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Möve's

Guiding Principles to Dominate SEO

with Smart Content Marketing

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Section 1: Understanding the Basics of SEO

What is SEO & Why it's Important

SEO is an acronym for Search Engine Optimization. Search engines are software systems designed to carry out web searches. Executing great **SEO** will increase the quantity and quality of organic traffic to your website through search engine results.

Think About SEO Like This:

Where do you go when you are searching for an answer to a question like "what is SEO?" Odds are, you're putting this question into the Google search bar. So after you input your question, the search results show up with different websites and educational resources to help you learn more about SEO. But how did Google know which websites and content to present you with? Why did it choose to show you a HubSpot article first versus another blog? Google works in mysterious and meticulous ways, but luckily enough, we have insight into how Google works to help our clients' websites rank higher in search engine result pages (SERP).

On average, 89% of B2B buyers turn to Google to solve their problem.

What you need to ensure is that your business' content is showing up among the first relevant positions in Google's SERP. Why? Because without optimizing for search engines, your business will be virtually invisible to new prospects online.

Here at **Möve Marketing**, we optimize all digital content for SEO to give our client's the best chance to achieve a high ranking in search engines like Google, maximizing brand awareness and credibility. **B2B buyers conduct up to 12 searches**, on average, before engaging with a brand. It's essential that your brand dominates the results pages with educational content that is relevant to the prospect.

SEO is one of the most effective content marketing strategies, achieving **20 times more traffic opportunities** than pay-per-click on both mobile and desktop devices. Focusing on SEO will increase organic traffic, brand awareness, and help you gain more leads. In this guide, we will be helping you understand Möve's process for creating digital content (blogs, landing pages, web pages, etc.) to effectively optimize for search engines.

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How Search Engines Work

Google has an ever-changing algorithm for ranking websites. While it updates almost daily, the algorithm's foundation is made up of three parts: crawling, indexing, and ranking.

Crawling

Google has little "spiders" that visit or "crawl" web pages all over the internet to analyze and understand the content (text & visuals) on the site in order to decide where the page should appear in search results.

The better Google can understand your site, the better it can be matched to people who are looking for your content.

Indexing

Google analyzes the content, catalogs images and video files embedded on a page, and ultimately tries to understand the overall meaning and purpose of a page. Once Google accomplishes the analysis, this information is stored in the Google index. Similar to a library, the Google index lists all of the web pages that Google knows about.

Ranking

Once Google knows all the information about a page, it then decides which position in the SERP it should be placed. Pages optimized for search engines will appear closer to the top of the rankings. Those that aren't optimized, might not even show up in the first page of results at all.

SERP Layout

There are many ways a SERP may be laid out depending on the type of search query.
Here are some typical ways your content may be featured in Google's search results:

Featured Snippets

A Featured Snippet is shown in a block above the rest of the search results. Though, it is not a paid position. Based on page authority, Google pulls the information from one of the organic listings on the first page of search results and displays the excerpt at the top of the results page. There are three types of Featured Snippets:
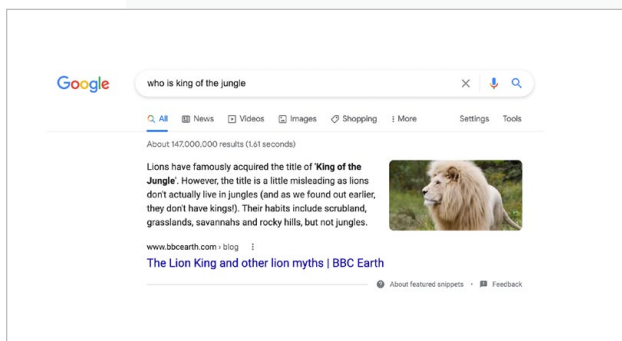
Paragraph Snippets

Typically, these snippets include a blurb of text from the webpage and often include an image pulled from the page as well.
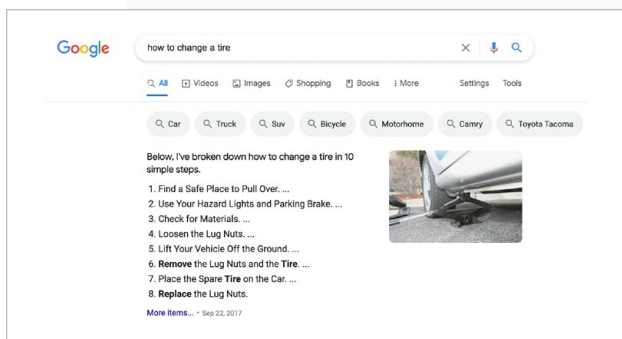
List Snippets

