



The SEO/SEM Primer

(How to get found on the web)

PRESENTED BY:



THANK YOU TO OUR SPONSORS



TRI-CITY CONSTRUCTION COUNCIL



75 YEARS



WHAT IS SEO?

SEO IS:

- A way to improve your quality traffic, rankings, and visibility online
- Making your site the best answer to as many relevant questions as possible
- Google rewarding you for having a well-built site and following best practices

SEO IS NOT:

- An overnight fix
- Tricks to make Google like you
- A one-and-done deal

SEO/SEM Primer

Get found on the web!

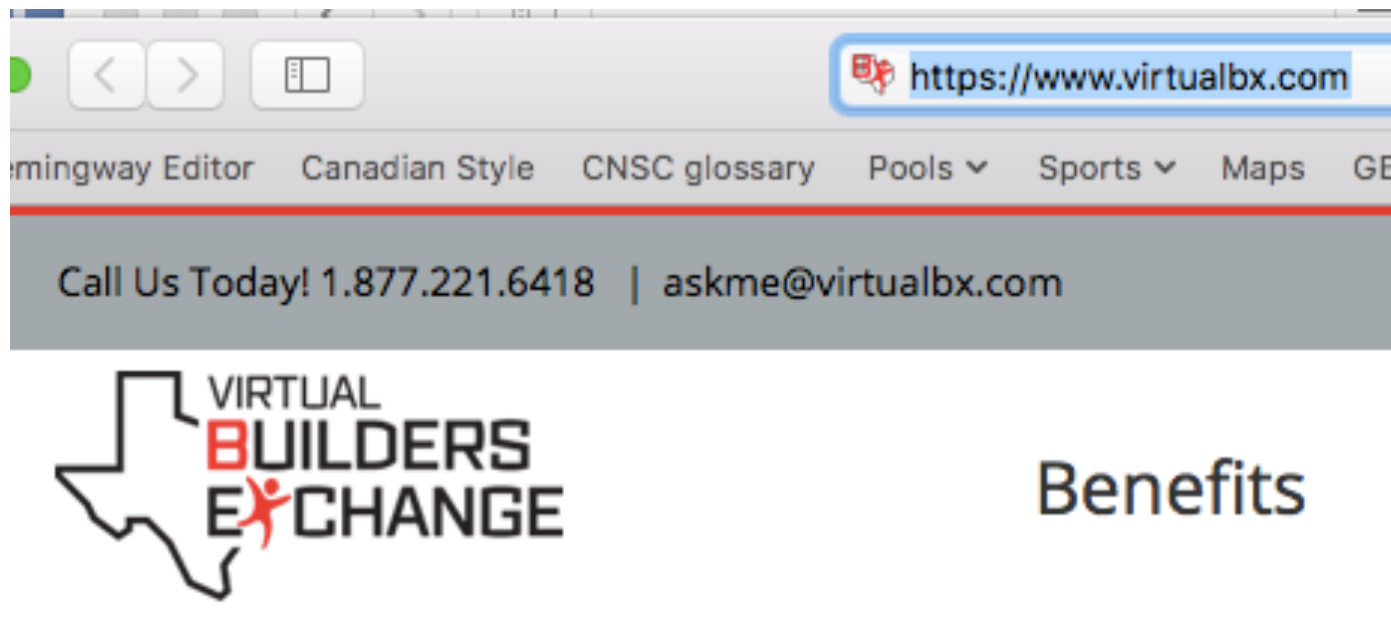


SEO/SEM Primer

Get found on the web!

