



SEO 101



What is Search Engine Optimization?

{ Google Analytics refers to traffic arriving at your site from a search as *Organic Traffic* }

SEO

The process of affecting the visibility of a website or a web page in a search engine's "natural" or un-paid ("organic") search results.



Search Engines

Consumer Search Engine Trends

Top 5 Search Engines by Total Visits

Week ending March 14, 2015

Websites	Total Visits	Visits Share ▼	Rank 03/07	Rank 02/28	Rank 02/21
Google	3,799,687,642	79.65%	1	1	1
Yahoo! Search	324,107,398	6.79%	2	2	2
Bing	236,016,156	4.95%	3	3	3
Ask	48,898,138	1.02%	4	4	4
AOL Search	39,614,869	0.83%	5	5	5

(Source: Experian Marketing Services)

1. You can't trick Google
2. Spamming your site with keywords won't work
3. Text housed in an image or inside of a Flash element cannot be indexed
4. The search algorithm changes often

Above all else, create good, useful content.





jackson hole fly fishing



+Cactus



Web Maps Shopping Images News More Search Tools

SEARCH TERM OR PHRASE

About 274,000 results (0.56 seconds)

Jackson Hole Fly Fishing - JacksonHoleAnglers.com

Ad www.jacksonholeanglers.com/

World Class Fishing, Expert Guides Holiday Gift Certs Emailed Instantly

Pricing

Guide Bios

Fishing Report

888-458-7688

Jackson Hole Fly Fishing - ReelDealAnglers.com

Ad www.reeldealanglers.com/JacksonHole (877) 744-0522

Premier fly fishing outfitter with exclusive access to area waters.

Check Out Our Rivers - Request More Info Here

2070 Cedar Loop, Jackson, WY

PAID

Ads

Jackson Hole Fly Fishing

www.featheredhook.com/

Private Jackson Hole Fly Fishing

Access the best and biggest fish!

World's Best Fly Fishing

www.fireholeranch.com/

Firehole Ranch, Orvis fly fishing

lodge of the year.

Bud Lilly's Trout Shop

www.budlillys.com/

Fishing the West Fish with the best
Madison Henrys Fork Yellowstone Park

Jackson Fishing Guides

www.wanderingangler.com/

Find the best fishing holes with
a Jackson Hole Fly Fishing Guide
517 Cache Creek Drive, Jackson, WY
(307) 699-3986

See your ad here

PAID

Fly fishing near jackson hole

Grand Teton Fly Fishing

No reviews · Fishing Charter

W Broadway

Closed now



High Country Flies

3 reviews · Fishing Store

E Broadway

Closed now



Jackson Hole Fly Fishing School

No reviews · Fishing Charter

Wister Ave

Closed now



More fly fishing

Grand Teton - Jackson Hole Fly Fishing Guides

www.grandtetonflyfishing.com/

Grand Teton Fly Fishing in Jackson Hole Wyoming offers day trips from Jackson Hole, guided fishing trips, and fishing in Yellowstone National Park.

GOOGLE PLACES

ORGANIC



Google Places

The screenshot shows the Google My Business website. At the top left is the "Google My Business" logo. To the right are links for "Sign in" and "Get on Google". Below the header is a navigation menu with "Overview", "Be found", "Connect with customers", "Manage easily", and "FAQ". The main content area features the headline "Get your business on Google for free" and a sub-headline: "New - Google My Business connects you directly with customers, whether they're looking for you on Search, Maps or Google+." A blue "Get on Google" button is centered below the text. At the bottom, there is a collage of images: a tablet displaying a business website, a desktop browser window showing a search results page for "Dandelion Chocolate", a magnifying glass over a detailed business listing for "Dandelion Chocolate" (740 Valencia St, San Francisco, CA 94110), and a smartphone displaying a map with a location pin.

