

Just Enough SEO

(Search Engine Optimization)

Presented by

Laura Behrens



Just enough SEO

- What is SEO?
 - Search Engine Optimization
- What is optimization?
 - Designing your web pages for optimum treatment by search engines
 - Organic search
 - No effect on paid search/ads

Just enough SEO

The screenshot shows a Google search for "socks" in a Mozilla Firefox browser. The search results page displays several advertisements and organic search results. The browser's address bar shows the search URL: www.google.com/search?q=socks&ie=utf-8&oe=utf-8&aq=t&rls=org.mozilla:en-US:official&client=firefox-a. The search results include:

- Advertisements:**
 - Socks at Zappos® - Shop a Huge Selection of Socks**: www.zappos.com/Socks - ★★★★★ 24,202 seller reviews. Free Shipping & Returns - Shop Now. → Women's Socks - Men's Socks - Boy's Socks - Girl's Socks
 - Crazy Colorful Socks | SockWizard.com**: www.sockwizard.com/. sockwizard.com is rated ★★★★★ 35 reviews. Stripes, Dots, Themed **Socks** & more **Socks** for Men's & Kids too!
 - Funky Girls Socks - Zany and fun, colorful girls socks.**: www.littlemissmatched.com/. Great girls gifts under \$10.
 - Half Pipe Knee High **Socks** \$13.33
 - Fuzzy D-Lite Knee High **Socks** \$17.33
 - Neon Dot Knee High **Socks** \$13.00
 - Have Fun with your Socks**: www.foottraffic.com/. Tired of the same old boring **socks**? Put some life into your **sock** drawer
 - Men's Underwear & Socks**: www.brooksbrothers.com/. Shop our collection of comfortable and stylish underwear and **socks**.
 - Socks**: www.hanes.com/Socks. Great Selection of Colors, Sizes & Styles. Shop the Official Site Now. + [Show products from Hanes](#)
 - Socks' at Amazon.com**: www.amazon.com/Socks/. amazon.com is rated ★★★★★. Buy **Socks'** at Amazon. Qualified orders over \$25 ship free
 - Socks**: www.footsmart.com/. footsmart.com is rated ★★★★★. Free Shipping on All **Socks** \$35+. Shop FootSmart for **Socks** & More.
 - Novelty Socks**: www.foxsox.com/. Find great John Deere **Socks** for the whole family - infants to men.
 - Wigwam Socks on Sale**: www.essentialapparel.com/. This advertiser is rated ★★★★★. Full selection of Wigwam **socks**. Free shipping. Fast delivery.
- Organic Search Results:**
 - Related searches for socks**: Stores: [Zappos](#) [Amazon](#) [Sock Company](#) [Thorlo](#) [Target](#). Brands: [Nike](#) [Hanes](#) [Wigwam](#) [Gold Toe](#) [SmartWool](#)
 - Sock Dreams**: www.sockdreams.com/. looking at **socks** in a new light, unique comfy sexy **socks** for working playing or just being lazy in. Free shipping. → Thigh Highs - Location and Hours - Tights - Socks
 - Socks | Zappos.com**: www.zappos.com/socks. betsey johnson legwear hero smartwool **socks** hero ... HurleyOne And Only No Show **Socks**\$15.00 Walking Light Mini 3 Pair Pack by Smartwool ...
 - SOCKS - Wikipedia, the free encyclopedia**: en.wikipedia.org/wiki/SOCKS. SOCKet Secure (**SOCKS**) is an Internet protocol that routes network packets between a client and server through a proxy server. **SOCKS** additionally provides ...

