

Search Engine Optimization: How to setup and maintain

Introduction

This instruction document is for use by anyone who wants to manage the way their website's traffic, listing and rankings appear on Google and other search engines. This process is called **Search Engine Optimization**(SEO).

SEO is important for companies to understand and manage because search engines are the way that many potential customers find and compare companies. Current customers also need to be able to find company pages online for referencing and answering common questions.

Things to remember about SEO when designing web pages. (What is SEO)

words matter: search engines make note of every word on a page to help narrow down results for the users.

titles matter: the official title of the page is in the code. The titles get a lot of attention because they often summarize the page.

links matter: links from other pages are most likely recommendation, which will increase the score of your page. links from credible sites have the most weight.

Reputation matters: your site will rank well if it consistently has new and engaging content along with links that are quality will rank higher.

The tools described on this document are used to measure the effect of the natural way search engines rate web pages, using quantitative and qualitative measures. It also gives directions to do paid advertising on Google to increase visibility.

Sites and tools

Access to edit the website is required as hidden code will need to be added in order for the tracking to work.

The following directions use these websites:

- Google analytics:<http://www.google.com/analytics/>

- Google ADwords: <https://adwords.google.com>
- Webmaster tools: <https://www.google.com/webmasters/tools/home?hl=en>

Initial Set Up

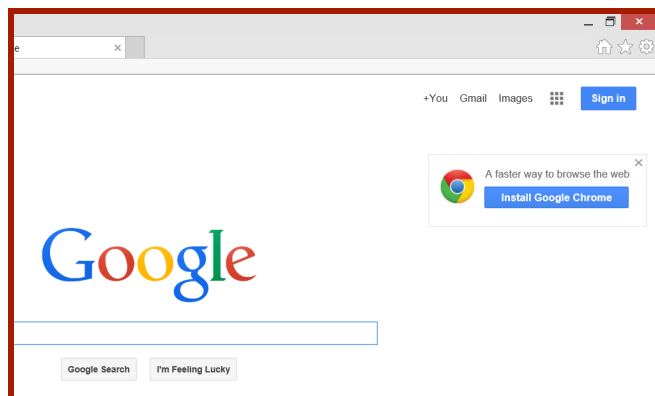
Please note, these directions only need to be followed the first time.

Step 1: Create Gmail.com account.

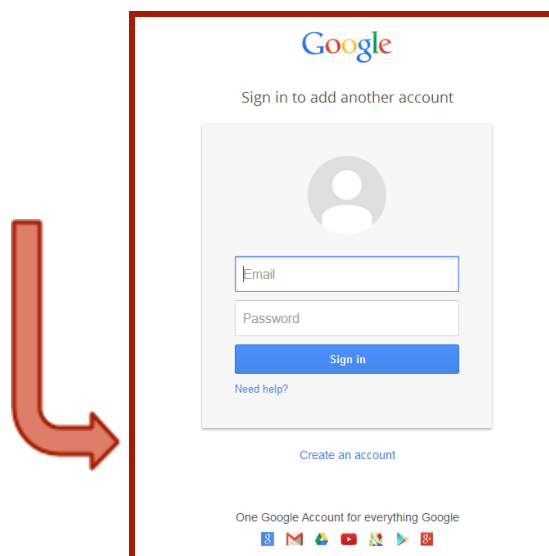
Skip to Step 2 if Gmail account is already created.

It is suggested that an actual gmail.com account is made for this. Work/School accounts associated with google do not work at this time for logging into most of these tools.

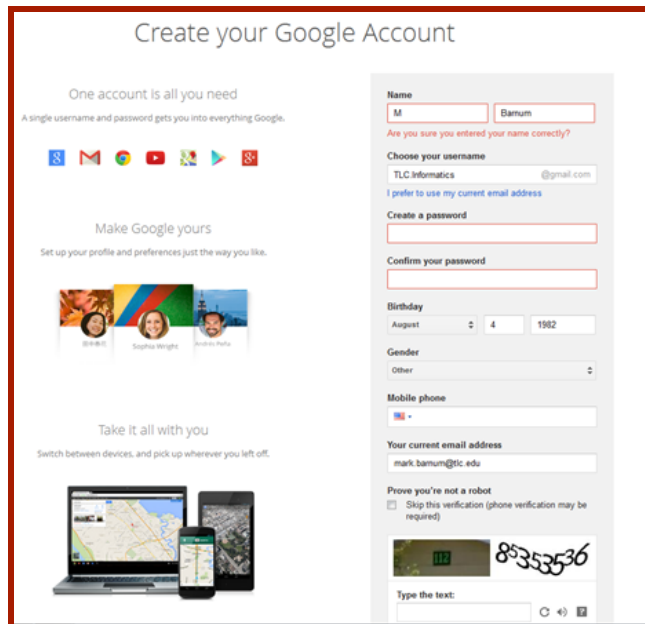
- A. In a web browser, go to <https://www.google.com/>
- B. In the top right of the page is a blue button that says "Sign in".