Key factors that affect your SEO

1. A secure and accessible website

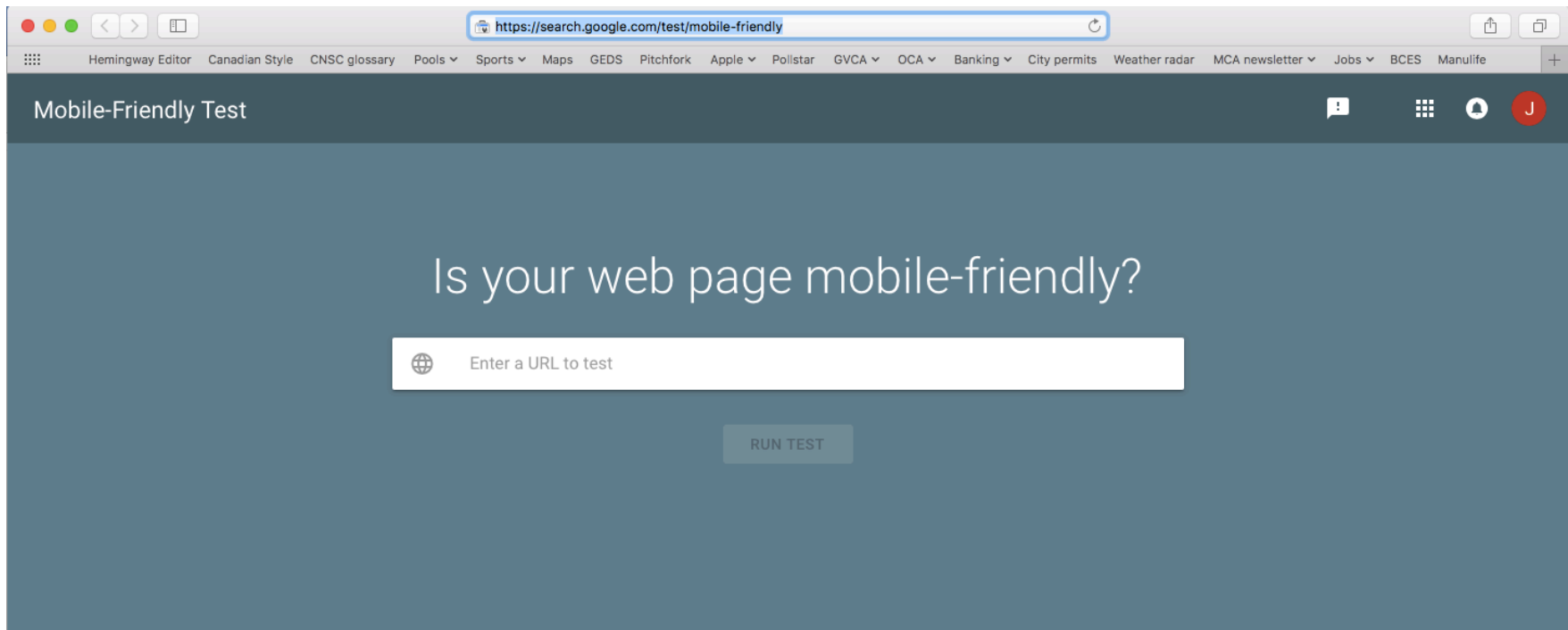


SEO/SEM Primer

Get found on the web!

