

# **SEARCH ENGINE OPTIMIZATION**

**Recommendations from D Custom, April 2017**

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# HOW DO SEARCH ENGINES WORK?

Search engines like Google map the web through the use of crawlers, which are essentially automated scripts that “learn” websites (and how they connect) by reading internal and external links.

Crawlers return their findings to a search engine’s central database; that data, combined with the maps that properties voluntarily submit to search engines, decides how a searcher’s query is answered.

**Crawlers**      **The Web**      **Servers**      **Your Result**



I'd Do Anything for Love (But I Won't Do That) - Wikipedia  
[https://en.wikipedia.org/w/index.php?title=I%27d\\_DoAnything\\_for\\_Love\\_\(But\\_I\\_Won%27t\\_Do\\_That\)&oldid=64311111](https://en.wikipedia.org/w/index.php?title=I%27d_DoAnything_for_Love_(But_I_Won%27t_Do_That)&oldid=64311111)  
I'd Do Anything for Love is a song written by Jim Steinman, and recorded by Meat Loaf with ... Each verse mentions two things that the man would do for love, followed by one thing that he will not do. The title phrase repetition reassures that he ...  
Music and lyrics - Recording - Music video - Use in media

Meat Loaf Explains His Most Misunderstood Lyric  
[ultimateclassicrock.com/meat-loaf-i-would-do-anything-for-love/](http://ultimateclassicrock.com/meat-loaf-i-would-do-anything-for-love/) ▾  
Feb 14, 2014 - The singer explains what that thing he won't do is. ... 1993 comeback hit 'I'd Do Anything for Love (But I Won't Do That); released as the leadoff ...

Meat Loaf - I'd Do Anything For Love Lyrics | MetroLyrics  
[www.metrolyrics.com/id-do-anything-for-love-lyrics-meat-loaf.html](http://www.metrolyrics.com/id-do-anything-for-love-lyrics-meat-loaf.html) ▾  
And I would do anything for love. I'd run right into hell and back. I would do anything for love. I'd never lie to you and that's a fact. But I'll never forget the way you ...

Meat Loaf - I'd do anything for love - Dailymotion-Video  
[www.dailymotion.com/x337wb/meat-loaf-i-d-do-anything-for-love](http://www.dailymotion.com/x337wb/meat-loaf-i-d-do-anything-for-love) ▾  
Sep 29, 2007 - Sieht da das Video "Meat Loaf - I'd do anything for love" an, das Kai (ringomen) auf Dailymotion ...

MEAT LOAF LYRICS - I'd Do Anything For Love (But I Won't Do That)  
[www.azlyrics.com/lyrics/meatloaf/idoanythingforlovebutwontdothat.html](http://www.azlyrics.com/lyrics/meatloaf/idoanythingforlovebutwontdothat.html) ▾  
And I would do anything for love. I'd run right into hell and back. I would do anything for love. I'll never lie to you and that's a fact. But I'll never forget the way you ...

# HOW DO CRAWLERS WORK?

Crawlers map the web like water through a pipe — through **internal links** (when you link to another page on your site), they find and map every page on your site, blazing a trail through every junction until each publically accessible corner has been explored.

Simultaneously, crawlers find and explore all of your **external links** (when you link to a page on another site), using those junctions to both explore new sites and to further define and validate yours. The more external links a crawler finds on your site (within reason), the more a crawler can associate your property with the internet's massive and constantly expanding sprawl of websites and data.

The screenshot shows a news article from the website of D Magazine. The header features a large red 'D' logo and navigation links for 'ICONIC DISHES', 'BEST NEIGHBORHOOD JOINTS', 'NEWCOMER'S GUIDE', and 'MAGAZINES'. Below the header, there are social media sharing icons for Facebook, Twitter, Pinterest, and LinkedIn. The main content area contains two columns of text. The left column is titled 'Keyword in h1/header tag' and the right column is titled 'Keyword in h2/subhead tag'. The text discusses the opening of two new restaurants by chefs Nick Badovinus and Julian Barsotti, mentioning their previous culinary ventures and the unique concept of the new establishment.

**Keyword in h1/header tag**

**Keyword in h2/subhead tag**

Two Dallas powerhouse chefs are teaming up to open two restaurants in Highland Park Village. Nick Badovinus ([Neighborhood Services](#), [Montlake Cut](#), [Off-Site Kitchen](#), [Town Hearth](#)) and Julian Barsotti ([Nonna](#), [Carbone's](#), [Sprezza](#)) will take over the two-story spot that was once Village Kitchen, Toko V, and Village Marquee. Construction will begin late this summer.

