



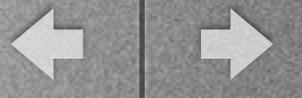
# SEO basics

---

Chris Snider | @chrissnider



Who played Ross'  
dad on Friends?



How would we find out?



# Google

Google Search

I'm Feeling Lucky

bing™



# YAHOO!

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Search



All

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About 32,600,000 results (0.84 seconds)

Ross Geller / Father

# Jack Geller



He starred in a sitcom called E/R in 1984–1985, and had a notable recurring guest role on Friends as **Jack Geller**, the father of **Monica** and **Ross Geller**.

[Elliott Gould - Wikipedia](#)

[https://en.wikipedia.org/wiki/Elliott\\_Gould](https://en.wikipedia.org/wiki/Elliott_Gould)



Rachel Green  
Dr. Leonard Green



Monica Geller  
Jack Geller



Phoebe Buffay  
Frank Buffay

[Feedback](#)

## People also ask

Who played Ross and Monica's dad in Friends? ▾

Who was Ross married to in friends? ▾

Who played Elizabeth in friends? ▾

Who played Bruce Willis daughter on friends? ▾

[Feedback](#)

[Elliott Gould - Wikipedia](#)

[https://en.wikipedia.org/wiki/Elliott\\_Gould](https://en.wikipedia.org/wiki/Elliott_Gould) ▾

He starred in a sitcom called E/R in 1984–1985, and had a notable recurring guest role on Friends as



What if you  
needed  
your car repaired?

How would you  
find someone?

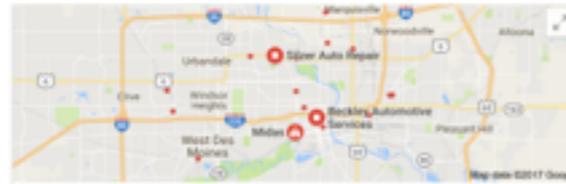


car repair des moines



All Maps News Shopping Images More Settings Tools

About 118,000 results (1.54 seconds)



Rating Hours

- Midas**  
3.4 ★★★★★ (20) Car Repair and Maintenance  
2210 Ingersoll Ave - (515) 243-1253  
Open until 5:30 PM
  - Beckley Automotive Services**  
4.4 ★★★★★ (30) Car Service  
901 8th St - (515) 243-8785  
Open until 5:30 PM
  - Silzer Auto Repair**  
4.1 ★★★★★ (34) Auto Repair Shop  
3025 Douglas Ave - (515) 277-7623  
Open until 5:30 PM
- [More places](#)

### The Best 10 Auto Repair in Des Moines, IA - Yelp

[https://www.yelp.com/search?find=autorepair&find\\_loc=Des+Moines%3C+IA](https://www.yelp.com/search?find=autorepair&find_loc=Des+Moines%3C+IA)  
Best Auto Repair in Des Moines, IA - Ace Body & Motor, Varr's Auto Repair, Schneider Auto, Midas, Firestone Complete Auto Care, Iowa Muffler & Brake, Perry's ...

### Auto Repair in Des Moines - Yelp

<https://www.yelp.com/locations/des-moines/autorepair>  
The Best Auto Repair in Des Moines on Yelp. Read about places like Ace Body & Motor, Earl's Tire, Midas, Joey's Auto Shop, Firestone Complete Auto Care, ...

### Silzer Auto Repair | Des Moines, IA | Tires & Auto Repair Shop

[www.silzerauto.com/](http://www.silzerauto.com/)  
Silzer Auto Repair is a tire dealer and auto repair shop in Des Moines IA. Silzer Auto Repair has deals on Des Moines IA tires and auto repairs. Save at Silzer ...

### Car-X Tire and Auto | Automotive Service | Car Repair | Brakes

[www.carxdesmoines.com/](http://www.carxdesmoines.com/)  
Car-X Tire and Auto in Des Moines, Albion and Ames Iowa. Locally owned and operated for over 25 years providing the best automotive repair and service.

