

Intro to SEO



Agenda

- What is SEO?
- Use Google Keyword Planner
- Learn about website Silos
- SEO Strategy
- Site Audit
- Google Search Console

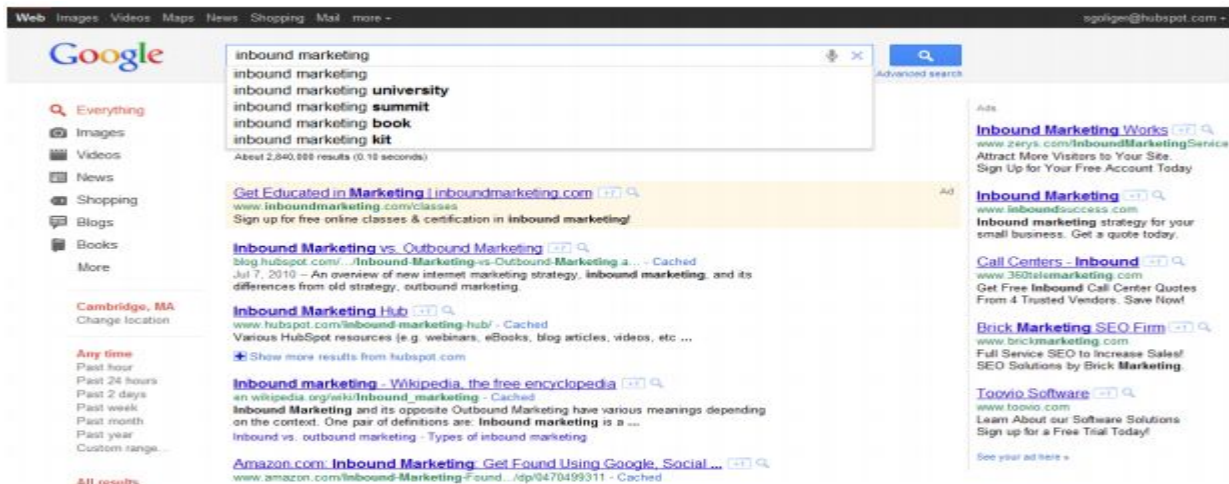
Introduction to SEO

What is SEO?

How do Search Engines Work?



WASSERP?



