

Class 5: SEO, SEM and Site Promotion

Content

How search works

What is SEO?

- On-page SEO

- Off-page SEO

Traffic sources

Keywords

Trends

Adding keywords to your site

Monitoring keywords

Search Results

PageRank

Inbound links

Link spam

Directories and social media

AdWords

References

Building Findable Websites by Aarron Walter

The Art of SEO (2nd Ed.) by Eric Enge et al.

Above the Fold by Brian Miller

Google SEO Starter Guide

[.htaccess made easy](#)

[The Ultimate Guide to .htaccess Files](#)

[Comprehensive guide to .htaccess](#)

[.htaccess Tutorial](#)

[Apache HTTP Server Tutorial: .htaccess files](#)

Class 5 Homework

Watch: [How search works](#) – Matt Cutts

- [How Google search works](#) – Matt Cutts

- [SEO for startups in under 10 minutes](#) – Maile Ohye

- [Using Search Queries to improve your site](#) – Maile Ohye

Read: [Google SEO Starter Guide](#) (PDF)

- [Search Engine Land's Guide To SEO](#)

- Chapter 1, 2 and 4 of Building Findable Websites

- Chapter 1-5 of The Art of SEO

- Chapter 8 of Above the Fold (Chapter 7 of revised edition)

The “takeaway” from this week’s session is that you should implement basic SEO features for every page you create, using the page title, the description meta tag, headings and link text.

Continue researching for your seminar presentation if you haven't already given it. If you have given your seminar, upload the presentation to our [Speaker Deck](#) account.

Start planning the improvements you will make to your small business website for Project 2. Think about responsive design, mobile first, modular development with PHP server-side includes, custom error pages and adding SEO features.