Just enough SEO

red pen - Google Search - Mozilla Firefox

File Edit View History Bookmarks Tools Help

red pen - Google Search x PrintFriendly.com: Print web pages, crea... x

www.google.com/#hl=en&client=psy-ab&q=red+pen+&oeq=red+pen+&aq=f&aq=g4&aq=8gs_sm=3&gs_upl=45671286001358818132000026819940.11.21170&gs... Google

+You Search Images Maps YouTube News Gmail Documents Calendar More -

Google red pen Sign in

Search About 14,800,000 results (0.32 seconds)

Everything

Images

Maps

Videos

News

Shopping

More

RED PEN, INC.
www.grammaphile.com/
Feb 14, 2012 - **Red Pen**, Inc. wishes you a sweet Valentine's Day! Happy Valentine's Day, dear readers! I hope you and your loved ones have a super-sweet ...

Mighty Red Pen
mightyredpen.wordpress.com/
Mar 5, 2012 - To err is human, and National Grammar Day isn't about getting the biggest **red pen** you can find (literal or verbal) and striking fear in the hearts ...

Shopping results for **red pen**

Paper Mate Profile Retractable	Pentel R100B Rolling Writer Roller Ball Pen	Sarasa Gel Retractable Roller Ball Pen	Ballpoint Pen, Retractable, 1.0mm Pt. Red	EIC Soft Feel Retractable Ballpoint Pen
★★★★★ 23	\$1	\$8	\$1	\$4
Find nearby		Find nearby		

Ads

[Paper Mate Profile Retractable Ballpoint Pens](#) **Red** \$11.49 - Quill.com

[PAP3371131 - Paper Mate Write Bros. Ballpoint Stick](#) **Items** \$1.20 - Discount Office Items

See your ad here >

Redpen.com
www.redpen.com/
This domain is NOT for sale. Please note that **Redpen.com** is being actively used in a legitimate non-profit capacity, has no relation or connection to any other ...

[Karen Reddick, The Red Pen Editor, Editorial Services, Colorado ...](#)
www.theredpeneditor.com/
Colorado, Karen Reddick, Editor, Grammar Tips, Editing, Proofreading, Writing, Services, Centennial, Colorado.

[The Little Red Pen: Susan Stevens Crummel, Janet Stevens ...](#)
www.amazon.com > Books > Children's Books > Humor
Poor Little **Red Pen!** She can't possibly correct a mountain of homework all by herself. Who will help her? "Not I!" says Stapler. "Not I!" says Eraser. "Yo no!

start | Inbox in AOL - Micros... | red pen - Google Sea... | Microsoft ActiveSync | Just Enough SEO out... | Search Desktop | 2:55 PM

Just enough SEO

The screenshot shows a Mozilla Firefox browser window with the address bar displaying a Google search URL. The search results for 'red pen communications' are displayed, showing approximately 2,590,000 results. The top result is the company's homepage, followed by social media profiles on LinkedIn and Facebook, and a local listing in Cedar Rapids, IA. An advertisement for 'Incipio Red Inscribe PRO Stylus & Pen STY-102' is also visible on the right side of the search results.

red pen communications - Google Search - Mozilla Firefox

File Edit View History Bookmarks Tools Help

red pen communications - Google Search x PrintFriendly.com: Print web pages, crea... +

www.google.com/#hl=en&client=psy-ab&q=red+pen+communications&aq=f&aq=g1&aq=8gs_sm=3&gs_lpl=355911369631137809144k

+You Search Images Maps YouTube News Gmail Documents Calendar More -

Google red pen communications Sign in

Search About 2,590,000 results (0.41 seconds)

Everything
Images
Maps
Videos
News
Shopping
More

Cedar Rapids, IA
Change location

Show search tools

[Home Page | Red Pen Communications](#)
www.redpencommunications.com/
Even in a world overtaken by texting and tweeting. Especially when you're limited to 140 characters. Make them count. **Red Pen Communications** is here to help ...

[Resources](#)
Not every writer needs every resource. Here are some we ...

[Writing](#)
Red Pen Communications can help you by drafting the prose ...

[About Us](#)
With **Red Pen Communications**, Laura Behrens homes in on the ...

[Editing](#)
Red Pen Communications ... third party or you just need to hire ...

[Partners](#)
Heather Rast, Principal at Insights & Ingenuity, who distilled ideas ...