Search Engine Results Page

- **Content**
- **Performance**
- **Authority**
- **User Experience**

Identifying key words

**We first must understand how
people search**

PUT YOURSELF



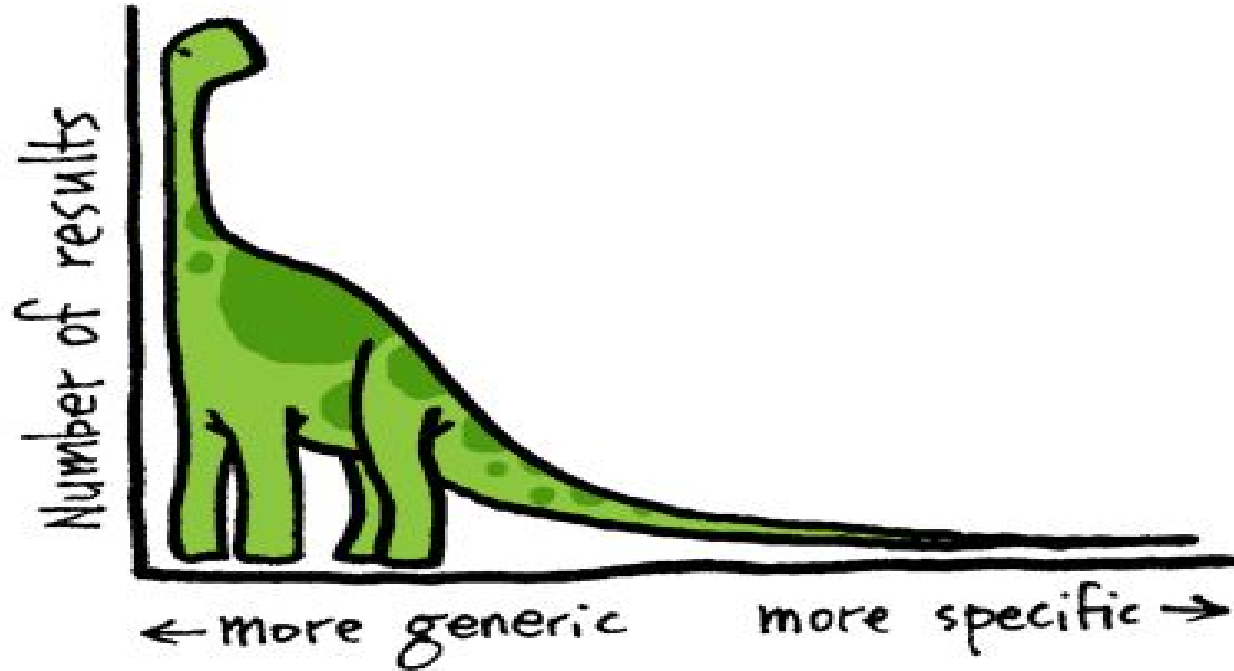
IN MY SHOES

peterpatterpeter.blogspot.com

Sales funnel



What's a long-tail keyword?



What part of the sales funnel are long-tail keywords?

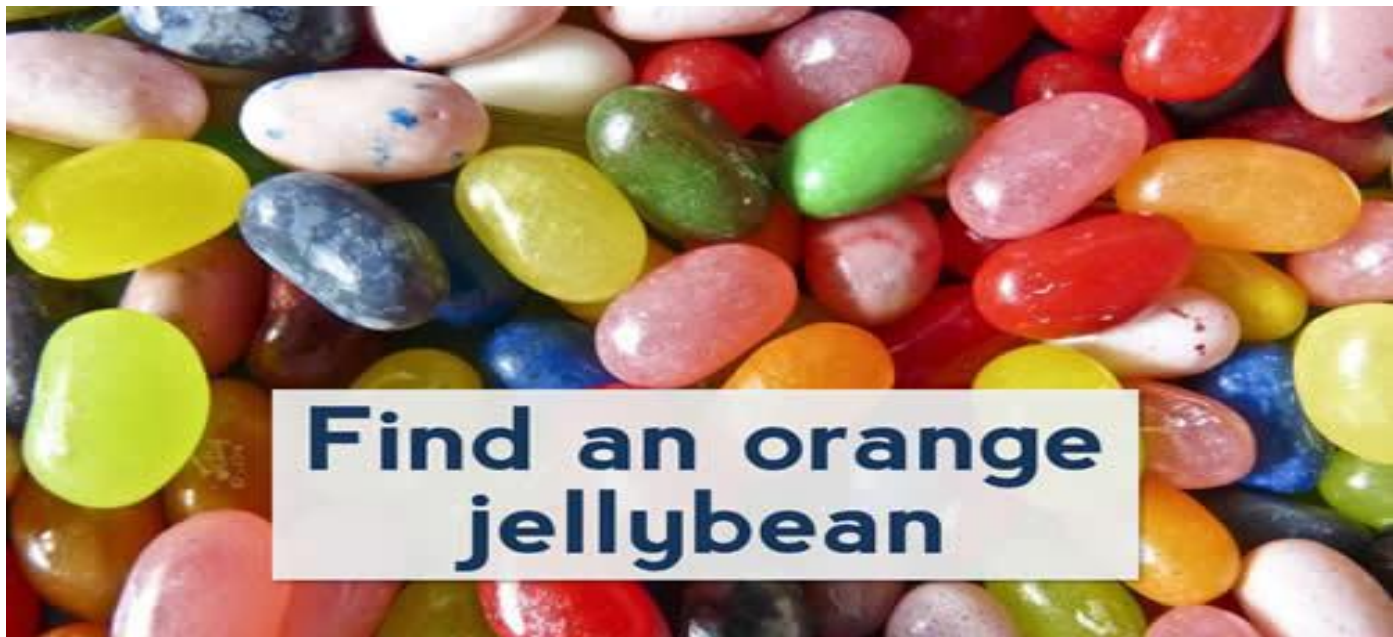
Search terms		Avg. monthly searches 
furniture		246,000
antique love seat		70

Activity - Google Keyword Planner

- In pairs use your personal site
- Search for keywords ideas – both generic and specific
- adwords.google.com/KeywordPlanner

Where else would you find keywords?

