

# Class 1: SEO, SEM and Site Promotion

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## Content

How search works

What is SEO? (On-page SEO and 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 (2<sup>nd</sup> Ed.) by Eric Enge et al.

Above the Fold by Brian Miller

[Google SEO Starter Guide](#)

## Class 1 Homework

Watch: [How Google Search Works \(in 5 minutes\)](#) – Google

[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

## Important tools

[Google Webmasters \(Search Console\)](#)

[Google Keyword Planner](#)

[Google Trends](#)

[Nibbler](#)

[Site Analyzer](#)

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. You

should also consider the form of content and develop an actionable keyword/keyphrase strategy.

Continue developing your Small Business Website, consider how you could add SEO features to your code/content and prepare for the interim crit next week.