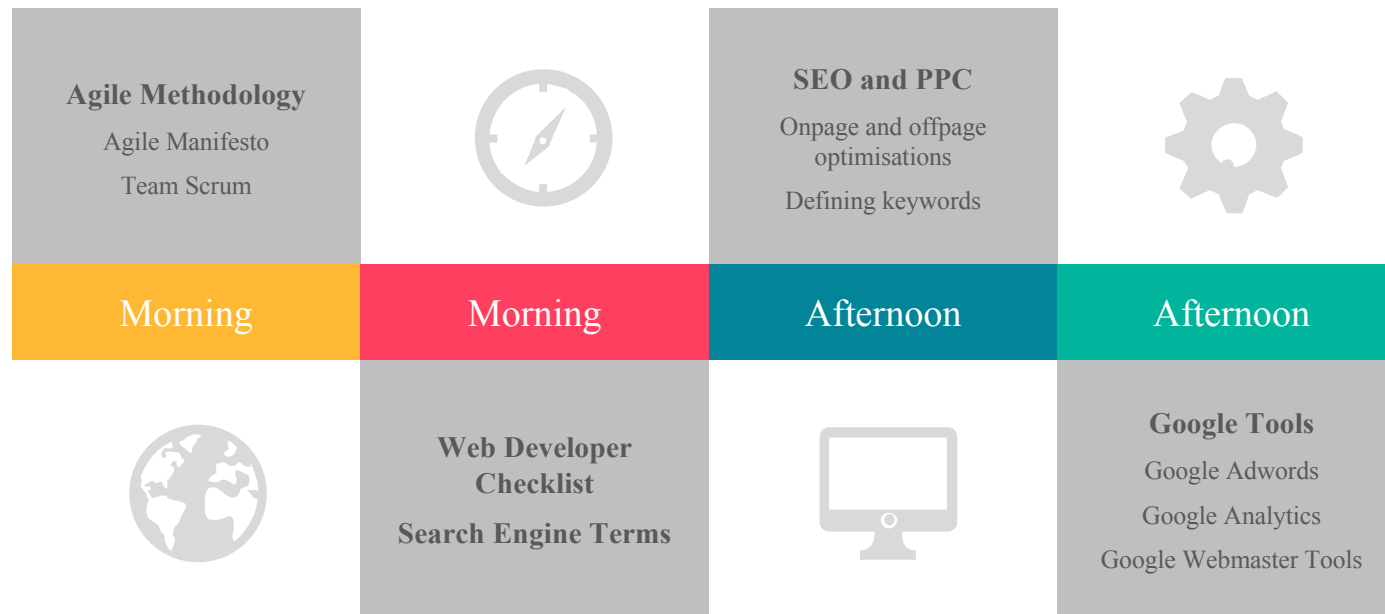


# AGILE, SEO AND PPC

Monday 12 June. Week 9

Let's have a look at all the buzz words, how to manage and work in an agile team, and how to optimise your website for the search engines.





How do you define success  
in software development?



# Agile Methodology

Framework for developing and sustaining a complex product.

Agile-based methodologies include scrum, extreme programming, lean etc.

Traditionally, success is defined as delivering on time, under budget, and as specified. But many late projects turn into huge successes, and many on-time projects do not deliver any value.

Think of organisational, technical and personal success.

## Will agile development make my team more successful?



### **Organisational Level**

Agile delivers value and reduces costs.



### **Technical Level**

It highlights excellence and minimal bugs.



### **Personal Level**

Many find it their preferred way of work.

# Agile Manifesto

A mechanism that allows to inspect and adapt.

Build trust, own to your work, increase efficiency, solve issues right away.



