

Lenovo Partner Network  
The SEO Journey Series

# Breaking Down the Basics of SEO Workbook

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Produced by  
**Method Savvy**

Lenovo

# Overview

Search Engine Optimization (SEO) is a way to capitalize on the power of search engines to capture free visibility for your company, drive highly relevant visits to your website and increase demand for your business and services.

In the first webinar in The SEO Journey series, Breaking Down the Basics of SEO, we laid the foundation for how you can pragmatically apply search engine optimization best practices. Within this workbook you will find:

A glossary of terms that provide definitions of search engine optimization related concepts and language. A list of additional reading resources where you can learn more about search engine optimization in a self-directed way.

A reference document of the SEO Success Factors discussed during the webinar.



# SEO Success Factors: 2019 Edition

## SEO Ranking Factors

There are three core sets of factors that impact search engine ranking performance.

### Content

Quality, trustworthiness and experience associated with on-page content

1

### Technical

Contextual signals that support indexation

2

### Authority

Signals of trust and influence

3

## 1

# Content

## Good

**Quality** - Well-written, valuable, original and human-centered.

**Contextual** - Highly aligned to the topic of interest of the user.

**Topical Vocabulary** - Using language and keywords reflective of the topic being searched.

**Timely** - Non-stagnant, fresh.

**Depth** - Substantive and comprehensive.

**Multimedia** - Images, videos and audio.

**Answers** - Direct and informative

# VS

## Bad

**Quality** - Poorly written, misspellings, duplicate and/or algorithm-focused.

**Contextual** - Tangential, off topic or obfuscated.

**Topical Vocabulary** - using company-focused language instead of user focused language.

**Timely** - Out of date or old.

**Depth** - Shallow.

**Multimedia** - Text only.

**Answers** - Uninformative or unhelpful.

## 2

## Technical

## Good

**Mobile-Friendly** - Delivers a great user experience on smartphones and tablets.

**Crawlability** - Search engines can easily crawl your website without obstruction.

**Internal Linking** - On-site links group together related content.

**Speed** - Site loads quickly on all device types.

**Secure** - Provides a secure HTTPS connection.

**Meta Language** - Properly formatted Title, Meta Description, Meta Robots, Header tags and Schema are in use.

**URL Structure** - Human-readable URLs with topic relevant keywords.

VS

## Bad

**Mobile-Friendly** - Delivers a scaled down version of the experience on smartphones and tablets.

**Crawlability** - Render-blocking scripts, incorrect usage of URLs, site errors.

**Internal Linking** - Unorganized site architecture or lack of internal links.

**Speed** - Website or page loads slowly.

**Secure** - Lacks HTTPS connection.

**Meta Language** - Incorrect or poorly formatted Title, Meta Description, Meta Robots, Header tags and Schema.

**URL Structure** - Non-human readable or overly dynamic.

## 3

# Authority

## Good

**Backlinks** - Diversity and quality of the websites linking to your content.

**Reputation** - Trustworthiness imbued by site's history, social media presence and reviews.

**Locality** - Signals related to location including NAP information, local citations and server location.

**Anchors** - The keywords used when sites link back to your content.

**User Experience** - Your website is easy to use and appears trustworthy.

**Engagement** - The ways in which visitors consume content and return to your website.

**History** - Longevity of the website and relationship with users.

# VS

## Bad

**Backlinks** - Links originate from low quality or untrusted websites and/or lack portfolio diversity.

**Reputation** - The website lacks historical trust or features a significant number of poor reviews.

**Locality** - Content and technical infrastructure don't reflect region of focus.

**Anchors** - Inbound links feature keywords unrelated to content or are highly repetitive.

**User Experience** - Your website is hard to use and/or appears untrustworthy.

**Engagement** - Visitors quickly return to the search engine after clicking through to your site.

**History** - The URL is new.

# Glossary of Terms



## 20 Starter SEO Terms

**Alt text:** Alternative image text is the text in HTML code that describes the contents of images on web pages. They should describe the image in a way that they image does not need to be viewed to understand what is in the image. Alt text is typically not human readable but used by search engines in their ranking algorithm.