List Snippets pull step-by-step instructions from high quality web pages to answer "how to" questions.
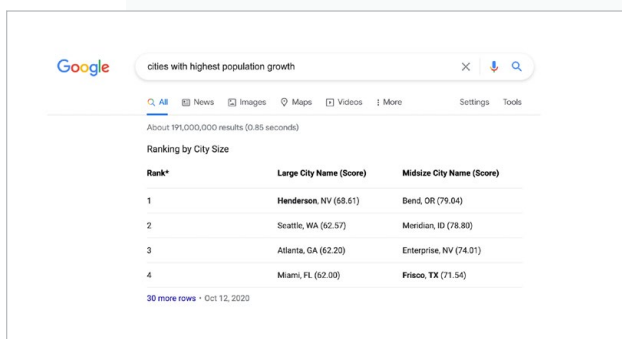

Table Snippets

Table Snippets pull the specific information a user is searching for and Google recreates its own table or chart to visualize the information or data.

Site Links

Site Links pop up when a specific brand is searched. Take a look at the image to the right. When searching for Nike, not only does the main website come up as a result, but more specific links show up underneath as well. Up to 10 links can be displayed as a way to make searching for specific Nike products easier to find depending on an individual's needs.
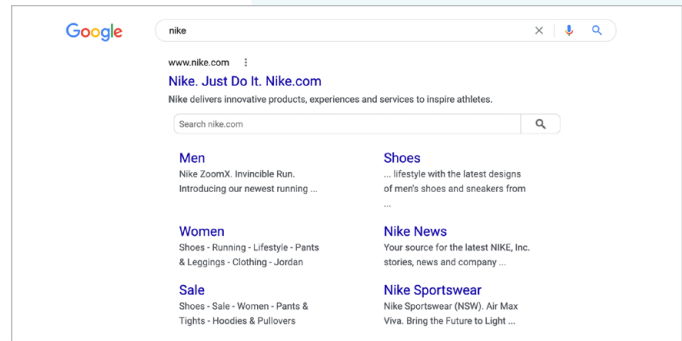
In-Depth Articles

Typically, these articles are from huge publishers with massive page authority like the Discovery Channel, MSN, and more.
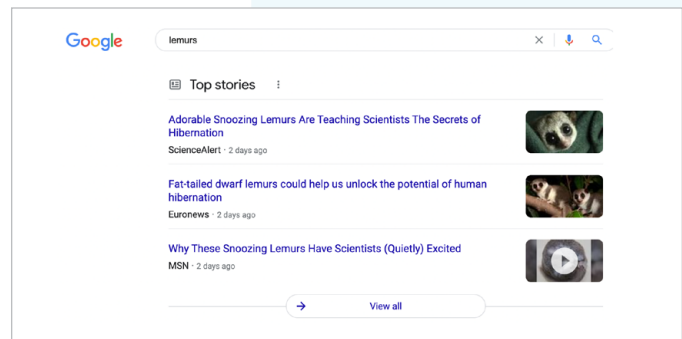
News Box

In a news box, there are usually the most recent and relevant news articles regarding the searched topic.
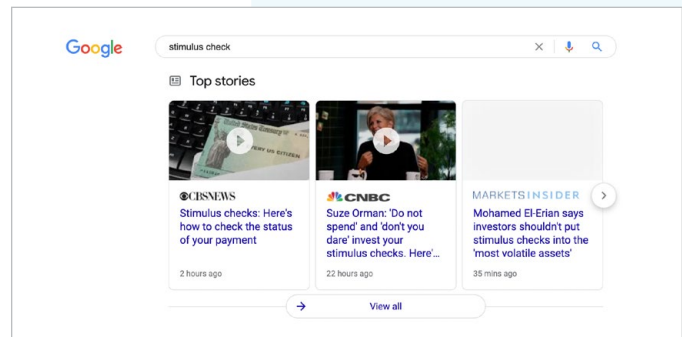
Related Questions

