

The background of the slide is a deep space image featuring several galaxies and numerous stars. A prominent spiral galaxy is visible in the center-left, and another galaxy with a bright core is in the lower right. The stars are scattered across the dark field, some appearing as sharp points of light with diffraction spikes.

# SEO

## The Big Picture

Rod Holmes

CHICAGO *Style* SEO

# SEO Search Engine Optimization

The process of improving the visibility of a web site or a web page in search engines via the or un-paid ("organic") search results.





# SEO Search Engine Optimization

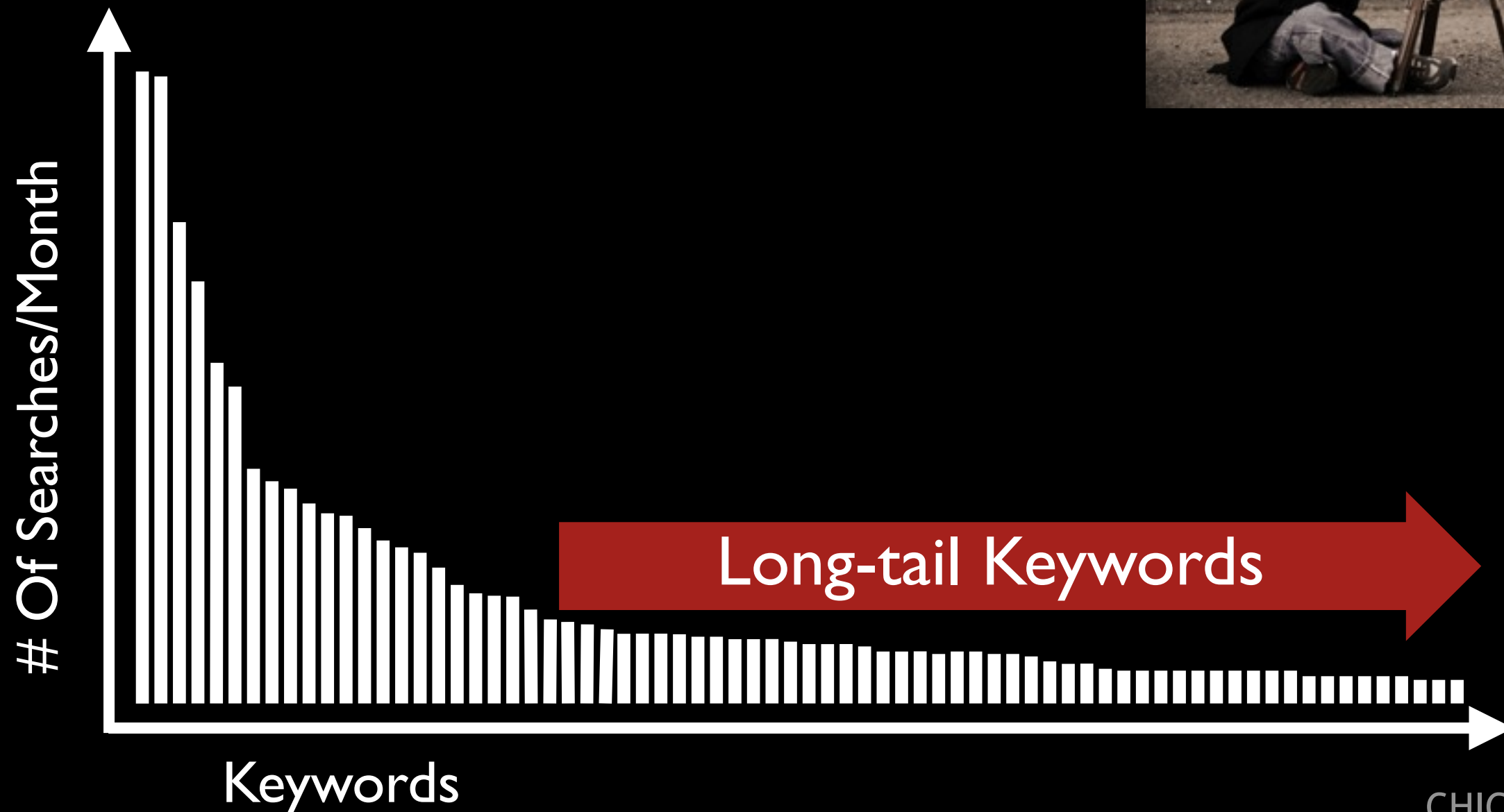
The screenshot shows a Google search for "chicago chocolate donuts". The search bar at the top contains the text "chicago chocolate donuts" and the search button is labeled "Search". Below the search bar, the text "About 111,000 results (0.19 seconds)" is displayed. The search results are categorized into three main sections:

- Local business results for chocolate donuts near Chicago, IL:** This section includes a map showing the locations of several donut shops in Chicago. The map is centered on the city of Chicago, with labels for various neighborhoods like Grange, Justice, Burbank, Oak Lawn, Evergreen Park, and Palos Hills. The map also shows major highways like I-55 and I-90. To the right of the map, there are two business listings: "Weber's Bakery" and "Dunkin' Donuts Inc".
- Sponsored links:** This section is located on the right side of the search results. It features a green background and the text "Sponsored links". The first sponsored link is for "Chicago Chocolate" and the second is for "Chicago Chocolate".
- Organic search results:** This section is located below the local business results. It includes several search results, such as "Weber's Bakery - Garfield Ridge - Chicago, IL", "Dunkin' Donuts Announces 99-cent Lattes, New Triple Chocolate ...", "LTHForum.com • View topic - Donuts", "Could designer donuts be the new chocolate donuts?", and "Wheaties - Wikipedia, the free encyclopedia".

A large red arrow points upwards from the bottom left corner of the image, pointing towards the organic search results. The text "Local", "Organic", and "Paid" are overlaid on the image in large, bold, black letters. "Local" is positioned over the local business results, "Organic" is positioned over the organic search results, and "Paid" is positioned over the sponsored links.

