

# SEO & SEM

Search Engine Optimization & Search Engine Marketing

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# Definitions

## Search Engine Optimization (SEO)

**Search Engine Optimization** (SEO) is the process of getting visitors to websites, social media posts, blog articles and other digital content through the key terms and phrases individuals use when searching on search engine tools such as Google, Bing and Yahoo. SEO reflects free and organic search behavior by users and results are not influenced by paid efforts.

## Search Engine Marketing (SEM)

**Search Engine Marketing** (SEM) is a paid marketing effort to promote websites, social media posts, blog articles and other digital content through increased visibility on search engine results pages.

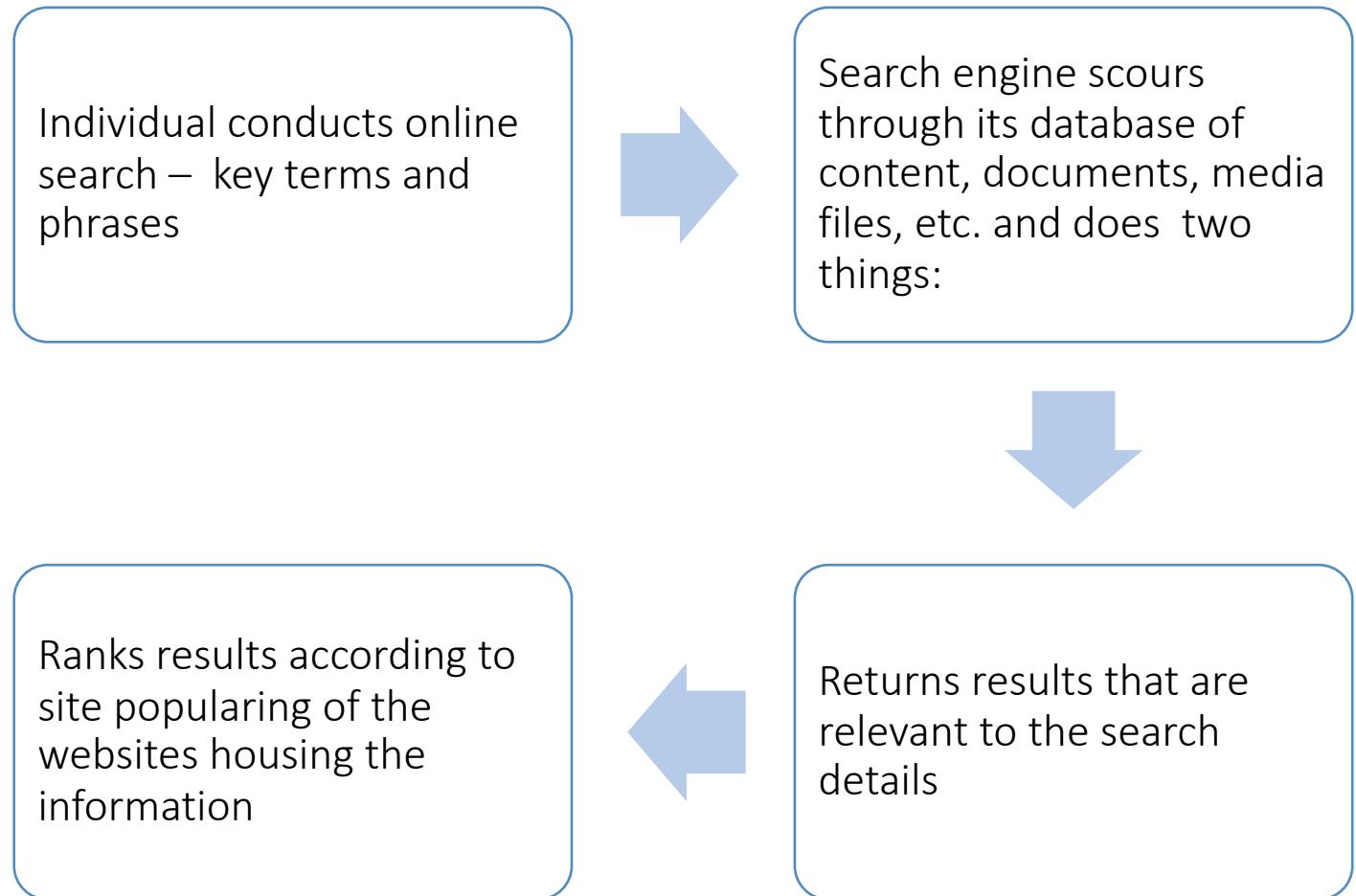
## Social Media Marketing (SMM)

**Social Media Marketing** (SMM) is a promotional tactic utilized by organizations with the goal of expanding their reach and increasing their engagement with existing and potential customers and fans.

