

Search Engine Optimization



we make the web

work smarter



smart solutions
www.smartwebdev.com

What We Will Cover

- What is SEO
- Organic vs. paid placement
- How search engines work
- How to increase your rankings
 - Identifying your keyword phrases
 - Optimizing your web pages and content
 - Other technical and social considerations
- Setting realistic expectations
- Ongoing tasks
- Questions

What is Search Engine Optimization?

SEO is a marketing activity intended to help you gain visibility and increase your rankings in search engines.

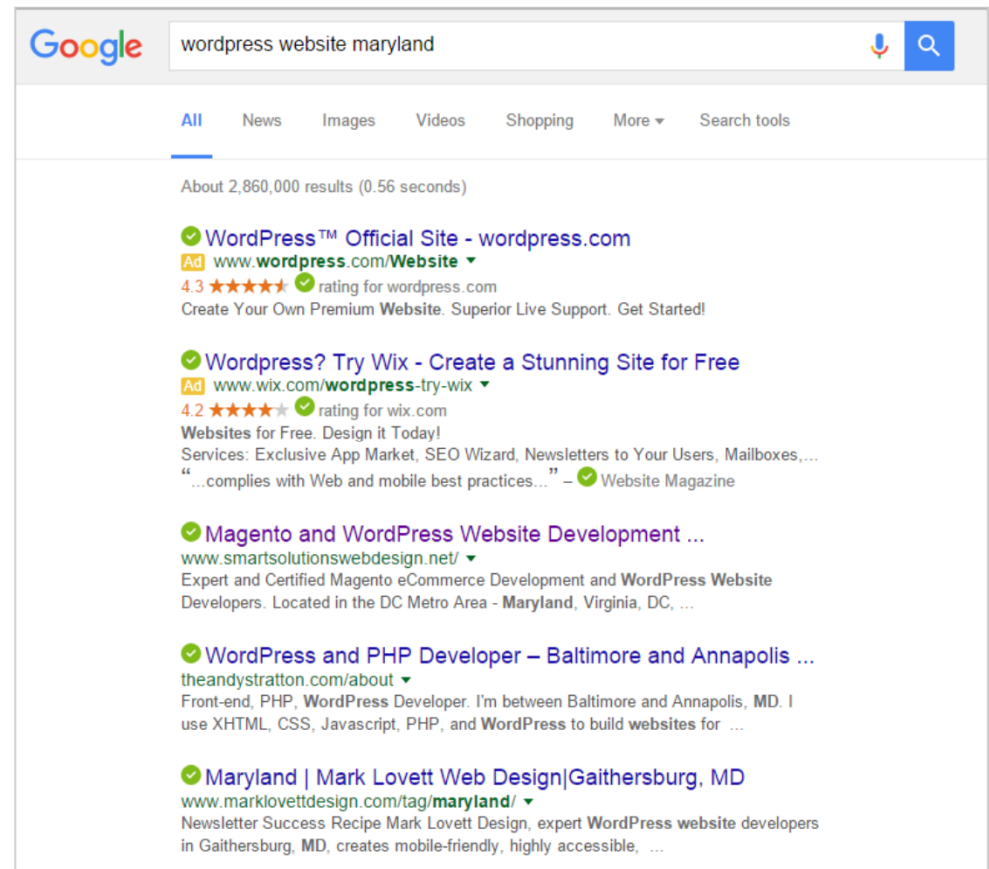
Google  bing YAHOO!

Search Engines

The Primary Way Users Navigate The Internet

Effort spent on SEO can have an exceptional rate of return compared to other types of marketing.

Search engines drive targeted, qualified traffic to your site.



A photograph showing a person's hands holding a tablet computer. The person is wearing a grey sweater and a silver watch. In the background, another person is holding a tablet, and there are papers on a table. The scene appears to be a public space like a cafe or office.

