

GOOGLE SEO STRATEGY

Determining factors guide

1. DEFINE YOURSELF

DISCOVER WHO ARE YOU AND WHICH ARE YOUR OBJECTIVES



IDENTITY AND
MAIN VALUES



BUSINESS
OBJECTIVES

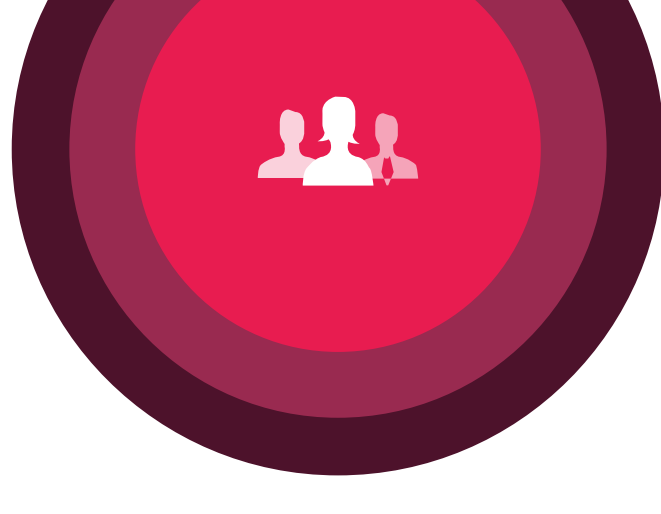


PRODUCTS
OR SERVICES

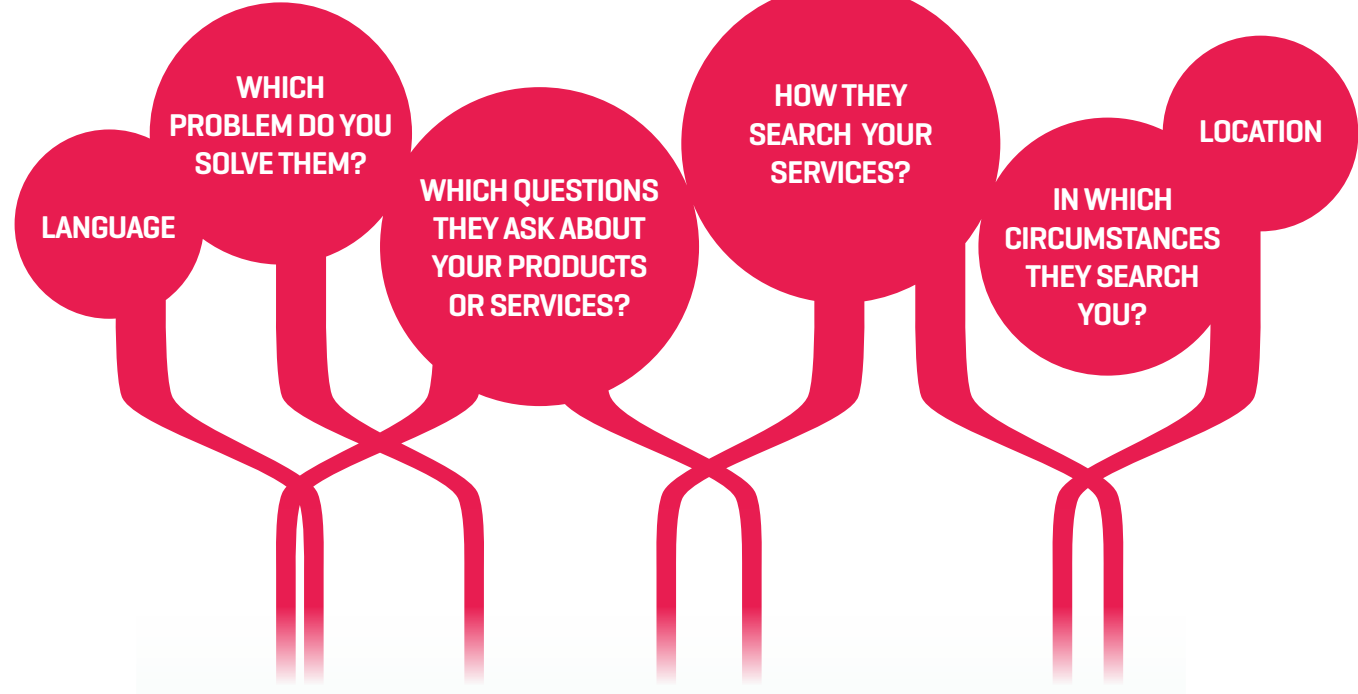