### Chamberlin Automotive | Auto Repair Des Moines IA | Engine Repair ...

[www.chamberlinautomotive.com/](http://www.chamberlinautomotive.com/)  
Chamberlin Automotive has been providing Auto Repair, Engine Repair, Brake Repair, Wheel Alignment and Auto Electrical Service services to the 50315 area, ...

### Auto Repair in Des Moines, IA

[www.westsideautopro.com/](http://www.westsideautopro.com/)  
Find out why you should get your Auto Repair done at Westside Auto Pro in Des Moines, IA.

### O'Brien's Auto Repair

[www.obriensautorepair.com/](http://www.obriensautorepair.com/)  
At O'Brien's Auto Repair our mission is to help our customers have a better understanding of safety and ... We review the findings with you, the customer, recommend repairs or services and give you estimates. ... Des Moines, Iowa 50315.

### Joey's Auto Shop - Des Moines, Iowa, 50320 - Home

[www.joeysauto.com/](http://www.joeysauto.com/)  
Joey's Auto Shop - Automotive repair for Domestic, Import and European cars and trucks in Des Moines, Iowa.

### Our 77 Best Des Moines, IA Auto Repair Shops | Angie's List

<https://www.angieslist.com/Local-Reviews/IA/Des-Moines>  
Find Auto Repair Shops in Des Moines, IA. Read Ratings and Reviews on Des Moines, IA Auto Repair Shops on Angie's List so you can pick the right Auto ...

### Scott's Automotive: Des Moines Auto Repair & Maintenance

[scottsautomotiveservice.com/](http://scottsautomotiveservice.com/)  
Scott's Automotive is a full-service auto repair facility serving Des Moines, IA for over 20 years.

### Trusted Local Auto Repair - Call Drake Garage Now

[drakegarage.businesshomepage.info/](http://drakegarage.businesshomepage.info/)  
Top-quality auto repair. Old school values, new school technology.  
ASE-certified Technicians - Family Owned & Operated - In Business 50+ Years  
Computer Diagnostics - Engine Coding - Brakes  
9 918 42nd St, Des Moines, IA

### Searches related to car repair des moines

- silzer auto repair des moines ia
- beckley automotive services des moines ia
- auto repair west des moines
- joey's auto shop des moines ia
- mechanics in des moines
- auto repair urbandale iowa
- auto repair shops des moines iowa
- midtown auto repair des moines ia



# Then what?





Search engine optimization (SEO) is the process of improving the visibility of a website or a web page in search engines via the "natural" or un-paid search results.

In general, the earlier (or higher ranked on the search results page), and more frequently a site appears in the search results list, the more visitors it will receive from the search engine's users.

SEO may target different kinds of search, including image search, local search, video search and news search.



What you see when you perform a search...



Google

plumber des moines



Chris



All Maps News Shopping Videos More Search tools



About 491,000 results (0.45 seconds)

### #1 Des Moines Plumber - GoldenRule-PHC.net

Ad [www.goldenrule-phc.net/Des-Moines](http://www.goldenrule-phc.net/Des-Moines) (515) 200-2515

\$50 Off Plumbing Repairs- Call Now! Your 24/7 Trusted Plumbing Experts

Services: Plumbing Repair, Commercial Services, Water Heater Install, Drain Cleaning

[\\$100 Off Water Heater](#)

[What Clients Have To Say](#)

[Why Choose Golden Rule?](#)

[Commercial Plumbing/ HVAC](#)

### Des Moines Plumbing - Plumbing Repairs and Installations

Ad [www.247lazer.com](http://www.247lazer.com)

All Residential Plumbing Repairs

Water Softeners - Drain Cleanings

### Plumbers - DexKnows.com

Ad [www.dexknows.com/](http://www.dexknows.com/)

Find local plumbers. Find local businesses on DexKnows.

