

# New Mexico Broadband Program

## Internet Tools for Small Business Success

### Module 7 Search Engine Optimization

# Internet Tools for Small Business Success Class Series

1. Terminology & Planning
2. Communication & Collaboration
3. Accounting & Finance
4. Intro to Online Marketing
5. E-Newsletters
6. Websites & Blogs
7. Search Engine Optimization
8. E-Commerce
9. Intro to Social Media Marketing
10. Facebook & Twitter
11. Social Media Administration
12. LinkedIn

# Primary Business Components

Planning

Operations

Accounting & Finance

Sales & Marketing

Hiring



# How This Class Works

**Terminology**



**Discussion & Demonstrations**



**Hands-on Exercises**

# Class Framework

Divided into Core Business Elements

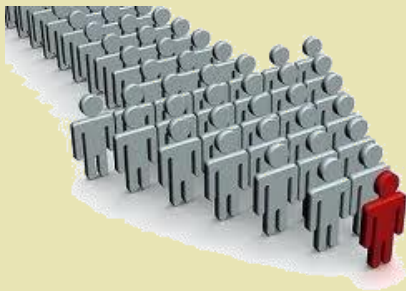
Internet Tools for each Element

Terminology

Realm of tools

Choosing the right tool for your business

Getting started



# Today's Class Goals

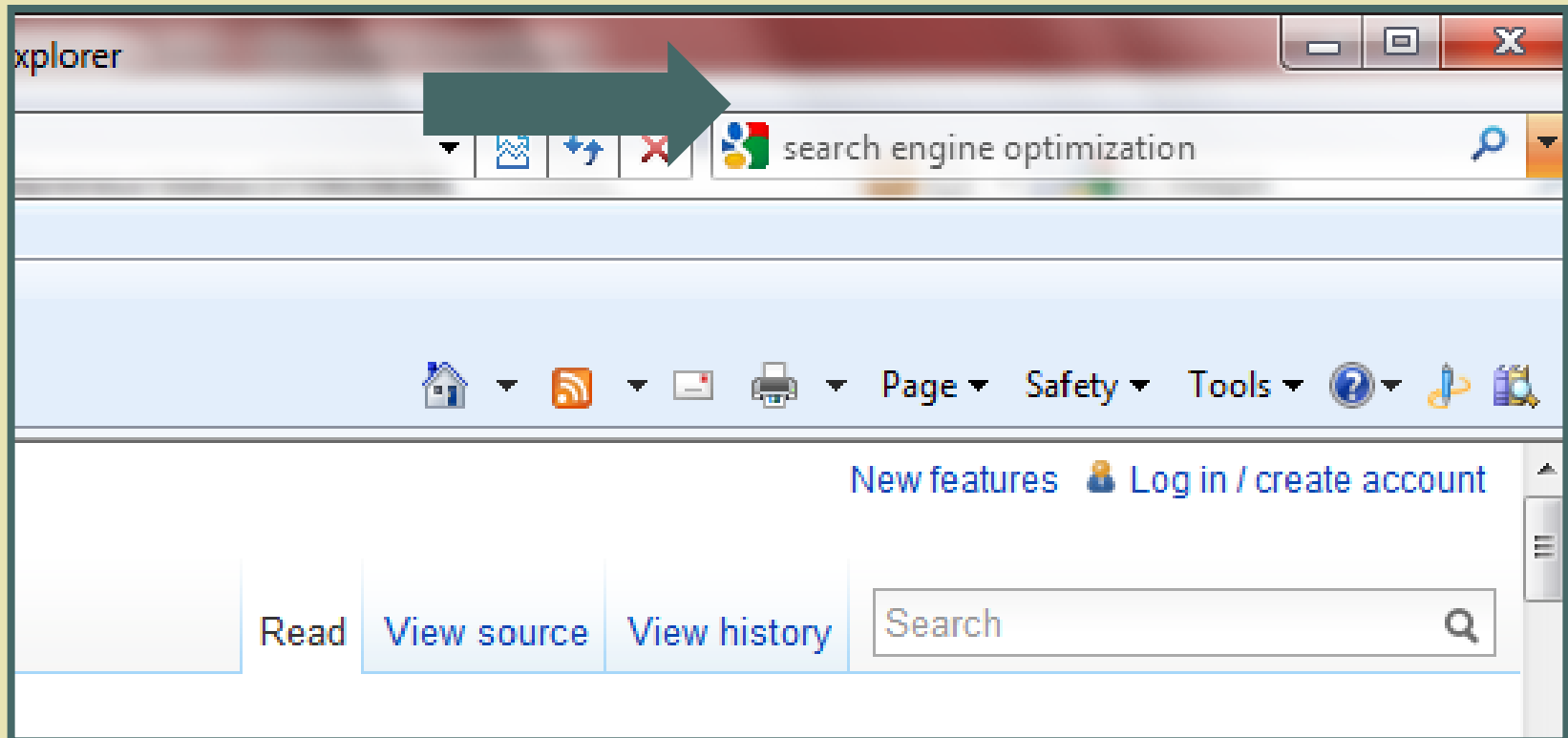
- Learn the definition of “search engine optimization”
- Learn which search engines are the most popular
- Learn the basics of how Google searches
- Understand and define keywords for your business