## Individual and interactions over processes and tools

- Build projects around motivated individuals. Provide the environment and support but trust them to get the job done.
- Convey information through face-to-face conversations
- Self-organizing teams deliver best results
- Team reflections at regular intervals



## Working software over comprehensive documentation

- Deliver working software early and continuously (weeks – months)
- Working software is the primary measure of progress
- Attention to technical excellence and good design
- Simplicity – maximize the amount of work not done



## Customer collaboration over contract negotiation

- Business people and developers work together throughout the project
- Sustainable development – pace to be maintainable indefinitely



## Responding to change over following a plan

- Welcome changing requirements, even late in development



# Agile - Glossary

## AGILE PROJECT MANAGEMENT ROLES

- **Development team** (*self-organising team with all specializations*)
- **Product owner** (*customer representative*)
- **Scrum master** (*a project facilitator*)
- **Stakeholders** (*anyone with an interest in the project*)
- **Agile mentor**

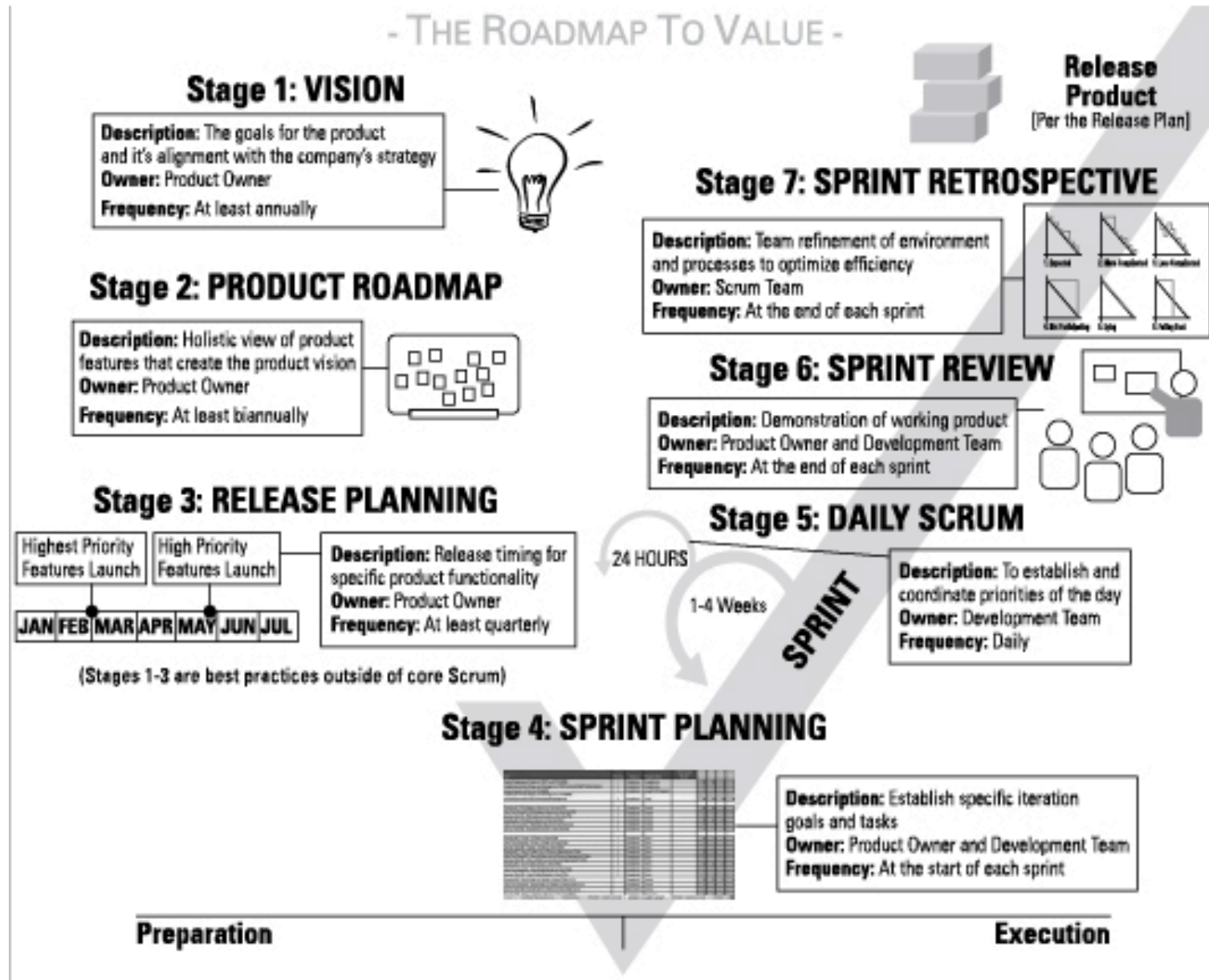
## AGILE PROJECT MANAGEMENT ARTIFACTS

- **Product vision statement** (*elevator pitch, high-level goals of the project*)
- **Product backlog** (*the full list of requirements, ordered by priority*)
- **Product roadmap** (*the high-level view of the product requirements, with a loose time frame*)
- **Release plan** (*a high-level timetable for the release of working software*)
- **Sprint backlog** (*the goal, user stories, and tasks associated with the current sprint*)
- **Increment** (*the working product functionality at the end of each sprint*)

