



SEO Basics

How to Drive Website Traffic & Increase Sales



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What is SEO?

SEO Myths

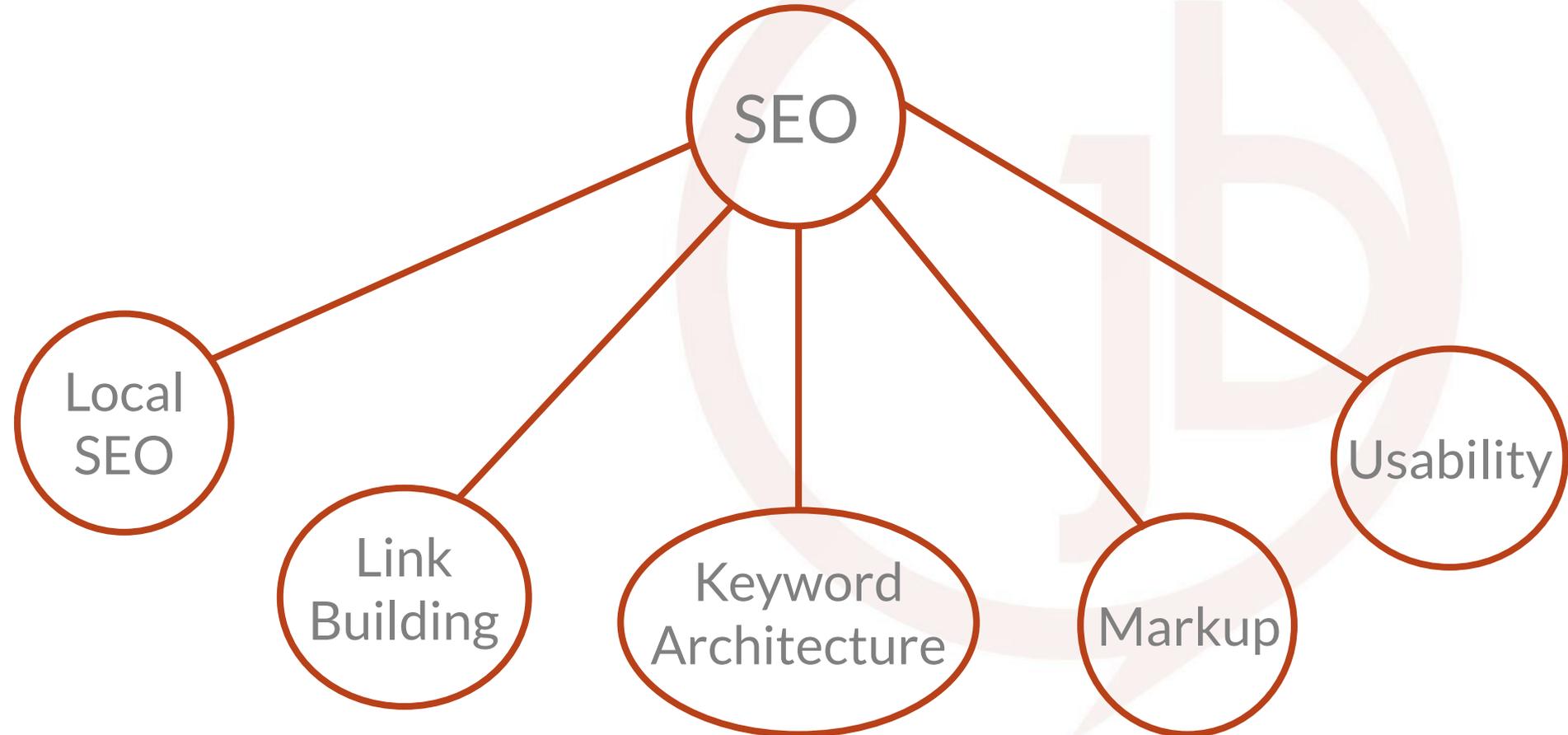
Actual rankings are the most important metric to measure SEO success. **FALSE**

SEO is a service that can be done once. **FALSE**

SEO is a singular service a professional can provide. **FALSE**

You can trick Google and other search engines into ranking you higher with specific shortcuts. **FALSE**

SEO Is a Mindset



Google

91.56%

bing

3.1%

Baidu

1.5%

Yahoo!

