

Consult Your Community Search Engine Optimization (SEO) Guidebook: 1st Edition

Prepared by:

Nick Katial

December 6, 2022

Table of Contents

What is SEO	3
SEO Model Implementation/Model Type	4
Types of SEO Options	5-10
Free SEO Auditing Tools	5
Free Options Cont.	6
Paid Options	7
Paid Options Cont.	8
3rd Party Options	9
3rd Party Options Cont.	10
Optimization Techniques	11
Optimization Techniques Cont.	12
Tips On Page SEO/Off Page SEO	13
Final Recommendations	14-15
Appendix	16

What is SEO?

Search Engine Optimization (SEO) is largely designing your website in a way that makes it search engine friendly. Implementing an SEO strategy is a fundamental part of digital marketing because as people conduct trillions of searches every year, it is often with commercial intent to find information about products and services. When users search for something, it is well known that they rarely venture into the second page of search results. Therefore, it is important to make sure that the company website appears at the top of the first page that the search engine produces. Search Engines like Google use bots to crawl pages on the web, collecting information about all the pages and putting them in an index. It uses algorithms to analyze pages in the index, considering hundreds of ranking factors or signals to determine the order pages should appear in the search results for a given query.

Our main goal is to improve the quality and quantity of website traffic to a website or web page from search engines. We target unpaid traffic rather than direct traffic or paid traffic. The aim is to improve visibility when people search for products or services.

Important terms:

Google Search works in three stages, and not all pages make it through each stage:

1. Crawling: The process of looking for new or updated web pages. Google discovers URLs by following links, by reading sitemaps, and by many other means. *Google crawls the web, looking for new pages, then indexes them (when appropriate).* Google downloads text, images, and videos from pages it found on the internet with automated programs called crawlers.
2. Indexing: Google analyzes the text, images, and video files on the page, and stores the information in the Google index, which is a large database. Google stores all web pages that it knows about in its *index*. The index entry for each page describes the content and location (URL) of that page. *To index* is when Google fetches a page, reads it, and adds it to the index:
3. Serving search results: When a user searches on Google, Google returns information that's relevant to the user's query.

SEO Model Implementation/Model Type

SEO Model Implementation

White Hat SEO Model - Helps best with your website's rank compared to others without getting in trouble with other search engines. Google's recommended approach to rank websites or web pages without negativity.

Recommendations White Hat SEO Model

- Helps allow us to publish the highest quality text content on our website/social media
- Creates a user - friendly interface
- Sharing your page link on all social media platforms
- Optimizing HTML to constantly decrease lags on the site
- Make sure in the image <alt> tag to include keywords
- In the header section, make sure to include keywords in <meta> tag
- Through the website, include more content that can connect keywords together
- Use suggested LSI keywords through website
- Have a consistent update of the website (keep it fresh)
- Include content that answers specific questions
- Create video content on the website

We recommend that you have your website on Google. The only time we'd recommend not having it on Google is if your target audience prefers another search engine like Bing or Safari.

Methods of implementing SEO:

SEO strategies can be incorporated into your website when you create or update the website. There are essentially two schools of thought when implementing SEO into your website. You can either implement SEO yourself or you can outsource it to professional marketing agencies or SEO experts.

We recommend discussing these options with your CYC consultants to determine a best fit solution to your specific business needs.

We first will cover methods of implementing SEO by yourself. There are websites that offer free audits that analyze the "SEO-friendliness" of your site and will give you editing suggestions you can make to your website. These free options, while a good place to start, only provide vague suggestions and will demand you to conduct a lot of your own research.

There are also paid for online services that offer more thorough website audits and have better features. These sites will audit your website, provide suggestions, and some even do some website editing for you.

The caveat to using most of these options is that you, the website owner, have to edit your site and implement the recommendations that these SEO website auditing services provide. So in addition to getting an auditing service, we highly recommend that you do personal research on SEO theory and techniques. There are dozens of online websites and even courses that provide a solid understanding of SEO. Recommendation

of link below. After you understand the SEO basics from an online course/website you can more confidently implement the changes that SEO auditing websites recommend.

<https://developers.google.com/search/docs/fundamentals/seo-starter-guide>

Free SEO Auditing Tools:

Procedure:

One free SEO tool we recommend is SEOptimer which gives the user a snapshot of the website's SEO, Usability, Performance, Social, and Security. Additionally, another tool that can be used is Seobility, which includes Meta Specifications, Page quality, Page Structure, Link Structure, Server configuration, and External Factors.



