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Builders Exchange Network

The SEO/SEM Primer

(How to get found on the web)

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SEO/SEM Primer

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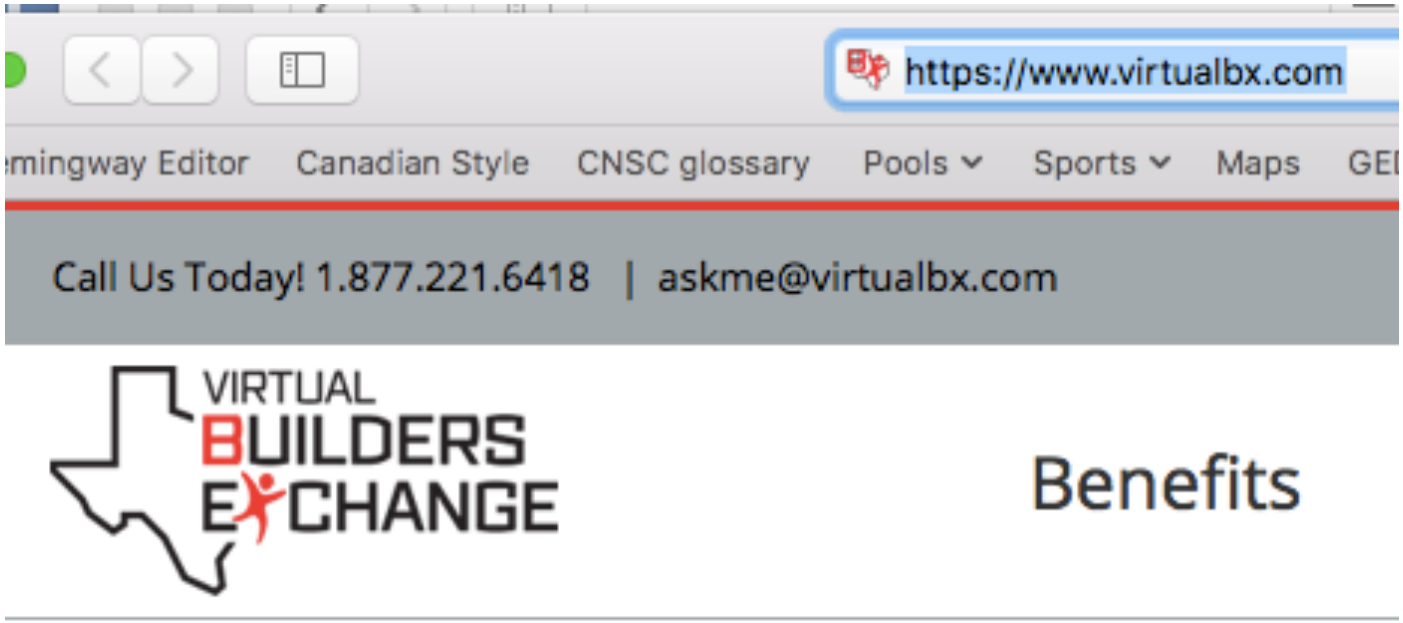
Key factors that affect your SEO

