

# Intro To SEO

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# Search Engine Optimization

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- **What is SEO?**

- How well your website is being found, searched, and perceived through the eye's of the major search engines of Google, Yahoo, Bing, Ect....
- Organic search traffic is specifically any unpaid traffic that comes from SERPs ( Search Engine Results Page )

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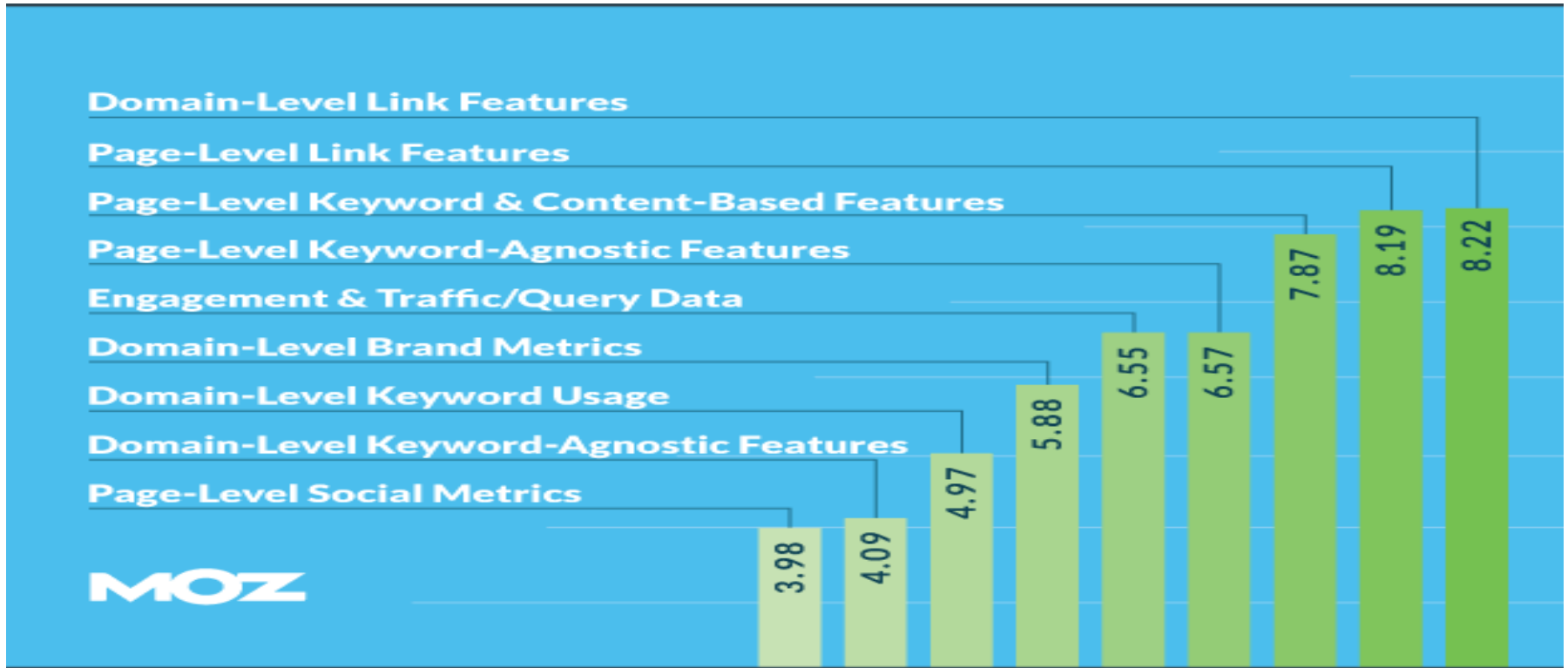
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- **Why is it Important?**

- Organic traffic visits are usually from users who haven't heard of your organization before. These search engines allow your website to reach new audiences. If your site is the destination, then search engines are the roads that will get people there.
- **Search queries**—the words that users type into the search box carry extraordinary value. History has shown that search engine traffic can make (or break) an organization's success. Targeted traffic to a website can provide publicity, revenue, and exposure like no other channel of marketing.

