

SEO Fundamentals

What's a Search Engine

Search Engine: A search engine is an online tool that helps people locate information online. Google, Yahoo, Youtube, Pinterest are all search engines.

Search Engine Optimisation: Commonly referred to as SEO, it is the process of optimising your website to improve the quantity and quality of traffic. In simple terms, it's the process of making sure that the right people are able to find your website by ranking high on Google or whatever search engine you are using.

Why is SEO important?

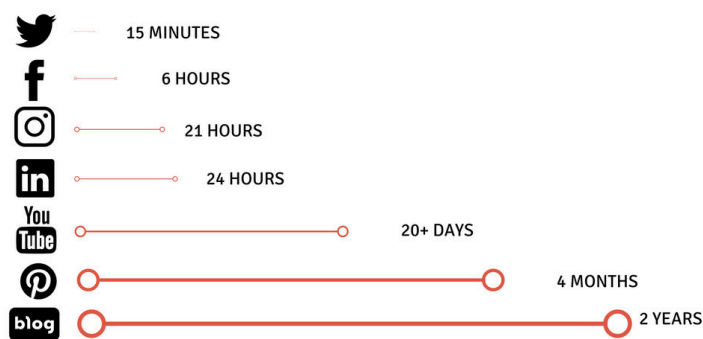
- Ted Murphy described in his [blog](#) post that a "study found that by day 700, a blog post will receive 99 percent of its total impressions." Your content has a far greater lifespan on your website. Meaning it has more evergreen potential than many other platforms increasing your ROI (return on investment).
- The quote from above came up as a snippet for my google search on 'lifetime value of blog'; this proves that google's algorithm values their content for it to be featured as a snippet. Most people don't go past

the first page or even the first few results! Here SEO increases the quality and quantity of traffic to their site.

- The sixth result dates back to 2016! They are ranking on page 1 for this search 7 years later. This demonstrates the evergreen capabilities SEO has on your marketing efforts.
- With over a billion websites online vying to rank higher on search engines, SEO is no easy task, and it can take weeks and months to increase your rankings. That is why it is so important to implement SEO into your efforts. It is all well having the best content out there for your prospects, but if they can't find it, then... an opportunity has been missed.
- People who use search engines are looking for solutions to their problems; if they can find your business and clearly articulate how you can help them solve their problem, you are in a much better position to convert them from browsers into buyers.
- It is important to have a presence on both owned and rented platforms. Rented are Instagram, Twitter and Youtube, whereas owned are your email list, website and blog. You have more control over platforms that you own.

LIFESPAN OF SOCIAL MEDIA

©WILDMINDCREATIVE.COM



Source: [Wildmindcreative.com](https://www.wildmindcreative.com)

[https://blog.hubspot.com › service › how-to-calculate-c...](https://blog.hubspot.com/service/how-to-calculate-c...) ⋮

How to Calculate Customer Lifetime Value - HubSpot Blog

31 Jan 2022 — How to Calculate Customer **LTV**. Customer **Lifetime Value** = (Customer Value * Average Customer Lifespan) To find CLTV, you need to calculate the ...

[https://marketingexperiments.com › social-marketing](https://marketingexperiments.com/social-marketing) ⋮

Content Marketing: Testing the lifetime value of a blog post

12 May 2016 — For years, the industry rule of thumb has been that most **blog** posts have a **life cycle** of approximately 30 days. What methodology led to this 30- ...

How Does Indexation Work?

In order to understand how indexing works, we're going to break down the 3 steps [search](#) engines use to rank content:

- 1: Crawling/discover** - Search engines find your content by crawling the web. This allows them to scan your content based on their algorithm.
- 2: Indexing/relevancy** - From here, the search engine can now index the information they have found on the web and determine its relevancy.
- 3: Ranking/authority** - And finally, the search engine ranks your content based on your authority.


A new website will have low authority since search engine algorithms don't have any history on them. However, a well-established website like [Buffer](#) or [Hubspot](#) is likely to have high authority and rank well on google.

Let's take a practical example. Do you remember that [blog](#) post by Ted Murphy that I spoke about earlier on the lifespan of a blog?

- Google crawled the web and found this [blog](#) post.
- Google indexed it based on how relevant they thought the content might be. The blog's website convinceandconvert.com was indexed over 10 years ago.
- Google ranked this content high enough for it to become a featured snippet.