Free Options Cont.

Seobility



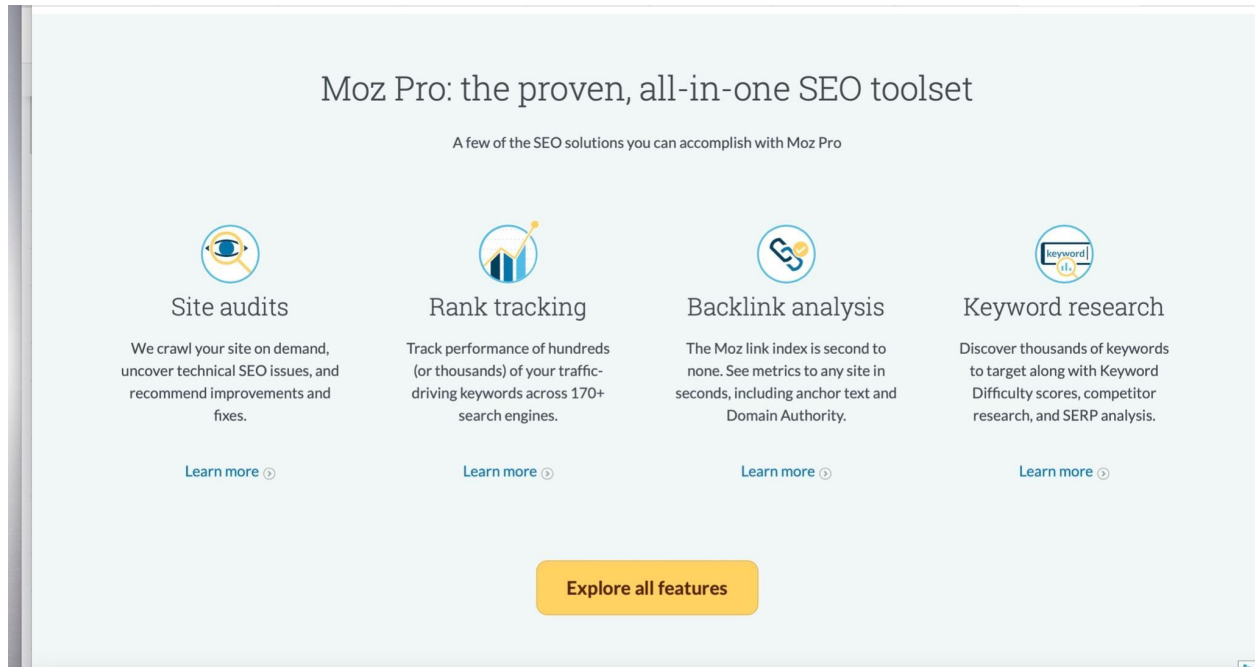
The screenshot shows the Seobility website's 'Free SEO Checker' page. The header is blue with the 'seobility' logo on the left and links for 'Plans & Pricing', 'Blog', 'EN', 'Log In', and 'Sign Up Free' on the right. Below the header, a breadcrumb trail reads 'Home > SEO Checker'. The main content area has a light gray background with the title 'Free SEO Checker' in bold. Below this, a white box contains the heading 'Test your Website with the SEO Checker from Seobility!'. A paragraph explains that compliance with search engine guidelines is important and that the checker provides tips for long-term success. To the right of the text is a large gear icon. At the bottom of the white box, there is a text input field labeled 'URL' and a blue button labeled 'Analyze Website'. Below the button is a link that says 'More options'.

Steps to use:

1. Click hyperlinks to visit the website
 - a. SEOptimizer: <https://www.seoptimizer.com/>
 - b. Seobility: <https://www.seobility.net/en/seocheck/>
2. Copy your website's URL into the search bar and analyze
3. Wait until the full report is complete and it will show below

Paid Options

Moz Pro - <https://moz.com/>



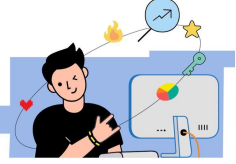
Difference between Free Options vs Moz

1. First month free trial sign up, after that \$179 per month
2. Be able to compare to competition where you are locally and nationally with searches
3. Moz Pro actively hunts for issues on your site and alerts your first to keep you prepared
4. Helps gain confidence in links attached to your site with proprietary metrics like Page Authority, Domain Authority, and Spam Score

Paid Options Cont.