1.47%

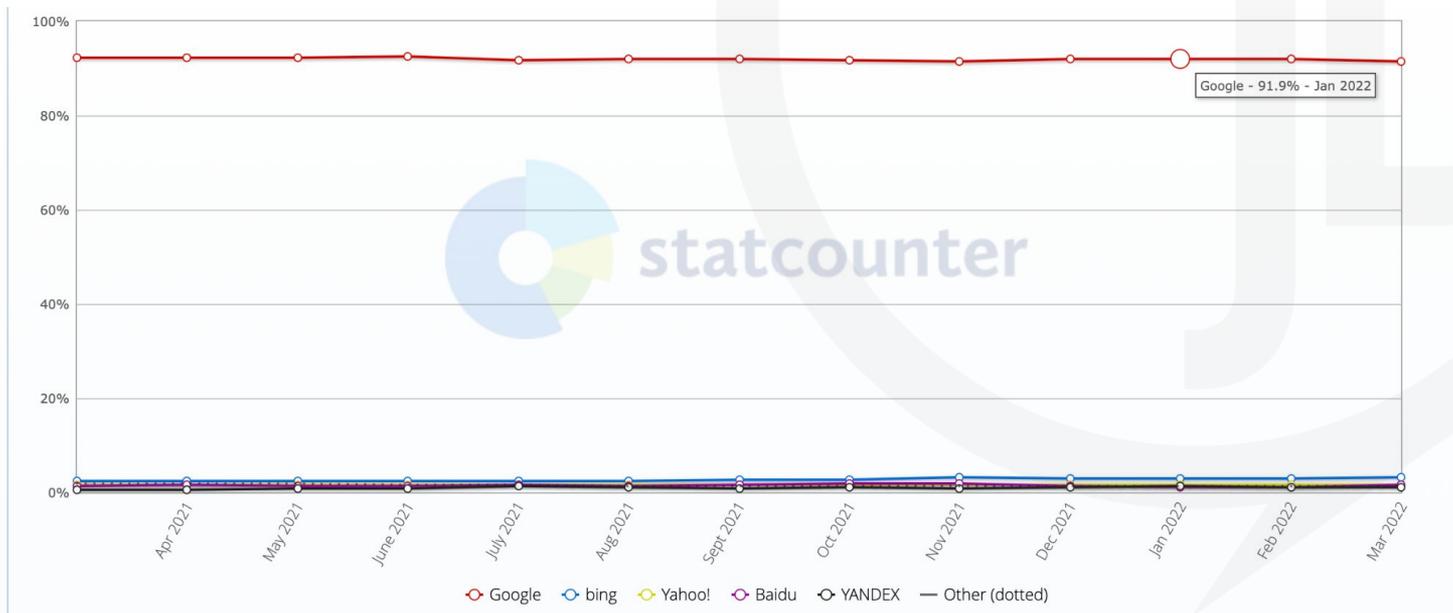
YANDEX

1.07%

DuckDuckGo

0.69%

Search Engine Market Share Worldwide - March 2022





Page Quality Ratings and Factors

- ★ The Purpose of the Page
- ★ Main Content Quality and Amount
- ★ Expertise, Authoritativeness, Trustworthiness (EAT)
- ★ Website Information
- ★ Website Reputation



The Purpose of each Page

The purpose of a page is the reason or reasons the page was created.

Every page on the Internet is created for a purpose, or for multiple purposes.

Most pages are created to be helpful for users, thus having a beneficial purpose. Some pages are created merely to make money, with little or no effort to help users.

PQ rating determines how well a page achieves its purpose.

Websites and pages should be created to help users. Websites and pages that are created with intent to harm users, deceive users, or make money with no attempt to help users, should receive the Lowest PQ rating.

Google's [Search Quality Rating Program Guidelines](#)

Required guidelines for people working as Search Quality Raters - 168 pages



Common Purposes

- ★ To share information about a topic.
- ★ To share personal or social information.
- ★ To share pictures, videos, or other forms of media.
- ★ To express an opinion or point of view.
- ★ To entertain.
- ★ To sell products or services.
- ★ To allow users to post questions for other users to answer.
- ★ To allow users to share files or to download software.



Types of Content

Main Content (MC)
Supplementary Content (SC)
Advertisements/Monetization (Ads)



MC

Main Content is any part of the page that directly helps the page achieve its purpose.

MC is front end content and can be text, images, videos, page features (e.g., calculators, games), or it can be user-generated content such as videos, reviews, articles, etc. that users have added or uploaded.

