



CLASS 02

Optimizing Your Website for Search Engines

Professor: Justin Champion

Inbound Certification

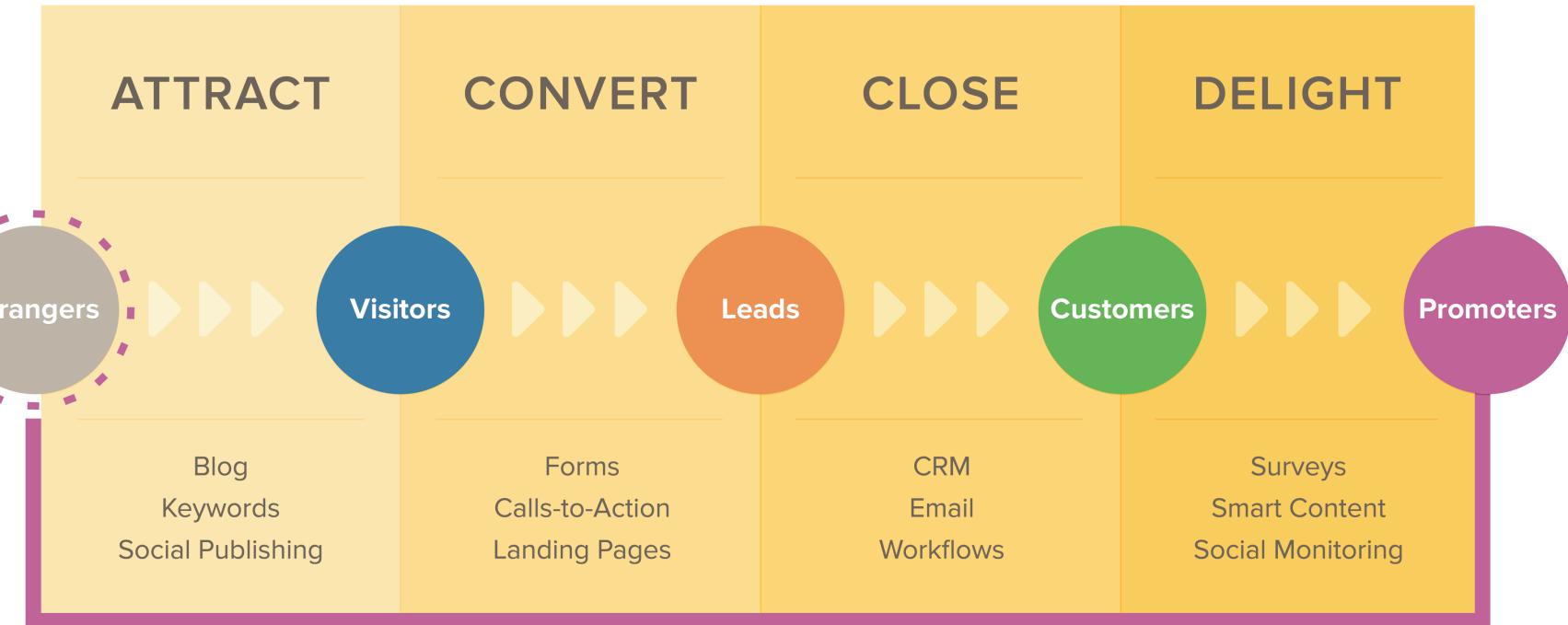
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1 WHAT IS SEARCH ENGINE OPTIMIZATION?

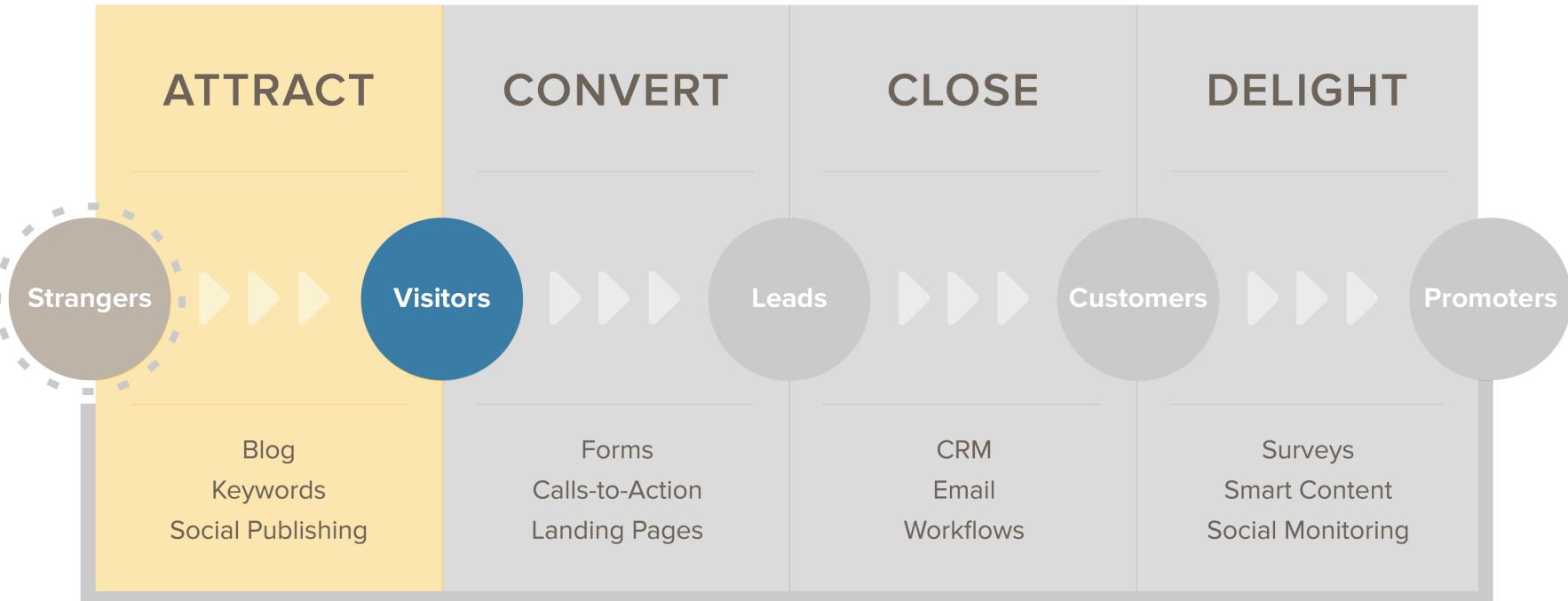
WHAT IS SEARCH ENGINE OPTIMIZATION (SEO)?

SEO is the process of improving your website so that it attracts more visitors from search engines.

Inbound Methodology



Inbound Methodology





How would someone
figure out how to
**build a tiny house
on wheels?**

Search engines need
to find the most
relevant, useful,
trustworthy answers.

