

Google

Google

| Query



#2

The Google logo is centered in the upper half of the image. It consists of the word "Google" in its signature multi-colored font: blue 'G', red 'o', yellow 'o', blue 'g', green 'l', and red 'e'.A search bar is located below the Google logo. It is a rounded rectangular box with a light gray border. Inside the box, the word "Query" is written in a dark gray sans-serif font. To the right of the text, there is a small, colorful microphone icon, indicating voice search functionality.

#1

1. Find your home page

2. Find all site pages

3. Index found pages



4. Runtime Index

- *Scoring*
- *Ranking*
- *Show Results*

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3

10

4. Runtime Index

- *Scoring*
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Page 2

#1

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4. Runtime Index
 - Scoring
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#2

The Google logo in its multi-colored font.

Query



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Page 2



1. The Time Component

When was it first discovered?

- web.archive.org – or Google “the Way Back Machine”

Domain name factors

- When was it first registered?
- www.WhoIs.com – Who Is search

On Site SEO

Off Site SEO

Size
Links
Text
User Experience

Popularity

On Site SEO

2. The Size Component

Definition

- How many pages does Google think you have on your site (much different than the actual number of pages you have)

What counts as a page?

How to check with Google - "site: [yourcoolurl.com](#)"

3. The Link Component

Defined: The internal site structure...more **important pages are linked to more frequently**

Number: The more links that come to an internal page, the better

Quality: **Links from the home page** are better than links from obscure pages on your site

Go to your site. Look at:

Main navigation

Footer

4. The Text Component

Must be Visible Text

- Can it be copied and pasted?

Right Keyword in the Right Places (certain places give bonus points)

- What makes a KW the right keyword?
- Title, Extended URL, H1, Paragraph Text

What makes a keyword the right keyword?

What do you offer?

Make a list - start **broad**

Narrow list down based on competition and location

Tools: **Google Keyword Planner**

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5. The User Experience Component

The better user experience you provide, the better Google will rank you

- Think site speed and mobile friendliness

Two main tests:

- <https://pagespeed.web.dev/>
- <https://search.google.com/test/mobile-friendly>