# Search Engine Optimization

The process of optimizing web content to appear high in search engine results pages



# Review Wikipedia's Site on SEO





# Search Engine Optimization



**GOAL:** to be in position 1-10 on page one of a search

Search engines now also display real-time search results for social media.

The more of your social media outlets appear high in listings, the more you control Search Results **Real Estate**.



# Search Engine Optimization

## WHY?

- Because otherwise no one will ever get to your front door (website)

## HOW?

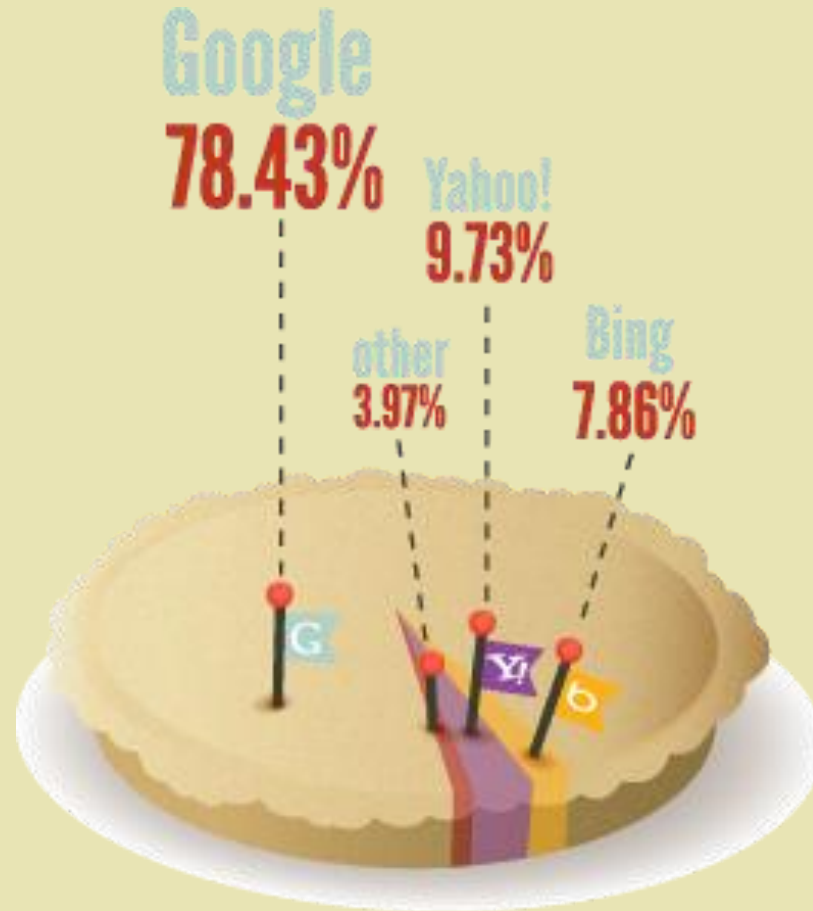
- Key words, links, relevant content

## RESULTS?

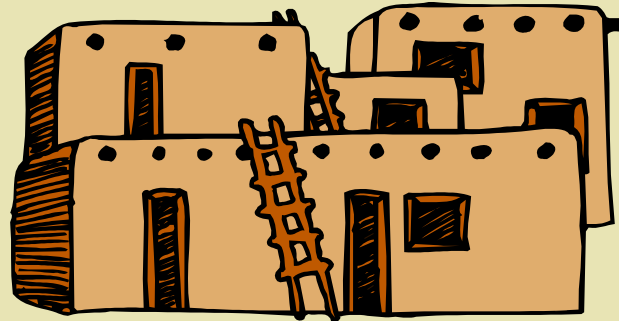
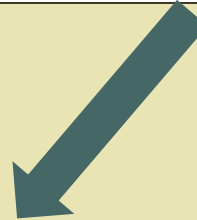
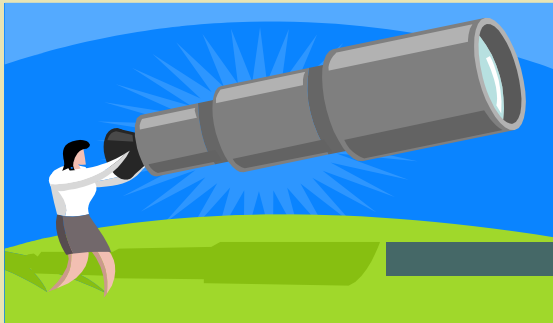
- Customers find your website and social media and you can begin to build relationships



# Search Engines Use Statistics from [www.seomoz.org](http://www.seomoz.org)

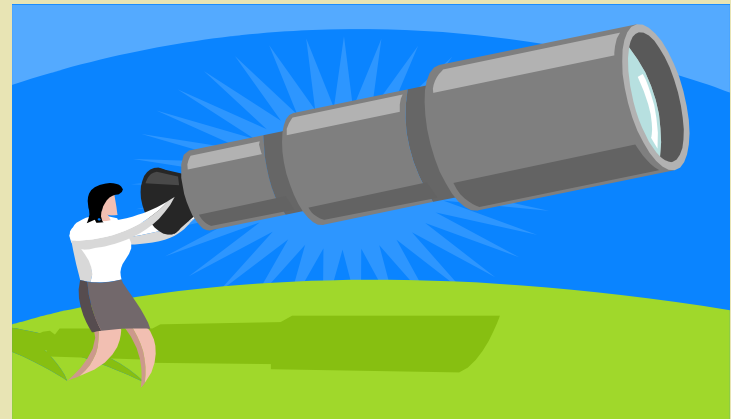


# Search Engine Optimization



# What does Google do?

1. Crawl – Googlebot
2. Index – algorithm
3. Page Rankings are based on:
  - a) Links to popular sites
  - b) Links to trusted sites



