

# Search Engine Optimization (SEO)

**Beth Gillem**  
SEO & PR Specialist



**DOGWOOD**  
Media Solutions

# What is SEO ?



# Why is SEO Important?

- A “language” that speaks to search engines
- Improves your content to make it more easily understood by search engines
- Increases your organic traffic over time
- No cost marketing with a little effort, time, and patience



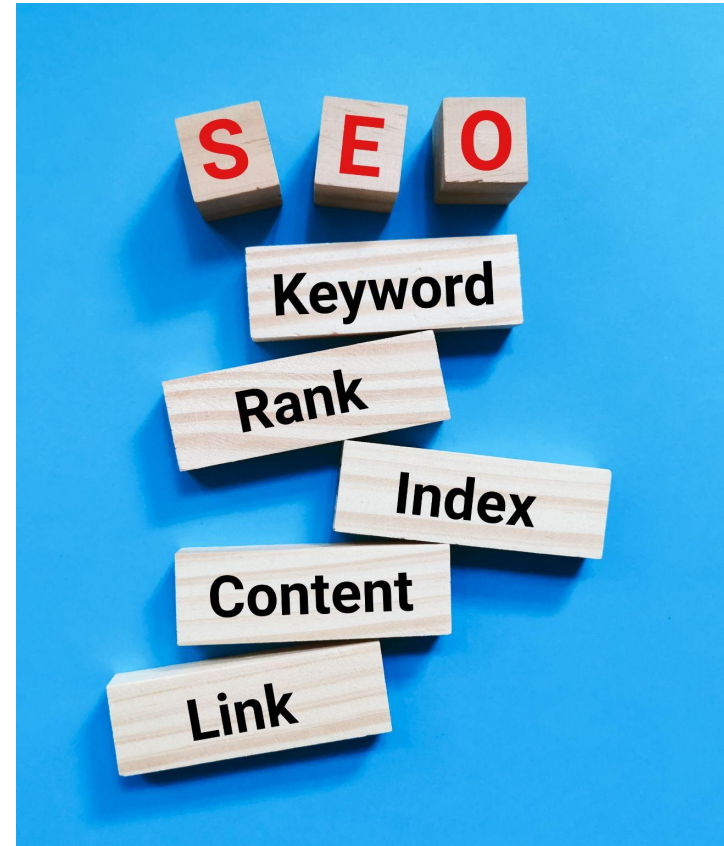
# Quick Note on SEO vs SEM

- SEM is search engine marketing. This is paying to have your website listed at the top of the search results page. (Google Ads)
- SEM is the “short game” for getting traffic to your site. You will see results faster with SEM but once you stop paying for ads then the rankings will fall.
- SEO is organic traffic and is the “long game” for getting traffic to your site. SEO Results should be evaluated at minimum 3 months but 6 months is better.
- Once good SEO practices establish themselves, they tend to stay strong for a very long time.



# SEO Best Practices

- Website is in good working order  
(Great user experience)
- Fresh content
- Keyword is used in content,  
headers, url, and description
- Internal link & External link
- Images with alternative text
- Others are linking to your site
- Content at least 300 words per  
page; shorter paragraphs



# Keywords & SEO

A keyword is a word or phrase in your content that describes your page or post best.

- What is the main idea of this content?
- What words or phrases would someone search to find this content?
- If the word or phrase you would like to rank for is not mentioned in the content, it will not rank for that keyword.
- Simple and Free Keyword Research Tools: Your own Google Search and Google's Keyword Planner



# Keywords and Your Own Google Search

- Search the keyword in an incognito (private) browser to eliminate any past website history influencing the results.
- Look at what kind of content shows up in the top results. Is it video, blog posts, lists, etc. This is what users like to see when they search the keyword.
- Look at “People also ask...” and note these questions. These are keywords you may want to design content around to help your rankings.



# Google's Keyword Planner

- Type in keyword or phrases that you want to research.
- You can also designate a certain city or region.
- Click “Get Results”
- Search Volume: 1000 monthly searches is minimum unless you have a very niche service or industry. Important thing is that search volume is not zero!
- Google also lists variations of this keyword.
- Competition- used for SEM but gives an idea of what you are up against.





# Google's Keyword Planner

## Discover new keywords ×

**Start with keywords** Start with a website

Enter products or services closely related to your business

× + Add another keyword

🌐 English (default) 📍 Pike Road, Alabama, U...

Enter a site to filter unrelated keywords ?