Google.com/business





SEO

{ It's simpler than you think }

5 ITEM CHECKLIST



1

Page Title

{ What is the page about? }

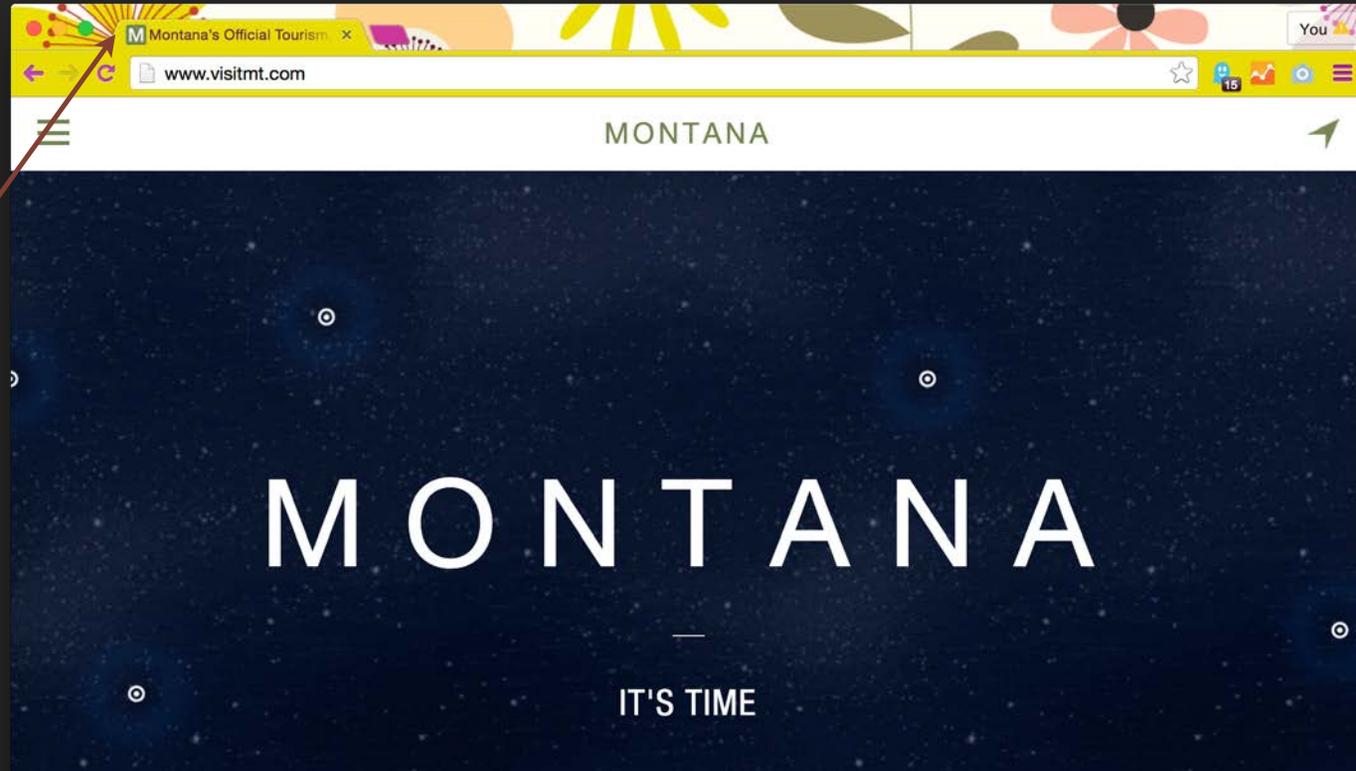


Montana's Official Tourism, Travel & Vacation Info Site

www.visitmt.com/

Montana is untamed, wild and natural. Glacier and Yellowstone National Parks are just the beginning; in between discover spectacular places, people and ...

Free Montana guidebook - Places to Go - Places to Stay - Things to Do

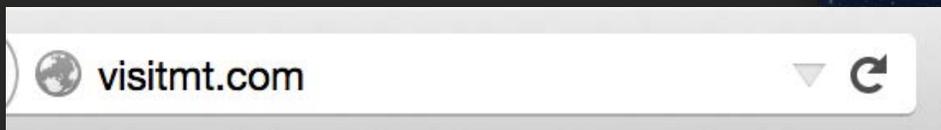
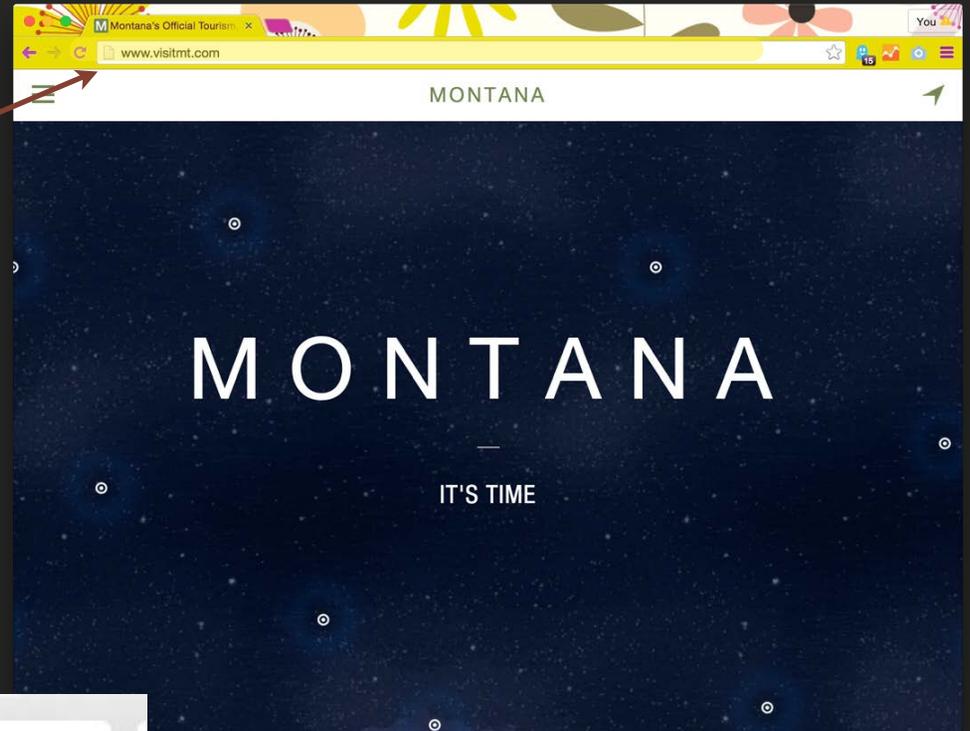


```
Source of: http://visitmt.com/
1 <!doctype html>
2 <html lang="en">
3   <head>
4     <title>Montana's Official Tourism, Travel & Vacation Info Site</title>
5   <meta content="Montana Vacation, Travel, Tourism, Visit, Glacier National Park, Yellowstone, Ski"
6   <meta content="Montana is untamed, wild and natural. Glacier and Yellowstone National Parks are j
7   <link rel="schema.DC" href="http://purl.org/dc/elements/1.1/">
8   <link rel="schema.DCTERMS" href="http://purl.org/dc/terms/">
9   <meta charset="utf-8">
10    <meta http-equiv="X-UA-Compatible" content="IE=edge">
11    <meta name="viewport" content="width=device-width, initial-scale=1.0, maximum-scale=1.0,
12    <meta name="author" content="">
```

