

Reading List for Staying Current on SEO Trends

A portion of your prospective students will actively seek continuing, professional, or online education using search engines and search engine optimization (SEO) is the most obvious way of capturing their attention. SEO is, however, a constantly evolving discipline and any guidance will quickly be out of date and. This tool is meant to help you get you started and provide resources when algorithms strategies shift. Our must-read blog recommendations, informed by expert Jason McDonald, will help you stay current or provide foundational information for new staff.

Search Engine Land

@sengineland, <http://searchengineland.com/>

Danny Sullivan, Editor in Chief, @dannysulliva • Barry Schwartz, News Editor, @rustybrick

Learn about search engine marketing on an engine-by-engine basis and discover techniques, analytics, and trends that cut across the search engine world at large.

Covers Industry News

Search Engine Land’s news coverage is comprehensive with over 15 editors contributing. News coverage and columns cover topics such as:

- Google’s head of search spam launched a survey aimed at collecting feedback from users who think that small, high-quality websites (think small businesses) should be doing better in Google rankings.
- SEO budgets shifted to Asian Market
- Columns on [mobile search](#) and [multinational search](#)



Offers How-To Articles for Beginners or Specialists

A how-to section of Search Engine Land features a special section for beginners--<http://searchengineland.com/library/how-to/beginner>--in addition to specialty sections on SEO and analytics.

Organizes Articles and Resources by Topic

In addition to a definitive list of search engines/websites and associated optimization techniques, Search Engine Land organizes resources according to topics like the ones you see below:

- [Link Building](#)
- [Content Farms](#)
- [SEM Tools \(e.g., URL shorteners and web analytics tools\)](#)
- [Toolbars & Add-Ons](#)
- [Social Media Marketing](#)
- [Search Ads](#)
- [Internet-To-TV](#)

Offers Website- or Search Engine-Specific Resources

One helpful feature of the library is a list of search engines by focus (e.g., academic, B2B engines, deals, government, travel) as well as a nearly definitive list of search engines and techniques for mastering SEO on each of them. For example, in the Google section of the library, you might find articles to the question, “Do the number of +1s on your Google+ account affect search rankings?” (Google says “no”). Search Engine Land reports techniques for:

AOL	Facebook	Gowalla	Schema.org	Yahoo
Apple	FairSearch	Groupon	SearchCap	Yandex
Ask	Firefox	Klout	Topsy	Yelp
Baidu	Foursquare	LinkedIn	Twitter	
Blekkio	GetGlue	Microsoft Bing	Weekender	
DuckDuckGo	Google	Pinterest	Wolfram Alpha	
eBay	Google Panda	Quora		

"Search Engine Land: News On Search Engines, Search Engine Optimization (SEO) & Search Engine Marketing (SEM)." 2013. <http://searchengineland.com/> (accessed 30 Aug 2013). McDonald, Jason. *SEO Toolkit: The Best Free Search Engine Optimization Tools for Google and Bing*. JM Internet Group, 2013.

Reading List for Staying Current on SEO Trends

Search Engine Watch

<http://searchenginewatch.com/seo>, @sewatch

Mike Grehan, Publisher, Author of *From Search to Social: Marketing to the Connected Consumer*, @mikegrehan

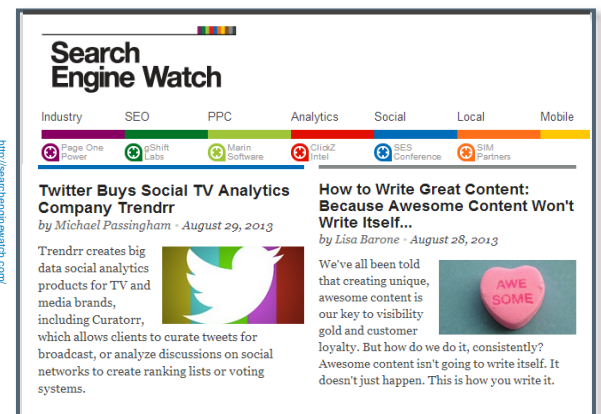
If Search Engine Land is notable for its completeness and well-curated library, Search Engine Watch is notable for its layout, which allows visitors to browse articles at a glance with descriptive titles, thumbnail images, and 30- to 40-word summaries included under each linked article.