In this section, Google provides similar questions to the current search query. To expand upon their knowledge, a person may click on one of these questions to find the answer from an authoritative source.
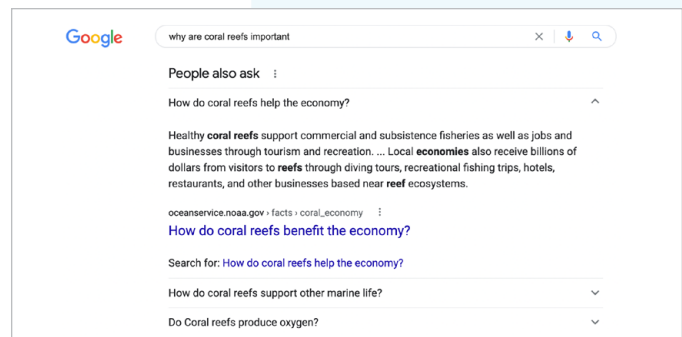
Google's SEO Algorithm

To understand SEO completely, it's important to note that Google ranks websites based on a plethora of other data, commonly referred to as Technical SEO. Let's take a look at a few of the most influential aspects of Technical SEO:

HTTPS
(Hypertext Transfer
Protocol Secure)

Having a secure website helps you rank higher in Google. But it also provides greater insight into Google analytics. If a user visits your site via a HTTPS page but your page is HTTP, the traffic won't show up as a referral. Instead it will show up under "direct traffic" — causing your analytics to be inaccurate.

Canonical Links
/Duplicate Content

A canonical link is an HTML element that helps prevent duplicate content issues in SEO by specifying the preferred (canonical) version of a web page. While producing unique content for each page on your website is important, please note that Google doesn't penalize duplicate content. (**SEMRush**)

Site Speed

Having a fast site speed improves Google's ability to crawl the site pages.
Greater crawlability = higher SERP rankings.

Fun Fact: 50% of users expect a website to load in 2 seconds or less. For every additional second of load speed, your conversions can drop by up to 20%. (**SEMRush**)

URLs

There are many ways to write slugs (the end of a URL which identifies a particular page on a website). Best practices include using hyphens to connect each word in a slug. This makes it easier for Google's spiders to better understand the content of the page while crawling.

Pro Tip: Always include the primary keyword in a slug!

Dead/Broken Links

Updating blogs and web pages is a great plan of action when it comes to keeping your content up-to-date. However, if not done correctly, updating your links can negatively impact your SEO. For example, when a link has changed there are a few possible redirects that can happen:

◆ **301:** Tells the browser a page has permanently moved (and brings the user to the new page).

◆ **302:** Tells the browser the site is temporarily down, usually for maintenance.

◆ **404:** Error page depicts a page is no longer available.

Broken and dead pages harm SEO and provide negative experiences for users.

XML Sitemap

To put it simply, an XML sitemap is the backend of a website that Google's spiders crawl. In order to optimize the sitemap, a site must be organized well and easy to navigate. This enables the spiders to easily crawl all pages of a website.

Robots.Txt

Robots.Txt instructs search engines about which pages they should crawl. For instance, some pages have a "no-follow" tag which disables Google's spiders from crawling those pages. Therefore, they won't be able to be ranked or indexed in Google.

How Businesses are Ranked in Google

Personalization

Google will personalize search results based on search history of the device that's being used.

Brand Search Volume

The more searches for your brand, the higher it is likely to rank. (Keywords used for a brand can help your business rank for those as well.)

Place in the Google Search Results

CTR

The more visitors click through on a certain article/landing page, the more often it will show up in similar searches in the future.
(This can temporarily improve rankings.)

Social Signals

It's simple — content that gets shared on social media more often, tends to rank higher.

Section 2: How We Optimize Web Content for SEO

Optimizing General Website Content

Title Tags

A title needs to be interesting enough that it will entice people to click (not clickbait!) through the site. However, it's imperative to make sure the title addresses the main topic we're covering within the article or page. No one wants to click on a blog who's title says "5 Benefits of Sales Enablement" only to end up reading about something completely different!

Pro tip: The target keyword should be present within all types of headings (H1s, H2s, H3s).

Customize URL Slug

A slug is the last part of a URL (www.Move-mtkg.com/contact). Essentially, it's the part of the URL that explains the page's content. To make it easier for Google's spiders to crawl the page, the slug should reflect the keyword and use hyphens in between each word.

