eCourse Outline

Search Engine Optimization Part 2: How to Tame Googlebot and Grow Your Traffic

1. **Off-Page SEO**
   a. **Social Media**
      i. Primary off-page SEO focus
      ii. Doesn't directly impact your search ranking
      iii. Gain exposure, amplify content, establish brand awareness
      iv. Helps create better rankings over time
   b. **Link Building**
      i. Other websites link to your site
      ii. Incredible valuable to Googlebot
      iii. Requires legwork to get other sites to link to you
      iv. Link building candidates:
         1. Other websites/blogs
         2. Social media
         3. Influencers
2. **Technical SEO -** coding your website for Googlebot
   a. **Structured Data** – the way your website communicates w/ search engines
      i. **Schema**
         1. Tells search engines the purpose of your site
         2. How search engines create rich search results
         3. Lots of tools to help (e.g. WordPress plugins, Google's Structured Data Markup Helper tool)
      ii. **Meta tags/HTML**
         1. HTML (Hypertext Markup Language) = the language of the web
         2. Page title, headings and meta description as defined by your website's HTML are extremely important.
         3. Google "schema markup testing" to find out how your site performs.
      iii. **Usability/User Interface**

1. Google watches user interaction.
2. Use straightforward, simple navigation.
3. Create clear, readable content.
4. Be sure your overall user experience is positive.
5. Check out our [eCourse "Creating a Small Business Website"](#) for more information on creating a great user experience.

3. **Local SEO**
   a. Optimizing for local-specific intent
   b. Crucial for businesses that rely on local customers, e.g. dentist's office, plumbing business, restaurant
   c. **How Local Results Display**
      i. Google Maps display
      ii. Business list
      iii. Search results
   d. **[Google Business Profile](#)**
      i. Ranked on distance, relevance, and prominence
      ii. Claim your business to control your profile
      iii. Rich content options for your customers to interact with you
   e. **Local-focused Structured Data**
      i. How to optimize your website for local SEO
      ii. Specific schema for local search optimization
      iii. Location, phone number, hours, where to place orders, etc.

4. **Keeping Track: How to Analyze your Rankings**
   a. **[Google Search Console](#)**
      i. Free tool by Google
      ii. Provides search analytics & tools
      iii. Even a shallow dip is helpful!
   b. **Third-Party Tools**
      i. [Moz](#), [SEMRush](#), [Ahrefs](#)
      ii. Try a free trial or subscribe for a couple of months
      iii. Search/competitor analysis, keyword research
   c. **[Google Analytics](#)**
      i. Shows how traffic gets to your site
      ii. Organic traffic = search traffic
      iii. Free tool w/ other benefits
   d. **Be patient.** SEO work takes months to yield results!