

Introduction to Search Engine Optimization (SEO)

Improving the visibility of our website in search engines' organic search results.



Organic vs. Paid Search

The screenshot shows a Google search for "online degree in georgia". The search bar at the top contains the text "online degree in georgia" and a magnifying glass icon. Below the search bar, the text "25,300,000 results (0.32 seconds)" is visible. The search results are divided into two main sections: "Paid" Search Adwords and Organic Search.

"Paid" Search Adwords
~20% of Clicks

Organic Search
~80% of Clicks

The "Paid" section includes several advertisements from various universities, such as Walden University, DeVry University, South University, University Degrees, and Liberty University. The "Organic" section includes search results from Georgia ONmyLINE, Georgia Southern University, University of Georgia Distance Learning Portal, and Earn a College Degree.



The Purpose of a Search Engine

1. Crawling and Indexing

Through links, search engines' automated robots, called “crawlers,” or “spiders” can reach the many billions of interconnected documents. Once the engines find these pages, they decipher the code and store select pieces in massive hard drives, to be recalled later.

2. Retrieving Answers

When you perform a search, search engines scour the billions of stored documents and do two things – first, return those results that are the most *relevant* to your query, and second, rank those results in order of perceived *importance*.



How People Interact with Search Engines

The Search Process:

1. Experience the need for an answer, solution or piece of information.

2. Formulate the need in a string of words or phrases (the query).

3. Enter the query in the search engine and execute.

4. Browse through the results for a match.

5. Click on a result.

6. Scan the content of the webpage for a solution, or a link to that solution.

7. If unsatisfied with the webpage, return to the search results and browse for another link or...

8. Perform a new search with refinements to the query.



How People Interact with Search Engines

1. Navigational Queries

Navigational searches are performed with the intent of surfing directly to a specific website.

2. Informational Queries

Informational searches are primarily non-transaction-oriented; information itself is the goal and no interaction beyond clicking and reading is required.

3. Transactional Queries

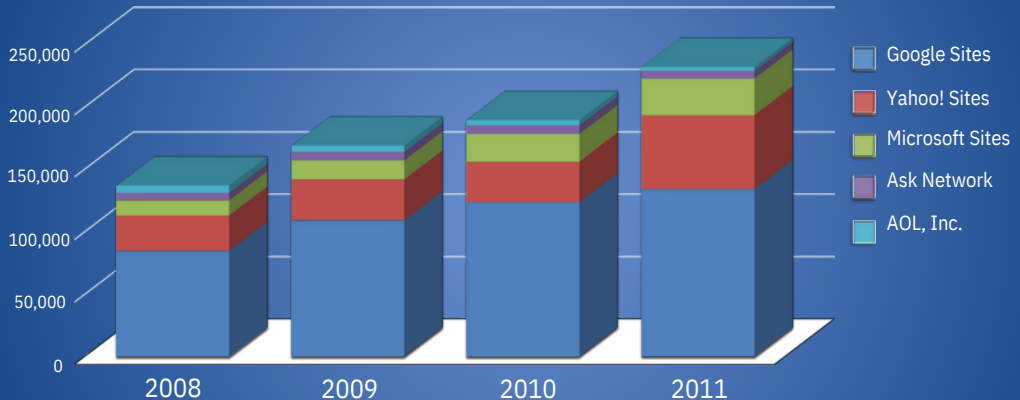
Transactional searches don't necessarily require a purchase to be made. Signing up for a free trial or requesting a pamphlet are considered transactional.

When visitors type a query into a search box and land on our site, will they be satisfied with what they find?



Why SEO?

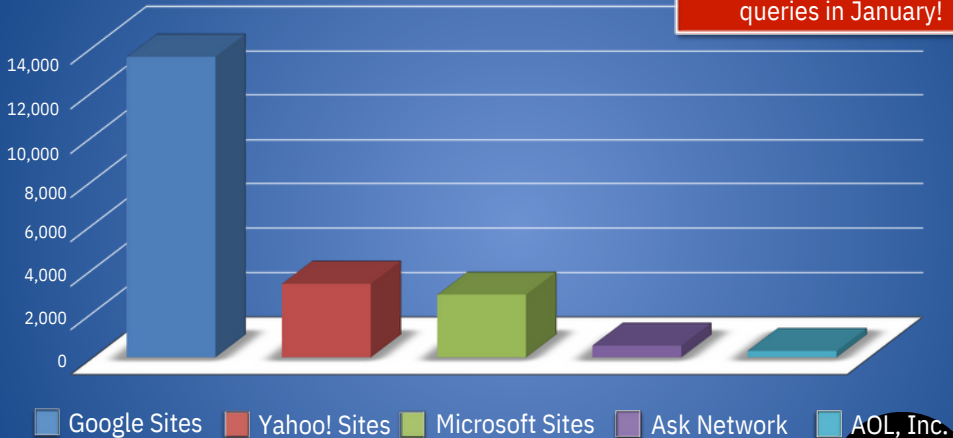
U.S. Search Volume Growth (MM)



Why SEO?