Badovinus will debut Perfect Union Pizza Company on the street level. "It will be a simple American-inspired collision of raw bar, rotisserie chicken, and pizzeria," Badovinus says. "These are three of my favorite things. It summarizes my way of eating which is fun and lighthearted. It's all about communal sharing." According to Badovinus, the restaurant will be downscale and approachable with grab-and-go and delivery options. "I'm working on a pizza style that travels well," Badovinus says. Fans of the pizza he developed at Fireside Pies will have to adapt to a New York-style over the classic Neapolitan.

# WHAT DOES THIS HAVE TO DO WITH SEO?

While SEO is a nebulous term that encompasses a variety of disciplines, the most common and practical application is the art of optimizing both your content and your website build for crawlers. The easier it is for a crawler to both **find** and **understand** your site, the more likely it is to serve your content as a result to a searcher's query.

It's a bit easier to divide SEO into two broad categories: **technical** and **content**. Both disciplines are extremely important, but in most organizations, they are put into practice by different departments.

## Technical SEO

- Site build optimization
- URL structure
- Content taxonomy
- Sitemap submission
- Redirects (301, canonical, etc.)
- Redundant page/site cleanup

## Content SEO

- Overall content strategy
- Strategic keyword use
- Internal and external link use
- Header and subheader writing
- LSI/alt keyword selection
- Multimedia use and strategy

# WAIT: HOW IMPORTANT IS SEO?

SEO has always been important, but now that the vast majority of online sessions begins with a search engine query — and a dwindling minority involve a “direct” interaction — a site’s **search engine results page (SERP)** ranking can be a make-or-break proposition. The numbers prove it. Ranking matters.

**53% click Nos. 1-3.**

..... 30% of searchers click here. .....



About 5,220,000 results (0.82 seconds)

Create engaging and beautiful slides in only 1 hour - nandeshwar.info › Blog › leadership - In this post, you will learn how to create beautiful slides in less than an hour December 20, 2014 ... templates" as you can create the best looking presentation application for free.

**17% click Nos. 4-6.**

..... 14% of searchers click here. .....

The One PowerPoint Rule You Should Never Follow www.mrmmediatraining.com/2011/.../the-one-powerpoint-rule-you-should-never-follow/ Aug 18, 2011 - Here are five reasons the "One Slide Per Minute" PowerPoint presentation – when in fact, they've only managed to produce a clutter. Look at 60 Slides An Hour: If I wanted to be put to ... If you only get 10/10 than 10/15/20/... slides.

..... 9% of searchers click here. .....

How to create a great presentation in under four hours www.presentationteam.com/presentation.../create-a-great-presentation/ For example, I present at a moderate pace of 1 to 2 slides per minute, so would have 20 to 40 slides. Time-wise, that calculates to an ...

..... 7% of searchers click here. .....

10 20 30 Rule for PowerPoint: Useful or Useless? - Six Minutes www.sixminutes.dlugan.com/10-20-30-rule-guy-kawasaki-powerpoint/ Jun 10, 2010 - Most people probably have 20, or 30, or 100 slides for a presentation. This number down to 10 forces you to evaluate the ...

..... 6% of searchers click here. .....

How to Create a Great Presentation in Just 15 Minutes www.dannmartell.com/15minpresentation/ Oct 29, 2014 - Speakers can earn between \$5000 and \$10000 for a 20 minute presentation. My approach to creating slides ... One of my favorite opening an HR startup at a pitch competition:

..... 4% of searchers click here. .....

The 20 Minute Rule (for Presentations) | The Better www.blogs.library.ucsf.edu/.../2012/07/30/the-20-minute-rule-for-presentations/ Jul 30, 2012 - Is there a correlation between the number of slides in a presentation and the time it takes to deliver them? ... Each slide should contain one, and only one concept. ... I will get about 30 million results.

..... 4% of searchers click here. .....

How long does it take you to make a good 10 slide presentation? www.business.com/.../how-long-does-it-take-you-to-make-a-good-10-slide-presentation/ Feb 5, 2014 - Chris, a "good" 10 slide presentation should not take a lot of time. Remember 70% of the first words, 20% of the ... I can fiddle with that for hours. ... When I make slides for myself, I average about 10-15 minutes minutes of talking.

..... 3% of searchers click here. .....

Doing a 15 Minute Presentation in 10 Easy Steps | Five Minutes www.otherlibrarian.wordpress.com/.../doing-a-15-minute-presentation-in-10-easy-steps/ Apr 9, 2009 - Here is one step-by-step process you can use to create a 15 minute presentation using your favorite presentation software.

..... 3% of searchers click here. .....