**Get results**

Try not to be too specific or general. For example, "meal delivery" is better than "meals" for a food delivery business

[Learn more](#)

Using your site will filter out services, products, or brands that you don't offer



# Google's Keyword Planner

Keyword ideas   Forecast   Saved keywords   Negative keywords

🔍 coffee shop, hot tea, cappuccino   📍 Montgomery, Alabama, United States and P...   🌐 English   🔍 Google   📅 May 2022 – Apr 2023

Broaden your search: [+ coffee store](#) [+ coffee](#) [+ tea](#) [+ loose leaf](#) [+ best tea](#) [+ good tea](#) [+ espresso](#) [Refine](#)

[Exclude adult ideas](#) [Add filter](#) 2,744 keyword ideas available  [Columns](#) [Keyv](#)

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)
Keywords you provided						
<input type="checkbox"/> coffee shop	100 – 1K	0%	0%	Low	–	–
<input type="checkbox"/> hot tea	10 – 100	0%	0%	High	–	–
<input type="checkbox"/> cappuccino	10 – 100	0%	0%	Medium	–	–
Keyword ideas						
<input type="checkbox"/> coffee near me	100 – 1K	0%	0%	Low	–	–
<input type="checkbox"/> cafe near me	100 – 1K	0%	0%	Low	–	–
<input type="checkbox"/> coffee shops near me	100 – 1K	0%	0%	Low	–	–



**So you know the keyword  
you want to optimize for...  
Now what?**



**DOGWOOD**  
Media Solutions

# Best Keyword Practices

- Make sure your keyword has some search volume
- Mention your keyword in:
  - ◆ Title
  - ◆ URL
  - ◆ Meta description
  - ◆ Alternative Text of image
  - ◆ 1st 10% of content
  - ◆ Headers
  - ◆ Within the content
- Don't force it or overdo it in your content or headers. This is known as keyword stuffing and is frowned upon by search engines.



# On Page SEO

- Same practices for blog posts or website pages
- Highly recommend using Yoast or RankMath plugins if you have a Wordpress site
- Keyword or Keyphrase is identified and then content is created OR content is given and edited to highlight the keyword
- Ready to begin!

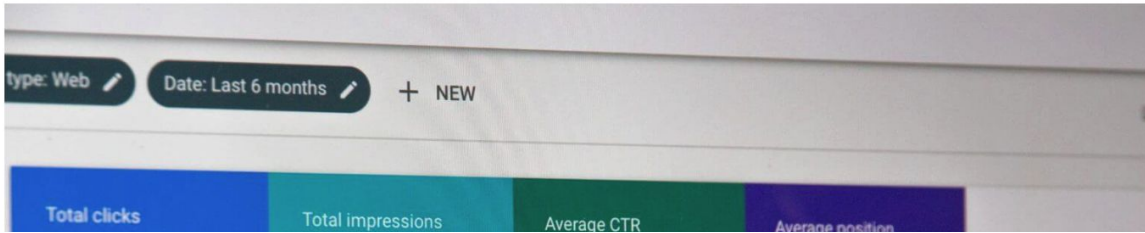


 Beth Gillem

 March 15, 2021

 No Comments

# Blog Writing with SEO



Writing a **great blog** for your website is a huge asset in digital marketing. Creating that blog with **search engine optimization (SEO)** in mind is even better! Today we will explore the basics of blog writing with SEO. Don't get overwhelmed! With a few simple tips, you will find it is easier than you think!

## THE CORE ELEMENTS OF BLOG WRITING WITH SEO

As a staff writer for Dogwood, my job is to create quality blog content for our sites and also for our client's sites. I came to Dogwood with a degree in Biology and not digital marketing, but also with a love of people and communication.

Learning SEO was very intimidating at first. Since I first began I have learned and perfected the technical skills on how to craft a blog so that search engines can easily follow the content. All this to say, if I can learn it so can you!

### Keywords

Before I begin to write a blog I think of my subject matter and what keywords I would

# Heading 1 & Title



## Blog Writing with SEO

Writing a [great blog](#) for your website is a huge asset in digital marketing. Creating that blog with [search engine optimization \(SEO\)](#) in mind is even better! Today we will explore the basics of blog writing with SEO. Don't get overwhelmed! With a few simple tips, you will find it is easier than you think!

### The Core Elements of Blog Writing with SEO



## Heading 2

As a staff writer for Dogwood, my job is to create quality blog content for our sites and also for our client's sites. I came to Dogwood with a degree in Biology and not digital marketing, but also with a love of people and communication.

Learning SEO was very intimidating at first. Since I first began I have learned and perfected the technical skills on how to craft a blog so that search engines can easily follow the content. All this to say, if I can learn it so can you!