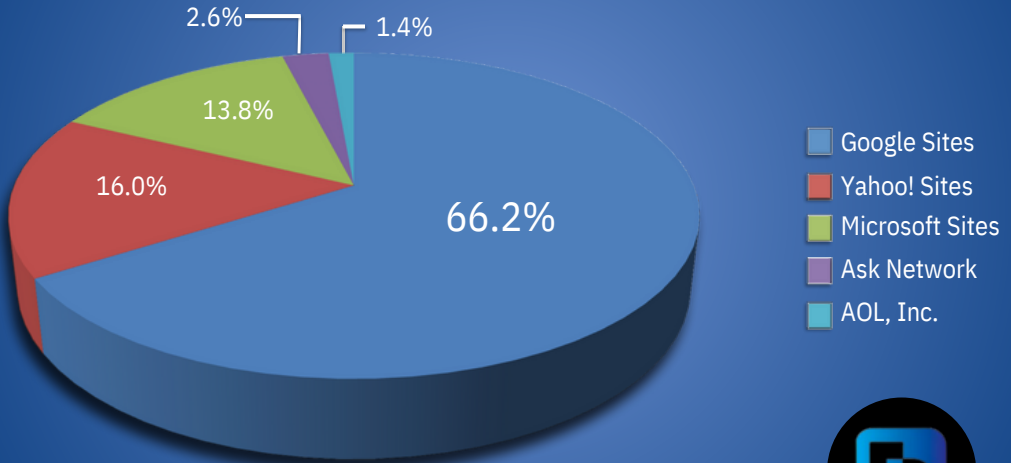
Total Search Query for January 2012 (MM)

Americans conducted nearly 20 billion total core search queries in January!



Why SEO?

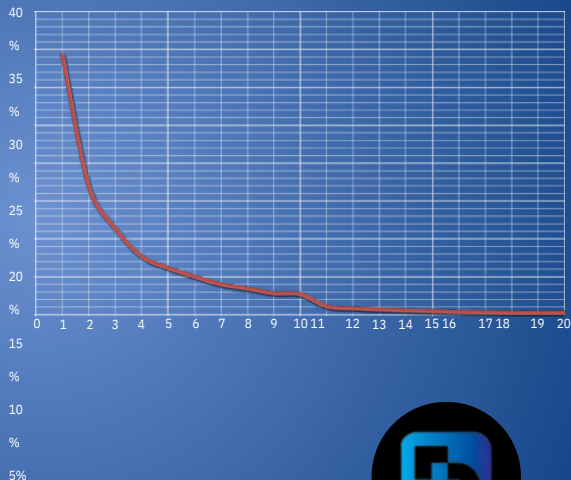
Total Search Share for January 2012 (%)



Why SEO?

Organic Click Through Rate (CTR)

Google Result	Impressions	Percentage
1	2,834,806	34.35%
2	1,399,502	16.96%
3	942,706	11.42%
4	638,106	7.73%
5	510,721	6.19%
6	416,887	5.05%
7	331,500	4.02%
8	286,118	3.47%
9	235,197	2.85%
10	223,320	2.71%



Golden Rule of SEO

When building or modifying your website – whether your adding images, restructuring your links, or changing your written content – always base your decisions on improving the ***user's experience***.



On Page SEO

Basic Practices

- Title Tag
- Meta Keywords
- Meta Description

Usability

- Image Alt Tag
- Files Names
- Media Description

Structure

- URL
- Subdomains
- Navigation

Content

- Anchor Text
- Heading Tags
- Keywords



On Page SEO – What does the search engine see?

How the User sees the webpage.

User Services
ITS Service Catalog
IT Training
TechFees
Students
Faculty/Staff
Service Desk
Support & Desktop Area
Classroom Support & Multimedia
Web Innovations
Performance Indicators

ITS Home

Information Technology Services

The University of West Georgia's Office of Information Technology Services provides members of the University of West Georgia community with the information and support needed to be successful and productive. Information Technology Services is an organization consisting of highly skilled and motivated computer professionals with expertise spanning a broad range of current technology and works closely with campus departments as an advocate for technology on campus and works closely with departments to address related issues.

ITS provides technology direction and support to the University of West Georgia and students are encouraged to take advantage of the many services available through UWG's Information Technology Services.



```
</div>
<div id="contentBody">
  <h1>
    Information Technology Services
  </h1>
  <p>
    The University of West Georgia's Office of Information Technology Services provides members of the University of West Georgia community with the information and support needed to be successful and productive. Information Technology Services is a service organization consisting of highly skilled and motivated computer professionals with expertise spanning a broad range of current technology and works closely with campus departments as an advocate for technology on campus and works closely with departments to address related issues.
  </p>
  <p>
    ITS provides technology direction and support to the University of West Georgia and students are encouraged to take advantage of the many services available through UWG's Information Technology Services.
  </p>
  <img alt="A large group photo of the ITS staff members standing outdoors on a grassy area." data-bbox="196 651 454 841"/>
</div>
<!-- end contentBody -->
</div>
<!-- end wrapper -->
<div id="footer_container">
  <div id="footer_left">
    <p class="address">
      <a href="http://maps.google.com/?daddr=1601+Maple+Street,Ct">
    </p>
    <p class="legal">
      48169; 2012 University of West Georgia. All rights reserved
    </p>
  </div>
  <!--end footer_left-->
  <div id="footer_right">
    <ul class="footer_toolbar">
      <li>
        <a href="http://index_contact.php">Contact Us</a>
      </li>
      <li>
        <a href="http://index_map.php">Map & Directions</a>
      </li>
    </ul>
  </div>
</div>
```

How the Search Engine sees the webpage.



On Page SEO – Basic Practices

1. Title Tag:

Make sure the title tag on each page of the site is unique and descriptive. It should be no longer than 65 characters. If possible, place your keywords in the title tag.

2. Meta Keywords:

These keywords no longer carry much weight with search engines. You can use the meta keywords to help emphasize the content keywords you would like to focus on.

3. Meta Description:

Search engines use the meta description tag to describe your web page. Make sure every page has a unique description. It should be no longer than 160 characters.



On Page SEO – Basic Practices

Title Tag Example

Meta Description Example

Ad related to university of west georgia technology group

Why this ad?