2. KEYWORD RESEARCH

FIND THE KEYWORDS

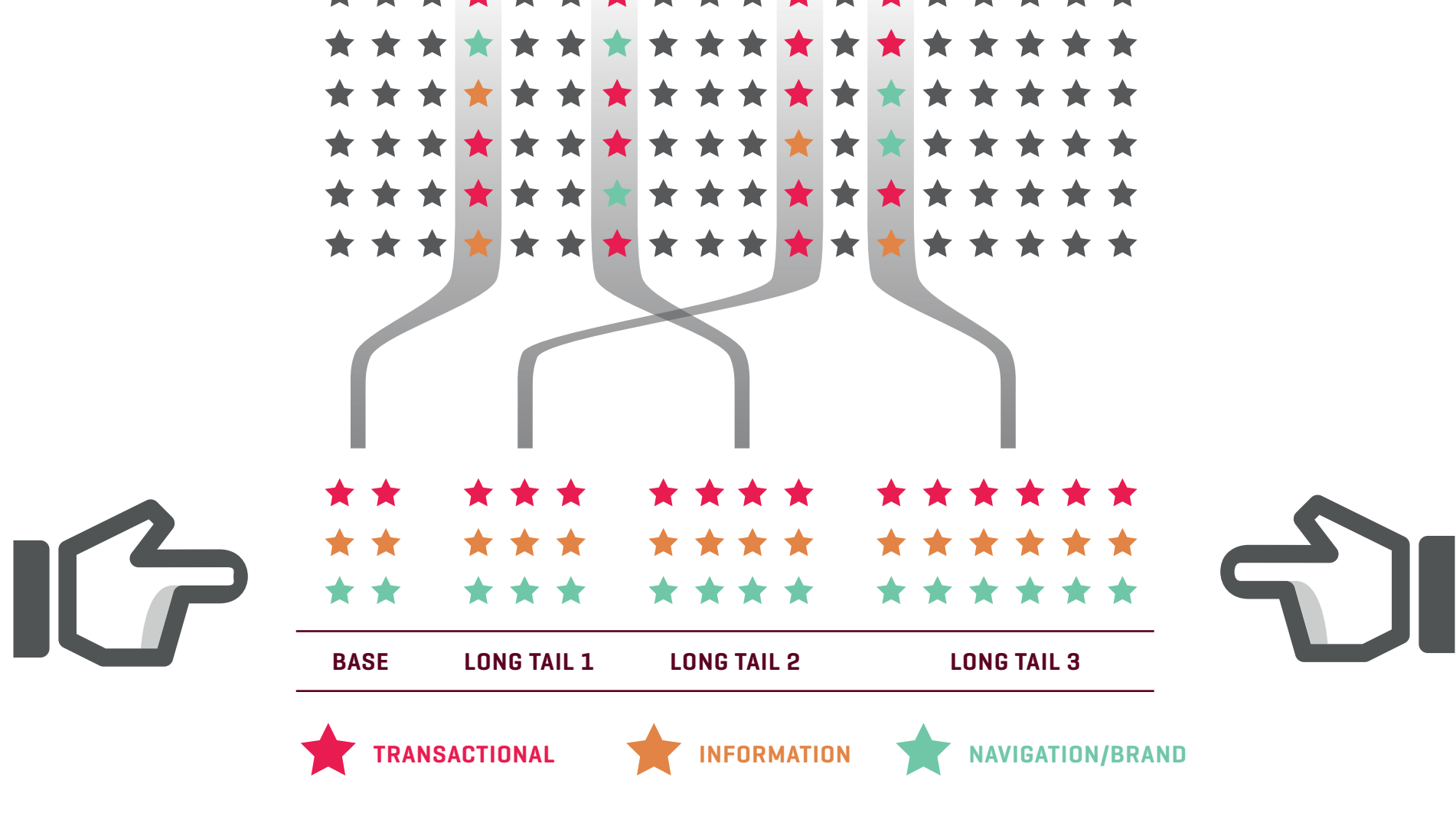
DEFINE WHO SEARCHES YOU ONLINE



MAKE THEM SOME QUESTIONS



CHOOSE AND CLASSIFY YOUR KEYWORDS



ADWORDS KEYWORD PLANNER
adwords.google.com/keywordplanner

GOOGLE TRENDS
google.com/trends/explore