### Keywords



## Heading 3

Before I begin to write a blog I think of my subject matter and what keywords I would like the content to





# How to Designate a Heading

Writing a [great blog](#) for your website is a huge asset in digital marketing. Creating that blog with [search engine optimization \(SEO\)](#) in mind is even better! Today we will explore the basics of blog writing with



find it is easier than you think!

Heading

## The Core Elements of Blog Writing with SEO


As a staff writer for Dogwood, my job is to create quality blog content for our sites and also for our client's sites. I came to Dogwood with a degree in Biology and not digital marketing, but also with a love of people and communication.

Learning SEO was very intimidating at first. Since I first began I have learned and perfected the technical



# Internal & External Links in Content

## Featured Image and Alt Text

Be sure to include a featured image in your blog writing. You can add other images if you want also. Every image that is part of your blog, should have what is called "[alt text](#)" assigned to it. You do this in the description part when you upload. This is not the caption but it is meant for those with low vision needs and search engines. [Alt text \(or alternative text\)](#) is a basic description of what it is a picture of. Alt-text is not seen to the reader and will not show  when you post your blog.

## External Link

## Internal Link



## Preview



<https://dogwoodmediasolutions.com/blog-writing-with-seo/> :

## Blog Writing with SEO | Dogwood Media Solutions

**Blog writing with SEO** is a huge asset in digital marketing. Today we will explore the basics of blog writing using SEO best practices.

# Title, Meta Description, and URL

## Permalink

- Title but not too long.
- Can shorten it for brevity.
- Use hyphens
- Include keyword

## Description

- What your audience sees first in search results!
- Make it inviting.
- Include Keyword

### Title

47 / 60 (445px / 580px)

%title% %page% %sep% %sitename%

This is what will appear in the first line when this post shows up in the search results.

### Permalink

56 / 75

blog-writing-with-seo

This is the unique URL of this page, displayed below the post title in the search results.

### Description

134 / 160 (815px / 920px)

Blog writing with SEO is a huge asset in digital marketing. Today we will explore the basics of blog writing using SEO best practices.

This is what will appear as the description when this post shows up in the search results.



**DOGWOOD**  
Media Solutions

## ATTACHMENT DETAILS



stephen-phillips-hostreviews-co-uk-shr\_Xn8S8QU-unsplash-1-scaled.jpg

March 12, 2021

156 KB

2048 by 1250 pixels

Original image: [stephen-phillips-hostreviews-co-uk-shr\\_Xn8S8QU-unsplash-1.jpg](#)

[Edit Image](#)

[Delete permanently](#)

Alt Text

organic traffic showing  
the effects of Blog  
Writing with SEO

[Learn how to describe the purpose of the image.](#) Leave empty if the image is purely decorative.

# ALT Text with All Images

- Describe the photo.
- Try to incorporate your keyword.
- Don't force the keyword if it does not flow.
- Alt text should be input for all images on your website. \*If it is purely decorative leave the alt text blank.



**DOGWOOD**  
Media Solutions

## Local SEO - “Near Me” Searches

- Coffee shop near me, Marketing Agency near me...
- Fall under what is called Local SEO.
- Cannot incorporate this keyword organically into your content so how do you rank for “near me” searches?

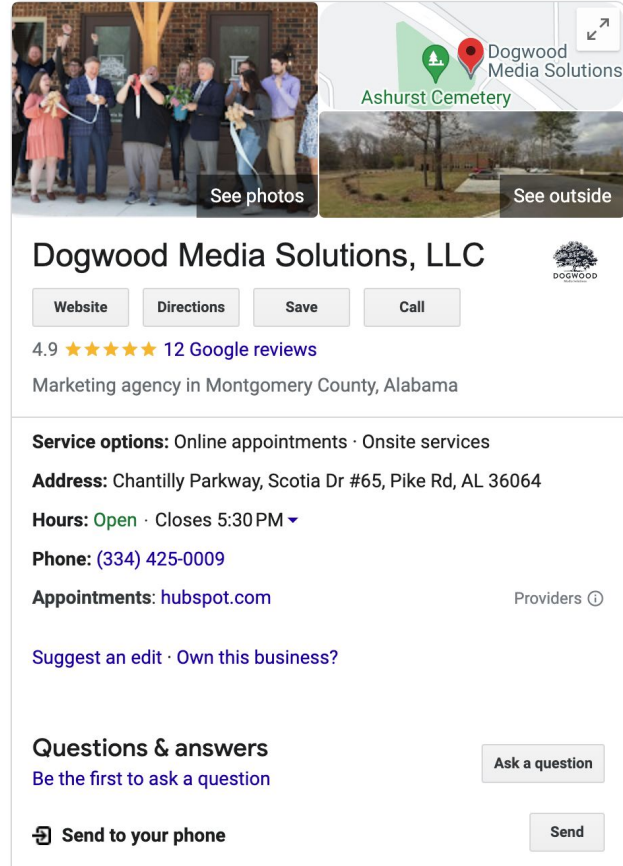


*If you do nothing else with your business besides your website, we recommend doing this one free thing...*