Pro tip: While underscores and plus signs can be included in a slug, Google's spider's have more of a difficult time finding these pages. Hyphens make the process much smoother for spiders to crawl the pages.

Add a Meta Description

A meta description is a snippet of text that summarizes a page or blog's content. When the page's keyword is searched in Google, the meta description for the page will show in SERPs. However, in order for this to happen, the keyword must be included in the meta description.

Pro tip: A meta description should be no greater than approximately 150-160 characters.

Image Optimization

Images must be optimized to achieve a high ranking in SERPs. This means changing file names to include the keyword, adding alt text (the text that will appear if the image does not) that includes the keyword, and compressing images.

Pro tip: Avoid using large image files. The larger the file the longer it takes to load on a page — long load times lead to higher bounce rates.

Desktop vs. Mobile Users

Optimizing content transcends beyond search engines. We also need to optimize content with the intended user in mind. What does this mean? We hyperfocus on aspects like title tags, URLs, meta description, image optimization, and more, to make a user's experience with your brand cohesive and easy-to-read. While optimizing for the user experience, we end up optimizing for search engines as well.

We also create content with the mobile user in mind. **52% of the world's population** are mobile internet users. A smaller screen means we need a different typeface and layout than what's typically shown on desktops. To ensure we achieve ultimate user-friendliness, we optimize first for mobile, and then enhance for desktop. Take a look at our process below.

Optimizing for Mobile Website Content

Möve Insight: Google Prioritizes Mobile

As of 2018, Google's ranking algorithm prioritizes mobile content first. This means Google's index is based on how mobile searches are conducted. Even if you're searching on a desktop, the results you see are based on mobile rankings.

According to research from SEMRush, mobile users are more likely to purchase than desktop users — mobile optimization is more valuable to the bottom line.

Responsive Websites

All content must be included on a mobile site in order to rank well in search engines. The best way to ensure all content is listed on the mobile and desktop versions of your site is to have one responsive website. A responsive website automatically changes size and layout based on the size of the screen on which it's being viewed.

Best Practices to Optimize for Mobile

Font size of body text should be at least 16px for greater readability.

Secondary text (captions, lesser labels, etc.) should be about 2 sizes smaller than the paragraph text.

HOME   ABOUT   BLOG

5 Lightweight Tools for Modern Marketers

Thankfully, gone are the days of having to purchase expensive software licenses, download bulky applications, and sit through hours of training. A cache of lightweight tools have disrupted their respective fields to offer you easy avenues to complete, present, and promote your marketing programs.

Here's five of our favorites. All of these tools are the perfect lightweight answer to problems you're facing today. None of them require any installation, they can be used with zero background or experience, and they all have free versions.

Alpha   Beta   Gamma   Delta   Epsilon

Get in Touch

Ensure there is enough white space between blocks of text and images. The white space will make it easier on the reader's eyes rather than overwhelming them with heavy text.

Clickable elements (menu, phone number) must be of a large enough size where they're easy to click on.
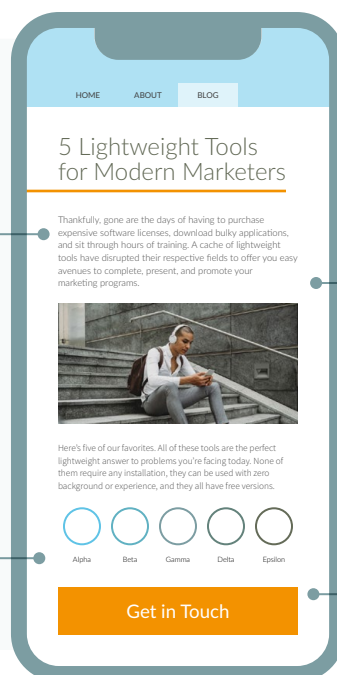
Section 3: Möve's Keyword Strategy

How We Find Keywords

First, we work with our clients to develop a preliminary list of keywords and keyphrases based on the services our client offers, industry, products, and any other defining information. From here, we use two tools: Google Search and Google Keyword Finder.