The MC also includes the title at the top of the page. Descriptive MC titles allow users to make informed decisions and summarize the MC on the page.



- There should be no spelling or grammatical errors.
- Content should be clearly written and comprehensive (an interesting point to note here is that long-form content gets more backlinks when compared to shorter content and this is another reason why long-form content actually helps in rankings)
- The information presented on the site should be factually correct.
- The information should be presented well.
- Content on a shopping website should allow users to find the products easily.
- Any video or other features on the site like a calculator or game should be working properly.



E-A-T

Expertise, authoritativeness, and trustworthiness (E-A-T) must be demonstrated through the:

1. expertise of the creator of the content,
2. authoritativeness of the creator of the content, the content itself, and the website, and
3. trustworthiness of the content creator, the content itself, and the website.

Remember there are high E-A-T pages and websites of all types.



E-A-T Examples

High E-A-T

- **medical advice** should be written or produced by people or organizations with appropriate medical expertise or accreditation.
- **news articles** should be produced with journalistic professionalism—they should contain factually accurate content presented in a way that helps users achieve a better understanding of events.
- **information pages on scientific topics** should be produced by people or organizations with appropriate scientific expertise and represent well-established scientific consensus on issues where such consensus exists.
- **financial advice, legal advice, tax advice, etc.** should come from trustworthy sources and be maintained and updated regularly.



E-A-T Examples

High E-A-T

- **advice pages on topics such as home remodeling** (which can cost thousands of dollars and impact your living situation) **or on parenting issues** (which can impact the future happiness of a family) should also come from “expert” or experienced sources that users can trust.
- **pages on hobbies**, such as photography or learning to play a guitar, also require expertise. Some topics require less formal expertise. Many people write **extremely detailed, helpful reviews of products or restaurants**. Many people share **tips and life experiences on forums, blogs, etc.** These **ordinary people may be considered experts in topics where they have life experience**. If it seems as if the person creating the content has the type and amount of life experience to make him or her an “expert” on the topic, we will value this “everyday expertise” and not penalize the person/webpage/website for not having “formal” education or training in the field.



YMYL (Your Money Your Life)

It's even possible to have everyday expertise in YMYL topics.

For example, there are forums and support pages for people with specific diseases. Sharing personal experience is a form of everyday expertise.

What are YMYL websites?

According to Google, any page including content that can affect someone's health, happiness, safety, or financial stability is a YMYL page.

EXAMPLES: shopping or financial transaction pages, financial information pages, medical information pages, legal information pages, or public/official information pages important for having an informed citizenry, including webpages that provide information about local/state/national government processes, policies, people, laws, disaster response services, government programs, social services, international events, business, politics, science, and technology, and more.



Connect with People's Motivations and Intentions

Types of Search Intent

Informational/Investigative intent

Searches with the intent of looking for information, to answer specific questions, or to know more about a certain topic. This also includes searches with the intent to buy in the future and do research.

Navigational intent

Searches with the intent to get to a specific website.

Transactional intent

Searches with the intent to buy stuff on the internet and browse the web to find the best purchase.

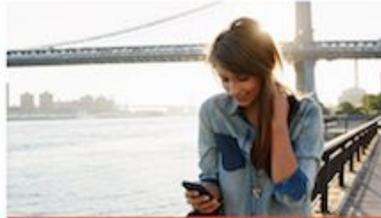
Google's Micro-moments



In many countries, including the U.S., more Google searches take place on mobile devices than on computers.¹



I-want-to-know
moments



I-want-to-go
moments



I-want-to-do
moments



I-want-to-buy
moments



SEO Strategy Development

- Keyword Research
- Content Strategy
- Usability
- Link building
- Tracking & Reporting

Keyword Research



Keyword Research

- ★ Imagine you are the visitor, customer, or client. What do you think they would search for? How would they look for your products and services.
- ★ Think about individual product and service terms, as well as broader product/service groups and categories.
- ★ Variations and synonyms of specific keyword terms leads to more diverse traffic. There are always multiple ways to talk about a service or product.
- ★ Keyword terms can be used in text naturally, as well as to describe and identify video, audio, graphics, and photos.

Current Keyword Rankings

- ★ Use tools like Google Search Console, Moz.com, Ahrefs.com, SEMRush, etc. to see what keyword topics the site already ranks for.
- ★ If there are keyword topics that the website is ranking on page 2, 3, 4, or 5 for, these are prime opportunities.

