



The “ART” of SEO

For SEO to be effective, it’s important to focus on the three key elements of SEO, which we refer to as the “ART” of SEO. All three elements must be given significant attention for SEO to work.

Authority

The search engines will rank you higher for a keyword if you are an authority for that keyword. Build authority by gaining links to your website from other relevant websites.

Relevance

If you want to rank for a keyword, you must use relevant keyword phrases in your content. Build a content strategy that focuses on relevant content that supports your keywords.

Technical

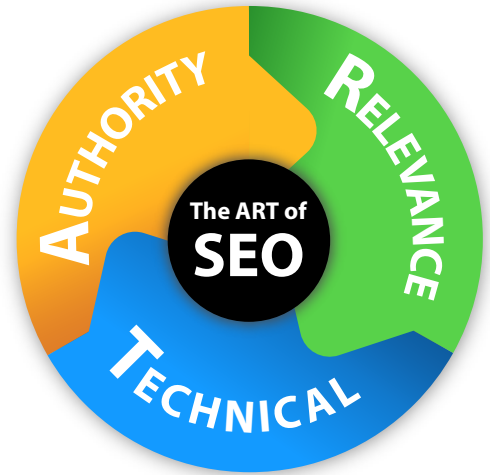
To rank in search engines, the search engine spiders must be able to find and index your site, and understand what you are about. Build a technically healthy site by adhering to the standards and best practices of SEO.

Build Authority

Authority refers to how important the search engines think you are, and how much of an authority you are in your industry or for the keywords you wish to rank.

Follow this checklist to build authority:

- ❑ Analyze your link profile
 - ❑ Do you have quality inbound links?
 - ❑ Do you have a large number of low-quality links that are harming your ranking?
If so, consider the link disavow tool.
- ❑ Analyze your competitors’ link profiles
 - ❑ Are there common sites that are linking to your competitors?
 - ❑ How many quality links do your competitors have compared to you?
- ❑ Know how to identify good-quality link opportunities
 - ❑ Good links are from content that is relevant to your page, domain, conversation, or topic that you want it to link to.
 - ❑ Good links drive traffic.
 - ❑ Good links provide value to the user.





- ❑ Identify linkable assets.
 - ❑ What content do you already have that is interesting and other sites might want to link to?
- ❑ Identify link opportunities
 - ❑ Using your Link Marketing Checklist, explore the different ways to identify new opportunities.
 - ❑ Use a tool or spreadsheet to maintain an organized plan.
- ❑ Link outreach
 - ❑ Call vs. email if possible (more personable).
 - ❑ If you email, provide value for the linking site to link to you, keep it short, use correct grammar and spelling, include clear contact information, and one clear call to action in your request.

Build Relevance

Relevance refers to how relevant your site content is to the keywords you want to rank for.

Follow this checklist to build relevance:

- ❑ Choose keyword targets that you have the highest probability of ranking for, and are most likely to generate quality traffic and revenue.
- ❑ Create a content strategy that aligns with the keywords you want to rank for. Your strategy should align with your overall goal for what you want to achieve with your website.
- ❑ Identify a main focus keyword for each page of your site that you want to rank, as well as supporting keywords to help the search engines understand what you are about.
- ❑ Use your keywords throughout your page in the title tag, meta description tag, heading tags (h1, h2, etc.), first 200 words of the copy, throughout the copy on the page, in alt tags, and text links.



Build Technical Health

Having a technically healthy site is critical to the success of your SEO plan. Remember that the search engines must be able to read the code of your site to determine what keywords you should rank for.

Follow this checklist to build a technically healthy site:

- ❑ Use the Google SEO Starter Guide as a starting point to identify the best practices of SEO.
- ❑ Conduct a website audit to identify and prioritize tasks to make your site technically healthy.





- ❑ Check Google Search Console periodically to understand how Google views your site and identify any needed improvements.

Analyze and Measure

Analytics are critical to a successful SEO Plan. Track and measure your efforts so you know what is working.

Follow this checklist to analyze and measure SEO success for your site:

- ❑ Use Google Analytics to track vital information about how users find your site and where they go once they are on your website.
- ❑ Use Google Tag Manager for managing tags and tracking without editing the website code directly.
- ❑ Setup tracking for your KPIs (key performance indicators) which indicate whether or not you are achieving your goals.