WORDTRACKER
www.wordtracker.com

3. CONTENT MARKETING

CONTENT IS THE KING

CREATE QUALITY CONTENT IN THE ADEQUATE FORMAT FOR YOUR AUDIENCE



TEXTS



PICTURES



VIDEO



AUDIO

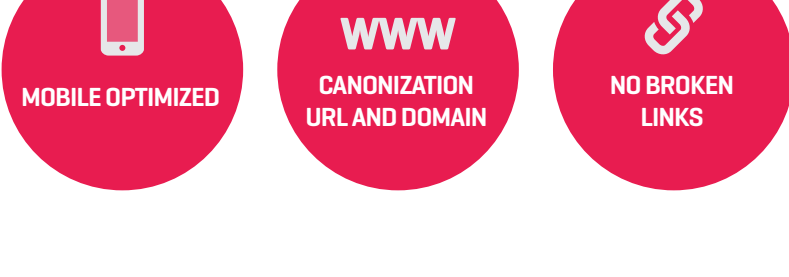
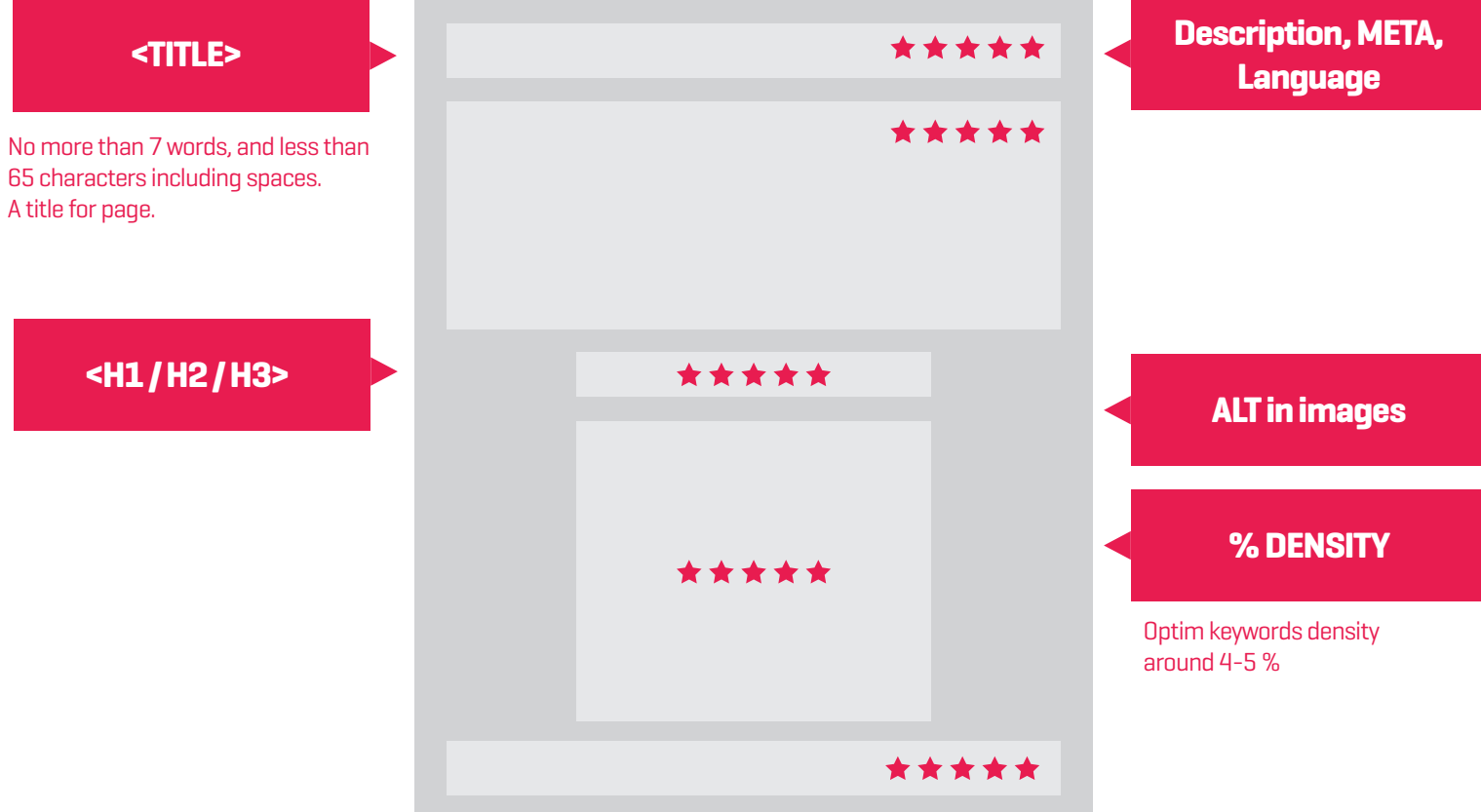


