

# RANKING 101: THE FUNDAMENTALS OF A GOOD **SEO** STRATEGY

A presentation by *Sebastian Agosta*

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# RANKING 101: THE FUNDAMENTALS OF A GOOD **SEO** STRATEGY

## INTRODUCTION

Hi! My name is...

# RANKING 101: THE FUNDAMENTALS OF A GOOD **SEO** STRATEGY

## SEBASTIAN AGOSTA

DIGITAL MARKETER, WEB DEVELOPER, WORDPRESS WIZARD

- 10+ years experience in digital marketing and web programming
- Graduate of Computer Programmer Analyst program at St. Clair College
- Past clients : EPICentre, Elegance By Design, Tony Rauti Homes & Thomas Utopia Brand
- Past speaking events: 2015 Windsor-Essex Tech Show, 2014 Douglas Marketing Group



## THE FACTS

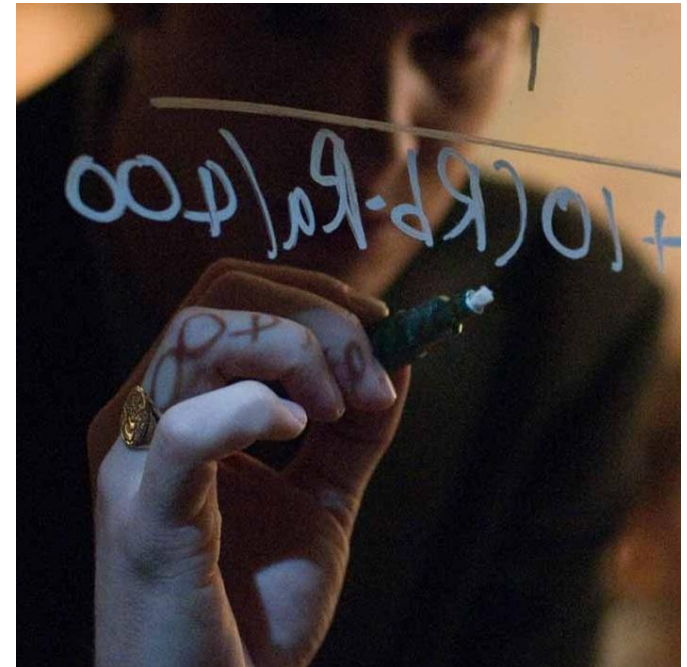
Sebastian is not related to Olympic gold medalist Meghan Agosta – though he has met her on several occasions.

# RANKING 101: THE FUNDAMENTALS OF A GOOD **SEO** STRATEGY

## WHAT IS SEO?

SEARCH ENGINE OPTIMIZATION

- SEO is the process of affecting the visibility of a website in organic search results
- SEO is a marathon, not a sprint
- Search engines are constantly changing their algorithm to adjust which means SEO is constantly changing
- What's the difference between white hat and black hat search engine optimization?



## THE FACTS

Since 2014, Google has announced over 30+ updates to their algorithm. They have odd names like Penguin & Panda... panda, panda.

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## ORGANIC VS. PAID

UNDERSTANDING THE DIFFERENCE BETWEEN THEM

- The first 1-4 results on search engines are reserved for paid advertisements
- Paid advertisements are typically marked by the word “Ad” or shaded a different color
- Organic results (the ones you get with a good SEO plan) appear after the ads
- There are several other types of search results pushing organic results lower



## THE FACTS

In 2016, Google began adding a 4<sup>th</sup> ad spot above organic search results, previously they only had 3.

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## GOOGLE VS. YAHOO/BING

WHO RUNS THE WORLD?! - GOOGLE

- As of January 2017, Google held a 88.8% market-share on searches in North America
- In 2009, Yahoo and Bing partnered to show Bing results in Yahoo searches
- Yahoo/Bing combined search market share in North America in January 2017 was 10.3%
- In the third quarter of 2016, Google made \$16.78 billion in advertising revenue



## THE FACTS

Roughly 58% of all searches in North America are now conducted on mobile devices (smart phones and tablets).