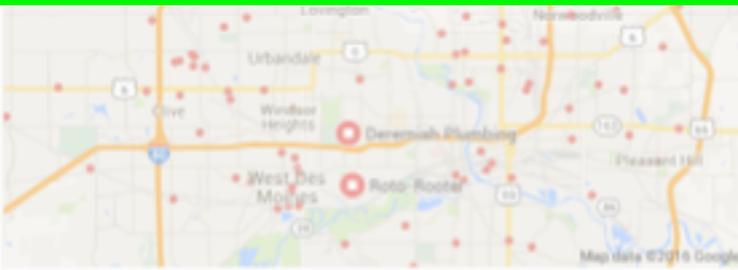
[Plumbing Contractors Des Moines, IA](#)

### Plumber Des Moines - Fast & Affordable Plumbing Service

Ad [www.superpages.com/](http://www.superpages.com/)

We Can Fix It! Call Us Today.

paid search results



#### Deremiah Plumbing

No reviews - Plumber

1070 45th St - (515) 279-5574

[Directions](#)

#### Roto-Rooter

No reviews - Plumber

(515) 223-5071

[Website](#)

#### Rich...

4.7 ★ (7)

(515) 306-1205

Open until 5:00 PM

[Website](#)

[More places](#)

organic search results

### Golden Rule Plumbing, Heating & Cooling: Des Moines, IA ...

[www.goldenrulephc.com/](http://www.goldenrulephc.com/)

Golden Rule Plumbing, Heating & Cooling is the trusted heating, air conditioning and plumbing company of Des Moines, IA. Call us for a quote today!

[Contact Us](#) - [Plumbing Services](#) - [Promotions](#) - [West Des Moines](#)

### 10 Best Plumbing Services in Des Moines, IA 2016

[www.thumbtack.com](http://www.thumbtack.com) - IA - Des Moines - Thumbtack

Feb 29, 2016 - Here is the definitive list of Des Moines's plumbing services as rated by the Des Moines, IA community. Want to see who made the cut?

### Des Moines, IA Plumbers - Find BBB Accredited Plumbers ...

[www.bbb.org/iowa/.../plumbers/des-moines-ia](http://www.bbb.org/iowa/.../plumbers/des-moines-ia) - Better Business Bureau

Find BBB Accredited Plumbers near Des Moines, IA - your guide to trusted Des Moines, IA Plumbers, recommended and BBB Accredited businesses.

### Holt Plumbing & Heating | Des Moines, IA

[holtplumbingandheating.com/](http://holtplumbingandheating.com/)



Verizon 12:25 PM

← <https://www.google.com/>

**Google**

plumber des moines

ALL MAPS NEWS SHOPPING IMAGES

**#1 Des Moines Plumber - \$50 Off Plumbing Repairs- Call Now - GoldenRule-PHC.net**  
Ad [www.goldenrule-phc.net/Des-Moines](http://www.goldenrule-phc.net/Des-Moines)

Your 24/7 Trusted Plumbing Experts  
Call (515) 200-2515  
Services: Plumbing Repair, Commercial Services, ...

What Clients Have To ... Commercial Plumbing/...

Why Choose Golden R... \$100 Off Water Heater

**Des Moines Plumbing - Plumbing Repairs and Installations - 247lazer.com**  
Ad [www.247lazer.com/](http://www.247lazer.com/)

All Residential Plumbing Services.  
Call (515) 263-0352

Plumbers - DexKnows.com

Verizon 12:25 PM

**Plumbers - DexKnows.com**  
Ad [www.dexknows.com/](http://www.dexknows.com/)

Find local plumbers. Find local businesses on DexKnows.