Ahrefs - <https://ahrefs.com/>

All-in-one SEO toolset



- 1/ Audit & optimize your website
[Site Audit](#) →
- 2/ Analyze your competitors
[Site Explorer](#) →
- 3/ Find keywords your customers are searching for
[Keywords Explorer](#) →
- 4/ Learn from your industry's top performing content
[Content Explorer](#) →
- 5/ Track your ranking progress
[Rank Tracker](#) →

Monthly price Additional taxes may apply depending on your country.	Lite Starts at \$99 Subscribe Essential data for small businesses and hobby projects.	Standard Starts at \$199 Subscribe Perfect for SEO professionals and in-house marketers.	Advanced Starts at \$399 Subscribe Indispensable tools and more data allowance as your business scales.	Enterprise Starts at \$999 Talk to us Ideal for big agencies and enterprises.
Feature comparison	✓ SEO Dashboard ✓ Site Explorer ✓ Keywords Explorer ✓ Site Audit ✓ Rank Tracker ✓ Alerts	✓ All in Lite ✓ 6 months of history ✓ Position history chart ✓ SERP updates ✓ Site Explorer - Content gap - Broken backlinks - Broken links - Outgoing links - Link intersect - Domains and countries comparison - Calendar view ✓ Content Explorer ✓ Alerts - Mentions ✓ Batch Analysis ✓ Reports sharing - Soon	✓ All in Standard ✓ 2 years of history ✓ Site Explorer - Site Structure - HTML source - Soon ✓ Site Audit - HTTP authentication ✓ Google Data Studio ✓ Dashboard folders ✓ Ahrefs Search - Soon	✓ All in Advanced ✓ Unlimited history ✓ Access management ✓ Pay by invoice ✓ Directory listing ✓ Audit log ✓ API ✓ SSO
What's included Each plan comes with 1 Power user - who can consume up to 500 credits - per month. Credits are consumed when using all Ahrefs tools except Rank Tracker and Site Audit. Learn more				
Projects				
Verified ownership	Unlimited	Unlimited	Unlimited	Unlimited
Unverified ownership	5	20	50	100
Data				
Max rows per report	2,500	30,000	75,000	150,000
Export rows /mo	500,000	1.5M	4M	10M
Rank Tracker				
Tracked keywords	750	2,000	5,000	10,000
Update frequency	Weekly	Weekly	Weekly	Weekly
Daily updates	\$100 /mo	\$150 /mo	\$200 /mo	\$250 /mo
Site Audit				
Crawl credits /mo	100,000	500,000	1.5M	5M
Max pages per project	25,000	50,000	250,000	5M
Keywords Explorer				
Keywords lists	5	50	100	250

Difference between Free Options vs Ahrefs

1. Different pricing plans for different features included above picture
2. Helps to determine your competitors backlinks to get a greater competitive advantage
3. Gives great reports on best performing pages which helps draw in the most customers for you

4. Ahrefs also has the largest database of backlinks to help give great link opportunities
5. Average users of Ahrefs end up seeing 35% increase in site visitors per month

3rd Party Options: Marketing Agencies and SEO Experts

These companies will not only audit your website, but also edit it and implement recommended changes.

Main Street Host Digital Marketing Agency

Cell - 1-888-874-3791

Pricing Options

A Budget Friendly SEO Agency

Business Essentials

\$99/mo

with Annual Billing

It's 2022. You know that SEO and digital marketing are important tools, but the budget is already stretched thin. This package is a flexible, low-risk solution that works for your needs.

GET STARTED

MOST POPULAR

Business Standard

\$199/mo

with Annual Billing

The Business Standard SEO package is sort of our baby. It's a way for businesses of all sizes and industries to get thorough, cutting edge strategies - all executed for a reasonable price.

GET STARTED

Business Premium

\$399/mo

with Annual Billing

Smart growth means different things for different businesses. We built this package for companies ready for an advanced, wide-reaching approach to SEO. Sometimes, only the best will do.