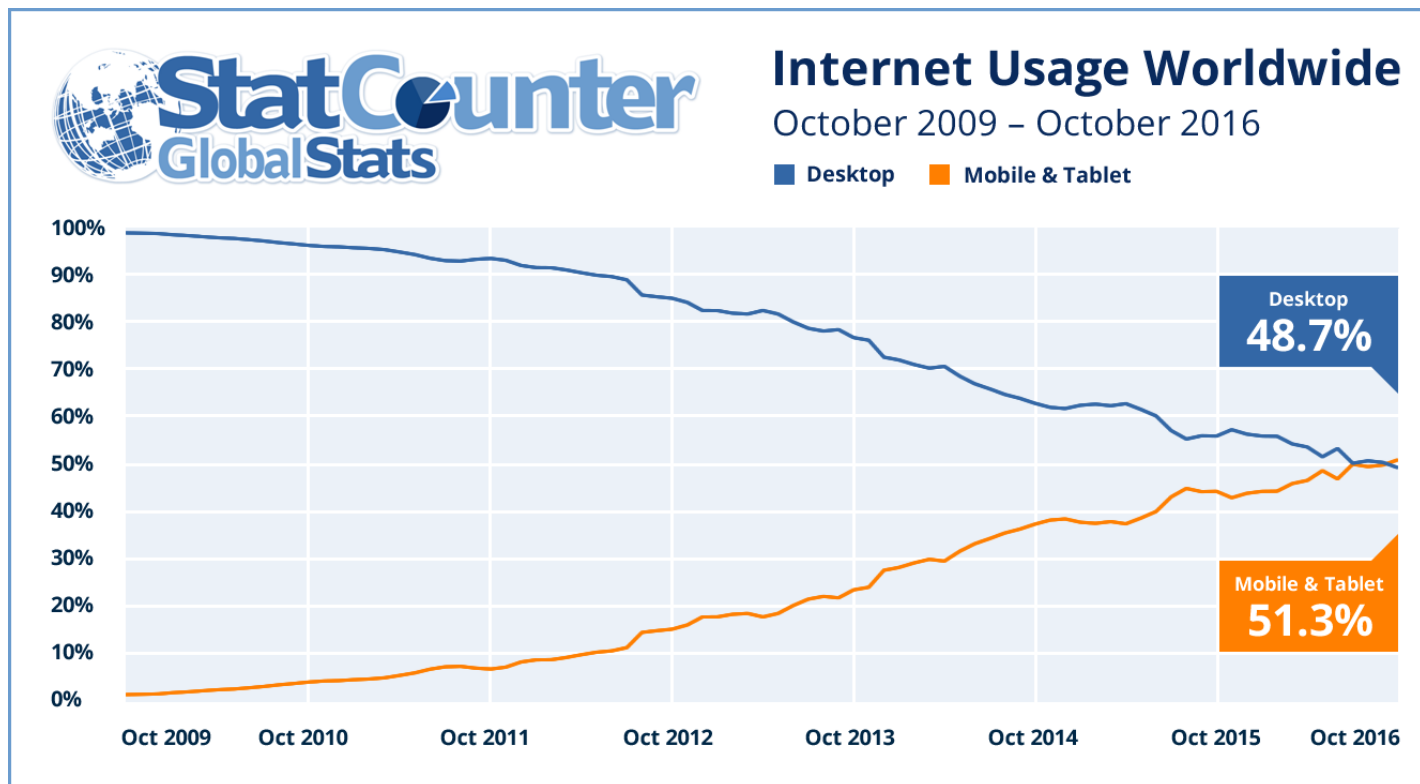
Key factors that affect your SEO

2. Page speed



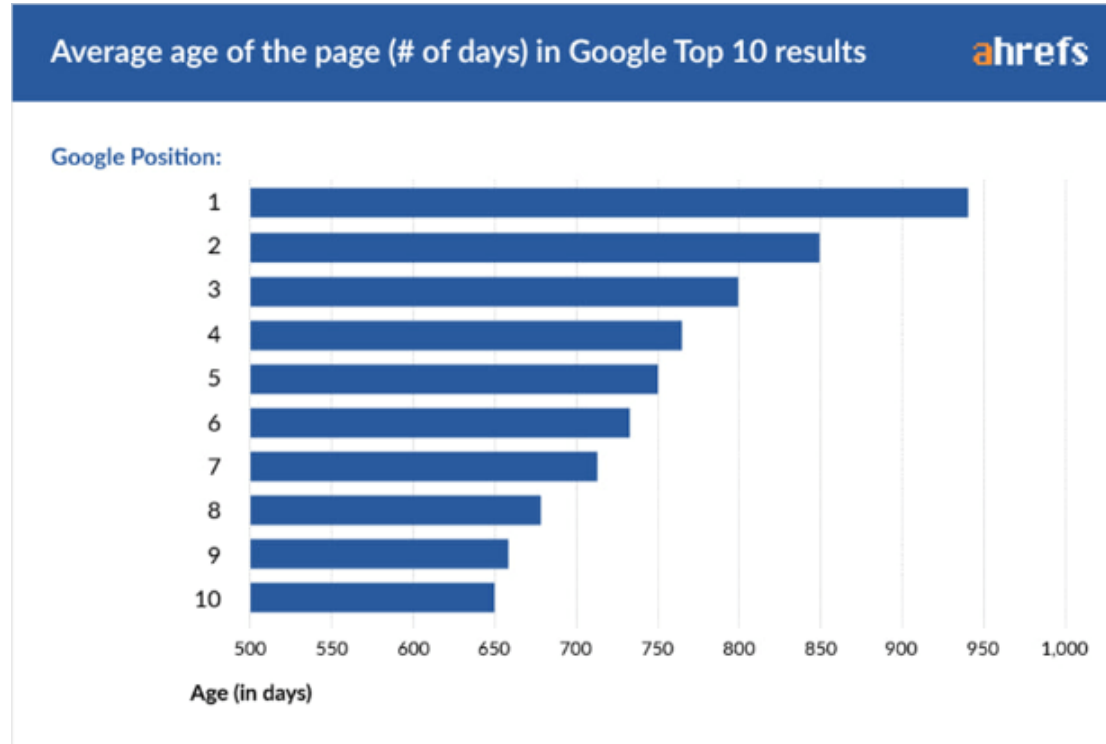
Key factors that affect your SEO

3. Mobile friendliness



Key factors that affect your SEO

4. Domain age



Key factors that affect your SEO

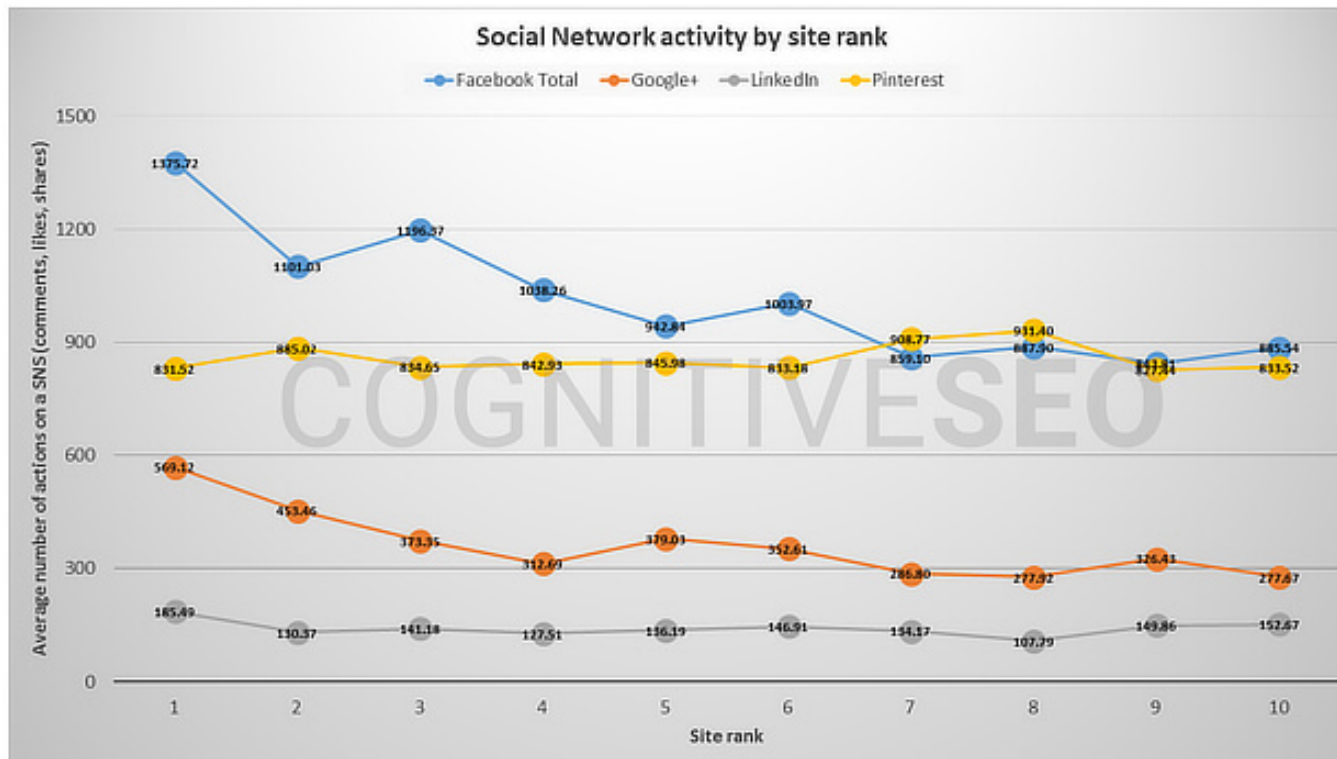
5. Links

Three kinds to consider:

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

Key factors that affect your SEO

6. Social signals



SEO/SEM Primer

Get found on the web!

Key factors that affect your SEO

7. Real business information

The screenshot shows a Google search for "builders and contractors exchange virginia". The search results include:

- Builders and Contractors Exchange**
https://www.bceva.com/
The Builders & Contractors Exchange provides centralized information regarding ... and private developers from across Virginia and Northeast North Carolina.
- Classifieds**
Classifieds. Special advertising in the Bulletin allows you to add ...
- Find Bid Opportunities**
Find the bidding opportunities you are interested in quickly and ...