Creating website silos



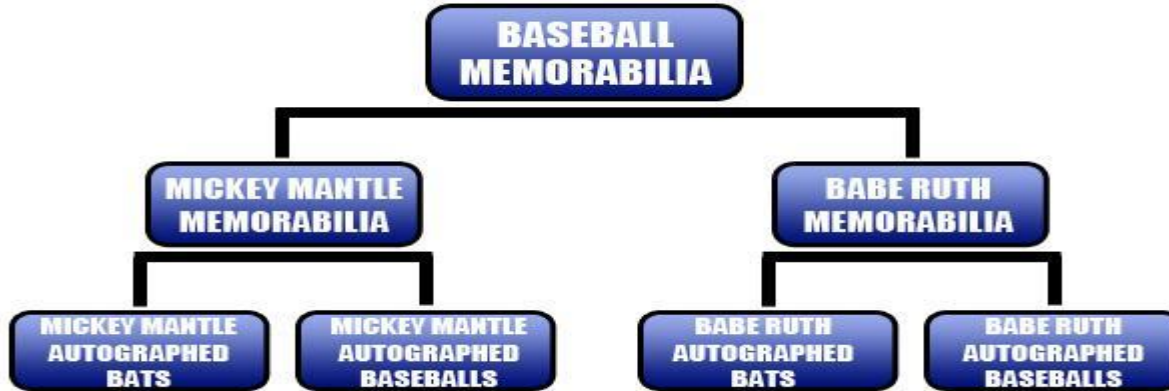
**Find an orange
jellybean**



**Now find an
orange one**

Which is **Google** more likely to
serve to their users looking for
orange jellybeans?

For example



Activity

In pairs sketch out a plan for your personal site

SEO Strategy



SEO Strategy



On Page

On Page

- Website Content
- URL Structure
- Pictures
- Title Tags & Meta Tags
- Headline Tags
- Navigation
- Internal Linking & anchor text

Website content

- Write easy-to-read text (*Flesch-Kincaid Reading Ease*)- <https://readability-score.com/>
- Stay organized around the topic
- Create fresh, unique content
- Create content primarily for your users, not search engines

URL structure

- Good URL Example: <http://www.jessops.com/compact-system-cameras/Sony/NEX-5-Black-18-55-lens/>
- Bad URL Example: <http://www.jessops.com/online.store/products/77650/show.html>

Images – Alt tags, file names

This is the ALT Tag



Sean Work

@seanvwork



Follow

Write your alt tags like if you had to describe them to someone who is blind...

12:44 PM - 1 May 2014



13



8

Title Tags and Meta Tags

RED Academy ✓

www.redacademy.com/ ▼



Title tag

RED Academy is a unique Vancouver-based technology academy created for the designers, creators, developers and digital marketers of tomorrow.

1 Google review · [Write a review](#) · [Google+ page](#) ✓



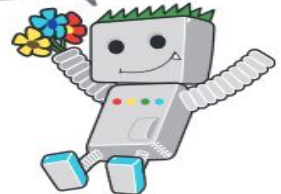
Meta description



1490 W Broadway #200, Vancouver, BC V6H 4E8
(604) 674-8332

You've visited this page 2 times. Last visit: 11/08/15

Page titles are an important aspect of search engine optimization.



Headline tags

The diagram illustrates the structure of headline tags using an example text block. The text is organized into three main sections, each highlighted with an orange border:

- Headline:** The top section, "Free Ebook: The Essential Step-by-Step Guide to Internet Marketing", is indicated by an arrow labeled "Headline".
- Sub-headline:** The middle section, "The Building Blocks for Succeeding With Marketing on the Web", is indicated by an arrow labeled "Sub-headline".
- Bold text:** The bottom section, "Whether you're just getting started with internet marketing or you just want to brush up on the basics, this ebook can serve as your essential guide to setting up and implementing a successful internet marketing strategy, step by step.", is indicated by an arrow labeled "Bold text".

Below the text block, a 3D bar chart with five columns of colored blocks (yellow, orange, red, pink, and teal) is shown, increasing in height from left to right.