1. A secure and accessible website



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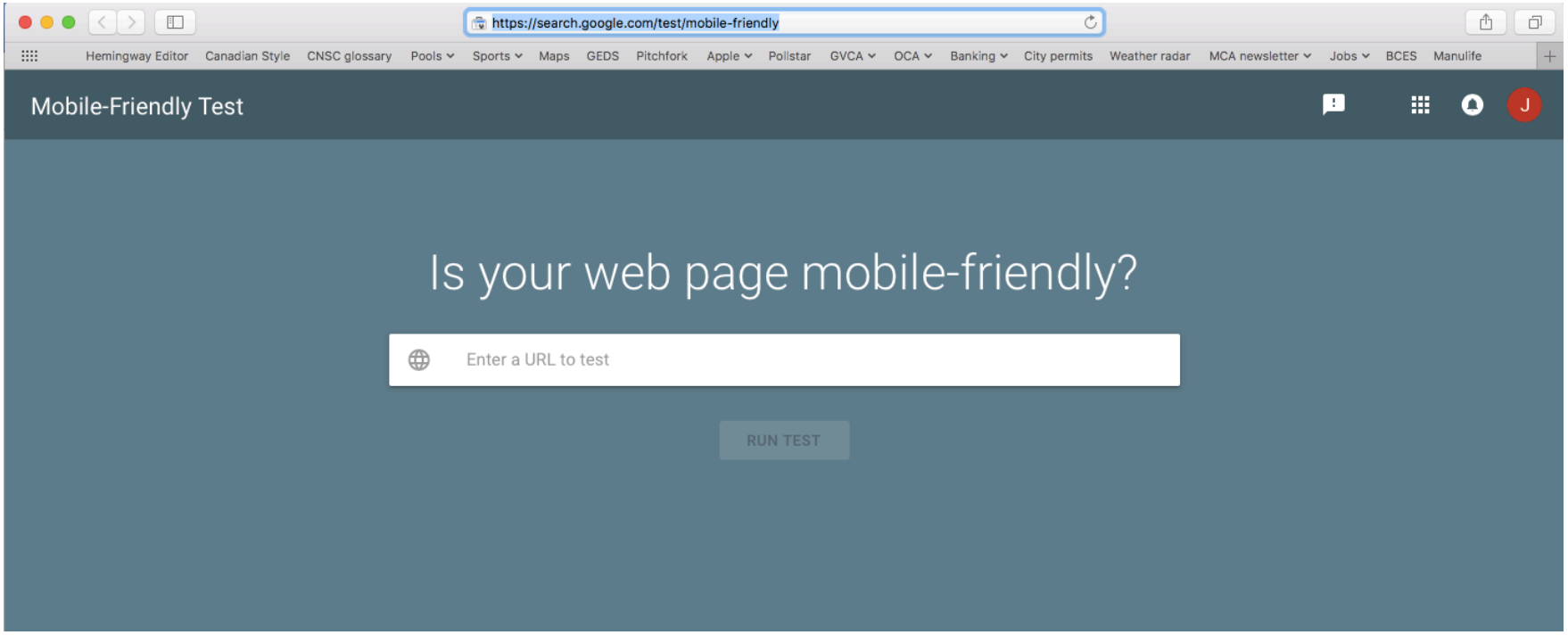
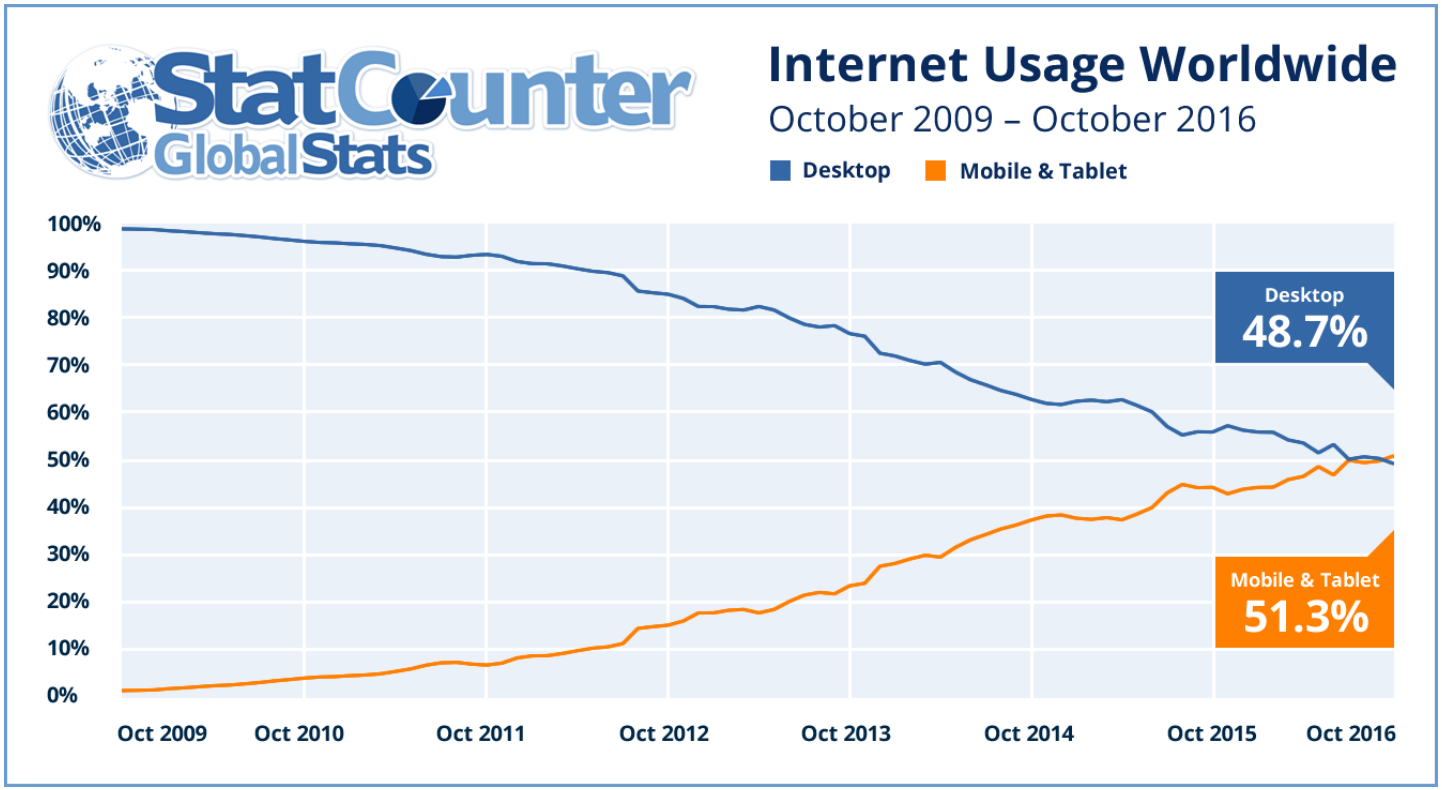
Key factors that affect your SEO