First, Explore Main Page Optimized for Navigation

The home page serves as a “recent posts” library, allowing visitors to browse both news stories and instructive articles. Each story is color-coded, indicating that the post is related to one of the following categories: industry, SEO, pay-per-click, analytics, social, local, mobile, video, content, and development.

Find Step-by-Step Instructions in the Tool Section

- [Five Clever Ways to Leverage PR for SEO Success](#)
- [How to Write Great Content: Because Awesome Content Won't Write Itself...](#) This article focuses on using keyword analytics to inform content; See Tool #5 to learn how to identify search terms.
- [Link Building 101: How to Conduct a Backlink Analysis](#)
- [How and When to Use 301 Redirects vs. Canonical](#)



Access Free Live and Archived Webinars

In conjunction with ClickZ Academy, Search Engine Watch offers free registration for synchronous, virtual webinars and an archive of recorded webinars. Past topics include link building, marketing automation, and Google Plus. They are also free to watch.

Attend In-Person (Paid) Workshops

Register for a SES conference to attend trainings with the authors of Search Engine Watch at cities nationwide. The schedule is available at <http://www.clickzacademy.com/onsite-training.php>

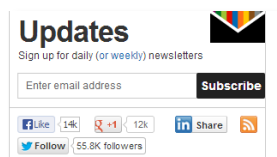
Paid SEO Audit and Associated Tools

A paid-service, the “SEO Tool” behaves like a search engine, crawling your site for key words and reporting back weak points in your strategy. For subscription prices, visit: <http://seotool.searchenginewatch.com/>



Subscribe to RSS feed for blogs

To make sure you don't miss a post, subscribe to an email digest or click the orange icon to view daily posts to the blog in your reader application



Reading List for Staying Current on SEO Trends

The Moz Blog

<http://moz.com/blog>, @Moz

Rand Fishkin, Founder, @randfish

The Moz Blog, founded and sponsored by a SEO consulting firm, functions as a forum for Moz community members to share their expertise, offering variegated perspectives and international authors. Moz Blog is especially well tagged.

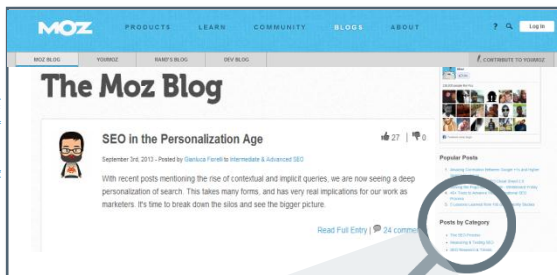
Access and Contribute to Community-Sponsored Blog

The Moz blog space is a source of varied perspectives because contributions are not limited to Moz clients; anyone interested in SEO can create a profile, post questions to a Q and A board, answer questions to earn Moz points, [submit blog posts](#).¹ Quality is top-notch because editors offer helpful guidelines and select only the best from a huge pool of submissions.

Also, Moz hosts “[Rand’s Blog](#)” with posts exclusively authored by Moz founder, Rand Fishkin, and a blog targeted to website developers, “[Dev Blog](#),” featuring articles on changes in code and web browser capabilities among other topics.

Revel in Moz Blog’s Superb Topic Organization

One of the best features of Moz Blog is its well-titled organization of tags, appearing on the side of the webpage.