2

URL Structure

{ include keyword phrase & no special characters }

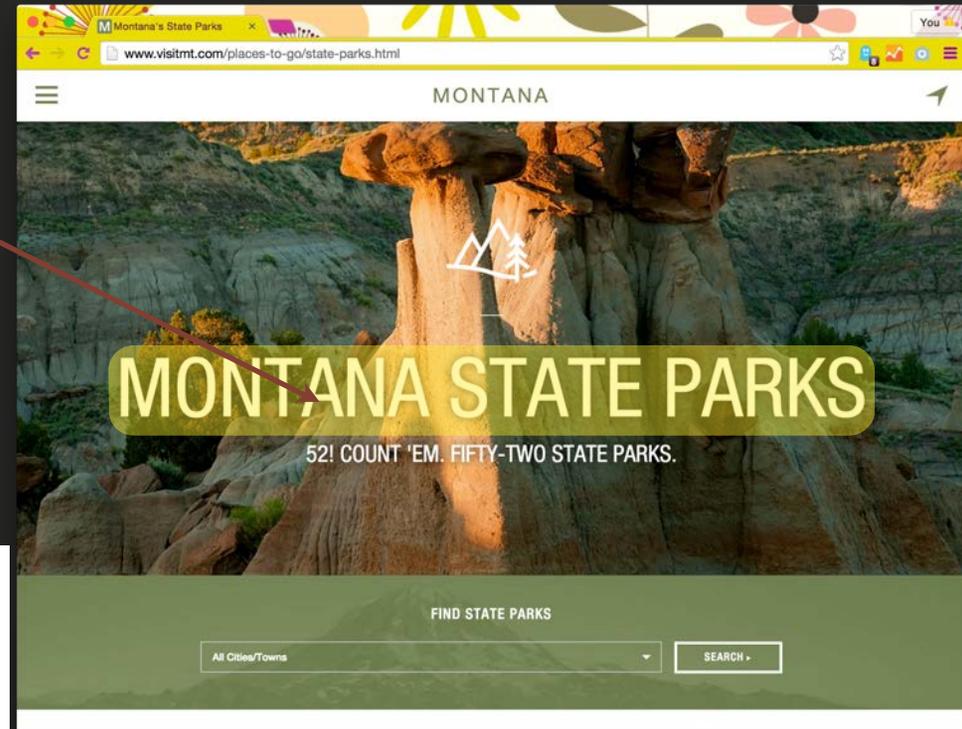


3

Page Headline

{ Include keyword phrase in your headline if it makes sense }

```
        <!-- BEGIN header component -->
<h1 class="title sr-only">
  ???header.title???
```



4

Relevant Content

{ Include keyword phrase in your headline if it makes sense }

The screenshot shows a web browser window with the URL www.visitmt.com/places-to-go/state-parks.html. The page title is "MONTANA". The main heading is "STATE PARKS". Below the heading is a paragraph of text: "Montana offers some of the greatest natural and cultural treasures on earth. From stunning scenery and dazzling waters to geologic wonders and cultural history, Montana State Parks offer something for everyone! The diverse recreation and education opportunities make this a great place to live and a special place to visit." To the right of the text is a list of 46 state parks, numbered 1 through 46. The list includes: 1. Ackley Lake, 2. Anaconda Smoke Stack, 3. Bannack, 4. Beaverhead Rock, 5. Beavertail Hill, 6. Big Arm, 7. Black Sandy, 8. Brush Lake, 9. Chief Plenty Coups, 10. Clark's Lookout, 11. Cooney, 12. Council Grove, 13. Elkhorn, 14. Finley Point, 15. First Peoples Buffalo Jump, 16. Fish Creek, 17. Fort Owen, 18. Frenchtown Pond, 19. Giant Springs, 20. Granite Ghost Town, 27. Logan, 28. Lone Pine, 29. Lost Creek, 30. Madison Buffalo Jump, 31. Makoshika, 32. Medicine Rocks, 33. Milltown, 34. Missouri Headwaters, 35. Painted Rocks, 36. Pictograph Cave, 37. Pirogue Island, 38. Placid Lake, 39. Rosebud Battlefield, 40. Salmon Lake, 41. Sluice Boxes, 42. Smith River, 43. Spring Meadow Lake, 44. Thompson Falls, 45. Tongue River Reservoir, 46. Tower Rock.