Google Search

Using Google Search, we simply enter a search query based on the preliminary list of keywords we generated with the client. For example, we'll take a keyword like "Kubernetes" and search the term in Google to see what other popular keywords or phrases show up in the search results. For the keyword "Kubernetes" the following were just a few of the terms that were also presented to us in the results:

- What is kubernetes
- Kubernetes cluster
- Kubernetes basics

Google Keyword Finder

The Google Keyword Finder (GKF) is a tool that gives you insight into how often certain words are searched and also provides you with a list of similar keywords and phrases.

Möve's Process:

1. First, we add each keyword from the preliminary keyword list into the GKF and find out the search volume and keyword difficulty for each.
2. Next, we see what other keywords come up that we can include in our master list.
3. Then, we download a list of all the keywords and create a master list.
4. Moving forward, we organize each keyword by the search volume (most to least).
5. Next, we delete any keywords that have zero search volume or are not relevant to the client.
6. Finally, we choose the best keywords that have a high search volume and a low keyword difficulty and put them at the top of our list.
7. We choose 20-30 top keywords to then complete our list of target keywords.

Pro tip: The most ideal keywords are those with a high search volume and low keyword difficulty.

Knowing the right keywords and phrases that your most relevant prospects are searching for allows us to optimize web content based on those specific keywords. Optimizing for these keywords enables our client's website and its pages to rank higher in search results.

Möve's Competitive Analysis

Knowing your competitors is the first step to outranking them. Before creating content for any client, we conduct a competitive analysis to give us a sense for the industry and the key players.

Our competitive analysis consists of the following research:

How competitors position and talk about themselves.

Learn how they're discussing these topics and how we can differentiate.

Möve's Competitive Analysis

What language, tone, and jargon they use.

Understand what competitors are currently talking about; i.e. market trends.

What strategies work well for them (best practices).

Section 4: Our Content Writing Process for On-Page SEO

The Möve Writing Process

| 01 Outline | 02 Draft | 03 Revisions | 04 Optimization |

- **Blogs**
- **Guides**
- **Landing Pages**
- **E-Books**
- **White Papers**

1. Pinpoint out the target audience(s).
2. What language does this audience use? What type of jargon? Which is more appropriate, a formal or informal style of writing?
3. Consider audience behavior: what do the client's customers search for? What problem is the client solving? How do they prefer to consume content?

Creating an Outline

Determine the Topic and Angle

First, we conduct research to see what competitors are currently writing about and review major media outlets to see what's trending in the industry.

Taking Action:

1. Refine 3-5 different relevant topics.
2. We ask ourselves: How does this address a popular topic from a fresh perspective?
3. Finally, we begin drafting outlines for each topic.

Choose the Right Keyword

Next, we determine which keyword best addresses the topic of the blog, white paper, landing page, etc. We consider which keyword our target audience would use while searching for a solution. The keyword we choose will help the target audience find our client's products and/or services.

H1s, H2s, H3s

Audience characteristics and chosen keywords drive the creation of the title, subheadings, and body content. Using headings, formatting best practices, etc. makes the piece consumable and searchable.

SEO Best Practices for Writing Titles and Subheadings:

1. Format headings with the right tags:

   ◆ H1: Title / Main Heading

   ◆ H2: Subheadings

   ◆ H3 & H4: Sub Subheadings

2. Include the keyword in the title and subheadings.
   Remember: don't keyword stuff!

Fill in the Details

We create sections separated by subheadings to break up the content for readability especially in longer posts/content.

Then under each subheading, we add relevant details and information we'd like to include in the actual post itself. For further impact, we conduct research to find statistics from reputable sources that backup our claims. We always hyperlink to each outsourced data point or quote to boost SEO.

Drafting the First Version

Creating the Content

Möve Quick Tips
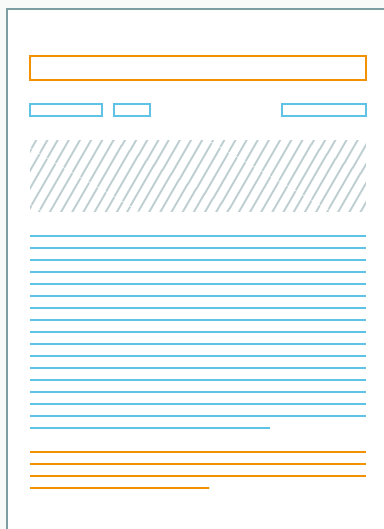
The length of the title should be around 60 characters.

Focus on creating content that best answers the target audience's question and addresses the main topic of the post.

