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 the 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: <u>http://www.google.com/analytics/</u>

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

Initial Set Up

Please note, these directions only need to 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 tool.

- A. In a web browser, go to <u>https://www.google.com/</u>
- 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".

	Google
	Sign in to add another account
	9
	Email
	Password
	Sign in
	Need help?
\frown	Create an account
	One Google Account for everything Google 🔣 M 👍 💶 🤮 🕨 🔯

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

Create your Google	Account	
One account is all you need A single username and password gets you into everything Google.	Name M B	amum
8 M 6 🖬 🎎 🕨 🛙	Choose your username TLC.Informatics	@gmail.com
Make Google yours Set up your profile and preferences just the wayyou like.	I prefer to use my current email Create a password Confirm your password	address
	Birthday August \$ 4	1982
	Gender Other Mobile phone	٥
Tales in all with your	· ·	
Switch between devices, and pick up wherever you left off.	Your current email address mark.bamum@tic.edu	
	Prove you're not a robot Skip this verification (phon required)	e verification may be
	Type the text:	\$353536

E. Congratulations! The account is made.

Welcome, M
Your new email address is tlc.informatics@gmail.com
Thanks for creating a Google Account. Use it to subscribe to channels on YouTube, video chat for free, save favorite places on Maps, and lots more.
Get starfed

Step 2: Set up Google Analytics

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

C. Enter the information for your webpage.

Any label can be used for "Account Name."

G <mark>oogle</mark> Anal	/tics	
New Account		
What would you like to	track?	
Website	Mobile app	
Tracking Method		
This property works using to complete your set up.	Universal Analytics. Click Get Tracking ID and implement the Universal Analytics tracking code snip	pet
Setting up your accou	nt	
Account Name required Accounts are the top-mos	level of organization and contain one or more tracking IDs.	
Informatics		
Setting up your proper	ty	
Stanwood Camanolearr	inacenter.com/	
Website URL required		
http:// + www.stany	oodcamanolearningcenter.com/	
Industry Category 💿		
Select One 👻		
Reporting Time Zone		
United States + (0	MT-08:00) Pacific Time 👻	

D. Once in Google Analytics choose "Home" from the top of the screen.

Coogle Analytics Home Reporting Customization Admin

E. Your account should be listed.

*	Informatics
	Bonhoeffer Gardens (UA-50708204-2)
$\stackrel{\wedge}{\sim}$	🔇 All Web Site Data
	Stanwood Camano Learning Center (UA-50708204-1)
	🔇 All Web Site Data

- 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

	Your first campaign	Billing	Review		
About your busir	less				
Tell us about your busi	ness so that we can per	sonalize yo	ur account se	tup.	
What is your email ad	dress?				
tlc.informatics@gmai	l.com				
What is your website	?				
What is your website	? irgardens.org/				
What is your website? http://www.bonhoeffe I Send me updates w	? rgardens.org/ rith tips and best practic	es.			

C. Follow the prompts for "Your first campaign".

	Google AdWords		Customer ID: 167-531-3158
Aba	out your business You	r first campaign Billing Review	
You A car write	ur first campaign mpaign focuses on a the your ad. Keep in mind, y Decide how much to	me or a group of products. To create a campaign, you'll set a budget, choose your audience, and ou work be charged for selecting options, and you can always make changes later.	
	Your budget	Specify how much, on average, you'd like to spend per day.	Debusterial
		USD \$ © per day	Search Network only
		You can always change the amount. The currency type (USD) will be set for your entire account and can't be changed.	1+ clicks 166+ impressio
		Save Cancel	
0	Choose a target au	Sence United States and Canada	
0	Choose a target au	Sence United States and Canada Search Network, Display Network.	
0	Choose a target au Choose	Sence United States and Canada Search Network, Display Network. Seliket your keywords	
0	Choose a target au Choose atarget au Choose atarget au Choose atarget au Choose atarget au Choose atarget au Choose atarget au Choose atarg	Sence United States and Canada Search Network, Display Network. Select your keywords	

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

Abo	out your bus	iness Your f	rst campaign Billing Review			
You A can write y	ir first ca npaign foo your ad. K Decide	ampaign cuses on a them eep in mind, you how much to s	or a group of products. To create a camp won't be charged for selecting options, ar	paign, you'll set a budget, choose your audience, and d you can always make changes later.		
	1	Your budget	\$100.00 per day			
0	Choose	a tarnet aurlie	INCA			
	/	Locations	Washington, United States			
	1	Networks	Search Network, Display Network			
	1	Keywords	preschool learning center stamwood ca beautiful botanical gardens plant garde	amano betarical plant stanwood camano learning ce ensi botarical gardens location cemetery church	nter Daily potential rea Search Network only O clicks	ch
8	Write y	our ad	stanwood		120+ impression	ns
8 AI	Write yr bout your Chor	our ad business	four first campaign Billing R audience as Washington, United States	ever.	120+ impression	ns
 A C 	Write ys	our ad business ose a target Location Networ	Four first campaign Billing R audience ss Search Network, Display N	evine eterofe	120+ impression	ns
6 A	Write yr boert your Choo I I I I I I I I I I I I I I I I I I	business ose a target Location Networ Keywon	four first campaign DBHrg R audience s Search Network, Display N ts Add to or delete the keyword Those are the search terms	www where the second se	120+ impression	Dally potential frace linear
6) (2)	Write yu	business	Tore first campage Bring Brin	eterork suggestions below to build a list of 15-20 role bit and the appear motel to sear serve popularity (¹⁾ 200 50 140 50 50 50 50 50 50 50 50 50 50 50 50 50	vart keyvords.	Daily potential Discont Induced a Second Induced a O clicks 12D+ Impress

- 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)

About your business	ampaign Billing Review	
Billing		
Set your preferences for how you'll p	ay for your ads.	
Country	United States	•
Account type ?	Business	
	Individual	
Name and address ?	Business name	
	Name	
	Street address	
	Apt/Suite	
	City	
	Alabama	ZIP code
	Primary contact ?	
	Name	
	Phone number	
	tlc.informatics@gmail.com	
How you nay	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 <u>http://www.google.com/analytics/</u> 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. <<u>http://searchengineland.com/guide/what-is-seo</u>>