- Builders and Contractors ...**
October 16, 2017. 17th Annual Scholarship Golf Outing ...
[More results from bceva.com »](#)
- バッグ 財布 時計 アウトレット: 日本最大級ブランドアウトレット店舗,**
www.bxava.com/ [Translate this page](#)
日本最大級ブランドアウトレット店舗,ブランド 時計 バッグ 財布アウトレット専門店,レディースに人気のバッグ 財布 時計 アウトレット人気 熱い販売は送料無料で最高の ...
- Builders & Contractors Exchange Inc - Home | Facebook**
https://www.facebook.com > Places > Norfolk, Virginia > Contractor
★★★★★ Rating: 4.5 - 1 vote

The knowledge panel for **Builders & Contractors Exchange, Inc** includes:

- 5.0 ★★★★★ 2 Google reviews
- Association or organization
- Website Directions
- Address: 1118 Azalea Garden Rd, Norfolk, VA 23502
- Hours: Open · Closes 4:30PM
- Phone: (757) 858-0680
- [Suggest an edit](#)
- Know this place? [Answer quick questions](#)
- Reviews from the web: 4.5/5 Facebook · 1 vote

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

SEO/SEM Primer

Get found on the web!

Key factors that affect your SEO

10. Technical SEO

The screenshot shows a Google search interface with the query "toronto construction association". The search results are as follows:

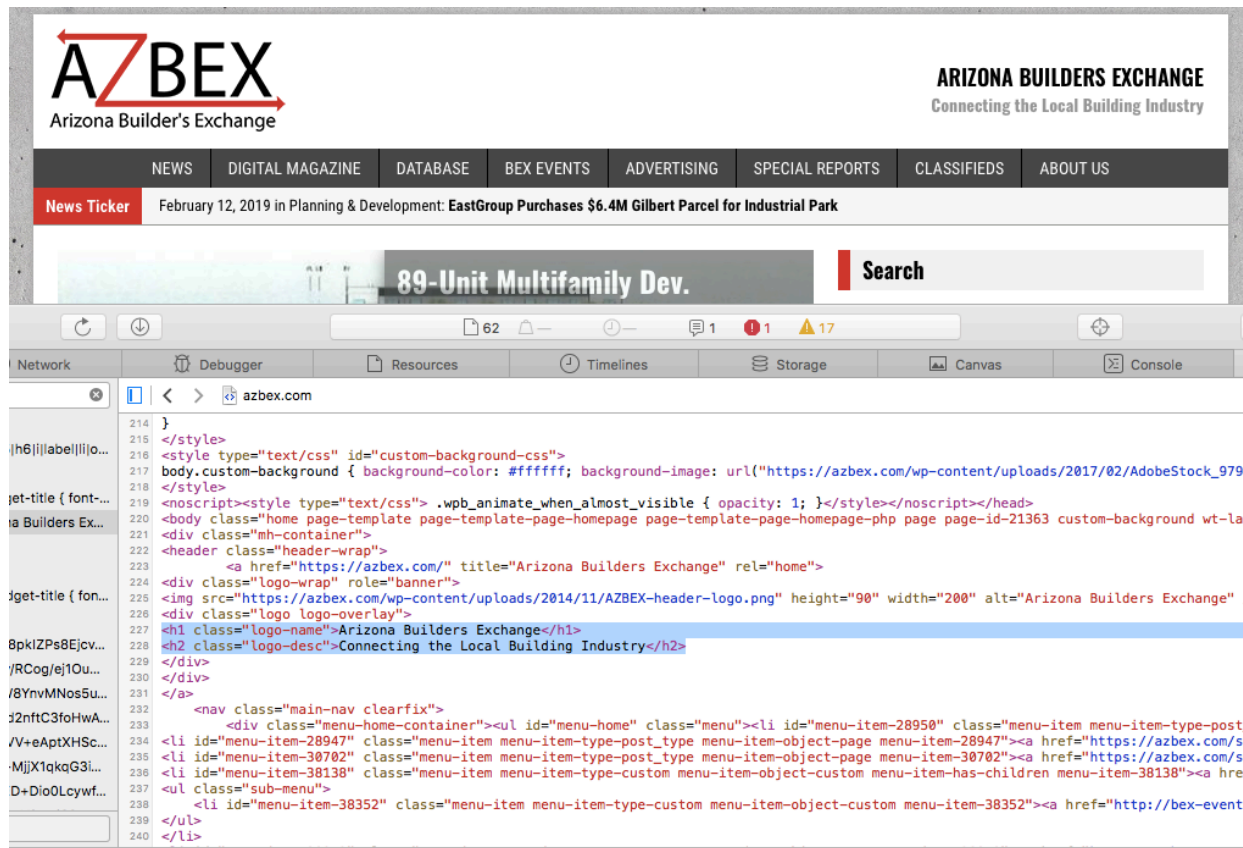
- Google** logo and search bar containing "toronto construction association".
- Navigation tabs: All (selected), News, Maps, Images, Shopping, More, Settings, Tools.
- Search results summary: "About 55,200,000 results (0.46 seconds)".
- TCA Connect - Home**
 - URL: <https://www.tcaconnect.com/>
 - Description: "Since 1867, TCA has proudly supported our members in all facets of Toronto ... powered by BestBidz the best coverage of construction tenders in Ontario."
 - Grid of links:
 - Member Directory**: Member Directory. Our 1,800 member companies work in all ...
 - Contact Us**: Please Note: Our office will be closed today as of 3:00pm due ...
 - Our Members**: Looking to do business with one of our members, check out our ...
 - About Us**: uniting like-minded professionals who care about the industry and ...
 - Education**: TCA's education arm, The Construction Institute of Canada ...
 - Courses**: Search course offerings · Courses · Professional Development · E ...
 - Link: [More results from tcaconnect.com »](#)
- Toronto Construction Association | LinkedIn**
 - URL: <https://www.linkedin.com/company/toronto-construction-association>
 - Description: "Learn about working at Toronto Construction Association. Join LinkedIn today for free. See who you know at Toronto Construction Association, leverage your ..."

SEO/SEM Primer

Get found on the web!

Key factors that affect your SEO

10. Technical SEO



The screenshot shows the Arizona Builders Exchange website. The header includes the logo "AZBEX Arizona Builder's Exchange" and the text "ARIZONA BUILDERS EXCHANGE Connecting the Local Building Industry". A navigation menu contains links for NEWS, DIGITAL MAGAZINE, DATABASE, BEX EVENTS, ADVERTISING, SPECIAL REPORTS, CLASSIFIEDS, and ABOUT US. A news ticker displays: "February 12, 2019 in Planning & Development: EastGroup Purchases \$6.4M Gilbert Parcel for Industrial Park". Below the ticker is a featured article titled "89-Unit Multifamily Dev." and a search bar.