Over 100 billion searches are conducted by users per month on Google

Over 50% of all web searches are performed on mobile devices

Google drives over 65% of all web search traffic

Organic vs. Paid Placement

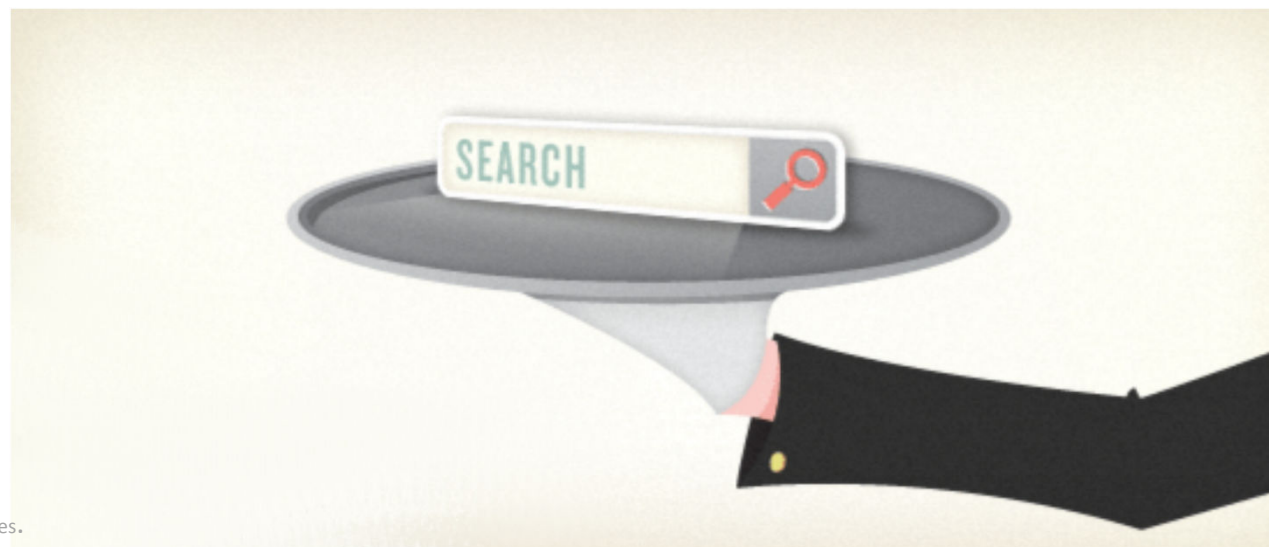
- *Organic – Listings that most closely match the user’s search query based on relevance and popularity. Displayed on left side of page beneath paid ads.*
- *Paid – Advertisements site owners have paid for. Displayed at top left or down right side.*

People’s eyes are drawn to search results near the top of the page, and to organic search results over paid results



How Search Engines Work

- *Build an index of webpages*
- *Provide search users with a ranked list of websites*
- *Crawl the internet via links*
- *Ranking are based on*
 - *Relevance*
 - *Popularity*

