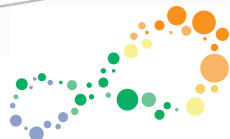


Sample Description:

While at Fredrickson Learning, leadership asked me to create a 2019 content marketing strategy. I wanted to add SEO to the overall strategy, but I failed to receive permission during previous years. So, I created a short teaching presentation for the stakeholders.

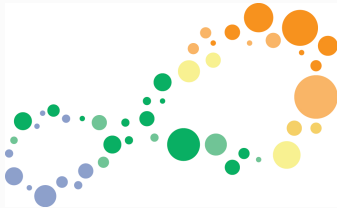
Notes

- This presentation was meant as a visual aid, so not all slides will make sense on their own.
- All sensitive information has been changed.
- This PPT was redesigned from its original style.



Presentation

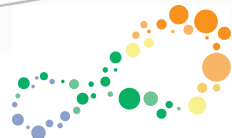
Search Engine Optimization (SEO)



Brian Keller

Manager of Digital Engagement

Fredrickson Learning
fredricksonlearning.com
March 2019



Presenter



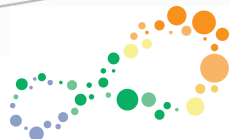
BRIAN KELLER Manager of Digital Engagement

Brian makes Fredrickson's marketing content and website run smoothly and meet business needs. Prior to working at Fredrickson, he worked on content published in magazines, on billboards, and on the web, and successfully marketed workshops for the Professional Association for Computer Training.