[Coaching and Training](#)
Red Pen Communications works with you to define your goals ...

[More results from redpencommunications.com >](#)

[Erica \(RedPen\) | LinkedIn](#)
www.linkedin.com/pub/erica-redpen/12/597/381
Greater Seattle Area - Proofreader & Print Project Manager at Red Pen Communications
Erica (RedPen). Proofreader & Print Project Manager at **Red Pen Communications**.
Location: Greater Seattle Area; Industry: Marketing and Advertising ...

[Red Pen Communications | Facebook](#)
www.facebook.com/.../Red-Pen-Communications/161252680578036
Company Overview: **Red Pen Communications** helps people make the best use of the written word. - Mission: Your message. better. - Products: Editorial ...

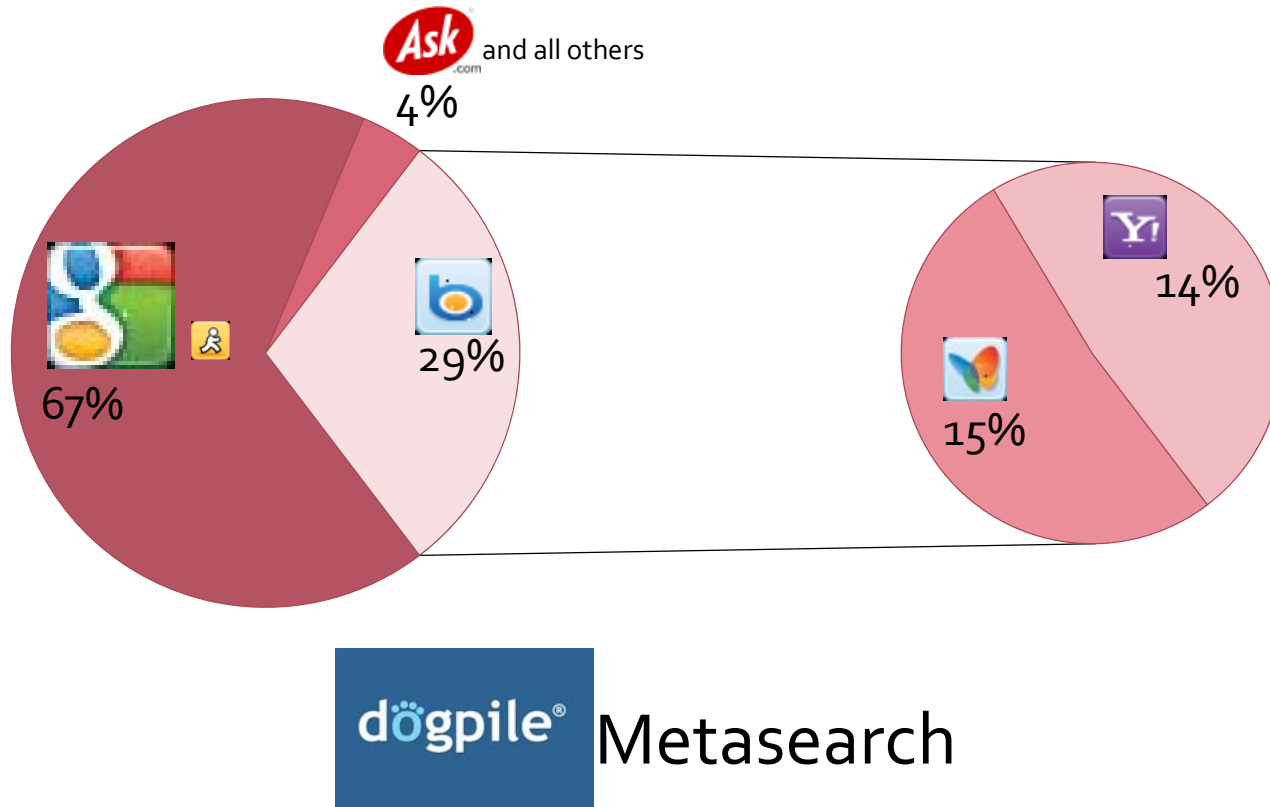
[Red Pen Communications - Wall | Facebook](#)
www.facebook.com/.../Red-Pen-Communications/161252680578036
Company Overview: **Red Pen Communications** helps people make the best use of the written word. - Mission: Your message. better. - Products: Editorial ...

