
Leveraging Your Website with SEO

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SEO Specialist

Agenda

- **Defining Search Engine Optimization (SEO)**
- **Learning About Search (Video)**
- **The Four Pillars of SEO**
- **SEO Tools**
- **Five Ways SEO Impacts Your Business**
- **2021 SEO Trends**
- **Q&A**

About Me



SYRACUSE UNIVERSITY

Ad Practitioners

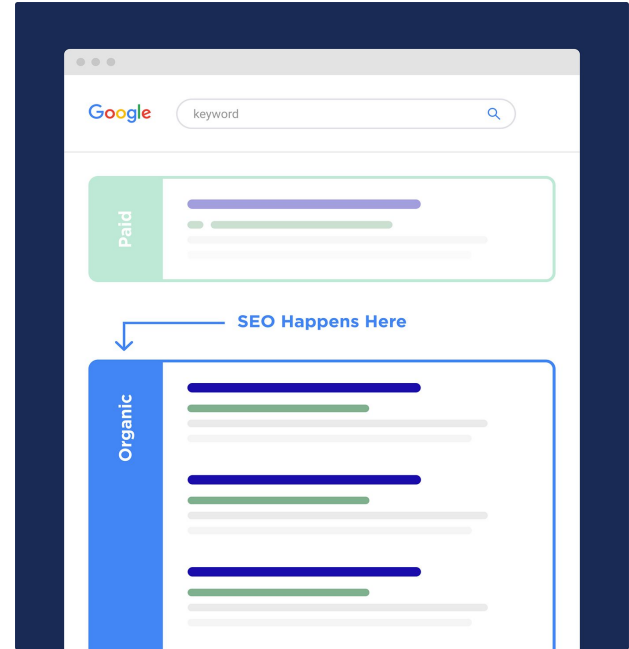


Money

Search Engine Optimization (SEO)

"Search engine optimization (SEO) is the practice of getting targeted traffic to a website from a search engine's organic rankings"

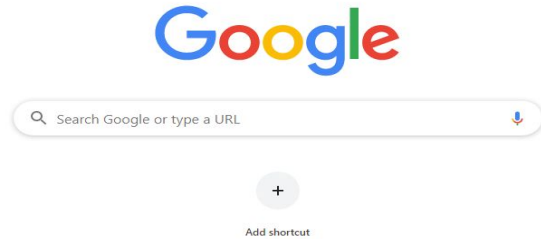
- Brian Dean ([Backlinko](#))