2. Page speed



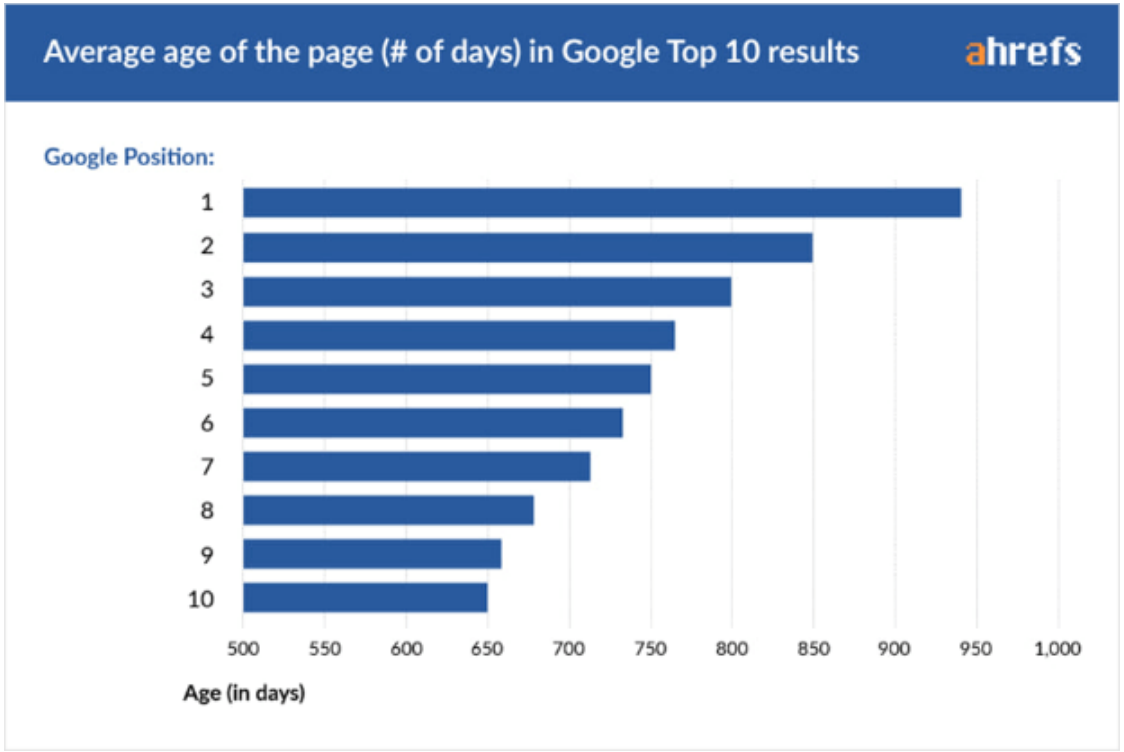
Key factors that affect your SEO

3. Mobile friendliness



Key factors that affect your SEO

4. Domain age



Key factors that affect your SEO

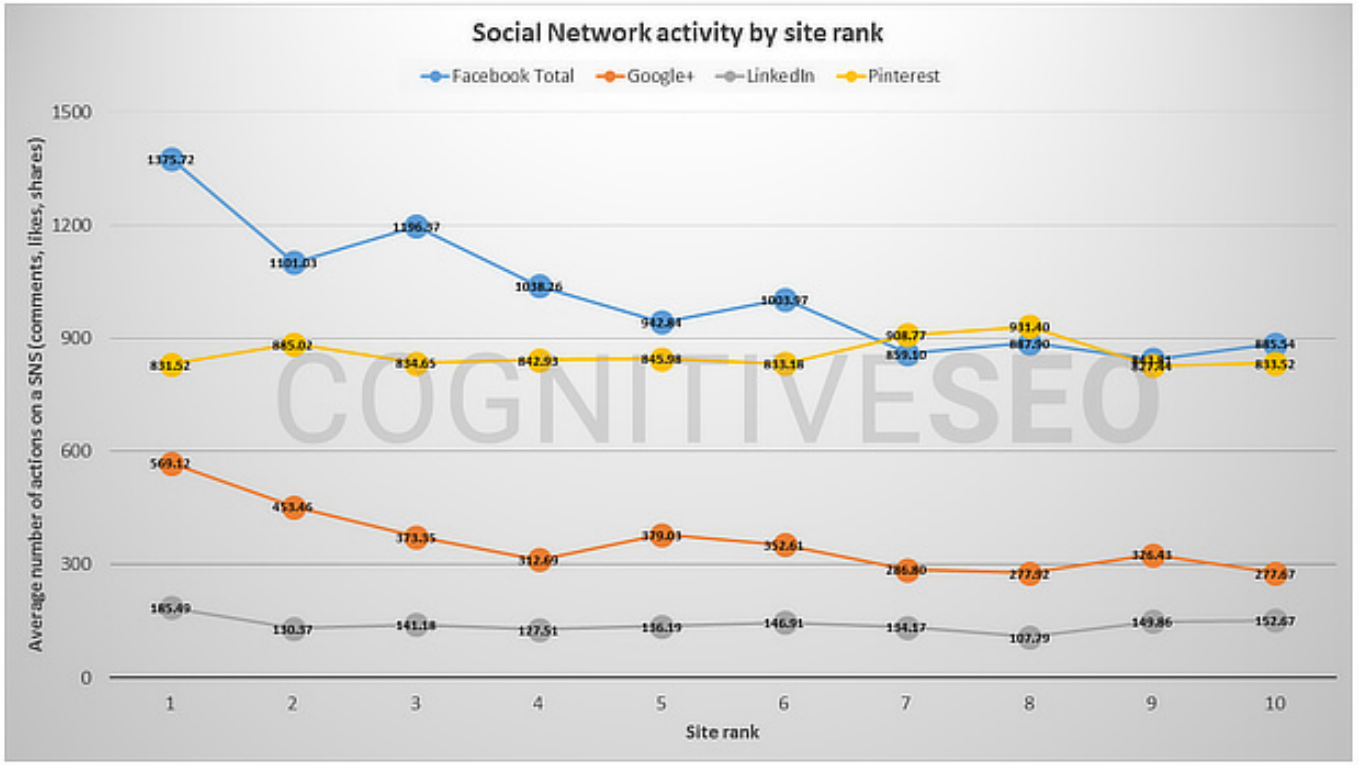
5. Links