**Deremiah Plumbing**  
No reviews · 1.3 mi  
Plumber · 45th St

**Holt Plumbing & Heating, Inc.**  
4.3 ★★★★★ (19) · 3.4 mi  
Furnace Repair Service · Railroad Ave  
Open until 7:00 PM

**Richardson Plumbing Co Inc**  
4.7 ★★★★★ (17)  
Plumber  
Open until 5:00 PM

More places

Golden Rule Plumbing, Heating & Cooling

Verizon 12:25 PM

Open until 5:00 PM

More places

**Golden Rule Plumbing, Heating & Cooling: Des Moines, IA Heating, Air Conditioning ...**  
[www.goldenrulephc.com](http://www.goldenrulephc.com)

Mobile-friendly - Golden Rule Plumbing, Heating & Cooling is the trusted heating, air conditioning and plumbing company of Des Moines ...  
Contact Us - Plumbing Services - Promotions

**10 Best Plumbing Services in Des Moines, IA 2016 - Thumbtack**  
Thumbtack · IA · Des Moines

Mobile-friendly - Feb 29, 2016 - Here is the definitive list of Des Moines's plumbing services as rated by the Des Moines, IA community.

**Holt Plumbing & Heating | Des Moines, IA**  
[holtplumbingandheating.com](http://holtplumbingandheating.com)

Mobile-friendly - Holt Plumbing & Heating provides full HVAC, air conditioning, furnace and plumbing repair, replacement and ...

Des Moines, IA Plumber | Roto-Rooter



Google drake university Chris

[All](#) [Maps](#) [News](#) [Images](#) [Videos](#) [More](#) [Search tools](#)

About 4,740,000 results (0.99 seconds)

**Drake University**  
[www.drake.edu/](http://www.drake.edu/) [Drake University](#) ▾  
 Drake University in Des Moines, Iowa, is one of the Midwest's best private universities, offering experiential learning that prepares leaders and global citizens.

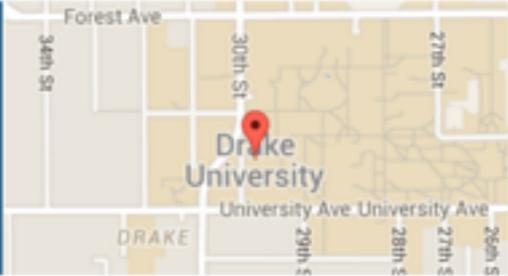
Results from drake.edu

<p><b>Admission</b> Learn in ways that are practical, personal, and powerful. Join a ...</p> <p><b>Academics</b> At Drake, learning is active and interactive—something you do ...</p> <p><b>Human Resources</b> Drake University is not only an exceptional institution of higher ...</p>	<p><b>About Drake</b> Drake University is recognized as one of the finest institutions of ...</p> <p><b>Current Students</b> This page is a one-stop shop for all the links you'll need as a ...</p> <p><b>Faculty &amp; Staff</b> This page is a one-stop shop for all the links you'll need as a faculty ...</p>
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**Drake University - Wikipedia, the free encyclopedia**  
[https://en.wikipedia.org/wiki/Drake\\_University](https://en.wikipedia.org/wiki/Drake_University) ▾ Wikipedia ▾  
 Drake University is a private, co-educational university located in Des Moines, Iowa, United States. The institution offers a number of undergraduate and ...  
[History](#) - [Academics](#) - [Housing](#) - [Student life](#)

**Drake University | Best College | US News**  
[colleges.usnews.rankingsandreviews.com](http://colleges.usnews.rankingsandreviews.com) ▾ Colleges ▾  
 It has a total undergraduate enrollment of 3,364, its setting is urban, and the campus size is 150 acres. Drake University's ranking in the 2016 edition of Best Colleges is Regional Universities (Midwest), 3. ... Drake University, located in Des Moines, Iowa, offers a range of student ...