GET STARTED

Our Strategies in Action

This local variety store wanted to expand past its city limits and create a robust online presence to gain more national recognition. With a new and improved website, SEO strategy, social media marketing, and effective PPC campaigns, we were able to boost brand awareness and earn them top spots in the search results year-over-year.

186%

Increase in Organic Traffic

174%

Increase in Conversion Rate

543%

Increase in Revenue

Quality and Characteristics

1. Have helped over 10000 businesses grow and have a 35% increase in site traffic on the majority of businesses helped.
2. Provide no set timetable for results, but state 90% of clients see results within a couple of months of SEO work.
3. Included some metrics about the site above

SEO Pro Hub -

https://seoprohub.com/seo?keyword=seo%20company&matchtype=p&gclid=CjoKCQiAvqGcBhCJARIsAFQ5ke7PORU5LsuUDBN36zrx_sRbrpcmRHm3woQgHTGG9DWvotUUYDCOfcoaAvoGEALw_wcB

Contact

+1 925-396-5813

marketing@seoprohub.com

Pricing Options

The screenshot displays the SEO Pro Hub website. The top navigation bar includes links for Home, Services, Client Testimonials, About, Blog, Contact, and a phone number (+1 925-396-5813). A prominent green button labeled 'Analyze Your Website' is located in the top right corner.

The main content area features three pricing plans:

- Startup Plan (Simple Start):** Suitable for newly formed organizations or small incubated startups. Includes Campaign Setup And Optimization, Website Audit, Pages Optimized (10 pages), 15 Selected Keywords Targeting, and Keyword Research. Pricing: \$700 (First Month Payment), \$350 (First Month Payment), \$950 - Quarterly Plan, \$300 - Recurring Monthly Payment.
- Scaling Plan (Essentials):** For medium-sized stable organizations looking to climb up the corporate ladder. Includes Prior Analysis (Business Analysis, Consumer Analysis, Competitor Analysis, 35 Selected Keywords Targeting). Pricing: \$1400 (First Month Payment), \$700 (First Month Payment), \$1600 - Quarterly Plan, \$450 - Recurring Monthly Payment.
- Venture Plan (Business Plus):** For pre-established businesses that aim to maintain their presence and claim the crown. Includes Prior Analysis (Business Analysis, Consumer Analysis, Competitor Analysis, 60+ Selected Keywords Targeting). Pricing: \$9400 (First Month Payment), \$1200 (First Month Payment), \$2600 - Quarterly Plan, \$700 - Recurring Monthly Payment.

Each plan has a 'Buy Your Plan' button. A sidebar on the right contains social media icons for Facebook, Twitter, LinkedIn, Instagram, and YouTube.

Below the pricing plans, a section titled 'A Unique Approach To Targeted SEO Services' lists various services: Free of Cost SEO Technical Audit, In-depth Digital Competitive Analysis, Deep Monitoring and Ranking Analysis, Goal Oriented SEO and Social Media Marketing Strategies, Strategic Mobile and Local SEO Services, and Monthly Reporting and Project Consultation. A green button labeled 'Let's Grow Your Business' is positioned below this list.

The bottom section, 'Digitally Targeted SEO Services That Make A Visible Difference', features icons for Search Engine Optimization, Social Media Marketing, Local Search Marketing, Website Content, and Link Building. A footer note states: 'Looking for a custom package? Discuss your project with our Consultant'.

Quality and Characteristics

1. Number 1 recommended SEO company to hire by multiple sources
2. Our choice for companies to hire for SEO
3. Create custom package for your needs in case you don't need the pricing plans
4. Provide free consultations early on

Optimization Techniques

Optimize titles

The title is the hyperlinked text of your page that shows up in search results. Titles are important because they are the first thing users look at when scanning through a results page to see which result to click. To boost your website SEO, every page needs a title, and every title should be:

- **Compelling:** the title should stand out to users searching out the information your page contains Ex. Brandon's Baseball Cards / Grill's Auto Garage
- **Accurate:** the title should reflect what the page is about, and should not make any promises just to lure visitors in Ex. Baseball Cards / Auto Parts
- **Concise:** Search engines only show the first 65-75 characters of your title tag in search results

Optimize meta descriptions

The meta description, or SEO description, for a web page is the little blurb that appears below the title in the search results. Meta descriptions give users a snapshot of what your page is about, helping them to quickly decide whether your page contains the information they are seeking (and therefore whether to click on it from a search engine results page).

