

Notes From “SEO Q&A Session with Jennifer Croft – August 19, 2020

What We Talked About Today

Basics of SEO – Top 3 Things To Do

- 1) Perform Keyword research

Insert Keywords In	How Much They “Count”
URLs	1,000 points
Title tags (metatag)*	250 points
H1 headings	100 points
Content	50 points
Links between pages	75 points
Alt tags (for images)	½ point
- 2) Write really good content (300-700 words per page)
- 3) Get Backlinks (links from other websites)

*Title tags are one of the most important components of SEO, because they help determine where Google files the page in its library

Choose Keywords For:

- Site as a whole (e.g. a plumbing company)
- Section of the website (e.g. hot water heaters)
- Page (e.g. repair vs replacement of hot water heaters)

Keyword Research Tools

Auto-fill, instasearch (Google)
Google Related Searches
Answer the Public, www.answerthepublic.com
Wordtracker, www.wordtracker.com

Example Of Keywords For A Tool That Keeps Sheets From Wadding Up

Wrinkled

Balled up
Wadded up
Tangled
Twisted
How to prevent
Dryer
Washer
Sheets
Bed sheets
Bedding

Example of Metatags For A Café/Restaurant in Denver

Metatag Titles (up to 60 characters, including spaces)

Berrigood Café Denver | Healthy Superfruit Smoothies, Drinks
Menu | Superfruit Smoothies | Restaurant Washington Park

Metatag Descriptions (up to 155 characters, including spaces)

At Berrigood, we have delicious, healthy smoothies, drinks, and bowls made out of superfruits. Located near Washington Park, open 7 days a week, 8 am – 6 pm.

Sites We Looked At Together:

StrengthsFinder: <https://strengthscoachingandtraining.com/>

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Structure Of Today's Session

- Introductions: 5-10 minutes (when I call on you, please say your name, what type of website you're working on, and 1 SEO question that you'd like answered today)
- Presentation of 1-2 SEO Topics: 20-30 minutes
- General Q&A: 60 minutes
- We'll end promptly at 12:30 p.m.
- Please stay on mute unless I call on you or you have a question

- If your screen freezes up with JoinMe, close that tab and/or browser and come back in to join.me and type in the password for the meeting: jennifercroft

- After the session, I'll send you a link to a PDF that contains today's notes (e-mail will come from EventBrite)

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Upcoming SEO Class

SEO 101: How To Get To The Top Of Google – part of Denver Start-Up Week

Thursday, September 17, 2020

8:00 am – 9:00 am

Register through Denver Start-Up Week: <https://www.denverstartupweek.org/schedule/6918-seo-101-how-to-get-to-the-top-of-google-presented-by-the-commons>

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Upcoming SEO Q&A Sessions – Power Hours Through Commons On Champa

Wednesday, September 16, 2020: from 11:00-12:30 pm: <https://www.eventbrite.com/e/seo-qa-session-wednesday-september-16-2020-from-11am-1230pm-tickets-115662187717>

Wednesday, October 21, 2020: from 11:00-12:30 pm: https://startupspace.app/detail-normal-events/10652/2020_08_17/15_20

Wednesday, November 18, from 11:00-12:30 pm: https://startupspace.app/detail-normal-events/10653/2020_08_17/15_50

Wednesday, December 15, from 11:00-12:30 pm: https://startupspace.app/detail-normal-events/10654/2020_08_17/15_57

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5-Minute Videos To Watch On SEO and Online/Digital Marketing

<https://www.fiveminuteclasses.com/small-business-marketing-classes-online/>

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Resources

The Commons on Champa

Free or low-cost resources and classes (online and in-person in downtown Denver), including Power Hours. <https://www.thecommons.co/>

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Contact

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