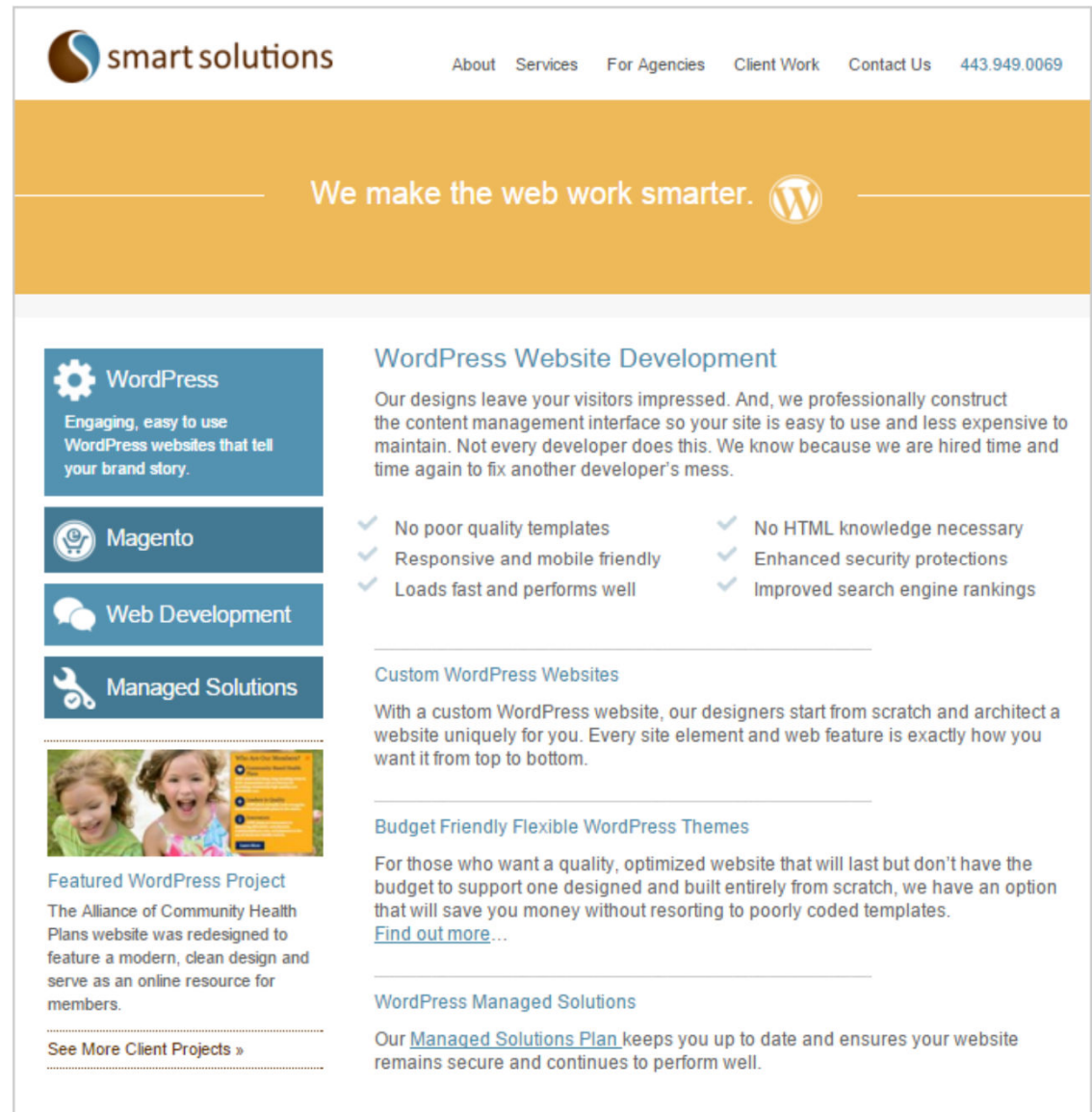


Boost Relevance

Incorporate Your
Keywords

Optimize Each Page
Separately


Deliver Quality
Content



The screenshot shows the homepage of 'smart solutions'. The header includes the company logo, navigation links (About, Services, For Agencies, Client Work, Contact Us), and a phone number (443.949.0069). A prominent orange banner features the slogan 'We make the web work smarter.' with a WordPress logo. The main content area is divided into several sections: a vertical sidebar with service categories (WordPress, Magento, Web Development, Managed Solutions), a 'WordPress Website Development' section with a list of benefits, a 'Custom WordPress Websites' section, a 'Budget Friendly Flexible WordPress Themes' section, and a 'Featured WordPress Project' section with a photo of two children and a link to 'See More Client Projects'.

smart solutions

About Services For Agencies Client Work Contact Us 443.949.0069

We make the web work smarter. 

WordPress
Engaging, easy to use
WordPress websites that tell
your brand story.

Magento

Web Development

Managed Solutions

WordPress Website Development

Our designs leave your visitors impressed. And, we professionally construct the content management interface so your site is easy to use and less expensive to maintain. Not every developer does this. We know because we are hired time and time again to fix another developer's mess.

- ✓ No poor quality templates
- ✓ Responsive and mobile friendly
- ✓ Loads fast and performs well
- ✓ No HTML knowledge necessary
- ✓ Enhanced security protections
- ✓ Improved search engine rankings

Custom WordPress Websites

With a custom WordPress website, our designers start from scratch and architect a website uniquely for you. Every site element and web feature is exactly how you want it from top to bottom.

Budget Friendly Flexible WordPress Themes

For those who want a quality, optimized website that will last but don't have the budget to support one designed and built entirely from scratch, we have an option that will save you money without resorting to poorly coded templates.
[Find out more...](#)

WordPress Managed Solutions

Our [Managed Solutions Plan](#) keeps you up to date and ensures your website remains secure and continues to perform well.

Featured WordPress Project

The Alliance of Community Health Plans website was redesigned to feature a modern, clean design and serve as an online resource for members.

[See More Client Projects »](#)

Boost Popularity

Provide a Quality
User Experience

Deliver Quality
Content



Easy to use, navigate, and understand



Modern and professionally designed



Accessible to modern browsers including mobile



Useful, credible and shareable content



Quality inbound links from popular sites



Quality Content and Keywords Equals Relevance



Identify Your Target Keyword Phrases

- ✓ Know your audience – use common sense
- ✓ Be specific
- ✓ 3 – 5 word phrases are best
- ✓ Consider geography
- ✓ Keywords should be relevant to your content
- ✓ Use other research methods