Off Site SEO

6. The Popularity Component

Definition – refers to other sites linking to your site

Links that help: Relevant and Important

Links that don't help: NOT Relevant and Important

The **Link Juice Bucket** Analogy

Link Juice Bucket

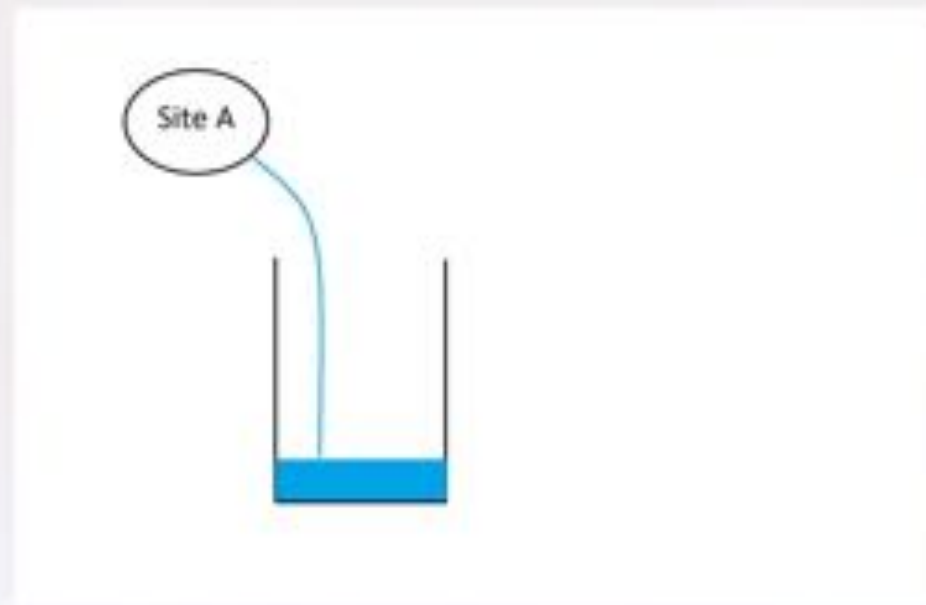
Link Juice Bucket



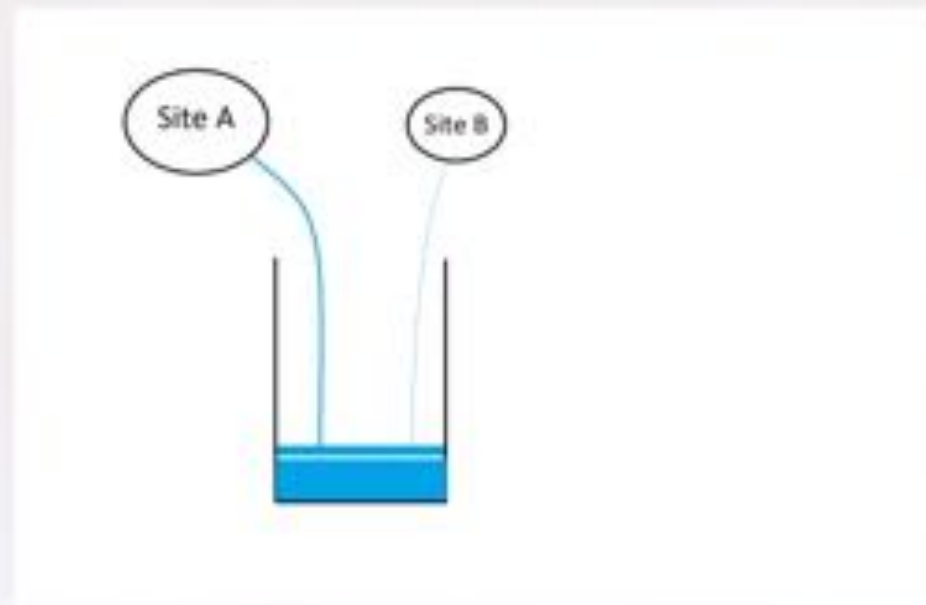
Link Juice Bucket



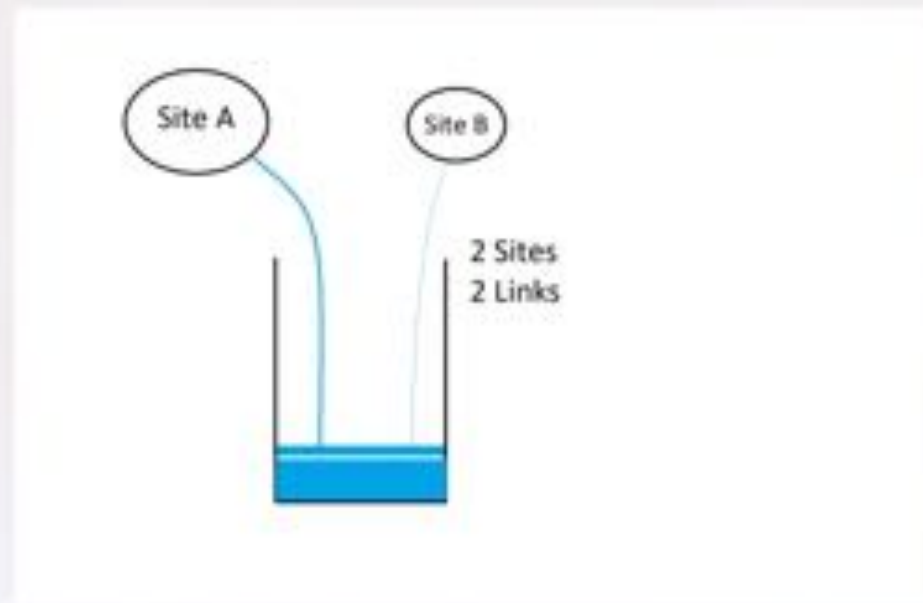