# SEO Process

SEO influences popularity and relevance

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# What goes in to SEO?

**Words** – Search engines account for every word that appears on a page – in title, text or tag.

**Titles:** All web pages have a title. It is displayed in the browser and used by search engines to list the “title” of the page in the search results.

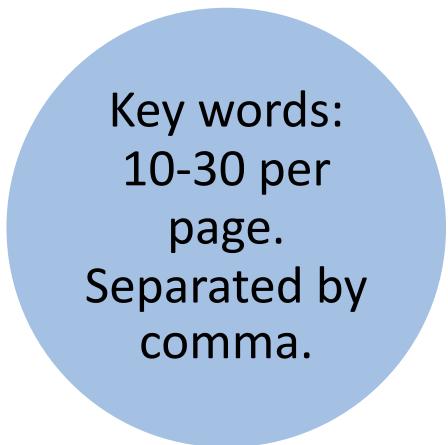
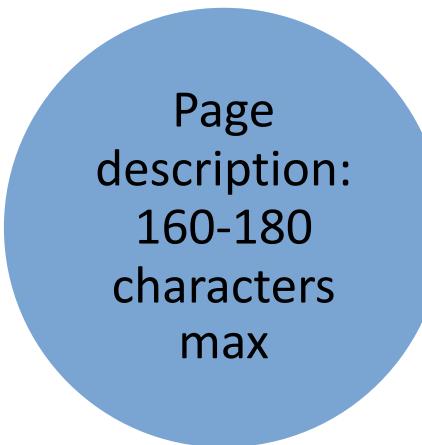
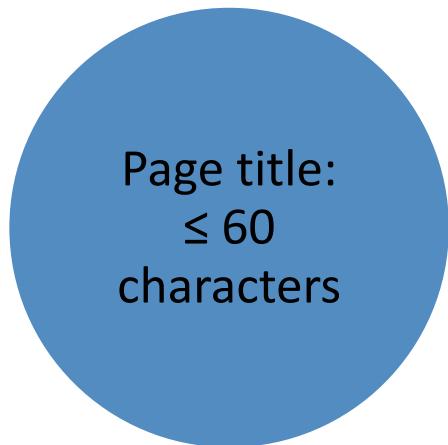
**Links Between Websites:** Links between one web page to another (including social channels) are an indicator of recommendation or referral.

**Words Used in Links:** Also called “anchor text” – the words that are hyperlinked on a page can influence the outcome of SEO if used strategically.

**Reputation:** Web page content that matriculates regularly improves search rankings.

# SEO Formula & Search Results

Within many content management systems (CMS) tools like Wordpress, Wix or Weebly, each page can be optimized for SEO with title, description and key terms. Here is a sample formula:



**For example:** Let's say I run a bakery in Spokane, WA. Here is what my SEO formula may look for search results to my main website

Formula Element	Sample Content	Tips
Page Title	Company X Bakery, Ltd. – Downtown Spokane [42 characters w/spaces]	The page title (aka page header) should have no more than 57 characters. Incorporate a few of your keywords into the page title to help improve organic search results. Some thought leaders recommend including city for added relevance.
Page Description	Baking delicious, fresh and addicting treats since 1995. Ranked 1 <sup>st</sup> in Daily Paper for local bakery. Donuts, pastries, cakes and bread baked daily. Full line of coffee and tea. [176 characters w/spaces]	The page description should be "160 – 180 characters - descriptive sentences explaining the excerpt of your page content. This will be shown as a meta description in search results and important for encouraging users to click on the results." –Weebly.
Key Words & Phrases	Spokane, Company X Bakery, bakery, donuts, cakes, pies, pastries, homemade bread, Spokane bakery, cake shop, donut shop, coffee, tea, cake and coffee, coffee shop meetup, coffee shop and conference room [30 words, 204 characters w/spaces]	Key words (aka meta keywords) include 10 to 30 words that are relevant and specific to that page (separate key words and phrases by commas. 255 characters max)

Company X Bakery, Ltd. – Downtown Spokane

[www.companyxbakery.com/](http://www.companyxbakery.com/) ▾

Baking delicious, fresh and addicting treats since 1995. Ranked 1<sup>st</sup> in *Daily Paper* for local bakery. Donuts, pastries, cakes and bread baked daily. Full line of coffee and tea.