PRESENTATIONS

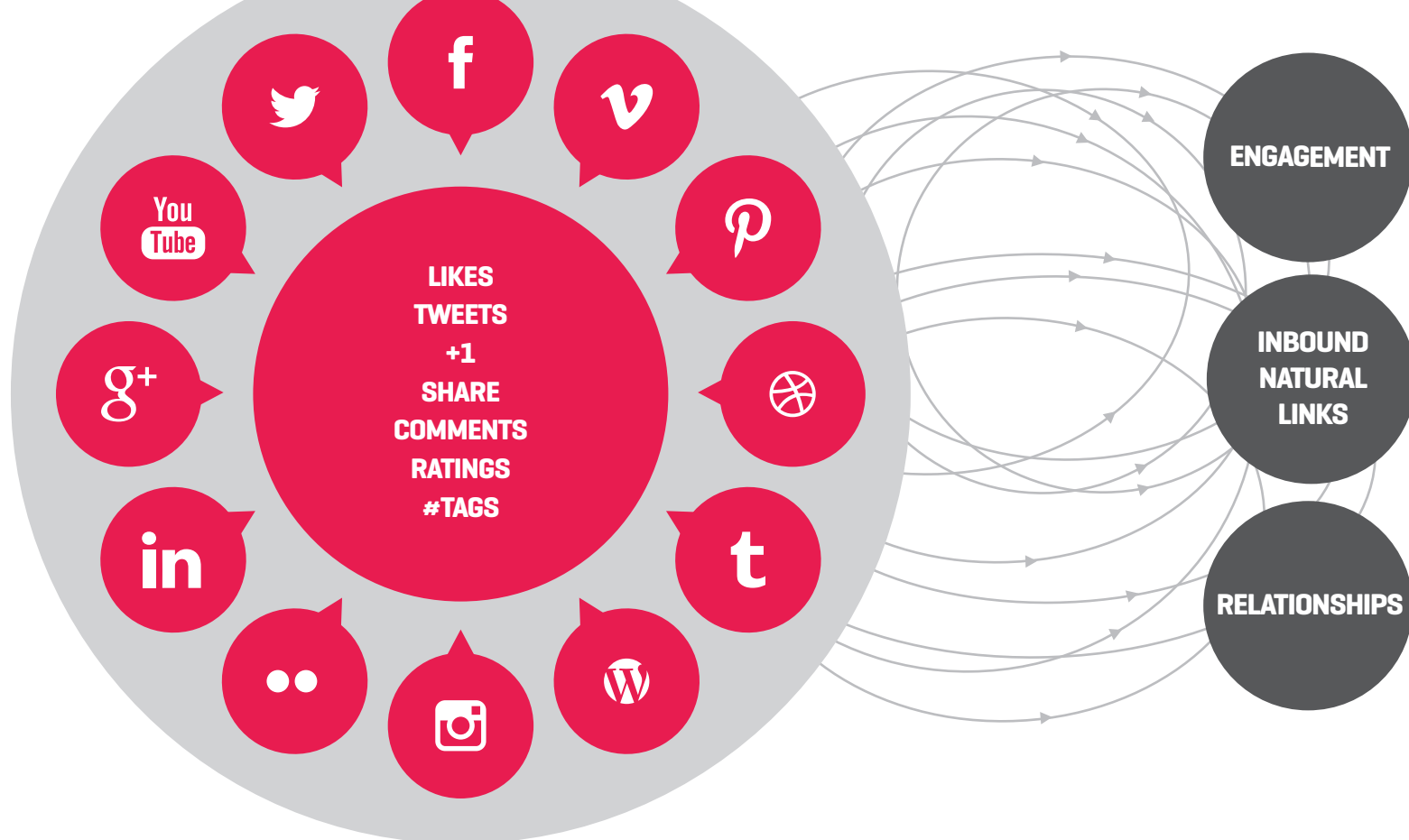


INFOGRAPHICS

ON-SITE: PLACE CONTENT SMARTLY AND OPTIMIZE THE STRUCTURE



OFF-SITE: SHARE YOUR CONTENT IN ADEQUATE CHANNELS



QUALITY LINKS

QUALITY LINKS
PR equivalent or better
Similar content
Related meta tags
From different sources
Different destination pages
Different texts links

REL=DOFOLLOW