The Public Speaker : How to Time a Presentation :: Business www.quickanddirtytips.com/business-career/public-speaking/how-to-time-a-presentation Jun 5, 2009 - In general, you should be able to talk for at least 30 seconds without losing the audience's attention. At least 30 seconds of content then you might consider ...

..... 16% of searchers click to page two. .....

Guy Kawasaki - The Only 10 Slides You Need in Your Pitch www.guykawasaki.com/the-only-10-slides-you-need-in-your-pitch Mar 5, 2013 - A pitch and presentation should have ten slides, last no more than 20/30 Rule of PowerPoint. ... Sure, you have an hour time slot, but Guy Kawasaki's pitch deck is very small but very helpful for startup, how to pitch,

# HOW DO I PUT SEO IN PLACE?

While **technical SEO** is extremely important to a site's SERP ranking, a significant amount of that effort occurs as the site is built. Regular technical updates to a site are both crucial and impactful, but as search engines lean more heavily toward content comprehension algorithms, **content SEO** has become a must-have for general site health and visibility. Most importantly, any editor can put best practices in place.

## Overall content strategy

You should pattern your site's content strategy around the content and keywords you want to rank for. Do your research.

## Strategic keyword use

Make a master list of keywords you want to rank highly for. Choose between 75-150 to start, and include those in the content you produce.

## Internal and external link use

Pick reputable and reliable sites to link to from your content and be proactive to find partners at those sites who are willing to do the same for you.

## Header and subheader writing

Crawlers weigh numerous factors when mapping your site, but they put high importance on heads and subs when determining content relevance.

## LSI/alt keyword selection

Search engines have evolved past just primary keyword matching. Pairing your targeted keywords with related terms shows crawlers that you're legit.

## Multimedia use and strategy

High-quality video and audio helps show crawlers that you have a certain amount of sophistication. Include them when possible in your content.

# WHAT ARE CRAWLERS LOOKING FOR?

As part of mapping your site, crawlers are also determining both how reputable your site is and how your content relates to potential searcher querys. Here's what a crawler thinks is most important:

**Keyword in h1/header tag** .....

**Keyword in h2/subhead tag** .....

**Links to safe, related content** .....

**Keyword in first 100 words** .....

**LSI/alt keywords** .....

**Longer post (650-800 words)** .....

The screenshot shows a news article from 'Dallas' magazine. The page includes a navigation bar with links like 'ICONIC DISHES', 'BEST NEIGHBORHOOD JOINTS', 'NEWCOMER'S GUIDE', 'MAGAZINES', 'SUBSCRIBE', 'Leave Us Feedback', and a search bar. Below the navigation is a menu with 'NEWS', 'FOOD', 'ENTERTAINMENT', 'HOME', 'HEALTH', 'BUSINESS', 'WEDDINGS', and 'NEIGHBORHOOD GUIDES'. A large red dotted line highlights the **h1 header 'Report: GOP Fundraiser Plans to Spend On Vulnerable Pete Sessions'**. Another red dotted line highlights the **h2 subhead 'The National Republican Congressional Committee brought in more than \$35 million—and Sessions' seat is one that it's looking at spending money on.'**. A third red dotted line highlights the **link to a related article about Steve Stivers**. A fourth red dotted line highlights the **first 100 words of the article**, which mention the NRCC's fundraising efforts and Stivers' role. A fifth red dotted line highlights the **LSI keyword 'Trump'** in the text. A sixth red dotted line highlights the **longer post body** containing 650-800 words. A sidebar on the right is titled 'MOST POPULAR' and lists five articles with their titles and authors.

**MOST POPULAR**

1. [Here is a Map of All the Emergency Sirens You Heard Last Night](#)  
BY MATT GOODMAN
2. [Things To Do In Dallas This Weekend: April 6-9](#)  
BY ALEX MACON
3. [Nick Badovinus and Julian Barsotti to Open Adjoined Spots in Highland Park Village](#)  
BY NANCY NICHOLS
4. [Teichi Sakurai's Ramen Shop Ten Is Coming to a Plano Dog Park](#)  
BY CATHERINE DOWNES
5. [Hari Mari's Baseball-Glove Flip Flops are the Man Shoes of Spring](#)  
BY S. HOLLAND MURPHY

**1/2 PRICE WINE**  
TUESDAY NIGHTS  
\*VALID ON BOTTLES UP TO FIVE HUNDRED

# WHAT ELSE ARE CRAWLERS LOOKING FOR?

Crawlers also evaluate content based on what will show up in SERP, not just what appears in the post.