# How Search Engines Operate



- When a person performs an online search, the search engine crawls it's billions of documents and does two things: First, produce results that are relevant or useful to the searcher's query; second, it ranks those results according to the popularity of the websites serving the information. It is both **relevance** and **popularity** that the process of SEO is meant to influence.

# What the Numbers Say

- Studies indicate that **“71.33% of searches resulted in a page 1 Google organic click.** Page two and three only get 5.59% of clicks. On the first page alone, the first five results account for 67.60% of all the clicks and the results from 6 to 10 account for only 3.73%.”



# Cont...

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- Google currently holds 80.5% of total search engine market share (up from 65.5% in January 2016).
- 81% of people perform some type of online research before making a large purchase.
- 47% of consumers view 3-5 pieces of content created by a company before talking to a salesman from that company.
- 61% of mobile searchers are more likely to contact a local business if they have a mobile-friendly site.
- 86% of people look up the location of a business on Google Maps.  
<https://www.google.com/business/?ppsrc=GPDA2>

# Change Over The Years

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- In the early days of SEO, search engines were not backed by complex algorithms. Majority of searches were just matching words from websites to the user's search query.
- *Keyword Stuffing*
- *Phony backlinks*
- *Excessive Tagging*

## Updates:

- 2011 Panda- Sought to punish sites that relied on non- white hat SEO tactics to boost rankings.
- 2012 Penguin- Punish sites that were spamming search results. (Buying phony backlinks)
- 2015 Pigeon- Strengthened bond between web searches and local search algorithm.  
<https://www.google.com/business/?ppsrc=GPDA2>
- Mobilegeddon- mobile-friendly pages received a ranking boost in Google's mobile search results.

# SEO Discussion

## Current Status of Website

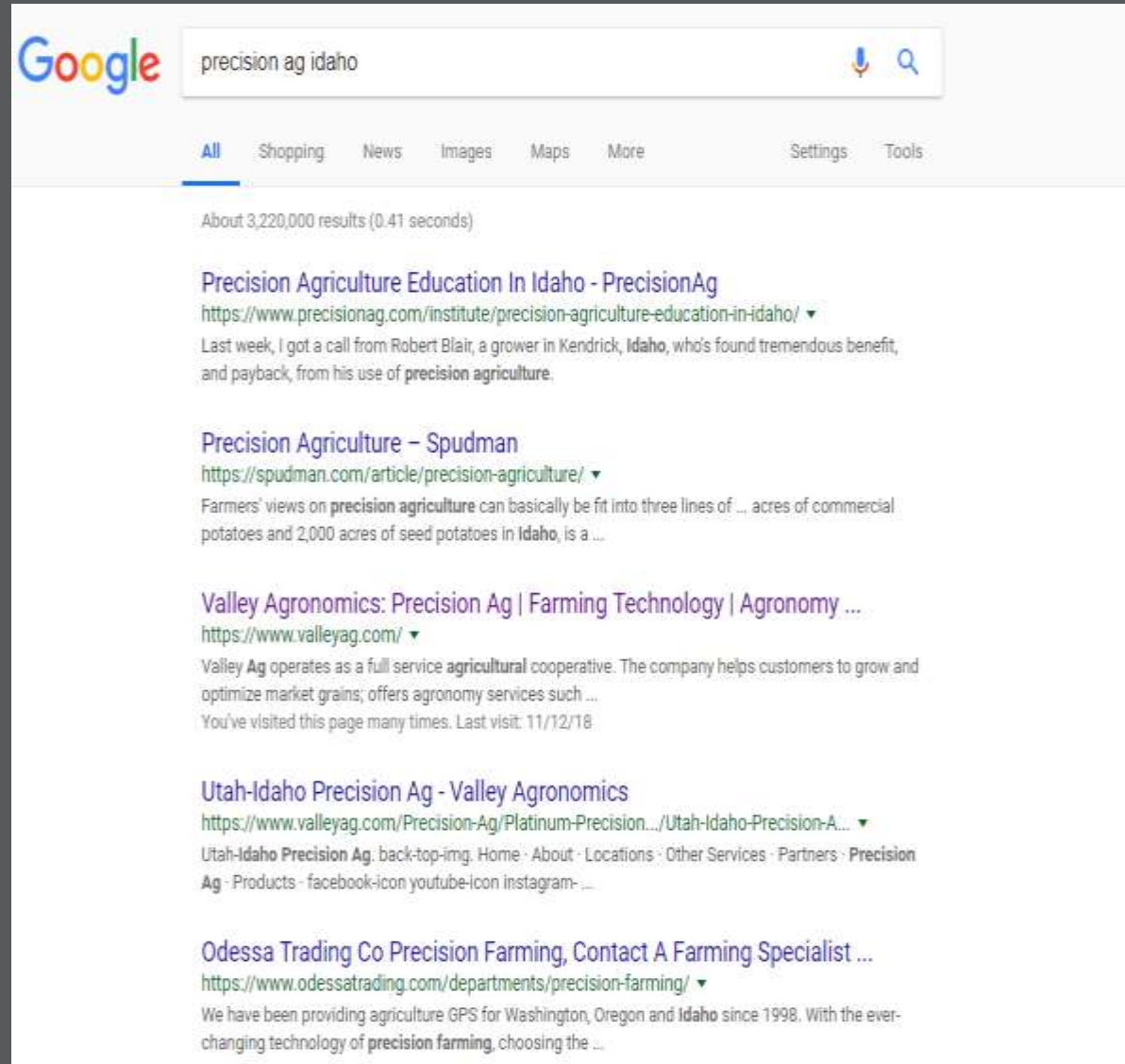
- Tremendous looking billboard ( Design, layout, aesthetics of the site)...In the middle of the desert.
- The goal is to take that billboard, and put it in the middle of Time Square filled with growers who are interested in your products and services.





