

INTRODUCTION TO SEARCH ENGINE OPTIMIZATION

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Introduction to Search Engine Optimization

- What is search engine optimization (SEO)?
- Usage scenarios:
 - ▣ Reviewing only the content
 - ▣ Optimizing a website
- Questions

What is search engine optimization?



- SEO defined
 - Dynamic concept
 - Improves how highly content is ranked

What is search engine optimization?



- SEO defined
 - Dynamic concept
 - Improves how highly content is ranked
- Always remember who you're writing for

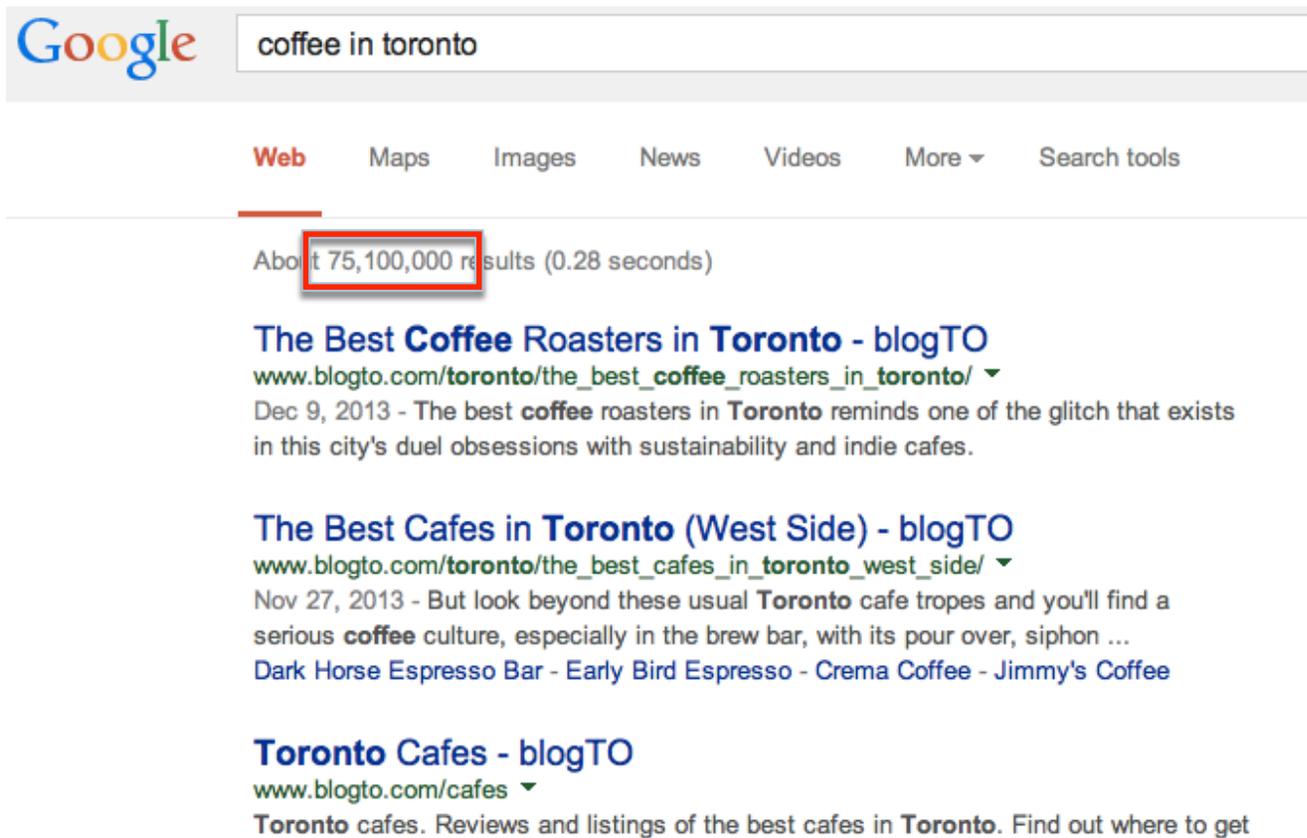
Introduction to Search Engine Optimization



- How a Google search works: <http://www.seobook.com/learn-seo/putting-it-all-together.php>

What is search engine optimization?