- C. That will go to this page, Select "Create an account" below "Sign in".

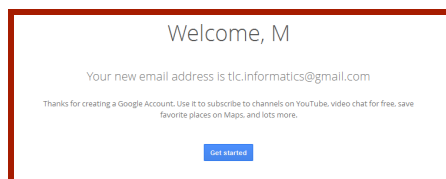


D. "Create your Google Account" enter information and follow the prompts.



The screenshot shows the "Create your Google Account" page. On the left, there are three sections: "One account is all you need" with icons for various Google services, "Make Google yours" with profile pictures, and "Take it all with you" with images of a laptop and smartphone. On the right, the registration form is filled out with the following information: Name (M, Bamum), Username (TLCinformatics@gmail.com), Password (two empty fields), Birthday (August 4, 1982), Gender (Other), Mobile phone (empty), Current email address (mark.bamum@tlc.edu), and a CAPTCHA (88353536).

E. Congratulations! The account is made.

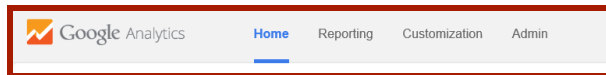


Step 2: Set up Google Analytics

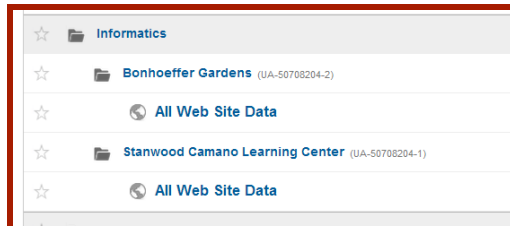
- In a web browser, go to <http://www.google.com/analytics/>.
- Click on "Sign up".

- C. Enter the information for your webpage.
Any label can be used for “Account Name.”

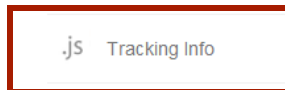
- D. Once in Google Analytics choose “Home” from the top of the screen.



- E. Your account should be listed.



- F. Now go to “Admin” from the top bar.
G. The Administration page has three columns. In the leftmost column choose the account. In the middle column “Properties” (page) select “Tracking Info.”



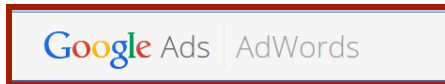
- H. Select “Tracking Code”.
I. A script will be listed. That code must be copied and pasted into the main page of the website to be tracked. It will not show up to users. It is suggested that it go into the bottom of the page to maintain formatting in the rest of the page.

- J. Once the code is in the webpage tracking will begin.

Note: It will likely take at least a day for data to show up as daily totals are not calculated until the end of the day.

Step 3: Create a Google AdWords account.

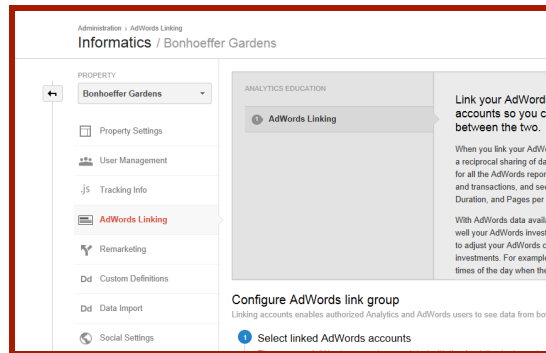
Google AdWords is a tool that allows the user to pay for ad space on the google search pages.



