

Week_31

Trinity Web Site Design 05/06/2024

Students - today's class is about S.E.O.

Please know, teaching you has been my joy and I want to give you a "Shout Out" for how good each and every student has done this year.

*You have exceeded my expectations
and goals for this year!*

Check out this website, about You and
previous website design students!:
<http://trinitywebdesign.weebly.com>

Today we are going to ask an important

Today we are going to ask an important question:

What is S.E.O. ?

Is this something that helps with website design?

What Is SEO?

SEO stands for **search engine optimization**. It's a set of processes aimed at improving your website's visibility in search engines (such as Google). All with the goal of getting more organic traffic.

Essentially, SEO is about fulfilling users' search needs by creating relevant, high-quality content and providing the best possible user experience.

SEO Meaning



WHAT

A set of processes aimed at improving the website's rankings in search engines

WHY

To get more organic search traffic to your website

HOW

By fulfilling users' search needs (in terms of relevance, content quality, and user experience)

semrush.com



SEO activities can take place both on-site and off-site. That's why you may often see SEO divided into "on-page" and "off-page" categories.

In practice, SEO typically involves:

- Keyword research
- Content creation and optimization
- Technical optimization
- Link building

Why Is SEO Important?

Every day, Google users conduct [billions of searches](#) for information and products. It's no surprise that search engines are usually one of the biggest traffic sources to websites.

To harness this traffic source's potential, you need to appear in the top search results for your target keywords.

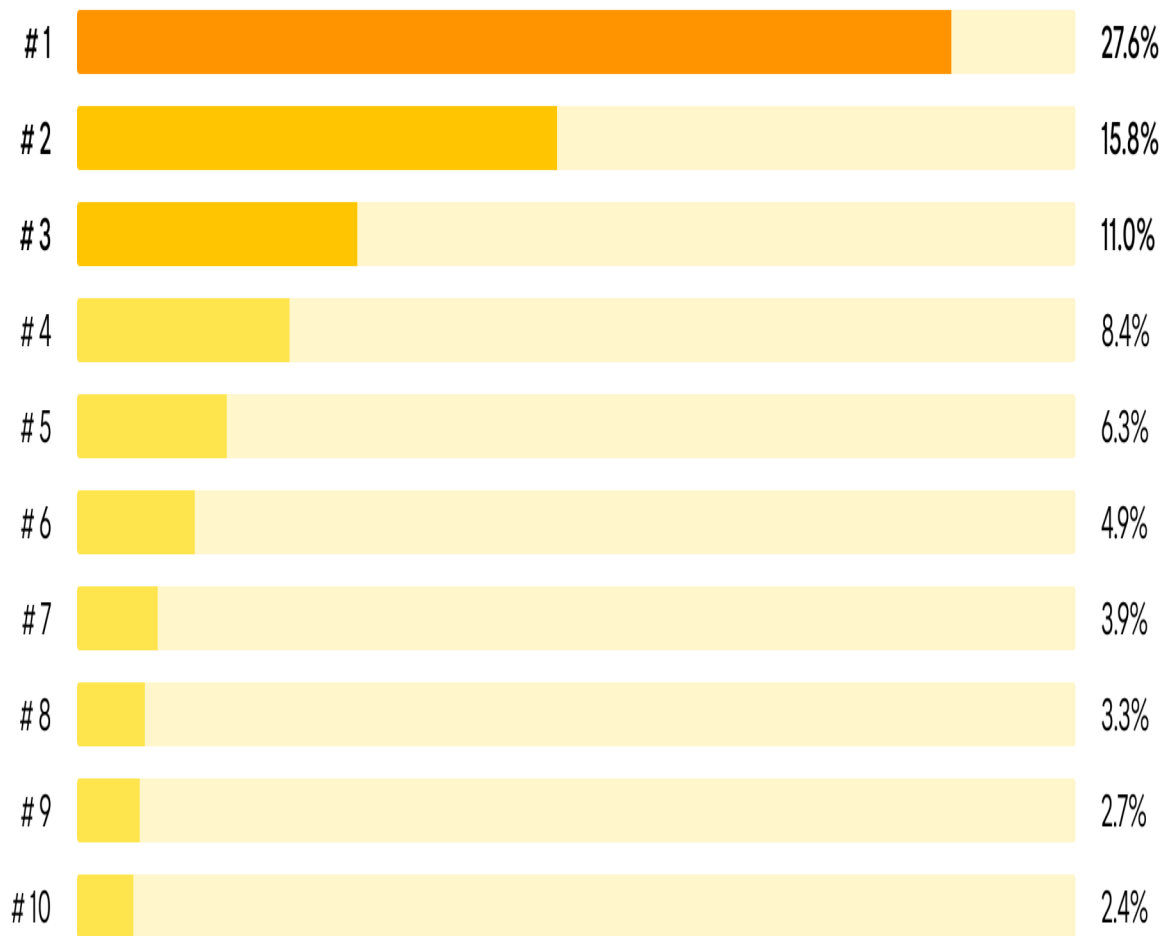
The correlation is very simple—**the higher you rank, the more people will visit your page.**