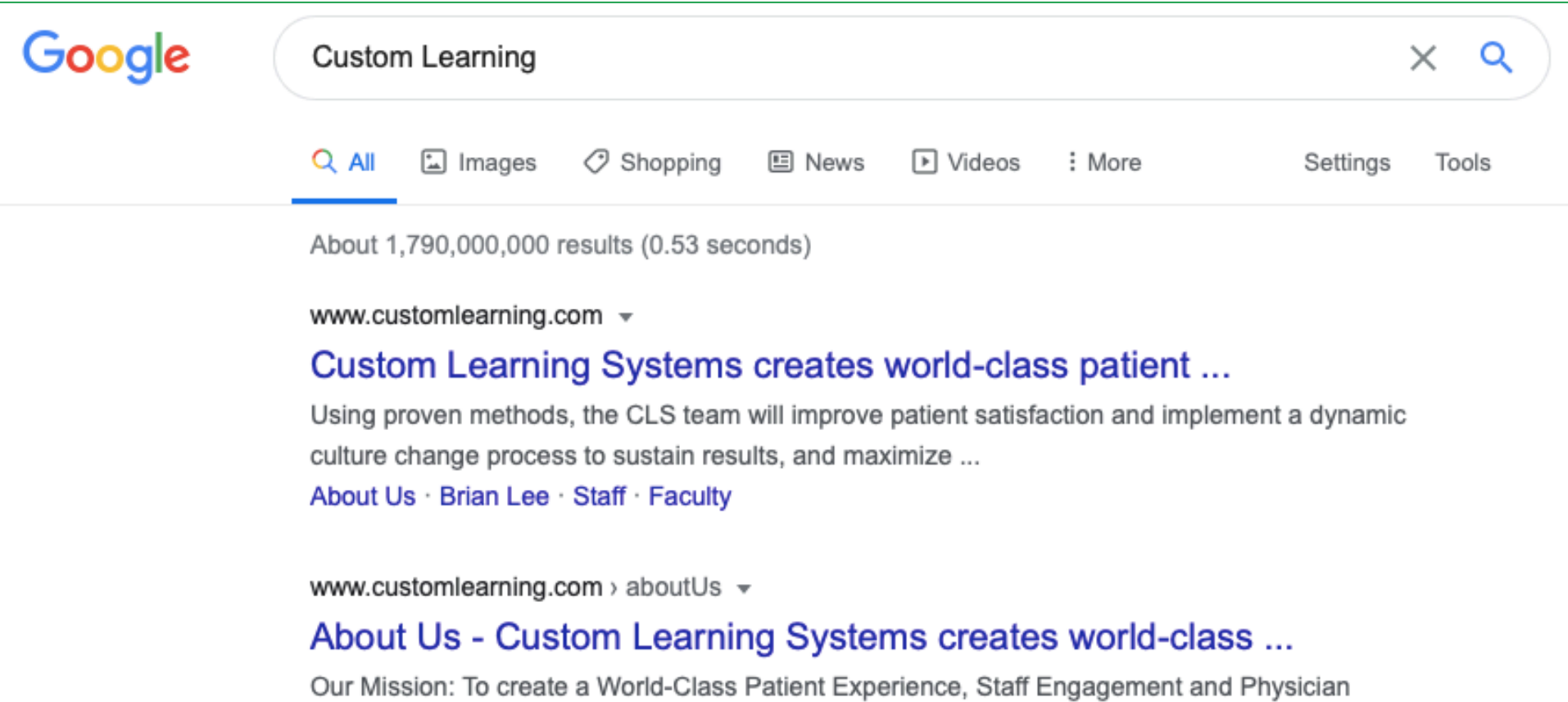


Topics

- 1 Define Search Engine Optimization and Domain Authority
- 2 Look at Fredrickson's **current Domain Authority score**
- 3 Discuss what we can do to **improve** our Domain Authority score
- 4 Define "strong keywords" and **discuss some options**



When you type something into Google...



The image is a screenshot of a Google search results page. At the top left is the Google logo. The search bar contains the text 'Custom Learning' and has a magnifying glass icon on the right. Below the search bar are navigation links: 'All' (highlighted with a blue underline), 'Images', 'Shopping', 'News', 'Videos', 'More', 'Settings', and 'Tools'. The search results show 'About 1,790,000,000 results (0.53 seconds)'. The first result is from 'www.customlearning.com' with a dropdown arrow. The title is 'Custom Learning Systems creates world-class patient ...'. The snippet reads: 'Using proven methods, the CLS team will improve patient satisfaction and implement a dynamic culture change process to sustain results, and maximize ...'. Below the snippet are links: 'About Us · Brian Lee · Staff · Faculty'. The second result is also from 'www.customlearning.com' with a dropdown arrow. The title is 'About Us - Custom Learning Systems creates world-class ...'. The snippet reads: 'Our Mission: To create a World-Class Patient Experience, Staff Engagement and Physician'.

Google

Custom Learning

[All](#) [Images](#) [Shopping](#) [News](#) [Videos](#) [More](#) [Settings](#) [Tools](#)

About 1,790,000,000 results (0.53 seconds)

[www.customlearning.com](#) ▼

Custom Learning Systems creates world-class patient ...

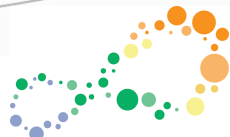
Using proven methods, the CLS team will improve patient satisfaction and implement a dynamic culture change process to sustain results, and maximize ...

[About Us](#) · [Brian Lee](#) · [Staff](#) · [Faculty](#)

[www.customlearning.com](#) › [aboutUs](#) ▼

About Us - Custom Learning Systems creates world-class ...

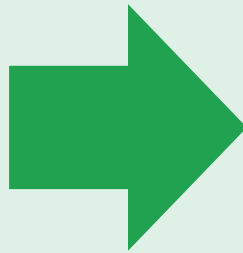
Our Mission: To create a World-Class Patient Experience, Staff Engagement and Physician



Definitions

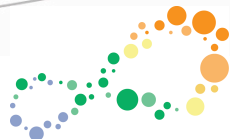
SEARCH ENGINE OPTIMIZATION

The process of maximizing the number of visitors to a website by ensuring the site appears high on the list of results returned by a search.

