



Voice Search for Beginners - 4

2019

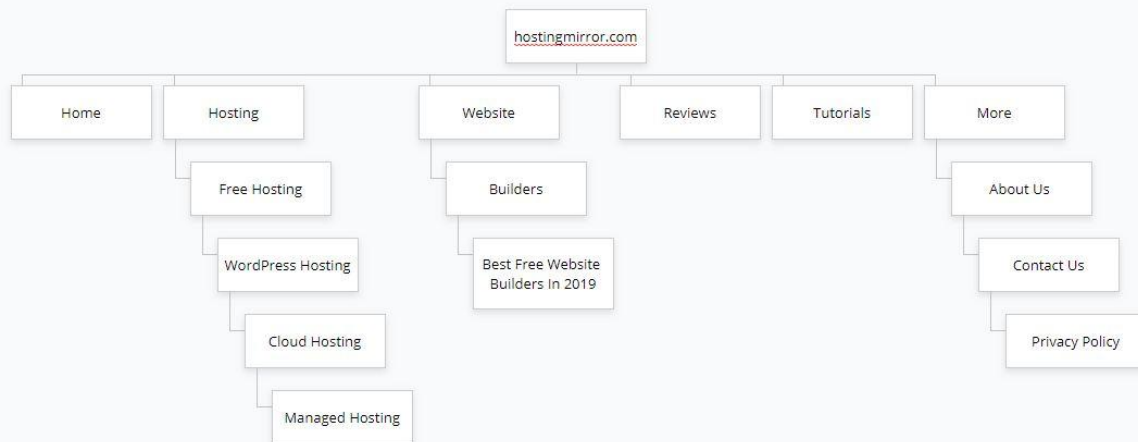
What we will learn?

- > Site Maps
- > Hacks for FAQ
- > Hacks for Landing pages
- > Tools

Site Maps

What is?

- > A site map basically tells to google when to crawl, what changes your website or page has.
- > 3 types: Visual, HTML, XML - our one
- > It will help you with:
 - Getting higher ranking score.
 - The higher the crawling amount the bigger the score
- > Submit your sitemap in the google console
- > Generators
 - <https://www.xml-sitemaps.com>
 - WP plugin: <https://wordpress.org/plugins/google-sitemap-generator/>



This XML file does not appear to have any style information associated with it. The document tree is shown below.

