

# The Basics of SEO for Manufacturers

All You Need to Know About Increasing Your Presence on Google



*A Lean Sales and Marketing Resource from*

**Michigan Manufacturing Technology  
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# Why You Need SEO

What is the first thing you do when you need a product or have a question? You turn to Google.

You are not alone. On average, before making a purchase, 89% of B2B buyers and 81% of B2C shoppers do the same.

That's why, without a presence in Google, your business is unlikely to survive.

Search engine optimization (SEO) is what helps you get seen in Google.

In this guide, you'll learn what SEO is and how it works so you can position your site to succeed.

We hope you find this information helpful. If you have any questions, feel free to reach me at 800-834-4910 or at [inbound281.com](http://inbound281.com).

*Mark Parent*

Mark Parent,  
President & CEO  
[mparent@inbound281.com](mailto:mparent@inbound281.com)



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## What is SEO?

SEO stands for Search Engine Optimization. SEO is all about expanding a company's visibility in Google search results. This drives more visitors to the site, increasing chances for more conversions and sales. SEO is a strategy to ensure that when someone Googles your product or service, they find your website.

SEO focuses on two things:

- **Rankings.** This is all about how high you rank.
- **Visibility.** This is all about how many of your page ranks.

## How Google Ranks Websites and Pages

Google has a single goal: to provide users with the best answers or to their searches. Every time you use Google, the Google algorithm chooses pages that are the most relevant. Google ranks the pages, displaying the most authoritative or popular ones first. For ranking, Google analyzes two factors:

- **Relevancy** between the search query and the content on a page. Search engines assess it by various factors like topic or keywords.
- **Authority**, measured by a website's popularity on the Internet. Google assumes that the more popular a page or resource is, the more valuable is its content to readers.

Over time, Google has identified components to consider when ranking a page pages or sites. These components form the basis of SEO.

# The 3 Basic Components of Google SEO

## #1: Technical Setup

For your website to rank in Google, three things happen:

- *First*, Google finds your pages.
- *Second*, Google scans them to understand their topics and content.
- *Third*, Google add them to its index — a database of all the content it has found on the web.

Seem simple. Unfortunately, there is a catch. A web page looks different to humans than it does to Google We see a page as a collection of graphics, colors and text.

To Google, a page is nothing but text -- coding, programming, written.

That's where **technical setup**, also called on-site optimization, comes in. It ensures that your website and pages allow Google to scan and index them without any problems.

The most important technical factors Google looks are:

- **Website navigation and links**
- **URL structure**
- **Page speed**
- **Dead links or broken redirects**
- **Sitemap and Robots.txt files**
- **Duplicate content**

## #2: Content

The second component of SEO is content.

Every time you use a search engine, you're looking information on a particular issue or problem. The information could be text like a written article or it could be a video, a product recommendation, and even a business listing.

All of that is considered content. And for SEO, content is what helps you gain greater visibility in the eyes of Google.

When it comes to developing content, there are two things to focus on:

- Keyword Research
- Content Creation & Optimization

### Keyword Research

Keyword research is the process of researching and identifying the search terms users enter into search engines when looking for products, services or general information.

Thankfully, there are a lot of tools for conducting this research.

You might think, "we know what are products and services are called." but keyword research goes beyond just product names. Keyword research discovers the questions people are asking and the nuanced versions of your products that people search for.

Keyword research helps uncover the pain points people have that they are typing into Google.

Keyword research also identifies the areas where your competitors are strong or weak in Google search results. In this way, you can identify gaps in the competitors' marketing that you can take advantage of to rank higher and generate more traffic.

## Content Creation & Optimization

Content creation is where the rubber hits the road in SEO. The findings of keyword research dictate which content is created and how it is "optimized."

Optimization is the process of making sure content is labeled and tagged in ways that make it easy for Google to find.

For web pages, the elements of content optimization consist of:

- URL (web address)
- Page titles
- H1 headings
- Strategic use of the keywords within the content
- Meta-titles and meta-tags
- Image file names and alt-tags

## #3: Links

At its core, Google is a popularity contest.

Good, bad or otherwise, Google presumes that content that gets the most links and is referred to the most is the most worthy content.

That's why links are so important. In the SEO world, links means links back to your content. So, for example, if you publish an article and it gets 100 shares for readers on social media, Google considers those shares as links back to your content. Google catalogs the quantity of those links.

If your piece of content gets more links than a competitor's content, Google ranks you higher.

There are many other factors Google looks at besides social media links. Google also looks at:

- Where are those links coming from? Are they from high-quality sites?
- Are the sites linking to you related to your industry? Are they considered authorities in the subject?

## In Summary: The Basics of SEO

To summarize what we've discussed here:

- Search Engine Optimization (SEO) is about getting found by Google
- SEO is about satisfying the criteria Google has for being found
- Ranking higher in Google is where SEO comes into play; it is about "optimizing" your content to be better than the competition

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