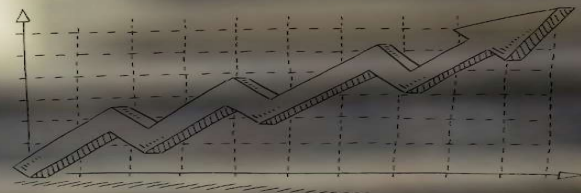




The Basics of SEO - Fundamentals that move the needle

**Finally get the results
you've been looking for!**

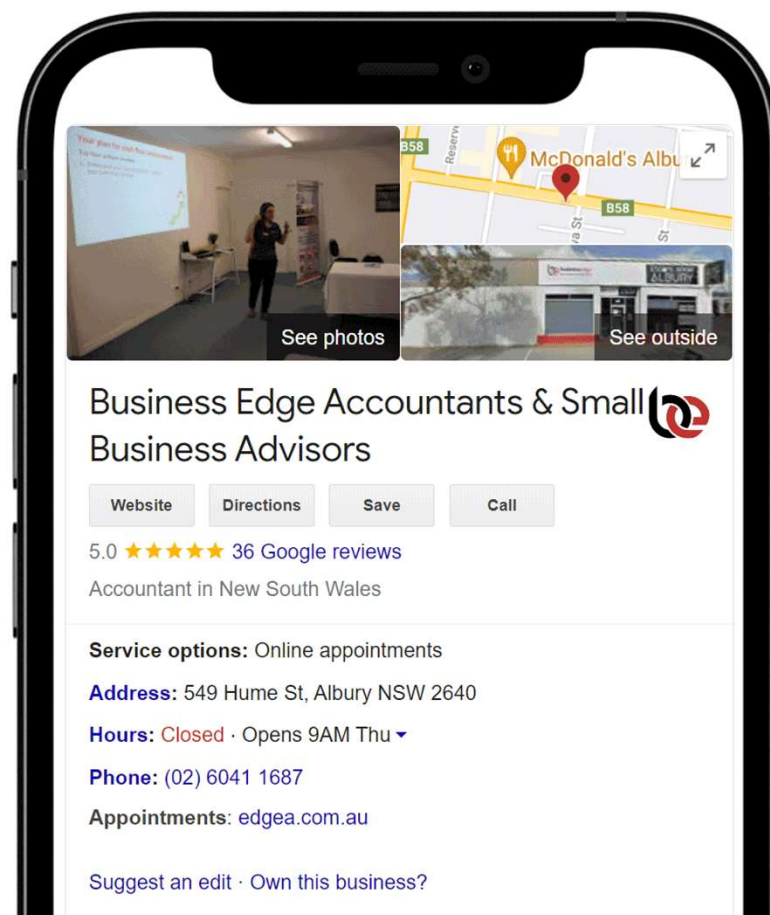


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Agenda

- **How Engines Work**
- **Keyword Research**
- **The Three Types of SEO**
- **On-Page Optimization**
- **Off-Page Optimization**
 - **Technical SEO**
- **How to Measure Success**





About Us



- Founder of Gadgetlesstech Digital Marketing (Circa 2009)
- Started Gadgetlesstech as an ecommerce store selling consumer electronics <https://youtu.be/A8hziZ4vtSE>
- Small agency managing 40+ clients across the US
- Currently serve a wide range of verticals:
Home Services, Attorneys, Doctors, Dentist, Chiropractor, Software, companies, Entertainment, Retail
- Large number of clients on Page 1 of Google for primary keyword targets

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How Search Engines Work

Crawling: Search engines use automated programs called "web crawlers" or "spiders" to browse the web and discover web pages.

Indexing: Once a web page is discovered, search engines analyze its content and store relevant information in their index.

Ranking: When a user submits a search query, the search engine retrieves relevant information from its index. To determine the order in which search results are displayed, search engines use complex ranking algorithms that consider various factors.

Displaying search results: Search engines generate a list of search results based on their ranking algorithms.