Place keywords in your H tags

<H1>This is a heading</H1>

<H2>This is subheading A</H2>

<H2>This is subheading B</H2>

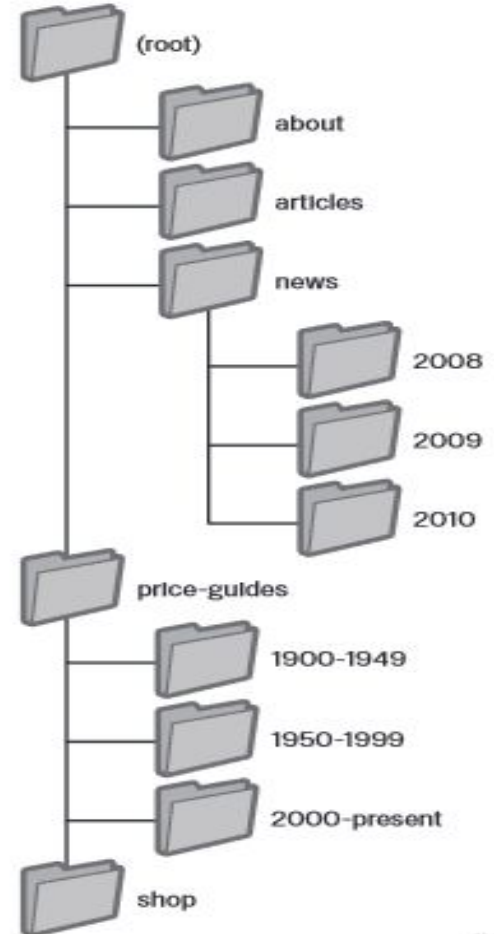
<H3>This is a lower subheading</H3>

Navigation

- Create a naturally flowing hierarchy
- Use text for navigation
- Ensure you have a site map



For navigation, the focus should be on simplicity and ease of use!



Internal Links

- Use links that are natural for the reader
- Use a reasonable number of internal links
- Link deep – avoid links to top level pages
- Use anchor text

Anchor text

- Anchor text is the clickable text in a [hyperlink](#).
- [SEO best practices](#) dictate that anchor text be relevant to the page you're linking to, rather than generic text.

Bad anchor text example: [Click here!](#)

Good anchor text examples: [anchor text](#), [anchor text definition](#), [learn about anchor text](#)

Group Activity

- Choose a website
- Conduct a mini on page site audit:
 - Keywords
 - Title tags
 - Meta tags
 - Header tags
 - Image alt tags and titles
 - Back links - <http://www.wholinks2me.com/>
 - Page authority - <https://moz.com/researchtools/ose/>
- How can it be improved?
- Present!

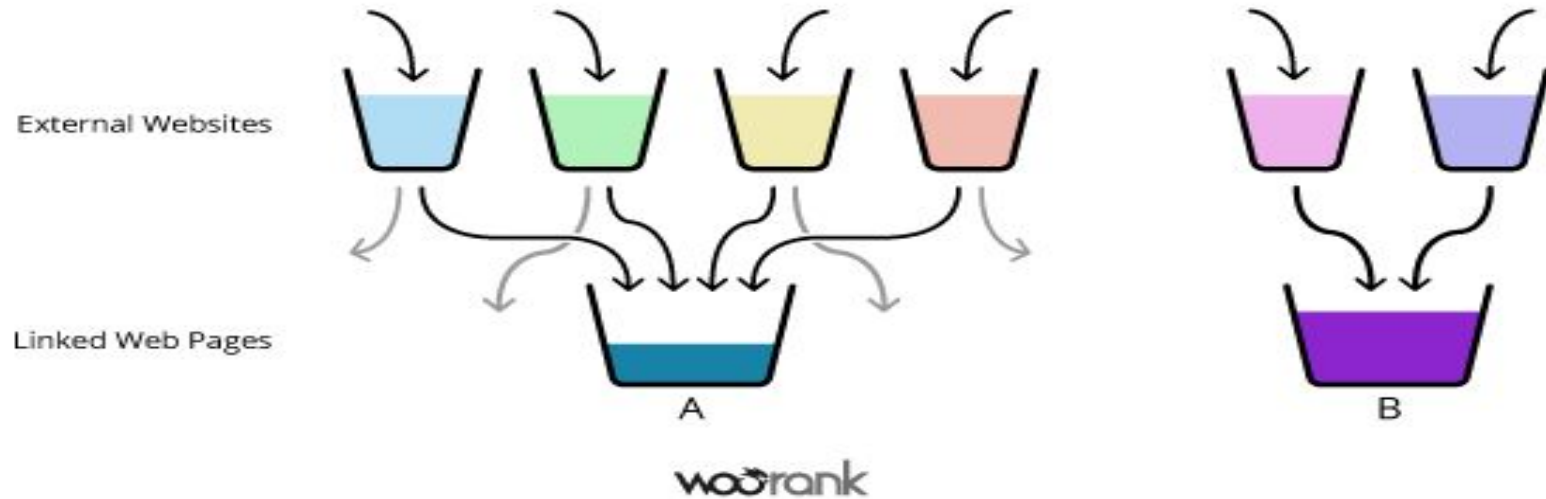
Yoast SEO Plugin

<https://yoast.com/wordpress/plugins/seo/>

Off Page

Link Juice

How Link Juice is Transferred



Off Page

- Who's Linking to You?
 - <http://www.wholinks2me.com/>
- How are they Linking to You?
- Using Social Media to Spread Content
- Using Email to Spread Content

