MA?

 - WILLIAS THE UNITERIORS DETWEEN SEO AND SEO + MA?

 It combines the menual process of lead generation that is SEO and the automation of lead generation that is Merketing Automation for optimal ROI

 It's easy to create a fully optimized landing page workflows that are optimized for search engines and prime for distribution through email, Google ads, and social media.

 All social media channels can be connected in one place to be able to distribute content.

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 - Workflows can be set up to be able to trigger content that is relevant to the user.