*“WordPress Website Developer Maryland”
is better than “Website Developer”*



Keyword Research

Google AdWords Keyword Planner

<https://adwords.google.com/KeywordPlanner>

Uber Suggest

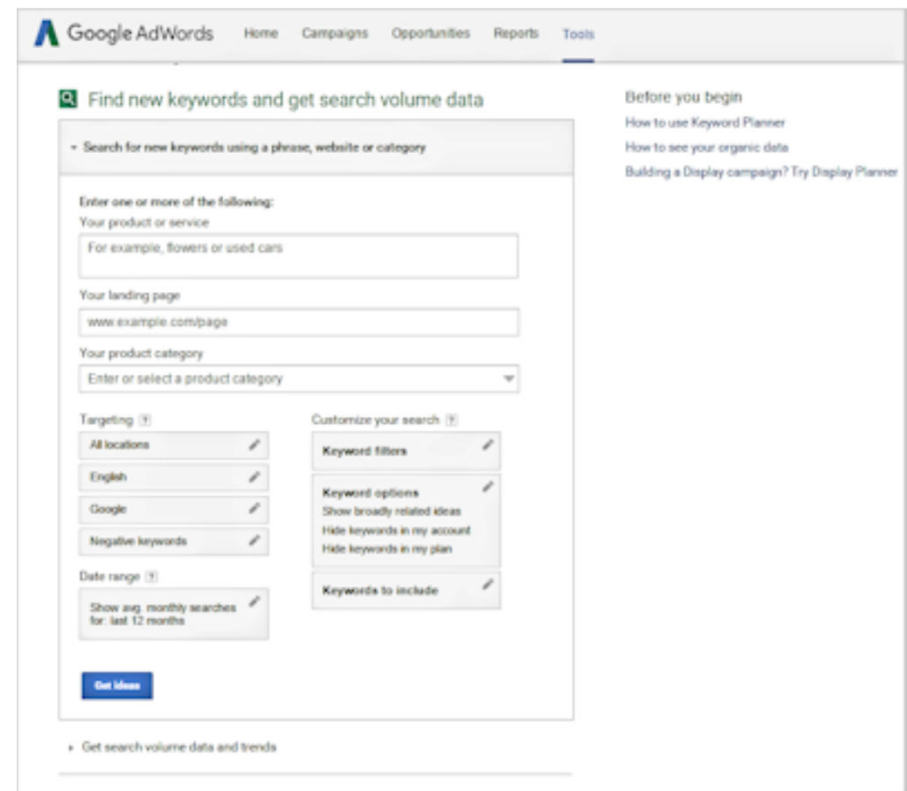
<https://ubersuggest.io>

Wordtracker (\$)