Three kinds to consider:

1. Inbound links
2. Outbound links
3. Internal links

Key factors that affect your SEO

6. Social signals



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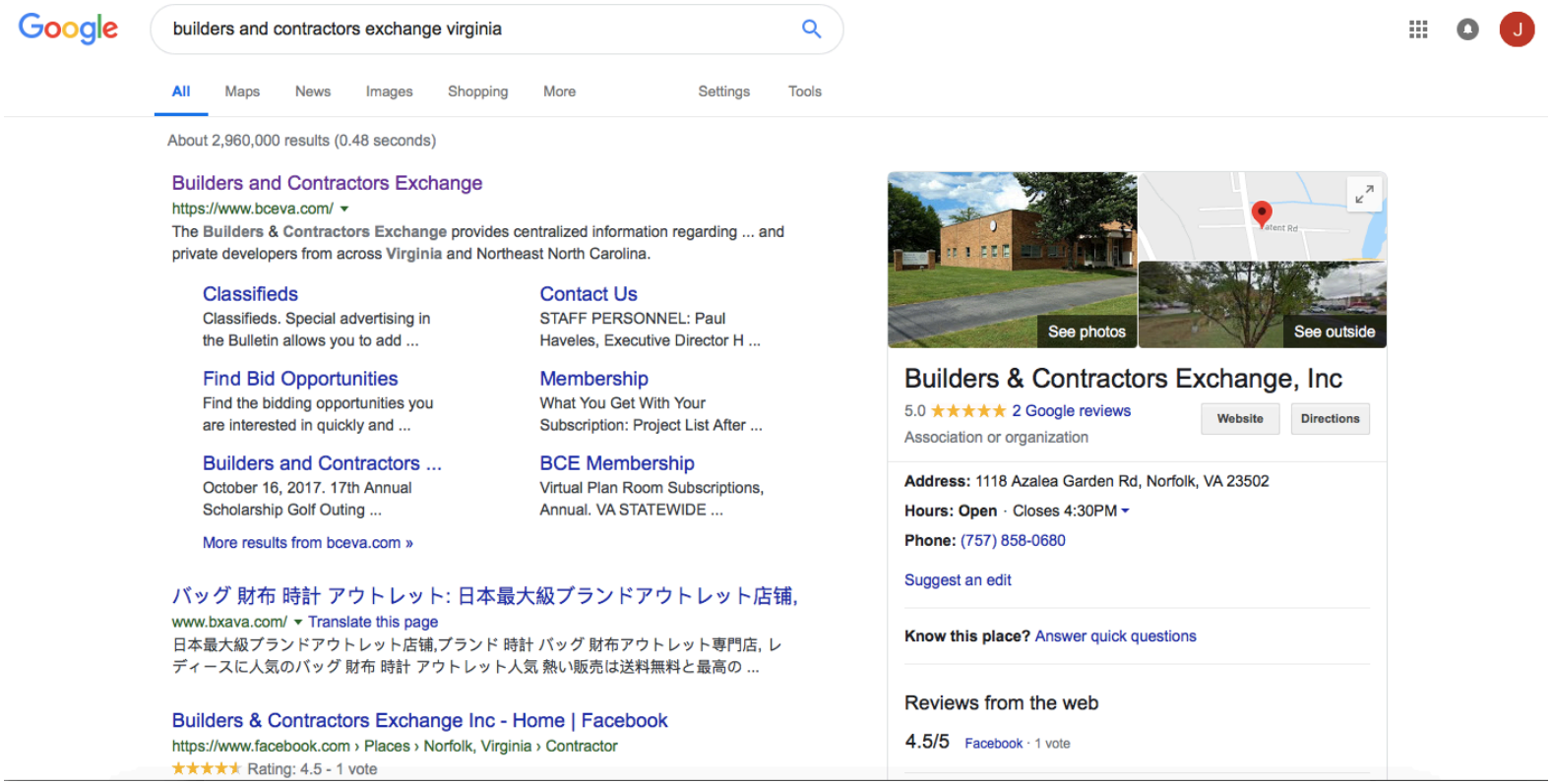
Key factors that affect your SEO

