

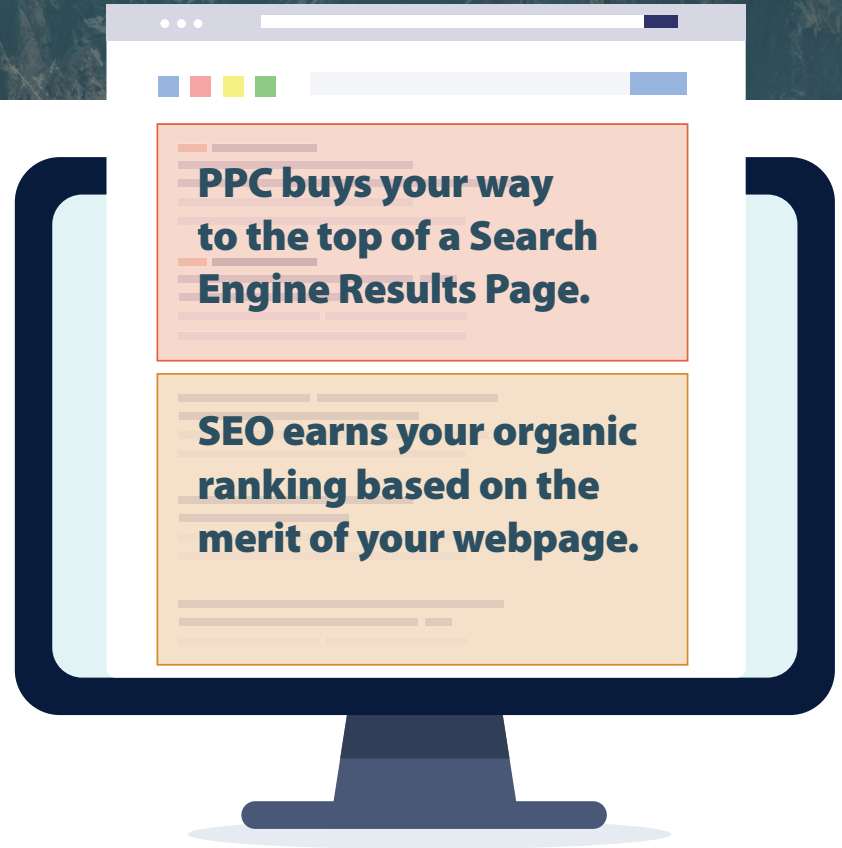
SEARCH ENGINE OPTIMIZATION

SEO in a nutshell

What is SEO

SEO is the practice of increasing organic traffic to a website via comprehensive, unique, and engaging content that:

- Is aligned with **searcher intent**
- Has contextually **authoritative links**
- Is supported by a **strong technical foundation**



Why SEO matters to you

There's a variety of reasons why SEO is important to your company. Here are a few:



Direct connection with B2B purchasers



Automatic inclusion in a prospect's consideration set



Huge web traffic potential



Higher quality leads



Greater ROI than other communication channels

Helpful terminology

Algorithms: A process or formula by which stored information is retrieved and ordered in meaningful ways. Algorithms are the basis for how search engines “work.”

Backlinks: Or “inbound links” are links from other websites that point to your website.

Crawling: The process by which search engines discover your web pages; performed by “bots” or “spiders” that scour the internet to find content.

Domain authority (DA): A metric used to predict a domain’s ranking ability; best used as a comparative metric (comparing a website’s DA score to that of its direct competitors). Page authority (PA) is a corresponding metric for an individual page’s ability to rank.

Duplicate content: Content that is shared between domains or between multiple pages of a single domain.

Header tags: An HTML element used to designate headings on your page; hierarchy denoted by H1, H2, H3, etc.

Indexing: The storing and organizing of content found during crawling.

Intent: In the context of SEO, intent refers to what users really want from the words they typed into the search bar.

Keyword difficulty: Keyword difficulty is an estimate, in the form of a numerical score, of how difficult it is for a site to outrank their competitors; based on various factors like number of search results and quality of high-ranking webpages.

Keyword stuffing: A spammy tactic involving the overuse of important keywords and their variants in your content and links.

Long-tail keywords: Longer queries, typically those containing more than three words. Indicative of their length, they are often more specific than short-tail queries.

Meta descriptions: HTML elements that describe the contents of the page that they’re on. Google frequently uses these as the description line in search result snippets.

Organic: Earned placement in search results, as opposed to paid advertisements.

Query: Words typed into the search bar.

Ranking: Ordering search results by relevance to the query.

Search volume: The number of times a keyword was searched. Many keyword research tools show an estimated monthly search volume.

SERP: Stands for “search engine results page” — the page you see after conducting a search.

Sitemap: A list of URLs on your site that crawlers can use to discover and index your content.

Thin content: Content that adds little-to-no value to the visitor. Pages with thin content are unlikely to rank highly in search engines.

Title tag: An HTML element that specifies the title of a web page.