How to Make Your SEO A-OK

GOVTalks: SEO Workshop

Today’s agenda:

- Learn what SEO is
- See what to do
- See what NOT to do
- Get in and do some work!

What is SEO?

“Search engine optimization is a methodology of strategies, techniques and tactics used to increase the amount of visitors to a website by obtaining a high-ranking placement in the search results page of a search engine (SERP) -- including Google, Bing, Yahoo and other search engines.”

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Basics of Search Engines

- They “crawl” websites like a spider
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- The best results float to the top

What do you need in your toolbelt?

- Google Webmaster Tools
- Rank Tracker
- Page Rank

- Dashboard
- Messages
- Search Appearance
- Search Traffic
  - Search Analytics
  - Links to Your Site
  - Internal Links
  - Manual Actions
  - International Targeting
  - Mobile Usability
- Google Index
- Crawl
- Security Issues
- Other Resources

Search Analytics (beta)

Analyze your performance on Google Search. Filter and compare your results to better understand your user's search patterns. Learn more.

Go back to old "Search Queries" report.

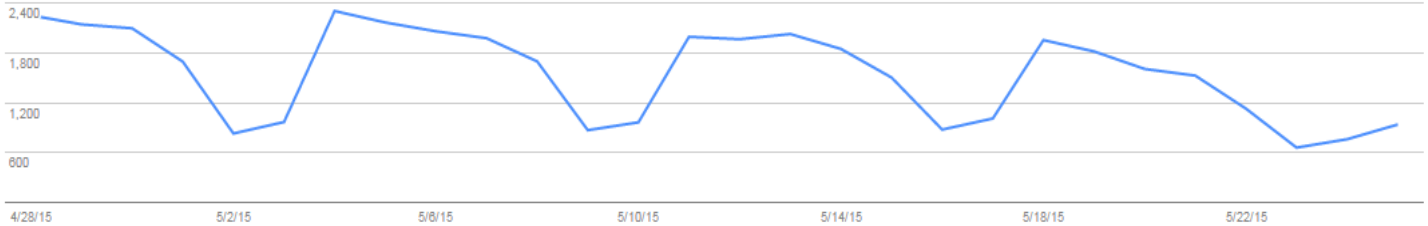
✓ Clicks ☐ Impressions ☐ CTR ☐ Position

Queries	Pages	Countries	Devices	Search Type	Dates
No filter	No filter	No filter	No filter	Web	Apr 28 - May 25

Total clicks

43,596

Clicks



	Queries	Clicks ▾
1	georgia	6,045
2	state of georgia	2,530

www.georgia.gov - Rank Tracker v7.3.4

File Tools Preferences Window Help Order license Projects: www.georgia.gov New Open Save Close Check All

Keywords & Ranks
Summary
Keywords
Domain Strength
Reports

Keywords & rankings | Ranking progress | Rankings details | Keywords in Top 10 | Keyword research | SEO & PPC analysis | "Not provided" traffic | +

Suggest Keywords | Add Keywords | Check Rankings | Update KEI | Update Visits | Show Competitors | Compare with Previous Results | Quick Filter: contains

#	Keyword	# of Searches	Google Rank	Yahoo! Rank	Bing US Rank	Ranking page(s)	Visibility
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4	child support	Not yet chec...	1	1	3	http://dcss.dhs.georgia.gov/	98%
5	medicaid	Not yet chec...	2	2	16	https://dch.georgia.gov/medicaid, http://dch.georgia.gov/medicaic	81%
6	state government	Not yet chec...	13	1	6	http://georgia.gov/	81%
7	agencies	Not yet chec...	11	3	26	http://georgia.gov/agency-list	59%
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Progress Graph | History Records | Ranking Data | Visibility Graph | Visits Graph | Keyword difficulty | Keyword: www.georgia.gov

Search Engine: Google (USA)

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- Social media
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Meta tags

- Provide details about the page, but don’t alter the way the page looks
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Summaries

- Helps the reader get an idea of what the content is about
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Abstracts

- For longer pieces of content
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Synonyms

- Help the auto-suggest search bar on your homepage
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Alternate text