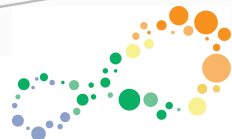
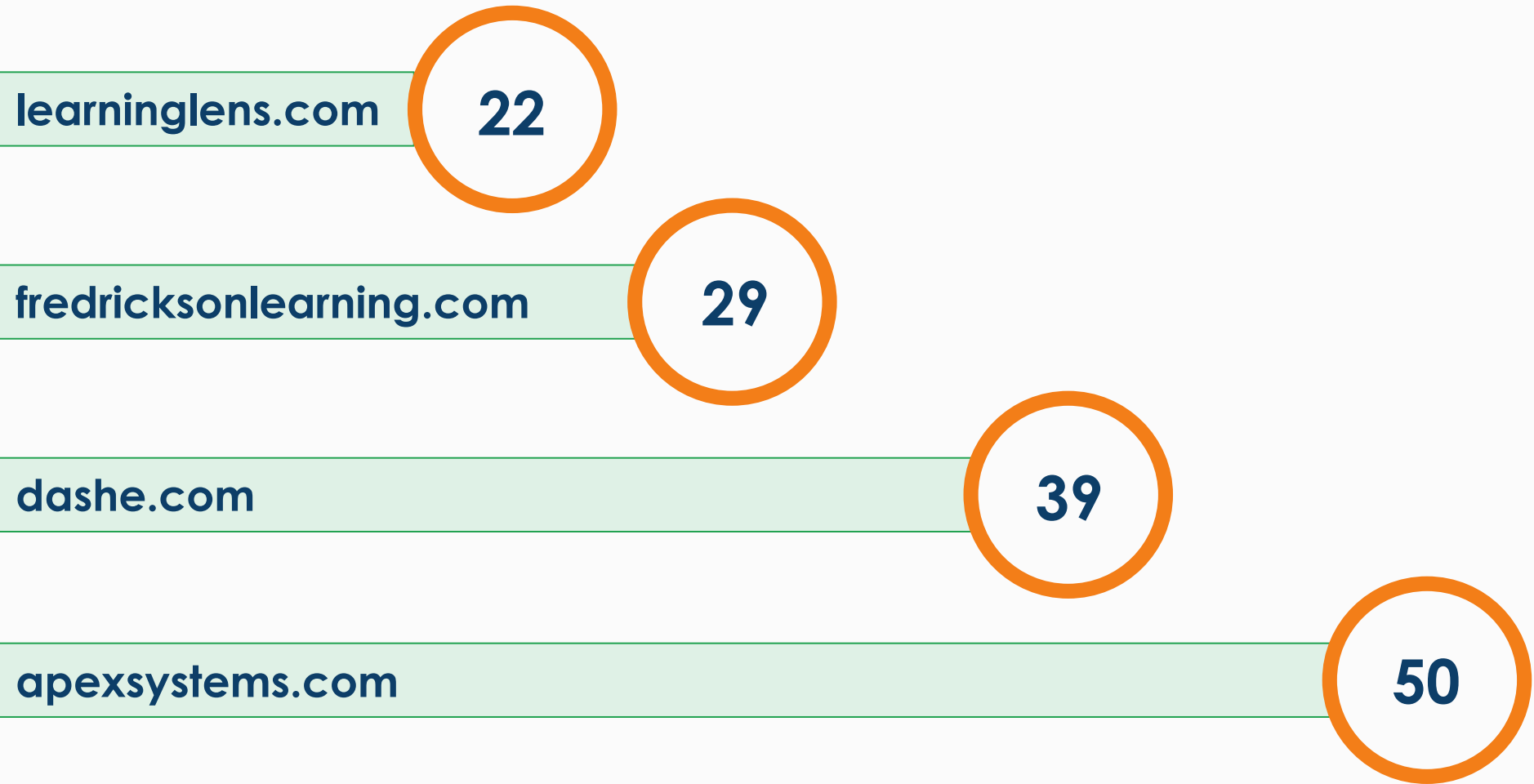