The No. 1 organic result is [10x more likely](#) to receive a click than a page ranking in position No. 10.

CTR - important concept

Clickthrough rate (CTR) can be used to gauge how well your keywords and ads, and free listings, are performing. CTR is the number of clicks that your ad receives divided by the number of times your ad is shown: $\text{clicks} \div \text{impressions} = \text{CTR}$. For example, if you had 5 clicks and 100 impressions, then your CTR would be 5%.

Google Organic CTR Breakdown by Position



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And the top three organic results get more than 50% of all the clicks.

This is where SEO enters the picture.

Search engine optimization plays **a key role in improving your ranking positions**. Better rankings mean more traffic. And more traffic means new customers and more brand awareness.

In other words, neglecting SEO would mean neglecting one of the most important traffic channels—leaving that space completely to your

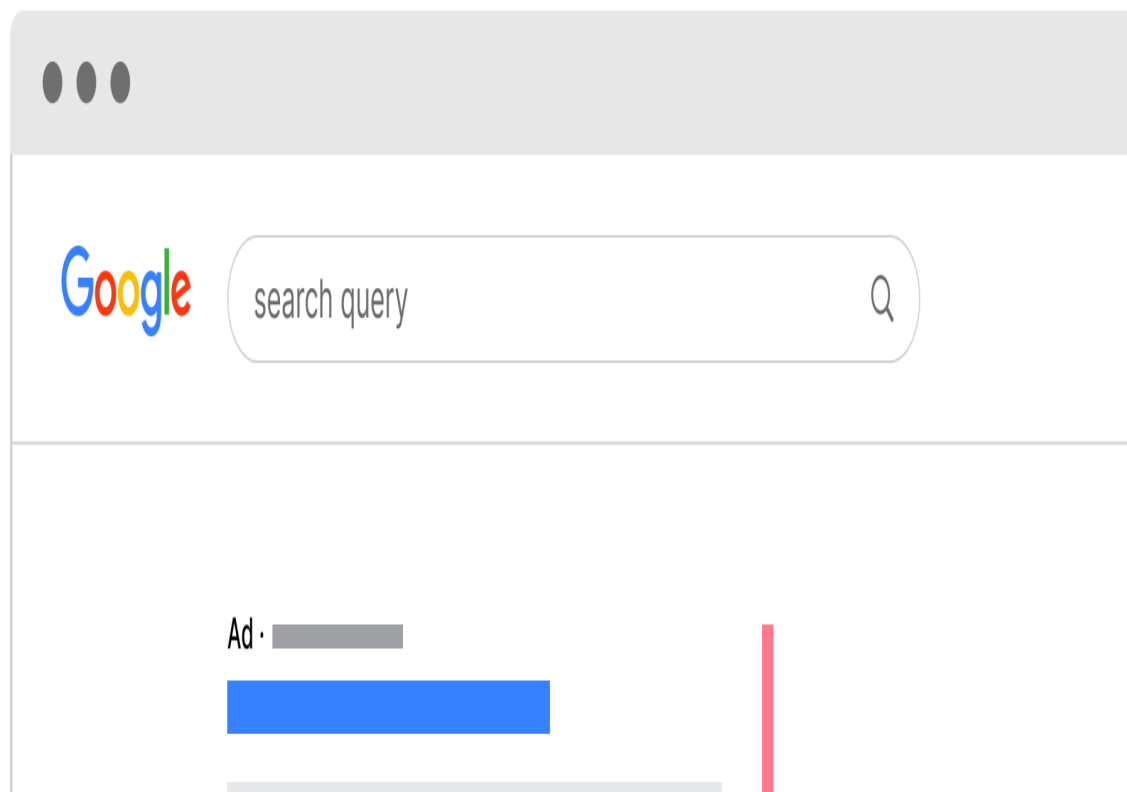
important brand elements – leaving that space completely to your competitors.

