SEO agenda

There's still some truth to that statement that 75% of people will never scroll past the first page on a Google search. That means you can't afford to be ranking on the second, third, or fourth page.

For the lesson we will walk through each one of these and I will help you get them added to your website. SEO is not a one and done practice, it takes constant monitoring.

Attributes of SEO

- Google my business - signals proximity, business categories, keywords in business, page titles etc
- Meta descriptions on every page
- Link signals - inbound anchor text, linking domain, linking domain quality
- Review signals - review quantity, review velocity, review diversity
- On page signals - presence of NAP keywords in title, domain authority
- Citation signals – NAP consistency, citation volumes
- Behavior signals - click through rates, mobile clicks, to call and check-ins
- Personalization – time on site, sessions, page engagements
- Social signals- Google engagement, Facebook engagements etc
- NAP – name address phone number

Key talking points to cover

1. Google also evaluates your site based on Expertise, Authoritativeness, and Trustworthiness.
2. Besides creating an awesome site, you need to get other people to mention you and your site
3. Image searching is growing in popularity – make sure you fill out all "ALT TEXT" for images
4. Videos are still the rulers of capturing an audience – videos need SEO as well
5. Use FAQ fact sheets to help improve your voice search results
6. 99.58% of all Featured Snippets are from pages that rank on the first page for that term
7. Keyword Intent
8. It's no secret why: Google is crowding out the organic search results with Answer Boxes, Ads, Carousels, "People also ask" sections, and more.

Performance

Technical SEO refers to improving the technical aspects of a website in order to increase the ranking of its pages in the search engines. Making a website faster, easier to crawl and understandable for search engines are the pillars of technical optimization. Technical SEO is part of on-page SEO, which focuses on improving elements on your website to get higher rankings. It's the opposite of off-page SEO, which is about generating exposure for a website through other channels.