[Red Pen Communications - 202 26th St Dr SE Cedar Rapids, IA ...](#)
www.cedarapids.org/Consultantscommunicationsquality/Red-Pen-...
Red Pen Communications - 202 26th St Dr SE Cedar Rapids, IA 52403 -

[Speak Softly and Carry a Red Pen](#)

start | Inbox in AOL - Micros... | red pen communicatio... | Microsoft ActiveSync | Just Enough SEO out... | Search Desktop | 2:55 PM







Search engines



Source: comScore December 2011

Spiders/crawlers

What is a spider/crawler and what is it looking for?

- Good content for humans
 - Text—search engines do not search images
 - Clean, clear language
 - Headings, subheadings, layout
 - Error-free—mistakes can count against you in rankings
 - Regularly refreshed
 - Keywords—what words and ideas are important to your users?
 - Social media links—     

In sum: write good copy, attractively displayed, about things your audience cares about, and make sure they can find it.

Google AdWords Keyword Tool

The screenshot shows the Google AdWords Keyword Tool interface. The browser window title is "Google AdWords: Keyword Tool - Mozilla Firefox". The address bar shows the URL: https://adwords.google.com/o/Targeting/Explorer?__c=1000000000&__u=1000000000&ideaRequestType=KEYWORD_IDEAS. The page header includes the Google AdWords logo, language selection (English (United States)), currency selection (US Dollar (USD \$)), and links for "Report an issue", "Help", and "Sign in".

The main content area is titled "Find keywords" and includes the following sections:

- Tools:** A sidebar on the left with "Keyword Tool" selected and "Traffic Estimator" below it.
- Include terms (0):** A section for adding terms to the search.
- Exclude terms (0):** A section for excluding terms from the search.
- Match Types:** A section with checkboxes for "Broad" (checked), "[Exact]", and "Phrase".
- Help:** A section with links to help articles and a "Search help center" button.
- Find keywords form:** A central form with fields for "Word or phrase" (containing "One per line"), "Website" (containing "www.google.com/page.html"), and "Category" (set to "Apparel"). It also includes a checkbox for "Only show ideas closely related to my search terms" and a button for "Advanced Options and Filters".
- Image CAPTCHA:** A yellow box with the text "Type the characters that appear in the picture below. Or sign in to get more keyword ideas tailored to your account." Below this is an image with the text "scilling, i&DYNAMIC" and a "Search" button.
- Download and View options:** A row of buttons for "Download", "View as text", "More like these", "Sorted by Relevance", and "Columns".
- Important Note:** A disclaimer at the bottom stating that Google cannot guarantee keyword performance and reserves the right to disapprove keywords.

The footer of the page includes the copyright notice "© 2012 Google" and links to "AdWords Home", "Editorial Guidelines", and "Privacy Policy". The Windows taskbar at the bottom shows the Start button and several open applications, including Calendar, Google Ad..., Microsoft A..., Microsoft P..., Just Enough..., Food diary..., Vector Soci..., and Paint. The system tray shows the time as 5:33 PM.