Go for the low hanging fruit first!

Keyword Research Tools

KEYWORDTOOL.io

<https://keywordtool.io/>

- Use the free tool to research search terms
- To view search volume sign up for 30 days and cancel

ANSWER THE PUBLIC

<http://answerthepublic.com/>

- Use the free tool to research search terms
- Research as many topics as you like

Google Adwords Keyword Planner

<https://www.google.com/adwords/>

- Sign up for Google Adwords
- Complete all relevant information as if you are signing up to advertise
- Set a budget and add in your billing information
- Once your account is set up click the Campaigns tab and then in the left hand column pause the campaign
- Go to Tools and then to Keyword Planner

Moz Keyword Explorer

<https://moz.com/explorer>

- Create a free account and begin researching various topics.
- Download spreadsheets of the terms you want to refer to in the future.
- Learn more about SEO and different strategies from experts.

UberSuggest

<https://neilpatel.com/ubersuggest/>

- This tool offers a free and paid version
- It includes other tools you can use as well.

Keyword Research Tips

- ★ Don't look for the most popular terms, look for more qualified terms that have less monthly search volume and less competition, make these short term goals. Terms between 100 and 10,000 monthly searches are the best for small business.
- ★ Choose terms that speak to different target markets.
- ★ Explore regional terms and see what really has value.
- ★ Save spreadsheets of terms you feel have value.
- ★ Identify your top long and short term goals.
- ★ Think about what terms will “convert”.

Competition Research

Use Moz.com, Ahrefs.com, or SEMRush to research your competitors and download an SEO toolbar on Chrome or Firefox and examine the keywords and backlinks of the competition.

If terms are already dominated by websites that you can not compete with you need to focus more on building authority for “long tail” terms or more specific topics.

Don't waste time or energy on the wrong topics.



On Page SEO



Content Strategy

It's not about how much content you create...it's about the quality and value of the content and whether or not it is getting in front of people who care about the message.

"If content is **king**,
then conversion
is **queen**."

-John Munsell

Existing & New Pages Have Value

Edit, refine, and update existing pages. If pages are already ranking and getting Organic Search traffic don't make too many drastic changes. If pages are currently ranking on page 2, 3, 4, or 5 consider them opportunities for more effective optimization. Make keyword edits, structural changes, and content updates.

Existing pages are low hanging fruit.

Add new content to expand and increase keyword authority. Give each new page a clear purpose and, if applicable, a topical keyword focus. Make sure new pages link to other relevant site content.

Website Architecture Tips

- Have keyword friendly or SEF URLs
- Use keyword terms in Headers/H tags/Headings, as well as subheadings and bolds. H1, H2, and H3 are most valuable
- Use keyword terms in ALT tags for photos
- Use keyword terms in blog titles, subheads, and body text
- Use keywords phrases to link site posts and pages to other posts and pages on the site - this is called internal linking
- Use important keywords on social media profiles, in posts and updates, in e-newsletters, etc. - be consistent - choose your top 5 or 10

Blogging

Blogging has become one of the Internet's most valuable tools. It is a powerful, simple way to communicate your message to potential customers and to provide up to date, fresh, valuable information site visitors are looking for. It is the perfect companion for SEO, social media, and e-newsletter strategies. Blogging every month:

- establishes expertise and authority on different topics
- houses and provides easy to navigate, useful content
- helps create content that can be easily linked to from other places, like SM or newsletters
- provides more “up to date” info on products and services that can be linked to static pages to build internal links

Video Optimization

- Use keyword research to generate video content ideas
- Answer questions, solve problems, entertain people, be valuable, be trustworthy
- Repurpose videos in other places online
- Create a Youtube channel
- Write a keyword rich, clear video title and description
- Caption videos
- Create clickable calls to action in the mid-roll

Website Usability



Usability

Website usability is all about making every website visitor's experience **AWESOME**

Make sure your site is:

easy to use ~ clean and uncluttered ~ built with visible calls to action ~ credible ~ relevant ~ accurate ~ updated regularly ~ consistent ~ valuable ~ human-centered ~ functional ~ visually attractive ~ resonates with your audiences ~ fun ~ reliable

Usability requires a deeper understanding of the people using the Internet including their:

- ★ Needs
- ★ Values
- ★ Abilities
- ★ Limitations
- ★ Expectations

You will also need a deep understanding of your website's goals, and overall business or organizational goals and objectives.