They send “spiders” to crawl through
the web searching for that content.



Google search results for "buy a tiny house".

All Shopping Images News Videos More Search tools

About 16,400,000 results (0.43 seconds)

Shop for buy a tiny house on Google

Sponsored

Image	Product	Price	Source
	Little Cottage Company ...	\$10,599.99	Wayfair
	Outdoor Living Today ...	\$5,467.51	Wayfair
	Outdoor Living Today Cozy ...	\$3,039.99	Wayfair
	Outdoor Living Today ...	\$5,099.99	Wayfair
	8' Western Red Cedar ...	\$7,119.95	SaferWholes...

Small Tiny Homes for Sale - uppervalleytinyhomes.com
www.uppervalleytinyhomes.com/ ▾
Buy Small Homes as Low as \$10,900. Small Homes Built Like a Home

Tiny House Design/Build - yestermorrow.org
www.yestermorrow.org/tinyhouse ▾
Comprehensive 2-week course teaches Tiny House design/build in Vermont

5 Impressive Tiny Houses You Can Order Right Now - Curbed
www.curbed.com/2015/8/18/9929218/where-to-buy-tiny-houses ▾ Curbed ▾
Aug 18, 2015 - But sometimes, the best tiny house is the one that's all ready to go, with the floor plan and Remainder of purchase price is due upon delivery.

Tiny House Listings - Tiny and Small Homes For Sale
tinyhouselistings.com/ ▾
Browse or list tiny houses for sale or rent and find tiny house builders throughout the world.

Tiny House Listings - Tiny and ... - Tiny Houses For Sale by State - Tiny House Plans

Models - Tumbleweed Tiny House Company
www.tumbleweedhouses.com/pages/models ▾
ModelsWith wheels, traditional proportioning and archetypal form, these revolutionary RVs are designed to be portable while providing maximum comfort. S...

From that data, they create a list of **results**.

They rank the results in order of the popularity and authority of the websites.



Your goal is to be in the
top organic results.

2 SEO STRATEGY AND BEST PRACTICES.

SEO STRATEGY

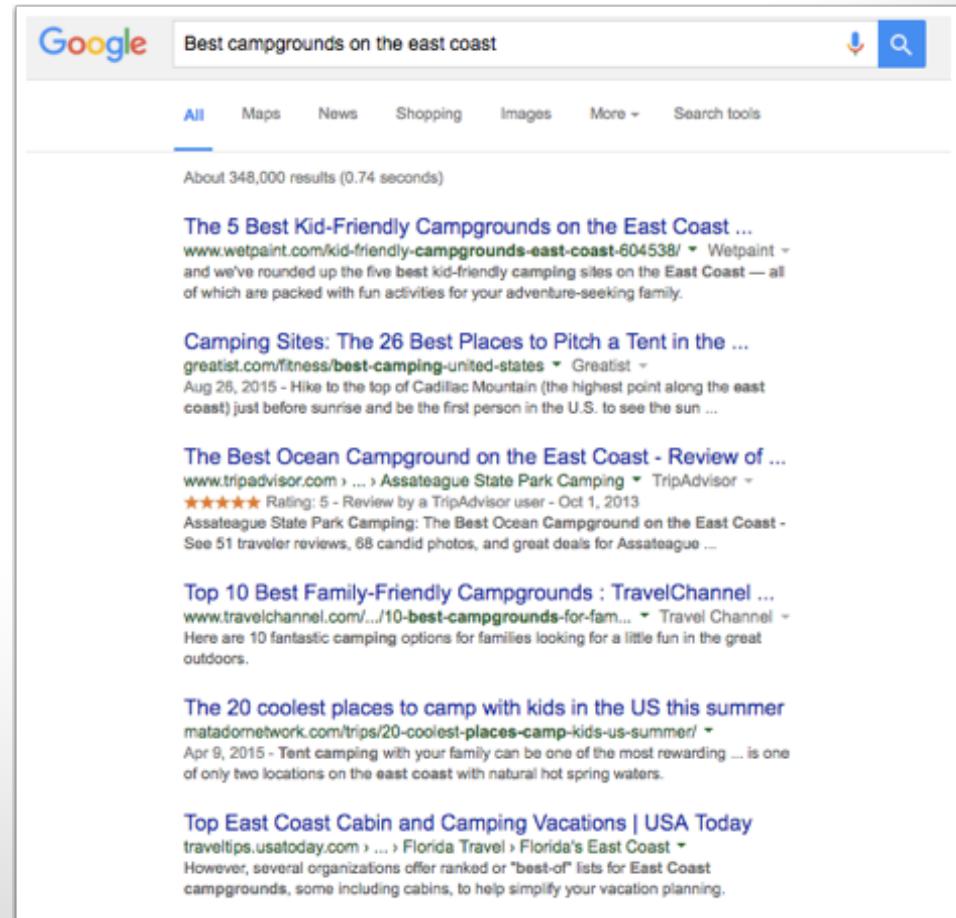
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- Create content around your keywords
- Optimize content around a primary keyword
- Promote your content
- Earn links to your content

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Keywords are the words typed into search engines.

They're the topics that searchers are trying to learn more about.



Google search results for "Best campgrounds on the east coast".

Search tools

About 348,000 results (0.74 seconds)

The 5 Best Kid-Friendly Campgrounds on the East Coast ...
www.wetpaint.com/kid-friendly-campgrounds-east-coast-604538/ ▾ Wetpaint ▾ and we've rounded up the five best kid-friendly camping sites on the East Coast — all of which are packed with fun activities for your adventure-seeking family.

Camping Sites: The 26 Best Places to Pitch a Tent in the ...
greatist.com/fitness/best-camping-united-states ▾ Greatist ▾ Aug 26, 2015 - Hike to the top of Cadillac Mountain (the highest point along the east coast) just before sunrise and be the first person in the U.S. to see the sun ...

The Best Ocean Campground on the East Coast - Review of ...
www.tripadvisor.com › ... › Assateague State Park Camping ▾ TripAdvisor ▾ ★★★★★ Rating: 5 - Review by a TripAdvisor user - Oct 1, 2013
Assateague State Park Camping: The Best Ocean Campground on the East Coast - See 51 traveler reviews, 68 candid photos, and great deals for Assateague ...

Top 10 Best Family-Friendly Campgrounds : TravelChannel ...
www.travelchannel.com/.../10-best-campgrounds-for-fam... ▾ Travel Channel ▾ Here are 10 fantastic camping options for families looking for a little fun in the great outdoors.

The 20 coolest places to camp with kids in the US this summer
matadornetwork.com/trips/20-coolest-places-camp-kids-us-summer/ ▾ Apr 9, 2015 - Tent camping with your family can be one of the most rewarding ... is one of only two locations on the east coast with natural hot spring waters.

