

SEO + ELEVATING YOUR DOMAIN AUTHORITY

You came, you listened, you learned. Now that you're armed with the information you need, it's time to take action! Follow the below best practices to kick off your SEO strategy. Visit <http://www.intralinkglobal.com/> for more information.



KEY TAKEAWAY:

Getting found in search takes:

- Good Search Engine Optimization
- High Domain Authority

WHAT DETERMINES SEO?

1. **How your site is designed and organized.**
 - a. Simple, straightforward information architecture.
 - b. An easy to understand menu that uses appropriate silos for easy navigation.
2. **How content is written; the keywords (aka key phrases) you use; and where you use those keywords.**
 - a. Keywords go in the:
 - i. Page title (hed)
 - ii. Page description (dek)
 - iii. First graph
 - iv. Other heds
 - v. URL anchor text (slug)
 - vi. Metadata (meta tags)
 - b. To create powerful content:
 - i. Target people based on what they're thinking about.
 - ii. Keep it authentic.
 - iii. Write detailed content that offers readers practical information.
 - iv. Link to outside expert sources.
 - v. Make some pieces long form text, which performs best.
3. **Backlinks, and how your site is represented off-property**
 - a. Search sees backlinks, aka incoming links, as confirmation that your content is useful and relevant.
 - b. All links are not equal. Focus on earning links from high Domain Authority sites.
4. **Social Media**
 - a. Leverage the right channels.

WHAT DETERMINES DOMAIN AUTHORITY?

1. A website's SEO (organization, content and backlinks).
2. Effective social media.
3. The competitive situation around a subject.

WHAT IS THE BEST WAY TO INCREASE SEO & DA?

1. Better organization.
2. Better content.
3. Fresh content.
4. More placements (= more backlinks).
5. Better backlinks.
6. Better, more authentic social.
7. Good email marketing.

FINAL WORDS OF ADVICE: RESULTS GROW OVER TIME