Source: <https://backlinko.com/hub/seo/what-is-seo>

The Importance of SEO

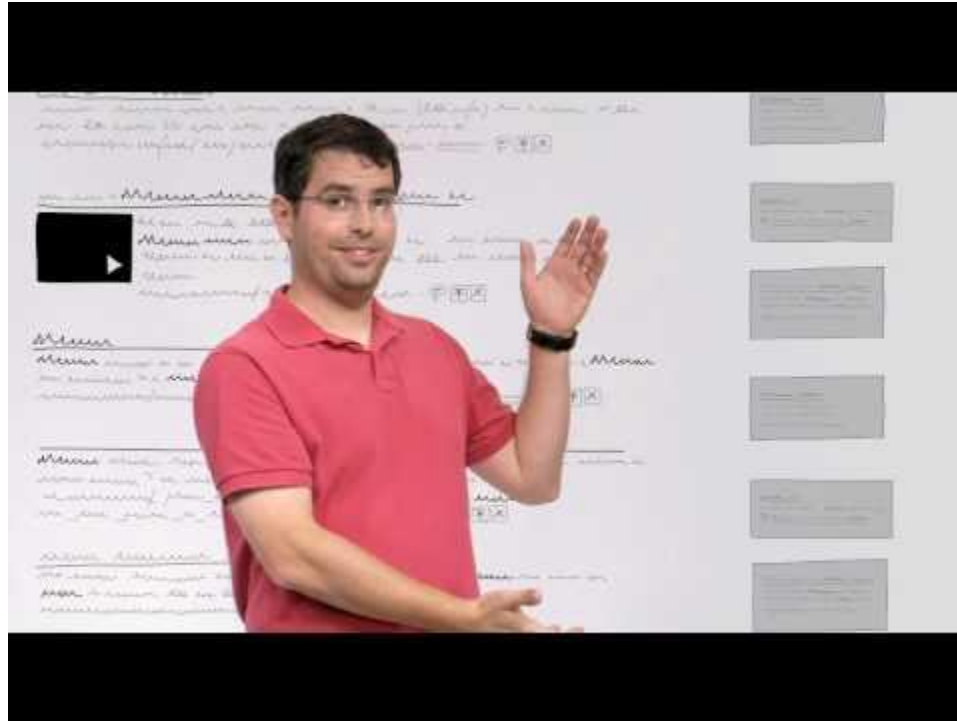
Search Engines



E-A-T



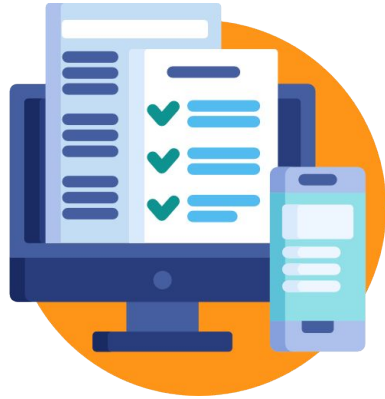
Learning About Search



The Four Pillars of SEO



Technical



Content



On-Page



Off-Page

Technical SEO



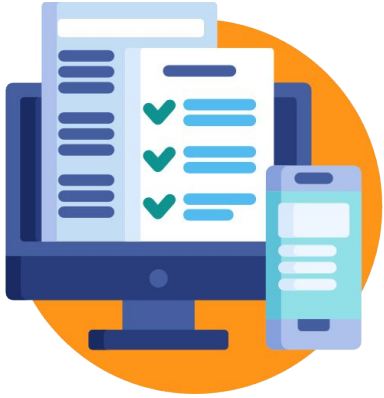
Crawl & Index: Can search engines explore your site?

Mobile-Friendly: Is your site “responsive”?

Site Speed: Page load times are crucial

URL Structure: Content hierarchy

Content



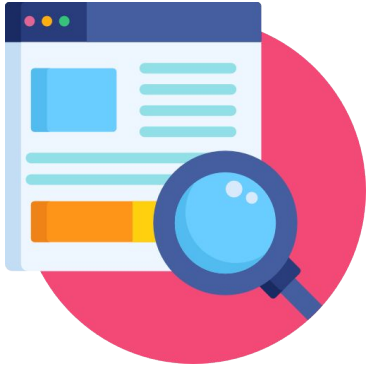
Keywords Search Intent: Reason behind search

Images: High-quality vs Image size/load time

Statistics: Case studies, data, etc.

Long-Form: All-encompassing style content

On-Page



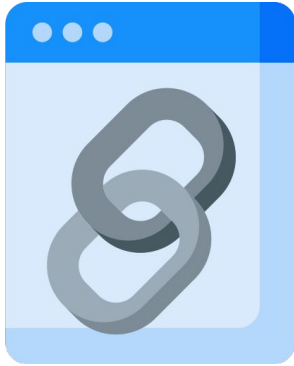
Keywords: Understand your target audience