Indicates to Google relevant links that have to follow, give the PR, transferring the importance to them.

REL=NOFOLLOW
Indicates to Google that the content which it point to is not relevant and it does not have to be tracked.

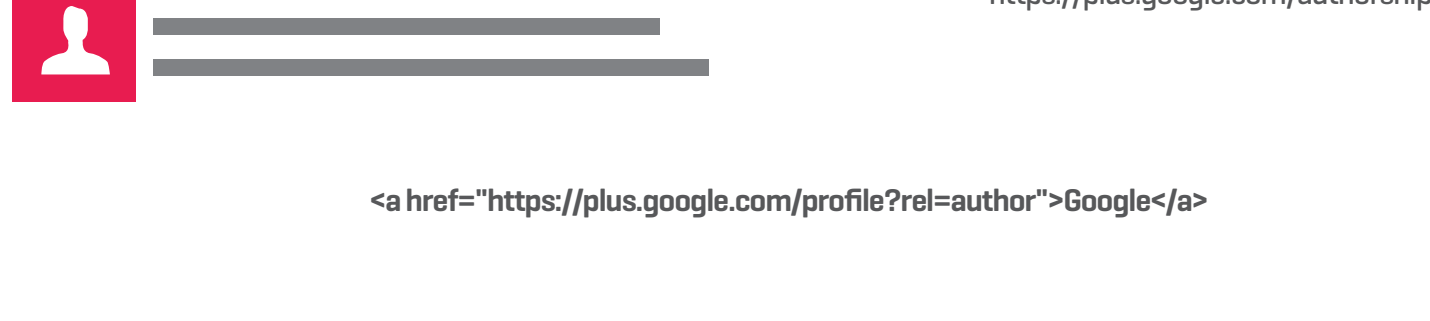
CHECK YOUR LINKS
www.opensiteexplorer.org
www.majesticseo.com
www.linkresearchtools.com