To improve your SEO, make sure every page on your website has a meta description, and make sure every meta description:

- Briefly encompasses what the page is about
- Is written in the context of what readers will get out of it.
- Contains the keywords that the page is targeting.

A solid meta description will drive more relevant traffic to your website pages from search engine result listings.

Optimization Techniques Cont.

Optimize image with alt text

Adding supporting images to your website pages enhances the user experience of that page and earns it more favor in the eyes of Google. However, Google can't see images; it needs a text alternative of that image to be able to detect it and understand what it represents (hence the term "alt text" or "alt tag").

To improve your website SEO via images, make sure you tag every image you upload to your website with an alt tag or alt text. This way, Google can read the image, gather further evidence of your page's relevancy, and index the image for image-only searches. Just as with title tags and meta descriptions, the alt text should contain keywords relevant to that page that users are typing into the search boxes.

Site map your website

Site Mapping is the process of mapping out the website's structure and what pages the website includes.

The purpose of an XML Sitemap is to help crawlers read all kinds of information and be able to index it accordingly.

Benefits of an XML Sitemap

- It tells Google to crawl and index your website.
- It tells Google *what* to crawl on your website.
- The XML sitemap tells Google what kind of information is on your website.
- The XML sitemap tells Google when your content was updated (which could result in more favorable or "fresh" rankings).
- It tells Google how often your content is updated and how important it is.
- The XML sitemap helps your website instantly gain indexation for dynamically generated pages.
- It helps you overcome the limitations of a website with weak internal linking.
- It helps your site overcome the challenge of not yet having a strong external link profile.
- It helps huge sites gain better and more organized indexation.
- The XML sitemap helps Google crawl your website more effectively.
- It shows Google all the pages on your website, even if they are deep within the architecture and might not otherwise be crawled as quickly.

Screaming Frog is a great place to start, requires some basic knowledge and training to use. The process of site mapping your website might be another reason to outsource the

process if you have a complex website with many different tabs.
<https://www.screamingfrog.co.uk/seo-spider/>

Benefits of Backlinks

A backlink is created when a page of another website links to a page on yours. Backlinks are important to search engines because they are a signal that the site being linked to has quality, worthwhile information on a topic relevant to the site linking to it. You can think of it as a digital vote of confidence.

Tips On Page SEO/Off Page SEO

Tips for On Page SEO (What people will see directly on your website)

- SEO Keyword Research - (Key Phrases and Words)
- Containing the Quality Content needed to keep viewers attracted
- Internal Links within site to keep viewers entertained throughout the page
- Media SEO Optimization - Images, Visuals, Videos, Attractive Coloring
- Site Load Time - Make sure you don't waste patience waiting for pages to load. Website Max. 2 second load time.
- Mobile Friendly - Easy to access from a mobile device and a laptop equally

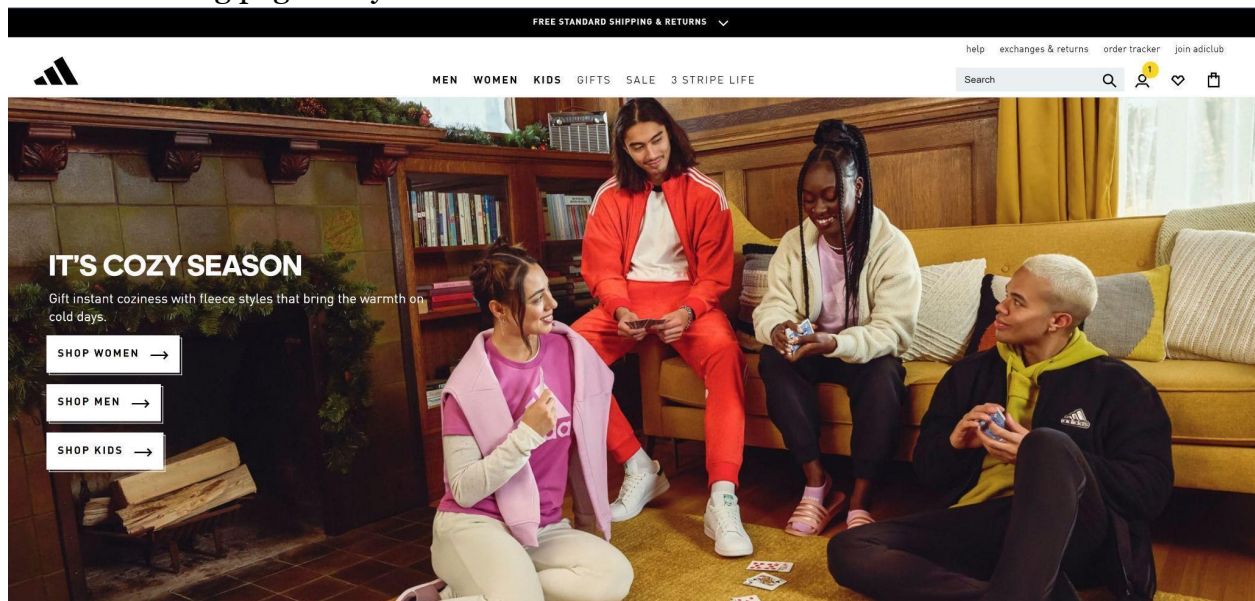
Tips for Off Page SEO (What isn't directly on your website but is associated with it)