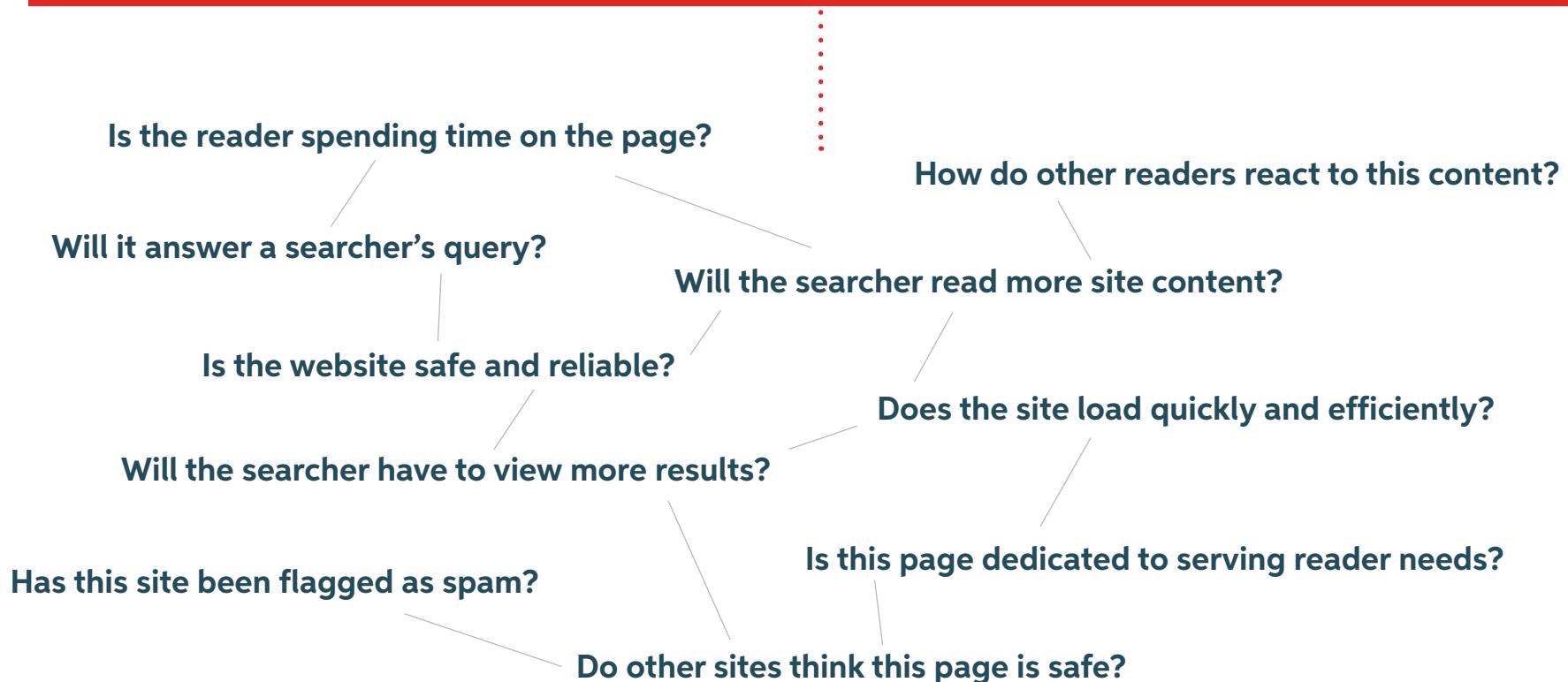
Google search results for "vulnerable pete sessions":