## AGILE PROJECT MANAGEMENT EVENTS

- **Project planning** (*initial planning*)
- **Release planning** (*planning the next set of product features to release*)
- **Sprint** (*a short cycle of development, typically last between one and four weeks*)
- **Sprint planning** (*a meeting at the beginning of each sprint*)
- **Daily scrum** (*a 15-minute meeting held each day in a sprint, where development team members state what they completed the day before, what they will complete on the current day, and whether they have any roadblocks*)
- **Sprint review** (*a meeting at the end of each sprint with product owner*)
- **Sprint retrospective** (*a team meeting at the end of each sprint*)

# The Agile Roadmap to Value



# How to make it work?



## **Transparency**

Be open about your progress

(as most of us prefer to hide if we are stuck and/or hide if we are done because it could mean more work coming our way)

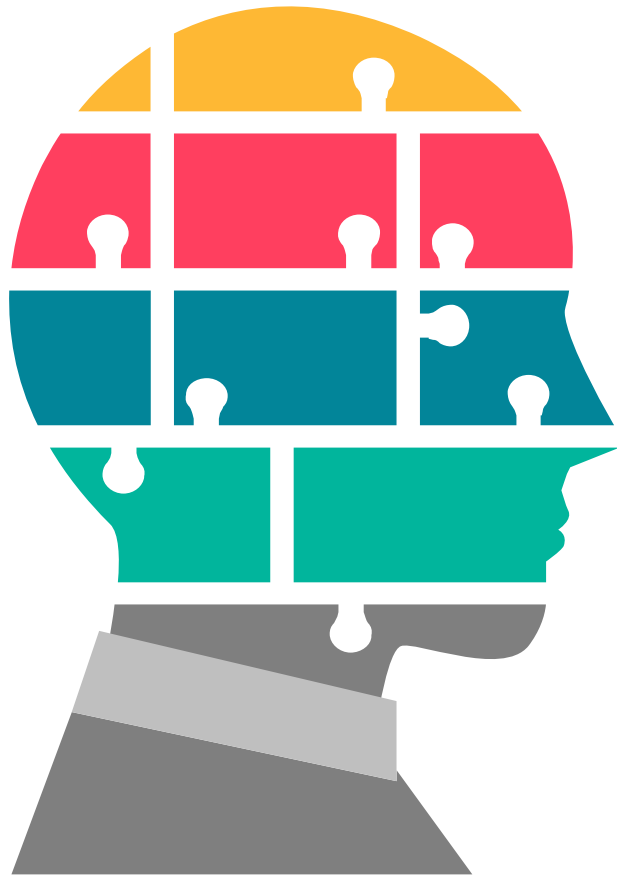


## **Definition of done**

Define what “done” means beforehand

(as in Agile the output of each spring should be a potentially shippable product increment)

# 15-min scrum in your teams



**Update your done / to do list**

**Define the next week sprint task list**

**Each member to answer:**

- 1) What are your accomplishments so far (be as specific as possible)?**
- 2) What are you working on right now?**
- 3) Any current or expected impediments?**



# What to check for before releasing your product?



**WebDev Checklist**

<http://webdevchecklist.com>

# How many search engines you know?

## Global Search Engine Market

Google 89%

Bing 4%

Yahoo 3%

Baidu 0.7%

Other ~ 3%



<https://searchenginewatch.com/2016/02/25/say-goodbye-to-google-14-alternative-search-engines/>