Content for blogs should be about 800-1200 words.

We always include a "Final Thoughts" section to summarize the post/content and end the piece with a call to action. The call to action should reflect the next logical step in a buyer's journey.

Keyword Density

As discussed in section 3, keywords are ideas and topics that define what your content is about. While it's important to include the keyword throughout the piece, it's essential that we do not "overstuff" the piece by using the keyword more times than appropriate.

>> **Keyword Stuffing:** The practice of loading a webpage with keywords or numbers in an attempt to manipulate a site's ranking in Google search results.

However, filling pages with keywords results in a negative user experience, and can harm your site's ranking.

So how do we ensure that our blogs, landing pages, and other web content has just the right amount of keywords? We use the keyword density formula.

Keyword Density Formula

We take the number of times we've mentioned the keyword on the page and divide it by the total number of words on the page. Then, we turn this ratio into a percentage by multiplying our result by 100. The keyword density should stay between 0.5-3%.

Pro Tip: If the keyword is used too many times, try using a synonym for the keyword or acronym instead in a few instances. This is a great way to reduce keyword density while keeping the messaging consistent and relevant.
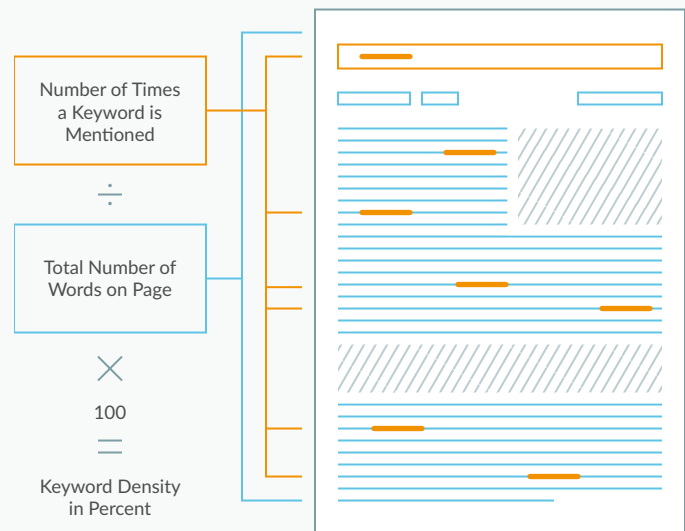
Number of Times
a Keyword is
Mentioned

÷

Total Number of
Words on Page

✕

100

=

Keyword Density
in Percent

Keyword Distribution:

Keyword distribution is an SEO metric that checks to see how well-balanced a keyword is mentioned throughout a page. In order to have a more balanced keyword distribution in each blog, we make certain that the keyword is spread evenly throughout the page.

Proofreading & Revisions

Over the years, we've come to realize that one of the best ways to check for spelling and grammatical errors is to read the post out loud and slowly when proofreading. We ask ourselves:

◆ Does the post make sense?

◆ Would it sound right if we were speaking directly to a client face-to-face?

◆ Is the piece easy for the intended audience to understand?

>> **Readability**: the measurement of a piece of content being easy or difficult to read.

Readability Metrics to Watch Out For:

Passive Voice

Passive voice occurs when the subject of the sentence is acted on by the verb.
Active sentences, on the other hand, make the content easier to understand.

Example: "The ball was thrown by the pitcher." (Passive) vs. "The pitcher threw the ball." (Active)

Sentence Length

Shorter sentences also improve readability whereas longer sentences can be a bit convoluting. However, in some instances, a longer sentence is necessary. We use our best judgement when determining when it is appropriate to use a longer sentence.

Transition Words

Transition words are used to link together different ideas within text and help the reader to follow an argument.

Example: Furthermore; Moreover; Then; Also; First; Second

Revisions

All forms of content should be finalized within 3 revisions.

If there are minor text edits, we change them in the first version of the draft.

We create a second version of the piece if the content or structure changes dramatically based on revisions.

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Optimizing for Digital Content

URL & Slug Optimization

>> **Slug:** the part of a URL which identifies a particular page on a website in an easy to read form.

Example: www.website.com/slug

It's essential to include the keyword in the slug!

Google finds hyphens in slugs easier to crawl, so we always use hyphens to separate the words in each page's slug.

Meta Descriptions

The meta description provides a brief summary of a web page. Google often displays the meta description in search results, which can influence click-through rates.