**Drake University** ★ [Website](#) [Directions](#)

Private university in Des Moines, Iowa

Drake University is a private, co-educational university located in Des Moines, Iowa, United States. The institution offers a number of undergraduate and graduate programs, as well as professional programs in business, law and pharmacy. [Wikipedia](#)

**Address:** 2507 University Ave, Des Moines, IA 50311

**Acceptance rate:** 69.3% (2014)

**Mascot:** Spike

**Enrollment:** 4,991 (2015)

**President:** Earl F. Martin

**Football stadium:** Drake Stadium

[Claim this business](#) - [Suggest an edit](#)

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[Send to your phone](#) [Send](#)

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**Notable alumni** [View 45+ more](#)

Search  
Sitelinks

Google+ Box



top 3 spots are seen 100 percent of time

Google des moines Chris

All Maps News Images Videos More Search tools

About 59,400,000 results (0.51 seconds)

**City of Des Moines - Home**  
<https://www.dmgov.org/> Des Moines  
City office information, police and fire departments, international airport, public library, and economic development.  
[Job Openings](#) - [Search](#) - [Departments and Authorities](#) - [Pay a parking ticket](#)

**Des Moines, Iowa - Wikipedia, the free encyclopedia**  
[https://en.wikipedia.org/wiki/Des\\_Moines,\\_Iowa](https://en.wikipedia.org/wiki/Des_Moines,_Iowa) Wikipedia  
Des Moines is a major center of the U.S. insurance industry and has a sizable financial services and publishing business base. In fact, Des Moines was credited ...  
[Etymology](#) - [Prehistory](#) - [History](#) - [Cityscape](#)

**The Des Moines Register | DesMoinesRegister.com**  
[www.desmoinesregister.com/](http://www.desmoinesregister.com/) The Des Moines Register  
The Des Moines Register is the number one source for Des Moines and Iowa breaking news, jobs, real estate, photos, videos and blogs.  
[Sports](#) - [News](#) - [Opinion](#) - [Log in](#)

**Des Moines**  
City in Iowa

Des Moines /diˈmɔɪn/ is the capital and the most populous city in the U.S. state of Iowa. It is also the county seat of Polk County. A small portion of the city extends into Warren County. [Wikipedia](#)

**Weather:** 69°F (21°C), Wind S at 16 mph (26 km/h), 53% Humidity  
**Hotels:** 3-star averaging \$160. [View hotels](#)  
**Population:** 207,510 (2013)

**Events**

Fall Out Boy Wells Fargo Arena	Mon Mar 14
Los Temerarios	Sun Mar 13
R5 Des Moines Civic Center	Sat Mar 12

**In the news**

 **Des Moines Police Investigating Attempted Bank Robbery**  
[whotv.com](#) - 1 hour ago  
DES MOINES, Iowa — Des Moines police were called to an attempted bank robbery ...

[Is it time to tweak the boys' state basketball tournament?](#)  
[DesMoinesRegister.com](#) - 14 hours ago



# Eyetrack and search...





10x traffic difference for 1st vs. 10th position

The best place to hide  
a dead body,  
is page 2 of Google  
search results.





# How does SEO work?

And how can it work for you?



# Simplified SEO

- Build a quality site with great content
- Find the right keywords – and put them in the right places
- Get other quality sites to link to you



The more useful, relevant and compelling your content, the greater chance someone will link to you (and increase your rank in SERPs).



# Finding the right keywords



Figure out **what words people should search** to find your site.

Remember: The goal is to be helpful to readers, **not to trick them.**

Then: **Research those words.**



# Why research?

- To find words people actually search
- To make sure you're not trying to optimize a word you will never get ranked for
- To find alternative words in case our words are not searched or are too competitive



# Great resource tool is Google Keyword Planner

Search terms	Avg. monthly searches <sup>?</sup>	Competition <sup>?</sup>	Suggested bid <sup>?</sup>	Ad impr. sh	Add to plan
drake university	40,500	Low	\$9.18		»

Show rows: 30 1 - 1 of 1 keywords |< < > >|

Keyword (by relevance)	Avg. monthly searches <sup>?</sup>	Competition <sup>?</sup>	Suggested bid <sup>?</sup>	Ad impr.	Add to plan
drake university online	40	High	\$32.51		»
drake bulldogs	1,000	Low	\$0.50		»
drake university des moines	110	Low	-		»
drake collage	590	Low	-		»
drake university iowa	260	Low	\$6.07		»
drake university campus	140	Low	-		»
drake university des moines iowa	90	Low	-		»
drake university bulldogs	40	Low	-		»
drake university address	260	Low	-		»
drake university merchandise	20	Medium	\$0.13		»



Google

drake university|



- drake university
- drake university **jobs**
- drake university **bookstore**
- drake university **academic calendar**

Press Enter to search.