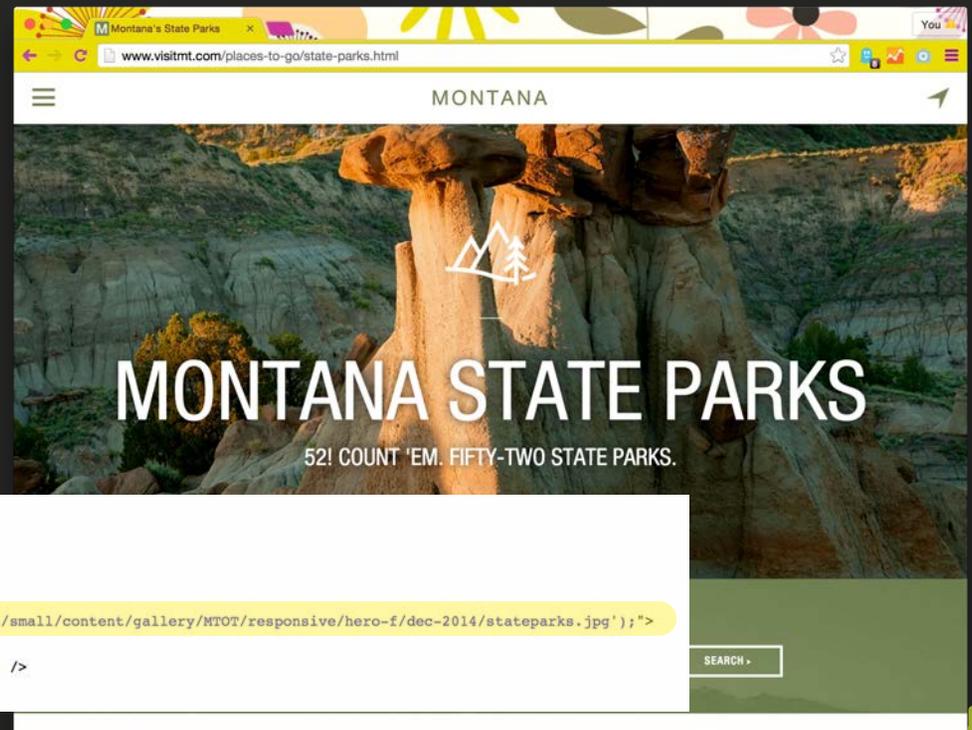
STATE PARKS

Montana offers some of the greatest natural and cultural treasures on earth. From stunning scenery and dazzling waters to geologic wonders and cultural history, **Montana State Parks** offer something for everyone! The diverse recreation and education opportunities make this a great place to live and a special place to



5 Name your images

{ Include keyword phrase in your name / Alt Tag }



```
</div>
  <div class="row-offcanvas row-offcanvas-left panels mtot-top">
    <div class="visible-print">
      <h1>MONTANA</h1>
      <h3>visitmt.com</h3>
    </div>
    <section id="section1">
<div class="hero-component resp-size ">
  <div class="image-layer placeholder resp-img" style="background-image: url('/binaries/small/content/gallery/MTOT/responsive/hero-f/dec-2014/stateparks.jpg');">
<div class="activity-cont abs-line">
  <div class="activity-icon">
    
  </div>
<h2 class="shadowed">
```





Extra Credit

{ After the basics }

1. Internal linking
2. Inbound linking
3. Mobile Friendly

Example

<https://www.example.com/>

Mobile-friendly - This is an example of a website that is well-designed for mobile devices.





Extra Credit

{ After the basics }

4. Domain age
5. 301 redirect of non-www traffic to www
6. Sitemap.xml file installed
7. Meta Descriptions are unique and friendly

Montana's Official Tourism, Travel & Vacation Info Site

www.visitmt.com/ ▼

Montana is untamed, wild and natural. Glacier and Yellowstone National Parks are just the beginning; in between discover spectacular places, people and ...

[Free Montana guidebook](#) - [Places to Go](#) - [Places to Stay](#) - [Things to Do](#)



SEO Myths

{ Keywords vs. Focus on quality content }

1. We must rank first
2. Social Media & SEO aren't related at all
3. h1's, title tags and relevant meta information is all we need to do to rank highly
4. SEO is not a usability issue



A decorative graphic consisting of a series of small, light-colored dots arranged in a roughly circular path, partially enclosing the text on the left side of the slide.

Checking your SEO health

Google Analytics and more



Acquisition Overview - Google Analytics

https://www.google.com/analytics/web/?hl=en#report/trafficsources-overview/a16643717w33875137p33108605/

Google Analytics | Home | Reporting | Customization | Admin

cactuscommunications@gmail.com
http://www.denverzoo.org - http://www...
Denver Zoo Website

Find reports & more

Audience

- Overview
- Active Users **BETA**
- Cohort Analysis **BETA**
- Demographics
- Interests
- Geo
- Behavior
- Technology
- Mobile
- Custom
- Benchmarking
- Users Flow
- Acquisition**
- Overview
- All Traffic
- AdWords
- Search Engine Optimization

Email

Feb 22 Mar 1 Mar 8 Mar 15

	Acquisition			Behavior			Conversions
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	
	116,642	66.49%	77,560	54.38%	2.34	00:02:00	<p>Set up a goal. To see outcome metrics, define one or more goals.</p> <p>GET STARTED</p>
1 Organic Search	72,925			47.56%			
2 Direct	31,107			66.18%			
3 Referral	7,033			49.05%			
4 Social	5,569			84.49%			
5 (Other)	5			80.00%			
6 Email	3			100.00%			

To see all 6 Channels click [here](#).

