Graphical user interface

Description automatically generated

**LEWIS Global Communications Bonus Materials**

**[LEWIS Global Communications' SEO Glossary](https://www.flipsnack.com/teamlewis/the-complete-seo-glossary/full-view.html)**

**Additional SEO Resources:**

* **Backlinko:** [Google Ranking Factors](https://backlinko.com/google-ranking-factors#pagelevel)
* **Moz:** [Google’s RankBrain](https://moz.com/learn/seo/google-rankbrain)
* **Moz:** [E-A-T and SEO: How to Create Content That Google Wants](https://moz.com/blog/google-e-a-t)
* **Moz:** [SEO Learning Center](https://moz.com/learn/seo)
* **Book recommendation:** [“Optimize,” by Lee Odden](https://play.google.com/store/books/details?id=Coku6bhrBcIC&gl=us&hl=en-US&source=productsearch&utm_source=HA_Desktop_US&utm_medium=SEM&utm_campaign=PLA&pcampaignid=MKT-FDR-na-us-1000189-Med-pla-bk-Evergreen-Jul1520-PLA-eBooks_Business_Economics&gclid=CjwKCAiAzNj9BRBDEiwAPsL0d88Gcr6GklfWz3ZlGwNgxu-Jg4TwmKfWQihx_f0qkRuq4ZKuRZDg8RoCUYAQAvD_BwE&gclsrc=aw.ds)

**SEO Tools/Blogs:**

* **Market Muse:** A tool built to help writers write for SEO and optimize using Semantic Search and natural language processing.

[Check out their blog here.](https://blog.marketmuse.com/)

* **SEMrush:** A powerhouse tool that we use a lot for competitor analysis and content topic research.

[Check out their blog here.](https://www.semrush.com/blog/)

* **Moz:**

[Check out their blog here.](https://moz.com/blog)