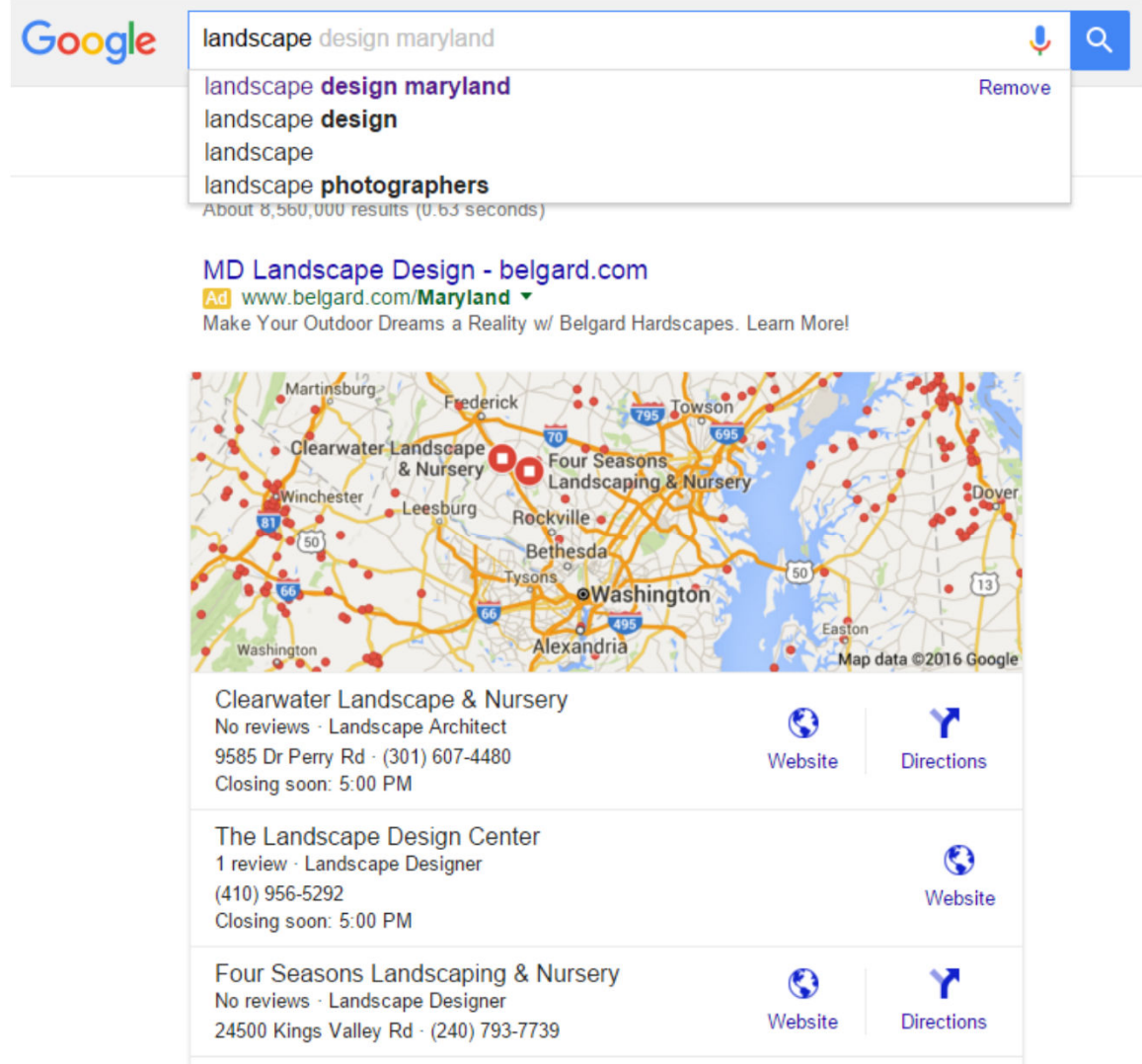
<http://www.wordtracker.com>

Google Search Engine Tools

- Auto Complete
- Related Searches



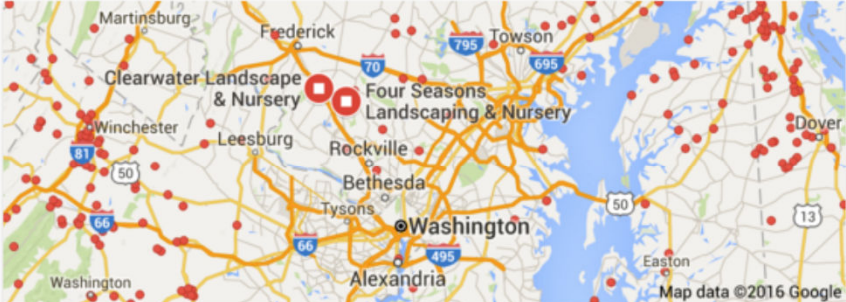
Search Engine Auto Complete








Google landscape design maryland

landscape **design maryland** Remove
landscape **design**
landscape
landscape **photographers**
About 8,560,000 results (0.63 seconds)

MD Landscape Design - belgard.com
Ad www.belgard.com/Maryland
Make Your Outdoor Dreams a Reality w/ Belgard Hardscapes. Learn More!



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| | | |
|---|---|--|
| Clearwater Landscape & Nursery No reviews · Landscape Architect 9585 Dr Perry Rd · (301) 607-4480 Closing soon: 5:00 PM |  Website |  Directions |
| The Landscape Design Center 1 review · Landscape Designer (410) 956-5292 Closing soon: 5:00 PM |  Website | |
| Four Seasons Landscaping & Nursery No reviews · Landscape Designer 24500 Kings Valley Rd · (240) 793-7739 |  Website |  Directions |

Google Related Searches

Images for landscape design maryland

Report images



More images for landscape design maryland

Four Seasons Landscaping & Nursery: Landscapers in ...

www.fourseasonslandscaping.net/ ▼

Our **Maryland** landscape designers use only the highest quality plant and building materials that are guaranteed to last for years. They will not only complement ...