# What is important for Page Rank?

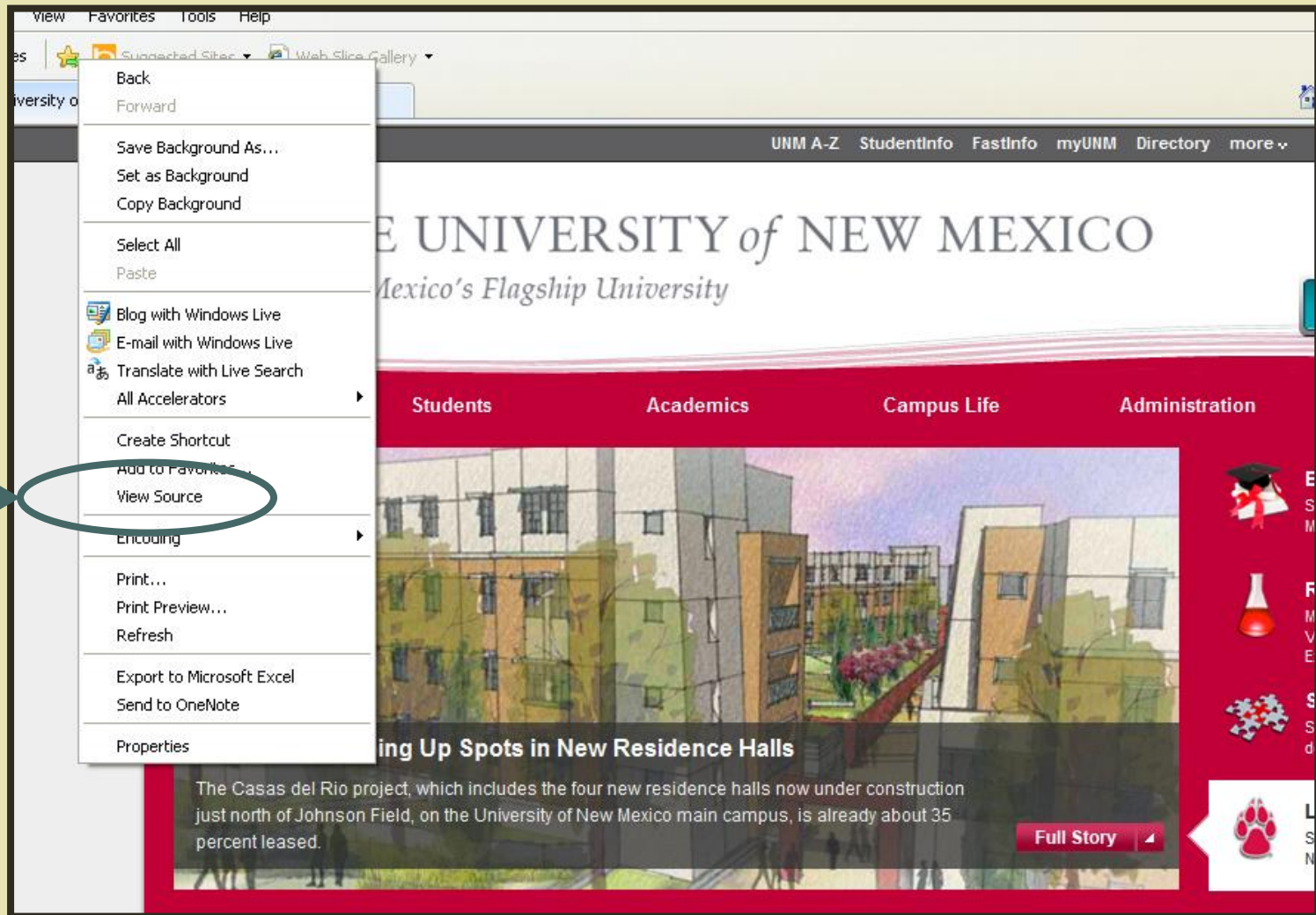
The **frequency** and **location of keywords** within the Web page

The number of other **web pages linked** to the page in question

**How long** the Web page has existed



# Key Words





# Search Code's "Keywords"

```
le Edit Format
1 <!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
2 <html xmlns="http://www.w3.org/1999/xhtml" xml:lang="en-gb" lang="en-gb" dir="ltr" >
3 <head>
4 <base href="http://www.culturalentrepreneur.org/" />
5 <meta http-equiv="content-type" content="text/html; charset=utf-8" />
6 <meta name="robots" content="index, follow" />
7 <meta name="keywords" content="Cultural enterprise, Cultural entrepreneur, Arts entrepreneur, cultural corridor, Cultural
policy, Cultural diversity, Cultural markets, Folk art, Cultural industries, Cultural business, Cultural organization," />
8 <meta name="description" content="Fostering economic prosperity and cultural wealth." />
9 <meta name="generator" content="Joomla! 1.5 - Open Source Content Management" />
10 <title>GCCE</title>
11 <link href="/index.php?format=feed&type=rss" rel="alternate" type="application/rss+xml" title="RSS 2.0" />
12 <link href="/index.php?format=feed&type=atom" rel="alternate" type="application/atom+xml" title="Atom 1.0" />
13 <link href="/templates/yoo_firefly/favicon.ico" rel="shortcut icon" type="image/x-icon" />