SEO vs. PPC

Most search engine results pages ([SERPs](#)) contain two types of results:

- **Paid results:** You have to pay to be here, through pay-per-click (PPC) advertising
- **Organic results:** You must “earn” your rankings here, through SEO

Paid vs Organic Results





You may ask: *Why not just pay to appear in the ads section?*

The answer is simple. The vast majority of people just ignore ads and [click on the organic results](#) instead.

Yes, SEO takes more time, effort, and—although it focuses on “free” organic traffic—resources.

But once you rank for your target keywords, you can reach more people and generate “passive” traffic that doesn’t disappear the moment you stop paying.

***Note:** [PPC advertising](#) is still a critically important channel. It just plays a different role within marketing strategies. PPC does not compete with SEO—the two can work together effectively.*

How Do Search Engines Work?

The ultimate goal of any search engine is to make searchers happy with the results they find.

To achieve this, search engines need to find the best pages and serve them as the top search results.

***Side note:** Google is not the only search engine. But it is by far [the most popular one](#). That’s why we refer to Google any time we talk about search engines. Besides, SEO fundamentals are fairly similar across most search engines.*

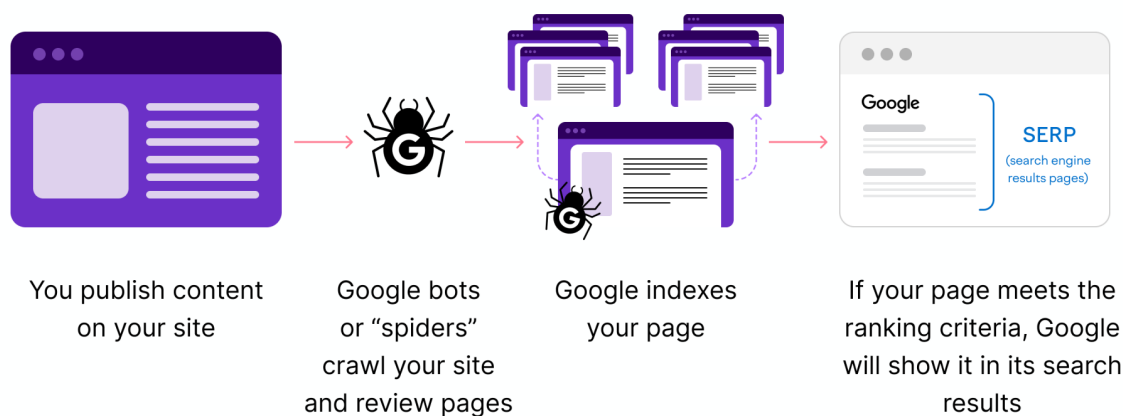
Google uses [the following stages](#) to find and rank content:

1. **Crawling:** Google uses “bots,” or computer programs, to crawl the

web and look for new or updated pages. In order for Google to find a page, the page should have at least one link pointing to it.

- 2. Indexing:** Next, Google analyzes each page and tries to make sense of what the page is about. Then, it stores this information in the Google Index—a huge database of webpages.
- 3. Serving results:** When a user enters a query, Google determines which pages are the best, in terms of both quality and relevance, and ranks them in the SERP.