Link building strategy

Link building tactics

- Natural Editorial Links
- Manual Outreach Link Building
- Self-Created, Non-Editorial

Examples:

- Get your customers to link to you
- Build a company blog; make it a valuable, informative, and entertaining resource
- Create content that inspires viral sharing and natural linking - "linkbait."
- Be newsworthy

Google Search Console (webmaster tools)

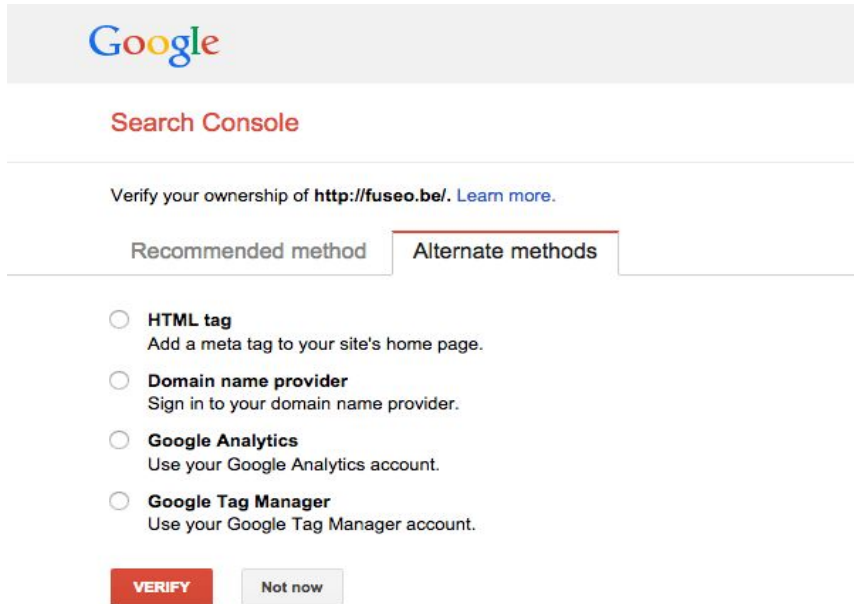
What is Google search console?



Activity: Verify ownership for your site

google.com/webmasters/tools/

1. Add a HTML tag to the <head> of your site
2. Sign in to the domain name provider
3. Use Google Analytics
4. Use the Google Tag Manager account
5. Upload an HTML file



The screenshot shows the Google Search Console interface. At the top is the Google logo. Below it is the 'Search Console' title. A message states: 'Verify your ownership of <http://fuseo.be/>. [Learn more.](#)'. There are two tabs: 'Recommended method' and 'Alternate methods'. Under 'Alternate methods', there are four radio button options: 'HTML tag' (Add a meta tag to your site's home page.), 'Domain name provider' (Sign in to your domain name provider.), 'Google Analytics' (Use your Google Analytics account.), and 'Google Tag Manager' (Use your Google Tag Manager account.). At the bottom are two buttons: 'VERIFY' (in red) and 'Not now' (in grey).

Google

Search Console

Verify your ownership of <http://fuseo.be/>. [Learn more.](#)

Recommended method Alternate methods

- ☐ **HTML tag**
Add a meta tag to your site's home page.
- ☐ **Domain name provider**
Sign in to your domain name provider.
- ☐ **Google Analytics**
Use your Google Analytics account.
- ☐ **Google Tag Manager**
Use your Google Tag Manager account.

VERIFY Not now

Install Xml Site Map

<https://xmlsitemapgenerator.org/wordpress-sitemap-generator-plugin.aspx>

Webmaster Tools

Settings

Geographic target

☒ Target users in: United States

[Learn more](#)

Preferred domain

- ☐ Don't set a preferred domain
- ☒ Display URLs as **www.shoutmeloud.com**
- ☐ Display URLs as **shoutmeloud.com**

[Learn more](#)

Crawl rate

- ☒ Let Google determine my crawl rate (**recommended**)
- ☐ Set custom crawl rate

[Learn more](#)

Submit your site to Google

Useful Links

- 30 day free trial - <https://moz.com/checkout/freetrial>
- [What is Google Search Console?](#)
- [SEO Siloing: Building a Themed Website](#) by Bruce Clay
- [How To Silo Your Website](#) series by Michael Gray (aka Graywolf)
- [Moz Beginners guide to SEO](#)

ON-THE-PAGE FACTORS

These elements are in the direct control of the publisher

CONTENT

Cq	QUALITY	Are pages well written & have substantial quality content?
Cr	RESEARCH	Have you researched the keywords people may use to find your content?
Cw	WORDS	Do pages use words & phrases you hope they'll be found for?
Ce	ENGAGE	Do visitors spend time reading or "bounce" away quickly?
Cf	FRESH	Are pages fresh & about "hot" topics?
Vt	THIN	Is content "thin" or "shallow" & lacking substance?
Va	ADS	Is your content ad-heavy, especially "above the fold"?