- Total relevant content**:
  - Is Dallas Rep. Pete Sessions vulnerable after Clinton won his district ...  
www.dallasnews.com › News › Local Politics ▾  
Dec 12, 2016 - **Pete Sessions** saw his once-firmly red district turn blue as voters cast a majority of ballots for Democrat Hillary Clinton. Sessions cruised to ...
  - Democrats prep to target Dallas Rep. Pete Sessions in 2018 | Local ...  
www.dallasnews.com › News › Local Politics ▾  
Feb 2, 2017 - **Pete Sessions** and Houston Rep. ... that the Dallas Republican, who has been in Congress for 20 years, may be newly **vulnerable** in 2018.
  - Texas' Pete Sessions is on Republicans' list of incumbents who need ...  
https://www.dallasnews.com › News › Local Politics ▾  
4 days ago - Republicans view **Pete Sessions** as **vulnerable** of losing his seat next year and plan to spend critical campaign resources to protect him.
- Keyword in title tag**:
  - Report: GOP Fundraiser Plans to Spend On Vulnerable Pete Sessions ...  
https://www.dmagazine.com/.../report-gop-fundraiser-plans-to-spend-on-vulnerable-p... ▾  
4 days ago - We already knew U.S. Rep **Pete Sessions** was **vulnerable**. Hillary Clinton won his district last year, causing many Democratic eyebrows to raise ...
- Keyword in URL**:
  - Tribpedia: Pete Sessions | The Texas Tribune  
https://www.texastribune.org/tribpedia/pete-sessions/ ▾  
Mar 18, 2017 - **Pete Sessions** of Dallas and John Culberson of Houston. ... Texas Republicans are funding efforts to shore up **vulnerable** incumbents around ...
- URL as short as possible**:
  - ICYMI: Vulnerable Republican Pete Sessions insults constituents ...  
https://www.txdemocrats.org/.../icymi-vulnerable-republican-pete-sessions-insults-con... ▾  
Mar 21, 2017 - ICYMI: **Vulnerable** Republican **Pete Sessions** insults constituents & gets earful. "You don't know how to listen," Republican Congressman **Pete** ...
- Keyword in meta description**:
  - Is Dallas Rep. Pete Sessions vulnerable after Clinton won his district ...  
www.dallasnews.com › News › Local Politics ▾  
Dec 12, 2016 - **Pete Sessions** saw his once-firmly red district turn blue as voters cast a majority of ballots for Democrat Hillary Clinton. Sessions cruised to ...
  - Democrats prep to target Dallas Rep. Pete Sessions in 2018 | Local ...  
www.dallasnews.com › News › Local Politics ▾  
Feb 2, 2017 - **Pete Sessions** and Houston Rep. ... that the Dallas Republican, who has been in Congress for 20 years, may be newly **vulnerable** in 2018.
  - Texas' Pete Sessions is on Republicans' list of incumbents who need ...  
https://www.dallasnews.com › News › Local Politics ▾  
4 days ago - Republicans view **Pete Sessions** as **vulnerable** of losing his seat next year and plan to spend critical campaign resources to protect him.

## WHY DO CRAWLERS CARE ABOUT THESE?

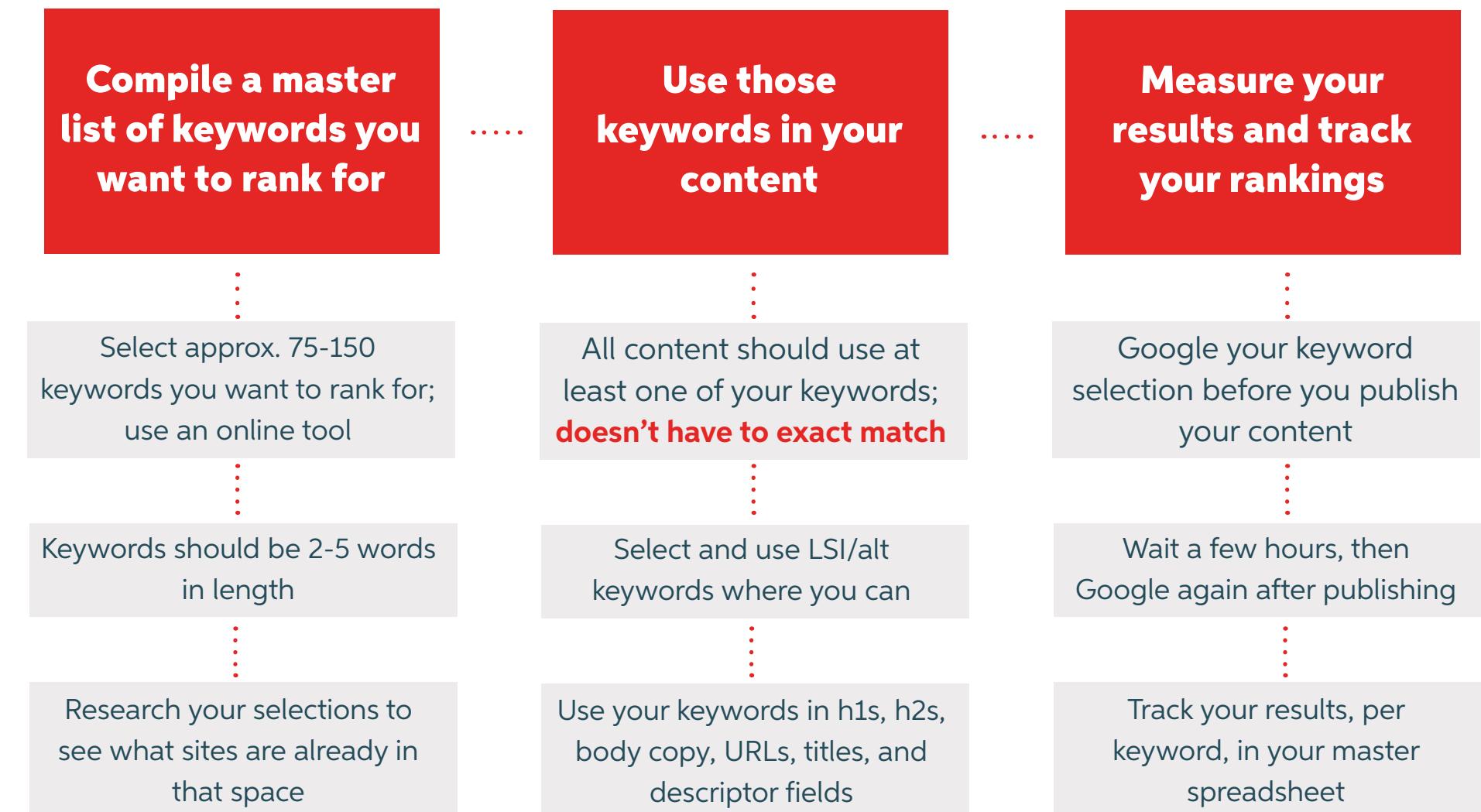
In years past, crawlers — and search engines — were less sophisticated in how they evaluated a site for content relevancy. Keyword stuffing and content duplication were common as sites tried to game the system. But now, engines are essentially measuring all content on one standard:

### Is this content desirable to the reader?



# SO HOW DO I SELECT AND USE KEYWORDS?

While search engines have largely eliminated the shady advantages to keyword stuffing, a strategic approach to keywords is still arguably the most important part of SEO. Here's a primer on how it works:



## HOW DO I FIT THIS IN MY SCHEDULE?

Structuring SEO into your schedule doesn't have to be hard. Moz, one of the web's leading authorities on SEO best practices, has suggested [the following efforts](#) to keep your content up to speed:

**Monthly:**

**1 hour**

Add or subtract keywords from your master spreadsheet based on performance

Look up and log current SERP ranking per keyword

Research and log your URLs based on what keywords they target

**Weekly:**

**10 minutes**

Write content for a keyword in your sheet that isn't getting any attention

Reach out to potential link partners to broaden footprint

Find content ranking between results 5-10 and work to improve it

**Per content:**

**3 minutes**

Determine which keyword you're targeting with this piece of content

Devise a few LSI/alt keywords to use

Craft a compelling meta description and header for the SERP result

# WHERE DO I AFFECT THESE THINGS?

Most of what we've covered so far can easily be done in your site's CMS — in most cases, that's WordPress. Your h1 and h2 tags, meta description, title tag, and URL are all accessible from your WP editor.

The screenshot shows the WordPress 'Edit Post' screen. At the top, it says 'Edit Post' and 'Add New'. Below that is the post title 'Don't Miss the Mark(et): A New Generation for Financial Services'. Underneath the title is the permalink 'Permalink: <https://dcustom.com/blog/strategy/2017/04/financial-services/>' with an 'Edit' button. There are buttons for 'Add Media' and 'Add Form'. The toolbar below includes 'File', 'Edit', 'Insert', 'View', 'Format', 'Table', and 'Tools'. The 'Format' dropdown is open, showing options like 'Paragraph', 'List', and 'Image'. To the right of the toolbar are 'Visual' and 'Text' tabs. The main content area contains the following text:

**Your h1 tag field** ..... Don't Miss the Mark(et): A New Generation for Financial Services

**Where you set an h2 tag** ..... Financial institutions, brace yourselves. The biggest and wealthiest generation in U.S. history — the baby boomers — will transfer roughly \$30 trillion in assets to their Generation X and millennial children in the coming years, [according to CNBC](#). Are you ready to engage these younger customers by taking your marketing strategy to the next level?

**Good spot for keyword** ..... *Related: Connect with millennials by following these four steps to engaging content.*

**This is an h2 tag** ..... **Educational, Compelling Content Is the Answer**

Millennials have been bombarded with traditional ads their whole lives — especially online — and as a result, they know how to tune them out and parse quickly the good from the bad. Instead, to effectively reach young adults today, marketers must create meaningful, engaging content that builds trust.

\*Don't forget to add your keyword to your image name and alt text, too.

# WHERE ELSE DO I AFFECT THESE THINGS?

WordPress' Yoast editor is pretty handy. Make sure to hit these fields before you post.

**Preview your work** .....

The screenshot shows the Yoast SEO Premium plugin interface. On the left, there's a sidebar with icons for readability, share, and settings. The main area displays the following fields:

- Snippet preview:** Shows the title "Don't Miss the Mark(et): A New Generation for Financial Services" and the URL "https://dcustom.com/blog/strategy/2017/04/financial-services/". Below it, a subtext reads: "Financial services companies can expand their reach by creating transparent, engaging content that will appeal to current customers and millennials." There are buttons for "Edit snippet" and "Edit snippet" (mobile).
- SEO title:** Input field containing "Don't Miss the Mark(et): A New Generation for Financial Services".
- Slug:** Input field containing "financial-services".
- Meta description:** Input field containing "Financial services companies can expand their reach by creating transparent, engaging content that will appeal to current customers and millennials."