About this result BETA ×

Source

 convinceandconvert.com was first indexed by Google more than 10 years ago

- <https://www.convinceandconvert.com/content-marketing/lifetime-value-of-a-blog-post/>
- Your connection to this site is **secure**

This is a search result, not an ad. Only ads are paid, and they'll always be labeled with "Sponsored" or "Ad."

[Send feedback on this info](#)

[Privacy settings](#) [How Search works](#)

There are many factors that come into play here, and google's algorithm isn't publicly shared. But what we do know is that link building is one way for Google to know that others value your content and are referring back to it on their websites.

How to create a sitemap and submit it to Google

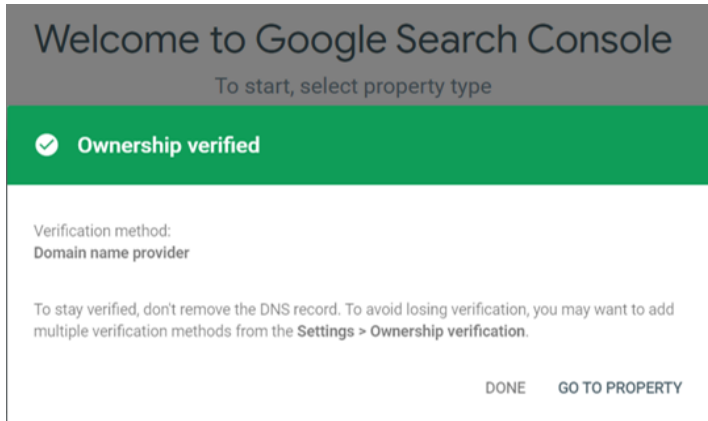
The goal of any company is to have its website found by Google. If you are not listed in search engine rankings, there's no way for prospects and clients to find your website. Sitemaps allow your website to become indexable.

Before we show you how to create and submit a sitemap, let's first explain what a sitemap is: [Google Search Central](#) defines a sitemap as "A file where you provide information about the pages, videos, and other files on your site, and the relationships between them." They go on and say that "Search engines like Google read this file to crawl your site more efficiently. A sitemap tells Google which pages and files you think are important in your site, and also provides valuable information about these files. For example, when the page was last updated and any alternate language versions of the page."

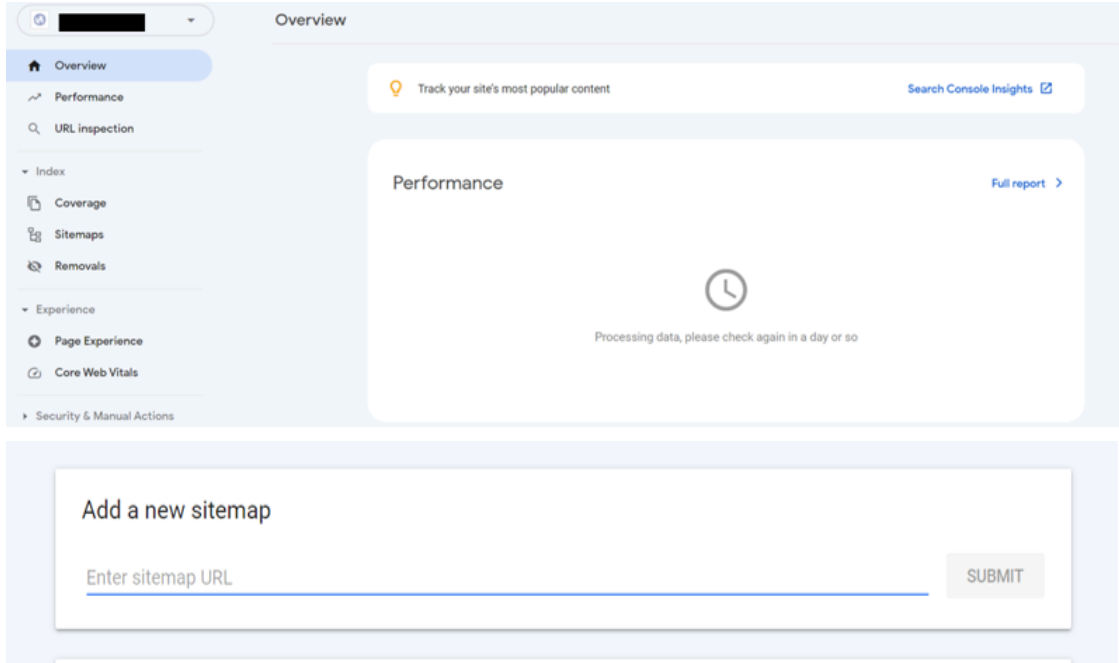
How to submit your website to search engines

Submit a sitemap through Google Search Console.

