

# Search Engine Optimization Or How to Get Found on the Web

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# Search Engine Optimization = SEO

Organization and individuals rely on web traffic to drive sales, increase audience participation, and provide vital information to their constituents. This workshop will present the fundamentals of Search Engine Optimization (SEO) and is designed for everyone with a website.

## Topics

Search Overview

On-Page Factors

Off-Page Factors

Tools and Resources

How does search interface?

Code/Content/Navigation

Search Engine Results/Ranking

Best Practices

# Search Engine Overview

Search Engine Optimization is about controlling on-page and off-page factors that search engines use to rank web-pages in their results.

SEO is about getting found and that mostly means getting found on Google



# Search Overview

- People go to Google (or another search engine) and enter in a word or phrase.
- Results are returned according to a complicated algorithm (a mathematic formula).
- They click on the result according to its description, title, and location on the page.
- And, they are directed to the website!
  - AKA Conversion

# Conversions: what are they?



# The Questions to Ask

- What are your patrons looking for?
- How do search engines know what is on your website?
- Why do website show up in results?
- Why are some websites listed above others?
- What types of results does research tell us that people gravitate towards?

# On-Page Factors: Things You Control

- Metadata – Data about data or a summary of content that you write about your website

## Including

- Title, 70 characters or less
- Description, 160 characters or less
- Keyword, less important
- Page Heading and Sub Heading – Think of these as your page title and outline

# Spiders and Webcrawlers

- A spider or webcrawler is a computer program that sifts through content and code that is available on the internet.
- These programs log meta data, internal and external links, and page content.
- They create cached versions of pages they visit for processing by search engines that then, in turn, index (make a directory) of the information.



# Page Ranking

- Google, Yahoo, Bing, etc use over 200 different factors to determine what pages are served in what order in any given result page
- Showing up and ranking high on a result page is the goal of search engine optimization

# Navigation Tips

- Your internal navigation tools are important to allow visitors to find information within your website.
- Search engines also use them and index them.

Tools such as

- 301 redirect
- Text vs Icons or Pictures

# Off Page Factors

- Links: Anchor Text, Relevance, and Deep Links
- Getting External Sites to Link to you
  - Exchanges
  - Articles
  - Directories
  - Purchasing Links

# Getting Links

- Relevant anchor text links are the best
- Link exchanges on content relevant partner sites is also good
- Social media or published articles that link are ok to good
- Directory listings are OK
- Buying links and advertising is generally the least effective

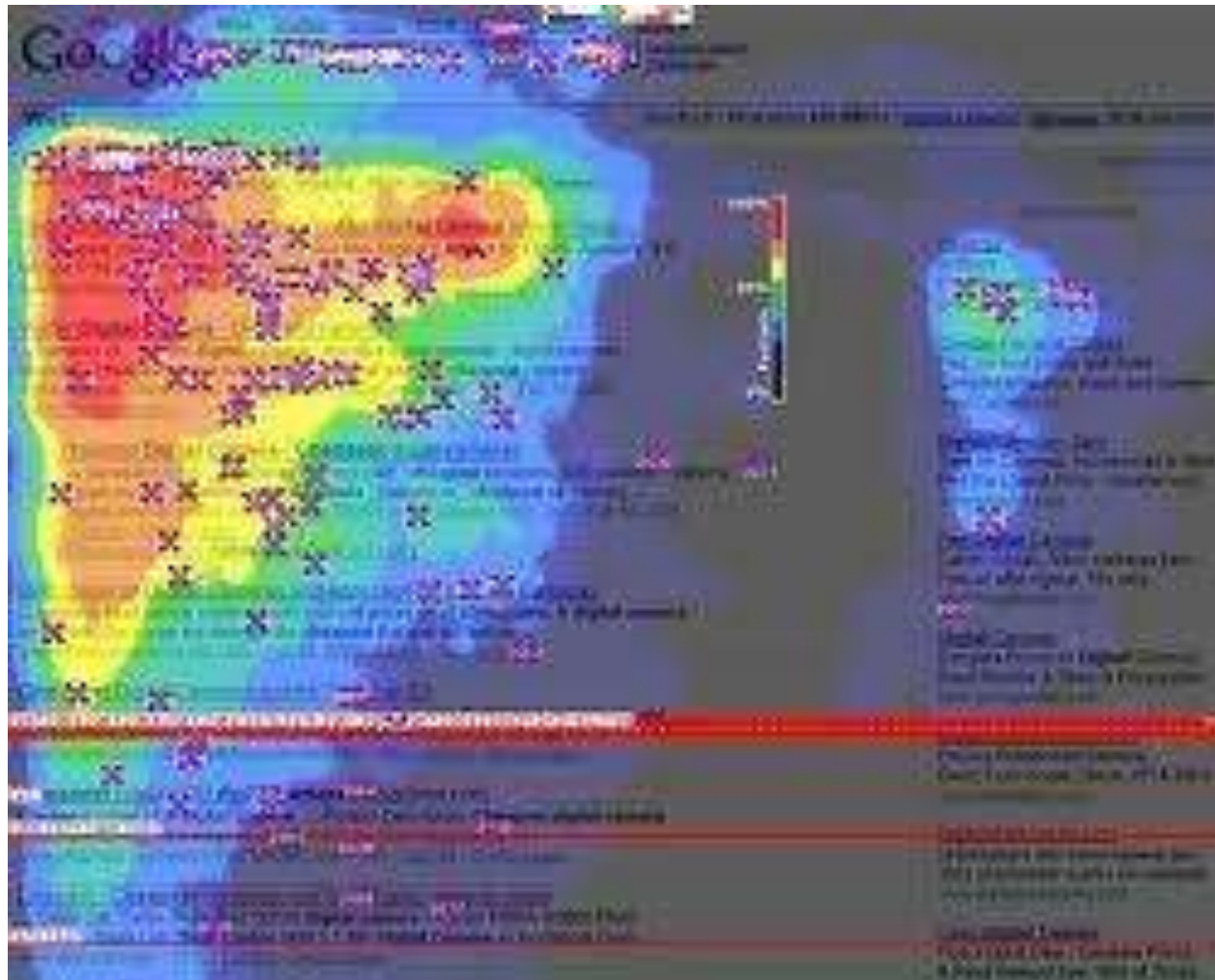
# Advertising

- Buying links
- Google Adwords and similar products
- Social Media such as facebook, twitter, linkedin, etc

## Things to think about in buying linkages

- Relevance
- Method of linkage
- Fit
- Value

# Where do people click?



# Tools

- Hack Checker: [Unmaskparasites.com](http://Unmaskparasites.com)
- W3C Validation: [Validator.w3.org](http://Validator.w3.org)
- [Google.com](http://Google.com)
  - [/webmasters](http://webmasters.google.com)
  - [/analytics](http://analytics.google.com)
  - [/safebrowsing](http://safebrowsing.google.com)

# Tools

- [301 Redirect](#) – Downloads available
- [Google Guidelines](#) – Best practices for how to format, communicate, and design
- [Accessibility](#) – Enable communication with those who have disabilities



Questions?

Comments?