This report was generated on 3/19/15 at 10:21:02 PM - Refresh Report

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Channels - Google Analy... x

https://www.google.com/analytics/web/?hl=en#report/acquisition-channels/a16643717w33875137p33108605/%3F_r_drilldown%3Danalytics.trafficChannel%3AOrganic%20Sear...

Google Analytics Home Reporting Customization Admin

cactuscommunications@gmail.com
http://www.denverzoo.org - http://www...
Denver Zoo Website

Find reports & more

Primary Dimension: Keyword Source Landing Page Other

Plot Rows Secondary Dimension Sort Type: Default

advanced

Source	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	72,925 <small>% of Total: 62.52% (116,642)</small>	62.67% <small>Avg for View: 66.49% (-5.75%)</small>	45,703 <small>% of Total: 58.93% (77,560)</small>	47.56% <small>Avg for View: 54.38% (-12.55%)</small>	2.58 <small>Avg for View: 2.34 (10.13%)</small>	00:02:16 <small>Avg for View: 00:02:00 (13.28%)</small>	0.00% <small>Avg for View: 0.00% (0.00%)</small>	0 <small>% of Total: 0.00% (0)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. google	63,348 (86.87%)	62.71%	39,726 (86.92%)	48.56%	2.55	00:02:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. bing	4,596 (6.30%)	65.12%	2,993 (6.55%)	39.69%	2.86	00:02:23	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. yahoo	4,548 (6.24%)	59.19%	2,692 (5.89%)	42.15%	2.68	00:02:22	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. aol	139 (0.19%)	53.24%	74 (0.16%)	33.81%	3.01	00:02:52	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. comcast	127 (0.17%)	63.78%	81 (0.18%)	35.43%	3.12	00:02:32	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. ask	78 (0.11%)	85.90%	67 (0.15%)	37.18%	2.85	00:02:38	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. naver	33 (0.05%)	90.91%	30 (0.07%)	81.82%	3.06	00:00:45	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. avg	16 (0.02%)	43.75%	7 (0.02%)	31.25%	2.50	00:02:25	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. search-results	9 (0.01%)	55.56%	5 (0.01%)	33.33%	3.78	00:02:54	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. baidu	8 (0.01%)	87.50%	7 (0.02%)	62.50%	2.00	00:00:48	0.00%	0 (0.00%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 10 of 20

This report was generated on 3/19/15 at 10:22:22 PM - Refresh Report

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Channels - Google Analytics | You

https://www.google.com/analytics/web/?hl=en#report/acquisition-channels/a16643717w33875137p33108605/%3F_r.drilldown%3Danalytics.trafficChannel%3AOrganic%20Sear...

Google Analytics | Home | Reporting | Customization | Admin | cactuscommunications@gmail.com | http://www.denverzoo.org - http://www... | Denver Zoo Website

Feb 22 | Mar 1 | Mar 8 | Mar 15

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Primary Dimension: **Keyword** | Source | Landing Page | Other

Plot Rows | Secondary dimension | Sort Type: Default | advanced

Keyword	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	72,925 <small>% of Total: 62.52% (116,642)</small>	62.67% <small>Avg for View: 66.48% (-5.75%)</small>	45,703 <small>% of Total: 58.93% (77,560)</small>	47.56% <small>Avg for View: 54.38% (-12.55%)</small>	2.58 <small>Avg for View: 2.34 (10.13%)</small>	00:02:16 <small>Avg for View: 00:02:00 (13.28%)</small>	0.00% <small>Avg for View: 0.00% (0.00%)</small>	0 <small>% of Total: 0.00% (0)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. (not provided)	62,066 (85.11%)	62.76%	38,954 (85.23%)	47.98%	2.56	00:02:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. denver zoo	5,566 (7.63%)	66.30%	3,690 (8.07%)	33.02%	3.17	00:02:47	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. denver zoo free days	268 (0.37%)	55.97%	150 (0.33%)	62.31%	2.10	00:02:18	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. denver zoo hours	219 (0.30%)	45.66%	100 (0.22%)	60.27%	2.06	00:01:37	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. zoo	142 (0.19%)	79.58%	113 (0.25%)	56.34%	2.15	00:01:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. denverzoo	134 (0.18%)	58.96%	79 (0.17%)	29.85%	3.23	00:03:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. denver zoo free days 2015	112 (0.15%)	53.57%	60 (0.13%)	66.96%	1.98	00:01:28	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. the denver zoo	95 (0.13%)	65.26%	62 (0.14%)	29.47%	3.31	00:03:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. http://www.denverzoo.org/	85 (0.12%)	49.41%	42 (0.09%)	28.24%	4.21	00:06:07	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. denver zoo membership	84 (0.12%)	58.33%	49 (0.11%)	52.38%	1.98	00:01:50	0.00%	0 (0.00%)	\$0.00 (0.00%)

Show rows: 10 | Go to: 1 | 1 - 10 of 2191 | Refresh Report

This report was generated on 3/19/15 at 10:23:47 PM - Refresh Report



How many of your pages are indexed?

