**SERPS 101/Findability Overview**

Overview:



* SERPs stands for **S**earch **E**ngine **R**esults **P**age
* Understanding and scrutinizing this page is a key foundational element for SEO
* Here are the primary things you need to understand:
  + Skip past the paid ads
  + The difference between being logged in and out, and searching incognito

Your Homework:

## Assess Competitors

* **Log out – OR search incognito**
* **Type in a handful of keywords:** ideally, general keywords that represent your industry, a keyword you’ve targeted in a blog post, and a keyword that indicates someone would be looking for your products, services or solutions.
* **Analyze the SERPs after typing in a keyword:** It’s very important to understand keyword competitors.
  + **Look at the mix of sites that are ranking: Who is currently ranking for the keywords you want?**
    - Note – are they a TRUE competitor? A media site? A directory? Wikipedia? A social channel? Industry sites? An industry association?
    - Know who you can and can’t out-seat. The importance of practical keywords and longtail keywords.
  + **Look at the URL of the page that the keyword is going to**
    - Not always the homepage – sometimes it is an internal page
  + **Start noticing title tags/meta descriptions**
    - Is there a keyword being used? It the usage spammy or natural
    - Every page gets its own unique keyword, title tag, and meta description
    - What will appeal to your prospect? Language, CTA, etc.
    - Is it too lengthy and truncate?
    - Brand name?
* **Assess your results:**
  + Is your site coming up? (hint: do a CTRL+F to quickly sort through the results)
  + What does the title tag/meta description combo LOOK like?
  + Put yourself in your prospect’s shoes – would YOU click on your result if you were them? Or a competing result?
  + We will be strategically improving these throughout your program for your most important core pages, and also blog posts and other content.

# Search Engines Outside of Google

Read this excerpt [from a recent blog post:](http://jennymunn.com/future-of-seo-2016/)

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### *Case Study of How Searchers Search Today*

*In my research for the “Future of SEO” panel, I stumbled across*[*this article that detailed how the author’s girlfriend came to purchase all of the furniture for their new loft in downtown Miami*](https://moz.com/blog/why-i-stopped-selling-seo-services-and-you-should-too)*(forget the sensationalized and misleading heading for a moment). He documented her search process:*

1. *First she went to Pinterest to find inspiration using keywords like “loft decorations” and then narrowed down to specific pieces of furniture.*
2. *Next came Amazon, where she searched with keywords based on the rustic furniture she liked on Pinterest. She wasn’t overly thrilled at the results.*
3. *Then she moved on to Ebay where she could find cheaper, secondhand furniture there. Still didn’t like what she found.*
4. *Finally she landed on Etsy, where she purchased all furniture (subsequently breaking the author’s bank account).*

*What’s incredible about this, is that she completely bypassed Google. Google was an extra step she didn’t want to spend time on. Think about it: is Google now an extra step in the process for your prospects and customers?*

*I read this somewhere (apologies I can’t cite the source) that really struck a nerve: SEO hasn’t changed. Your customer has changed.  Their buying patterns, internet surfing habits, favorite places to hang out and read, are evolving.*

### Now, think about how you search….

*Did you know that mobile phone users*[*spend 90% of their time within apps*](http://flurrymobile.tumblr.com/post/127638842745/seven-years-into-the-mobile-revolution-content-is)*? I know that when I want a recipe, I go straight to Pinterest. When I’m looking for the nearest Starbucks, I go straight to my Starbucks app. My 20-minute Jillian Michaels workout? Straight to my YouTube app. How about you?*

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## If You Can’t Beat ‘Em…

* **What other websites do you keep seeing?** YouTube? Quora? LinkedIn Pulse? Amazon?
* Where else should you have a presence?
* Where else do you need to distribute your content to and optimize it – away from your site – to make your content findable?
* Google is NOT the only search engine – what other “search engines” might your prospects turn to besides Google? Do a search for your same keywords on Twitter, Amazon, and YouTube.

# In Sum:

* Ranking is only half the battle. Getting people to **CLICK** on your result is the key!
* You have to know **WHO** you are competing with and how realistic/practical your chance of outseating them is. This is why we’ll go after a mix of competitive and less competitive words for your site.
* Other sites can be search engines – a big change with SEO
* Purposeful marketing is what we’re about to embark on. *Every* step along the way is critical.

What Ideas Do You Have?

Jot down a few takeaways and ideas and share with Jenny. Your feedback and brainstorming is an important part of this next step. What resonates and what doesn’t?