Top East Coast Cabin and Camping Vacations | USA Today
traveltips.usatoday.com › ... › Florida Travel › Florida's East Coast ▾ However, several organizations offer ranked or "best-of" lists for East Coast campgrounds, some including cabins, to help simplify your vacation planning.

HOW TO DO KEYWORD RESEARCH

1. Make a list of keywords your buyer personas would search for.

Let's say your
business makes **smart
phone accessories.**

One of your buyer personas is a
teenager, Lanky Luke.





What are the
**common industry
questions** Luke
might have?

“Drying out a smart phone”



What questions might
Luke have **that your
company provides
solutions to?**

“Waterproof smart phone cases”

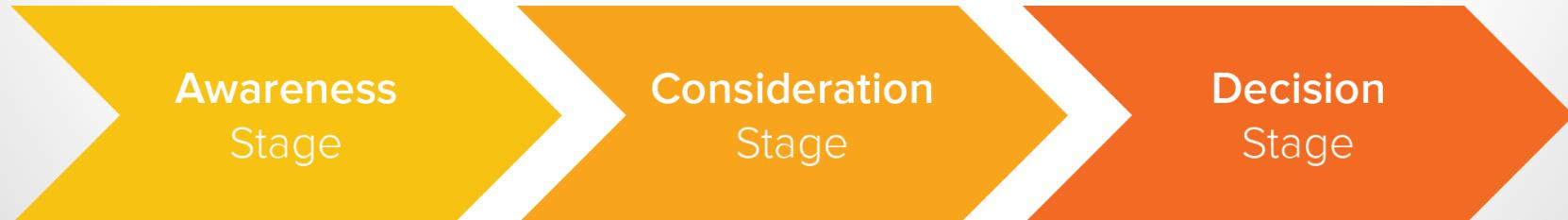


What questions might
Luke have **when**
deciding to buy your
waterproof case?

“Smart Phone Preserver case reviews”

THE BUYER'S JOURNEY

Categorize keywords by the stages of the buyer's journey.



Problem-based
keywords



Solution
keywords



Branded
keywords



**Mimic the language
that your buyer personas use.**

WHICH LANGUAGE WOULD LUKE BE MOST LIKELY TO USE IN A SEARCH?

- A. “Where is the iPhone liquid exposure device indicator”
- B. “Is there an iPhone water damage indicator”
- C. “How to tell if iPhone has water damage”
- D. “How to detect iPhone water damage”

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HOW TO DO KEYWORD RESEARCH

1. Make a list of keywords your buyer personas would search for.
2. Expand that list by searching the web for alternatives.

Expand your keyword list by searching the web for alternatives.

Type one of your keywords into a search engine and see what the results are.

Google

boat names

boat names
boat name generator
boat name lettering
boat name ideas

About 21,800,000 results (0.69 seconds)

[Boat Name Vault - namemyboat.com](#)
Ad [www.namemyboat.com/BoatNameVault](#) •
7,000 Cool and Original Boat Names. Boat Lettering & Decals Browse Now!
Boat Decals - Vinyl Lettering - Boat Registration Numbers - Request A Quote

[Boat Names - fastsigns.com](#)
Ad [www.fastsigns.com/401](#) • (781) 609-7011
FASTSIGNS® Offers Solutions For All Your Boat Lettering Needs.
Free Estimate, Call Now. - Signs & Graphics - Vehicle Graphics - Digital Signage
9 922 Main St, Waltham, MA

Images for boat names Report images



More images for boat names

Boat Names
[www.coolboatnames.com/](#) •
We offer over 1,000 cool boat names. You can browse by alphabet or category. We

Google

boat names

All Images Shopping Books Videos More Search tools

About 1,960,000 results (0.26 seconds)

[Boat Name Vault](#)
Ad [www.namemyboat.com/BoatNameVault](#) •
7,000 Cool and Original Boat Names. Boat Lettering & Decals Browse Now!

[Funny Boat Names, Clever, Funny, Hilarious Boat Names ...](#)

[https://www.youtube.com/watch?v=2DkQF7vAbs](#)
Dec 5, 2013 - Uploaded by Nata Fly
Funny Boat Names, Clever, Funny, Hilarious Boat Names, Funny Boat Names, Funny Crazy Boat Names ...

[Boaty McBoatface? Ship naming contest doesn't go as ...](#)

[abc13.com/.../boaty-mcboatface-ship.../go.../1255026/](#)
Mar 21, 2016
Some wild names are in the lead of a naming contest for a new state-of-the-art research ship.

[Ship and Boat Names - YouTube](#)

[https://www.youtube.com/watch?v=dWUt9-edIs0](#)
Aug 9, 2012 - Uploaded by ThreeDigitIQ
Best and Worst Boat Names! The royalty free music used in this video is 'Technobrillz' by Flembaz (www ...

[\[Epic\] Top 10 Funniest Boat Names - YouTube](#)

[https://www.youtube.com/watch?v=z9lIAFPfQ0I](#)
Jul 15, 2014 - Uploaded by Top10
Top 10 Funniest Boat Names [Epic] Top 10 Funniest Boat Names

HOW TO DO KEYWORD RESEARCH

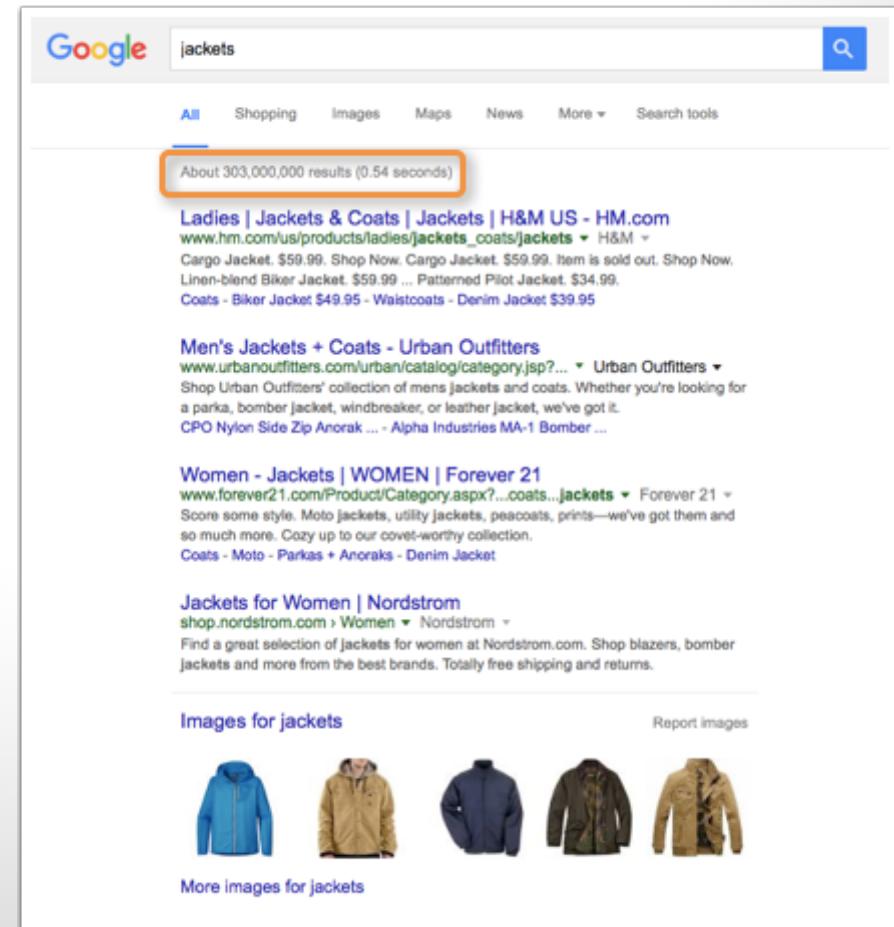
1. Make a list of keywords your buyer personas would search for.
2. Expand that list by searching the web for alternatives.
3. Determine which keywords people are using to find your site.