# Digital World in Few Numbers



## Digital Explosion in the past 15 Years

**In 2000, about 361 million people were online worldwide. In 2014, there were over 3 billion. That's a growth rate of 764%! Today, nearly half the world is online.**



## Europeans hooked up on the Internet

**Over 75% of Europeans have Internet access. Europeans are so connected that they have an average of 1.25 mobile subscriptions each, that's more than one mobile line per person!**

**No matter which device they use, on average, people spend over 1,900 minutes per month online—that's over 30 hours!**



## On-line shopping

**In 2013, the total in online sales for both goods and services in Europe was €364 billion..**



## Digital Jargon Intro Resources by Google

1) Digital jargon  
<https://digitalgarage.withgoogle.com/assets/media/pdf/2-digital-marketing-glossary.pdf>

2) Google Digital Garage, <https://digitalgarage.withgoogle.com>

# What are search engines for?

**01**

## **Crawling and indexing**

The automated robots crawl and index the billions of documents, pages, files, news, and media on the web

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**02**

## **Providing answers**

Providing answers to user queries, through lists of relevant pages they have retrieved and ranked for relevancy and popularity

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## **Search Engine Algorithms**

Popularity and relevance are determined by algorithms that firstly, sort relevance and secondly, ranks the relevant results based on popularity / quality.

The algorithms comprise of hundreds of variables (“ranking factors”)

# Search Engine Optimisation (SEO) – Why?



## **EFFICIENT**

Cost efficient strategy – people enter searches because they have specific problems, that you can address. Ie. No cold calling, no email, no constant social media content, no widespread, anytime.



## **TARGETED**

Visitor has a specific problem



## **INBOUND IN NATURE**

Visitor is coming to you



## **AUTOMATED**

24/7



### SEO Intro Resources

- Who knows better Google than Google? <http://static.googleusercontent.com/media/www.google.com/en/us/webmasters/docs/search-engine-optimization-starter-guide.pdf>
- Moz Guide to SEO: <https://moz.com/beginners-guide-to-seo>
- Intro to SEO resources: <https://searchenginewatch.com/2016/03/29/2016-guide-to-free-online-seo-training-courses/>

# SEO Optimisation Intro – How?

## Two steps

01

### Optimisation

Making sure Google and other search engines understand what your service or product is, your keywords and where you sell these

Be relevant!

02

### Authority

Making sure that search engines think you have the best content. Linking the web across the web.

Become popular!

## ONPAGE OPTIMISATION

Title tag – your keyword to appear there.

Meta tag – keywords in your meta description

URL – readable (not random letters and numbers), keyword-rich (incl. the keyword), short. Always use hyphens, not underscores.

## Page vs website

## OFFPAGE OPTIMISATION

Link building – if everybody is linking to you, must mean you are great ;-)

Not all links are equal though. What links matter?

Links from a page that are relevant to your niche.

Link from a ranking webpage

Links with effective anchor tag “click here”

Consistent backlinks – build consistently overtime

## Shortcuts vs longterm strategy

# Black Hat SEO

## Paying for links

- Link farms or similar
- Beware: links of lowest value
- Risk: recent updates to google algorithm / site can be penalised if they determined that you try to manipulate link building.
- A big rise in links over a short period of time and then drop (new backlinks vs old backlinks)
- Disavow Tool: you can disown backlinks if you people that spammy links harm you:  
<https://www.google.com/webmasters/tools/disavow-links-main>

[Grey / growth-hacking zone: create links through blog comments, forum signatures, PR directories or user profiles]