HTML

Ht	TITLES	Do HTML title tags contain keywords relevant to page topics?
Hd	DESCRIPTION	Do meta description tags describe what pages are about?
Hh	HEADERS	Do headlines & subheads use header tags with relevant keywords?
Hs	STRUCTURE	Do pages use structured data to enhance listings?
Vs	STUFFING	Do you excessively use words you want pages to be found for?
Vh	HIDDEN	Do colors or design "hide" words you want pages to be found for?

ARCHITECTURE

Ac	CRAWL	Can search engines easily "crawl" pages on site?
Ad	DUPLICATE	Does site manage duplicate content issues well?
As	SPEED	Does site load quickly?
Au	URLS	Are URLs short & contain meaningful keywords to page topics?
Am	MOBILE	Does your site work well for mobile visitors, on smartphones and tablets?
Vc	CLOAKING	Do you show search engines different pages than humans?

THE PERIODIC TABLE OF SEO SUCCESS FACTORS

Search engine optimization — SEO — seems like alchemy to the uninitiated. But there's a science to it. Below are some important "ranking factors" and best practices that can lead to success with both search engines and searchers.

ON-THE-PAGE SEO

CONTENT	HTML	ARCHITECTURE	LINKS	TRUST	SOCIAL	PERSONAL
Cq ⁺³ Quality	Ht ⁺³ Titles	Ac ⁺³ Crawl	Lq ⁺³ Quality	Ta ⁺³ Authority	Sr ⁺² Reputation	Pc ⁺³ Country
Cr ⁺³ Research	Hd ⁺² Description	Ad ⁺² Duplicate	Lt ⁺² Text	Th ⁺¹ History	Ss ⁺¹ Shares	PI ⁺³ Locality
Cw ⁺² Words	Hh ⁺¹ Headers	As ⁺¹ Speed	Ln ⁺¹ Numbers	Ti ⁺¹ Identity		Ph ⁺³ History
Ce ⁺² Engage	Hs ⁺¹ Structure	Au ⁺¹ URLs	Vp ⁻³ Paid	Vd ⁻¹ Piracy		Ps ⁺² Social
Cf ⁺² Fresh	Vs ⁻¹ Stuffing	Am ⁺¹ Mobile	VI ⁻² Spam			
Vt ⁻² Thin	Vh ⁻¹ Hidden	Vc ⁻³ Cloaking				
Va ⁻¹ Ads						

FACTORS WORK TOGETHER

All factors on the table are important, but those marked 3 carry more weight than 1 or 2. No single factor guarantees top rankings or success, but having several favorable ones increases the odds. Negative "violation" factors shown in red harm your chances.

OFF-THE-PAGE FACTORS

Elements influenced by readers, visitors & other publishers

LINKS

Lq	QUALITY	Are links from trusted, quality or respected web sites?
Lt	TEXT	Do links pointing at pages use words you hope they'll be found for?
Ln	NUMBER	Do many links point at your web pages?
Vp	PAID	Have you purchased links in hopes of better rankings?
VI	SPAM	Have you created many links by spamming blogs, forums or other places?

TRUST

Ta	AUTHORITY	Do links, shares & other factors make site a trusted authority?
Th	HISTORY	Has site or its domain been around a long time, operating in same way?
Ti	IDENTITY	Does site use means to verify its identity & that of authors?
Vd	PIRACY	Has site been flagged for hosting pirated content?

SOCIAL

Sr	REPUTATION	Do those respected on social networks share your content?
Ss	SHARES	Do many share your content on social networks?

PERSONAL

Pc	COUNTRY	What country is someone located in?
PI	LOCALITY	What city or local area is someone located in?
Ph	HISTORY	Has someone regularly visited your site or socially favored it?
Ps	SOCIAL	Have your friends socially favored the site?

Written By: [Search Engine Land](#)

Learn More: <http://seind.com/seotable>

Design By: [COLUMN FIVE](#)

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