YAHOO!

 Mail

 News

chris snider|

Search Web

- chris snider **christine paolilla**
- chris snider
- chris snider **murder**
- chris snider **suicide**



## **Where to use those keywords**

In your page Title (at the front).

In your URL.

In your headlines `<h1>` and `<h2>`.

In the first `<p>` of your post.

In your meta data (not as important for SEO).

In links to your site.

**Target one keyword per page.**

title

Air Conditioner Repair Des Moines and Central Iowa

http://www.servicelegends.net/air-conditioner-repair.cfm

URL

Google



**ServiceLegends**  
your home comfort heroes ★★★★★

Fixed Right or It's FREE<sup>®</sup>

**515-COMFORT**

Join Our Team



Email Signup

Home

About Us ▼

Cooling Services ▼

Heating Services ▼

Indoor Air Quality ▼

Our Guarantees

Contact Us ▼

HI

Air Conditioner Repair Service

When your air conditioner is acting unusual or leaking Freon and you're concerned that it may not make it through the summer, rest assured our Home Comfort Heroes are standing by to get your air conditioner repaired and safely cooling your home ASAP. Our highly trained [air conditioner repair technicians](#) will do a thorough evaluation of your air conditioner and give you an exact "to the penny" price to repair your air conditioning system, before moving forward with any repairs. If you choose to make the repair, your air conditioner will come with a [Fixed Right or It's Free Guarantee<sup>®</sup>](#), giving you peace of mind all summer long!

text

For an immediate response, call us at **515-564-2665**, 24 hours a day, 7 days a week, or schedule online below.



**Air Conditioner Repair**

Name \*

Requested Time

Email \*

Requested Date \*

Phone \*



## And also your source code...

```
<meta content="en-us" http-equiv="Content-Language" />

<title>Air Conditioner Repair Des Moines and Central Iowa</title>
  <meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1"/>
  <meta content="air conditioner conditioning central iowa des moines repair replace ac unit hvac" name="keywords" />
<meta content="When your air conditioner is acting unusual or leaking Freon and you're concerned that it may not make it through the summer, rest assured our Home Comfort Heroes are standing by to get your air conditioner repaired and safely cooling your home ASAP." name="description" />
  <meta name="GENERATOR" content="Quanta Plus"/>
```



# What Google shows...

**title** 70 characters

Service Legends: heating and cooling in Iowa, your furnace ...

**URL**

www.servicelegends.net/

We guarantee that you will speak to a knowledgeable team member, rather than an answering service! When you do business with Service Legends, you will ...

Score: 23 / 30 - 84 Google reviews - Write a review

**meta description**

156 characters

6365 NE 14th St Des Moines, IA 50313  
(515) 564-2665

[Employment](#)

HVAC technician jobs in Des Moines. Great company, pay ...

[About Us](#)

Our Vision Statement: To be the nation's leader in providing ...

[Contact Us](#)

Email Us. How can we make you smile? We love hearing from ...

[Our Services](#)

I have found that our clients want options based upon their needs ...

[Team Members](#)

This page is designed to help you get to know our Team Members ...

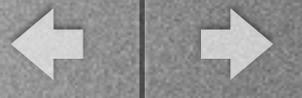
[Cooling Services](#)

Cooling Services. Air conditioner service in Des Moines is one of ...

