

# Notes From “SEO Q&A Session with Jennifer Croft – February 17, 2021

## What We Talked About Today

### Basics Of SEO

#### SEO Basics - Overview

Keyword Research

Wordtracker ([www.wordtracker.com](http://www.wordtracker.com))

Answer The Public ([www.answerthepublic.com](http://www.answerthepublic.com))

Google Instasearch

Google Related Searches

Metatags (title tags (60 characters, including spaces; and descriptions 155 characters, including spaces)

#### **Example Of A Title Tag For A Senior Living Directory Site**

*Assisted Living Facilities Denver | Assisted Living, Memory Care*

Content (recommended 300-700 words per page)

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

### Internal Linking

Importance of internal linking

For every new page that you put up, be sure to include:

Links TO other pages of your site (as many as you can, naturally, in the content of the page)

Links FROM other pages of your site (at least 2-3, with keyword rich anchor text)

Links opportunities to/from the page:

Related pages/topics

Parent pages (pages above it)

Child pages (pages below it)

Where to put the links on the page

As much as possible, insert them into the content of the page

Can also include them at the bottom of the page

Choose your anchor text carefully

Use keywords in the anchor text

Don't include superfluous words in the anchor text

Click here for more information on [financial aid](#)

Check for “orphan” pages

Use Yoast plug-in, shows the number of incoming and outgoing internal links to/from a page

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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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## SEO 101 Class – 1 hour – Taught Through Denver Startup Week – September 2020

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

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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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