Basic Design Rules

Rule #1: Identify the goals of the site and the purpose of each page.

Rule #2: Know your audiences well so you clearly understand who you are reaching.

Rule #3: All designs should be created to convert people on all devices.

Layout

What is above the fold on each device?

- ★ Hold people's attention and engage them.
- ★ Make their next step clear.
- ★ Confirm people can complete the main call to action.

Are there other calls to action on the page if it is longer?

Are you using headings to make your text easier to scan?

Usability

Website usability is a rich topic. There are many different studies and ways you can make your website easier to use. Website usability goes hand in hand with accessibility. Google prioritizes responsive web designs.

You can test your mobile-friendliness here:

<https://search.google.com/test/mobile-friendly>

You can also test your site speed here:

<https://developers.google.com/speed/pagespeed/insights/>

Colors

- Are they brand consistent?
- How do they make people feel?
- Have you ever asked for customer feedback?

HOW COLORS AFFECT YOU

 <p>Red</p>	<p>Positive: Triggers appetite, stirs up excitement, energizes you, & raises your strength & self-confidence.</p> <p>Negative: Aggression, defiance, strain.</p>	 <p>White</p>	<p>Positive: Peace, purity, cleanliness, simplicity, sophisticated.</p> <p>Negative: Unfriendliness, coldness.</p>
 <p>Blue</p>	<p>Positive: You feel calm, relaxed, cool & serene, aids communication, raises trust & efficiency.</p> <p>Negative: Aloofness, coldness & lack of emotion.</p>	 <p>Orange</p>	<p>Positive: Makes you happy, positive & energetic.</p> <p>Negative: Raises your frustration, deprivation.</p>
 <p>Green</p>	<p>Positive: Makes you feel calm, soothing, peaceful, creates harmony & balance.</p> <p>Negative: Boredom, stagnation.</p>	 <p>Pink</p>	<p>Positive: Romance, passion, sexuality, femininity.</p> <p>Negative: Makes you feel physically weak & causes inhibition.</p>
 <p>Yellow</p>	<p>Positive: Cheery, vibrant, raises your self-esteem & creativity.</p> <p>Negative: Makes you cranky & lose temper.</p>	 <p>Black</p>	<p>Positive: Sophistication, glamour.</p> <p>Negative: Coldness, heaviness, oppression.</p>



<http://oneconf.us/color-affect-mood.asp#>

How color affects marketing.

“90% of all product assessments have to do with color.” - QuickSprout
“Color is 85% of the reason you purchased a specific product.” - Neil Patel

1. Use stimulating colors like red and yellow as accents.
2. The highest converting colors that drive action are bright primary and secondary colors, i.e. red, green, orange, and yellow.
3. No one color is best. Different colors can be applied in different ways. Create a color palette that combines colors.

<https://blog.hubspot.com/marketing/psychology-of-color> | <https://blog.kissmetrics.com/psychology-of-color-and-conversions/>
<https://neilpatel.com/blog/the-psychology-of-color-how-to-use-colors-to-increase-conversion-rate/>

Accessibility Testing Tools

[Wave](#) - evaluate various aspects of your website color schemes, page architecture, links and more.

[WebAIM Contrast Checker](#) - test to see if your color scheme meets accessible contrast ratios.

[AChecker](#) - test your web pages and receive an in depth report about the issues on each page with code suggestions.

Track and Learn

Don't Guess, Test and Know

- [HotJar](#)
- [CrazyEgg](#)
- [LuckyOrange](#)
- [Ptengine](#)
- [ClickTale](#)



Off Page SEO

Earned Natural Links



Link Building

Links from other websites, blogs, online publications, media, etc. that point at your website all help build authority and credibility, and therefore affect rankings

If the links drive traffic and people **1.** visit your site, **2.** stay on your site, and **3.** convert then the links are even more powerful and increase your authority and rankings even more.

Local SEO

1. Local listings can be created on a wide variety of local citation sites. Local listings can be created on a wide variety of sites including sites like Yelp, TripAdvisor, etc. . One of the most important is Google My Business <https://www.google.com/business/>. Others can be found on Moz Local: <http://moz.com/learn/local/citations-by-category>
<http://moz.com/learn/local/citations-by-city>
2. Make sure your business or organization name, phone number, and physical address are consistent and the same on all sites, including your own.
3. Local citations can generate higher mobile results, especially in mobile apps that geo-locate and geo-target results.