HOW TO DO KEYWORD RESEARCH

1. Make a list of keywords your buyer personas would search for.
2. Expand that list by searching the web for alternatives.
3. Determine which keywords people are using to find your site.
4. Decide which keywords you have the best opportunity to rank for.

“jackets” is a short or broad keyword.

It's harder to rank for because there's a lot of competition around it – and it's very general.



A screenshot of a Google search results page for the query "jackets". The search bar at the top contains the word "jackets". Below the search bar, a navigation bar offers options: All, Shopping, Images, Maps, News, More, and Search tools. A search result summary box displays "About 303,000,000 results (0.54 seconds)". The results are listed in three main sections: 1. "Ladies | Jackets & Coats | Jackets | H&M US - HM.com" with a link to www.hm.com/us/products/ladies/jackets_coats/jackets. 2. "Men's Jackets + Coats - Urban Outfitters" with a link to www.urbanoutfitters.com/urban/catalog/category.jsp?...coats...jackets. 3. "Women - Jackets | WOMEN | Forever 21" with a link to www.forever21.com/Product/Category.aspx?...coats...jackets. Below these, there is a "Images for jackets" section showing five thumbnail images of jackets and a "More images for jackets" link. The entire screenshot is framed by a thin black border.

Red Sox jacket

Men's Wool **Red Sox jacket** size medium

Google men's wool red sox jacket size medium

All Shopping Images News Videos More Search tools

About 564,000 results (0.45 seconds)

Shop for men's wool red sox jacks... on Google

Sponsored

Image	Name	Price	Offer
	Men's Boston Red Sox ...	\$134.99	MLB Shop
	Starter Boston Red Sox Gray	\$129.99	FansEdge
	Men's Boston Red Sox ...	\$129.99	MLB Shop
	G-III Sports by Carl Banks ...	\$87.99	FansEdge
	Men's Boston Red Sox JH ...	\$400.00	MLB Shop

Boston Red Sox Jackets, Red Sox Track Jackets, Coats ...
shop.mlb.com/Boston_Red_Sox_Jackets • MLB.com Official Store •
Mens Boston Red Sox Majestic Red 2015 Authentic On-Field Double Climate Full Zip Jacket. Sale: \$109.99 ... Men's Boston Red Sox Nike Navy Track Full Zip Performance Jacket Men's Boston Red Sox G-III Sports by Carl Banks Navy Red Line Wool Varsity Contact Us • FAQs • Help • Track My Order • Size Chart.

Men's Boston Red Sox Jackets - Buy Red Sox Winter Coats ...
shop.baseballhall.org/HOF_Boston_Red_Sox_Mens_Jackets •
Items 1 - 60 of 155 - Buy men's Red Sox baseball jackets, winter coats, zip ups, pullovers, ... Men's G-III Sports by Carl Banks Navy Boston Red Sox Red Line Wool Varsity Jacket Information, Gift Certificates • Corporate Info • Size Chart.

Boston Red Sox Jackets - FansEdge
www.fansedge.com/Boston_Red_Sox_Jackets •
Men, women and kids have access to a complete line of Red Sox coats and outerwear from top ... Nike Boston Red Sox Navy Track Full Zip Performance Jacket.

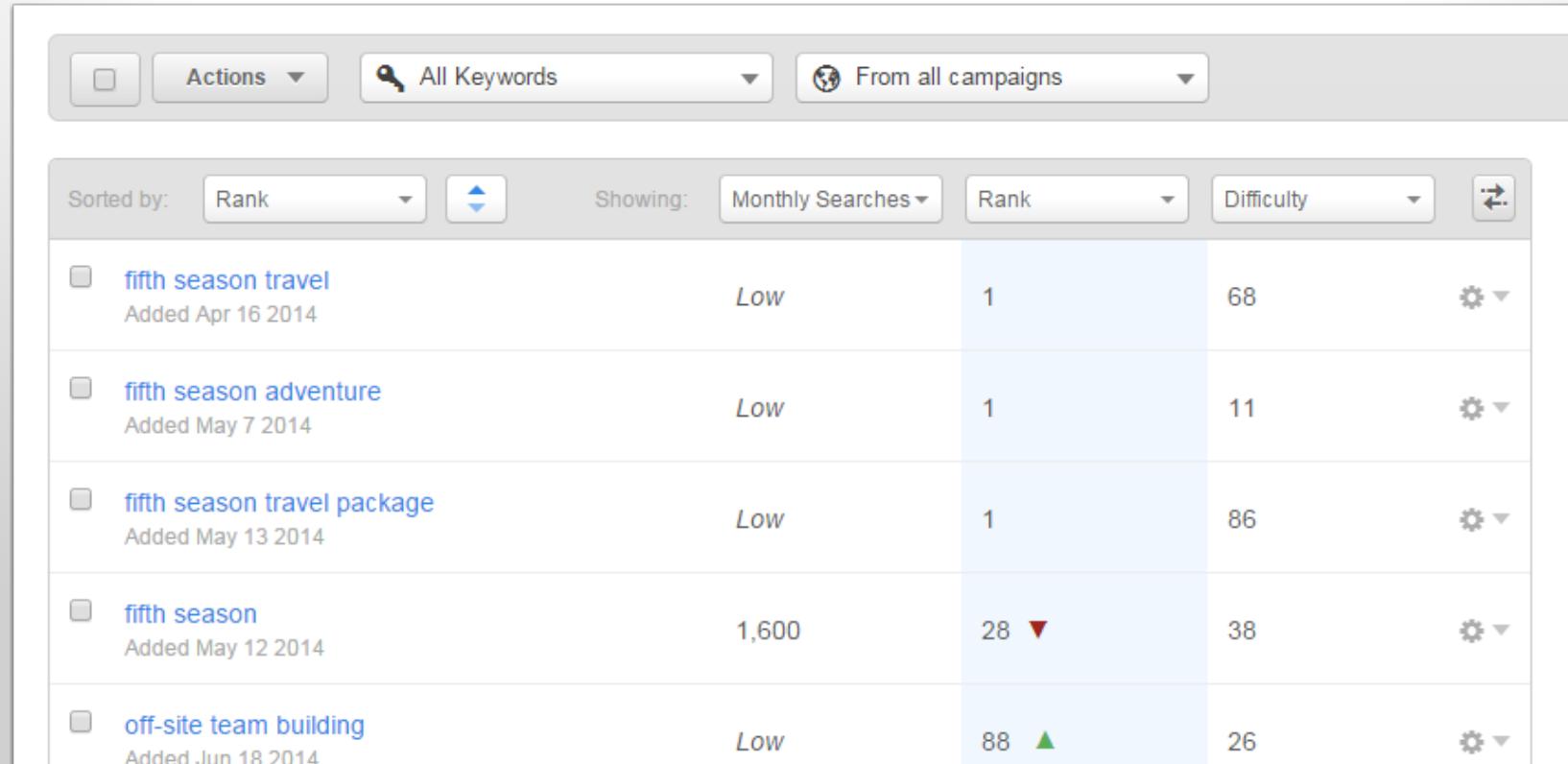
Boston Red Sox Jacket - Red Sox Windbreaker, Track ...
www.fanatics.com/MLB_Boston_Red_Sox_Jackets •
Boston Red Sox Majestic Men's On-Field Training Half Zip Pullover Jacket - Red ...
Boston Red Sox G-III Sports by Carl Banks Red Line Wool Varsity Jacket -