[More results from servicelegends.net »](#)

**sitelinks**

**Reviews**

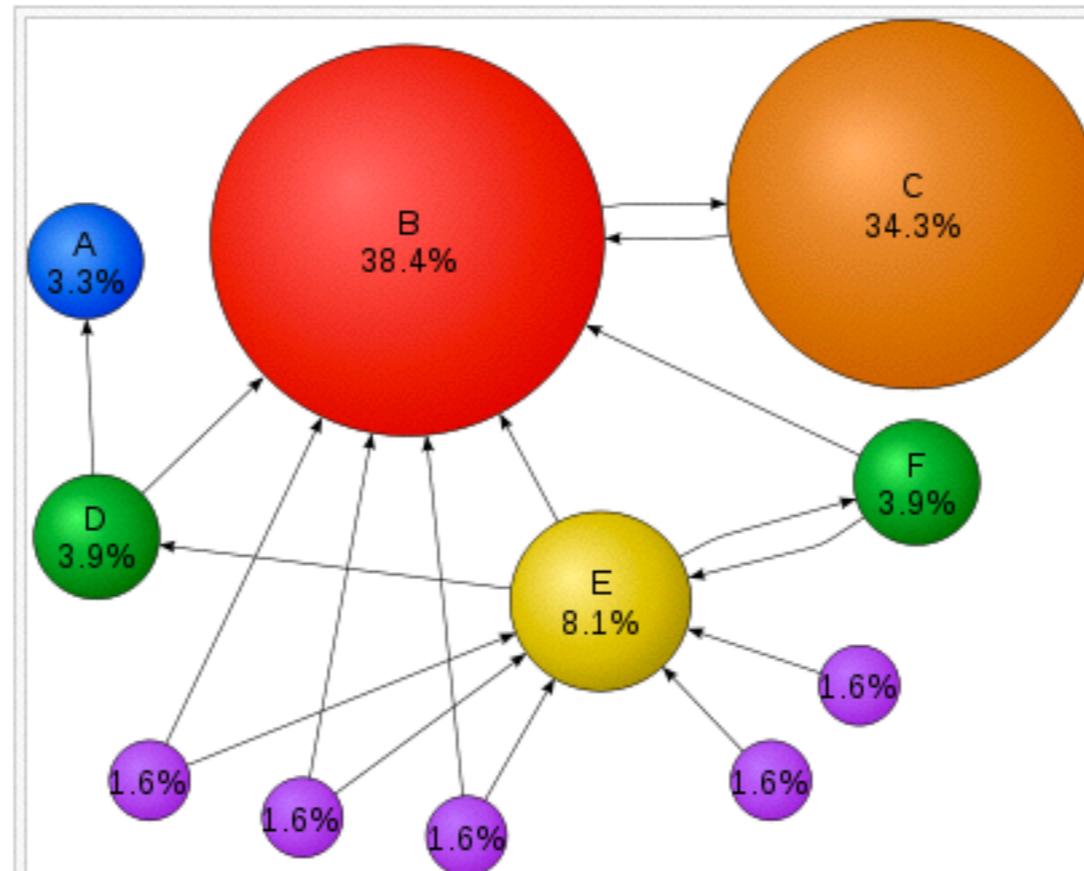


Get links



# Links & Google Page Rank

- PageRank is a link analysis algorithm, named after Larry Page and used by Google, that assigns a numerical weighting to each element of a hyperlinked set of documents, such as the World Wide Web, with the purpose of measuring its relative importance within the set.



Mathematical **PageRanks** (out of 100) for a simple network (PageRanks reported by Google are rescaled logarithmically). Page C has a higher PageRank than Page E, even though it has fewer links to it; *the link* it has is of a much higher value. A web surfer who chooses a random link on every page (but with 15% likelihood jumps to a random page on the whole web) is going to be on Page E for 8.1% of the time. (The 15% likelihood of jumping to an arbitrary page corresponds to a damping factor of 85%.) Without damping, all web surfers would eventually end up on Pages A, B, or C, and all other pages would have PageRank zero. Page A is assumed to link to all pages in the web, because it has no outgoing links.