# Claim Your Google Business Profile!

- Free
- Must be claimed and verified by Google
- 46% of all Google searches have a local focus
- Add images and describe your business to increase search
- Respond to reviews
- Helps you to show in Google Maps and for “near me” searches



**Dogwood Media Solutions, LLC**

Website Directions Save Call

4.9 ★★★★★ 12 Google reviews

Marketing agency in Montgomery County, Alabama

**Service options:** Online appointments · Onsite services

**Address:** Chantilly Parkway, Scotia Dr #65, Pike Rd, AL 36064

**Hours:** Open · Closes 5:30 PM ▾

**Phone:** (334) 425-0009

**Appointments:** [hubspot.com](#) Providers ⓘ

[Suggest an edit](#) · [Own this business?](#)

**Questions & answers**  
[Be the first to ask a question](#) [Ask a question](#)

📱 [Send to your phone](#) [Send](#)



**DOGWOOD**  
Media Solutions

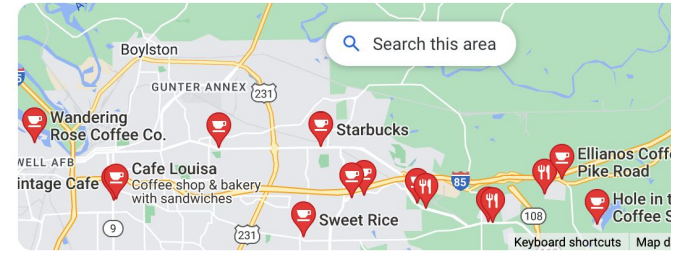
# The Coveted “Google 3 pack”

- Top 3-5 listings when location based searches are made
- Includes a map
- Keep names, address, and phone consistent with your website
- Statistics show a 100% increase in clicks when you are featured in the Google 3 pack!
- All because of a great Google My Business Profile

Coffee shops pike road alabama

🏠 · 🇺🇸 0 · 💰 N/A · ✕

Pe



Rating ▾ Price ▾ Hours ▾

**Hole in the Wall Coffee Shop**  
4.4 ★★★★★ (30) · Coffee shop  
Pike Rd, AL  
Dine-in · Curbside pickup · No delivery

**Ellianos Coffee Pike Road**  
4.5 ★★★★★ (8) · Coffee shop  
Pike Rd, AL  
🚪 Recently opened

**Waffle House**  
4.0 ★★★★★ (34) · \$ · Breakfast  
Pike Rd, AL  
Chain for all-day breakfast & diner fare

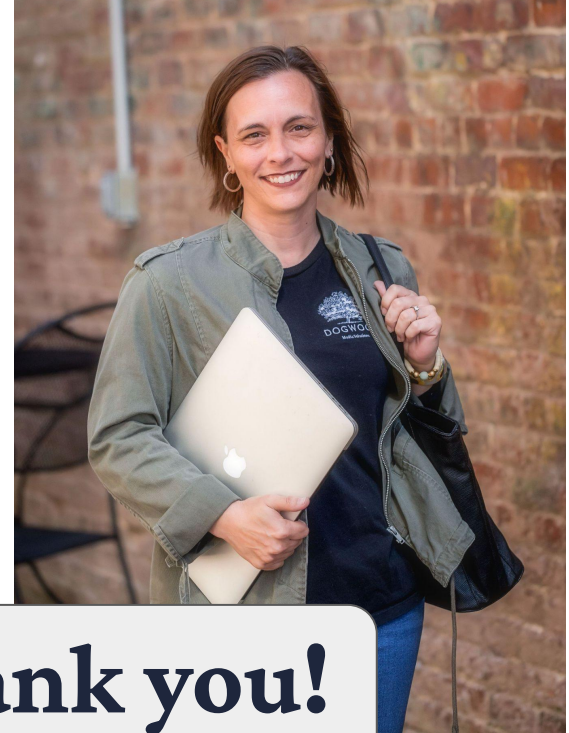


# Questions?

Beth Gillem | SEO & PR Specialist  
Beth@dogwd.com



Scan for a copy of  
this presentation  
and more  
resources.



**Thank you!**



**DOGWOOD**  
Media Solutions