14 <link rel="stylesheet" href="/plugins/system/jceutilities/css/jceutilities-217.css" type="text/css" />
15 <link rel="stylesheet" href="/plugins/system/jceutilities/themes/standard/css/style.css" type="text/css" />
16 <link rel="stylesheet" href="/templates/yoo_firefly/css/template.css.php?color=white&styleswitcherFont=0
&styleswitcherWidth=0&widthThinPx=780&widthWidePx=940&widthFluidPx=0.9" type="text/css" />
17 <link rel="stylesheet" href="/templates/yoo_firefly/lib/js/lightbox/css/slimbox.css" type="text/css" />
18 <link rel="stylesheet" href="/modules/mod_TwitterForJoomla/inow.css" type="text/css" />
19 <script type="text/javascript" src="/templates/yoo_firefly/lib/js/mootools.js.php"></script>
20 <script type="text/javascript" src="/plugins/system/jceutilities/js/jquery-126.js"></script>
21 <script type="text/javascript" src="/plugins/system/jceutilities/js/jceutilities-217.js"></script>
22 <script type="text/javascript" src="http://www.culturalentrepreneur.org/plugins/system/mediaobject/js/mediaobject-150.js">
</script>
23 <script type="text/javascript" src="/media/system/js/caption.js"></script>
24 <script type="text/javascript" src="/modules/mod_rokslideshow/tmpl/rokslideshow.js"></script>
25 <script type="text/javascript">
26     jQuery(document).ready(function(){jceutilities({'popup':
```