- Guest Blogging on other sites to create interest about your search engine
- HARO - Help a reporter out, helping journalists with information they will link to your search engine as part of their publication.
- Internet Ads - Putting up ads on Facebook, Instagram, or shopping websites that incline people to visit your site
- Press Distribution - Putting publication about business in paper can lead to search engine optimization

Final Recommendations

Page freshness

Search engines love timely, up to date, “fresh” information. Google long applied what it calls Query Deserved Freshness (QDF) as a content ranking factor for certain types of queries. If you have a library of aging content, you can update it or retire obsolete and expired pages. Doing so will make your site more useful to viewers and also indicate to search engines that your content is well maintained. When you are creating your website or you are updating it, strive to make it visually pleasing and organized in a consistent structure. Exclusively use your brand colors. Make navigating to different tabs easy and communicate to users where to find the information they desire. In this example, the user likely is interested in buying clothing. The website designer understands this and makes the links to clothing pages very clear.



Including original/unique pictures also boosts the user experience. This resource notes that unique pictures not only add credibility to your site, but also make your site perform better on Google’s rankings. Further, including a YouTube video has been shown to increase engagement when appropriately incorporated into your site. This resource describes an experiment that concludes that Google ranks sites with unique images higher than those with stock photos or commonly duplicated images.

<https://www.rebootonline.com/blog/long-term-duplicate-image-experiment/>

Moreover, provide the relevant content to users immediately. For example, if your website has a recipe for a pasta dish, provide the details of the recipe at the top of the page, not at the very bottom following a long-winded introduction. If users arrive on your site and don’t immediately know where to access their desired information, they will bounce, and your rankings will suffer. Moreover, boosting the perceived credibility of your sight will make users more likely to engage. Stanford University conducted an experiment and found ten practical methods of improving the credibility of your website. It is linked in the appendix.

<https://credibility.stanford.edu/guidelines/index.html>

Pro Tip

“Looking at the news, Google alerts — things like that can help give you topic ideas that are fresh for your industry. When news is fresh, most likely not all the topics/areas have been covered as usually the story is developing. That gives you the opportunity to write about a specific angle that hasn’t been covered. This doesn’t necessarily have to be a very controversial opinion, but rather giving people more things to think about. This can be useful for getting engagement and potentially some nice backlinks.” –**Itamar Blauer, SEO and video marketer**

Answers

When we do a search for Question/Answer type of queries, if the website contains answers that are well-structured and clearly is the answer to the queries, it adds the possibility of exposure of the website to more public. For example: if we do a search on “What is handmade soap?”

Appendix:

<https://developers.google.com/search/docs/fundamentals/seo-starter-guide>

<https://www.rebootonline.com/blog/long-term-duplicate-image-experiment/>

<https://www.screamingfrog.co.uk/seo-spider/>

https://seoprohub.com/seo?keyword=seo%20company&matchtype=p&gclid=CjoKCQiAvqGcBhCJARIsAFQ5ke7PORU5LsuUDBn36zrx_sRbrpcmRHm3woQgHTGG9DWvotUUYDCOfcoaAvoGEALw_wcB

<https://ahrefs.com/>

<https://moz.com/>

<https://developers.google.com/search/docs/fundamentals/seo-starter-guide>