

Notes From “SEO Q&A Session with Jennifer Croft – October 21, 2020

Resources

SEO 101 Video from Denver Startup Week – 1 hour

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

5 Minute Videos On SEO from Five-Minute Classes

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

SEO Basics - Overview

Keyword Research

Wordtracker (www.wordtracker.com)

Answer The Public (www.answerthepublic.com)

Google Instasearch

Google Related Searches

Metatags (title tags and descriptions)

Content (300-700 words)

Backlinks (check them at: <https://majestic.com/>)

Metatags - Lengths

Title Tags

Up to 60 characters, including spaces

Metatag Descriptions

Up to 155 characters, including spaces

Examples of Title Tags

Life Coaches Denver | Life Coaching Women | Musicians Coach

Lisa Angello | Life Coaches Denver | Life Coaching Women

Contact Lisa Angello | Life Coaches Denver | Coaching Women

Privacy | Life Coach Denver | Life Coaching Women, Musicians

Inclusion Diversity Consulting, Training Denver | Government

How To Check For Duplicate Content

Copyscape – checks for duplicate content on other sites (www.copyscape.com)

Siteliner – checks for duplicate content on your own site (www.siteliner.com)