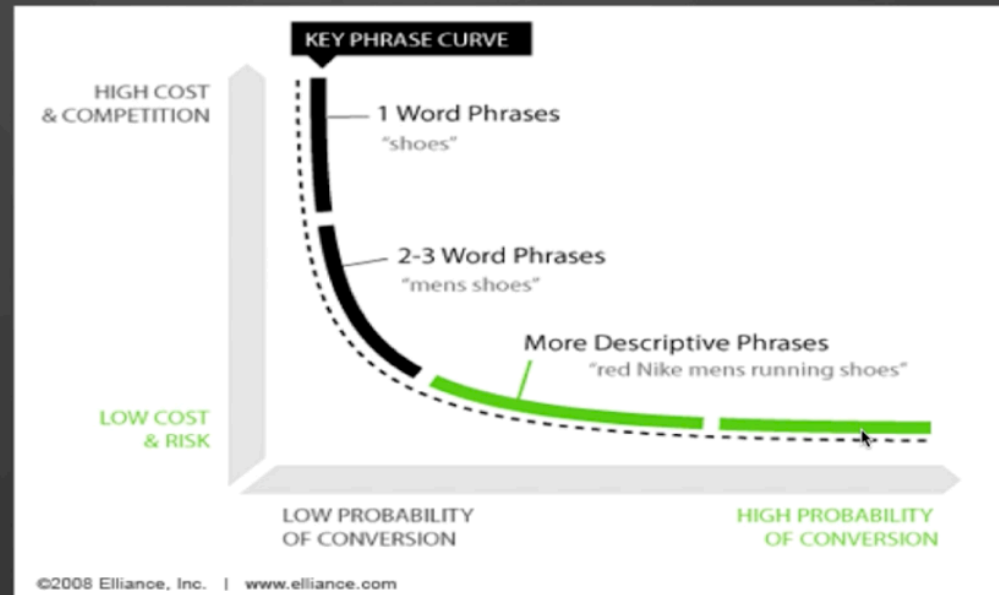
**In 2012 Google introduced Penguin, an update that penalises companies buying links for the purpose of passing off the rank. Several Penguin / Panda updates since then.**

# Keyword

What are the terms and phrases we want to target? To set the right keyword(s), you need to understand your own website, by making hypotheses, testing and repeating.

## 3 TYPES OF KEYWORDS

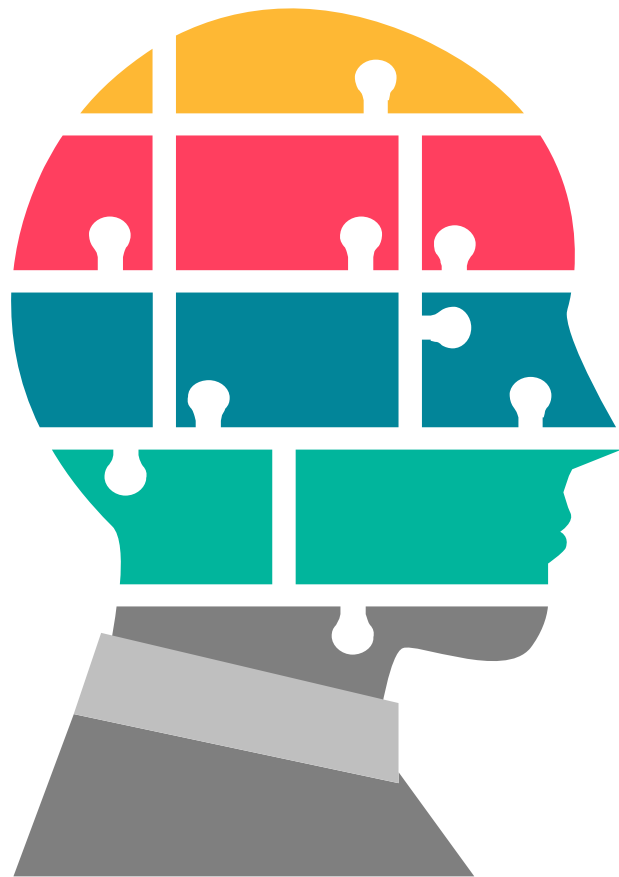
- 1 Head
- 2 Body
- 3 Long Tail



**Target body and long tail. Long tail keywords typically perform better because they catch people later in the buying/conversion cycle.**



# Define keywords in your teams (15 mins)



**Update your user persona** (dont forget – you build for users, not for yourself and not for search engines)

**Define your keywords** (there is a big difference between getting visitors and getting the right visitors!)

1. Is the keyword relevant to your website content?
2. Will searcher find what they are looking for on your site when they search using these keywords?
3. Will they be happy with what they find?
4. Will the traffic result in financial rewards or other organisational goals?