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<!--
  Created using XmlSitemapGenerator.org - Free HTML, RSS and XML sitemap generator
-->
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</xmlset>

```

Hacks for FAQ

- > Add the keywords in the responses
- > Tag your company in comments
- > Try personalise the responses
- > Before starting pick questions
 - Research with tools - askthepublic
 - Do a customer research & check logs
- > Run Semrush text readability
- > Examples - [Link 1](#) [Link 2](#) [Link 3](#)

Landing page Hacks

LP Goal

- > Get a visitor to click (to go to another page, on your site or someone else's)
- > Get a visitor to buy
- > Get a visitor to give permission for you to follow up (by email, phone, etc.). This includes registration of course.
- > Get a visitor to tell a friend
- > Get a visitor to learn something, which could even include posting a comment or giving you some sort of feedback

What needs to do

- > Increase the efficiency by which we can target primary keywords
- > Increase the ability to capture related Longtail
- > Increase the ability to convert visitors

> Types of LP's

- Local
- SEO oriented
- Conversion oriented

Local

- > They suit for highlighting your product/service in this area. You also gain awareness in the city with this strategy
- > Service area business
 - Gain organic ranking with this pages. They are suited as a clusters led from the hub
- > Multi location businesses
 - Adding more than one office
 - Achieving local awareness and also more GMB results
- > Examples - [Link 1](#) [Link 2](#)

SEO oriented

> Traffic oriented

- Low bounce rate and high CTR
- Editorial links, manual links. All the links needs to be builded
- Piece of content for many audience
- Keyword oriented content
- Not qualified people
- Driving traffic to a more conversion page. It needs also to receive traffic from of channel pages
- Great for a high search intent

Conversion oriented

> Focused only on keywords that people can get converted

> Getting conversions

- High bounce rate is okay if the CTR is high
- Keyword targeting is not that important
- For specific audience that can convert for the product/service
- Qualified people
- Doesn't need editorial mentions and links
- Receives traffic from other onside and paid funnels

Criteria for nice LP

- > Content - Adding the long tail keywords to the content so you can enhance your SEO - eg. LINK
- > Links - A strategy is to use the LP as a hub and try to develop campaign for link building. You can also build internal links. Also links with keywords
- > Consistency - continue or repeat the same phrase as in Google. Try to be consistent with the design also
- > Tracking
 - Use google analytics to track behaviour
 - Use semrush to find new keyword opportunities

Project Management Software Without Deadlines

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Remove the fear of deadlines from your projects, and start delivering as late as you want to. **Deadlines are dead.**

Project Management Software Without Deadlines

Deadlines are dead. Choose procrastination instead.

Headline that matches what was clicked

A supporting subheader to provide extra information

Hero Shot: Photo or Video

This is introductory content that explains your offering in more detail. It should follow on from your headline and explain the benefits of your product or service.

- Your first feature written in the form of a benefit statement.
- Your second feature written in the form of a benefit statement.
