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## **Research Assessment #12 - SEO**

I've been pondering different routes for my Original Work project. The idea that has garnered the most support from the business professionals I've interviewed is building my website's traction. There are many components of marketing that I need to learn.

I find it funny how the thing I'm learning about is exactly what the author of the article I will use is best at; I only found this written piece because the writer understood SEO, and thus their site was the first to pop up when typing "What Is SEO" in Google search. This leads me to the definition of SEO itself; according to the article, it is "the process of improving your site to increase its visibility when people search for products or services related to your business...". Search engines take keywords from published articles and then categorize them based on what they believe the main points and interaction capabilities to be. Then, when someone searches for something specific, whatever company best fits the search will be the first to pop up. As the author states, SEO is harder for marketing experts and data analysts because it's not like PPC or other paid search Ads; you have to put in a lot of hard work.

When thinking about paid search ads, I wondered if a company could spend money on the same result. SEO is very important to success of a company's site or

personal blog. The article says, “Search is often the primary source of digital traffic for brands....” This proves the importance of strengthening SEO, furthermore, how crucial digital marketing is to the success of a brand.

The article ends with links to nine sub-chapters on SEO. After skimming through a few chapters, it seems the first is a brief summary of everything they plan to cover, while the remaining eight chapters delve deeper into the topic. Moreover, it appears that this content funnels into a “Periodic Table of SEO Factors”. They categorized different factors of SEO and placed them on a sorting table to show prioritization.

In the second chapter, there are seven elements to consider (for time reasons, I will only discuss the first element in the article and conclude the second chapter with another assessment. The first element they discuss is Qu or Quality. The premise is before you begin spending hours of time on the SEO for a site, make sure the content is of the utmost quality. If it is not, it most likely will not matter how much SEO you use because Google will not prioritize your content. After that, they briefly mention Google’s Search Quality Evaluator guidelines which state, “Informational content should be accurate, comprehensive, original and professionally presented. Artistic content should be original, unique, and convey a high degree of skill. News content should be in-depth, well-cited, accurate, and contain original reporting.”. I’ve never heard of these rules, but it makes complete sense when I think of the sites I’ve clicked on and what category they fall into. Furthermore, the author discusses that brands who create YMYL or Your Money or Your Life content must be very familiar with this concept and Google’s E-A-T or Expertise and Trustworthiness Signals.

Overall, if there's one thing I've learned from this research, it is that there are an unbelievable amount of acronyms in the marketing industry!

## ***CITATION***

S.E.O, L. (2022, November 11). *What is SEO / search engine optimization?* Search Engine Land. Retrieved November 18, 2022, from <https://searchengineland.com/guide/what-is-seo>

## ***Article***

[\*What is SEO / search engine optimization?\*](https://searchengineland.com/guide/what-is-seo)