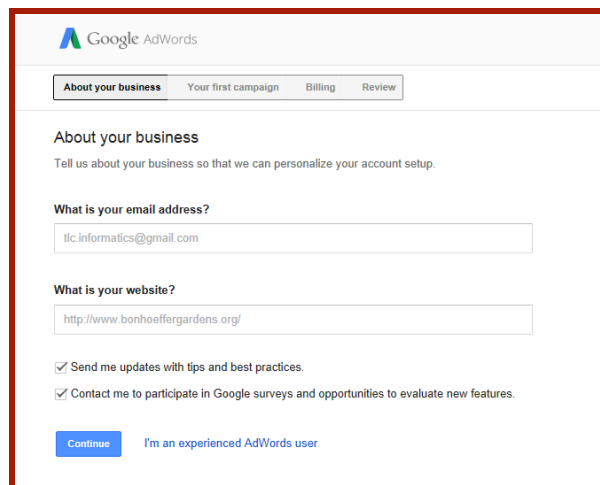
- A. "Type AD words "into the google search engine

OR

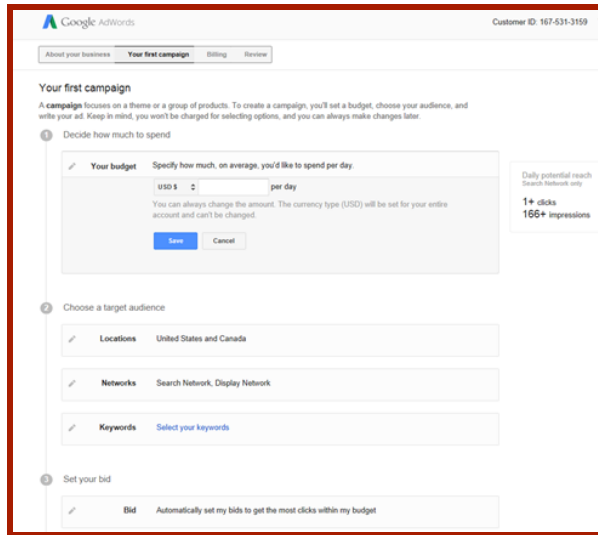
Go to AdWord Listings from Google Analytics Administrator page.



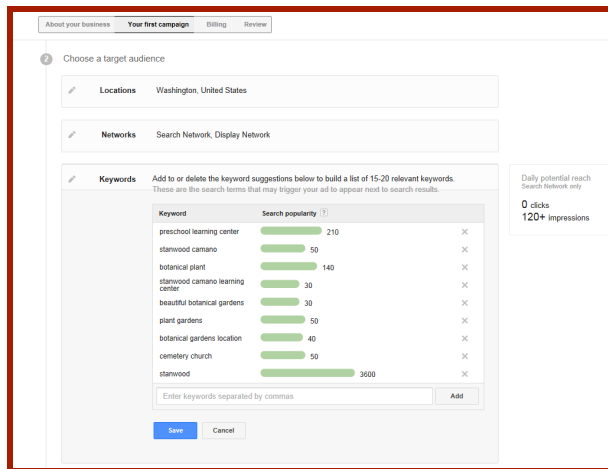
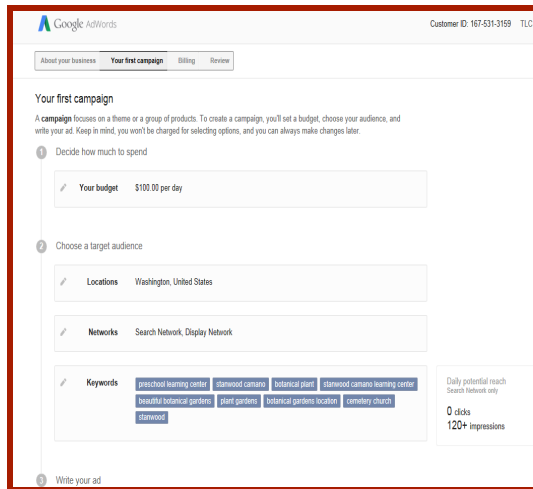
- B. once on the page type Gmail address into the first box , then add the URL of the business website second box



