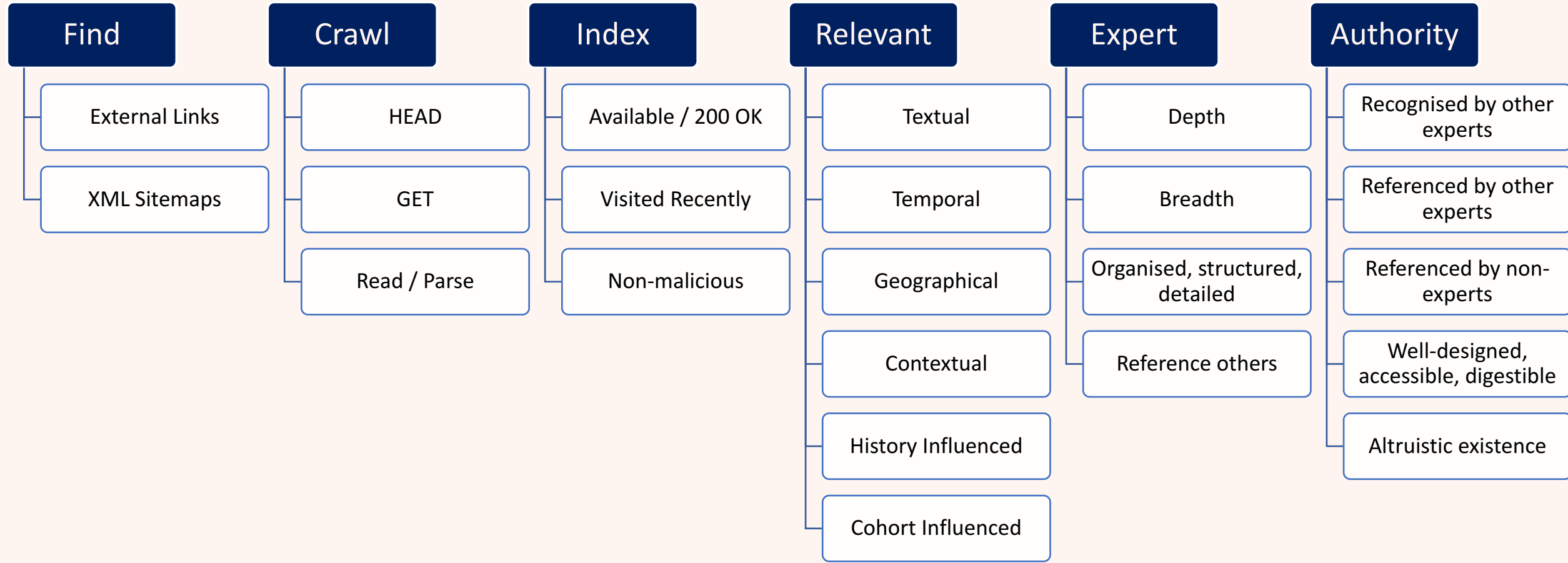


# Belmore Digital

= Organic Digital Marketing =

# Find, Crawl, Index

30 MAR 2017



# Find, Crawl, Index

30 MAR 2017

## Google wants to:

- Find
- Crawl
- Index
  - **Content**
    - Which is **Relevant**,
    - Created by an **Expert**,
    - Who is viewed as an **Authority**

**So that it can rank that content and link to it in response to a user search query**

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