[Electronics Repair Shop | wgatech.com](#)

www.wgatech.com/

Smartphones, Computers, Gadgets Virus Removal, Free Estimates

928 South Park Street, Suite F, Carrollton
(678) 664-0486 - [Directions](#)

[ITS | Strategic Plan - The University of West Georgia](#)

www.westga.edu/its/index_5256.php

UWG's technological support environment is decentralized with many colleges and divisions having their own **technology groups** that effectively deploy ...

[Executive in Residence - The University of West Georgia](#)

[www.westga.edu/~RCOB/Home/Dean's Office](http://www.westga.edu/~RCOB/Home/Dean's%20Office)

In 2005, Allen authored Inside the Minds: Technology Enabled Marketing – a as President of the newly formed BellSouth Community **Technologies group**, ...

[UWG - OJDLA - The University of West Georgia](#)

www.westga.edu/~distance/ojdlaf

5 days ago – Advanced **Technologies** for Distance Education Certificate Program two separate offerings of the course and the distinct **groups** of faculty.

[Faculty/Staff Profile | The University of West Georgia](#)

www.westga.edu/show_bio.php?emp_id=10709

He is also a tenured Associate Professor of Instructional **Technology** and Design at the **University of West Georgia (UWG)** and the 2012 President-elect of the ...



On Page SEO – Basic Practices

User Services

- ITS Service Catalog
- IT Training
- TechFees
- Students
- Faculty/Staff
- Service Desk
- Customer Support & Desktop Area
- Classroom Support & Multimedia
- Web Innovations
- Key Performance Indicators

Infrastructure Services

- About Infrastructure
- Systems Administration
- Telecommunications
- Networking
- Computer Operations
- Program Development & Applications

Office of the CIO

- ITS Staff Directory
- About Us
- Information Security
- Nominate an ITS Employee!
- 2011 ITS Employee Recognition & Award Program Winners

ITS Home

[\[save changes\]](#)
[\[Edit Meta Description\]](#)
[\[Edit Meta Keywords\]](#)

Meta Description
Meta Keywords
Title / Title Tag

Information Technology Services

[\[Edit text\]](#)

The University of West Georgia's Office of Information Technology Services (ITS) is dedicated to providing members of the University of West Georgia community with the technological resources and support needed to be successful and productive. Information Technology Services is a service organization consisting of highly skilled and motivated computing and telecommunications specialists with expertise spanning a broad range of current technology. Information Technology Services acts as an advocate for technology on campus and works closely with departments, colleges and schools to address related issues.

ITS provides technology direction and support to the UWG campus community. All faculty, staff, and students are encouraged to take advantage of the many technical resources and opportunities available through UWG's Information Technology Services.



[\[Modify Sidebar\]](#)

Get Help Now!

Contact the ITS Service Desk for your support needs.
Tel: 678.839.6587
Email: servicedesk@westga.edu
Hours of Operation:
Monday-Friday
8am-5pm
Emergency Support
Monday-Thursday
5pm-8pm

ITS SERVICES STATUS

Facebook Us!



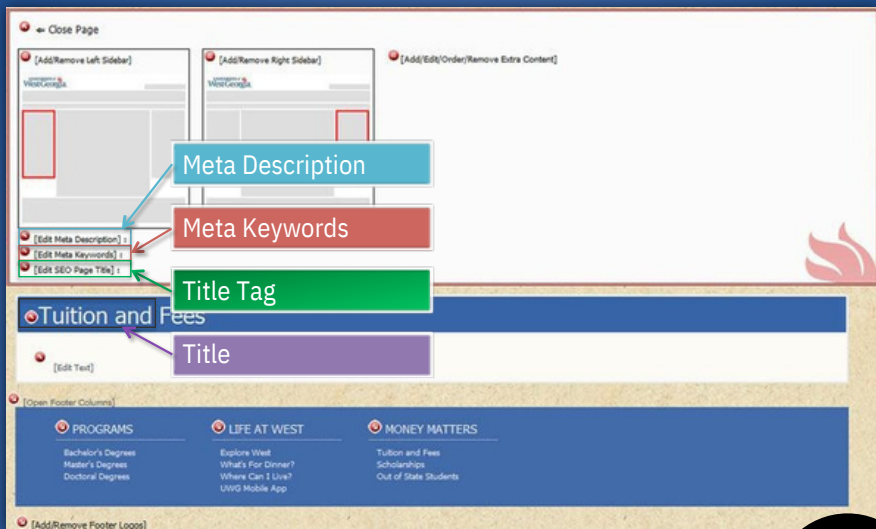
Hidden Links for Main Nav

This box will not show up on the published page

- [TechFees](#)



On Page SEO – Basic Practices



On Page SEO – Usability

Usability is a reference to how easy it is for a user to accomplish what she wants on a website.

1. Image Alt Text:

A place where you can provide more information about what is in the image and where you can target keywords.

2. File Names:

Search engines look at the filename to see whether it provides clues to the content of the file.

3. Media Description:

A description helps the user and search engines better understand the content contained in your video, animation, etc.



On Page SEO – Usability

Image Alt Text & File Name



Media Description

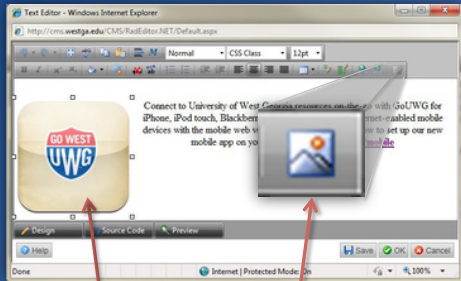
Video Transcription

Hi guys. I'm Rhea Drysdale, CEO of Outspoken Media, and we are an internet marketing company that specializes in SEO, reputation management, link development, and social media marketing. I'm here today in the SEOMoz office, because our team is attending SMOX Advanced. Many of you probably know of Outspoken Media because we're doing live blog coverage of the conference, and I hope to meet many of you here today.