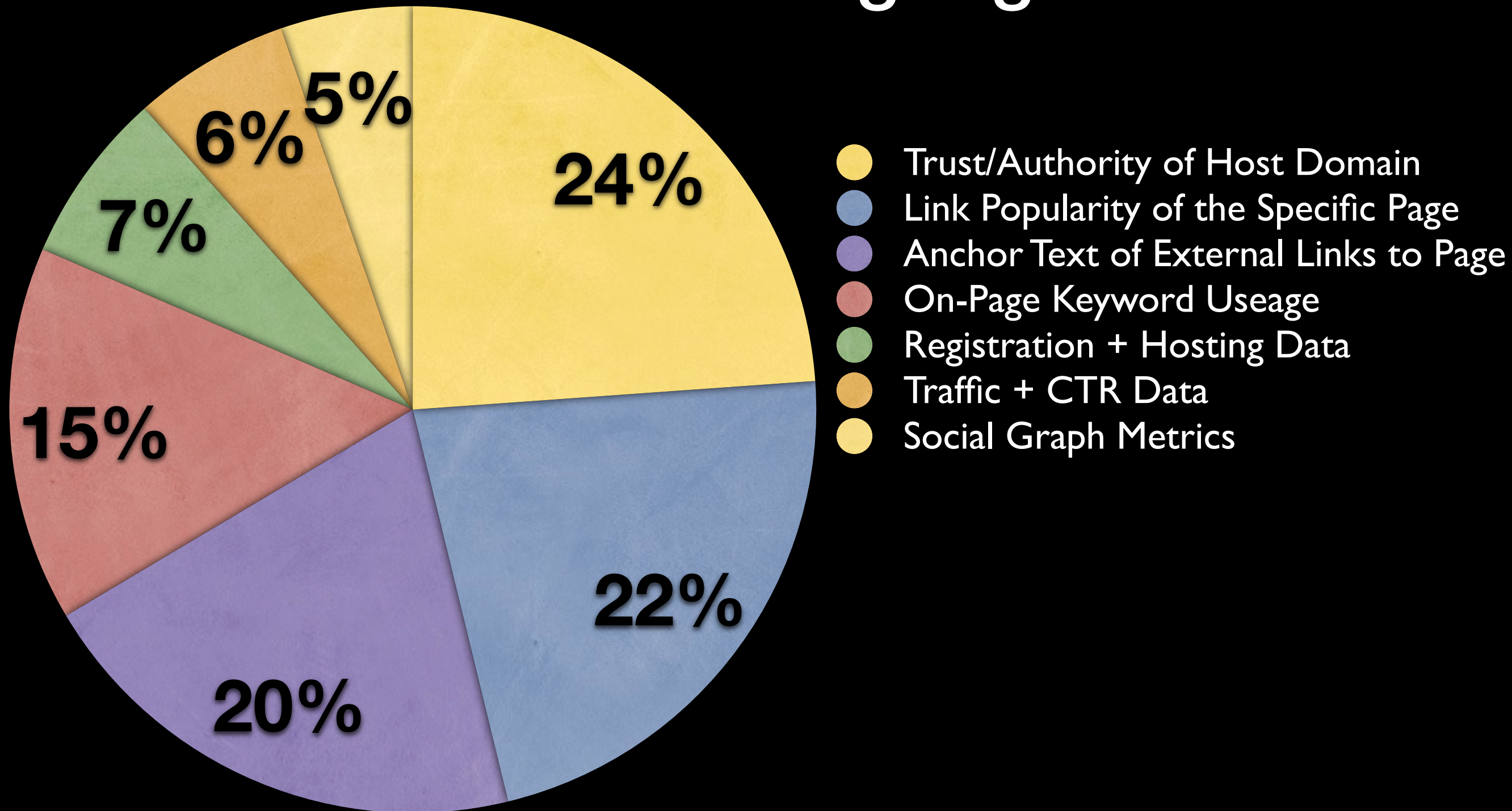
# SEO Search Engine Optimization

Keyword Research is Key



# SEO

## Components of Google's Ranking Algorithm\*



\*SEOMoz.com



# SEO

## Components of Google's Ranking Algorithm\*



\*SEOMoz.com

CHICAGO *Style* SEO  
773.809.5002 • info@chicagostyleseo.com  
2020 Lincoln Park West #3 Chicago, IL 60614

# SEO

- On-Site SEO
- On-Page SEO
- Local SEO
- Organic SEO

# SEO

## • On-Site SEO

Crawl-able

Readable URLs

Canonical Homepage

XML Sitemap

Robots.txt

Unique 404 page



**CHICAGO** *Style* SEO

773.809.5002 • info@chicagostyleseo.com  
2020 Lincoln Park West #3 Chicago, IL 60614



# SEO

## • On-Site SEO

### Readable URLs

+  <http://chicago.craigslist.org/chc/fuo/2026790822.html>

+  <http://www.sendwire.com/inurl:%22id%3D%22guestbook.php>

+  <http://www.chicagostyleseo.com/internet-marketing-analytics/>



**CHICAGO** *Style* SEO

773.809.5002 • [info@chicagostyleseo.com](mailto:info@chicagostyleseo.com)  
2020 Lincoln Park West #3 Chicago, IL 60614

# SEO

- On-Site SEO

Crawl-able

Readable URLs

Canonical Homepage

XML Sitemap

Robots.txt

Unique 404 page



**CHICAGO** *Style* SEO

773.809.5002 • [info@chicagostyleseo.com](mailto:info@chicagostyleseo.com)  
2020 Lincoln Park West #3 Chicago, IL 60614

# SEO

- On-Site SEO
- On-Page SEO
- Local SEO
- Organic SEO



# SEO

## •On-Page SEO

H1 Headline:

**Chocolate Donuts from Bob's Bakery**

**Meta Description:** Bob's Bakery's chocolate donuts are, we believe, the most delicious, perfect donuts ever made.



Image Filename: chocolate-donut.jpg  
Alt Attribute: Chocolate Donuts

**Body Text:** \_\_\_\_\_

\_\_\_\_\_ chocolate donuts \_\_\_\_\_

\_\_\_\_\_ donuts \_\_\_\_\_

\_\_\_\_\_ chocolate donuts \_\_\_\_\_

\_\_\_\_\_ chocolate \_\_\_\_\_

\_\_\_\_\_ chocolate donuts \_\_\_\_\_

# SEO

- On-Site SEO
- On-Page SEO
- Local SEO
- Organic SEO

# SEO

## • Local SEO

Google places



### ► Local business results for bakery near Chicago, IL



- A** [artopolis](#)  
[www.artopolischicago.com](http://www.artopolischicago.com) - (312) 559-9000 - 100 reviews
- B** [Sugar Bliss Cake Boutique](#)  
[www.sugarblisscakes.com](http://www.sugarblisscakes.com) - (312) 845-9669 - 73 reviews
- C** [Corner Bakery Cafe](#)  
[www.cornerbakerycafe.com](http://www.cornerbakerycafe.com) - (312) 431-7600 - 23 reviews
- D** [Bleeding Heart Bakery](#)  
[www.thebleedingheartbakery.com](http://www.thebleedingheartbakery.com) - (773) 327-6934 - 108 reviews
- E** [Alliance Bakery](#)  
[www.alliancebakery.com](http://www.alliancebakery.com) - (773) 278-0366 - 85 reviews
- F** [Molly's Cupcakes](#)  
[www.mollyscupcakes.com](http://www.mollyscupcakes.com) - (773) 883-7220 - 130 reviews
- G** [Sweet Cakes Chicago](#)  
[sweetcakeschicago.com](http://sweetcakeschicago.com) - (773) 772-5771 - 62 reviews

More results near **Chicago, IL** »



# SEO


## • Local SEO




## Claim Your Listing!

[Get Directions](#) [My Maps](#) [Edit this place](#) - [Business owner?](#)

**artopolis**  
Greektown, Chicago, Illinois  
(312) 559-9000  
[artopolischicago.com](http://artopolischicago.com)  
★★★★☆ 100 reviews  
[Directions](#) [Search nearby](#) [more](#)▼

**Category:** Greek Restaurant  
**Hours:** Today 9am – 12am  
**Transit:** [UIC-Halsted](#) (0.2 mi)  Blue Line

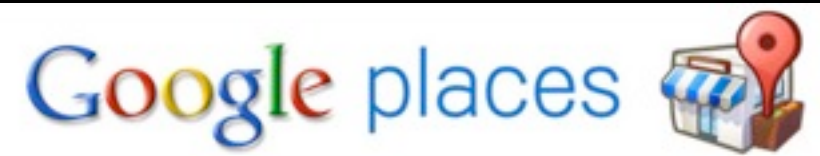


Panoramio

"Greek cafe/bakery with very nice decor" - insiderpages.com ... "The service is nothing special but the food is great" - insiderpages.com ... "Nice ambiance, great place in greektown" - menuism.com ... "The interior and exterior decor gives a nice greek feel" - urbanspoon.com

# SEO

# • Local SEO



## Encourage Reviews

### Reviews from around the web

[yelp.com](#) - 185 reviews ★★★★★

"Came here for the first time with my 2 girlfriends after dinner. Very spacious and everything looks good. I got a Ice Frappe - Sweet with milk. My friend got Ice Frappe - Medium with milk. My other friend got the Cappuccino Fredo. Then we split a ..."  
- Apr 14, 2010 - [Full review »](#)

"European ambience, home-made food, out of this world deserts and pastries, fab coffee...what more can one ask for in a city full of wannabes? I heart Artopolis" - Apr 1, 2010 - [Full review »](#)  
[www.yelp.com/biz/artopolis-bakery-and-cafe-chicago](http://www.yelp.com/biz/artopolis-bakery-and-cafe-chicago)

[chicago.citysearch.com](#) - 9 reviews ★★★★★

"Peter Behle The Scene – Don't be fooled by its unassuming exterior; inside, this Grecian bakery packs a punch. It's almost three spots in one, with a casual eating area in the back by the bakery and kitchen, a bar in the middle, and a two ..."  
- [Full review »](#)  
[chicago.citysearch.com/profile/36795296/...il/artopolis.html](http://chicago.citysearch.com/profile/36795296/...il/artopolis.html)

[insiderpages.com](#) - 5 reviews ★★★★★

"Very good bakery and Greek coffee Greek cafe/bakery with very nice decor. It has a slower South European feeling. Perfect place if you just want a coffee and a desert or lunch buffet. You can order real Greek coffee here. Artopolis boasts a large selection of desserts with tarts" - Mark L. - Dec 4, 2009 - [Full review »](#)  
[www.insiderpages.com/b/3714301909](http://www.insiderpages.com/b/3714301909)

