

# Search Engine Marketing and Your Practice

🔍 Questions

Above all: Write for readers!

- Avoid fancy animations and scripts
- Make your content bite-sized and in plain English

Backlinks dominate

Backlinks are Google's secret sauce!

- How to generate them
  - Talk to your *vendors*
  - Community* involvement can be amplified through non-profits backlinking to you
  - Join the *social media conversation!*

Files you should ask for

In the root directory of your site

- What pages to follow
- Which to ignore
  - robots.txt
- Created by Google
- Used extensively
  - sitemaps.xml

Help search engine *spiders*

📌 Title tags are crucial for each page

- Not on Google, but some search results display descriptions
- Think of your description as an abstract

Description tags are important to describe the page

Keyword tags are the least helpful for modern search engine marketing

H1 tags are sought-after by search engines!

The importance of search

Google & the Web have changed everything

- Google built its empire without a marketing budget
- To google is now a verb

People go online to do work

Help people to find you!

- Consider your home page the Google search engine results page
- Like politics, all search is "local"

Tell them what you do

- Secondary pages can expand upon service summaries
- Hyperlinks aid in *information snacking*
- Permalinks allow search engines to index you by keyword
- Example: [www.yourpractice.com/services/getting\\_your\\_pet\\_fixed.htm](http://www.yourpractice.com/services/getting_your_pet_fixed.htm)

Post news

👍 You can afford a content management system (CMS)

- It make additions to a site easy
- Many include search engine plug-ins
- Wordpress works well

Search engines *love* change!