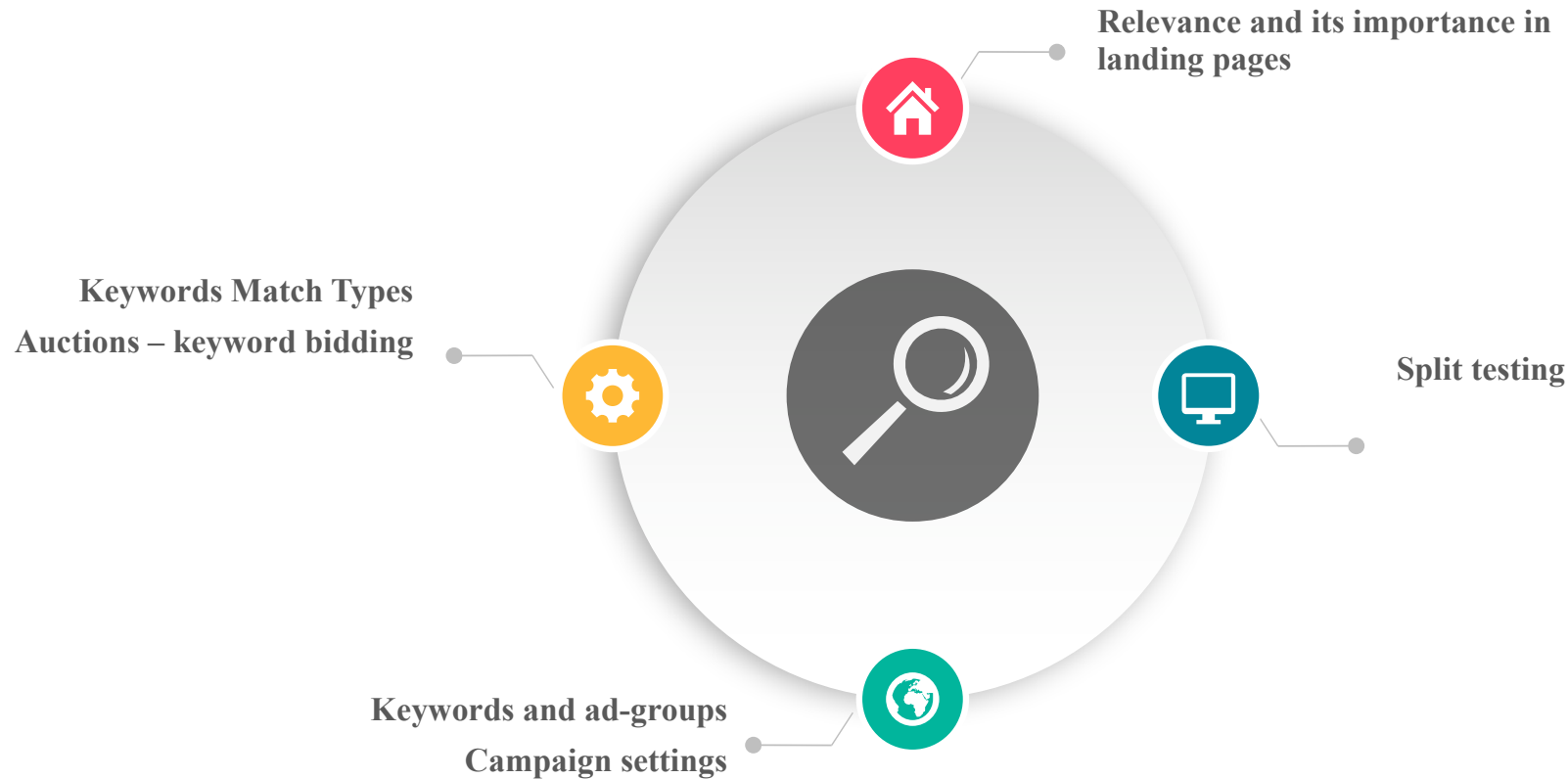
**Find a website of your closest competitor**

# Test your keywords on competitor websites



**SenSEO add-on for Firefox**  
<https://addons.mozilla.org/en-US/firefox/addon/senseo>

# Google Adwords



Create Adwords Account: <https://adwords.google.com> and test your keywords in Adwords Keyword Planner. Set match type to [exact].

