

# SEO 101 *(the tutorial)*

We get it. You get SEO.

*But then again, maybe you kind-of don't?*

**Before spending any more time or money, let's walk through the fundamentals of modern SEO.**

## SEO — it's nothing to sneeze at

If you pay even the slightest attention to online marketing, you'll have heard about SEO (search engine optimization). Because 93% of online experiences begin with a search engine inquiry, optimizing your site for search engines is of monumental importance to any modern business.

The problem with SEO is that many people don't have a concrete understanding of what it is, and that is in large part due to its holistic and ever-changing nature. Gaining better search engine rankings for your site isn't simply a one off task, but an ongoing effort requiring a multitude of diverse activities — and Google strives for this as to prevent fake or unfair rankings on the search engine results page (SERP).



## Common SEO Assumptions

It is easy to assume that your websites' search engine rankings will increase as more people *visit* your website, which presumably can be achieved through more social media posts so as to reach more people, more links to your site from other sites like related blogs or review sites like yelp so as to be found more often, and more relevant keywords in your content and "meta data" so that Google can identify your site to be relevant when a Google user searches for related keywords. Your assumptions here might seem intuitive, but the real answer to this is... Yes, and no.

Instead of thinking about SEO as the amount of social media shares and the number of people visiting your webpage, all of which thereby legitimizing your website — think of it more from the perspective of how *Google* sees your site.

Google tries to bring searchers the most accurate and relevant information by attempting to understand what information, what content, and ultimately what websites provide the best information, and as it turns out, top notch information initially has nothing to do with whether or not people actually visit the site, share the information, or otherwise give it attention — but that certainly does follow.



## How does Google decide what information is best?

Understand that Google is constantly fighting away bad content and websites that cleverly attempt to gain high rankings through fraudulent SEO methods. You have to prove to Google that you are legitimate.

Google places importance on how high quality content is by measuring how organic it is (duplicated, stolen, or plagiarized equals bad), the relevance and clarity of the content (incohesive or jumbled subjects, also bad), and the breadth and depth of the content itself (weak related surrounding subjects and weak keyword cohesiveness, super bad).

## Google measures back links

Back links are links from other sites that lead toward your site. This is a multidimensional measurement based on not only *amount* of back links, but *quality* of the links themselves. 100,000 links from strange and spammy websites would pale in comparison to just four links from The New York Times, CNN, The Boston Globe, and NPR.



Google searches through millions of sites via website indexing of meta data such as page titles, page descriptions, and relevant keywords. In the past, websites builders might *stuff* their pages with keywords, be those keywords relevant, be them random, be them redundant, be them completely ridiculous. Nowadays, Google realizes that this method of *keyword stuffing* is fraudulent and inevitably leads to low quality search results for users, so as a consequence Google will severely lower a sites' page rank that use this dishonest method and others like it.

“Okay, so Google is a Debbie Downer, how can I do right by Google?”

These are a few of the things that are most important to current SEO best practices:



**Content** — This comes in many forms. Blogs, video blogs, service area pages, landing pages, online marketing video, website copy, social media posts, et cetera. The more diverse your content is, the better. The more often you add content and constantly fresh your content is, the better. The deeper and more involved your content is, the better. Keep your content 100% original, clear and on point, and surrounded by other rich related content.

**Linking** — As you create content, reference past blogs or other pages you've written, or even reference outside sources with a link to the page. As you link, make sure the linked text is itself descriptive to what you're linking to and not just “click here”. Have your linked text natural and descriptive like this article about proper linking on your website explains. Also, Seek strong links from elsewhere. If your site is representing a brick and mortar business, make sure to list your business on all major listing sites like Google+ places, Bing places, yellow pages, yelp, et cetera. If your site is promoting a product, try to cultivate *mentions* on a notable blog or social media page that reviews similar products to yours, so on and so fourth.

**Meta data** — Make sure your site is optimally indexed and easily readable by “Google bots”. Pay attention to your meta data by making sure the back end of your site has optimal page titles and page descriptions with strong regional relevance and strong topic relevance (and make sure the titles and descriptions don't go over character limits!) In combination, make sure your meta data's keywords and keyword phrases are present throughout your content without sounding robotic or forced. The more matches Google can make between your meta data's titles, descriptions, and keywords to the actual words and phrases in your content, the more Google trusts that your content is legitimate and worthy of being seen.



## The Rub.

Google takes all of these things into account so that when someone searches for something, they can be sure to be provided with the best possible content, sources, and websites. Use great content on your website and your blog, make videos to increase online engagement, share posts to your social media channels on a regular basis, and always remember to only produce the most high quality content you can. Play by the rules, and you can be sure Google will reward you and your business will grow with (or even because of) your website.

## For Further Information

*Some other helpful SEO online resources from Skillman Video Group:*

- How Video Helps SEO  
[skillmanvideogroup.com/how-video-helps-seo](http://skillmanvideogroup.com/how-video-helps-seo)
- Understanding SEO  
[skillmanvideogroup.com/understanding-seo](http://skillmanvideogroup.com/understanding-seo)
- Online Marketing Packages  
[skillmanvideogroup.com/online-marketing-packages](http://skillmanvideogroup.com/online-marketing-packages)

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## Skillman Video Group

For help with your online presence, Skillman Video group offers Online Marketing Packages and Video Marketing options that might just be the right fit for your needs. We have the knowhow, expertise, and unbeatable holistic approach that has the potential to reinvent your online expectations.



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