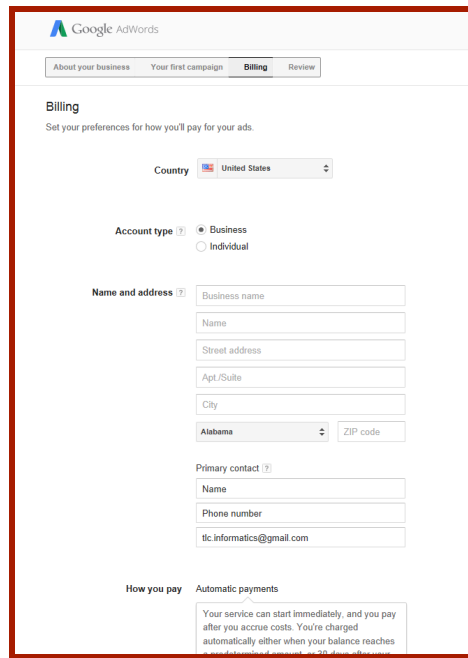
C. Follow the prompts for “Your first campaign”.



D. Follow the prompt (suggested starting amount four dollars a day)



- E. Add and remove keywords depending how well the fit the site. (having too few or too many words could hurt results)
- F. Follow the prompt on the page (make sure to read the text about the automatic payments)



Step 4: Create Webmaster tools account.

Webmaster tools provide detailed reports about web page visibility of Google search.

- A. Click on “Add site” and then Enter the URL of a site you'd like to manage.
- B. Then click “Manage site”, “Google Analytics property”
- C. Select the site you wish to link to Google Analytics. Click “Save”.

Maintenance

Once finished any installation does not need to be repeated.

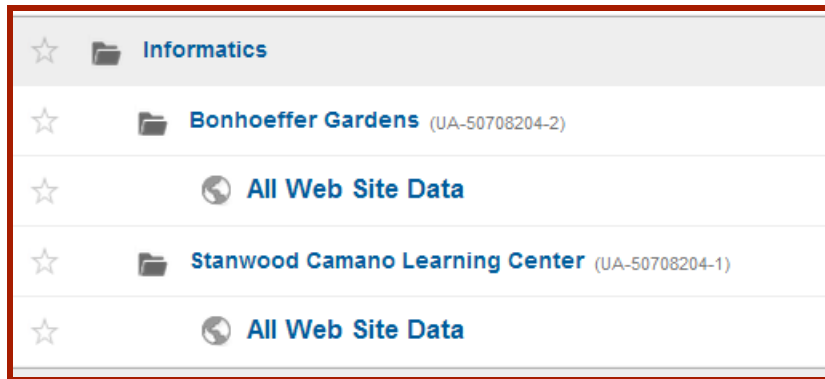
Google Analytics:

- A. Once the account is made, access Google Analytics by returning to <http://www.google.com/analytics/> and clicking on “Access Google Analytics”.

Note: Occasionally when logging into Google Analytics, the system will not be

accessed. This happens especially when logging out of a non-gmail account in gmail to access the gmail account associated with the account. Simply go back to the original link and try again.

- B. From the Home page, choose “All Web Site Data” under the page that you want to analyze.



- C. That takes you to the Audience Overview that shows all sorts of information about website traffic.
- D. Next, on the upper left of the browser screen, click on “Dashboard”, “Private”, “My Dashboard”. From there more information is given, including: User numbers, location of users, browsers, bounce rate (page viewers who left after seeing just the homepage), and time.
- E. Many many more tools and data sets are available by exploring the options in the bar on the left of the Analytics page.
- F. Please note: It is advisable, if many changes are made in Admin settings, to create a new view that is a duplicate of “All Web Site Data”. Many changes can not be undone, so starting from a fresh dataset is good.
 - a. Go to “Admin”
 - b. On the left, select the drop down at “View”
 - c. Select “Create new view”.
 - d. Give it a name.
 - e. Click “Create View”.
 - f. once again, this new view will populate with data that is viewable the following day.

Google Adwords:

- A. Keywords can be added and removed, and the bid amount can also be changed at anytime. Keywords should be reviewed regularly to remove unused keywords and add new.

Webmaster Tools:

- A. At regular intervals (suggested quarterly) webmaster tools should be accessed to check for any listed errors.

Conclusion:

Google analytics is the tool that allows business website traffic to be monitored by the owner. AdWords allows website owners to advertise on the Google Search Page.

References:

"What Is SEO / Search Engine Optimization?" Search Engine Land. N.p., n.d. Web. 10 May 2014. <<http://searchengineland.com/guide/what-is-seo>>