- **Pro Tip:** The keyword must be included in the meta description!

Images

Images are a fun way to break up text and help the reader gain a deeper understanding of the content.

To optimize images for SEO, we use alt-text.

Alt-text:

Alt-text is used within an HTML code to describe an image on a page.

1. Alt text provides better image context/descriptions to search engine crawlers, helping them to index an image properly.
2. Visually impaired users using screen readers will be read an alt attribute to better understand an on-page image.
3. Alt text will be displayed in place of an image if an image file cannot be loaded.

Keywords

The keyword must show up in the first 100 words of content on a page.

Headings:

Use the keyword in the headings (making sure to not keyword stuff!)

Hyperlinks

Hyperlinks refer to another webpage or resource that the reader can follow by clicking on a link or button.

Hyperlinks help search engines discover and crawl new web pages, which they can then present in their search results. Depending on the quality of the links included in a blog, for example, they can also help improve page rank.

When to Use a Hyperlink:

1. When citing statistics or other information from outside sources.
2. When linking to the client's own website, previous blog post, and/or resource to improve the quality of all included pages.

Mix Up Anchor Text Types

>> **Anchor Text:** The visible, clickable text in a hyperlink. The text is often blue and underlined.

A Few Different Types of Anchor Text:

Exact match

The exact keyword that's hyperlinked matches the target keyword on the page it links to.

Example: "Read our blog on anchor text."

Brand

A brand name is used as anchor text.

Example: "Check out Möve Marketing."

Generic

A generic word or phrase that is used as the anchor.

Example: "Click here" or "Learn more"

Naked URL

A URL that is used as an anchor.

Example: "www.move-mktg.com"

Google favors pages with diverse anchor text. Having a strong and diverse set of anchor text on all web pages is an essential component of SEO.

Other Möve Writing Tips

Avoid being too promotional in thought leadership pieces. Thought leadership pieces should position the company and their employees as experts in their industry, not solely promoting their product or service.

The level of appropriate promotion varies depending on the client's preferences.

Incorporate semantic keywords — variations or synonyms of the primary keyword. This reduces keyword density and helps prevent keyword stuffing.

Use internal and external links in blog posts and applicable web pages. Both types of links are an important component of a strong SEO strategy and help boost traffic and improve the site's rank in SERPs.

Multimedia like pictures and videos positively impact a reader's experience and signal a page's quality. This leads to a higher ranking in SERPs.

Section 5: How We Monitor & Track SEO Results

Tracking Organic Traffic

>> Organic traffic is the traffic that comes from accessing a website from visitor searches on Google, Yahoo, Bing, or other search engines.

We use HubSpot (or an applicable tool in a client's tech stack) to track organic traffic based on — but not limited to — the following metrics on a monthly basis:

Where the traffic is coming from (referrals, social media, geographic location)	Landing page total views	Lead generation from lead capture form submissions
Blog post views	Click-through rates	Daily website traffic
Average duration spent on a page	Average bounce rate	Website visitor session by device type

These analytics help the Möve Marketing team to notice what's working for a specific client, buyer persona, marketing channel, etc. to further understand the customer base. In doing so, we take these metrics and analytics to improve upon and maximize our SEO efforts.

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Which Metrics Are Most Important?

Depending on your goals and KPIs, some metrics will be more important than others. Further examples of SEO metrics we track are:

Top blog posts attracting organic traffic

Top landing pages attracting organic traffic

Keyword rankings

Conversions from organic traffic

Pages per visit

Scroll depth (how far visitors scroll down individual webpages)

Google Analytics

In addition to HubSpot, we also use Google Analytics. Google Analytics tracks and reports website traffic from paid, organic, and referred sources. We use this data to gain insight regarding which pieces of content are serving up the most traffic. And contrarily, which pieces of content may need improvement.

Summary

Executing effective SEO is critical to marketing your business well. Ranking high in search engines increases your brand awareness and credibility. In fact, potential customers are more likely to trust and click on search engine results that appear on the first page. Studies have shown that the first organic position in Google search results has an **average click-through rate of 28.5%**. The click-through rate decreases as the rankings are lowered.

If you fail to make SEO a priority, thousands of your potential customers could be missing out on your products and services. Möve Marketing's guiding principles to dominate SEO with effective content marketing will help you focus your efforts and ensure your content is reaching your buyers where they need it most.