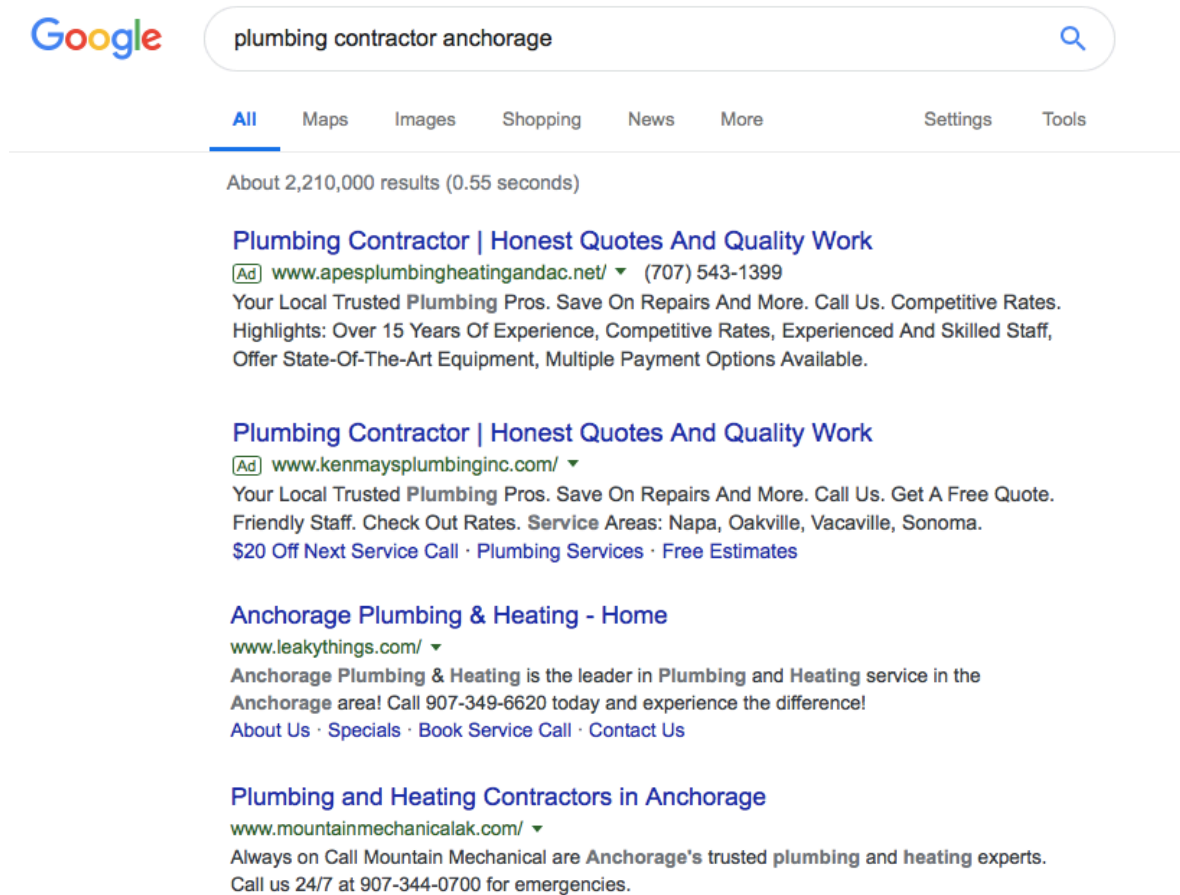
The browser developer console is open, showing the following HTML code snippet:

```
214 }
215 </style>
216 <style type="text/css" id="custom-background-css">
217 body.custom-background { background-color: #ffffff; background-image: url("https://azbex.com/wp-content/uploads/2017/02/AdobeStock_9795
218 </style>
219 <noscript><style type="text/css"> .wpb_animate_when_almost_visible { opacity: 1; }</style></noscript></head>
220 <body class="home page-template page-template-page-homepage page-template-page-homepage-php page page-id-21363 custom-background wt-lay
221 <div class="mh-container">
222 <header class="header-wrap">
223 <a href="https://azbex.com/" title="Arizona Builders Exchange" rel="home">
224 <div class="logo-wrap" role="banner">
225 
226 <div class="logo logo-overlay">
227 <h1 class="logo-name">Arizona Builders Exchange</h1>
228 <h2 class="logo-desc">Connecting the Local Building Industry</h2>
229 </div>
230 </a>
231 </div>
232 <nav class="main-nav clearfix">
233 <div class="menu-home-container"><ul id="menu-home" class="menu"><li id="menu-item-28950" class="menu-item menu-item-type-post_1
234 <li id="menu-item-28947" class="menu-item menu-item-type-post_type menu-item-object-page menu-item-28947"><a href="https://azbex.com/sul
235 <li id="menu-item-30702" class="menu-item menu-item-type-post_type menu-item-object-page menu-item-30702"><a href="https://azbex.com/sei
236 <li id="menu-item-38138" class="menu-item menu-item-type-custom menu-item-object-custom menu-item-has-children menu-item-38138"><a href=
237 <ul class="sub-menu">
238 <li id="menu-item-38352" class="menu-item menu-item-type-custom menu-item-object-custom menu-item-38352"><a href="http://bex-events.
239 </ul>
240 </li>
```

SEO/SEM Primer

Get found on the web!

Ranking is everything



Google

plumbing contractor anchorage

All Maps Images Shopping News More Settings Tools

About 2,210,000 results (0.55 seconds)

Plumbing Contractor | Honest Quotes And Quality Work
[Ad](#) www.apesplumbingheatingandac.net/ (707) 543-1399
Your Local Trusted Plumbing Pros. Save On Repairs And More. Call Us. Competitive Rates.
Highlights: Over 15 Years Of Experience, Competitive Rates, Experienced And Skilled Staff,
Offer State-Of-The-Art Equipment, Multiple Payment Options Available.

Plumbing Contractor | Honest Quotes And Quality Work
[Ad](#) www.kenmaysplumbinginc.com/
Your Local Trusted Plumbing Pros. Save On Repairs And More. Call Us. Get A Free Quote.
Friendly Staff. Check Out Rates. Service Areas: Napa, Oakville, Vacaville, Sonoma.
[\\$20 Off Next Service Call](#) · [Plumbing Services](#) · [Free Estimates](#)

Anchorage Plumbing & Heating - Home
www.leakythings.com/
Anchorage Plumbing & Heating is the leader in Plumbing and Heating service in the
Anchorage area! Call 907-349-6620 today and experience the difference!
[About Us](#) · [Specials](#) · [Book Service Call](#) · [Contact Us](#)

Plumbing and Heating Contractors in Anchorage
www.mountainmechanicalak.com/
Always on Call Mountain Mechanical are Anchorage's trusted plumbing and heating experts.
Call us 24/7 at 907-344-0700 for emergencies.

