

Introduction to SEO and Keywords – 75 Research Sources



Introduction - How Search Engines Work/Why SEO is necessary

<https://moz.com/beginners-guide-to-seo/how-search-engines-operate>
<https://www.google.co.uk/insidesearch/howsearchworks/thestory/>
<https://www.bigcommerce.co.uk/ecommerce-answers/how-does-search-engine-work/>
<https://moz.com/beginners-guide-to-seo/why-search-engine-marketing-is-necessary>
<http://www.forbes.com/sites/steveolenski/2014/03/26/7-reasons-why-your-business-should-invest-in-seo/#6af08f481337>
<https://www.bigcommerce.co.uk/ecommerce-answers/what-seo-and-why-it-important/>
<http://www.business2community.com/seo/seo-important-business-01280529#QGRv2O7BDv8yA2BR.97>

Designing with SEO in Mind

<https://moz.com/beginners-guide-to-seo/basics-of-search-engine-friendly-design-and-development>
<http://www.creativebloq.com/web-design/essential-seo-checklist-61515186>
<http://webdesign.tutsplus.com/articles/how-to-create-an-seo-friendly-url-structure--webdesign-9569>
<http://webdesign.tutsplus.com/articles/meta-tags-and-seo--webdesign-9683>
<http://webdesign.tutsplus.com/articles/optimizing-images-for-seo--webdesign-9949>
<http://webdesign.tutsplus.com/articles/helping-search-engines-handle-pagination--webdesign-10035>
<http://webdesign.tutsplus.com/articles/why-you-should-add-authorship-information-to-your-website--webdesign-8957>
<http://webdesign.tutsplus.com/articles/optimizing-content-for-search-engines-and-users--webdesign-10319>
<http://webdesign.tutsplus.com/articles/website-optimization-techniques-for-local-businesses--webdesign-10507>
<http://webdesign.tutsplus.com/articles/a-web-designers-seo-checklist-including-portable-formats--webdesign-10740>
<http://www.cio.com/article/3043626/search/14-things-you-need-to-know-about-seo-site-design.html>



Keyword Research

<https://moz.com/beginners-guide-to-seo/keyword-research>
<http://www.seonick.net/keyword-research/>
<http://blog.hubspot.com/blog/tabid/6307/bid/22842/4-Helpful-Tools-for-Identifying-the-Right-Keywords.aspx#sm.00000njazj5r6tcxpu8abzz7egiew>
<http://blog.hubspot.com/marketing/how-to-do-keyword-research-ht#sm.00000njazj5r6tcxpu8abzz7egiew>
<https://blog.kissmetrics.com/keyword-research-smart-way/>

Common SEO Mistakes

<https://blog.kissmetrics.com/seo-mistakes/>
<https://www.wordtracker.com/academy/learn-seo/getting-started/seo-mistakes>
<https://www.reliablesft.net/10-seo-mistakes-that-weaken-your-rankings/>
<http://searchengineland.com/5-super-common-seo-mistakes-content-marketers-make-2-252901>

Measuring SEO Success

<https://moz.com/beginners-guide-to-seo/measuring-and-tracking-success>
<https://blog.kissmetrics.com/google-analytics-strategies-to-measure-seo/>
<https://www.quicksprout.com/2015/07/20/quantify-your-results-the-14-most-important-seo-metrics/>
<https://www.cleverism.com/how-to-measure-track-seo-success/>
<https://www.123-reg.co.uk/blog/seo-2/six-vital-metrics-for-measuring-the-success-of-your-seo/>



SEO Tools

[White paper, The tale behind the tail, from Adobe](#)

[LongTail Pro Software](#) (paid)

[MOZ Link-building and SEO Products](#) (paid)

[Google Keyword Planner Tool](#) (free)