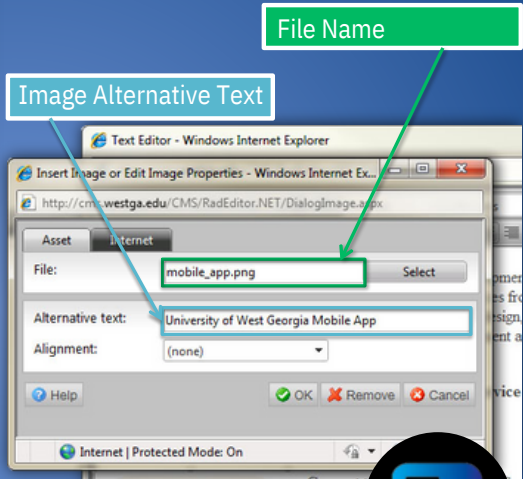
``



On Page SEO – Usability



While the image is selected in the 'Edit Text' window (indicated by the white boxes); click the Insert/Edit Image button in the toolbar.



On Page SEO – Structure

1. URL's:

Keeping your URL's short and descriptive of your content will improve the user experience and lead to better crawling of your website by search engines. *(Currently there is no way to change the URL in OpenText)*

2. Subdomains::

A subdomain can look more authoritative to users and provide a reasonable choice to include keywords in the URL. Unfortunately, they have the potential to be treated separately from the primary domain when it comes to trust value.

3. Navigation:

Ordering your navigation in a logical and concise manner will assist the user (they will find the site easier to use) and search engines award greater ranking based on increased subject relevance.



On Page SEO – Structure

URL

www.westga.edu/its/wireless-login.php



www.westga.edu/its/v66613-thjukul.php

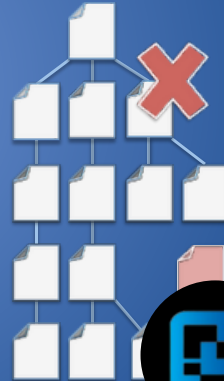
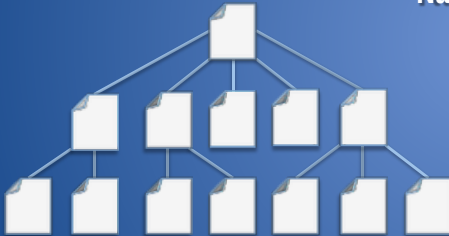
Subdomains

<http://uwgonline.westga.edu>



<http://university.web.learning.westga.edu>

Navigation



On Page SEO – Content

1. Anchor Text:

The actual text placed in a link. If the text is keyword-rich, it will do more for your rankings in the search engines.

2. Heading Tags:

These tags are designed to indicate a headline hierarchy on the webpage. Search engines show a slight preference for keywords appearing in heading tags.

3. Content Keywords:

One of the most important on page SEO practices. When a user performs a query, the more relevant a keyword (or phrase) is to the query, the higher ranking the webpage will be in the search engine's results.



On Page SEO – Content

Anchor Text

An active [international student organization](#) consists of...

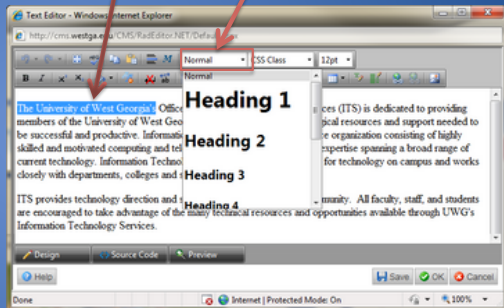
✗ If you are interested, [click here...](#)

✗ Completed [application](#) with a non-refundable fee.

...and the [Student Handbook](#), as amended.

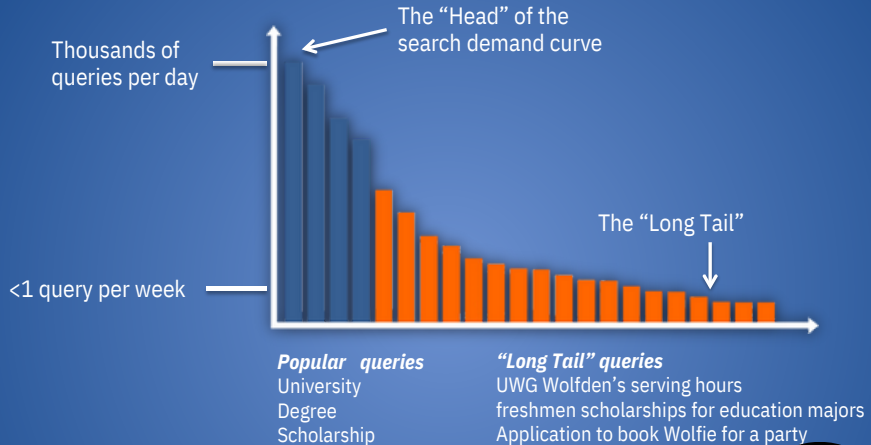
Heading Tags

After selecting the text (indicated by the blue highlight), use the drop-down to choose the header you would like to apply



On Page SEO – Content

Keywords – Short Tail / Long Tail



On Page SEO – Content

Keywords - Research

1. Make a list of one- to three- word phrases related to your website.
2. Produce synonyms that might be used by potential students.
3. Create a directory of all the people, projects, ideas, and companies connected to your site.
4. Review your current site and extract current key phrases.
5. Review websites associated with UWG and / or media sites to see what phrases they use.
6. List all your program names, products, and other services provided.
7. Have your department imagine they are potential students. What would they type in to find you?
8. Ask students and people outside your department what they would search for.
9. Review your competitors' websites and see what key phrases they use.
10. Consider including your competitor's non-branded terms for use in your keyword list.



