

TREW Marketing Blog | SEO: Fact and Fiction

The Truth about SEO and How Vital It Is

91% of US internet users use a search engine every month, according to the [Pew Research Center](#) of Internet, Science, and Tech. What makes this fact so important in the marketing world? This means that Search Engine Optimization (SEO) is vital in today's online world. SEO is a marketing discipline focused on growing visibility in organic (non-paid) search engine results. Meaning that if you want your business to show up near the top results on Google searches, SEO should be an integral part of your digital marketing plan. [Search Engine Watch](#) finds that the top 5 organic results on Google get 75% of the clicks, with the number one position receiving 33% of search traffic. You need effective SEO to be among these top 5.

However, before you dive into SEO to better optimize your digital presence, it's important to note that there are some myths in the marketing world about how Search Engine Optimization works and what the best practices are. That's where we come in to help you separate the fact from the fiction.



Fact

Google+ is important - very important

Many people ([perhaps rightfully](#)) believe that Google+ is not a top priority for content posting, as the percentage of signed up users who are active does not compare to other social networks. What most companies fail to realize, is how incredibly important Google+ is to SEO. In fact, it is the [highest](#) correlated social factor for SEO rankings. To include Google+, add it to your social scheduling software. You simply create the profile, frequently add connections with the click of a button, and add it to your social publishing suite.

Optimize every page

Optimizing your [web content](#) for SEO and keywords is essential to increase your page rank. Important steps to increase your rankings are:

- Optimize each page around a primary keyword by including it in the page title, URL, body text, headers, image alt-text, and meta description.
- Include relevant links to content, both internal and external, to encourage the viewer to actively click and participate while viewing your written content.
- Promote a good user experience by having a clean, structured, and well designed website that is easy to follow and navigate.
- Optimize your website for mobile viewing by making it responsive so that pages are able to be viewed on a desktop, tablet, or mobile device.

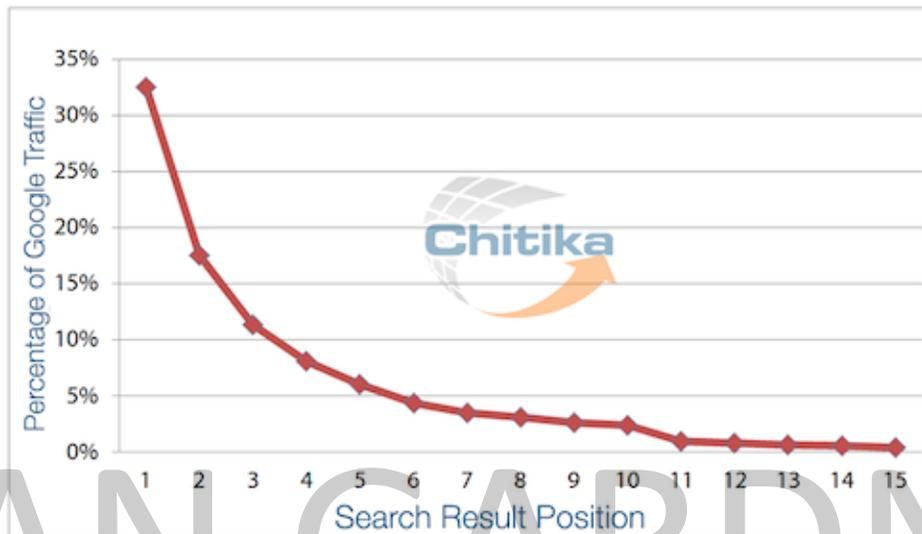
Link to content – both internal and external

Oftentimes when writing a blog, it can be very easy to write the content and press publish. Unfortunately, this isn't the most effective way to gain search rankings. Linking to other content within a blog post is an often-missed opportunity. With this in mind, there are two types of content links – internal and external. Internal links connect to other blog posts on *your* website that are relevant to the content in your blog. External links connect your blog to content *not* on your website. This means linking your readers to other sources of information that you do not own. By linking to reputable sites with a strong tie to your brand, you are increasing the odds that you attract targeting visitors to your blog.

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Percentage of Traffic by Google Results Position



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Data Driven by Chitika Insights June 2013

Data is representative of Google search traffic within the U.S. and Canada only

Fiction

Social media is not related to SEO

At first glance, it's easy to see why many people believe this statement, as Facebook likes and Twitter followers don't increase overall page rank. So how does social media actually benefit SEO? As your social posts are shared across social media outlets – including Twitter, Facebook, Tumblr, etc. – it leads to not only these initial shares, but also more views of your content and republishing of it. Also, social media pages actually show up when searching Google for your company name, so having them optimized helps Internet search users find you on other platforms, in addition to just your website. With this in mind, social media users actually search on the social platform just like they would search on Google, so your content could be found through social search.

Short keywords are the way to rank

In the past, it was thought that ranking for a short keyword, such as “engineering” by using it many times throughout your site is the best way to rank. In actuality, long-tail keywords are the best way to rank. When choosing keywords, it is necessary to think like a searcher. Most people would not search for the term “engineering,” but rather, they would search for “electrical engineering top schools” or “mechanical engineering Austin Texas.” Thinking like a searcher and adhering to these long-tail keywords is the best way to use keywords to rank. These specific keywords – rather than the short and broad one-word ones – are the way to outrank competition. Think about how many companies, schools, and software try to rank for “engineering” – there would be a lot of contest in trying to rank for that type of keyword.

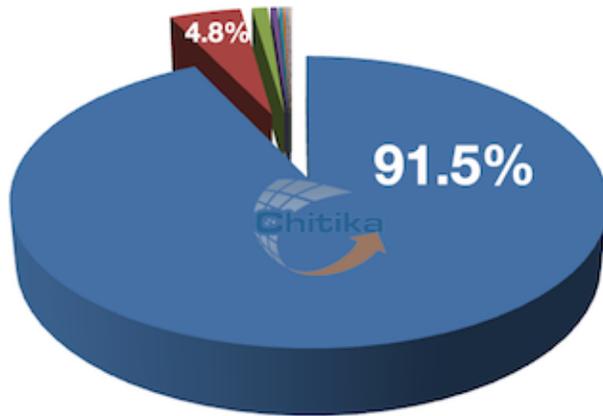
Success is being ranked for a small number of top keywords

SEO used to be based on getting a smaller number of the best top keywords. In today’s digital world, trying to rank for a small number of top keywords is not the best practice – similar to the previous case with short keywords. Keeping this top of mind, be more specific and try to better [optimize more specific keywords](#). Expand your search horizons to be more focused – not simply on “marketing,” but on “integrated SEO marketing agency.” These will provide more specific results and are more inline with how web users actually search on Google.

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Percentage of Google Traffic by Results Page



Percentage of Google Traffic	
Page 1	91.5%
Page 2	4.8%
Page 3	1.1%
Page 4	0.4%
Page 5	0.2%
Page 6	0.2%
Page 7	0.1%
Page 8	0.1%
Page 9	0.1%
Page 10	0.1%

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Now that you know the difference between the fact and fiction of SEO practices, it's time to implement this into your [marketing plan](#). **Once you're ready to kick it off, let TREW help you step-by-step by downloading our new eBook: "Preparing For Your 12-Month Marketing Plan."**