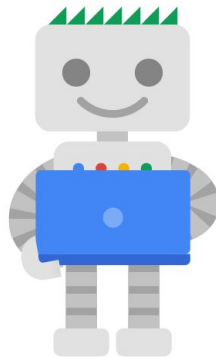# Grow with Google

Drive Traffic to Your Website with SEO

Search Engine Optimization (SEO) is the process of making your website better for search engines.

Content SEO

Content SEO helps Google understand what a web page is about. This helps Google display relevant search results.

Technical SEO

Technical SEO refers to code changes that help Google discover, understand, display, and improve web pages.

Content SEO Checklist

- ❏ Review your site. Does it include relevant words and phrases?
- ❏ Research a keyword list with tools like Google Keyword Planner.
- ❏ Strategize and choose important keywords for each web page.
- ❏ Draft keywords into headlines, page titles, meta descriptions, Alt text, internal links, and—of course—body copy.
- ❏ Implement by sending your search-friendly updates live.

Technical SEO Checklist

- ❏ Help Google Discover content with a sitemap, internal links, and robots.txt.
- ❏ Help Google Understand content with structured data. Avoid duplicate content with canonical tags and create a logical URL structure.
- ❏ Display content to your preferred audience—language and location—with hreflang tags.
- ❏ Improve your site by optimizing images and the user experience. Use the TestMySite tool to get more suggestions.

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SEO Resources

Google Ads Keyword Planner
Build and refine your keyword list using Google Keyword Planner. **g.co/ads**

Google Trends
Learn what words and phrases are popular on Google Search and create content that connects. **g.co/trends**

Google Search Central
Visit Google's SEO resource hub to make your website discoverable. **developers.google.com/search**

Google Search Console
Monitor your website's traffic and performance on Google Search, submit a sitemap, and fix issues. **g.co/searchconsole**

Test My Site
Assess the speed of your mobile site and get ideas for improvements. **g.co/testmysite**

What's your action plan?
Write down one thing you will do after this workshop to make your website better for search engines.

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For additional resources check out google.com/grow