The image shows a screenshot of a Google search interface. The search bar contains the text "site:visitmt.com". Below the search bar, the results are displayed. A yellow box highlights the text "About 170,000 results (0.42 seconds)", with a red arrow pointing to it from the right. Below this, there is a "Try Google Webmaster Tools" promotion. The search results list several pages related to Montana tourism and travel, including "Montana's Official Tourism, Travel & Vacation Info Site", "Whitefish Montana Lodging, Dining and Official Visitor ...", "Welcome to Southwest Montana | Southwest Montana ...", "Western Montana Tourism & Glacier National Park Travel ...", "Bozeman, MT Convention and Visitors Bureau | Bozeman ...", and "Yellowstone Country Montana: Yellowstone Travel Information".

site:visitmt.com - Google

https://www.google.com/webhp?sourceid=chrome-instant&ion=1&espv=2&es_th=1&ie=UTF-8#q=site%3Avisitmt.com&es_th=1

site:visitmt.com

Web Images News Shopping Maps More Search tools

About 170,000 results (0.42 seconds)

Try Google Webmaster Tools
www.google.com/webmasters/
Do you own visitmt.com? Get indexing and ranking data from Google.

Montana's Official Tourism, Travel & Vacation Info Site
www.visitmt.com/
Montana is untamed, wild and natural. Glacier and Yellowstone National Parks are just the beginning; in between discover spectacular places, people and ...

Whitefish Montana Lodging, Dining and Official Visitor ...
whitefishcvb.visitmt.com/
Whitefish Montana Official Travel Planning Information including Glacier National Park region.

Welcome to Southwest Montana | Southwest Montana ...
goldwest.visitmt.com/
Local history, recreation, lodging, and events schedule.

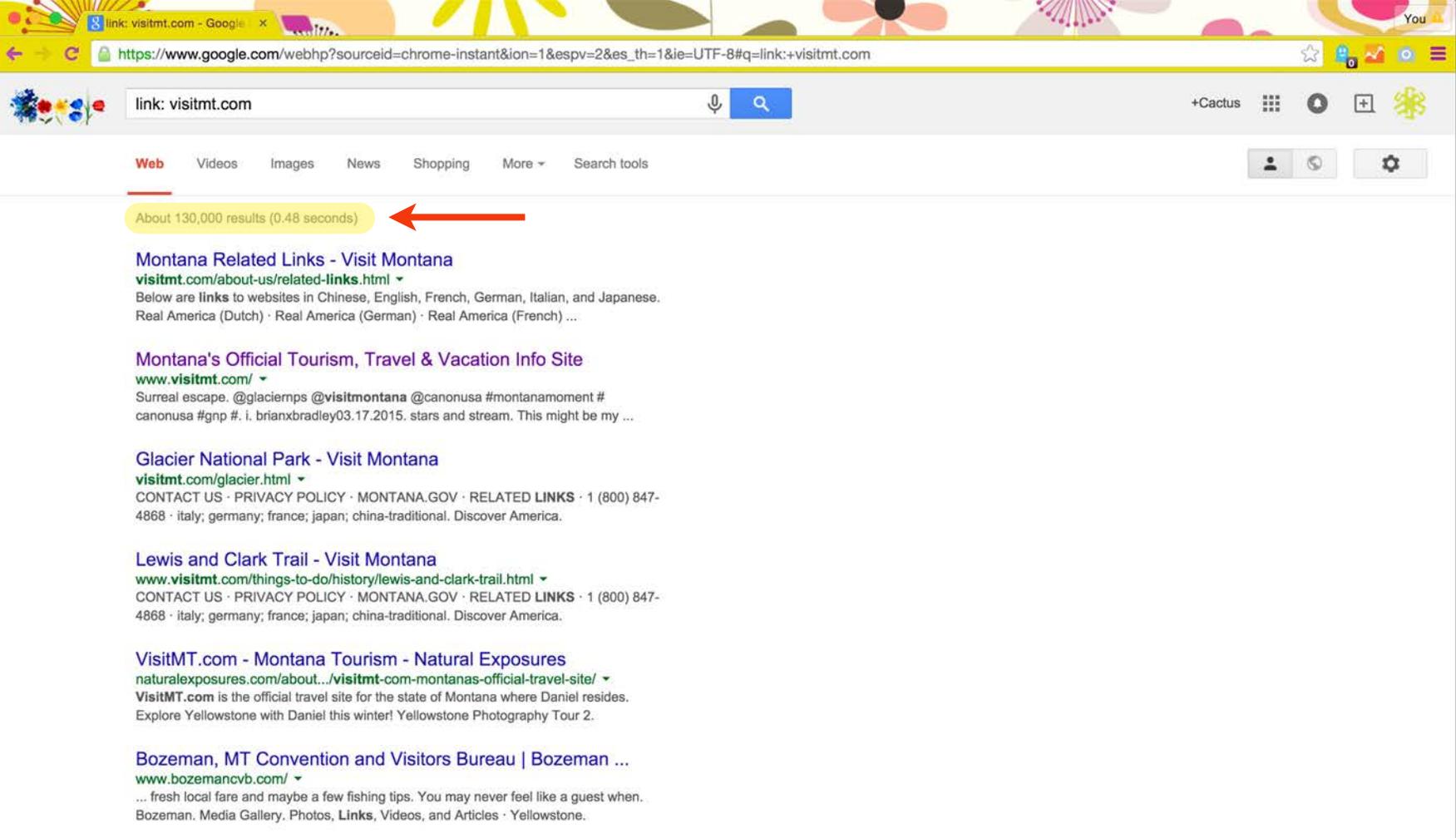
Western Montana Tourism & Glacier National Park Travel ...
glacier.visitmt.com/
Official Western Montana & Glacier National Park travel information. Find things to do, lodging & hotels, events, travel deals, free vacation guide & more.