On Page SEO – Content

Keywords – Google Adwords

The Best Keywords Are:

High Volume
(many searches/month)

Low Competition
(weak sites in the top 10)

High Value
(Large % of visitors convert)

Keyword Ideas (100)				
1 - 50 of 100				
Keyword	Competition	Global Monthly Searches	Local Monthly Searches	
<input type="checkbox"/> study abroad scholarships	High	27,100	18,100	
<input type="checkbox"/> scholarship search	High	27,100	18,100	
<input type="checkbox"/> colleges in georgia	Medium	165,000	135,000	
<input type="checkbox"/> georgia colleges	Medium	165,000	135,000	
<input type="checkbox"/> scholarships for hispanics	High	33,100	33,100	
<input type="checkbox"/> scholarship applications	Medium	135,000	90,500	
<input type="checkbox"/> scholarships for graduate students	High	33,100	22,200	
<input type="checkbox"/> online college	High	1,220,000	823,000	
<input type="checkbox"/> financial aid	Low	1,500,000	1,220,000	
<input type="checkbox"/> scholarships for college students	High	60,500	49,500	



On Page SEO – Content

“Good” Content VS.

“GREAT” Content

Satisfies the searcher’s basic information requirements

Written by a human and not duplicated elsewhere

Long enough to fulfill basic needs of engines for depth/uniqueness

Grammatically correct; free of spelling / punctuation errors

Surprises and delights the searcher by being remarkable

Produced by extraordinary writers and designers

May leverage video, audio, graphics & photos to convey a unique, shareable experience.

Produced by extraordinary writers and designers



Off Page SEO

Links

- Link influence on search engines
- Link Value

Social Media

- Social Media Sites
- Indirect Influence of Social Media

Other

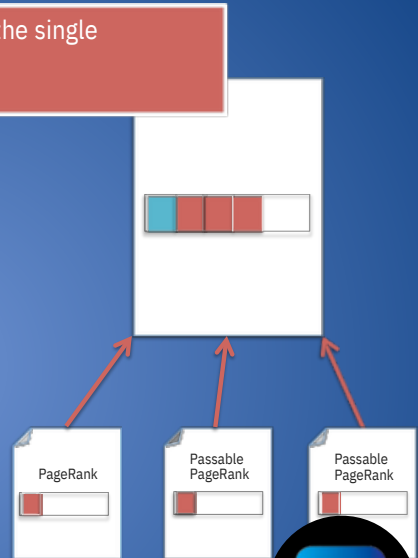
- Sitemap
- DMOZ
- robots.txt
- Google mini



Off Page SEO – Links

Link Influence on search engines Links remain the single largest factor in PageRank algorithm determining search ranking.

- External links on a webpage can be PageRank interpreted as votes.
- Initially, all votes are considered equal.
- Over the course of time, pages which receive more votes become more important.
- More important pages cast more important votes.
- $\text{Votes per Page} = \frac{\text{Page Importance}}{\text{Number of Links}}$



Off Page SEO – Links

Link Value

1. Anchor Text: Search engines use the anchor text to help it understand what the page receiving the link is about.

2. Relevance: Links that originate from sites/pages on a closely related topic are worth more.

3. Authority: A site with higher authority will pass along more PageRank. However, search engines will not tell you which sites they consider authoritative.

4. Trust: Trust of a websites takes into account whether the linking page or the website is easy or difficult for spammers to infiltrate. The trust level of a site is based on how many clicks away it is from one or more 'seed' sites.



Off Page SEO – Links

www.google.com/webmasters/tools/

Domains	Links ↗	Linked pages
elearninglearning.com	433,257	3
wikispaces.com	82,957	168
ihigh.com	19,240	2
uwgsports.com	17,591	7
facebook.com	12,222	197
oclc.org	9,068	8
blogspot.com	8,779	459
aolstalker.com	6,654	3
wordpress.com	6,206	212

www.majesticseo.com

Referring Domains

7,826

Educational Ref. Backlinks: **3,150**

Governmental Ref. Backlinks: **122**

Educational Ref. Domains: **797**

Governmental Ref. Domains: **37**

Referring **IP** addresses: **6,235**

Referring **Class C** subnets: **5,158**

Indexed **URLs**: **35,210**

External Backlinks

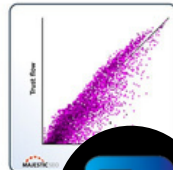
77,962

Citation flow ↗

55

Trust flow ↗

59



Off Page SEO – Social Media

Wikipedia Profile

Facebook Department Page

StackExchange Account

Twitter Profile

StumbleUpon Account

Linkedin Company Page

Reddit Account

YouTube Account

SlideShare Profile

Crunchbase Page

Scribd Profile

Google Profile

About.me Page

Quora Profile



Off Page SEO – Social Media

Benefits of Social Media

1. **Cost Nothing to Get Started**

For just a little bit of time and creativity, you can create department and personal pages and keep students informed of new programs.

2. **B**

logs are Simple to Create

You can create targeted content that focuses on your SEO content keywords.

3. **Results Can Be Faster Than Traditional Websites**

You have the opportunity to “go viral” with the content you post using social media.

4. **Social Media Posts and Profiles are Included in Search Results**

All social media posts and profiles are opportunities to get your site noticed by search engines.



Off Page SEO – Social Media

Benefits of Social Media (continued)

5. You Can Get Ranked Higher

Each time your content is shared, it creates a backlink to your content. This gives you more chances to have PageRank votes passed to your content.

6. There

are Lots of Options

Variety is the spice of life.

7. Social Media is Easy To Use

You don't need to dedicate a lot of time to social media – work on posting quality content and let other users do the work for you by sharing it with their friends.