**Just a suggestion for Google** .....

## WHAT DO SEARCH ENGINES NOT LIKE?

All search engines — and especially Google — get smarter every day on how they evaluate and rank content. We've already discussed Google's most important metric: How well does this content serve the reader? So, like most things, SEO strategy works best in moderation — and anything beyond that is likely to earn a **penalty**, which is when a search engine pushes a site down the rankings.

**DO**

Use targeted keywords in each piece of content you produce.

**DON'T**

Use your keyword more than 2% of the time in your copy.

**DO**

Use both internal and external links to related content.

**DON'T**

Use more than 5-7 links, unless the content needs it.

**DO**

Produce regular, quality content surrounding your targets.

**DON'T**

Duplicate content or create pages that are too similar.

**DO**

Allow comments on article pages, if desired.

**DON'T**

Allow spam in your comments section. Delete immediately.

## WHAT ELSE CAN I DO?

Smart content producers have learned to take advantage of Google's **rich results** and **structured data** — the search engine's way of interpreting and representing data in a way that doesn't necessitate a searcher click. If you see you're targeting a keyword that doesn't currently feature a rich result on its SERP, think about how you can produce a chart, table, or other Google-approved data representation that could earn a top ranking.

Google search results for "d magazine". The results page includes a red "Rich results" banner, a featured snippet for D Magazine with a map and photos, and several cards for local news sources like SideDish, Arts & Entertainment, Home & Garden, and FrontBurner. Below these are cards for D Magazine's Twitter feed and a Fashion Industry Gallery.

**D Magazine: Best Restaurants, Things to Do, and Local Dallas News**  
https://www.dmagazine.com/ ▾  
D Magazine is Dallas' connection to the best Dallas restaurants, food, what to do in Dallas, art, theater, night clubs, politics, and commentary about Dallas, TX.

Results from dmagazine.com

**SideDish**  
News · Teiichi Sakurai's Ramen Shop  
Ten Is Coming to a Plano ...

**FrontBurner**  
The expansion of the high-speed fiber network fulfills a ...

**Arts & Entertainment**  
FrontRow. Dallas Arts from the. Best Seat in the House. News ...

**Home & Garden**  
Home & Garden ... By D Home | 3 hours ago Enhance your space ...

**D Magazine (@DMagazine) · Twitter**  
https://twitter.com/DMagazine

The Dallas Art Fair kicks off tonight and continues through the weekend at Fashion Industry Gallery... pic.twitter.com/7hNeMCz...

Five reasons to be excited for the @DallasArtFair: www.dmagazine.com/arts-... pic.twitter.com/szvj2At...

@snuffersburgers' cheddar fries or @neimanmarcus' popovers? Vote for Dallas' most iconic dish... pic.twitter.com/JRU9Mjl...

