



SEO: A Beginners Guide

Aurora Social Media



INTRO

I'm Shree, the face behind Aurora Social Media.

Over the past few years, I've learned a variety of techniques and strategies to help businesses improve their Search Engine Optimization.

SEO is a long term commitment and takes constant practice so you want to keep attainable and realistic goals in mind.

I created this beginners guide so that you can learn the foundation of SEO to better optimize your website now and in the future.

Feel free to e-mail me if you have any questions:
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Shree



THE BASICS

Search Engine Optimization, or SEO, is at the center of the Search Engine Result Pages. In order to increase website rankings, it needs to have minimal issues and be filled with high-quality content that is valuable and directed towards a clearly defined audience.

Setting up, accomplishing and maintaining good SEO is not something that happens overnight. There are many aspects of SEO including site architecture, website code, link structure, and site content that you will need to think about in order to maintain the health of your website. It is a long process that contains specific techniques and, although complex, it is not rocket science. Although anyone can learn the basics of how to maintain SEO, to become proficient takes time, patience, and consistency.

KEY TERMS

Alt Text (Alt Attribute):

The alt text is a filename given to an image that allows you to create a special name for it if, for some reason, it cannot be displayed. This is used for Google to crawl through your website as well as screen readers.

Algorithm:

A complex computer system that calculates how data is retrieved and delivered for a search query.

Backlinking (Inbound Link):

Inbound links are links that come from an external website. For example, if you link to another website or if another website links back to you.

Crawl:

Crawl is the term given to the process in which Google Searches your website for new URLs or pages that have been updated. From there it is indexed into the SERP.

Crawl Error:

URLs that are unable to be crawled by a bot or that has returned a status code error.

Click-Through-Rate (CTR):

A rate that is calculated by dividing the total number of clicks by the total number of impressions (or how many times your website/ad has been seen) and then multiplying by 100.



Domain Authority:

A ranking score from 0-100 created by MOZ that predicts how well a specific website will rank in the SERP.

Indexed Page:

A web page that has been discovered by a crawler, has been added to a search engine index, and can now appear in the SERP.

Link Building:

A strategy used to get other trusted and relevant websites to link to your website which helps to improve your ranking organically.

Meta Description:

The description of your content that often appears in the SERP. Engaging and specific descriptions can heavily influence CTR.

Rank:

The position in which the web page appears within the organic search results.

Page Authority:

A ranking score from 0-100 created by MOZ that predicts how well a specific page will rank in the SERP.

Search Engine Results Pages (SERP):

Search Engine Results Pages (or SERPs) is the term given to search pages after a user has conducted a search.

Site-map:

The pages listed on a website (back-end). They include HTML and XML.

Spider:

The name given to bots when websites are crawled.

Status Codes:

Response codes that are sent by a server whenever a link is accessed, a file or web-page is requested or a form has been submitted.



HOW DOES SEO WORK EXACTLY?

Essentially, all search engines have spiders and on a day to day basis, those spiders are sent out to crawl websites. They're looking for a multitude of things that will either bring your ranking up in the search engine, bring it down, or do absolutely nothing. For instance, if you type in a search query, those spiders are sent out and they bring back a variety of pages that they think is relevant to your search. The better the SEO is for a page, the higher that page will rank.

HOW GOOGLE RANKS YOUR WEBSITE

There are many different ways that Google ranks your website, but, ultimately, the foundation of it lies with THREE (3) factors:

First, there's relevancy. How relevant is the content you are providing for the person putting in the query? Is it updated? Is it targeted towards this person specifically?

Secondly, the factor of trust. Google wants to keep the most reliable and trustworthy links at the top of their SERPs because they want to maintain their reputation as a credible source. If your website has high-quality content and links from other reliable sources then your website is likely to be considered trustworthy and therefore likely to appear in the result pages.

Lastly, authority. Authority is your websites overall strength in its field. How does your market see you? Do they see you as a reliable source? Are you a big influence? Can your content be trusted by other experts?

WHAT TO DO

There are many things that you can start doing today to begin increasing your websites SEO.

One of the major things is implementing specific keywords into your site. You want to think about your audience, what they need, what their end result may be, when they'll need you, where they may need you, and why they should they pick you over your competitor.

SERPSTAT is a great tool to use when searching for and analyzing keywords. It will provide you with the volume, average CPC (Cost-Per-Click), keyword difficulty (competition), and more. Also useful is MOZ, which allows you to enter phrases or keywords to get similar suggestions, SERP analysis, and monthly search volume.

Making sure that your website does not contain any crawl errors, is responsive, and has minimal issues with speed is also crucial to improving your SEO. In order to tackle the crawl errors, I recommend using Google's Search Console. There you can view all errors, check indexing statuses, and then work with your web developer to fix them. For page speed, Google's Page Speed Insights is recommended.

Backlinking (or link building) is a strong factor when it comes to SEO. When one page links to another, it's a vote of confidence for that link. If that link ends up bringing value to a large audience, it will continue to be linked, bringing its ranking up.

Setting up a Google My Business account is a fantastic way to start developing local SEO. It's a quick and easy avenue to get your business up on the SERPs and Maps within a matter of days. From there you can start acquiring reviews which will boost your ranking even more.

RESOURCES

MOZ

SERPSTAT

Google Search Console

Google My Business

Google's Page Speed Insights

KW Finder

Ahrefs



MY GOAL

My goal here at Aurora Social Co. is to help drive more traffic to your website by checking to see that it does not contain any roadblocks as well as making sure that your website is in the correct working order. With services such as SEO audits, technical maintenance, strategy and management you'll be investing in attracting your target audience and converting them to long term customers.

Contact me at: [shree\[at\]aurorasocialmedia.com](mailto:shree@aurorasocialmedia.com) so I can help you determine which service is right for your business and let's start properly maintaining your website!

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