# SEO Goals

- Increase the overall size of our sites digital footprint. ( The amount on quality content we have out in the google universe off of our website)
- Increase the overall authority of our domain. (Popularity Contest). The more respect google has for your site the higher you will rank on your keywords).



Google precision ag idaho

All Shopping News Images Maps More Settings Tools

About 3,220,000 results (0.41 seconds)

**Precision Agriculture Education In Idaho - PrecisionAg**  
<https://www.precisionag.com/institute/precision-agriculture-education-in-idaho/> ▼  
Last week, I got a call from Robert Blair, a grower in Kendrick, Idaho, who's found tremendous benefit, and payback, from his use of precision agriculture.

**Precision Agriculture – Spudman**  
<https://spudman.com/article/precision-agriculture/> ▼  
Farmers' views on precision agriculture can basically be fit into three lines of ... acres of commercial potatoes and 2,000 acres of seed potatoes in Idaho, is a ...

**Valley Agronomics: Precision Ag | Farming Technology | Agronomy ...**  
<https://www.valleyag.com/> ▼  
Valley Ag operates as a full service agricultural cooperative. The company helps customers to grow and optimize market grains; offers agronomy services such ...  
You've visited this page many times. Last visit: 11/12/18

**Utah-Idaho Precision Ag - Valley Agronomics**  
<https://www.valleyag.com/Precision-Ag/Platinum-Precision.../Utah-Idaho-Precision-A...> ▼  
Utah-Idaho Precision Ag. back-top-img. Home · About · Locations · Other Services · Partners · Precision Ag · Products · facebook-icon youtube-icon instagram- ...

**Odessa Trading Co Precision Farming, Contact A Farming Specialist ...**  
<https://www.odessatrading.com/departments/precision-farming/> ▼  
We have been providing agriculture GPS for Washington, Oregon and Idaho since 1998. With the ever-changing technology of precision farming, choosing the ...