SEO/SEM Primer

Get found on the web!

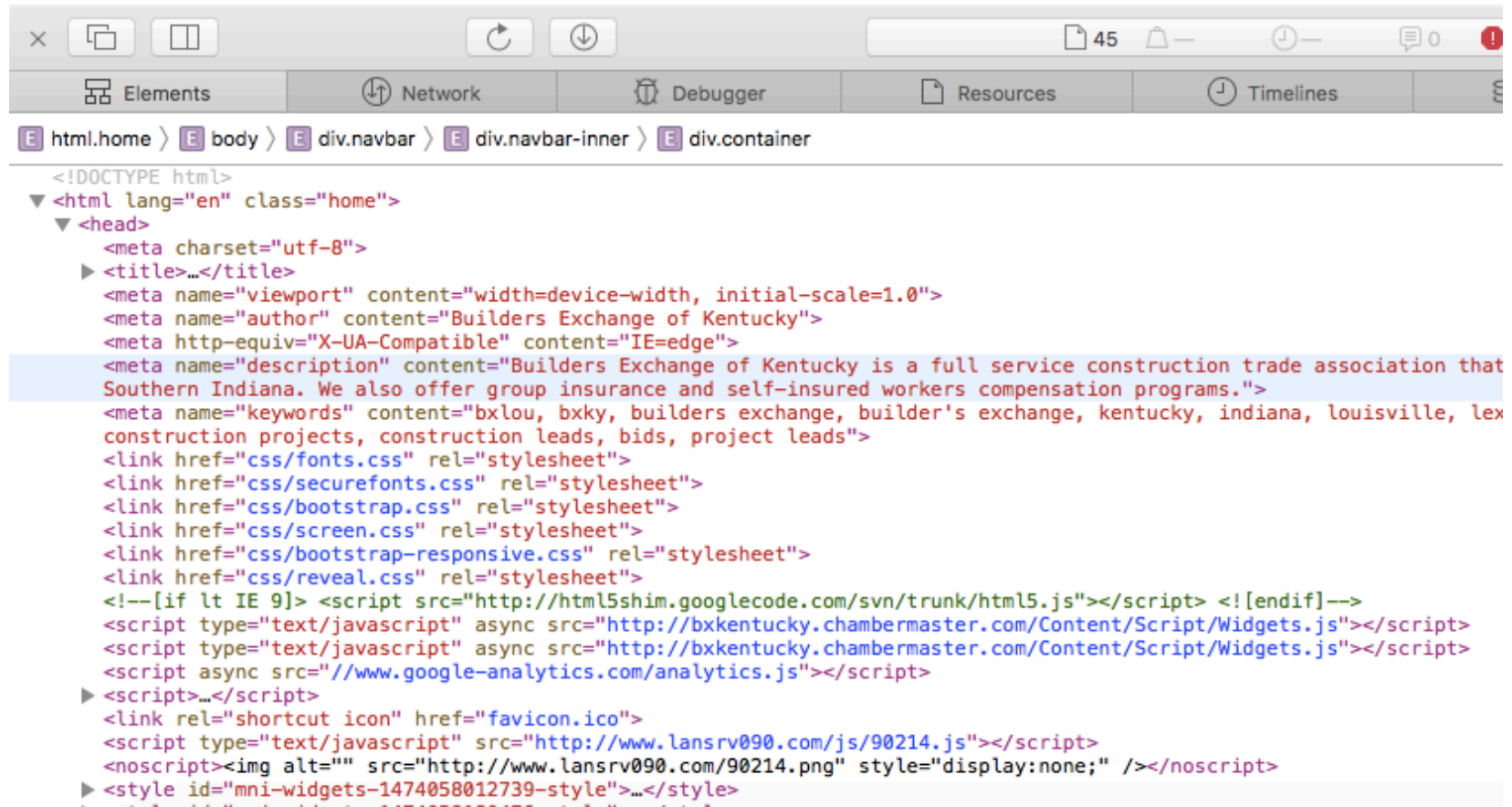
Search engine marketing (SEM)

(How to stay found)

SEO/SEM Primer

Get found on the web!