Google My Business

 seo asheville

All News Images Maps Videos More Settings Tools

About 668,000 results (0.56 seconds)



Rating Hours

JB Media Group LLC
5.0 ★★★★★ (4) · Internet Marketing Service
915 Haywood Rd #101 · (828) 490-9299
Closed · Opens 9AM Wed

[WEBSITE](#) [DIRECTIONS](#)

Asheville Web Design & SEO Marketing Agency
5.0 ★★★★★ (12) · Website Designer
(828) 333-7213
Closed · Opens 9AM Wed

[WEBSITE](#)

Clickable Digital Website Design & SEO
5.0 ★★★★★ (1) · Website Designer
30 Valle Vista Dr · (828) 712-2127
Closed · Opens 9AM Wed

[WEBSITE](#) [DIRECTIONS](#)

[More places](#)



JB Media Group LLC ★

5.0 ★★★★★ 4 Google reviews
Internet marketing service in Asheville, North Carolina

[Website](#) [Directions](#)

Address: 915 Haywood Rd #101, Asheville, NC 28806
Hours: Closed · Opens 9AM Wed -
Phone: (828) 490-9299

[Suggest an edit](#)

 JB Media Group LLC on Google

Mar 7, 12:00 PM - 1:00 PM
Free Digital Marketing Webinar ...
Join our free monthly webin...
Feb 21, 2018
[Sign up](#)



Know this place? Answer quick questions

Questions & answers
Be the first to ask a question

[Ask a question](#)

Reviews from the web
4.8/5 [Facebook](#) · 12 votes

[Send to your phone](#)

[Send](#)

Reviews

[Write a review](#)

[Add a photo](#)

-  "JB Media is a great partner for our company."
-  "The staff were amazingly knowledgeable and friendly."

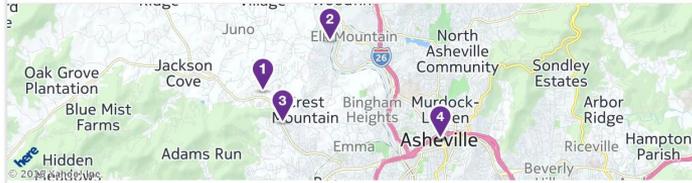
[View all Google reviews](#)

People also search for

[View 15+ more](#)

Yahoo and Bing Local 5 Packs

Plumbers near Asheville, NC



- 1 All Pro Plumbing** ✓
Water Heater Service - **Closed** - ★★★★★ 2 on Yelp
566 Old County Home Rd, Asheville, NC · (828) 348-8250
- 2 A Rooter King** ✓
Plumbing - **Closed** - ★★★★★ 2 on Yelp
34 Parton Dr, Asheville, NC · (828) 645-7322
- 3 All Pro Plumbing**
Plumbing - ★★★★★ 2 on Yahoo
353 New Leicester Hwy, #E, Asheville, NC · (828) 259-7773
- 4 Affordable Plumbing**
Plumbing
Asheville, NC · (828) 778-5342
- 5 Benjamin Franklin Plumbing**
Plumbing
Asheville, NC · (828) 254-3500

[See all 384 results](#) [Add or update your business](#)

Local results for car dealerships near Asheville, North Carol...

Bing Local



- 1 Hunter Volvo of Asheville**
★★★★★ 6 Yelp reviews
252 Patton Ave, Asheville · (828) 210-7700
[Website](#) [Directions](#)
- 2 Harry's Buick GMC Cadillac**
★★★★★ 7 Yelp reviews
819 Patton Ave, Asheville · (828) 252-3821
[Website](#) [Directions](#)
- 3 Roberts Auto Sales**
946 Patton Ave, Asheville · (828) 254-7488
[Website](#) [Directions](#)
- 4 West Ridge Auto Sales**
1098 Patton Ave, Asheville · (828) 259-9460
[Website](#) [Directions](#)
- 5 Asheville Ford Lincoln**
★★★★★ 7 Yelp reviews
611 Brevard Rd, Asheville · (828) 483-4011
[Website](#) [Directions](#)

[See all business listings](#)

Google My Business

Complete and verify
your Google My Business listing.