7. Real business information



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Key factors that affect your SEO

8. User experience

Three factors to consider:

1. Clickthrough rates
2. Bounce rate
3. Dwell time

Key factors that affect your SEO

9. Content

Three signals to consider:

1. Keywords
2. Length
3. Video

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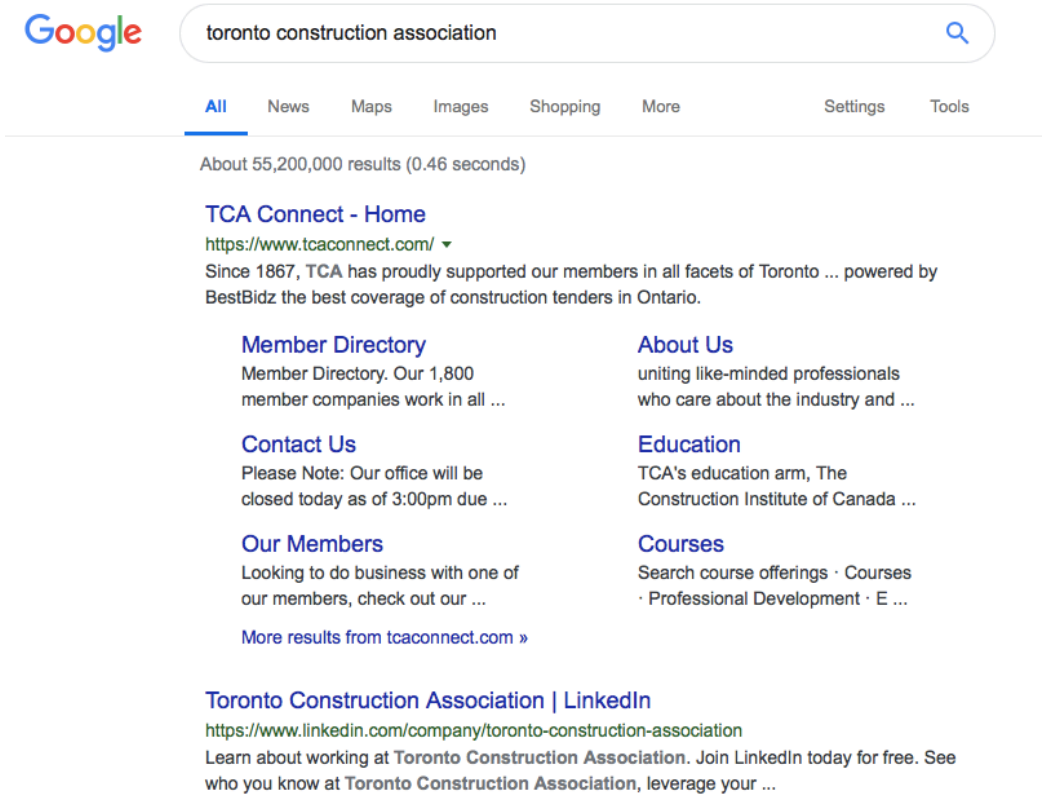
Key factors that affect your SEO