To get started, log in to your account and follow their instructions to verify your domain.



Click on [sitemaps](#), then paste your sitemaps URL. This should be your website URL with xml at the end. For example <https://websitename.com/sitemap.xml>



You will be notified if your sitemap has been successfully submitted or not.

Sitemap submitted successfully

Google will periodically process it and look for changes. You will be notified if anything goes wrong with it in the future.

GOT IT

Why is your website not showing on search engines?

Websites are constantly being added, updated and removed from Google's search engine. Google crawls billions of web pages, so it is possible that your site might have been overlooked!

To see if your website is indexed on Google, type in `site:yourwebsite.com`. If results show for your website, you are indexed.

There are various reasons why your site might not be showing:

- New websites take time to get crawled and indexed by Google.
- An error might have popped up while Google attempted to crawl your website.
- You haven't built a Google-friendly website. This could be due to design or an issue preventing search engines from crawling your website.
- You've blocked their search engine from indexing your page. While creating or redoing a website, you might not want your website to be crawled or indexed, so you tell Google not to index specific pages (noindex). Often one might forget to change these settings.

- Google might classify your website as a low authority when you don't have many backlinks.
- Google might have deindexed your website if they found you untrustworthy and given you a penalty.

The difference between organic and paid search (and benefits)

Organic Search: These are the results that show up based on what google's search engines consider relevant to your search.

Paid Search: These are the results that show up above organic search results. They pay for the real estate to show up as the first result.

The screenshot shows a Google search interface with the query 'organic vs paid search benefits'. The search bar includes a clear button (X), a voice search icon, and a search icon. Below the search bar are navigation tabs for 'All', 'Images', 'News', 'Shopping', 'Videos', and 'More', along with a 'Tools' link. The results section indicates 'About 35,400,000 results (0.53 seconds)'. Three paid search results are visible, each starting with 'Ad' and a URL:

- Ad** · <https://university.webflow.com/> ▾
Paid vs. organic search | Webflow University
Don't know how to code? Learn how to build your website visually with Webflow University.
- Ad** · <https://page.funnel.io/> ▾
Data Platform for Marketers - Data from 500+ Platforms
No coding needed. Reliable & intuitive interface. Friendly support team. Book a free demo. The better way to work with marketing data. Collect, prepare and send your data with ease.
[What is Funnel?](#) · [Pricing & Plans](#) · [Social Media Data](#) · [See How We Compare](#) · [Looker](#)
[Sign up - Learn more about Funnel](#)
- Ad** · <https://business.linkedin.com/ads> ▾
Get Started with PPC Campaigns - Ads for Any Budget and Goal
Keep control over your campaign's costs with **pay** per click **or** impression pricing options.
- Ad** · <https://digitalnow.undp.org/> ▾
Organic vs. Paid Search - undp.org
Through the Sustainable Development Goals, we aim to bring peace and prosperity to all. Learn about our important work in more than 170 countries and territories.

While it is important to use a mix of both organic and paid search. This list can help you identify where and when you should focus your efforts on organic or paid search.

Organic Search	Paid Search
Free	Immediate results
Credibility - you earned your spot	High ROI - people don't go past the first few results or page
Evergreen potential - you can rank high for years to come (continuity)	Quick - you can get seen the moment you place your ad
Authority - Google considers your content high value and users are more trustworthy	Clear targeting - the data that google has today can make sure you get in front of the right audience
Inbound marketing - searchers who are not ready to purchase but are looking for content to understand their problems better.	Ready - searchers are ready to purchase your product or service

SEO can be a lot to take in but we've broken it down to the basics so that you can get started. In the meantime, start applying these tips and see how your website traffic grows!

<https://www.acquisio.com/blog/agency/difference-between-organic-paid-search/>