# Two Parts of SEO

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1. On Page Optimization- All content and tags that are actually on your website.  
-Title tags, meta descriptions, H1-H6, ect..
2. Off Page Optimization- Actions outside of your own website that impact your rankings within search engine results pages.

# On Page Changes In Kentico

Page Design Form Metadata Analytics

Save Apply workflow

**i** You need to add at least one tag group to enable using page tags. **x**

### Page settings

Page title:  Inherit

Page description:  Inherit

Page keywords:  
(separated by comma)  Inherit

### Tags

# WooRank

**winfieldunited.com**  
September 25, 2017 12:36 PM

Passed  To Improve  Errors

68

Download PDF Download Slides Refresh Manage Competitors Start Project

**Marketing Checklist**

- Configure your domain redirects from non-original pages versions **MEASURE Visitors** **Top Priority**
- Develop frequent shareworthy content in your site blog
- Optimize your site speed performance

Show more

**Internal Pages**

winfieldunited.com/ Review a New Internal Page Create Review

Optimize

SEO

# Analytics

- Direct- Someone who knows your website url and coming straight to your website.
- Organic- Using a search engine to query to find what they are looking for.
- Social- Social Media
- Referral- Another website that is referring your site on their own.

| <input type="checkbox"/> | Default Channel Grouping          | Users <sup>?</sup> ↓                       | New Users <sup>?</sup>                     | Sessions <sup>?</sup>                      | Bounce Rate <sup>?</sup>                         | Pages/Session <sup>?</sup>                   | Avg. Session Duration <sup>?</sup>                   |
|--------------------------|-----------------------------------|--|--|--|--|--|--|
|                          |                                   | <b>688</b><br>% of Total:<br>100.00% (688) | <b>595</b><br>% of Total:<br>100.00% (595) | <b>823</b><br>% of Total:<br>100.00% (823) | <b>56.26%</b><br>Avg for View:<br>56.26% (0.00%) | <b>2.06</b><br>Avg for View: 2.06<br>(0.00%) | <b>00:01:20</b><br>Avg for View:<br>00:01:20 (0.00%) |
| <input type="checkbox"/> | 1. <a href="#">Direct</a>         | <b>277</b> (40.09%)                        | <b>256</b> (43.03%)                        | <b>357</b> (43.38%)                        | 58.54%   | 1.77   | 00:01:04   |
| <input type="checkbox"/> | 2. <a href="#">Organic Search</a> | <b>246</b> (35.60%)                        | <b>184</b> (30.92%)                        | <b>294</b> (35.72%)                        | 35.03%   | 2.81   | 00:02:18   |
| <input type="checkbox"/> | 3. <a href="#">Social</a>         | <b>154</b> (22.29%)                        | <b>145</b> (24.37%)                        | <b>158</b> (19.20%)                        | 92.41%   | 1.26   | 00:00:09   |
| <input type="checkbox"/> | 4. <a href="#">Referral</a>       | <b>14</b> (2.03%)                          | <b>10</b> (1.68%)                          | <b>14</b> (1.70%)                          | 35.71%   | 2.57   | 00:01:21   |

# Off Page Optimization

- Types: Articles, Press Releases, Infographics, Video's, ect...

## Where to post?

- your keyword + inurl:write-for-us
  - *your keyword* + *guest-posts*
  - your keyword + inurl:guest-post-guidelines
  - your keyword + become a contributor
  - your keyword + bloggers wanted
  - your keyword + submit an article
  - your keyword + want to write for
  - your keyword + contribute
  - your keyword + become an author
  - your keyword + guest post by
- 
- [https://blog.feedspot.com/agriculture\\_blogs/](https://blog.feedspot.com/agriculture_blogs/)

### 21. Ag Leader Technology Precision Point Blog

Ames, IA

**About Blog** Ag Leader offers the complete package of precision farming solutions from the desktop to the field.

**Frequency** about 2 posts per week.

**Website** [agleader.com/blog](http://agleader.com/blog)

Facebook fans 5,623. Twitter followers 9,938.

[View Latest Posts](#)

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