10. Technical SEO



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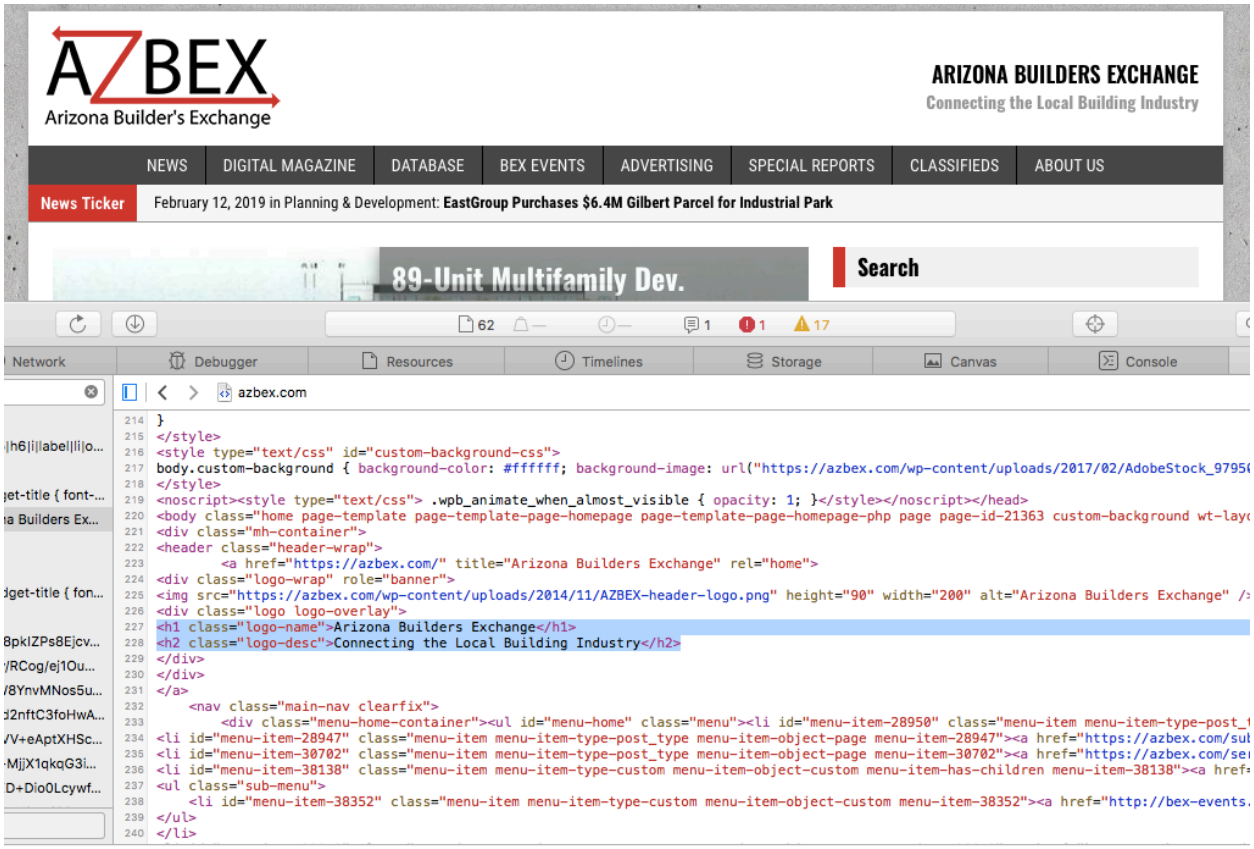
Key factors that affect your SEO

10. Technical SEO



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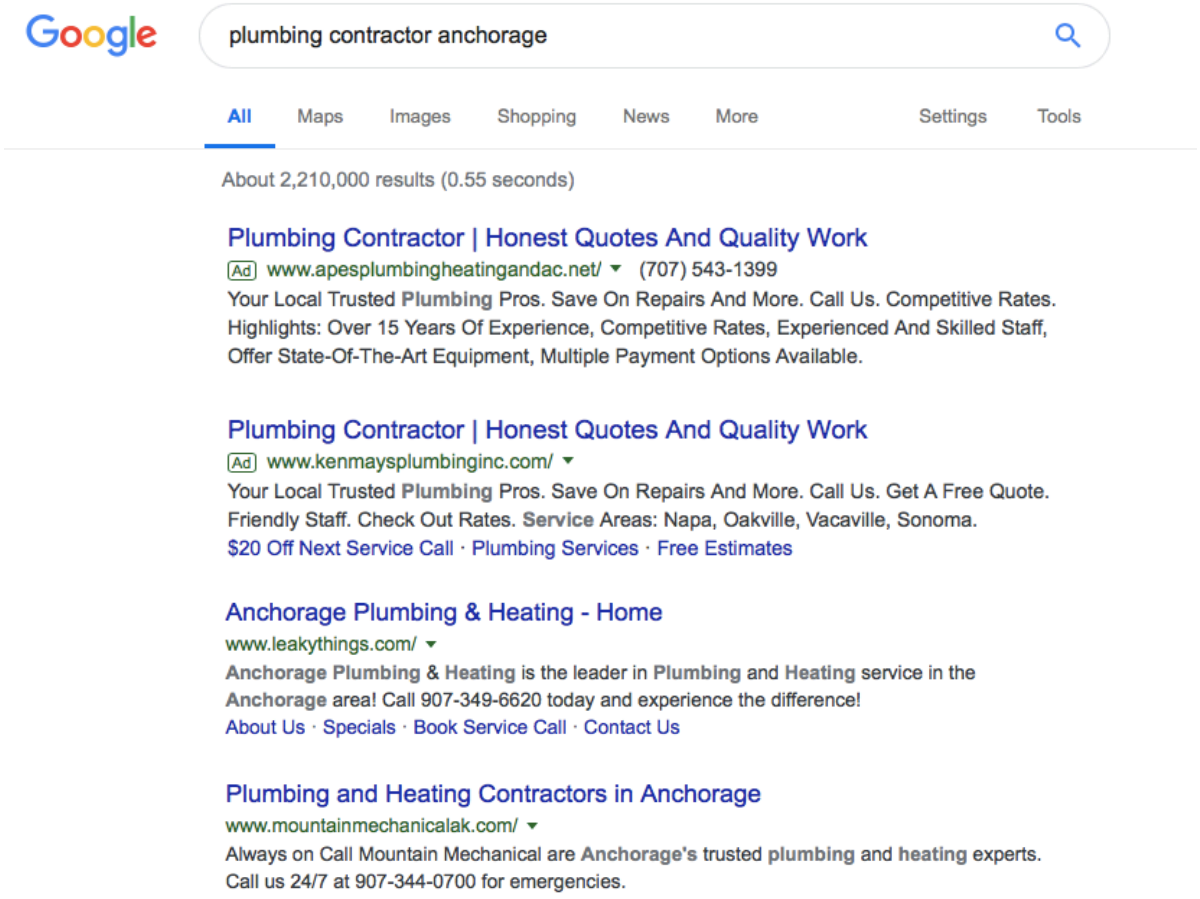
Ranking is everything