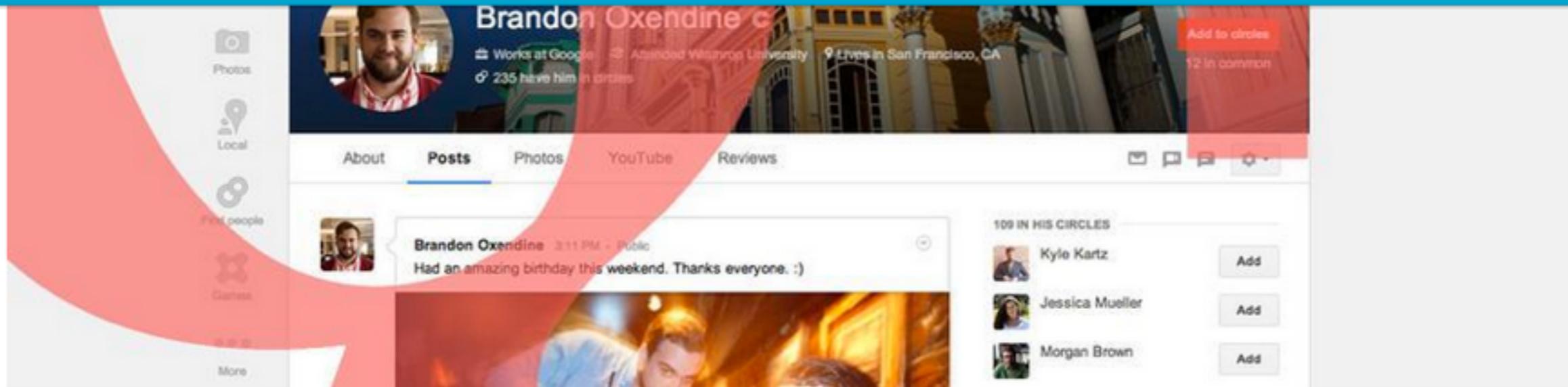
**.edu sites have more link authority.**



# Link to your own site. That has value too.

Mashable

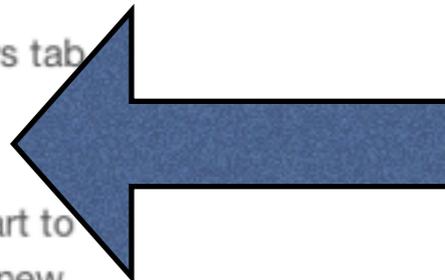
SOCIAL MEDIA ▼ TECH ▼ BUSINESS ▼ ENTERTAINMENT ▼ US & WORLD ▼ LIFESTYLE ▼ WATERCOOLER ▼ VIDEO MORE ▼



**Samantha Murphy** / 4 hours ago

Google+ has rolled out new features for its profile and pages, including a "Local" reviews tab and larger cover photos, one day ahead of [Facebook's big News Feed announcement](#).

The company [announced in a Google+ post](#) on Wednesday that users will gradually start to see some new features added throughout the social network. Among the changes is a new tab for local reviews — a move in line with Google's efforts to expand local search across its platforms.





Try to get other credible sites/blogs to link to you.

Best way to do that is to **have great content.**

Next best way to do that is to **link to them.**

But no tricks. Google wants things to make sense.



Write articles/posts that people will **want to link to.**

Look closely **at your metrics** to see what is popular.



If you only do one thing...

**Create good content.**

The rest will follow.



# Questions?

## Resources:

[seomoz.org/blog](http://seomoz.org/blog)

[seobook.com/blog](http://seobook.com/blog)

[mattcutts.com/blog](http://mattcutts.com/blog)

[googlewebmastercentral.blogspot.com](http://googlewebmastercentral.blogspot.com)

[blog.hubspot.com](http://blog.hubspot.com) (then click on SEO at bottom)

[twitter.com/chrisssnider](https://twitter.com/chrisssnider)