

SEO: Fundamentals and Best Practices

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Why People Click

Our Agenda

- **Introduction to SEO**
- **Key Elements of SEO**
- **Technical SEO**
- **White Hat vs. Black Hat SEO**
- **SEO Tools and Resources**
- **Measuring SEO Success**
- **Common SEO Mistakes to Avoid**
- **Q&A**

Introduction to SEO

- **Definition** of SEO
- **Importance** of SEO
- **How** Search Engines Work

Key Elements of SEO - On Page

- **Keyword** research and selection
- **Content** optimization
- **Title tags, meta descriptions, and page header tags**

Key Elements of SEO - Off Page

- **Backlinks** and their significance
- **Link building** strategies

Technical SEO

- **Website performance** and speed
- **Mobile-friendliness** and responsiveness
- **Site structure** and navigation

White Hat vs. Black Hat SEO

- **Understanding ethical SEO practices** (White Hat)
- **Recognizing and avoiding risky tactics** (Black Hat)

SEO Tools and Resources

- **Google Trends** - \$0
- **Google Keyword Planner** - \$0
- **Ahrefs** - \$\$
- **SEMRush** - \$\$
- **MOZ** - \$\$\$
- **Majestic** - \$\$\$
- **Answer the Public** - \$\$

Measuring SEO Success

- **Key performance indicators** (KPIs) for SEO - Google Search Console
- **Monitoring and tracking progress** - Paid Tools

Common SEO Mistakes to Avoid

- **Keyword** stuffing
- **Duplicate** content

Q&A

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**"You make
marketing
easy"**

— **ROBERT WILKINSON,**
DDS
Peace Haven Family
Dentistry



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**"Their expertise and
commitment to the
effort were the key
drivers in our success in
the Facebook Ad
campaign"**

— **JENNY MOORE**
Second Harvest
Foodbank Bank of
Northwest NC



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