8. It's an Additional Platform for Content

Westga.edu is usually a static, brochure website. With social media, you will be able to produce quality content that relates to you and your department.



Off Page SEO – Social Media

Benefits of Social Media (continued)

9.B Builds Brand Awareness

As you become more visible, as long as you continue to produce quality content, you will soon become an authority figure in your niche.

10.H

Has Unlimited Reach

By participating in social media, you will be able to reach users that would have never stumbled upon the university's website.

11.P

Gets Followers to Work for You

Let other users share your quality content.



Off Page SEO – Other

XML/ HTML Sitemap

A sitemap is a list of pages of a web site accessible to search engines and users.

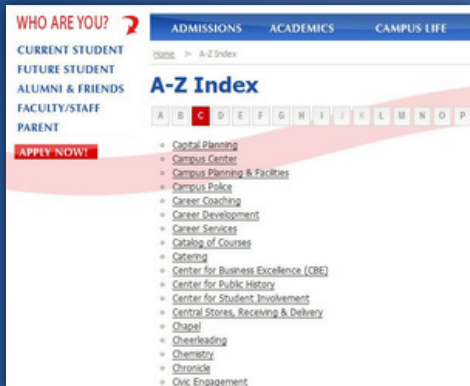
Benefits of a Sitemap

1. Helps improve how often and the manner in which search engines crawl your website.
2. Search engines use additional URL's to 'discover' pages they didn't know about.
3. Verification / registration of XML Sitemaps may indicate positive trust / authority signals.
4. A HTML sitemap can further help a user navigate your website.



Off Page SEO – Social Media

XML/ HTML Sitemap



HTML Sitemap

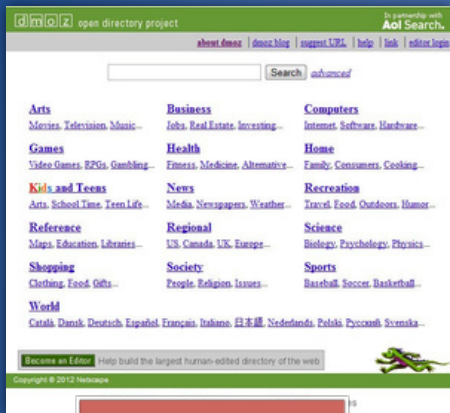
XML Sitemap

```
<url>
<loc>http://www.magneticone.com/store/X.Cart
<lastmod>2007-12-14T14:43:42+00:00</lastmod>
<priority>1.0</priority>
</url>
<url>
<loc>http://www.magneticone.com/store/X.Cart
<lastmod>2007-12-14T14:43:42+00:00</lastmod>
<priority>1.0</priority>
</url>
<url>
<loc>http://www.magneticone.com/store/X.Cart
<lastmod>2007-12-14T14:43:42+00:00</lastmod>
<priority>1.0</priority>
</url>
<url>
<loc>http://www.magneticone.com/store/X.Cart
<lastmod>2007-12-14T14:43:42+00:00</lastmod>
<priority>1.0</priority>
</url>
<url>
<loc>http://www.magneticone.com/store/osCom
<lastmod>2007-12-14T14:43:42+00:00</lastmod>
<priority>1.0</priority>
</url>
```



Off Page SEO – Other

DMOZ – Open Directory Project



www.DMOZ.org

"The Open Directory Project is the largest, most comprehensive human-edited directory of the Web. It is constructed and maintained by a vast, global community of volunteer editors."



Off Page SEO – Other

robots.txt

This is a file that is located on the root level of our domain.

Benefits of robots.txt

1. Prevents search engines from accessing nonpublic parts of our website.
2. Block search engines from accessing out pages of code.
3. Avoid the indexation of duplicate content on our website, such as “print” or “mobile” versions of webpages.
4. Auto-discover Sitemaps.

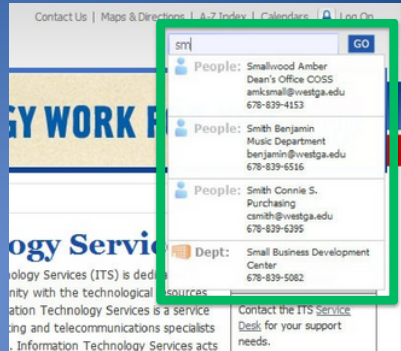


Off Page SEO – Other

Google Mini

Not everyone who enters our website is coming through the front door (homepage). The Google mini appliance helps user's navigate deeper into our website without having to click their way through to the page they need.

Within the Google mini appliance, **we have total control over page placement by keyword.** This is a great internal opportunity to make your department's website easier to find from anywhere in www.westga.edu



SEO Violations

Too much of a good thing can be bad for you, especially in SEO.

- DO NOT over 'keyword' your content. Your content should be easy to read and not stuffed with the same terms over and over again.
- DO NOT make sentences into anchor text. This could cause confusion on your site and make your content difficult to read.
- DO NOT focus on keywords that are not associated with your site.
This is a big no-no. If you try and get ranking in a popular keyword (such as 'Free') and it is not associated with your website, the search engine could black-list the site.