DOMAIN AUTHORITY SCORE

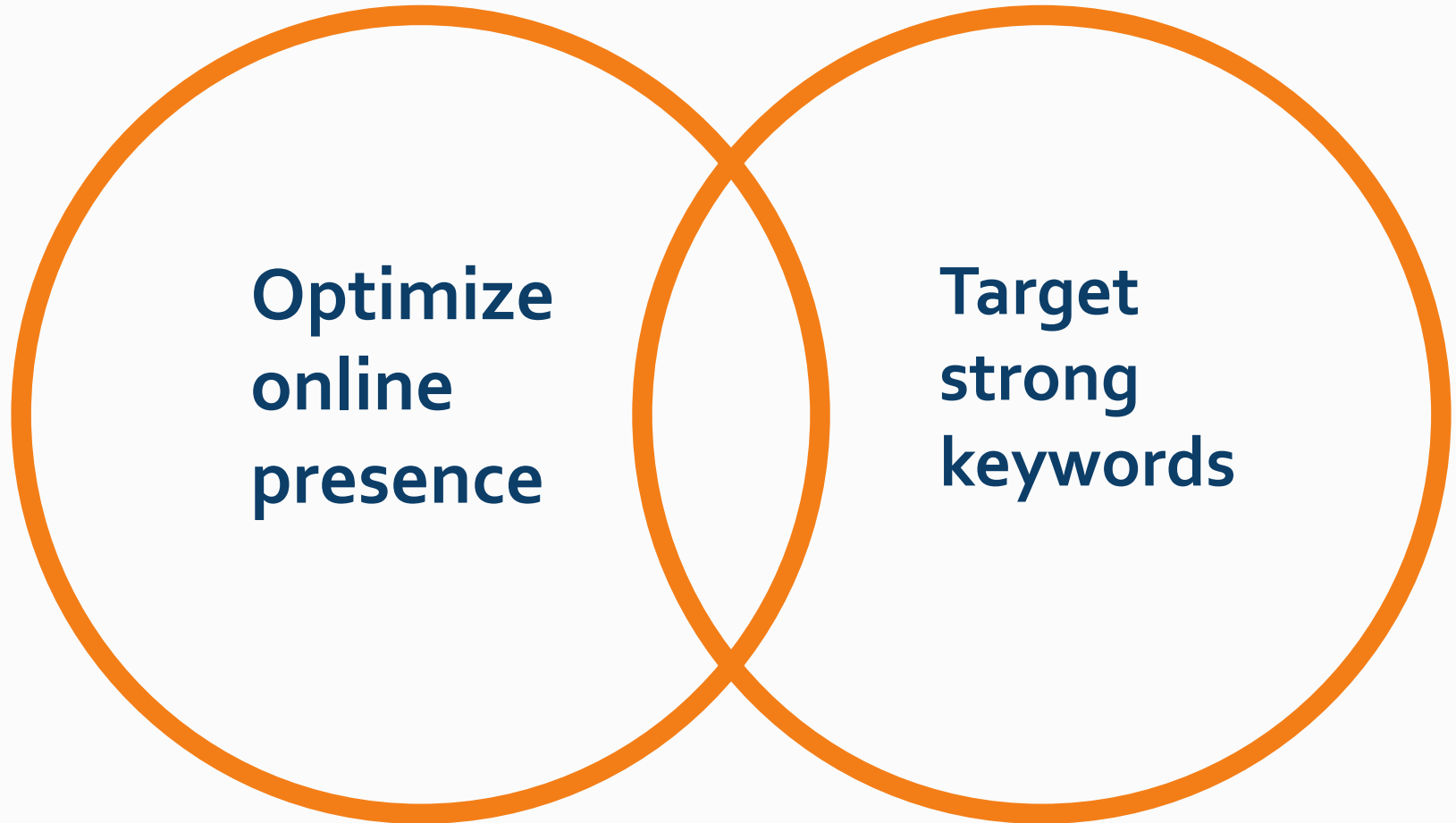
A score that predicts how well a website will rank on search engine result pages.