Google My Business

SIGN IN

START NOW

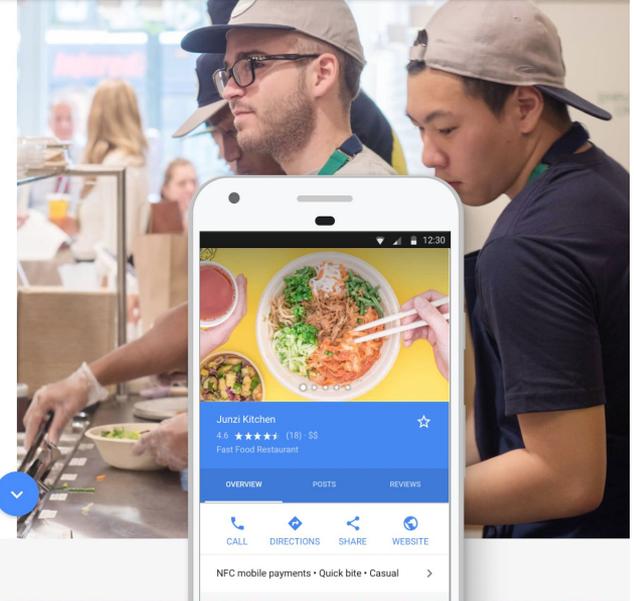
Home How it Works Resources

Show you're open for business.

Your listing appears right when people are searching for your business or businesses like yours on Google Search and Maps. Google My Business makes it easy to create and update your listing—so you can stand out, and bring customers in.

START NOW

Call to get started: **1-844-491-9665***



Local SEO Tools - Moz Local

Check your listing and get a free report.



Can your customers find you online?

Check your listings on Google, Bing, and other local search engines.

<https://moz.com/local/search>

Local SEO Tools - Moz Local

Tools included in paid packages include:

- Audit local citations and NAP
- Reviews tracking and alerts
- Build local citations

Local SEO Tools - BrightLocal

Use the free manual citation builder: <https://www.brightlocal.com/packages/>

BrightLocal

Features

Citation Building

Pricing

Live Demo

About Us

Log in

TRY IT NOW

Try BrightLocal tools
FREE for 14 days

TRY IT FREE
NO CARD NEEDED

Citation Building
service only

FREE ACCOUNT
GET STARTED NOW

Local SEO Tools - BrightLocal

Tools included in paid packages include:

- Track organic, local and mobile rankings
- Audit citations and NAP
- Monitor online reviews and get alerts
- Produce SEO audits and sales reports
- Clean-up and build local citations
- Google My Business audits
- Google Analytics and Social integration
- White label reporting

Online PR

Public Relations can be an extremely powerful way to build links.

- Every newspaper, magazine, journal, blog, and any other online publication with a large, engaged following can help build your site's authority when they link to you.
- Guest blogging, influencer reviews, media pitches, link exchanges, etc can potentially increase authority.

ALWAYS ASK FOR THE LINK!

E-newsletters

- Newsletters are a great way to engage and connect with your existing network.
- It is also a great way to create links back to your site surrounded by keyword content that clearly expresses the message and themes of your content.
- Getting links from partner newsletters can create exposure, website traffic, and even conversions.

Social Media

Social media links do not directly affect search engine rankings, but when they drive engagement like click-throughs they can help the search engines understand that you have a following.

Also when your Facebook, Twitter, Pinterest, Instagram, or other social media account is very active and people are commenting, liking, hearting, sharing, crying, getting mad, saving, retweeting, etc. search engines see this activity.

Partnership and Influencer Marketing

Partners and Influencers must:

1. Share engaged, active target audiences
2. Have and be building an email list
3. Have a usable, active website and/or blog focused on conversion

CHOOSE YOUR PARTNERS CAREFULLY!

Video Optimization

When you post videos on Youtube or Vimeo channels make sure you:

1. Include any relevant natural keyword terms in the title and/or description.
2. Embed the video on your website or blog and link to it from the video description on your channel.
3. If you can add links to other relevant pages of your website, but only if they are truly relevant. (no more than 3 links in the video description)

Tracking & Reporting



Tracking & Reporting

Google Analytics - what people do when they are on your site

GA is free and easy to use. The code they provide must be copied and pasted from Google and added to every page of the site.

Google Search Console - what Google sees and understands about your site

Search Console is free and it consists of one code that must be placed on your server and verified. It can be verified with your analytics code.

Bing Webmaster Tools

- ★ Average rankings on Google
- ★ Keyword terms
- ★ Security issues and crawl and indexing errors

Learn more about [Bing Webmaster Tools](#).