“men's wool Red Sox jacket size medium” is a **long-tail keyword**.

It's easier to rank for because it's more specific and targeted.

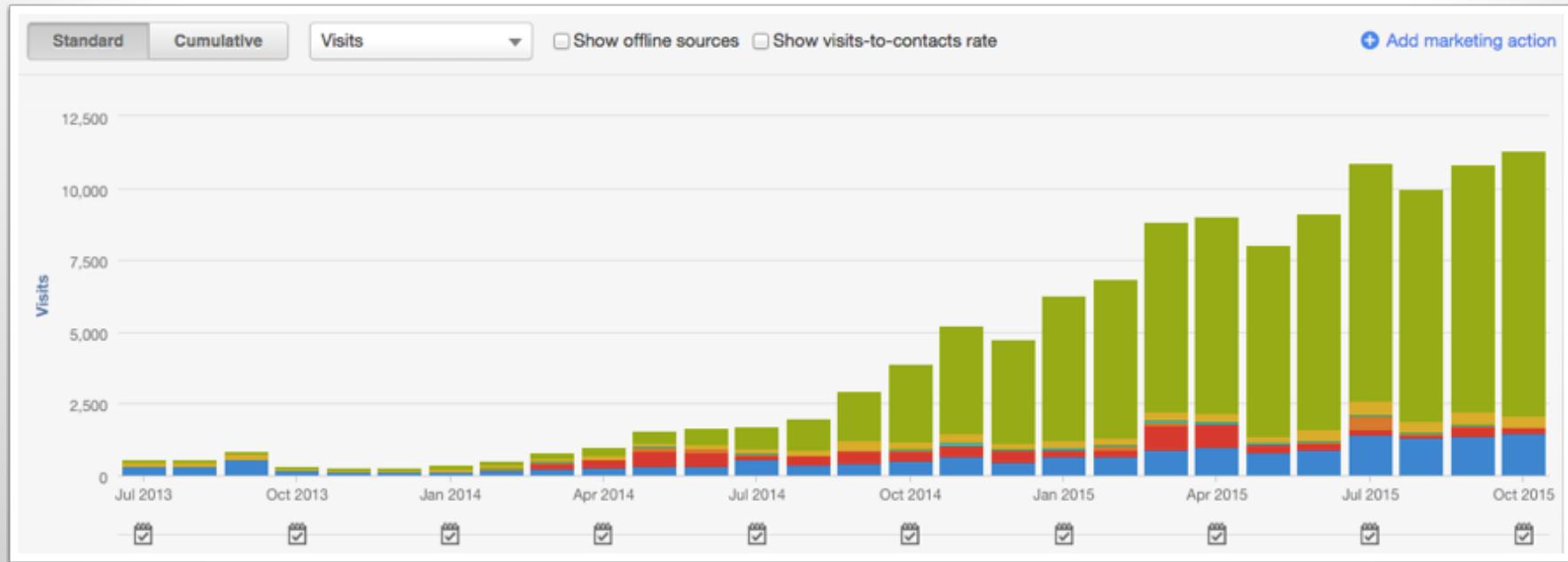
Drill down into your **keyword analytics**.

Look at your current rank for the keyword, how many monthly searches it gets, and what the competition or difficulty level is.



The screenshot shows a user interface for keyword analysis. At the top, there are three dropdown menus: 'Actions', 'All Keywords', and 'From all campaigns'. Below this is a toolbar with sorting and filtering options: 'Sorted by: Rank', 'Showing: Monthly Searches', and 'Difficulty'. The main area is a table with the following data:

			Rank	Difficulty	
<input type="checkbox"/>	fifth season travel Added Apr 16 2014	Low	1	68	
<input type="checkbox"/>	fifth season adventure Added May 7 2014	Low	1	11	
<input type="checkbox"/>	fifth season travel package Added May 13 2014	Low	1	86	
<input type="checkbox"/>	fifth season Added May 12 2014	1,600	28	38	
<input type="checkbox"/>	off-site team building Added Jun 18 2014	Low	88	26	