Landscape Designer in Maryland| Landscape Architect Md ...

www.creativelanddesignmd.com/html/maryland_landscape_design.html ▼

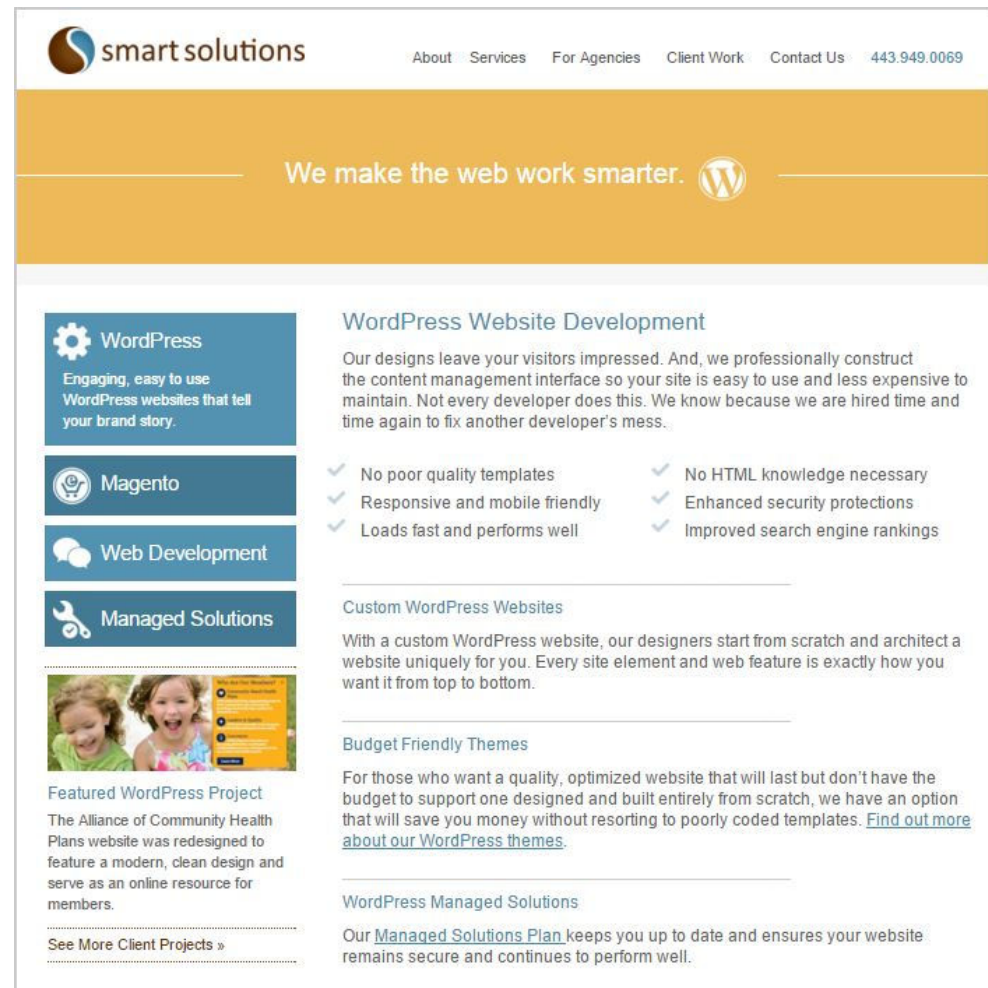
Creative Land Design, Inc- A unique landscape designer & landscape architect firm located in Annapolis Md. since 1989. -A full service landscape Design-Build ...

Searches related to landscape design maryland

- landscape architect maryland
- landscape design software
- maryland landscape design ideas
- landscape design jobs maryland
- maryland landscape architecture
- maryland landscape architect license lookup
- maryland interior designer
- maryland graphic designer

Integrate Your Keyword Phrases

- ✓ Body copy
- ✓ Placement
- ✓ Headers
<H1>, <H2>, <H3>, <H4>
- ✓ Link text
- ✓ Image file names
featuredwordpresswebsite.jpg
- ✓ Alt Tags