SEO Software

2012 SEO Software Product Comparisons

Rank	#1	#2	#3	#4	#5	#6	#7	#8	#9
10-9 Excellent	Web.CEO	Advanced Web Ranking	iBusiness Promoter	SEO Suite	SEO Toolkit	SEO Studio	SEO PowerSuite	SEO Administrator	WebPosition
8-6 Good									
5-4 Average									
3-2 Poor									
1-0 Bad									
									
Reviewer Comments	Read Review	Read Review	Read Review	Read Review	Read Review	Read Review	Read Review	Read Review	Read Review
Price	Buy Now	Buy Now	Buy Now	Buy Now	Buy Now	Buy Now	Buy Now	Buy Now	Buy Now
	\$499.00	\$399.00	\$499.95	\$249.95	\$494.95	\$157.99	\$399.00	\$299.00	\$499.00
Ratings	9.08	8.28	7.63	7.48	6.78	6.60	5.83	5.13	5.13
Overall Rating ■ Link Building & Management ■ Competitor Analysis ■ Keyword Research & Analysis ■ Submission Tools ■ Performance Reporting ■ Help & Support									



SEO Software

SEO Software Key Functionality

- Stores and organizes your keyword objectives by project and page
- Finds top ranked pages
- Performs comparison analysis to rank your page against other pages
- Make specific suggestions about how to improve you website
- Identifies potential inbound link opportunities.

SEO Software Reviews:

- www.topseos.com/rankings-and-reviews-of-best-seo-software
- seo-software-review.toptenreviews.com



Tracking and Measuring Results

You cannot methodically improve what
you cannot measure.



Tracking and Measuring Results

Define your Baseline

Use information from the below listed to establish a baseline of data points:

- Organic search traffic by search engine and keyword
- Major keywords that are driving traffic by search engines
- A breakdown of which sections are getting current organic search traffic by search engine and keyword

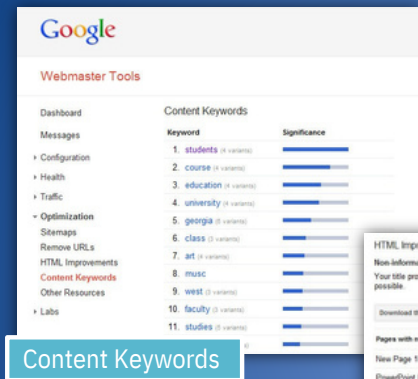
To further enhance you baseline, include the following:

- Identify poorly performing pages
- Identify the best performing pages (in terms of traffic and conversion)
- Track search engine crawler activity on the site
- Determine the number of indexed pages and whether they are getting search traffic
- Identify any error pages and external sites linking to these pages



Tracking and Measuring Results

WebmasterTools



Content Keywords

Non-informative Title Tags

The screenshot shows the 'HTML Improvements' section of Google Webmaster Tools, specifically the 'Non-informative title tags' report. It explains that title tags provide useful information to users and search engines. Below the explanation is a 'Download this table' button. The main part of the report is a table with two columns: 'Pages with non-informative title tags' and 'Pages'. The table lists 11 pages, all of which have generic titles like 'New Page 1' or 'PowerPoint Presentation' instead of descriptive ones.

Pages with non-informative title tags	Pages
New Page 1	/biology/prsynth/page1.htm
PowerPoint Presentation	/~adel/leagueofhomemasters/egyptinthe21stcentury.htm
New Page 1	/~anazzal/Portfolios/KimScasnyFall05/Portfolio/Intro%20to%20the%20me.htm
New Page 1	/~anazzal/Portfolios/KimScasnyFall05/Portfolio/LARoads/WMLP.htm
New Page 1	/~anazzal/Portfolios/KimScasnyFall05/Portfolio/MultipleWP1.htm
New Page 1	/~anazzal/Portfolios/KimScasnyFall05/Portfolio/ReadingRoads/WH.htm
New Page 1	/~anazzal/Portfolios/KimScasnyFall05/Portfolio/Student%20tr.htm
New Page 1	/~anazzal/Portfolios/KimScasnyFall05/Portfolio/Science/LPRoads/WH.htm
New Page 1	/~anazzal/Portfolios/KimScasnyFall05/Portfolio/Webquest%20to%20the%20me.htm
New Page 1	/~anazzal/Portfolios/KimScasnyFall05/Portfolio/humananatomy.htm