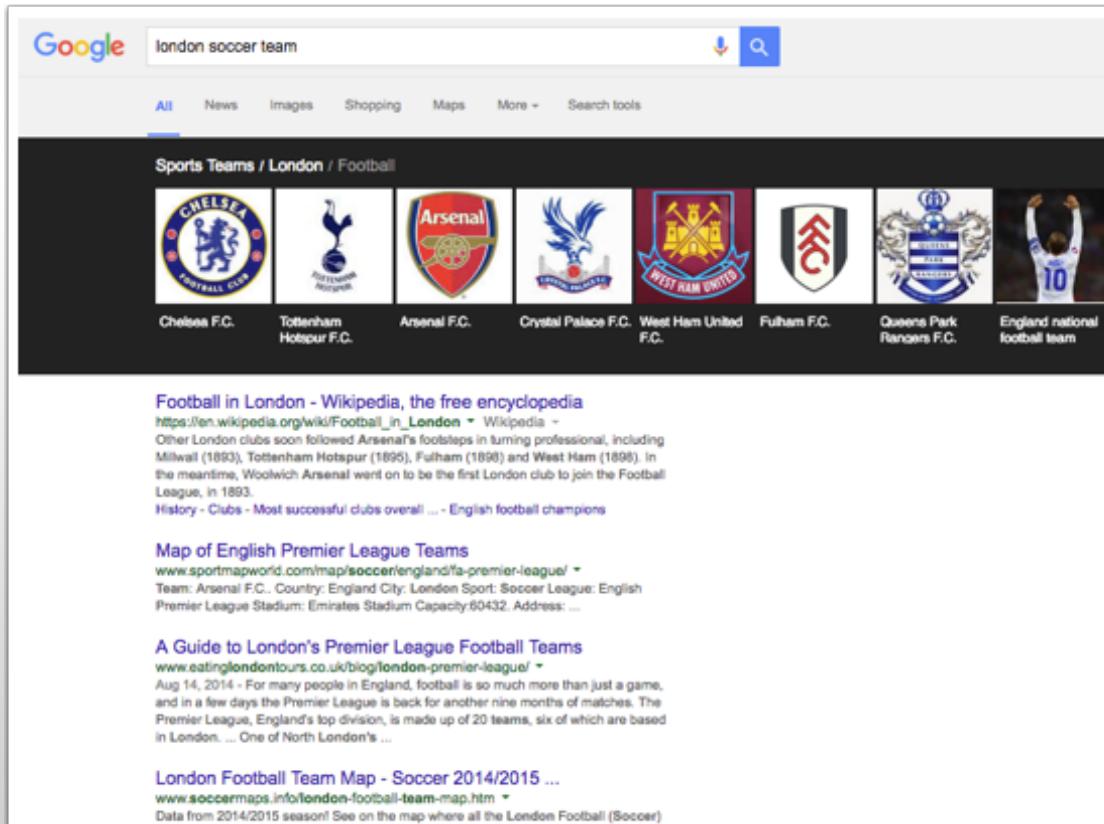
Numbers don't lie—the proof is in the data.

SEO STRATEGY

- Do keyword research
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Search engines are getting **smarter and smarter**.

They don't just understand keywords – they try to understand a searcher's intent.



Google search results for "london soccer team". The results page features a visual search result at the top showing logos for various London football clubs: Chelsea F.C., Tottenham Hotspur F.C., Arsenal F.C., Crystal Palace F.C., West Ham United F.C., Fulham F.C., Queens Park Rangers F.C., and the England national football team. Below this, there are three text-based search results:

- Football in London - Wikipedia, the free encyclopedia**
https://en.wikipedia.org/wiki/Football_in_London - Wikipedia - Other London clubs soon followed Arsenal's footsteps in turning professional, including Millwall (1893), Tottenham Hotspur (1898), Fulham (1898) and West Ham (1898). In the meantime, Woolwich Arsenal went on to be the first London club to join the Football League, in 1893.
History - Clubs - Most successful clubs overall ... - English football champions
- Map of English Premier League Teams**
www.sportmapworld.com/map/soccer/england/ifa-premier-league/ - Team: Arsenal F.C., Country: England City: London Sport: Soccer League: English Premier League Stadium: Emirates Stadium Capacity:60432, Address: ...
- A Guide to London's Premier League Football Teams**
www.eatinglondonlouise.co.uk/blog/london-premier-league/ - Aug 14, 2014 - For many people in England, football is so much more than just a game, and in a few days the Premier League is back for another nine months of matches. The Premier League, England's top division, is made up of 20 teams, six of which are based in London. ... One of North London's ...

London Football Team Map - Soccer 2014/2015 ...
www.soccermaps.inforlondon-football-team-map.htm - Data from 2014/2015 season! See on the map where all the London Football (Soccer)

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HOW TO OPTIMIZE A PAGE

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Add the keyword to the **page title and URL**.

If editing a live page, set up a 301 Redirect that will direct the old URL to the new one, sending people seamlessly to the right page.

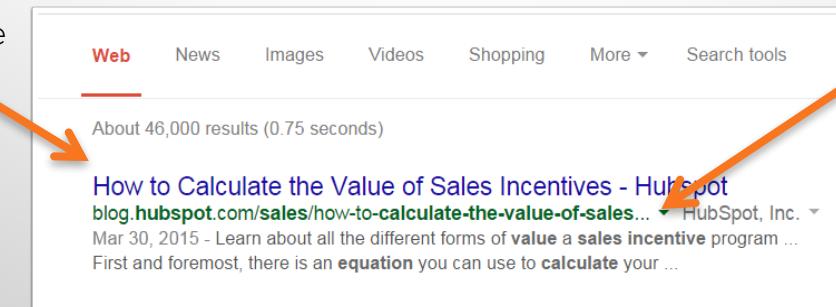


Is it in the page title?

If a website page, use a pipe:
Primary Keyword | Company Name

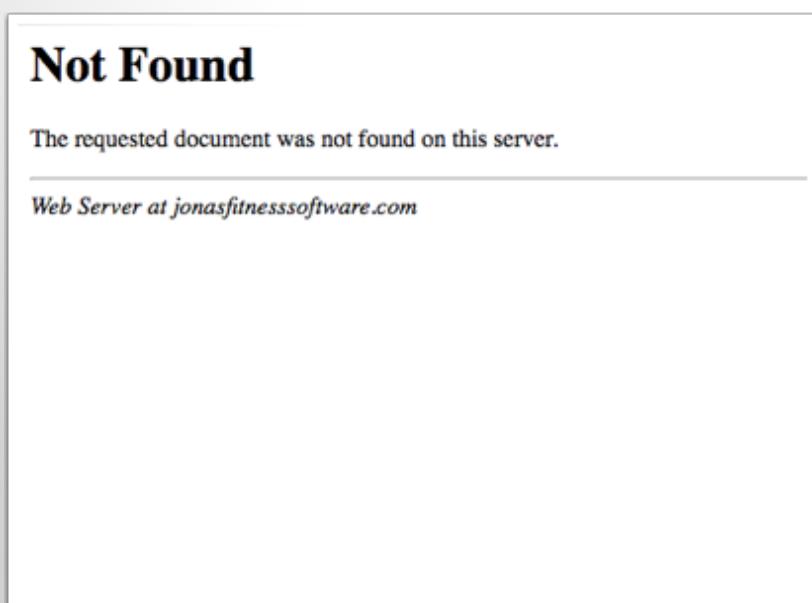
Is it in the URL?