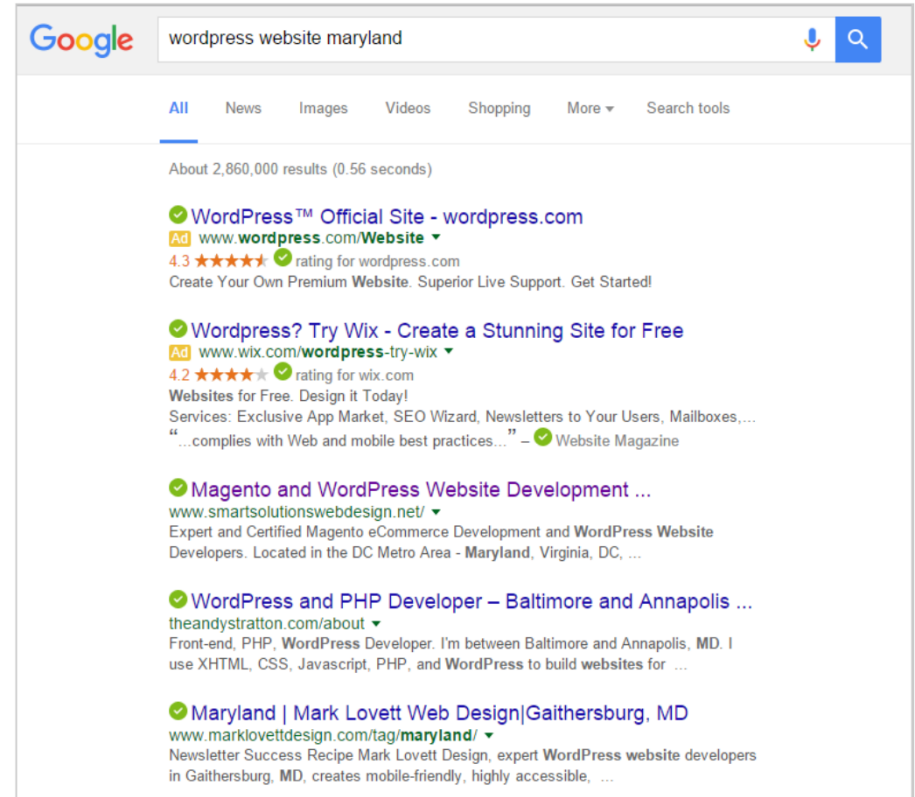


The screenshot shows the homepage of 'smart solutions'. The header includes the company logo and navigation links: 'About', 'Services', 'For Agencies', 'Client Work', 'Contact Us', and a phone number '443.949.0069'. A large orange banner below the header contains the slogan 'We make the web work smarter.' with a WordPress logo. The main content area is divided into two columns. The left column features four blue boxes with icons and text: 'WordPress' (Engaging, easy to use...), 'Magento', 'Web Development', and 'Managed Solutions'. Below these is a 'Featured WordPress Project' section with a photo of two children and text describing a website redesign. At the bottom of this column is a link 'See More Client Projects »'. The right column has a 'WordPress Website Development' section with a paragraph of text and a list of six benefits: 'No poor quality templates', 'Responsive and mobile friendly', 'Loads fast and performs well', 'No HTML knowledge necessary', 'Enhanced security protections', and 'Improved search engine rankings'. Below this are sections for 'Custom WordPress Websites', 'Budget Friendly Themes', and 'WordPress Managed Solutions', each with a short paragraph of text.

Page Title and Meta Description

- ✓ Title
 - Approximately 65 characters
 - At least once and close to beginning
- ✓ Meta Description
 - Max of 160 characters ideally
 - Position not as important

```
<head>
  <title>Magento and WordPress Website Development
  eCommerce Maryland Virginia DC</title>
  <meta name="description" content="Expert and Certified
  Magento eCommerce Development and WordPress Website
  Developers. Located in the DC Metro Area - Maryland,
  Virginia, DC, Annapolis."/>
```



A screenshot of a Google search results page for the query "wordpress website maryland". The search bar at the top shows the query and the Google logo. Below the search bar, there are navigation tabs for "All", "News", "Images", "Videos", "Shopping", "More", and "Search tools". The search results are displayed below, showing approximately 2,860,000 results in 0.56 seconds. The first result is an advertisement for "WordPress™ Official Site - wordpress.com" with a URL of "www.wordpress.com/Website" and a 4.3-star rating. The second result is an advertisement for "WordPress? Try Wix - Create a Stunning Site for Free" with a URL of "www.wix.com/wordpress-try-wix" and a 4.2-star rating. The third result is for "Magento and WordPress Website Development ..." with a URL of "www.smartsolutionswebdesign.net/". The fourth result is for "WordPress and PHP Developer – Baltimore and Annapolis ..." with a URL of "theandystratton.com/about". The fifth result is for "Maryland | Mark Lovett Web Design|Gaithersburg, MD" with a URL of "www.marklovettdesign.com/tag/maryland/".



Some Technical Stuff



Other Important SEO Factors

- ✓ Use keywords in domain and page names (URL)
www.smartwebdev.com/services/wordpress-website-development
- ✓ Eliminate broken links
www.brokenlinkcheck.com
- ✓ Ensure your site is mobile-friendly
www.google.com/webmasters/tools/mobile-friendly
- ✓ Fix slow loading pages
- ✓ Review your robots.txt file

Robots.txt

www.yourwebsite.com/robots.txt

The robots.txt file is used to instruct search engine robots how to crawl and index website pages.