# Google Adwords

## Relevance

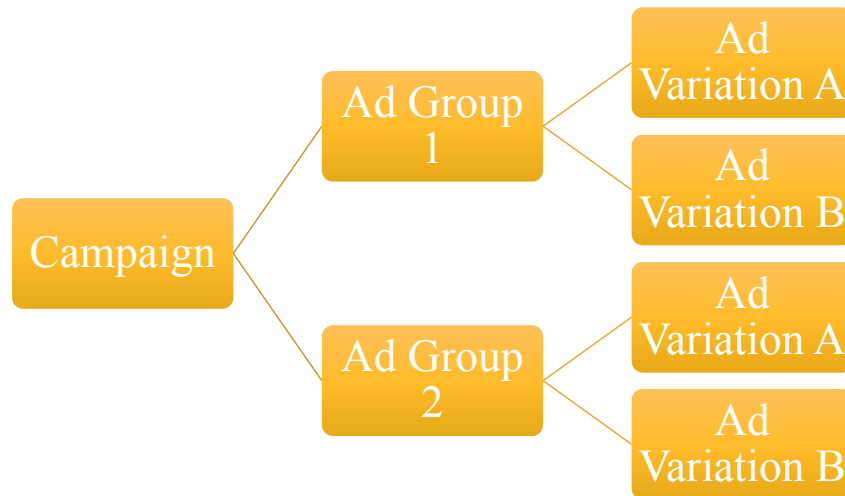
- Keywords to add → add copy to landing page text → higher quality score
- You need to make everything relevant. Add keywords into your adds.
- Important because you can then pay less, if you have higher quality score.
- Learn how to group keywords → to make your adds highly relevant.

## Score of 1-10

- The higher your quality score the lower your CPC
- You should always have at least 5, or you end up paying too much
- Tweak the content on your page, to make sure it is relevant

## For better CTR

- In one add group – have an overall add theme, add max 10-15 keywords
- Create at least two adds so that you can compare their performance
- Include call to action – sign up now, call us for your quote etc



## Campaign Settings – consider especially:

- **Devices**
- **Locations – Geotargeting** - if your product can serve a specific area only, do not waste money on targeting the whole country or world. You can target a specific postcode only
- **Negative keywords:** If a specific term appears in the search, then don't show my add (often words such as “free”)

## Add testing – split testing

Test for small differences:  
one two words, more specific url,  
call for action etc

When you do add testing,  
make sure your select “rotate evenly” in your settings.  
Else google shows the better performing adds first.

# Google Analytics

## Tracking Your Website Traffic

1. To track a website, you first have to create a Google Analytics account (or similar).
2. Then you need to add a small piece of Javascript tracking code to each page on your site.
3. Every time a user visits a webpage, the tracking code will collect anonymous information about how that user interacted with the page.

The tracking code will also collect information from the browser like the language the browser is set to, the type of browser (such as Chrome or Safari), and the device and operating system used to access the Google Store. It can even collect the “traffic source,” which is what brought users to the site in the first place. This might be a search engine, an advertisement they clicked on, or an email marketing campaign.

A session - every time a page loads, the tracking code will collect and send updated information about the user's activity. A session begins when a user navigates to a page that includes the Google Analytics tracking code. A session ends after 30 minutes of inactivity.