Glossary

Section 1

Broken Links	Links that don't work due to a website no longer being available, a web page was moved without a redirect being added, or the URL structure of a website was changed.
Canonical Links	An HTML element that helps webmasters prevent duplicate content issues in search engine optimization by specifying the "canonical" or "preferred" version of a web page.
Click-Through Rate	Click-through rate is the ratio of users who click on a specific link to the number of total users who view a page, email, or advertisement.
Crawling	Google has "spiders" that visit or "crawl" web pages all over the internet to analyze and understand the content (text & visuals) on the site in order to decide where the page should appear in search results.
Dead Links	A hyperlink on a website that points to a web page that has been deleted or moved.
Featured Snippet	A Featured Snippet is shown in a block above the rest of the search results. Though, it is not a paid position. Based on page authority, Google pulls the information from one of the organic listings on the first page of search results and displays the excerpt at the top of the results page. There are three types of Featured Snippets: Paragraph Snippets, List Snippets, and Table Snippets.
HTTPS	(Hypertext Transfer Protocol Secure) is an extension of the Hypertext Transfer Protocol. It is used for secure communication over a computer network, and is widely used on the Internet.
Indexing	Google analyzes the content, catalogs images and video files embedded on a page, and ultimately tries to understand the overall meaning and purpose of a page. Once Google accomplishes the analysis, this information is stored in the Google index. Similar to a library, the Google index lists all of the web pages that Google knows about.
Robots.txt	Robots.Txt instructs search engines about which pages they should crawl.
Search Engine	A search engine is a software system that is designed to carry out web searches.
SEO	SEO stands for Search Engines Optimization. Executing great SEO will increase the quantity and quality of organic traffic to your website through search engine results.

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SEO Ranking	Once Google knows all the information about a page, it then decides which position in the SERP it should be placed. Pages optimized for search engines will appear closer to the top of the rankings. Those that aren't optimized, might not even show up in the first page of results at all.
SERP	SERP stands for Search Engine Result Page which is a web page presented to users when they search for something online using a search engine, such as Google.
Site Speed	Reports that show how quickly users are able to see and interact with content.
XML Sitemap	An XML sitemap is the backend of a website that Google's spiders crawl. In order to optimize the sitemap, a site must be organized well and easy to navigate. This enables the spiders to easily crawl all pages of a website.

Section 2

Alt Text	Alt text is the written copy that appears in place of an image on a webpage if the image fails to load on a user's screen. This text helps screen-reading tools describe images to visually impaired readers and allows search engines to better crawl and rank your website.
Meta Description	A meta description is a snippet of text that summarizes a page or blog's content.
Responsive Website	A responsive website automatically changes size and layout based on the size of the screen on which it's being viewed.
URL Slug	A slug is the last part of a URL (www.Move-mtkg.com/contact). Essentially, it's the part of the URL that explains the page's content.

Section 3

Google Keyword Finder	The Google Keyword Finder (GKF) is a tool that gives you insight into how often certain words are searched and also provides you with a list of similar keywords and phrases.
Keywords	Ideas and topics that define what your content is about. In terms of SEO, they're the words and phrases that searchers enter into search engines, also called "search queries."

Section 4

Anchor Text	The visible, clickable text in a hyperlink. The text is often blue and underlined.
Hyperlinks	Hyperlinks refer to another webpage or resource that the reader can follow by clicking on a link or button.
Keyword Density	Refers to the number of times a keyword appears on a given webpage or within a piece of content as a ratio or percentage of the overall word count.
Keyword Distribution	Keyword distribution is an SEO metric that checks to see how well-balanced a keyword is mentioned throughout a page.
Keyword Stuffing	Refers to the practice of loading a webpage with keywords or numbers in an attempt to manipulate a site's ranking in Google search results. However, filling pages with keywords results in a negative user experience, and can harm your site's ranking.
Readability	The measurement of a piece of content being easy or difficult to read.

Section 5

Google Analytics	Google Analytics tracks and reports website traffic from paid, organic, and referred sources.
HubSpot	HubSpot is an inbound marketing automation and sales platform that helps companies to attract visitors, convert leads and close customers.
Organic Traffic	Organic traffic is the traffic that comes from accessing a website from visitor searches on Google, Yahoo, Bing, or other search engines.