(mybusiness.com/long-tail-keyword)



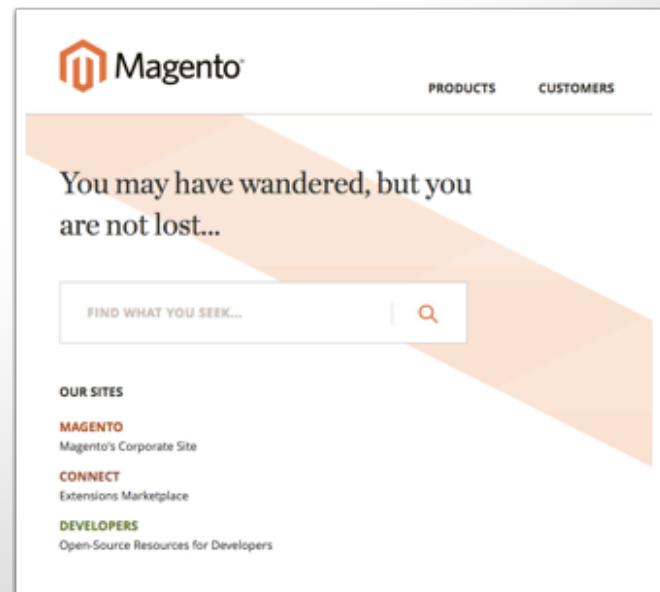
A custom 404 error page will provide a **seamless navigation experience.**

Standard 404 error page (ew!)



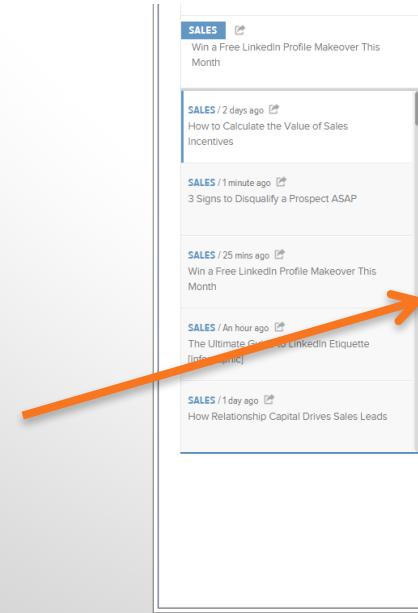
VS

Custom 404 error page



Add the keyword to the body, headers and image alt-text.

Is it used naturally in the body?



Is it in the image alt-text?

There is a definite connection between sales incentives and a profitable return of investment (ROI), but it's often more than just hard results. Many times, there are intangible benefits that are difficult to measure, but just as valuable.

The Magic Equation

First and foremost, there is an equation you can use to calculate your ROI, and it's not a difficult one. Essentially it's this:

Profit less Cost of Investment equals ROI.

For example, if the profit of a sales incentive program is \$5 million, and the cost of the incentive investment is \$1.5 million (in cash, merchandise or travel vouchers), then the ROI is \$3.5 million. That's the simple equation, and simple is often best.

Sort Out Your Incentives

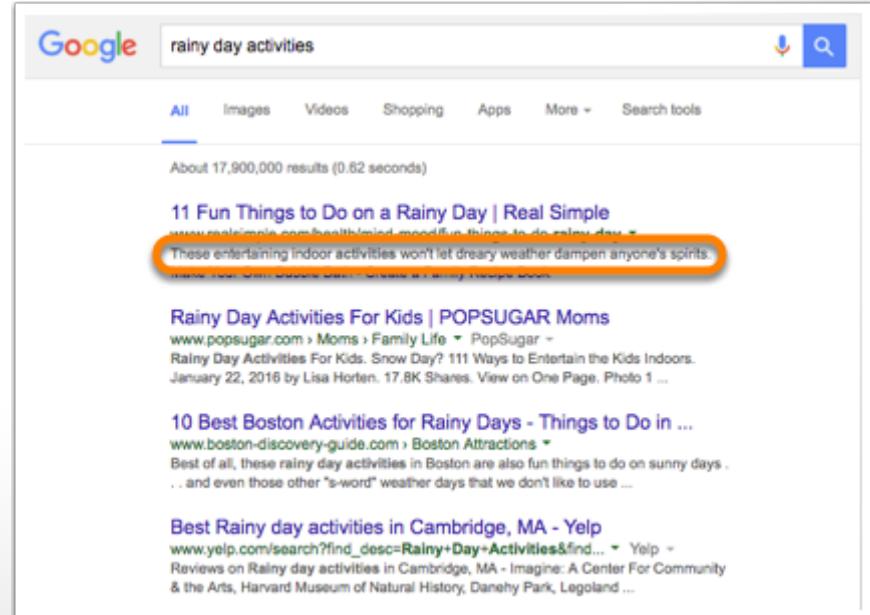
Once you have decided that sales incentives will bring a profit, you'll need to decide what form those incentives will take. Many employees prefer cash rewards, often in the form of a bonus, but merchandise rewards such as gift cards are also a good idea. It's easy to calculate the ROI



Is it in the headers?

Place the primary keyword in the **meta description**.

Each page should have a unique meta description, no more than 140 characters.



Google search results for "rainy day activities". The first result, "11 Fun Things to Do on a Rainy Day | Real Simple", has its meta description highlighted with an orange box: "These entertaining indoor activities won't let dreary weather dampen anyone's spirits."

11 Fun Things to Do on a Rainy Day | Real Simple
www.realsimple.com/health/med... more fun things to do rainy day +
These entertaining indoor activities won't let dreary weather dampen anyone's spirits.

Rainy Day Activities For Kids | POPSUGAR Moms
www.popsgur.com › Moms › Family Life › PopSugar +
Rainy Day Activities For Kids. Snow Day? 111 Ways to Entertain the Kids Indoors. January 22, 2016 by Lisa Horten. 17.8K Shares. View on One Page. Photo 1 ...

10 Best Boston Activities for Rainy Days - Things to Do in ...
www.boston-discovery-guide.com › Boston Attractions +
Best of all, these rainy day activities in Boston are also fun things to do on sunny days. ... and even those other "s-word" weather days that we don't like to use ...

Best Rainy day activities in Cambridge, MA - Yelp
www.yelp.com/search?find_desc=Rainy+Day+Activities&find... + Yelp +
Reviews on Rainy day activities in Cambridge, MA - Imagine: A Center For Community & the Arts, Harvard Museum of Natural History, Danehy Park, Legoland ...

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Marketing

MARKETING

15 Examples of Great Mobile Website Design

SALES

3 Signs to Disqualify a Prospect ASAP

AGENCY

Should Your Agency Get Into the Sales Enablement Game?

MARKETING

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MARKETING

/ 2 hrs ago HubSpot Goes #DeskFree, Pioneering the Next Frontier of Workspace Collaboration

MARKETING

/ 4 hrs ago 9 Google Drive Tips You'll Wish You Knew All Along

MARKETING

/ 18 hrs ago This Guy Got Drunk and Critiqued Our Website. Here's What He Had to Say.

