

# SEO Fundamentals: Reference Guide

## HOW SEARCH ENGINES WORK

- Explanation from Moz:  
<https://moz.com/beginners-guide-to-seo/how-search-engines-operate>
- Explanation from Google's Matt Cutts:  
<https://www.youtube.com/watch?v=BNHR6IQJGZs>

## KEYWORD MAPPING

- Demo file: <https://goo.gl/KwwrkS>

## KEYWORD RESEARCH

Tools:

- <https://keywordtool.io/>
- <https://lsigraph.com>
- <https://lsikeywords.com/>
- <https://neilpatel.com/ubersuggest/>
- [https://ads.google.com/intl/en\\_ca/home/tools/keyword-planner/](https://ads.google.com/intl/en_ca/home/tools/keyword-planner/)

Picking the best keywords for you:

- Is there traffic?
- Is it relevant?
- Is it attainable?
- The right intent?
- Content support?

## ON-PAGE SEO

Web page elements to optimize with keywords:

- Search-friendly, short URLs (include keywords when possible)
- Heading tags (H1, H2)
- Meta tags
  - Title tag - 65 characters
  - Meta description - 300 characters
- Internal links - link within your content to other pages on your site
- Image title and image alternate text

Digital Main Street is supported by:

## OFF-PAGE SEO

Backlinking opportunities:

- Directory listings (like your BIA!)
- Guest blogging
- Use search operators to find Guest Blogging opportunities:  
<https://geoffkenyon.com/advanced-search-queries-guest-posting/>

## LOCAL SEARCH & SOCIAL MEDIA

- Use the the SoMoLo (Social, Mobile, Local) trend to your advantage
- Sign up for a free business profile / Google My Business account at  
<https://google.com/business>  
Is your website mobile friendly? Google Mobile-Friendly Test:  
<https://search.google.com/test/mobile-friendly>