- Your third feature written in the form of a benefit statement.

Call-to-Action

You can add a customer testimonial for social proof.



Joe Bloggs, GreatCompany.com

You can add a customer testimonial for social proof.



Joe Bloggs, GreatCompany.com

Image for Benefit 1

Benefit 1 Title

This is content describing the first benefit of your product or service. It should act as a supporting description of the benefit statements you wrote above.

Image for Benefit 2

Benefit 2 Title

This is content describing the first benefit of your product or service. It should act as a supporting description of the benefit statements you wrote above.

Image for Benefit 3

Benefit 3 Title

This is content describing the first benefit of your product or service. It should act as a supporting description of the benefit statements you wrote above.

SubNav | SubNav | SubNav | SubNav | SubNav | SubNav | SubNav | SubNav

LOGO

NAVIGATION 1 ▾

NAVIGATION 2 ▾

NAVIGATION 3

NAVIGATION 4

Brand Value Statement

This is content describing the first promo offer of your product or service. It should act as a supporting description of why you should buy the product.

Image

Call-to-Action

Call-to-Action

1 2 3 4 5

Feature 1

This is content describing the first benefit of your product or service.

CTA

Feature 1

This is content describing the first benefit of your product or service.

CTA

Image

Promo 1

This is content describing the first benefit of your product or service.

CTA

Image

Promo 2

This is content describing the first benefit of your product or service.

CTA

Image

Promo 3

This is content describing the first benefit of your product or service.

CTA

Feature 1

This is content describing the first benefit of your product or service.

CTA

Feature 1

This is content describing the first benefit of your product or service.

CTA

Closing Call-to-Action

TERTIARY NAV

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SOCIAL

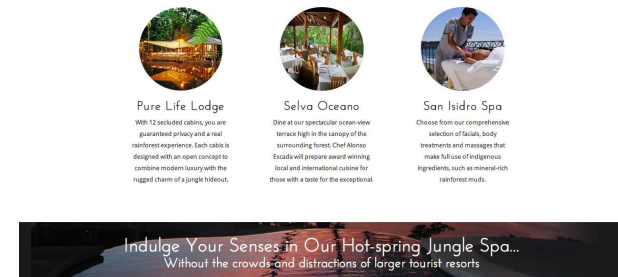


LEGAL Keep reading this stuff it explains all the legal language on this website. Very important information.

COPYRIGHT INFORMATION

> Content

- Heading structure of conversion LP
 1. Statement of uniqueness
 2. Expand on the experience
 3. Close with urgency to encourage a call-to-action click



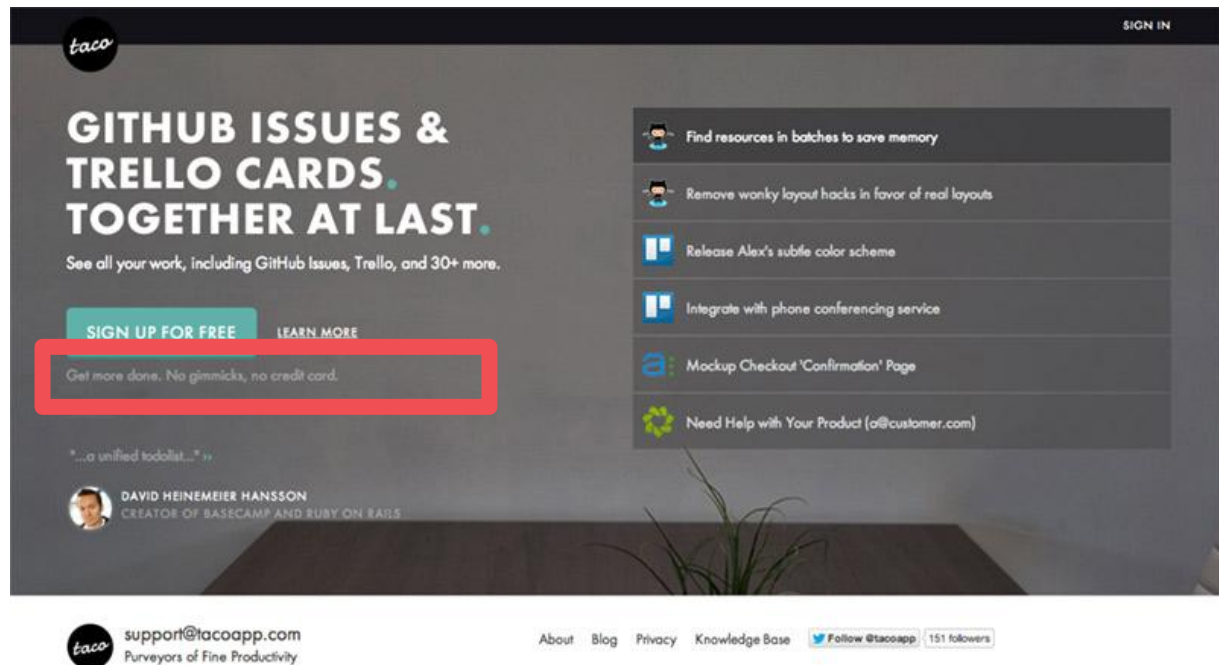
Get My Free SaaS Project Management Guide

A quick 5 minute read with 10 top tips!

Every day you don't implement these tips
you're losing productivity and money


> CTA's

- Description (being explicit about what I'll get)
- Actionable phrasing (using verbs like 'get')
- Possessives (choosing 'my' vs. 'your')
- Subtext (supporting information)
- Urgency (a reason to act now)



> Forms

- A headline to introduce the reason for the form
- A description with bullets to highlight the benefit and contents of what you're giving away upon completion
- The form with descriptive form fields (original label names and questions can capture attention)
- A Call-To-Action
- Trust statements or links
- A closing urgency or context-enhancement statement



Second Edition!

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Featuring 10 techniques used by leading brands to lift website conversion and average order value




To stay competitive in the age of agile commerce, you must test and target your website content in order to deliver more relevant shopping experiences to visitors. But what content should you leverage to produce the strongest results? This eBook reveals the 10 best techniques, culled from countless targeting and testing campaigns.


