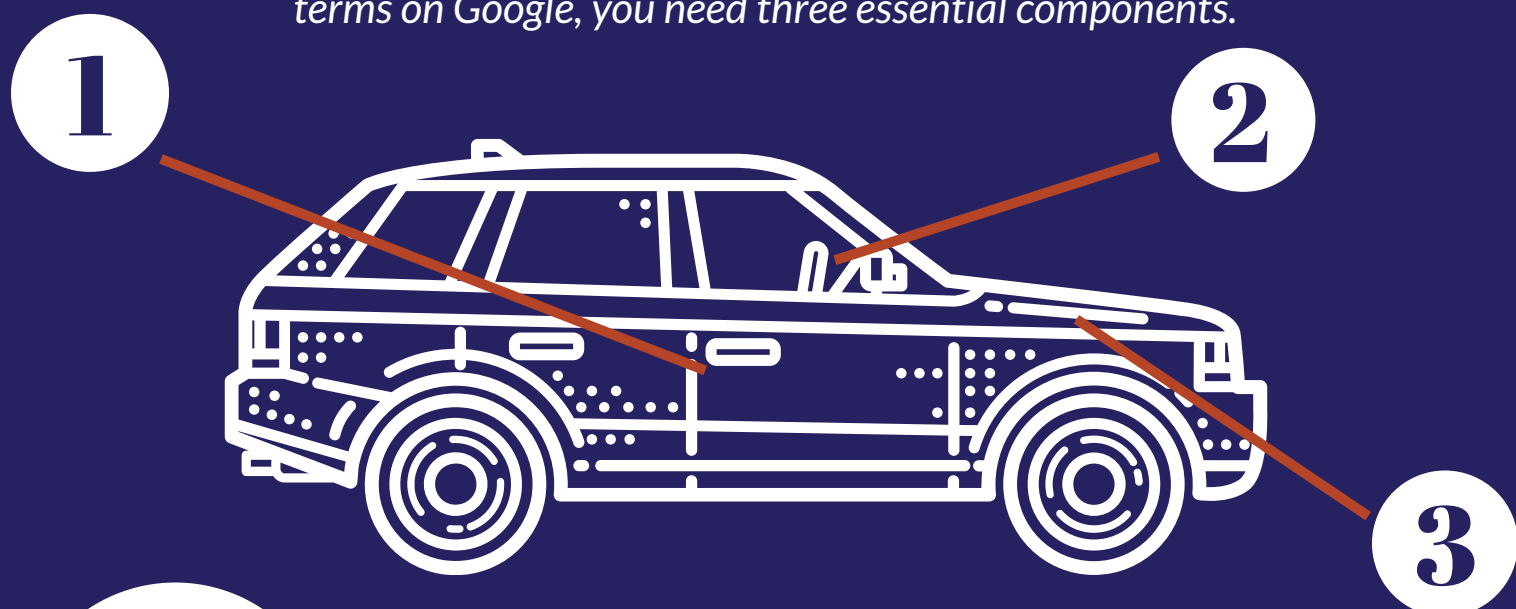


UNDERSTANDING SEARCH ENGINE OPTIMIZATION

"An Automobile Analogy" by **FLACKABLE**.

Like traveling from point "A" to point "B" in a car, if you want to rank for the right terms on Google, you need three essential components.



1

FRAME: WEBSITE QUALITY

A dependable car needs a solid frame to support the rest of its parts.

To position your site to compete for Google rankings, you must make sure you have a solid website. It should be contemporary, well-built, mobile-optimized, user-friendly, visually appealing and easy to navigate with fast page load speeds.

STEERING: KEYWORD OPTIMIZATION

2

The steering mechanism helps you point the car in the right direction.

Keywords should help Google understand who you are, where you are and what you do. By incorporating relevant keywords into your site's page titles, metadata and text, you can steer your rankings in the direction of valuable search terms and phrases.

3

ENGINE: DOMAIN AUTHORITY

When given the right fuel, an engine powers your car forward.

You can sit in a nice car and play with the steering wheel, but if there is no engine, you will not get very far. Domain authority is a search engine ranking score that predicts how well a website is likely to compete for rankings. When similar sites are optimized for similar keywords, domain authority is often the determining factor as to which site will rank higher. Your domain authority is fueled by quality backlinks to your site from credible third-party sites, such as online news outlets.

**POWER PAST YOUR COMPETITION ON GOOGLE.
SCHEDULE YOUR FREE CONSULTATION TODAY:
www.flackable.com**