**D Magazine** ★  
2.9 ★★★★☆ 8 Google reviews  
Magazine publisher in Dallas, Texas

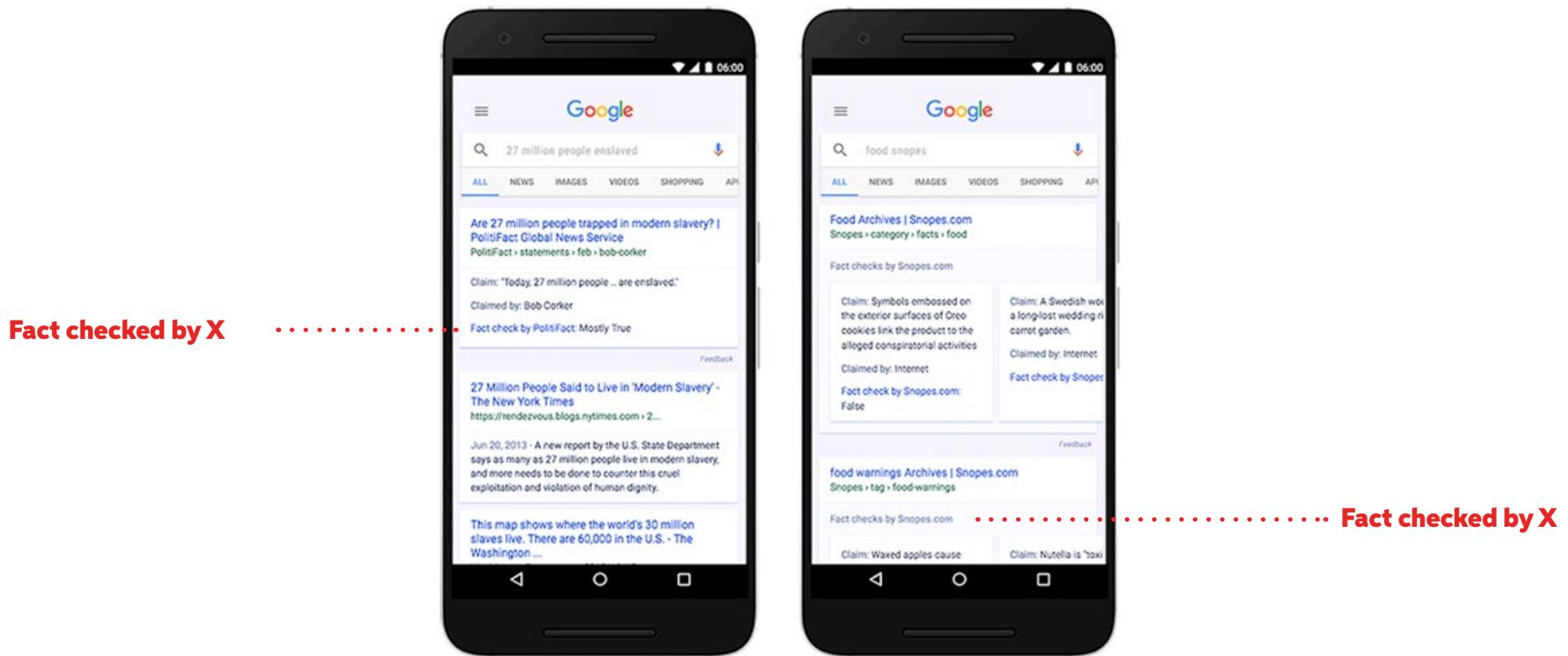
**Address:** 750 North St. Paul Street #2100, Dallas, TX 75201  
**Phone:** (214) 939-3636  
**Hours:** Closed now ▾  
[Suggest an edit](#)

**Popular times** ⓘ

Mondays ↕ peak ↕

## WHAT ELSE CAN I DO?

Google announced in early April (2017) that it would be including a SERP field for “fact-checked” information in an effort to combat the recent rise of fake news. While many details are as of yet unknown, news sites will likely need to apply to Google to mark stories as checked. Google is likely to reward these sites in its SERP rankings.



# WHAT ARE ACCELERATED MOBILE PAGES?

Accelerated mobile pages, or AMP, are the product of Google's efforts to create a universal standard and framework for rapid-loading pages through mobile SERP results. AMP-enabled pages are reduced to a simpler state and loaded directly from Google servers to speed up their load time. While AMP does have its drawbacks, it's an important part of mobile SEO, especially for sites without advertising concerns.

## SHORT TAIL VS. LONG TAIL

Keywords come in two broad varieties — **short-tail** and **long-tail**, which are just fancy ways of saying “general” and “specific.” Short-tail, or general, keywords are broad, high-level terms that will usually patten your site’s purpose (“cheap flights,” “great bars,” “political news”). Long-tail, or specific, keywords narrow down your content to audience-specific or regional terms (“cheap flights from Dallas,” “great Dallas bars,” “Kingston insult political news”). When you build your keyword spreadsheet, start short-tail, then build the long-tail terms you want to target from there.

“cheap flights”

cheap flights to Dallas

cheap flights from Dallas

cheap flight deals Dallas

cheap flights DFW airport

cheap flights Dallas Love

cheap flights Dallas round trip

“great bars”

great bars Uptown Dallas

great cheap bars Dallas

where to find great bars Dallas

great dive bars Plano

great dive bars never Plano

great bars Dallas Meatloaf karaoke

## HOW OFTEN DOES GOOGLE CHANGE?

Google is constantly changing its search algorithm, relentlessly seeking the best possible way to index and serve content to the billions of searches it processes. Minor changes are frequent; major, multitiered changes are more uncommon. But neither are typically announced, so companies that stay alert are usually rewarded. Here's a quick roadmap of the largest recent changes:

**Fred — March 2017**

**Possum — September 2016**

**RankBrain — October 2015**

**Penguin EverFlux — December 2014**

**Pigeon — July 2014**

**Hummingbird — August 2013**

## QUESTIONS? COMMENTS?

For more ways to improve your marketing approach,  
contact [D Custom](#). Or, reach out to  
Travis Stewart, director of production and digital delivery:  
**[travis.stewart@dcustom.com](mailto:travis.stewart@dcustom.com)**