Continuous refinement: Search engines constantly strive to improve their algorithms and provide better search results.





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Keyword Research



Keyword research is the process of identifying and selecting the specific words and phrases (keywords) that people use when searching for information, products, or services on search engines. It is a fundamental aspect of search engine optimization (SEO) and online marketing.

Understanding your audience: Start by gaining a deep understanding of your target audience, their needs, preferences, and the language they use.

Brainstorming: Generate a list of potential keywords and phrases that are relevant to your business, products, or services.

Keyword research tools: Utilize keyword research tools to expand your list and gather data on search volume, competition, and other metrics associated with each keyword.

Analyzing keyword metrics: Look for keywords with a reasonable search volume, lower competition, and high relevance to your business.

Intent and relevance: Consider the search intent behind each keyword. Are users looking for information, seeking to make a purchase, or trying to solve a problem?

Long-tail keywords: Long-tail keywords are longer, more specific phrases that often have lower search volume but higher conversion potential.

Competitive analysis: Evaluate the keywords your competitors are targeting and ranking for.



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On-Page SEO

Content quality and relevance: Ensure that your content is valuable, informative, and relevant to the user's search query.

Title tags and meta descriptions: Craft compelling and keyword-rich title tags (HTML title elements) that accurately describe the page's content.

URL structure: Create clean and descriptive URLs that include relevant keywords and accurately reflect the page's content.

Header tags: Use header tags (H1, H2, H3, etc.) to structure your content and emphasize key points.

Image optimization: Optimize images by reducing file sizes for faster loading, using descriptive filenames, and adding alt tags that provide keyword-rich descriptions.

Internal linking: Include relevant internal links within your content to guide users to related pages on your website.

Schema markup: Implement schema markup (structured data) on your web pages to provide additional context and information to search engines. This can enhance the appearance of your search listings and help search engines understand your content better.



On-page SEO, refers to the practices and techniques used to optimize individual web pages to improve their search engine rankings and attract more organic traffic. It involves optimizing various on-page elements and factors to make the page more relevant, accessible, and user-friendly. Here are some key components of on-page optimization:



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Off-Page SEO



Backlink building: Backlinks are links from other websites that point to your site.

Social media marketing: Establishing a strong presence on social media platforms can contribute to your off-page SEO efforts.

Online reputation management: Building and maintaining a positive online reputation is important for off-page SEO.

Influencer marketing: Collaborating with influencers or industry experts who have a strong online following can help expand your reach, increase brand awareness, and generate quality backlinks and social signals.

Guest blogging and content promotion: Writing guest blog posts on relevant and authoritative websites allows you to showcase your expertise, build relationships with other industry professionals, and earn valuable backlinks.

Local SEO: If your business targets local customers, optimizing your online presence for local search is important. This involves creating and optimizing your Google My Business listing, obtaining citations from local directories, and managing online reviews from local customers.



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Technical SEO

Website crawlability: Ensuring that search engine crawlers can access and navigate your website.

Website speed and performance: Page load speed is a critical factor in user experience and search engine rankings.

Mobile-friendliness: With the increasing prevalence of mobile devices, having a mobile-friendly website is crucial.

Website structure and URL optimization: A well-organized website structure makes it easier for search engines to understand the hierarchy and relationships between pages.

XML sitemaps: XML sitemaps provide search engines with a list of all the pages on your website. Creating and submitting an XML sitemap helps search engines discover and index your pages more efficiently.

Canonicalization: Duplicate content can harm your SEO efforts. Canonicalization involves setting a preferred version of a URL to prevent duplicate content issues.

SSL/HTTPS: Having a secure website is important for user trust and search engine rankings.

Schema markup: Schema markup is structured data that helps search engines understand and interpret the content on your website.

Robots.txt file: The robots.txt file instructs search engine crawlers on which pages to crawl and index or exclude from crawling.