Search engine marketing (SEM)

(How to stay found)

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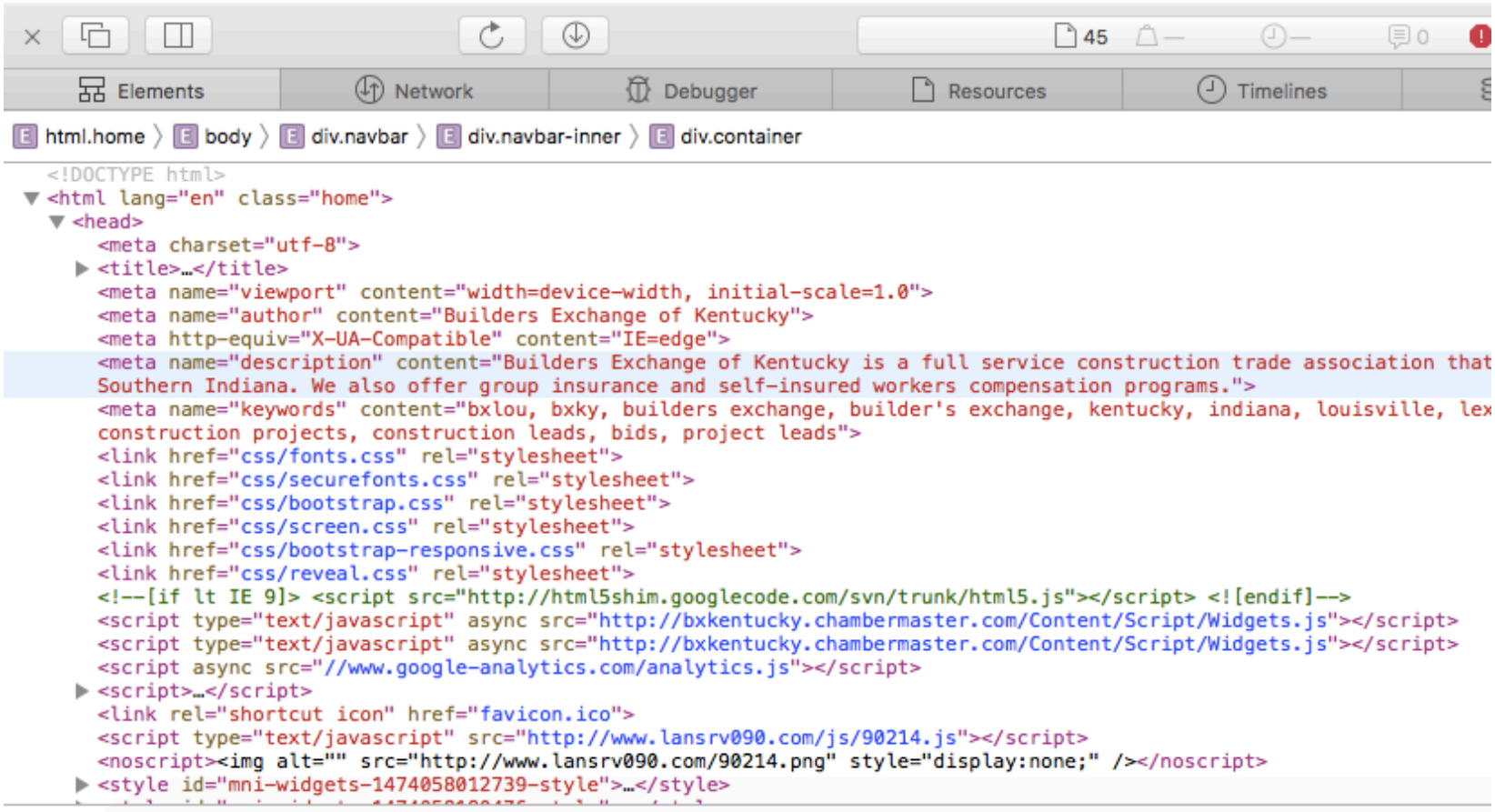
Google Analytics – you need it