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- An effortless but effective way to address shopping cart abandonment
- How to merchandise products quickly and easily
- Simple tricks for ensuring "continuity" that helps website visitors actually convert
- And 6 more ideas that have been proven to boost your site's relevance to visitors, leading to dramatic increases in conversion rate and revenue.

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Work directly with a creative director and web developer

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Develop your design skills while working on actual projects


WORKING
Graduate with a skill set that puts you ahead of the competition

PLACEMENT
Graduating with honors comes with job placement

HTML/CSS
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean nec sem enim. Nulla pharetra justo nunc, sit amet pulvinar lectus tempus eu. Mauris a ultrices tellus.

UX/UI DESIGN
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean nec sem enim. Nulla pharetra justo nunc, sit amet pulvinar lectus tempus eu. Mauris a ultrices tellus.

EMAIL MARKETING
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean nec sem enim. Nulla pharetra justo nunc, sit amet pulvinar lectus tempus eu. Mauris a ultrices tellus.



GRAD SPOTLIGHT: JUSTIN OVERMONT

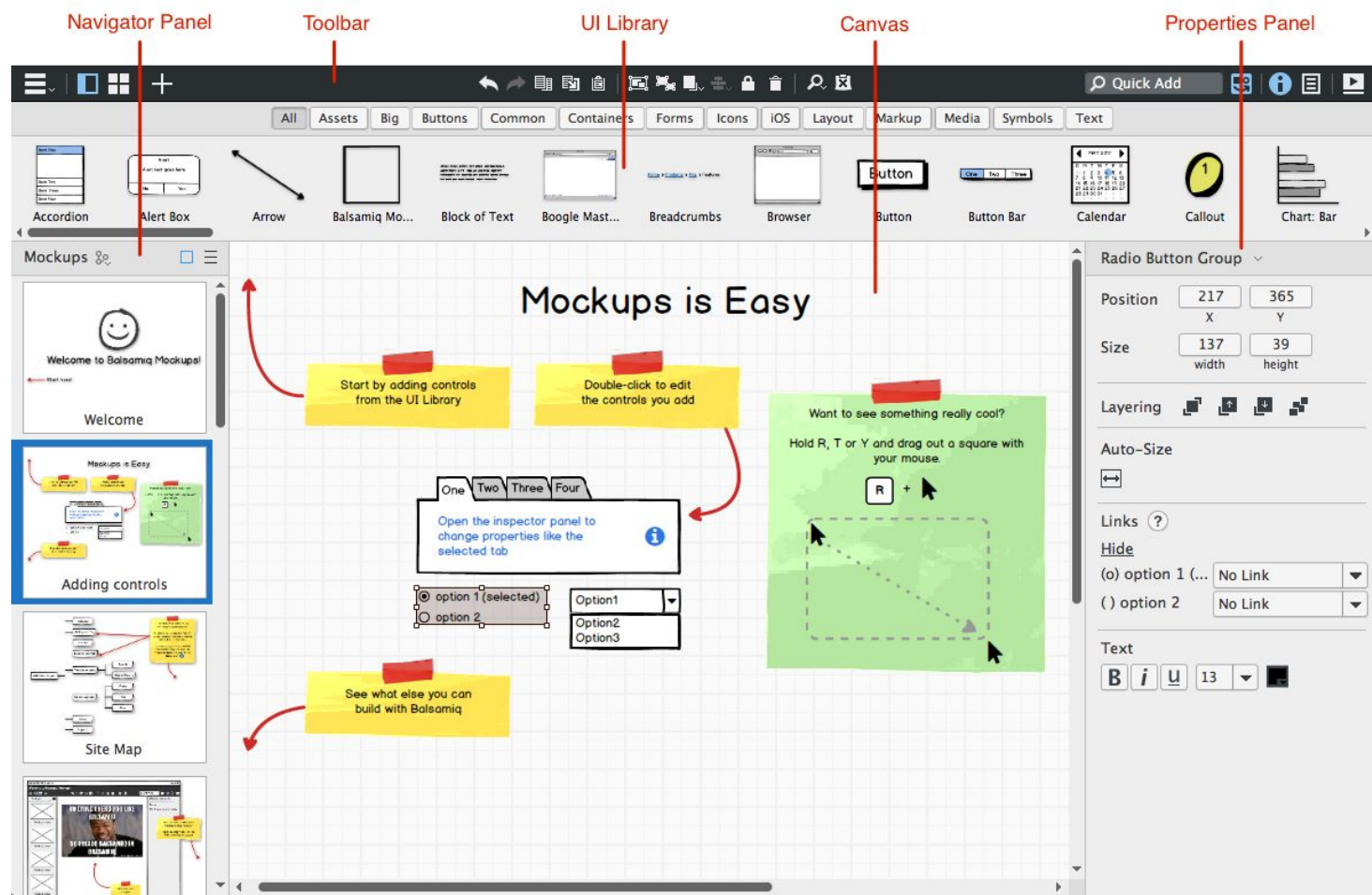
GRADUATED / 2014
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NOW WORKING AT ELEMENT IT SOLUTIONS.

"I took the 6-month systems administration course and in the first week I was working with a group of programmers so I was learning from real people with real problems. When I applied for a job after the course, I beat out 50 people because I had the equivalent of half a year's real experience."

Copyright © 2014 Henton College. All rights reserved and other such important stuff.

> Work with designer

- Create mockups
- Use templates



> Good practices

- Running a campaign can redirect your campaign to a specific landing page
- A good campaign grabs the users attention. A good landing page maintains it and drives it to a CALL TO ACTION
- Content match: Your ad copy needs to match with the heading of your LP & Visual match: matching the ad design with the LP
- Context of use
 - Provide a context of your product/service in used. Maybe a client is using it
- Help visitors understand where they are and navigate their choice
- The subheading of your LP can reiterate on your heading message

Tools

Google tag manager

- > Add the schema code to google tag manager
- > Add it from the section “Tags”
- > Create a trigger for it from “Triggers” - so when a user enters your site based on a condition the schema will get activated
- > Connect them - From “Tags” open the tag and add the trigger

MozBar


- > Quickly assess the Page Authority and Domain Authority of any site or page.
- > Access and compare link metrics across pages while viewing any SERP.
- > Find and highlight keywords on a page and differentiate links by type: Followed, No-Followed, External, or Internal.

> Links

- Inbound links - incoming links from other sites to yours (backlinks)
- Followed links - crawled and indexed by Google. They do **NOT** have nofollowed tag
- UnFollowed links - They have a nofollow tag signaling the search engine to not follow the link to its destination

> Anchor text

`Tiny dancing horse`



Target Link *Anchor Text*

SemRush - Demo

Bonus



> Voice search study -> backlinko.com/voice-search-seo-study



Thanks!

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