Tools: Google Page Speed Insights - <https://pagespeed.web.dev/> GTMetrix - <https://gtmetrix.com/>





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Tracking Your Success

Define your goals: Clearly define your SEO objectives and goals.

Set up website analytics: Implement a robust web analytics tool, such as Google Analytics, on your website and Google Search Console.

Track keyword rankings: You can use various tools like SEMrush, Moz, or Ahrefs to track keyword positions over time.

Monitor organic traffic: Analyze your website's organic traffic data regularly to see how it changes over time. Look for patterns, spikes, or drops in traffic.

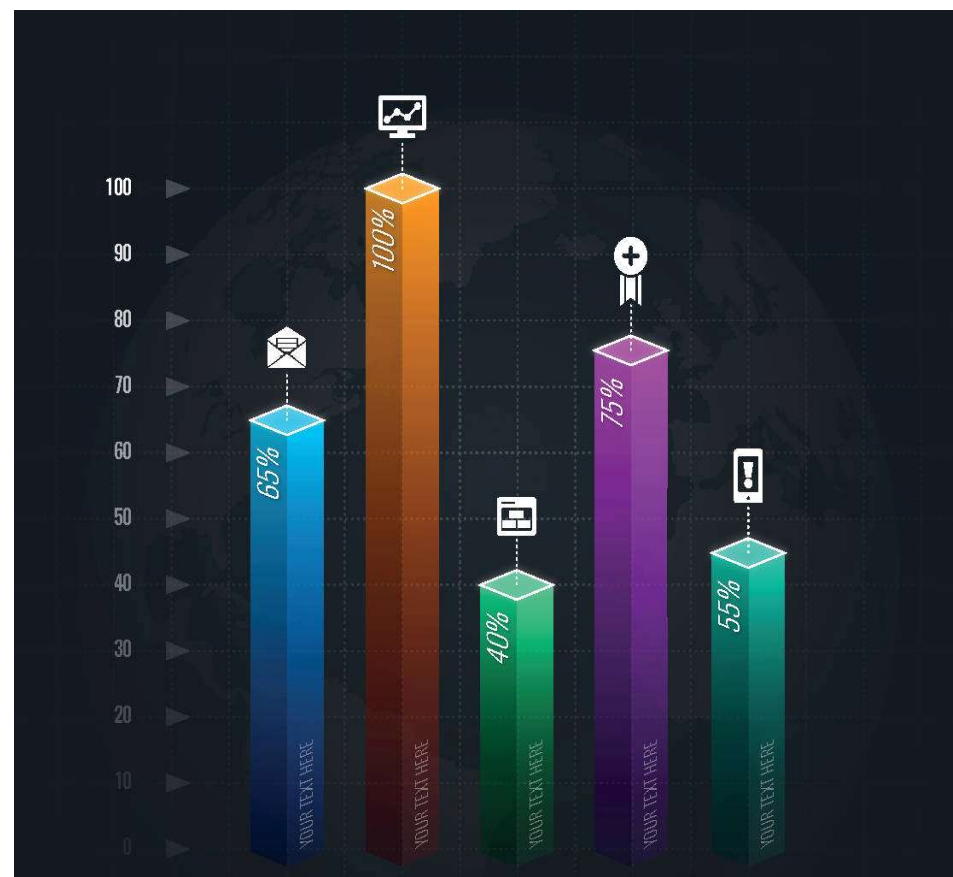
Analyze user behavior: Examine user behavior metrics to understand how visitors interact with your website.

Track conversions and goals: Set up conversion tracking to measure the desired actions users take on your website.

Monitor backlink profile: Keep an eye on your backlink profile to evaluate the quality and quantity of backlinks pointing to your website.

Track local SEO performance: If you have a local business, monitor your performance in local search results.

Continuously optimize: Regularly analyze your data, identify trends, and make data-driven optimizations to your SEO strategies. Experiment with different techniques, monitor the impact, and refine your approach based on the results.





The Basics of SEO – Thank You for Attending!!

**Finally get the results
you've been looking for!**