How Search Engines Work



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 SEMRUSH

Your job as a website owner is to help search engines crawl and index all the pages on your site that you want them to. (And none of them that you don't.)

You can ensure the crawlability and indexability of your pages through a number of actions and best practices that are commonly referred to as **technical SEO**.

(Read [our guide to technical SEO](#) to learn more.)

Now that you understand how Google finds and categorizes pages, it's time to take a closer look at how the top results are selected and the role of SEO in this process.

How Does SEO Work?

Google uses relatively complex processes, known as “algorithms,” to rank pages. These algorithms take into account [a huge number of ranking factors](#) to decide where a specific page should rank.

You don't need to know how search algorithms work. (Actually, nobody does with 100% certainty.)

However, knowing the basic factors can help you better understand how SEO works and what it takes to optimize your pages to rank in Google.

Publish Optimized Content

Once you've identified valuable keywords, you can start crafting high-quality content that will make up a heavy portion of your content marketing strategy. Are you wondering how to do your own SEO content? Follow these basic rules:

- Include a primary long-tail keyword naturally in the text. Don't practice “keyword stuffing.” Search engine algorithms don't react positively to the overuse of keywords.
- Include the primary keyword in the title as an **H1 heading**.
- Choose secondary keywords that logically complement the primary keyword. So, if you're creating a webpage about root canals for a dental website, a primary keyword might be “root canal,” and a logical secondary keyword might be “cavities.” For future content,

you can also consider building out content pages for these secondary keywords and then providing internal links to those pages.

- Include at least one piece of “rich” content, like an image, infographic, or video. Search engines recognize that this adds value to the content and will rank the page higher accordingly.
- Include the primary keyword in the [page’s title tag and meta description](#).
- Consider using any plug-ins available to optimize your content. For instance, WordPress offers many plug-ins that can help you enhance your [on-page SEO](#) efforts.
- If you’re refreshing content, make sure that your new content is uploaded to the existing landing page or remove the old content before producing your new page. This will help you avoid duplicate content, which can harm your Google search rankings.

Note: (Citation) credit to the following article:

https://www.semrush.com/blog/diy-seo/?kw=&cmp=US_SRCH_DSA_Blog_EN&label=dsa_pagefeed&Network=g&Device=c&utm_content=622080549105&kwid=dsa-1754723148193&cmpid=18348486859&agpid=145169415790&BU=Core&extid=60113850782&adpos=&gad=1&gclid=EAlaIqObChMly7TWWh7fP_gIV-hqtBh0EJQShEAAYASAAEgJBHPD_BwE

