

# NEW MEXICO BROADBAND PROGRAM

## INTERNET TOOLS FOR SMALL BUSINESS SUCCESS – MODULE 7 HANDOUT

### Terminology and activities

Search engine optimization is the process of optimizing web content to appear high in search engine results pages.

The best resource for understanding and getting started with SEO is the beginners' guide by seomoz <http://www.seomoz.org/beginners-guide-to-seo>

The way in which Google searches the web is called **crawling**. The tool used for crawling is referred to as a **spider**.

An algorithm is a systematic set of processes performed in a specific sequence according to precisely defined rules. When Google crawls the web, it searches websites according to a specific algorithm.

The algorithm notices certain features and creates a **rank** for each site, based on those features. Rank is impacted by:

1. the number and frequency of keywords
2. the length the site has existed
3. the number of links to other trusted site that appear in the first site

SEO uses knowledge of these features to maximize the placement of a given website in the Google rankings. This will make the site appear high in the list of Google search results.

To choose keywords:

- Go to a site that is similar to the site yours, or that sells a similar product
- Right click anywhere on the site, then click on "View Source"
- You will see a page of code with a section showing Keywords (note that not every website will have these listed)

You can also use Google Adwords tool to find the common words and phrases used by businesses for advertising. Go to <https://adwords.google.com/select/KeywordToolExternal>. In the search box, type in a word or phrase that you are considering using as a keyword and click on the 'search' chart. The results list the number of global and local searches that are performed monthly using that keyword. It also gives results for closely related groups of keywords. In addition, you will see the competition for that keyword. High competition means the word is popular, but many people use it; low competition means the competition is low, but not that many people search for that key word. Finding a good balance between popularity and competition for your key words is recommended.

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## Activity

List 6 keywords that describe your business. If possible, find a website that promotes or sells products similar to your own and see which keywords they are using.

Once you have them listed, go to Adwords and test these words for popularity.

Keyword	Number of global searches	Number of local searches	Competition