

August | 2020

John 15:12 This is my commandment, That ye love one another, as I have loved you.



BACK TO SCHOOL: A MARKETING OVERVIEW

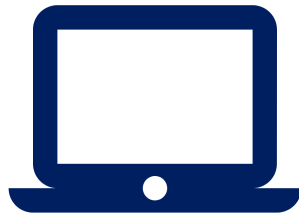
All across the country students are headed back to school - online, in-person, or some combination of the two. Back to school is always so much fun. New classes, new supplies, and new things to learn. Just because you aren't in school anymore doesn't mean that you stop learning! Spectrum Net Designs is taking you back to marketing school in our next few newsletters! Stay tuned as we share our marketing knowledge with you. Class is in session!

Subject of The Day: Search Engine Optimization (SEO)

SEO: Search Engine Optimization. You probably remember learning about SEO at some point in school or at a marketing seminar, but how much of that information did you actually retain? SEO is one of the most important parts of digital marketing, so you want to make sure that you understand it! Search Engine Optimization is the process of properly maintaining your website in order to show up first in search results. It's important to cater your site to be easily crawlable for Google and other search engines to rank higher, but you also have to make sure your website is one that a user will want to stay on. Use this quick checklist of SEO best practices to keep up with your SEO:



Research Keyword Trends



Focus on Site Maintenance



Optimize for User Experience

[Learn More About Our SEO Services](#)

Need A Search Engine Optimization Tutor?

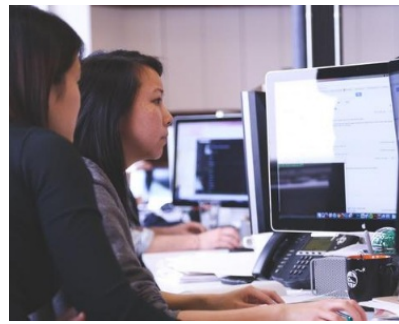
WE'RE TOP OF THE CLASS

Some Blogs You Can Use As SEO Study Guides:



How Big Data, Your Website, & SEO Work Together

We like big data and we cannot lie. Big data has become an invaluable



What Do Domain Authority And SEO Have In Common?

Domain Authority is a search engine optimization ranking score

resource to search engine marketers in the industry today. Big data by definition in the dictionary is, “extremely large data sets that may be analyzed computationally to reveal patterns, trends, and associations, especially relating to human behavior and interactions.” Big data did not really make its large entrance into the marketing world until about 2 or 3 years ago, changing *search engine optimization* for forever! Big data and SEO now go hand in hand!

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that predicts how well a website will rank on the search engine results pages. This tool was developed by Moz. A domain authority score ranges from 1-100. The higher score you have, the greater ability your site has to rank. How does this tool work? Well, domain authority is calculated by evaluating linking root domains and number of total links into a single score. More specifically, domain authority is a way to measure the link profile of a website.

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