SEO Basics Workshop @ Women Techmaker Meetup Part I

SERP

Basics

In general every Search Engine Result Page (SERP) consists of organic results. In some cases, especially for transactional search terms, it may also consist of paid results.

* Paid
* Organic
* Snippet Elements

Example: Search for "learn programming"

* Google.com: https://www.google.com/?gfe_rd=cr&ei=x_H9V5CPDair8wfDoqb4CA&gws_rd=cr&fg=1#q=learn+programming
* Google.de: https://www.google.de/?q=learn+programming

Extras

In addition to the regular "10 blue links" SERP today we can see many additions to the standard Title / URL / Description snippet.

* Site Links (small and large)
* Knowledge Graph

Example:

* Large Site Links & Knowledge Graph: https://www.google.com/?gfe_rd=cr&ei=wvL9V-_NKcmq8wf3gKWoAw&gws_rd=cr&fg=1#q=google / https://www.google.de/?q=google
* Small Site Links & Knowledge Graph: https://www.google.com/?gfe_rd=cr&ei=wvL9V-_NKcmq8wf3gKWoAw&gws_rd=cr&fg=1#q=ada+lovelace / https://www.google.de/?q=ada+lovelace

Universal Search

* News
* Video
* Shopping

German SERP for "google" also with news results.
English SERP for "google" also with ratings & reviews

Example:

* Paid Search, Shopping Box & News: https://www.google.com/?gfe_rd=cr&ei=wvL9V-_NKcmq8wf3gKWoAw&gws_rd=cr&fg=1#q=iphone+7 / https://www.google.de/?q=google#q=iphone+7
* Video Snippet & Recipe Rich Snippets (with ratings & reviews): https://www.google.com/?gfe_rd=cr&ei=wvL9V-

_NKcmq8wf3gKWoAw&gws_rd=cr&fg=1#q=how+to+make+eggs+benedict /
https://www.google.de/?q=how+to+make+eggs+benedict

We already saw that there are special snippets that can be achieved
by using specific markup. More about that later.

Which of my URLs are already indexed?

We want to find out how the snippets for a specific website look
like and which URLs of the domain are known by Google.

* site: request

Example:
* moinworld.de – https://www.google.com/?gfe_rd=cr&ei=wvL9V–
_NKcmq8wf3gKWoAw&gws_rd=cr&fg=1#q=site:moinworld.de / https://
www.google.de/?q=site:moinworld.de

* can also be negated or targeted at a specific folder

Example:

* all results from otto.de – https://www.google.de/?q=site:otto.de
* only URLs from subfolder "sale" from otto.de – https://
www.google.de/?q=site:otto.de%2Fsale
* all results from otto.de without URLs from subfolder "sale" –
https://www.google.de/?q=site:otto.de+–site:otto.de%2Fsale

Snippets

Basics

Question: Why are snippets so important to us? (because they make
users click and generate traffic – or not)
Question: What do you think about the snippets / titles /
descriptions of moinworld.de?

* Titles: should be topic first, brand second, maybe with seperator
* Description: currently always the same, should be unique for every
page
* Optimizing a snippet by using a tool (https://www.sistrix.de/serp–
snippet–generator/)

Rich Snippets

* We already saw the recipe rich snippet (Eggs Benedict recipe)
* We already saw ratings & reviews rich snippet (Eggs Benedict
recipe)
* There are more
* Relevant for us could be: Events

* Structured Data Testing Tool (https://search.google.com/
structured–data/testing–tool)

Example:

* https://www.google.com/?gfe_rd=cr&ei=wvL9V-
_NKcmq8wf3gKWoAw&gws_rd=cr&fg=1#q=women+techmaker+meetup+hamburg /
https://www.google.de/?q=women+techmaker+meetup+hamburg

Search Console

* What is the Search Console?
* Messages
* Search Analysis
        * Impressions, Postion, Clicks, CTR
        * Queries vs. Pages
        * Filter and single query / single page
        * Dates

* Crawl Errors
* Sitemaps

Google Analytics

* What is Google Analytics?
* Real Time – take your laptop or smartphone and go on the website!
* Acquisition Overview: Channels
* Organic Search: No Keyword Data, therefore use Google Search
Console
* Behaviour > Site Content > All Pages

Take Away

* Have great snippets
* Use rich snippet markup if possible
* Monitor snippet performance in GSC
* Use everything else GSC offers to help
* Keep track of website performance in GA

These were just some of the very basic topics. There is so much
more!
Anita is co–host of a monthly meetup for
SEO: http://www.meetup.com/de–DE/SEO–HH/ (in German)

For further reading (in English)

* http://www.internetmarketingninjas.com/blog/
* http://www.seobythesea.com/
* https://searchenginewatch.com/
* https://googlewebmastercentral.blogspot.de/

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