

# Week\_32

Monday, May 4, 2020

11:42 AM

## Welcome Trinity Web Design Students...

05/04/2020

Today's class we will (briefly) talk about  
An important topic...

### **What is SEO?**

SEO stands for **Search Engine Optimization**, which is the practice of increasing the *quantity* and *quality* of traffic to your website through *organic search engine results*.

## What goes into SEO?

To understand the true meaning of SEO, let's break that definition down and look at the parts:

- **Quality of traffic.** You can attract all the visitors in the world, but if they're coming to your site because Google tells them you're a resource for Apple computers when really you're a farmer selling apples, that is not quality traffic. Instead you want to attract visitors who are genuinely interested in products that you offer.
- **Quantity of traffic.** Once you have the right people clicking through from those search engine results pages (SERPs), more traffic is better.
- **Organic results.** Ads make up a significant portion of many SERPs. Organic traffic is any traffic that you don't have to pay for.

## How SEO works

You might think of a search engine as a website you visit to type (or speak) a question into a box and Google, Yahoo!, Bing, or whatever search engine you're using

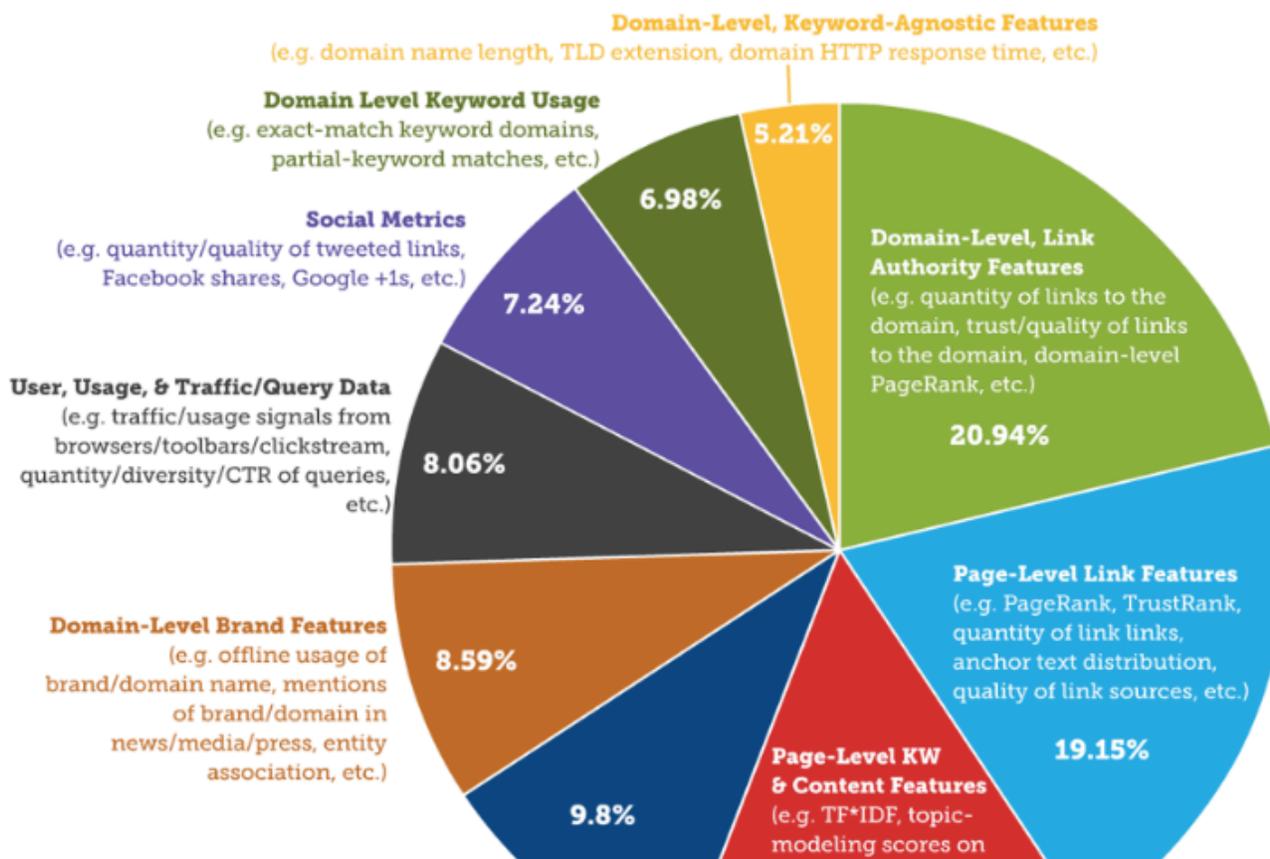
magically replies with a long list of links to webpages that could potentially answer your question.