Index Everything

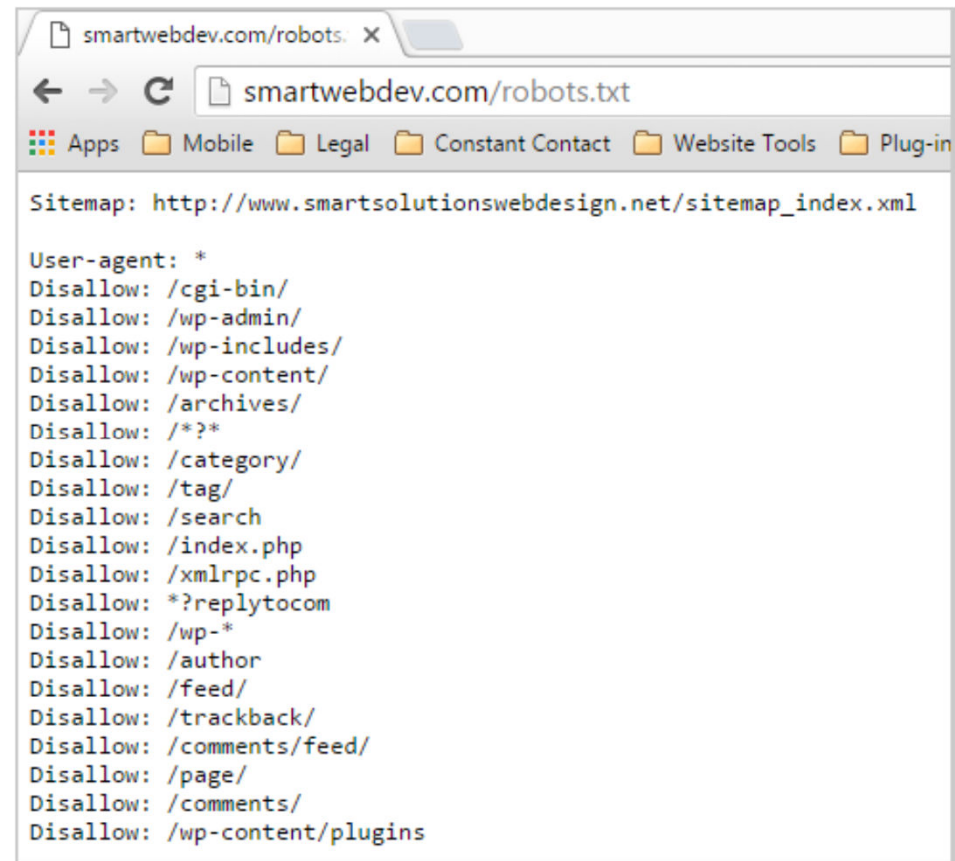
User-agent: *

Disallow:

Index Nothing

User-agent: *

Disallow: /



```
Sitemap: http://www.smartsolutionswebdesign.net/sitemap_index.xml

User-agent: *
Disallow: /cgi-bin/
Disallow: /wp-admin/
Disallow: /wp-includes/
Disallow: /wp-content/
Disallow: /archives/
Disallow: /*?*
Disallow: /category/
Disallow: /tag/
Disallow: /search
Disallow: /index.php
Disallow: /xmlrpc.php
Disallow: /*replytocom
Disallow: /wp-*
Disallow: /author
Disallow: /feed/
Disallow: /trackback/
Disallow: /comments/feed/
Disallow: /page/
Disallow: /comments/
Disallow: /wp-content/plugins
```


Social Signals



Facebook Shares
Twitter Retweets
Pinterest Repins
YouTube Likes
Google+ Share

Search Engine Submission

“Do I need to submit my site to search engines in order to be found?”

In the past, search engines had submission forms. Webmasters would tag their pages with keywords and submit them to the engines using these forms. Search engine submissions are now crawl based. So you do not have to submit your site to search engines in order to be found.



Ongoing Tasks

- Regularly review your placement
 - Is your position dropping or rising?
 - Is a competitor or other website taking over?
 - Why could it be happening?
- Refine your keywords if necessary
- Make content and site adjustments
- Consider working with a professional



There is No Secret to SEO Success

SEO is a long term process that builds on itself and gains momentum with time. You must set realistic expectations and also be wary of any company or consultant who promises a high placement or instant results.

“SEO is a process and takes time”



SEO Resources



Good Beginner Resource

<http://moz.com/beginners-guide-to-seo>

Search Engine Land

<http://searchengineland.com>

Robots.txt Cheat Sheet

<https://moz.com/learn/seo/robotstxt>

Thanks for Participating!

Any Questions?



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smart solutions
www.smartwebdev.com