# Google Keyword Tool

<https://adwords.google.com/select/KeywordToolExternal>

The screenshot displays the Google AdWords Keyword Tool interface. On the left, there is a sidebar with 'Tools' (Keyword Tool selected) and 'All Categories' (Apparel selected). The main area is titled 'Find keywords' and shows the search input 'running shoes' and a 'Search' button. Below the search input, there are options for 'Advanced options', 'Locations: United States', and 'Languages: English'. A 'Sign in' prompt is visible. Below the search results, there is a 'Download' button and a table of search results.

<input type="checkbox"/>	Keyword	Competition	Global Monthly Searches	Local Monthly Searches
<input type="checkbox"/>	running shoes		673,000	450,000
<input type="checkbox"/>	discount running shoes		14,800	9,900
<input type="checkbox"/>	mens running shoes		22,200	14,800
<input type="checkbox"/>	running shoes sale		9,900	6,600
<input type="checkbox"/>	cheap running shoes		12,100	6,600
<input type="checkbox"/>	trail running shoes		40,500	33,100
<input type="checkbox"/>	best running shoes for women		5,400	4,400

# Writing Exercise: Keywords

What are 6 keywords that describe your business?

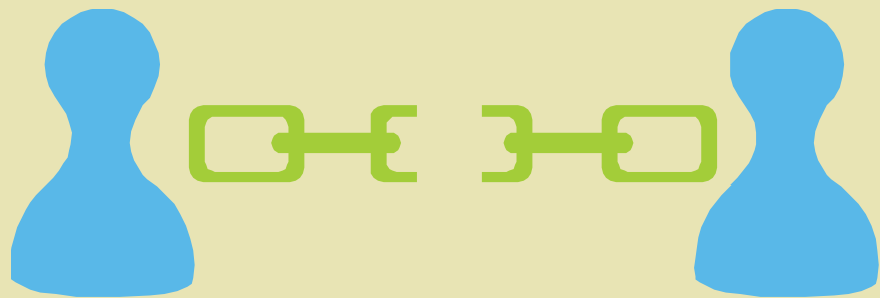
- 1)
- 2)
- 3)
- 4)
- 5)
- 6)



**Remember, use words *customers* would search for!**

# Basic SEO Tips

- **Optimize the text in your first paragraph**
- **Update your content often**
- **Link to other webpages & they will link to yours**



# Optimize Your Website/Blog for Social Media

- Use at least 8 of the same search terms or tags everywhere
- Use the same descriptions of your business or website/blog
- Optimize your profile on social media services
- Post optimized text, such as title, headline, and/or first paragraph, with at least one search term
- Cross-post blog entries and link to other websites/blogs



# Review

- Learn the definition of search engine optimization (SEO)
- Find out which search engines are the most popular
- Understand where your business should show up in search listings
- Understand the basics of how Google searches
- Understand and define keywords for your business
- Learn basic SEO tips



**We appreciate the time you spent with us.  
We hope to see you at the next training!**

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