That's true. But have you ever stopped to consider what's behind those magical lists of links?

Here's how it works: Google (or any search engine you're using) has a crawler that goes out and gathers information about all the content they can find on the Internet. The crawlers bring all those 1s and 0s back to the search engine to build an index. That index is then fed through an algorithm that tries to match all that data with your query.

## Weighting of Thematic Clusters of Ranking Factors in Google

(based on survey responses by 128 SEO professionals in June 2013)



**Page-Level, Keyword-Agnostic Features**  
(e.g. content length, readability, uniqueness, load speed, etc.)

content, content quantity/relevance, etc.)

14.94%

MOZ

That's all the SE (search engine) of SEO.

The O part of SEO—optimization—is where the people who write all that content and put it on their sites are gussying that content and those sites up so search engines will be able to understand what they're seeing, and the users who arrive via search will like what they see.

Next we will see from our Development Platform:  
Weebly - How to make S.E.O. work for us...

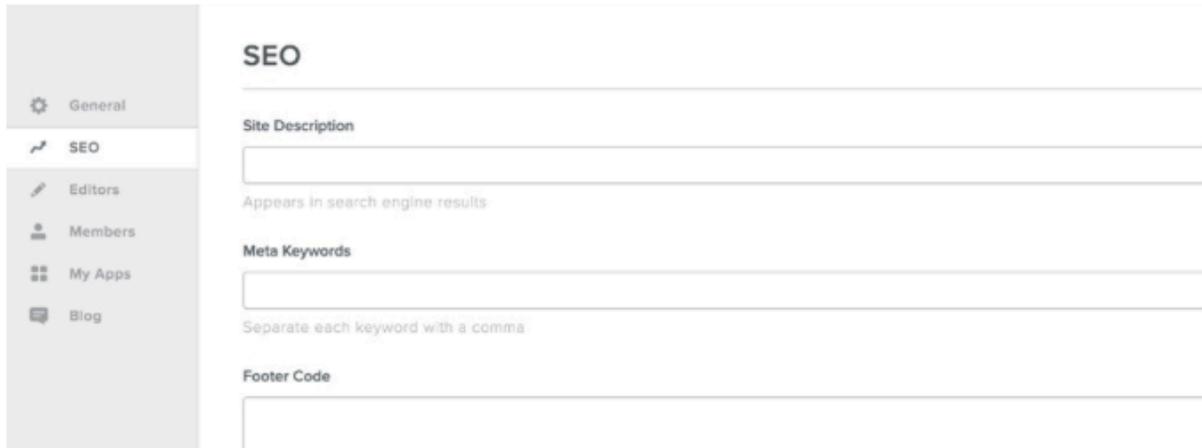
## SEO Settings

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Looking to boost your site's search ranking? One of the first (and easiest) steps to take is filling

out the Description and Keywords both for your entire site and the individual pages that make up your site.

Description and Keywords for your entire site can be found under Settings > SEO.



The screenshot shows a dashboard with a left-hand navigation menu and a main content area. The navigation menu includes: General (gear icon), SEO (pencil icon, highlighted), Editors (pencil icon), Members (people icon), My Apps (grid icon), and Blog (speech bubble icon). The main content area is titled "SEO" and contains three sections: "Site Description" with a text input field and the note "Appears in search engine results"; "Meta Keywords" with a text input field and the note "Separate each keyword with a comma"; and "Footer Code" with a text input field.

**SEO**

**Site Description**

Appears in search engine results

**Meta Keywords**

Separate each keyword with a comma

**Footer Code**