Posts by Category

- [The SEO Process](#)
- [Measuring & Testing SEO](#)
- [SEO Research & Trends](#)
- [Online Marketing](#)
- [Business Development](#)
- [SEO Community](#)
- [Moz Resources](#)

The SEO Process

- Content & Blogging
- On-Page / Site Optimization
- Keyword Research
- Link Building
- Vertical SEO: Video, Image, Local
- Technical SEO Issues
- Intermediate & Advanced SEO

Measuring & Testing SEO

- Analytics
- Testing / Quality Assurance
- Competitive Research
- Reporting

SEO Research & Trends

- Behavior & Demographics
- International Issues
- Search Engine Trends
- White Hat / Black Hat
- Web Design
- Alternative Search Sources
- Conversion Rate Optimization
- Online Marketing Tools

Online Marketing

- Social Media
- Reputation Management
- Paid Search Marketing
- Internet Advertising
- Branding / Brand Awareness
- Email Marketing
- Affiliate Marketing

Business Development

- Entrepreneurship
- Management / Culture
- Legal
- Consulting Tips & Trends

SEO Community

- SEO Events
- Educational Resources
- Whiteboard Friday
- Interviews
- Search Industry
- Search in the Media

Reap the Benefits of Free Webinars

Additionally, members can participate in webinars synchronously or watch previously recorded webinars at no cost. Similar to the blog structure, community members are tapped to host webinars to the content and the presenters are plentiful and varied.

Subscribe to Moz’s Paid Analytics Tool

Moz Analytics Beta is a paid tool that helps users aggregate all inbound visit data in one place, offers custom reporting and data visualizations, and produces recommendations based on your data.

1) http://moz.com/posts/ugc_guidelines

Reading List for Staying Current on SEO Trends

Search Engine Journal

<http://www.searchenginejournal.com/>, @sejournal

Loren Baker, Founder, @lorenbaker

Get Your News Here

Focused on search-based marketing, this site is best for tracking news in the industry—the content even reads more like a newspaper than a series of “how-to” documents.

Search Engine Journal also features more (and more varied) authors and therefore covers niche topics in addition to the standard content in each of the below categories. (Within the “SEO” category, for example, an article around building your business’ Trip Advisor profile features useful information for SEO but caters to a niche set of industries in hospitality.)

Within the Journal, you can read articles on the following:

- News: covers acquisitions, new features or phased-out features on various websites, revenue reports, etc.
- SEO: advice for improving search engine optimization
- Social
- Tools
- Pay-per-click (PPC)
- Content Marketing



Razor Social

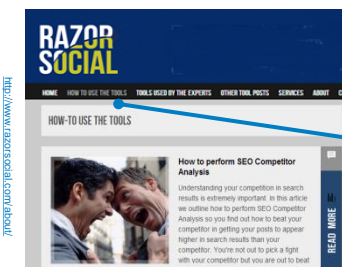
<http://www.razorsocial.com/?s=SEO>

Ian Cleary, Founder, @IanCleary

Understand SEO as It Relates to Social Media

Razor Social is a web publication that focuses on social media with a bulk of its articles about strategies for perfecting presence across social media platforms (e.g., [3 LinkedIn Tools to Grow Your Presence on LinkedIn](#); [A Daily Routine for Social Media](#)). However, a portion of these articles highlight SEO strategies with topics that are heavily how-to focused and quite different than the topics covered in the other blogs mentioned in this tool. The URL listed above will direct viewers to articles related to SEO.

Additionally, the graphic on the right shows a useful tab: all how-to articles, which include well-written instructions and graphics.



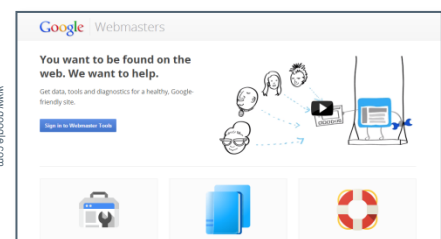
“How-to-Use” Tools Link directs users to all step-by-step articles on the site

This article offers eight steps (with screenshots) for spying on your [competitors' page rankings](#).



Vendor Sites Also Present Useful “How-To” Resources

Search engines like Google also feature tools and accompany instructions on their “[webmaster tools](#)” site. If you want information straight from the source, explore these sites along with the personal pages of their Google Help authors: you never know what useful piece of intel will make it onto Google engineer [Matt Cutts' blog](#).



RazorSocial. "Social Media Tools and Social Media Technology Insight." 2012. <http://www.razorsocial.com> (accessed 3 Sep 2013). Search Engine Journal. "Search Marketing Advice, News and Tutorials." 2012. www.searchenginejournal.com. (accessed 3 Sep 2013)