Spiders/crawlers

Good content for spiders

- Notified/verified
 - Website
 - Mobile sites
- Keywords—Google AdWords Keyword Tool
- Links
 - Meaningful anchor text
 - Links that stand out on the page (often default)
- Better URLs
 - Meaningful words—**not** <http://YourUrl.org/pageview.aspx?id=17982>
 - Simple directory structure

Spiders/crawlers

How We Work | Red Pen Communications - Mozilla Firefox

File Edit View History Bookmarks Tools Help

Vector Social Media Icons x How We Work | Red Pen Communications x http://westonnable...view.aspx?id=17982 x Dictionary.com | Find the Meanings and ... x +

redpencommunications.com/how_we_work.php

Resources | Red Pen Communications - Mozilla Firefox

File Edit View History Bookmarks Tools Help

Vector Social Media Icons x Resources | Red Pen Communications x http://westonnable...view.aspx?id=17982 x Dictionary.com | Find the Meanings and ... x +

redpencommunications.com/resources.php

Cliche | Red Pen Communications - Mozilla Firefox

File Edit View History Bookmarks Tools Help

Vector Social Media Icons x Resources | Red Pen Communications x Cliche | Red Pen Communications x Dictionary.com | Find the Meanings and ... x +

redpencommunications.com/cliche.php

google seo starter guide

HOME | ABOUT US | CONTACT US

Red Pen COMMUNICATIONS
Your message. Better.

How We Work | Writing | Editing | Coaching and Training | Resources

The cliché page

We speak, write, even think **in clichés**, and with good reason. **Clichés** gained wide usage because they captured a truth we recognize in a form that once seemed fresh, amusing, or particularly apt. But now they're so hackneyed they are meaningless, or worse, mangled and misused to obscure meaning.

So first, try to avoid them. But if you're going to use **a cliché**, get it right. Better yet, put on a new twist that lets us **know you know** what you're doing.

Whole books are devoted to this topic, **but** here are some phrases worthy of note, often because they are not **only clichéd but incorrect**:

- *Take a different tact*. No, it's *different tact*, from the sailing term meaning to turn quickly. *Tact* would be putting something politely or diplomatically, not taking a different direction.
- *The fact of the matter is...* Usually precedes the writer's or speaker's opinion, whether or not it's based on fact.
- *Hone in on*. Try *home in*, the way a homing pigeon finds its way back to the nest. To *hone* is to sharpen, as in a knife, or your point.

[\(Back to top\)](#)

On the Web

- [Wikipedia](#) A longer explanation **of clichés**, with links to more word geek sources.
- [Cliché Web](#) One of the better "volunteer" sites. Quick, easy to use, and (a spot check shows) generally correct, if not robust.

[\(Back to top\)](#)

Books

Just search on "dictionary **of clichés**". You'll get a discouragingly long list.

[\(Back to top\)](#)

Just Enough SEO 1.pptx

Think...

... before you commit **a clichéd** paper, blog or tweet.

Family values. If we don't share your values, does **that mean** we're not a family? Beware clichés that carry emotional or political overtones.

Get our email newsletter

Email:

Privacy by [SafeSubscribe™](#)

start | Inbox in AOL | ...

start | Inbox in AOL | ... | Resources

start | Inbox in AOL | ... | Cliche | Red P... | Just Enough S... | Conveying Yo... | Just Enough S... | Food diary 12... | Microsoft Activ... | Search Desktop | 8:24 PM

Spiders/crawlers

More good content for spiders

- Better navigation
 - Breadcrumbs
 - Mostly text

Spiders/crawlers

Women's Cardigan Sweaters at Lands' End - Mozilla Firefox

File Edit View History Bookmarks Tools Help

Vector Social Media Icons Resources | Red Pen Communications Women's Cardigan Sweaters at Lands' End Dictionary.com | Find the Meanings and ...

www.landsend.com/tx/womens-clothing/Women/turtlenecks-t-shirts-polos/Cardigans/Assortments=Sale/Size+Range=Petite/index.html?seq=1~2~4~6~3~5&catNumbers=... google seo starter guide

LANDS' END BUSINESS OUTFITTERS

ENTER KEYWORD OR ITEM # SEARCH

STORE LOCATOR TRACK ORDER CREATE ACCOUNT / SIGN IN SHOPPING BAG

WOMEN MEN GIRLS BOYS SWIM OUTERWEAR SHOES SCHOOL UNIFORMS FOR THE HOME LUGGAGE OVERSTOCKS

Homepage > Women > Sale > Knit Tops, Polos & Turtlenecks > Petite > Cardigans & Jackets

KNIT TOPS, POLOS & TURTLENECKS »

Women's Petite Cardigans & Jackets in Sale

Cardigans & Jackets »

Sort By: Recommended Items 1 - 3 of 3 24 per page

CURRENT SELECTIONS:
Size Range
Petite
(Reg, Plus, Slim, Big & Tall, etc.)