Bozeman, MT Convention and Visitors Bureau | Bozeman ...
www.bozemancvb.visitmt.com/
Plan your next vacation or your next meeting in Bozeman, Montana. With Bozeman's proximity to Yellowstone and the abundance of recreation, Bozeman is a ...

Yellowstone Country Montana: Yellowstone Travel Information



How many of your sites link to you?



link: visitmt.com - Google X

https://www.google.com/webhp?sourceid=chrome-instant&ion=1&espv=2&es_th=1&ie=UTF-8#q=link:+visitmt.com

link: visitmt.com

Web Videos Images News Shopping More Search tools

About 130,000 results (0.48 seconds) ←

Montana Related Links - Visit Montana
visitmt.com/about-us/related-links.html
Below are links to websites in Chinese, English, French, German, Italian, and Japanese.
Real America (Dutch) · Real America (German) · Real America (French) ...

Montana's Official Tourism, Travel & Vacation Info Site
www.visitmt.com/
Surreal escape. @glaciemps @visitmontana @canonusa #montanamoment #canonusa #gnp #. i. brianxbradley03.17.2015. stars and stream. This might be my ...

Glacier National Park - Visit Montana
visitmt.com/glacier.html
CONTACT US · PRIVACY POLICY · MONTANA.GOV · RELATED LINKS · 1 (800) 847-4868 · italy; germany; france; japan; china-traditional. Discover America.

Lewis and Clark Trail - Visit Montana
www.visitmt.com/things-to-do/history/lewis-and-clark-trail.html
CONTACT US · PRIVACY POLICY · MONTANA.GOV · RELATED LINKS · 1 (800) 847-4868 · italy; germany; france; japan; china-traditional. Discover America.

VisitMT.com - Montana Tourism - Natural Exposures
naturalexposures.com/about.../visitmt-com-montanas-official-travel-site/
VisitMT.com is the official travel site for the state of Montana where Daniel resides.
Explore Yellowstone with Daniel this winter! Yellowstone Photography Tour 2.

Bozeman, MT Convention and Visitors Bureau | Bozeman ...
www.bozemancvb.com/
... fresh local fare and maybe a few fishing tips. You may never feel like a guest when.
Bozeman. Media Gallery. Photos, Links, Videos, and Articles · Yellowstone.