- Lots of content out there! Make yours easier to find



The image shows a screenshot of a Google search interface. The search bar contains the text "coffee in toronto". Below the search bar, there are navigation tabs for "Web", "Maps", "Images", "News", "Videos", "More", and "Search tools". The "Web" tab is selected. Below the tabs, the search results are displayed. The first result is "The Best Coffee Roasters in Toronto - blogTO" with a URL "www.blogto.com/toronto/the_best_coffee_roasters_in_toronto/" and a date "Dec 9, 2013". The second result is "The Best Cafes in Toronto (West Side) - blogTO" with a URL "www.blogto.com/toronto/the_best_cafes_in_toronto_west_side/" and a date "Nov 27, 2013". The third result is "Toronto Cafes - blogTO" with a URL "www.blogto.com/cafes". The number of results, "About 75,100,000 results (0.28 seconds)", is highlighted with a red box.

Google coffee in toronto

Web Maps Images News Videos More Search tools

About 75,100,000 results (0.28 seconds)

The Best Coffee Roasters in Toronto - blogTO
www.blogto.com/toronto/the_best_coffee_roasters_in_toronto/
Dec 9, 2013 - The best **coffee** roasters in **Toronto** reminds one of the glitch that exists in this city's dual obsessions with sustainability and indie cafes.

The Best Cafes in Toronto (West Side) - blogTO
www.blogto.com/toronto/the_best_cafes_in_toronto_west_side/
Nov 27, 2013 - But look beyond these usual **Toronto** cafe tropes and you'll find a serious **coffee** culture, especially in the brew bar, with its pour over, siphon ...
Dark Horse Espresso Bar - Early Bird Espresso - Crema Coffee - Jimmy's Coffee

Toronto Cafes - blogTO
www.blogto.com/cafes
Toronto cafes. Reviews and listings of the best cafes in **Toronto**. Find out where to get

Scenario 1: Reviewing content



- Content structure
- Keywords
- Links

Scenario 1: Reviewing content

- Content structure
 - Use headings, lists
 - Chunk your content

Navigating the city

On foot

Many downtown attractions are within a short walking distance of the conference venue. Use [Google Maps](#) to find the best route to your destination.

Public transit

Find subway, streetcar, and bus routes, as well as service hours and more, on the [TTC website](#).

- Cash fare is \$3 for adults and \$2 for seniors.
- Save money buying tokens at subway stations (see [prices](#)).
- Save with a [day pass](#) if you are taking more than three trips in one day, (\$11; covers one person on weekdays, two people on weekends).

Allow extra travel time during rush hour, and please note that subways don't start running on Sundays until around 9 AM.

A word about TTC etiquette: Talking loudly on a cell phone, hogging extra seats, clipping fingernails on the train... Toronto has plenty of such examples of rude or inconsiderate transit rider behavior. Not that we think you'd do any of those things, but check out these easy [etiquette tips](#) (especially important during rush hour!) to ensure yourself a smooth ride. You can also check out a [charming vintage version](#).

Scenario 1: Reviewing content



- Keywords
 - How might different users find your content?
 - Is research necessary?
 - Stuff your turkey, not your content (with keywords)

Scenario 1: Reviewing content

□ Links

- Describe the content you link to
- Be brief

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Scenario 2: Optimizing a website



- Page titles
- Alternative text for images
- URLs

Scenario 2: Optimizing a website



- Page titles
 - Describe the content of the page
 - Be accurate but brief

Scenario 2: Optimizing a website

- Alternative text (alt text) for images
 - Describe what the image shows
 - Be brief
- Be wary of cryptic file names, which are sometimes used as alt text by default
 - Examples: IMG-20121201-00006.jpg or DSC_1774a.jpg

Scenario 2: Optimizing a website



- URLs

- Use words relevant to content on a page
- Reflect site hierarchy as much as possible
- Example: www.editors.ca/conference2014/sessions-speakers/editing-2-0#seo

To summarize...



- Anticipate users' search terms or phrases
- Write descriptive text for links, page titles, and alternative text, but be brief
- Use words in URLs and follow site hierarchy in URL structure
- Keep learning! SEO is constantly evolving

Further reading

- How a Google search works (infographic) <http://www.seobook.com/learn-seo/putting-it-all-together.php>
- Google SEO starter guide <http://static.googleusercontent.com/media/www.google.com/en//webmasters/docs/search-engine-optimization-starter-guide.pdf>
- Glossary of SEO terms <http://www.seobook.com/glossary/>
- Periodic table of SEO success <http://searchengineland.com/seotable>

Questions?