Domain Authority score comparison

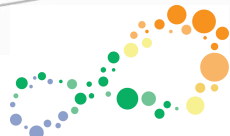
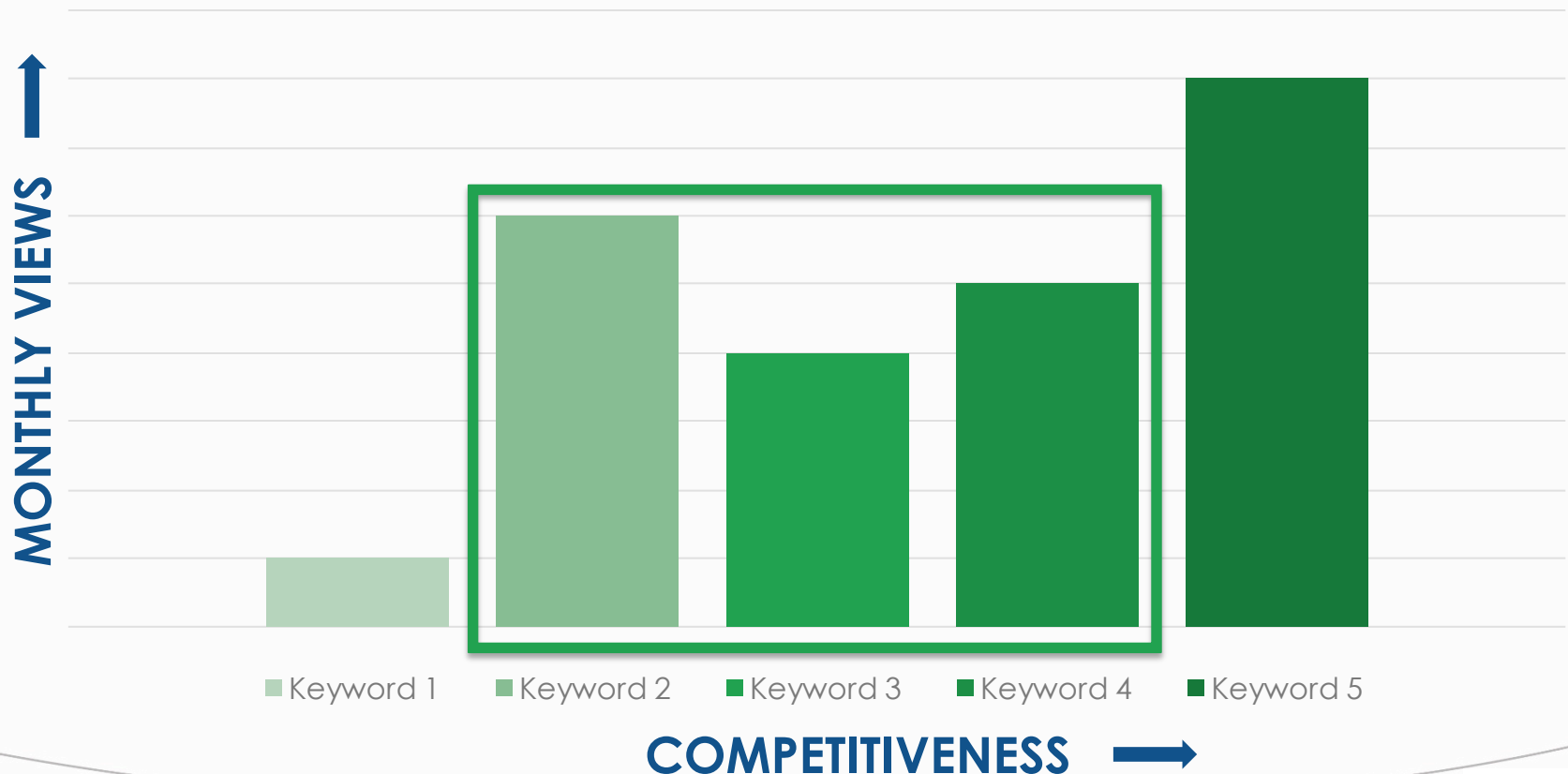


Let's improve our Domain Authority score.



What are strong keywords?

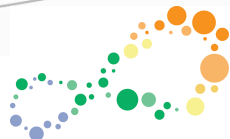
Keywords with a high search volume but aren't too competitive.



Some options

Keywords with their monthly views and competitiveness.

EXAMPLES	MONTHLY VIEWS	COMPETITIVENESS
Mobile first principles	30	13 We rank #2
Push vs pull learning	720	14
Design thinking definition	1,300	16
Design thinking process	4,400	19
Training evaluation form	800	20 We rank #6
Agile environment	15,000	22



A decorative graphic consisting of numerous circles of varying sizes in shades of orange, yellow, green, and blue, arranged in a loose, circular pattern around the text.

Thank You!