**Create Analytics Account: <https://www.google.com/analytics>  
and check out the options available**

# On-page Optimisation I



## **Indexable Content**

- Your most important content in HTML (images, Flash, Java applets, and other non-texts are often ignored)
- Provide alt text for images
- Supplement search boxes with navigation and crawlable links
- Supplement Flash or Java plugins with text on the page
- Provide transcript for video and audio if relevant



## **Crawlable Link Structure**

- Make sure your navigation links can be accessed
- Anchor texts
- Check for log-in requiring forms and any content hidden in search forms
- Check unparsable JavaScript (replace or accompany with HTML tags)
- Meta robots tag or robots.txt files
- Pages with hundreds of links

# On-page Optimisation II



## **Keyword Rules. Use the keyword phrase:**

- In the title tag at least once. Close to the beginning of the title tag as possible
- Once prominently near the top of the page
- 2-3 times in the body, incl. variations (more if a lot of text content)
- At least once in the alt attribute of an image (think image search)
- Once in the url
- At least once in the meta description tag (it becomes the snippets of text used by search engines)



## **Title Tags**

- Accurate concise description of the page's content
- Only 65-75 characters gets displayed
- Place important keywords close to the beginning
- Emotional impact – convey the most positive impression as possible



## **Meta Tags**

- Meta Robots tag:
  - Index / noindex
  - Follow / nofollow
  - Noarchive
  - Nosnippet
  - Noodp / noydir

## **Meta Tags**

- Meta description
  - Not used for ranking but primary source for the snippet of text displayed beneath a listing in the results
  - Search engines generally cut snippets longer than 160 characters

# On-page Optimisation III



## Canonical and Duplicate Versions of Content

- Duplicate content
- Canonicalization – two or more versions of a webpage appear on different URLs
- Common with Content Management Systems (regular and print optimized versions)
- 301 redirect – permanent URL redirection
- Canonical tag `<link rel="canonical" href="http://mywebsite.com/blog"/>`



## Rich Snippets

- Type of structured data that allow webmasters to mark up content to provide info to the crawlers
- Structured data = adding markup to your content that search engines can easily identify
- Eg. people, events, products, reviews, businesses, recipes
- User reviews (stars), author profiles (picture)
- Schema.org



## Common Search Engine Protocols

- Sitemaps: XML, RSS, Txt
- Robots.txt: disallow, sitemap, crawl delay
- Metarobots `<meta name="ROBOTS" content="NOINDEX, NOFOLLOW">`



# Schema.org example (from moz.com)

## *Rich Snippets in the Wild*

*Let's say you announce an SEO conference on your blog. In regular HTML, your code might look like this:*

```
<div>  
SEO Conference<br/>  
Learn about SEO from experts in the field.<br/>  
Event date:<br/>  
May 8, 7:30pm  
</div>
```

*Now, by structuring the data, we can tell the search engines more specific information about the type of data. The end result might look like this:*

```
<div itemscope  
itemtype="http://schema.org/Event">  
<div itemprop="name">SEO Conference</div>  
  
<span itemprop="description">Learn about  
SEO from experts in the field.</span>  
Event date:  
<time itemprop="startDate"  
datetime="2012-05-08T19:30">May 8,  
7:30pm</time>  
</div>
```

# Google Webmaster Tools



<https://www.google.com/webmasters>

# Moz Open Site Explorer



<https://moz.com/researchtools/ose/>

# SEO Checklist (<https://www.bruceclay.com/blog/seo-checklist>)

1. Mobile Usability
2. Mobile and Voice-Related Keyword
3. Accelerated Mobile Pages
4. Head Section Order
5. Title Tag
6. Description Tag
7. Keywords Tag
8. Headings Tag
9. Word Count
10. Call to Action
11. Image and Video Optimisation
12. Structured Data Markup
13. Social Markup
14. URL Optimisation
15. Fully Qualified Links
16. Content Freshness
17. Make JavaScript and CSS external
18. Contact Information
19. Testimonials
20. Privacy Statement
21. Text Navigation
22. Sitemaps
23. Robots.txt file
24. Keyword Strategy and Research
25. Linking Strategy
26. Server Configuration
27. Static URLs
28. Static Content on Home Page
29. No SPAM Tactics
30. Duplicate Content
31. Web Analytics
32. Webmaster Tools Account
33. Crawl Error Report
34. Manual Penalty Review
35. Algorithm Updates
36. Site Speed and Performance

# Search Engine Ranking Factors



[\*\*https://moz.com/search-ranking-factors/survey\*\*](https://moz.com/search-ranking-factors/survey)