**Crawling:** The process by which search engine bot discovers the content on your website.

**Indexing:** The storing and organizing of content, by a search engine, found during crawling.

**Intent:** In the context of SEO, intent refers to what users really want from the words they typed into the search bar.

**Keyword stuffing:** A spam tactic involving the overuse of important keywords and their variants in on-page content and links.

**Long-tail keywords:** Longer queries, typically those containing more than three words. Indicative of their length, they are often more specific than short-tail queries.

**Meta descriptions:** HTML elements that describe the contents of the page that they're on. Google sometimes uses these as the description line in search result snippets.

**Mobile friendly:** A website that is designed to look good and function well on mobile devices including smartphones and tablets. To make a site mobile friendly avoid scaling down a site, and instead opt for images, font and elements intended for use on the mobile only screens.

**Organic:** Earned placement in search results, as opposed to paid advertisements.

**Position zero:** AKA Featured snippet is content on a search engine results page that is created and formatted by the search engine based on signals from your website and is displayed before the first position result.

**Quality content:** Content on a website that is well-written in the intended language, valuable, original and human-centered.

**Query:** Words typed into the search bar.

## 20 Starter SEO Terms

**Ranking:** Ordering search results by relevance to the query.

**Search engine:** An information retrieval program that searches for items in a database that match the request input by the user. Examples: Google, Bing, and Yahoo.

**Secure site:** A site that utilizes an SSL certificate to provide an encrypted secure connection to users on the site. Secure sites have a lock next to the https:// enabled URL. Secure sites are preferred by search engines.

**SERP:** Stands for “search engine results page” — the page you see after conducting a search.

**Sitemap:** A list of URLs on your site that crawlers can use to discover and index your content.

**Title tag:** An HTML element that specifies the title of a web page. The Title also shows in the Tab of your web browser.

**Traffic:** Visits to a website.

**URL:** Uniform Resource Locators are the locations or addresses for individual pieces of content on the web. The structure of URLs is made up of a base URL and URL folders. For SEO, it is optimal for these to be human readable.

*If you are interested in learning more about common search engine optimization related terminology please visit:*

<https://moz.com/beginners-guide-to-seo/seo-glossary>  
<https://www.searchenginejournal.com/seo-101/seo-glossary-terms-definitions/>  
<https://morningscore.io/seo-glossary/>

# 5 Steps to Audit Your Website's SEO













# SEO Learning Resources

Where to learn more in a  
self-directed way



# SEO Learning Resources

## How Search Works

<https://www.google.com/search/howsearchworks/>

## Beginners Guide to SEO

<https://moz.com/beginners-guide-to-seo>

## Why Search Engine Marketing is Necessary

<https://moz.com/beginners-guide-to-seo/why-search-engine-marketing-is-necessary>

## Marketing by using Backlinks

<https://ahrefs.com/academy>

## SEO Academy from SEMRush

<https://www.semrush.com/newacademy/library>

## SEO Training By Yoast

<https://yoast.com/academy/>

## Google Insights Resources

<https://marketingplatform.google.com/about/resources/insights/>

## Google Analytics Academy

<https://analytics.google.com/analytics/academy/>



## Lenovo Partner Network **The SEO Journey Series**

**Method Savvy** is a marketing consultancy that helps ambitious leaders find better ways to grow their brand and business. Our three focus areas, brand, experience, and growth acceleration, help create connected brand experiences that influence behavioral change at scale. SEO is one of many components we specialize in that help brands build a foundation for the ecosystem they want.

The Lenovo logo is positioned vertically on the right side of the page. It consists of the word "Lenovo" in a white, sans-serif font, set against a background of overlapping, semi-transparent geometric shapes in shades of purple, blue, and red.

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