Next: Demo from Coach Arthur,

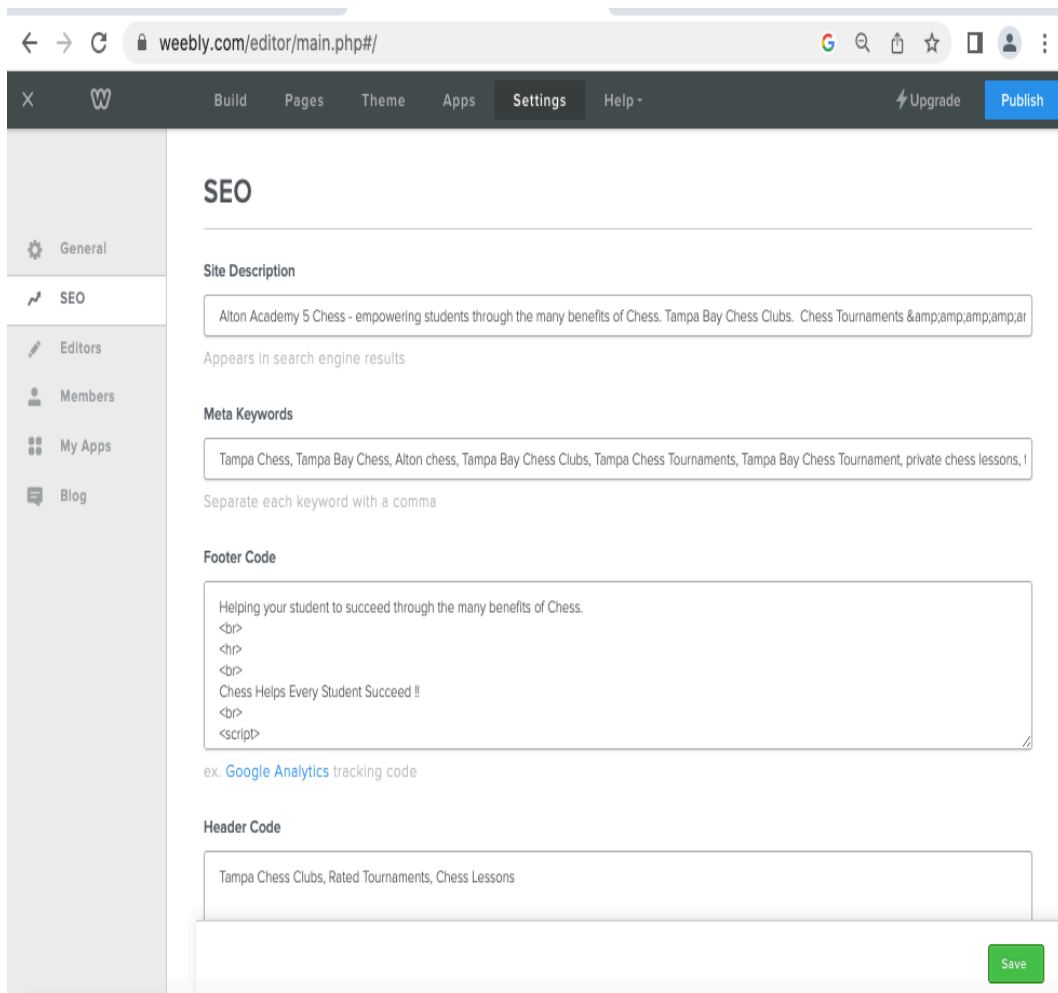
we will add S.E.O.

(Search Engine Optimization to our websites)...

What type of SEO can be added to our website
(through Weebly)?

How do we do that ??

- (1) Open weebly.com and load up "Edit" your website.
 - Do not click on the [Pages] or [Build] tabs as we usually do,
 - << click on the [Settings] tab >>
- (2) Weebly has the following areas for SEO:
 - Site Description
 - Meta Keywords
 - Footer Code
 - Header Code



The screenshot shows the Weebly website editor interface. The browser address bar displays "weebly.com/editor/main.php#". The top navigation bar includes tabs for "Build", "Pages", "Theme", "Apps", "Settings" (which is active), and "Help". On the right side of the top bar are links for "Upgrade" and "Publish". A left sidebar contains a menu with "General", "SEO" (selected), "Editors", "Members", "My Apps", and "Blog". The main content area is titled "SEO" and contains four sections: "Site Description" with a text box containing "Alton Academy 5 Chess - empowering students through the many benefits of Chess. Tampa Bay Chess Clubs. Chess Tournaments & amp; amp; amp; ar" and a note "Appears in search engine results"; "Meta Keywords" with a text box containing "Tampa Chess, Tampa Bay Chess, Alton chess, Tampa Bay Chess Clubs, Tampa Chess Tournaments, Tampa Bay Chess Tournament, private chess lessons, I" and a note "Separate each keyword with a comma"; "Footer Code" with a text box containing HTML code: "Helping your student to succeed through the many benefits of Chess.", "
", "<hr>", "
", "Chess Helps Every Student Succeed !!", "
", and "<script>"; and "Header Code" with a text box containing "Tampa Chess Clubs, Rated Tournaments, Chess Lessons". A green "Save" button is located at the bottom right of the page.