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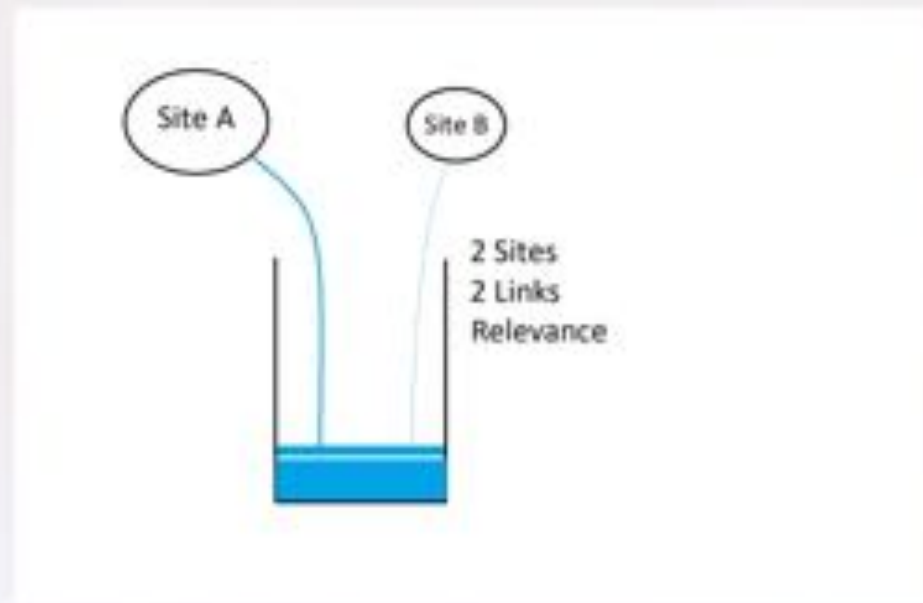
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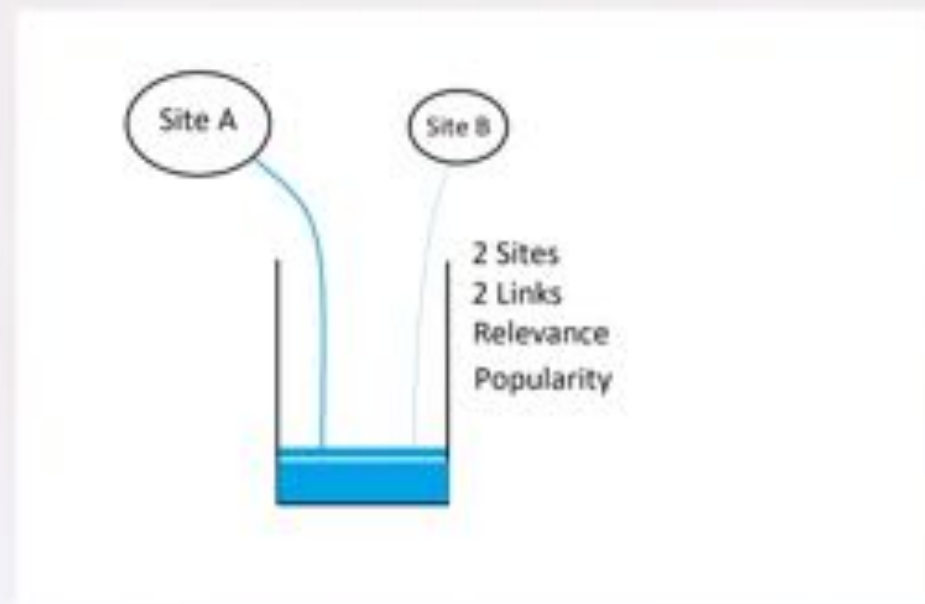
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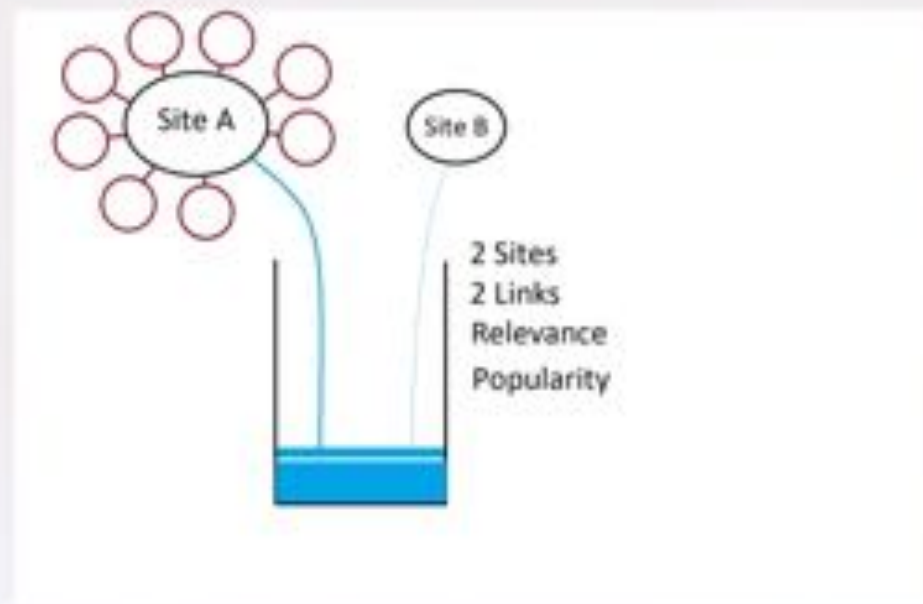
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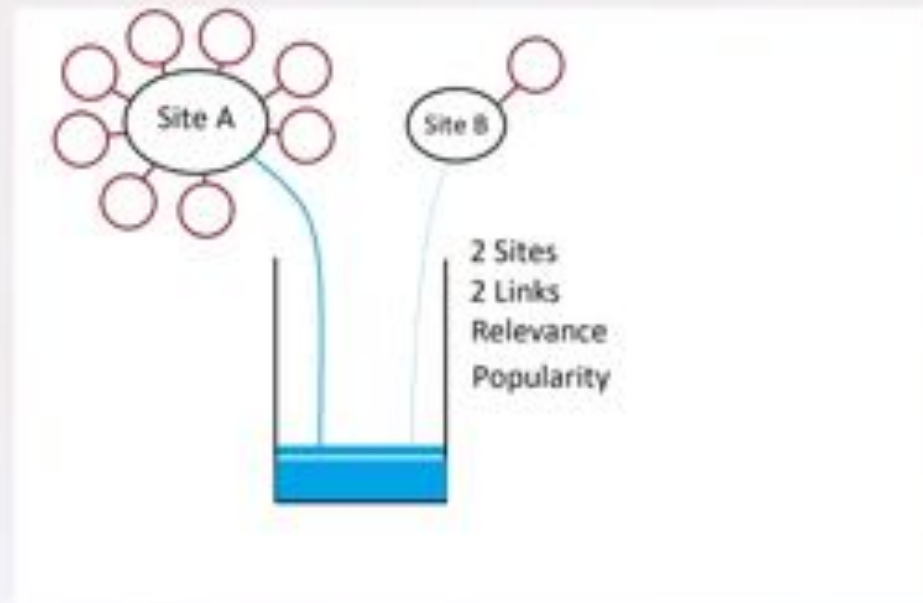