[More from around the web »](#)

### Reviews by Google users

Been here? [Write a review](#)

By [Padma](#) - May 11, 2010

★★★★★ **Awesome Bakery by Padma** I have ordered cakes for the past 8 years and always a hit with my guests. We love the Mango yogurt most unique and delicious!!! The staff is wonderful and Maria in the bakery is absolutely sweet and gave me a free cake for my son's bday. Cant imagine eating cake from anywhere else in Chicago  
Was this review helpful? [Yes](#) - [No](#) - [Flag as inappropriate](#)

By [Nathan](#) - Mar 15, 2010

★★★★★ **Yuppies tourists, welcome with wallet** This is where suburban tourists and old cat ladies meet to grossly overpay for authentic Sarah Lee pastries unwrapped in the back and stacked in the front as if they were handmade. Where mass produced arts and crafts litter the walls with the "made in china" sticker carefully removed for a quirky, family business vibe. And the staff force insincere gestures of hospitality through their teeth without altering their "generally annoyed at everyone" expression and demeanor. The food is not bad, but Artopolis caters to yuppies with little ability to distinguish between quality and a front.

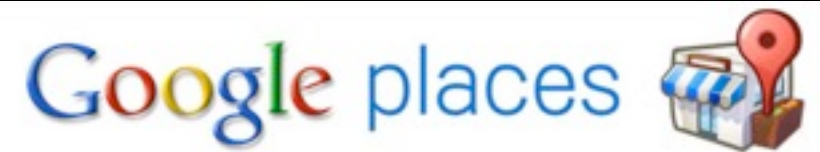
CHICAGO *Style* SEO

773.809.5002 • [info@chicagostyleseo.com](mailto:info@chicagostyleseo.com)  
2020 Lincoln Park West #3 Chicago, IL 60614



# SEO

## • Local SEO



## Collect Citations

### More about this place

#### [Artopolis Bakery, Cafe and Agora](#)

Artopolis brings today's technologies together with our passion and experience to produce a variety of freshly baked aromatic offerings. All of our delicacies can be enjoyed in our cafe or ...

[www.artopolischicago.com/](http://www.artopolischicago.com/)

#### [Catering](#)

To place your catering order, or for menu suggestions and party proposals, please call. PHONE: 312.559.9000 FAX: 312.902.9961 or 9955

[www.artopolischicago.com/catering](http://www.artopolischicago.com/catering)

[More results from www.artopolischicago.com »](#)

#### [ChiDine - chicago restaurants online](#)

Top Chicago Restaurants. the best chicago restaurants and dining spots

[www.chidine.com/](http://www.chidine.com/)

#### [Contact](#)

USA Illinois Artopolis Bakery 306 South Halsted Street Chicago, IL Tel. (312) 902-9955

[www.espgraph.com/contact/](http://www.espgraph.com/contact/)

#### [\\*\\*CHICAGOLAND GOOD & CHEAP RESTAURANTS\\*\\* This list was compiled from Chicago Reader,](#)

#### [Chicago ...](#)

Secret Chicago, Consumer Reports, City Search, EatChicago.net, TimeOut Chicago<g\_context>Artopolis 306 S. Halsted St., Chicago (312) 559-9000. Multifunction cafe, bar, and retail store in Greektown

[randometric.com/restaurant.txt](http://randometric.com/restaurant.txt)

[More \(112\) »](#)