Tracking and Measuring Results

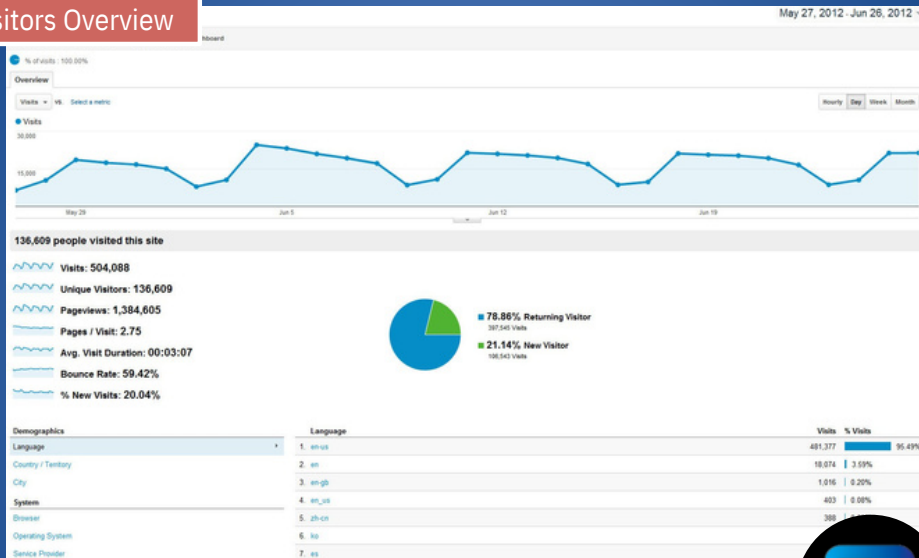
Webmaster Tools

Search Queries



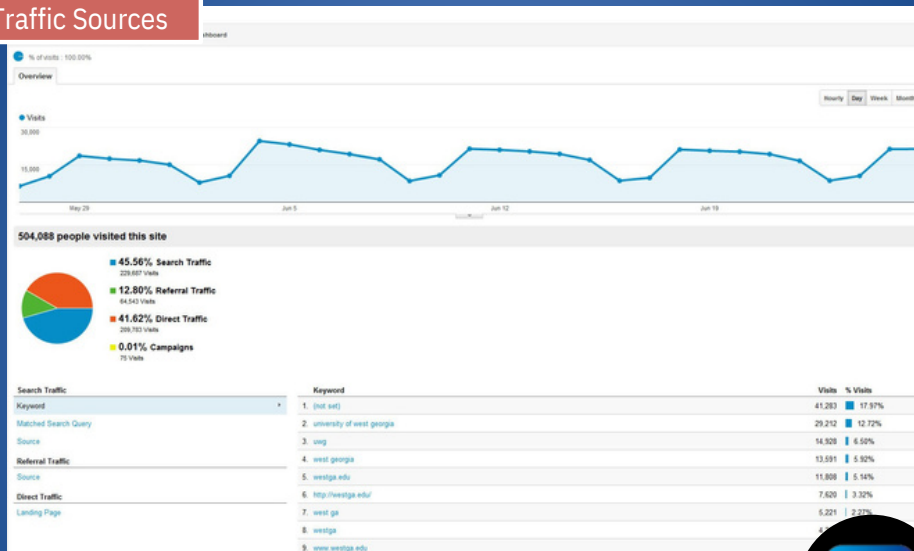
Tracking and Measuring Results – Google Analytics

Visitors Overview



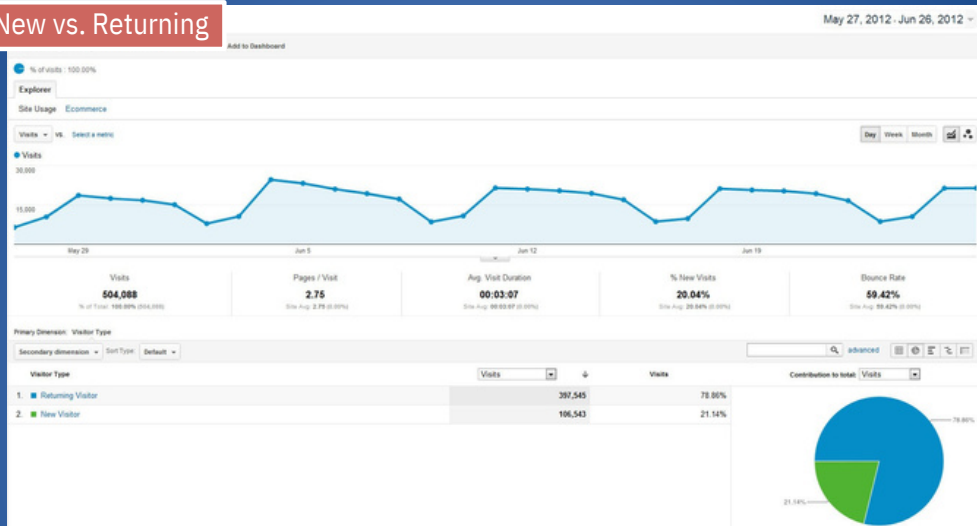
Tracking and Measuring Results – Google Analytics

Traffic Sources



Tracking and Measuring Results – Google Analytics

New vs. Returning



www.google.com/analytics/



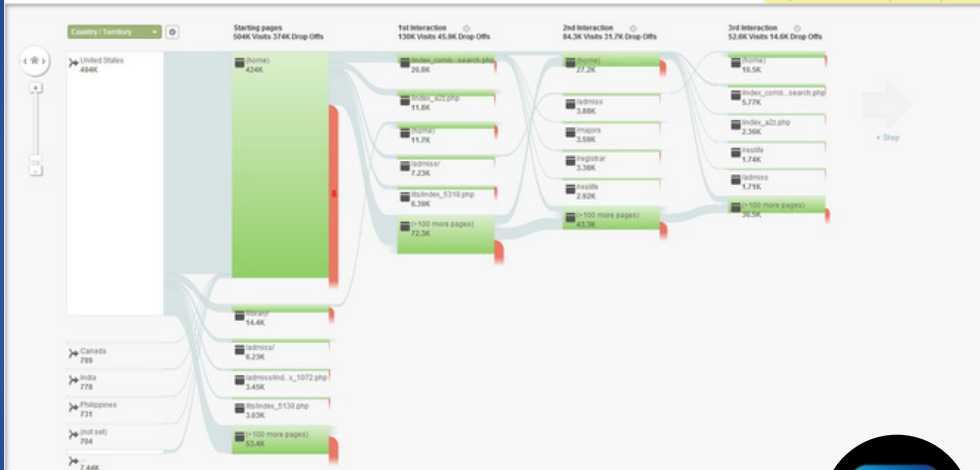
Tracking and Measuring Results – Google Analytics

Visitors Flow

May 27, 2012 - Jun 26, 2012

Select a segment: Level of detail: Export

This report is based on 95.7K visits (19.0% of visits). [Learn more](#)



<https://a2zranking.com/>



Further Information

- <http://www.google.com/webmasters/tools>
- <http://www.google.com/analytics>
- <https://adwords.google.com/select/KeywordToolExternal>
- <http://www.seomoz.org/tools>
- <http://www.lynda.com>

Handley, Ann, and C.C. Chapman. *Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) that Engage Customers and Ignite Your Business*. Hoboken: John Wiley & Sons, Inc., 2011

Engel, Eric, Stephan Spencer, Jessie Stricchiola, and Rand Fishkin. *The Art of SEO: Mastering Search Engine Optimization*. O'Reilly Media, 2012



thank
you