- For screen readers, so it’s very important for accessibility
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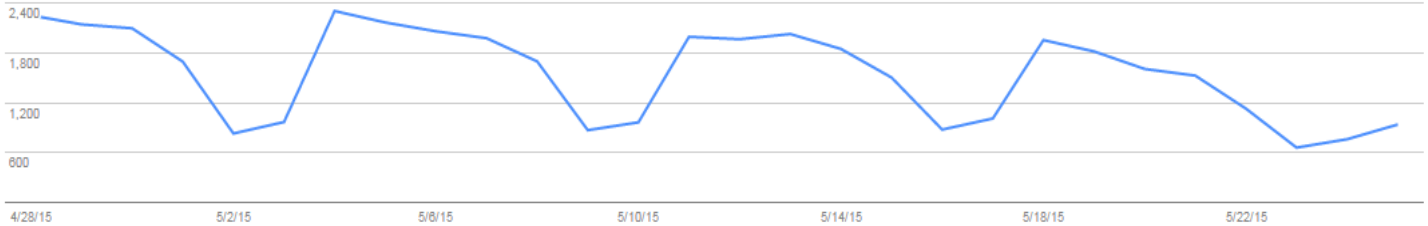

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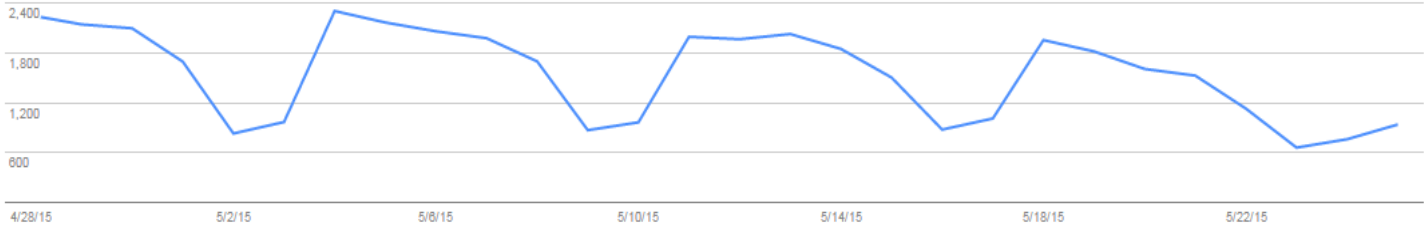

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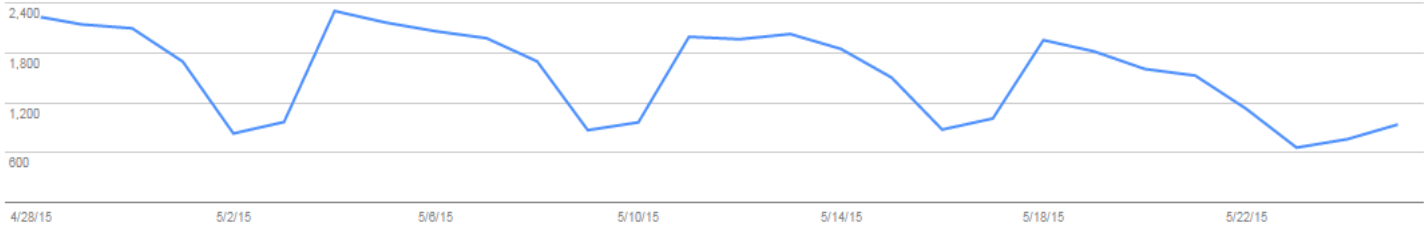

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- Password: 547Editor

Meta tags

- Provide details about the page, but don’t alter the way the page looks
- Help search engines find details about your page

Summaries

- Helps the reader get an idea of what the content is about
- Should be concise, 2-3 sentences

Abstracts

- For longer pieces of content
- A little more involved than a summary, but still concise and short

Synonyms

- Help the auto-suggest search bar on your homepage
- Type in words that could be associated with the content

Alternate text

- For screen readers, so it’s very important for accessibility
- Must be short yet descriptive
- Different from the title box

Keywords

- Important to be throughout your content, but not overused