SEO Success is more than Rankings

- ★ Organic Search Traffic
- ★ Content Performance
- ★ Conversions
- ★ Rankings
- ★ Referral Traffic
- ★ Average Session Duration
- ★ Average Pageviews

Google Analytics Tracking Tips

- Set SEO goals and attach data to them so you can see what you achieve.
- In the Audience Overview review the number of Users, Sessions, and Page Views
- Under Acquisition review Channels > Organic Search Traffic, Referrals, and SEO (the SEO section must be connected to Search Console)
- Set up goals to see if your site performance improves over time and if people are completing certain actions like landing on a specific page, clicking a download, or completing an online form

Website statistics should be reviewed every 3 months.
If something is not working make adjustments accordingly.

Google Search Console Tips

- Submit a XML sitemap.
- Review your keyword Queries, average rankings, number of clicks, and click-through rates.
- Look for any major errors and problems with indexing.
- Don't change your .com/domain name unless you HAVE to.
- Review Meta Data issues.
- Diagnose major site issues like hacking, malware, Google penalties, etc and communicate with them when issues have been fixed.

Resources

Free Learning

- [Free Monthly Webinar](#): Our next Digital Drop-in is Thurs. May 5, 2022
- [Free Digital Marketing Toolkit](#)

Online Learning

- [Content Strategy Roadmap](#) On demand online course that can be done in your own time. Learn SEO, Instagram and Facebook marketing/advertising, Google Ads, and partnership marketing. 2 options: DIY \$69/month or +coaching \$99/month

Use code **NorthAlabama** to get \$50 off

November 14-15, 2022
Asheville, NC

A photograph of the Renaissance Hotel in Asheville, NC, taken during a golden hour sunset. The hotel is a large, modern building with a grid of windows. In the background, other city buildings and mountains are visible under a hazy, orange sky. The bottom of the image features a dark blue banner with a green mountain range silhouette.

DIY TOURiSM
AND LOCAL MARKETING WORKSHOP

DIY Tourism Marketing Workshop





Bonus Slides

Canonical URLs

Canonical Pages:

A canonical page is the preferred version of a set of pages with highly similar content. If you have a single page accessible by multiple URLs, or different pages with similar content (for example, a page with both a mobile and a desktop version), Google sees these as duplicate versions of the same page.

Google will choose one URL as the *canonical* version and crawl that, and all other URLs will be considered *duplicate* URLs and crawled less often. If you don't explicitly tell Google which URL is canonical, Google will make the choice for you.

[Google Support](#)

Schema

Schema Markup:

Schema.org (often called Schema) is a semantic vocabulary of tags (or microdata) that you can add to your HTML to improve the way search engines read and represent your page in SERPs.

***Use the Google Search Console to test your structured data.

Markup

[Schema.org](https://schema.org)

Or you can jump directly to a commonly used type:

- Creative works: [CreativeWork](#), [Book](#), [Movie](#), [MusicRecording](#), [Recipe](#), [TVSeries](#) ...
- Embedded non-text objects: [AudioObject](#), [ImageObject](#), [VideoObject](#)
- [Event](#)
- [Health and medical types](#): notes on the health and medical types under [MedicalEntity](#).
- [Organization](#)
- [Person](#)
- [Place](#), [LocalBusiness](#), [Restaurant](#) ...
- [Product](#), [Offer](#), [AggregateOffer](#)
- [Review](#), [AggregateRating](#)
- [Action](#)

SEO Resources

[Moz.com](#)

[Ahrefs.com](#)

[SearchEngineLand.com](#)

[SearchEngineJournal.com](#)

[SERoundtable.com](#)

[ContentMarketingInstitute.com](#)

[SEMrush.com](#)

Design & Usability Resources

[ScienceofPeople.com](https://www.scienceofpeople.com)

[NNGroup.com](https://www.nngroup.com)

[Usability.gov](https://www.usability.gov)

[SmashingMagazine.com](https://www.smashingmagazine.com)

[UXMag.com](https://www.uxmag.com)

[ThinkwithGoogle.com](https://www.thinkwithgoogle.com)

[Google Trends](https://www.google.com/trends)

NEVER STOP LEARNING



Thank you!

Sarah Benoit
Lead Instructor & Co-founder of JB Media
Institute-President of Creative Original, Inc.
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