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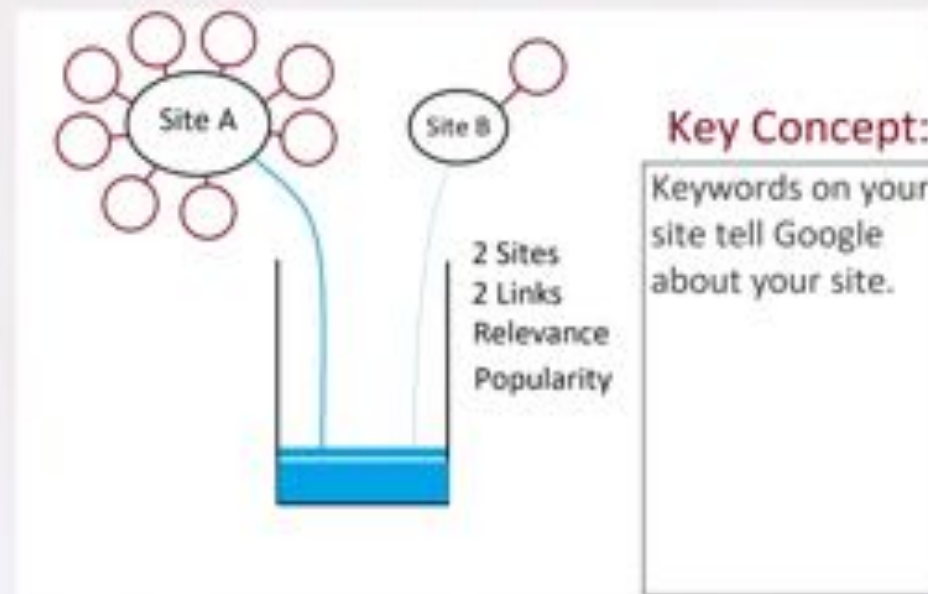
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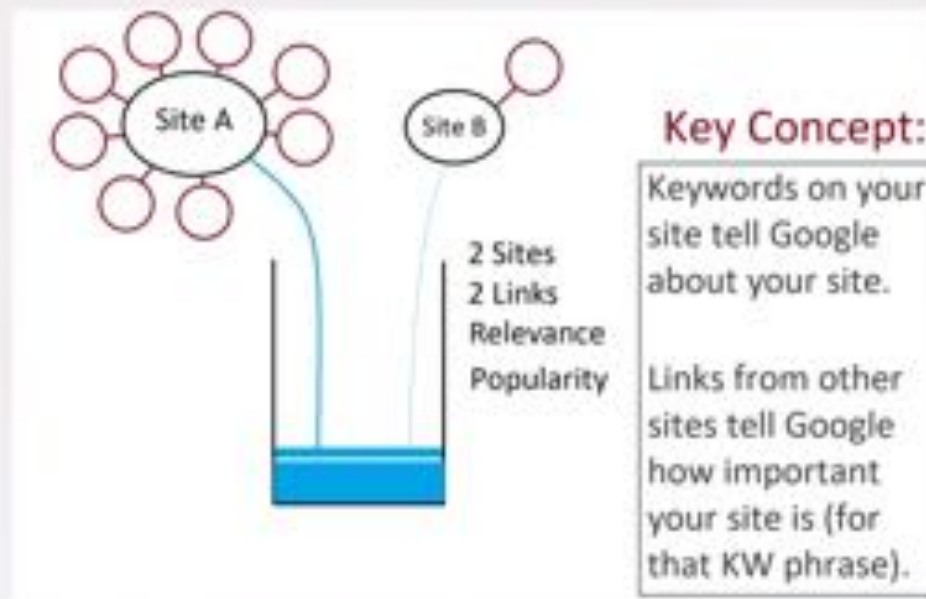
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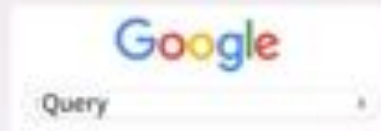
Presentation Recap

How Google Really Works

1. Find your home page
2. Find all site pages
3. Index found pages

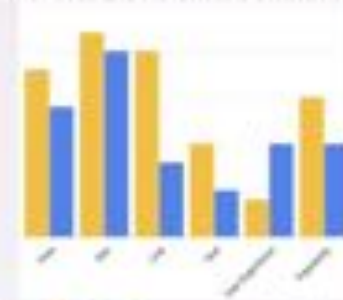


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Page 2

Why is that site #1



1. Time
2. Size
3. Link
4. Text
5. User Experience
6. Popularity

Takeaways and Questions

What is your Number 1?

Thank you for Participating!

Jordan Johnson, Sebo Marketing

801-227-7326

jordan@sebomarketing.com

Contact me for a free keyword or link analysis.