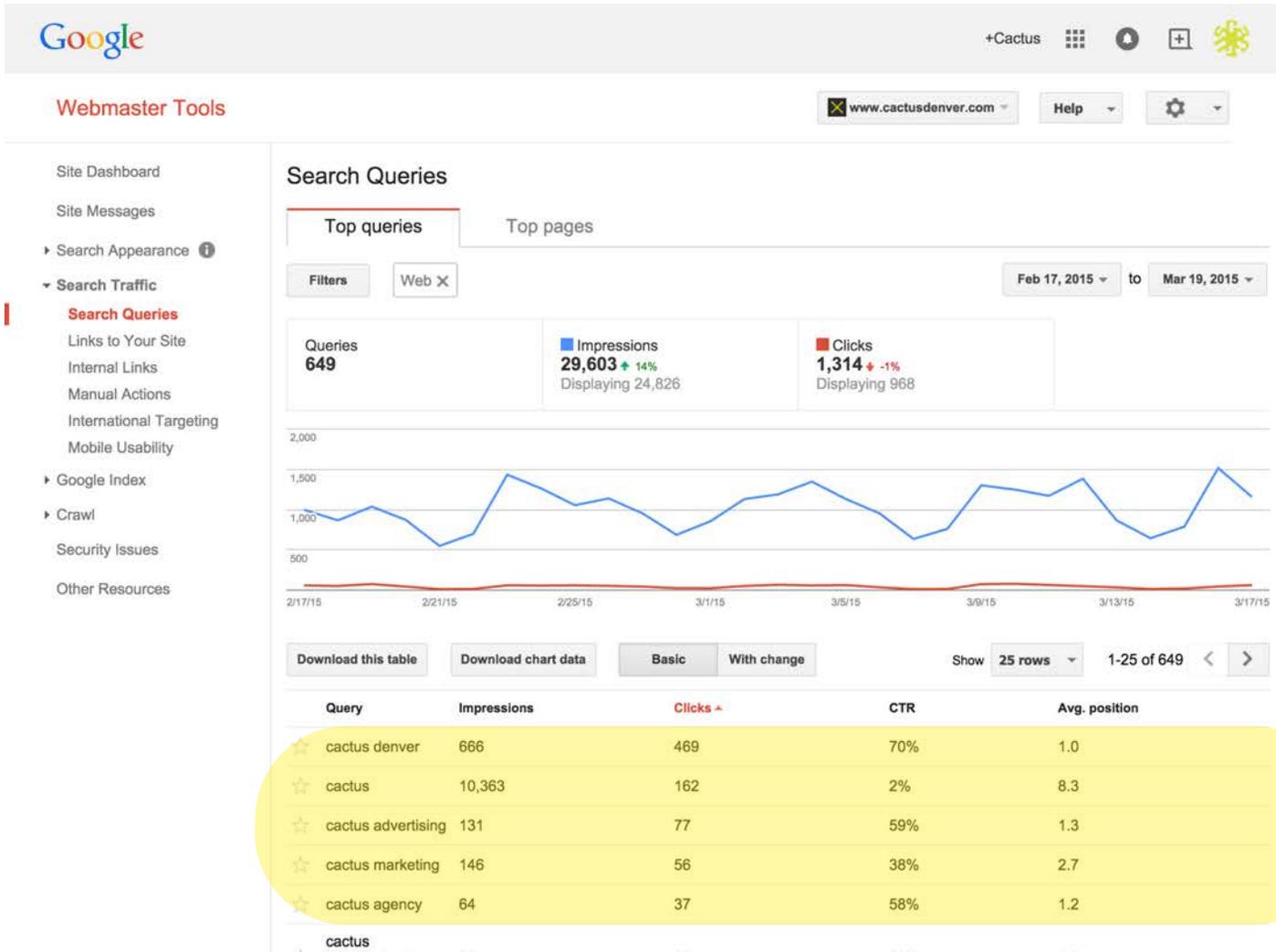
A decorative arc of small, light-colored dots is positioned to the left of the main title.

Google Webmaster Tools

SEO Insights



Google Webmaster Tools { The keywords to that led users to your site. }



Google Webmaster Tools { Sitemap.xml files submitted will be indexed by Google }



Webmaster Tools

- Site Dashboard
- Site Messages
- Search Appearance
- Search Traffic
- Google Index
- Crawl
 - Crawl Errors
 - Crawl Stats
 - Fetch as Google
 - robots.txt Tester
 - Sitemaps**
 - URL Parameters
 - Security Issues
- Other Resources

Sitemaps

ADD/TEST SITEMAP

By me (1) All (1)

Sitemaps content

All content types	Web pages	Images
Submitted	349 Submitted	17 Submitted
Indexed	332 Indexed	12 Indexed



Sitemaps (All content types)

Download All Resubmit Delete Show 25 rows 1-1 of 1

<input type="checkbox"/>	#	Sitemap	Type	Processed	Issues	Items	Submitted	Indexed
<input type="checkbox"/>	1	/sitemap_index.xml	Sitemap index	Mar 16, 2015	6 errors	Web Images	349 17	332 12



Social Considerations

{ Combining keyword search with social }

1. Make sure your social media strategy is in sync with your SEO strategy
2. Find and encourage/reward your social media influencers
3. Keep your social channels up to date



Kate Jensen-Schmitz
Edit Profile

News Feed
Messages 11
Events
Saved 1

PAGES
Stephen Knight CEE... 2
Pages Feed 20+
Like Pages
Create Page
Create Ad

GROUPS
Cactus Digital Innov... 4
The SMSMQ Family 7
Cactus Marijuana G... 12
Manage Your Groups
Create Group
Find New Groups

APPS

Update Status Add Photos/Video Create Photo Album

Check this out!



Montana's State Parks
Montana State Parks offer stunning scenery, dazzling lakes & rivers, camping, historic & prehistoric discoveries and amazing geologic wonders.
WWW.VISITMT.COM

Public Post

```

<!-- Open Graph data -->
<meta property="og:title" content="Montana's State Parks" />
<meta property="og:type" content="article" />
<meta property="og:url" content="http://www.visitmt.com/places-to-go/state-parks.html" />
<meta property="og:image" content="http://www.visitmt.com/binaries/content/gallery/MTOT/responsive/hero-f/dec-2014/stateparks.jpg" />
<meta property="og:description" content="Montana State Parks offer stunning scenery, dazzling lakes & rivers, camping, historic & prehistoric discoveries and amazing geologic wonders." />
<meta property="og:site_name" content="Montana" />
<meta property="fb:admins" content="Montana" />

```



A decorative graphic consisting of a series of small, light-colored dots arranged in a circular pattern, partially enclosing the text.

Budget Considerations

How much should I spend on SEO?





Audience Volunteer Audit



4JH Lodging Tax
Supported

4jacksonhole.org

