

Search Engine Optimization (SEO) 101

Optimizing Your
Website for more
Visibility

Deepti Kc, October 2020





Webinar Agenda

1. Welcome and Introduction
2. What is Search Engine Optimization (SEO)?
 - Paid versus Organic Traffic
3. How to create keywords and become Google's favorite
4. How to effectively use Google My Business
5. Importance of Google Analytics

Search Engine

When you search for any keyword, you see two types of results. The first type is sponsored results with an **Ad** tag. They appear on top of the page. As you scroll down, you see other results without any label.

For example, Search “Small Business Loan”

The sponsored results appear based on what someone has paid to come up when people are searching on those terms.

Ad · www.biz2credit.com/business/funding ▾

Small Business Financing - Get Funded \$25K-\$6M

\$2 Billion Already Funded. Get between \$25K to \$6M for Your **Business**. Apply Now! Helped +225,000 **Small Businesses** Fund Their Dreams. 24-Hour Funding. Hassle Free Application. Approval Within Minutes. No Hidden Cost. Types: Gas Station Financing, **SBA** Financing.

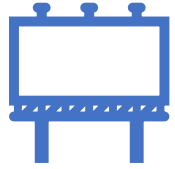
The organic search results is based on what the search engine or Google thinks is the most relevant for searchers.

www.sba.gov › [page](#) › [coronavirus-covid-19-small-bus...](#) ▾

Coronavirus (COVID-19): Small Business Guidance & Loan ...

Health and government officials are working together to maintain the safety, security, and health of the American people. **Small businesses** are encouraged to do ...

[Coronavirus Relief Options](#) · [Disaster assistance](#) · [SBA - Disaster Loan Assistance](#)



Paid versus Organic Search

Paid Search

- Top of search results
- Target using Pay Per Click (PPC)
- Pay for the traffic

Organic Search

- Main part of search results
- **Target using SEO**
- Free traffic

Why is Traffic from the Search Engines so valuable?



People come to search engine to find a solution.



They are specific about what they are looking for.



They are looking for the result right now.

- These three factors make search engines a valuable source.
- While browsing social media, we are not doing any of these three things.
- If your page appears first in the search result “with the solution,” very likely, people will click your link and take actions



What is SEO?

- 70% of all the clicks go to the first TEN results on the search engine.
- Search Engine Optimization (SEO) is the process of becoming **Google's favorite!**
 - Optimize your online content so that Google or any search engine shows your website as a top result for searches of a certain keyword.
- It's the practice of increasing both the quality and quantity of website traffic
 - Increase the exposure to your brand, through "organic" search engine results.

How can you become Google's Favorite?

Google considers TWO KEY FACTORS to notice websites



Relevance

How well your content matches a search query.

For example, if a person is searching for 'Loan for small business' and our website is optimized for "Loan for small business," Google will think that our website is relevant to this person.



Authority

How much people believe in your content.

For example, we are not alone in optimizing our website for "Loan for small business." Google wants to put the best content on the top, so its readers are happy with the result.



Conduct Keywords Research

STEP 1: Decide who your audience is and how would you like to be searched for

- For example, our target audience is “women-owned small businesses”, and we provide “loan”

STEP 2: Understand there are three types of Keywords

- **Head:** General, Competitive. For example, “Loan”
- **Mid-tail:** More Specific, Less Competitive. For example, “Loan for Small Business”
- **Long-tail:** Even More Accurate, Even Less Competitive. For example, “Loan for Women-owned Small Business”

STEP 3: Are people using these terminology (Keywords that you think are relevant)?

Tips: You can use tools like “Keywords Everywhere” “Google Trends” to understand what keywords people generally search for in your industry.



Choose Keywords Wisely

STEP 4: Learn about your competition.

- For example, “Loan.” Search “loan” and check Google results
- Who are your competitors? Do you have resources to compete with that website? How big are these companies? Does your site have enough authority to stand out between them?

STEP 5: Choose your keywords (head, mid-tail or long-tail).

- Higher likelihood for our page to appear on the first page when someone searches for long-tail keywords. Higher conversion rate.

STEP 6: Once you decide Keyword, **optimize your page to boost your search engine rank.**

- Use keywords on Title, Subheading, Name of the Image, Content

Tips: There are several SEO plugins. For example, Yoast SEO plugin. Once you install SEO plugin, it checks to see if you have optimized that post for the concerned keyword.



Holistic Website Strategy to Gain Authority

User Experience

- Links that work or do not take ages to load.

Higher Quality Content

- Lower the bounce rate.

Mobile Optimization

- Make mobile-friendly website.

Social Media Optimization

- Share your content on different social media platforms.

Using External Links

- If possible, use links from other established websites.

Security

- SSL certification (for secured HTTPS). The page looks safe and secure.



Are you using Google My Business?

- Google My Business account lets you show up in search results.
- It's **Free and Simple**, which makes it an affordable marketing tool for small businesses.
 - Sign into Google My Business
 - Add your business
 - Enter your location
 - Fill in information
 - Verify (by mail)
 - Claim your business on Google

To really make your Google My Business profile work for you, **you must optimize it.**



Right Keywords for your Google My Business

Google determines local ranking based on three factors:

- **Relevance:** How well your listing matches a search
- **Distance:** How far your location is from the search or searcher
- **Prominence:** How well-known a business is (based on several other factors)

Using the right keywords will improve relevance. For example, if you run a vintage clothing shop, search “vintage clothing” in your location.



Ways to Optimize Your Google My Business

Standout with Photos

- Businesses with photos receive 42% more requests for directions, and 35% more clicks through to their websites.

Post News, Updates, Special Offers

- Address, hours, and contact info, should always be accurate and up-to-date. Do not underestimate the power of frequent posts on Google My Business.

Add Special Features and Attributes

- For example, you can upload service menus, product catalogs, add a link for online orders and reservations,

Encourage Customers to Leave Reviews

- People trust other people more than they trust business. Build trust by responding to reviews, specially to **negative reviews**.



Use Google Analytics/ Google Search Console

(It is FREE. It is EASY)

You can see how people find your website.

- Organic search, direct or social.

You can track what people do when they're on your website.

- For example, Bounce Rate.

You gain data on who's visiting your website and how.

- Information on who the people visiting your website are in terms of demographics, geography, and their general interests online.

You can find the most popular pages on your website.

- If some pages do particularly well at converting visitors to email subscribers or customers



Use Google Analytics to Track Conversions

- This is specifically helpful if you are running **Google Ads**.
- Set up conversion tracking in Google Analytics for your website based on the actions you most want visitors to take
 - Filling out a form, signing up for your email list, or making a purchase.
- Track the conversion and understand which keywords are working for you to achieve conversions and why.



Conclusion – Seven Key Takeaways

1. Organic Search is the most often the primary source of website traffic.
2. Good SEO means a better user experience. It builds trust and credibility.
3. Local SEO using “Google my Business” means increased engagement, traffic and conversions.
4. Wisely used long-tail SEO impacts the conversion cycle. Choose Local SEO, if applicable.
5. Understanding SEO helps you understand the environment of your website.
6. SEO is relatively cheap.
7. SEO is a long-term strategy for your business.

The Next Webinar

1

Power Up Your Word of Mouth Marketing (October 13 at 2 PM EDT)

- Leverage the time-honored tradition of driving business by word-of-mouth (WOM).



We are now ready for Open Group Discussion!
Demonstrate SEO Plugin and/or Google Console Report

THANK YOU

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