NARROW SELECTION BY:
Specific Size
Show All
Color
Show All
Sleeve Length
Show All
Fabric
Show All
Style
Show All

Women's Starfish 3/4-sleeve Terry Drape Cardigan
Was \$59.50 **Now \$28.99**
Rating ▲▲▲▲▲

Women's 3/4-sleeve Interlock Cardigan
Was \$32.50 **Now \$17.99**
Rating ▲▲▲▲▲

Women's Starfish Button-up Heavyweight Terry Foldover Collar Jacket
Was \$69.50 **Now \$49.99**
Rating ▲▲▲▲▲

Sort By: Recommended Items 1 - 3 of 3 24 per page

SIGN UP FOR EXCLUSIVE OFFERS + NEWS ENTER EMAIL ADDRESS SIGN UP SIGN UP FOR MOBILE ALERTS SIGN UP Tweet (7,875) Like (915k)

CUSTOMER SERVICE
GUARANTEED PERIOD. © CONTACT US 1.800.963.4816

SERVICE EXTRAS
Gift Cards
Shop Catalogs
Catalog Requests
Shop Your Way Rewards

SPECIALTY SHOPS
LE Business Outfitters
Women's Plus Sizes
Women's Petite Sizes
School Uniforms

SHOP OUR E-CATALOG
Environmentally friendly, easy to shop and always at your fingertips.
View Now

ALL FUN, NO FEES. SHOP GIFT CARDS Just Enough SEO 1.pptx CUSTOMER SERVICE

start Inbox in AOL ... Women's Card... Just Enough S... Conveying Yo... Just Enough S... Food diary 12... Microsoft Activ... Search Desktop 8:27 PM