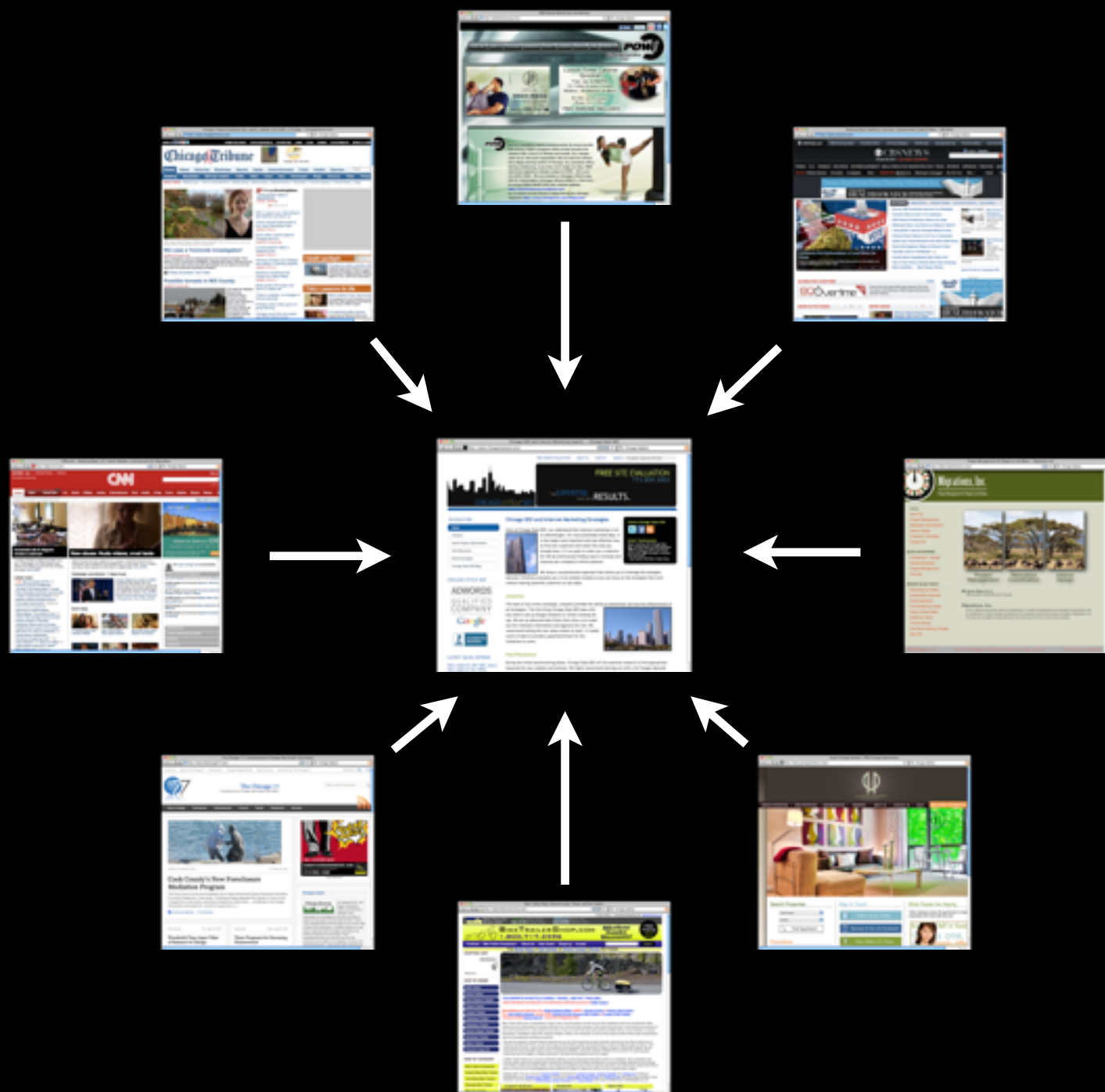
# SEO

- On-Site SEO
- On-Page SEO
- Local SEO
- Organic SEO

# SEO

## •Organic SEO

Inbound Links  
Are the  
Currency of the  
Internet





# SEO

## •Organic SEO

### Inbound Links: Anchor Text

We stopped by [Bob's Bakery](#) to try some of their legendary [chocolate donuts](#). We were not disappointed! They were amazing!





# SEO

## •Organic SEO

### Inbound Links: Where?

- Check Competition ([OpenSiteExplorer.org](http://OpenSiteExplorer.org))
- Forums
- Bulletin Boards
- Blogs
- Article Sites (Squidoo, HubPages...)
- Suppliers/Customers
- Link Bait
- Link Magnets

# SEO

- On-Site SEO
- On-Page SEO
- Local SEO
- Organic SEO

# SEO

## The Big Picture

Rod Holmes

CHICAGO *Style* SEO