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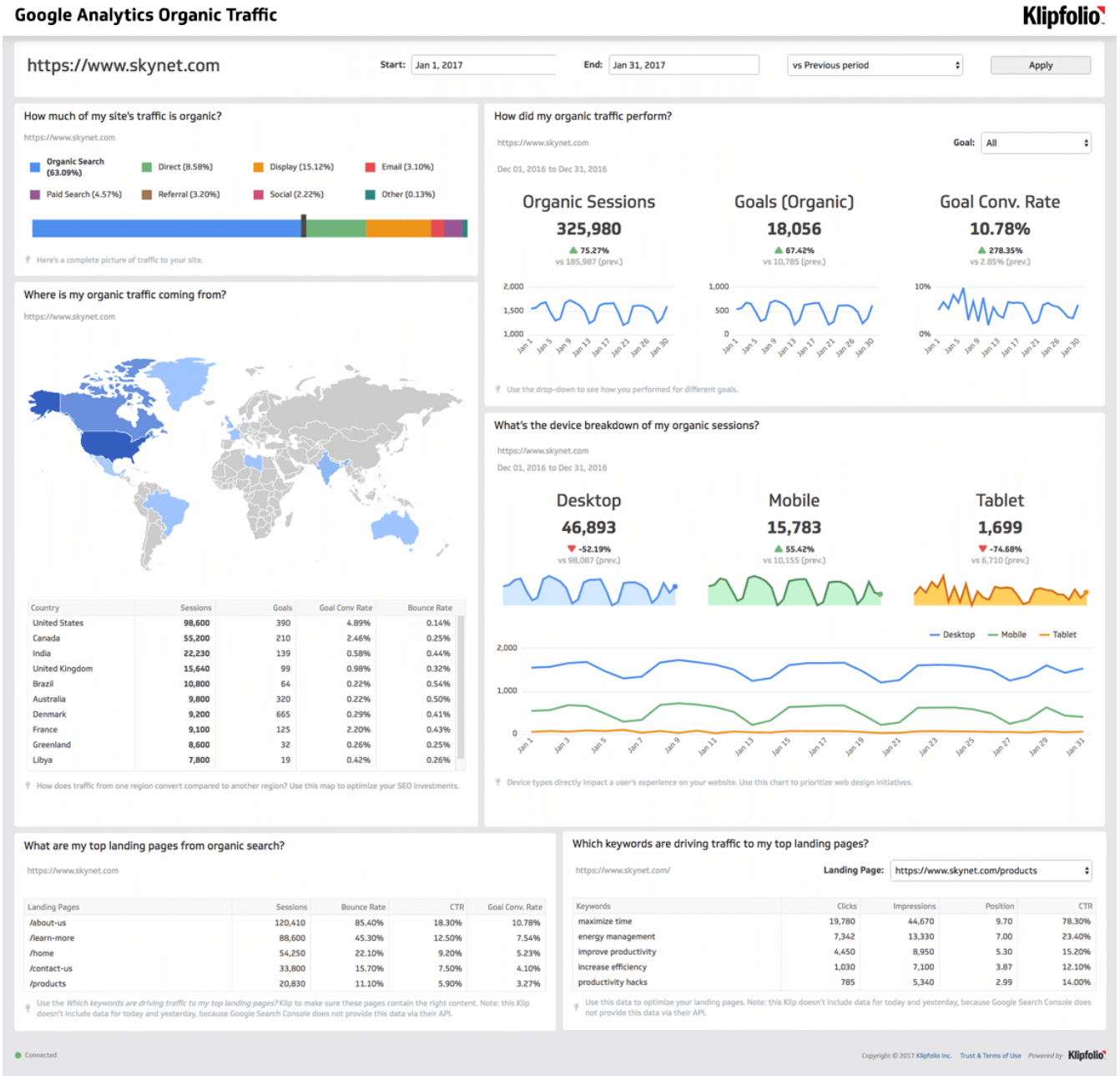

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Measure and refine

The web changes constantly; so does people's behavior

Consider:

1. You can't stay static
2. Google Analytics data is critical marketing information
3. Check reports weekly; adapt monthly

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What is SEO?

It's an ongoing process

Google is the staff in your office that makes the cold calls for you