Spiders/crawlers

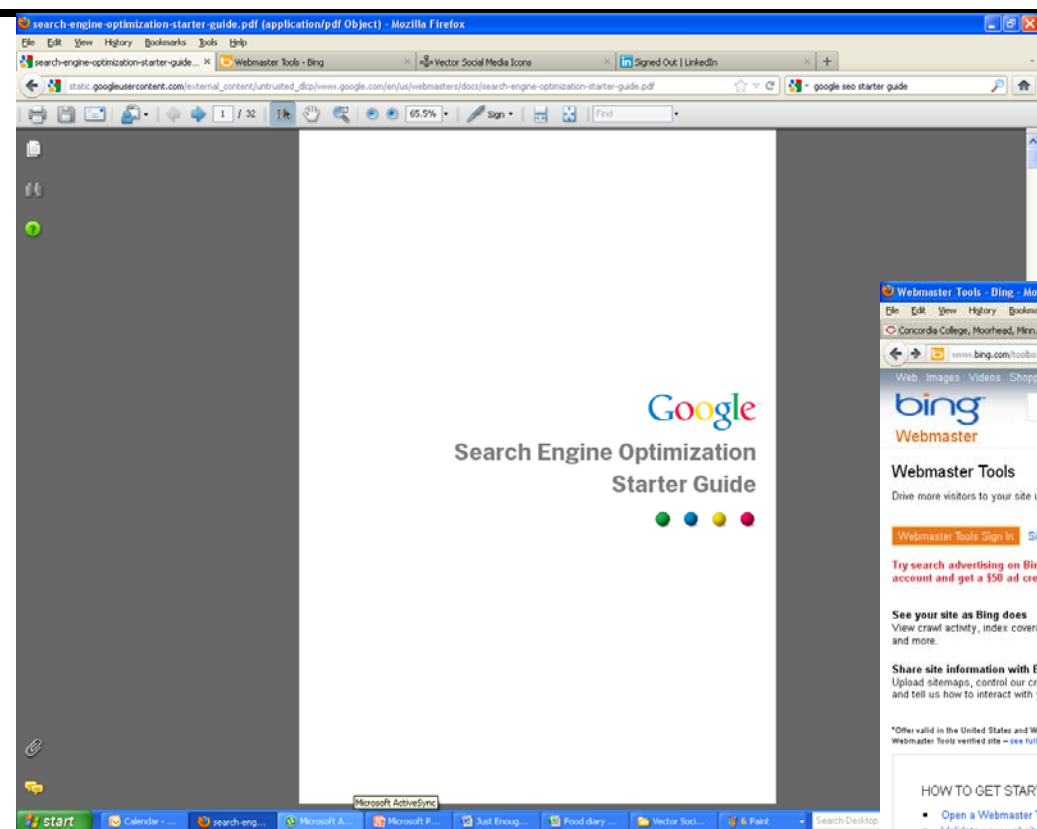
More good content for spiders

- Unique, accurate page titles (title tags)
- Add descriptions for images
- “Description” metatags *for every page*

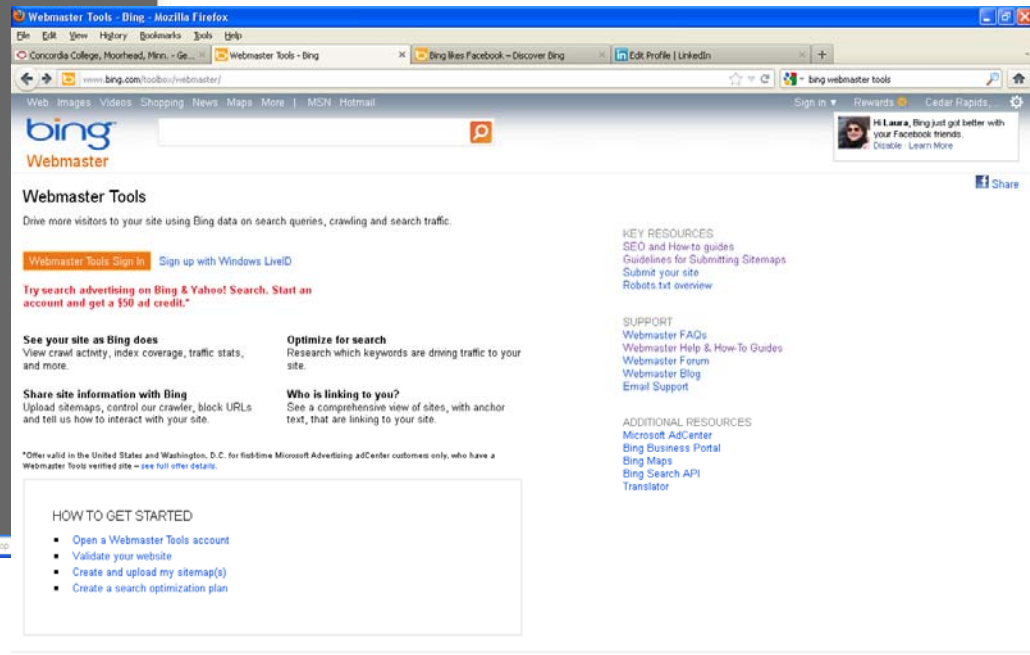
Your next steps

- Remember your goals
- Actions

Resources



Google SEO Tools



Bing Webmaster Tools



Resources

- Resources tab at [Red Pen Communications](#)
- More like this:
Kirkwood Continuing Education
 - Writing for the Web—March 26
 - Crafting Effective Email—April 9
 - Tailoring Your Message for the Channel—April 23

Questions?

Thank you!