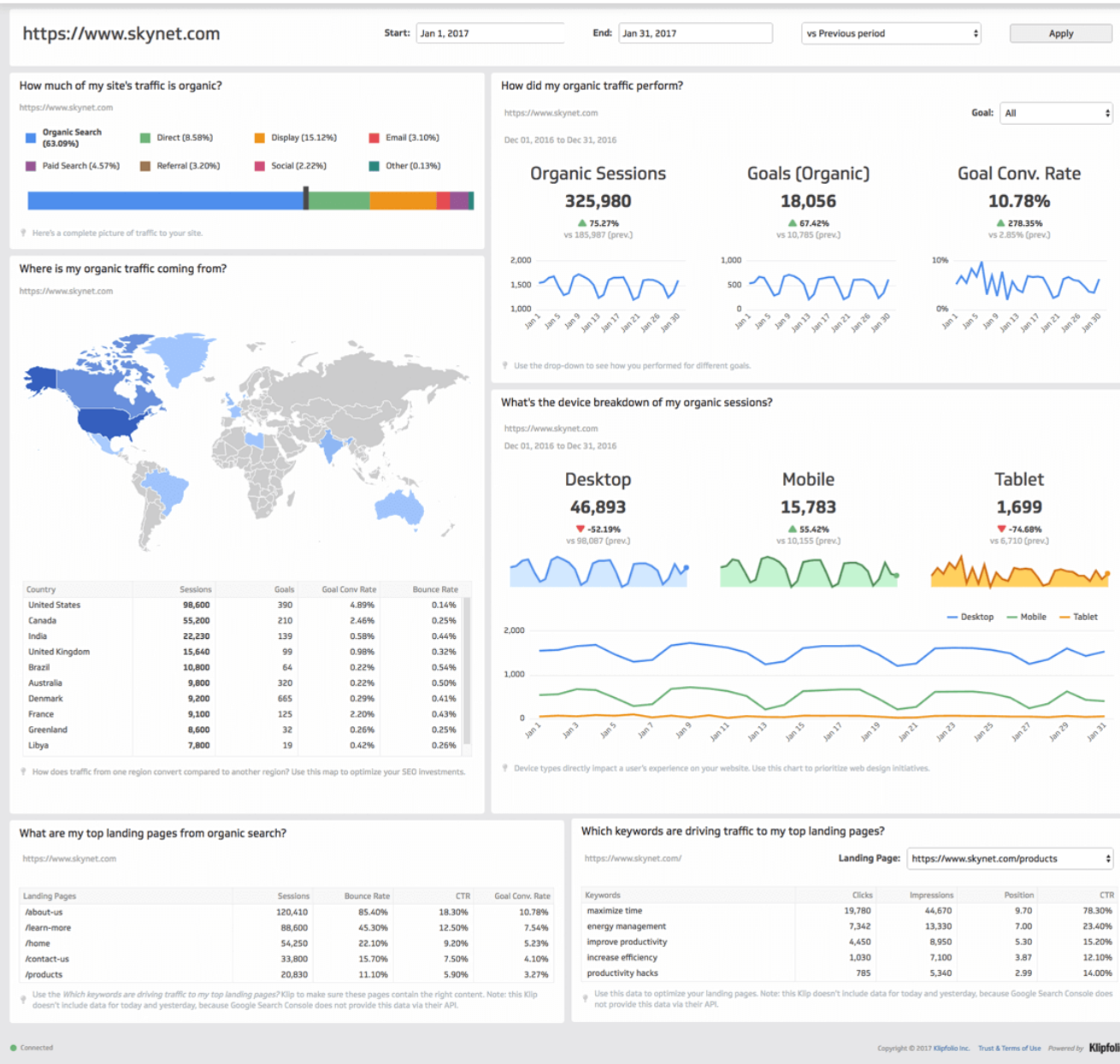
Google Analytics - you need it



```
<!DOCTYPE html>
<html lang="en" class="home">
  <head>
    <meta charset="utf-8">
    <title>...</title>
    <meta name="viewport" content="width=device-width, initial-scale=1.0">
    <meta name="author" content="Builders Exchange of Kentucky">
    <meta http-equiv="X-UA-Compatible" content="IE=edge">
    <meta name="description" content="Builders Exchange of Kentucky is a full service construction trade association that Southern Indiana. We also offer group insurance and self-insured workers compensation programs.">
    <meta name="keywords" content="bxlou, bxky, builders exchange, builder's exchange, kentucky, indiana, louisville, lex construction projects, construction leads, bids, project leads">
    <link href="css/fonts.css" rel="stylesheet">
    <link href="css/securefonts.css" rel="stylesheet">
    <link href="css/bootstrap.css" rel="stylesheet">
    <link href="css/screen.css" rel="stylesheet">
    <link href="css/bootstrap-responsive.css" rel="stylesheet">
    <link href="css/reveal.css" rel="stylesheet">
    <!--[if lt IE 9]> <script src="http://html5shim.googlecode.com/svn/trunk/html5.js"></script> <![endif]-->
    <script type="text/javascript" async src="http://bxkentucky.chambermaster.com/Content/Script/Widgets.js"></script>
    <script type="text/javascript" async src="http://bxkentucky.chambermaster.com/Content/Script/Widgets.js"></script>
    <script async src="//www.google-analytics.com/analytics.js"></script>
    <script>...</script>
    <link rel="shortcut icon" href="favicon.ico">
    <script type="text/javascript" src="http://www.lansrv090.com/js/90214.js"></script>
    <noscript></noscript>
    <style id="mni-widgets-1474058012739-style">...</style>
```

SEO/SEM Primer

Google Analytics Organic Traffic



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

SEO/SEM Primer

Get found on the web!

What is SEO?

It's an ongoing process

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