INBOUND LINKS

Google alerts
google.com/alerts

`text`

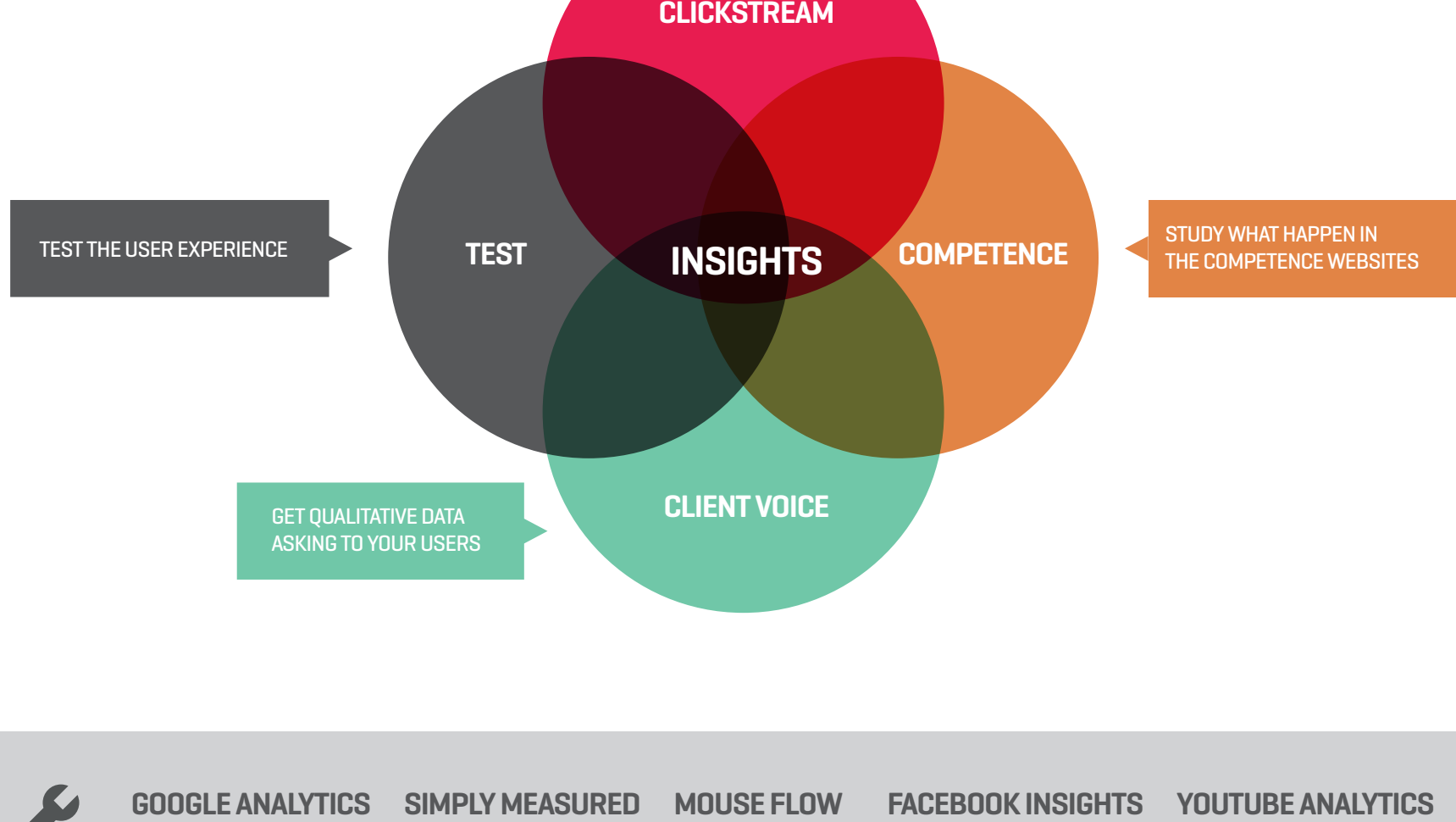
G+ AUTHORSHIP: UNIQUE AUTHOR CONTENT, TANGIBLE AND RECOGNIZABLE



4. ANALYSIS

MEASURE, ANALYZE AND IMPROVE

ANALYZE USER EXPERIENCE IN AND OUTSIDE YOUR WEBSITE



GOOGLE ANALYTICS
google.com/analytics

SIMPLY MEASURED
simplymeasured.com

MOUSE FLOW
mouseflow.com

FACEBOOK INSIGHTS
facebook.com/insights

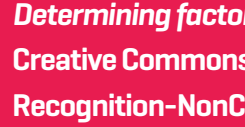
YOUTUBE ANALYTICS
youtube.com/analytics

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SOURCES
www.google.com
www.redesymarketing.com
support.google.com/webmasters
www.webanalytics.es
www.hubspot.com

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