weebly.com/editor/main.php#

Build Pages Theme Apps Settings Help

Upgrade Publish

General

SEO

Editors

Members

My Apps

Blog

SEO

Site Description

Alton Academy 5 Chess - empowering students through the many benefits of Chess. Tampa Bay Chess Clubs. Chess Tournaments & amp; amp; amp; ar

Appears in search engine results

Meta Keywords

Tampa Chess, Tampa Bay Chess, Alton chess, Tampa Bay Chess Clubs, Tampa Chess Tournaments, Tampa Bay Chess Tournament, private chess lessons, I

Separate each keyword with a comma

Footer Code

```
Helping your student to succeed through the many benefits of Chess.
<br>
<hr>
<br>
Chess Helps Every Student Succeed !!
<br>
<script>
```

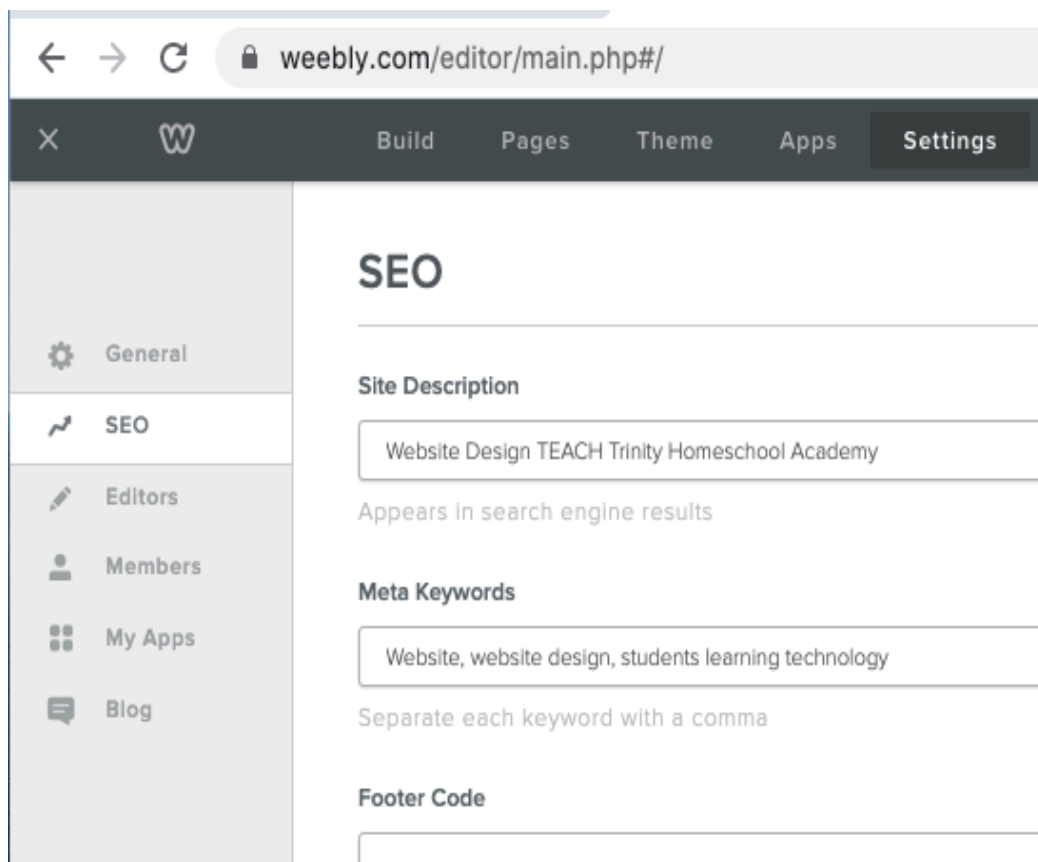
ex. [Google Analytics](#) tracking code

Header Code

Tampa Chess Clubs, Rated Tournaments, Chess Lessons

Save

Next lets add some of your own description to increase the SEO of your website, using this weebly feature !!!



Mainly, I want you to have knowledge and information about this for your future...

As you gain knowledge and wisdom, apply...