Descriptive URLs: Ensure each URL is simple

Page Titles: Use keywords naturally

Strong Calls to Action: Guide your audience

Off-Page



Social Media: Share your content

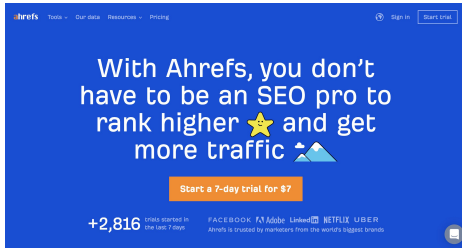
Digital PR: Brand monitoring

Backlinks: Have sites link to your content

Outreach: Build relationships

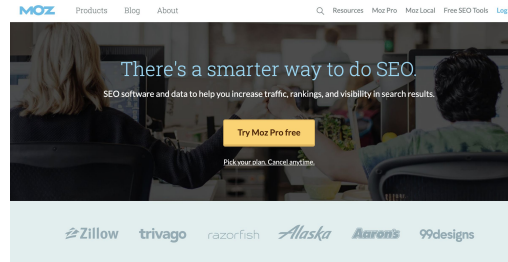
SEO Tools

Ahrefs



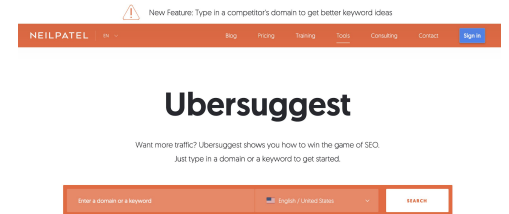
The screenshot shows the Ahrefs homepage with a dark blue background. The main text reads: "With Ahrefs, you don't have to be an SEO pro to rank higher ⭐ and get more traffic 📈". Below this is a yellow button that says "Start a 7-day trial for \$7". At the bottom left, it says "+2,816" and "sites ranked in the last 7 days". At the bottom right, it lists social media links for Facebook, YouTube, LinkedIn, Netflix, and Uber, and states "Ahrefs is trusted by marketers from the world's biggest brands".

Moz



The screenshot shows the Moz homepage with a light blue header. The main headline is "There's a smarter way to do SEO." followed by "SEO software and data to help you increase traffic, rankings, and visibility in search results." A yellow button in the center says "Try Moz Pro free". Below the button is a small link: "Pick your plan. Cancel anytime." At the bottom, there is a row of logos for Zillow, trivago, razorfish, Alaska, Aeronis, and 99designs.

Ubersuggest



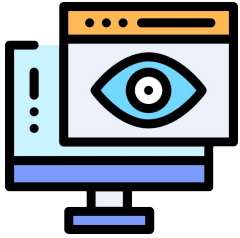
The screenshot shows the Ubersuggest homepage with a white background and an orange header. The header includes the name "NEILPATEL" and navigation links for Home, Pricing, Training, Tools, Consulting, and Contact. A blue "Sign In" button is on the right. Below the header, the text says "New Feature: Type in a competitor's domain to get better keyword ideas". The main heading is "Ubersuggest" with the subtext "Want more traffic? Ubersuggest shows you how to win the game of SEO. Just type in a domain or a keyword to get started." At the bottom, there is a search bar with the placeholder "Enter a domain or a keyword", a dropdown menu for "English / United States", and a "SEARCH" button.

Google Trends



Five Ways SEO Impacts Your Business

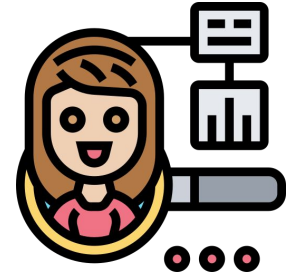
More Visibility



Builds Credibility & Trust



Better User Experience



Relatively Cheap



Great ROI

5 SEO Trends for 2021

SEO scalability

More automation

All SEO is mobile SEO

Focus on user + search intent

Customer analytics, retention, and lifetime value



Extra: Mind Blowing SEO Statistics

68% of online experiences begin with a search engine. (BrightEdge)

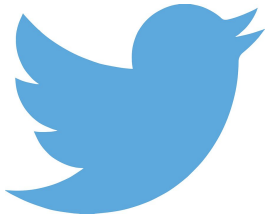
52.2% of all website traffic worldwide comes from mobile phones. (Statista)

76% of people who search on their smartphones for something nearby visit a business within a day. (Think With Google)

SEO drives **1000%+ more traffic** than organic social media. (BrightEdge)



Keep in Touch!



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Helpful SEO Resources

BacklinkO - <https://backlinko.com/>

Search Engine Journal - <https://www.searchenginejournal.com/>

Ahrefs - <https://ahrefs.com/>

Google Search Central - <https://developers.google.com/search>

Moz - <https://moz.com/>

Search Engine Land - <https://searchengineland.com/>

Neil Patel - <https://neilpatel.com/>

References

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<https://www.monsterinsights.com/seo-statistics/>

<https://ahrefs.com/blog/seo-statistics/>