MARKETING

/ 1 day ago A Helpful Guide of Public Speaking Tips [Infographic]

March 27, 2015 // 8:00 AM

15 Examples of Great Mobile Website Design

Written by Rachel Sprung @rsprung



Now more than ever, businesses are [focusing on creating delightful mobile website experiences](#). After all, **80% of Internet users** are using smartphones to search online.

What's more, marketers are gearing up for a big change Google plans to make to their algorithm starting on April 21, 2015. [Google wrote in their official blog](#) that they will be "expanding our use of mobile-friendliness as a ranking signal," and their update should have a significant effect on marketers.

When Google makes this change, **it will have a bigger impact** than Panda or Penguin. To put that in context, their Panda update impacted only about 12% of queries, and Penguin affected about 4% of mobile and desktop queries.

In other words, if you haven't been focusing on [improving your mobile experience](#), you'd better prioritize it now, or your search ranking might suffer. According to a [Search Engine Land](#) article about the update, there will be "no degrees of mobile friendliness" -- your site will either be judged as mobile-friendly ... or not.

Include relevant internal and external links within the content.

Hyperlink text with keywords that you'd like to rank for.

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Sign in  



SOFTWARE +

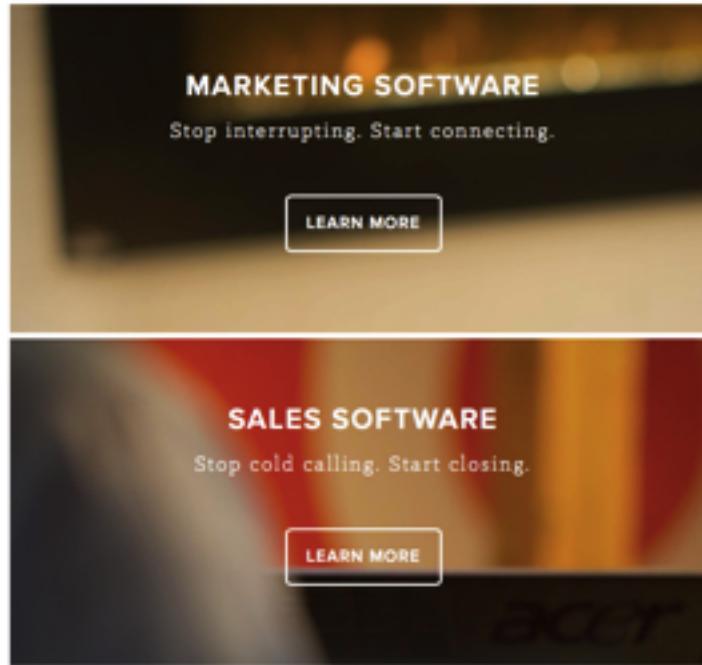
ABOUT +

AGENCIES

PRICING

BLOGS +

FREE TRIAL

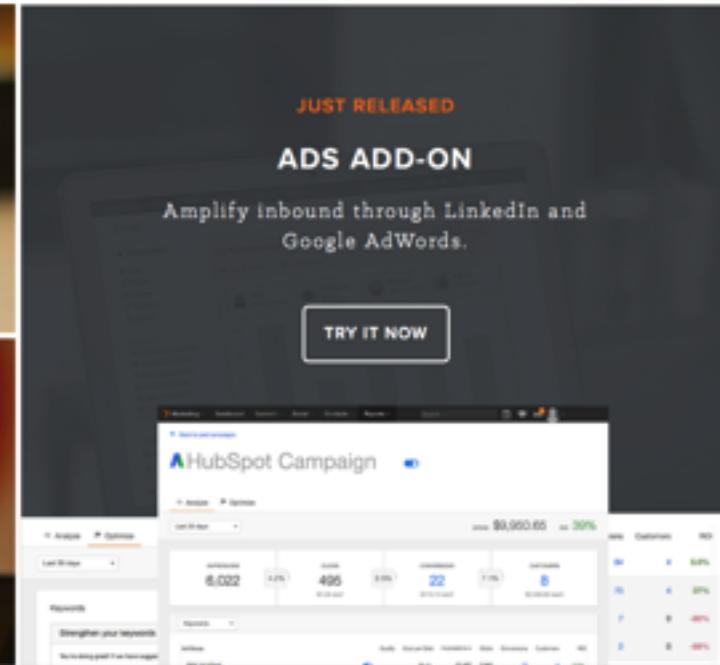


MARKETING SOFTWARE
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SALES SOFTWARE
Stop cold calling. Start closing.

[LEARN MORE](#)



JUST RELEASED
ADS ADD-ON
Amplify inbound through LinkedIn and Google AdWords.

[TRY IT NOW](#)



Promote a **good user experience**.
Make sure your website is intuitive and easy to browse.

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80%

of internet users own a smartphone.



Optimize your website for **mobile**.

Make sure your website pages can be easily viewed on any screen size.

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Sell Like a Celebrity: An Insider's Look at the Gifting Industry

Written by Jami Oetting | @jamioetting



There are two women who can cause websites to crash, phones to ring incessantly, and bidding wars to begin.

Kate Middleton and Michele Obama reign when it comes to driving fashion commerce. The Duchess's choice in apparel spurred one brand's [reintroduction of an item](#) long gone from the shelves. It's reported that her style choices have brought [\\$1.5 billion into the British economy](#). Crew devised an entire strategy, including publishing custom web pages and investing in PPC ads, around the [First Lady's appearance](#) on the *Tonight Show*.

This type of spark is what many brands are looking for when they invest in celebrity marketing and product placement.

Paying for a celebrity endorsement is one route – a path that could cost anywhere between

Search engines follow links between pages to **see how they're related to each other.**

Links coming into your website are called “inbound links”. They help search engines analyze how authoritative your website is.

Not all links are **created equal**.



Build **relationships.**

Make connections with authoritative sites and industry thought leaders.

Create content with input from industry thought leaders.

They'll share the content, giving you
new visitors and a new link.

9 Experts Predict What Will Transform Sales in 2015

Written by [Emma Snider](#) | [@emmajs24](#)



SHARE
155
Tweet
33
Link
110
in Share
Email

As the saying goes, the best way to predict the future is to create it. Yes, but before we create it, can we get a little head's up as to what we should be doing?

With 2014 almost behind us, it's time to start ramping up for the new year. 2015 represents a clean slate to sales organizations — a time to start new initiatives. But what those initiatives should be can sometimes be a bit tricky to determine.

To provide you with some direction, we asked nine sales experts to give us their thoughts on what's coming down the pike in 2015. There are a few clear trends in the responses which savvy sales leaders will hop on to start crafting a bright future. Make them your [new year's resolutions](#).

So without further ado, what will be big in 2015?

1) [Craig Rosenberg](#), co-founder and chief analyst, TOPO Inc.

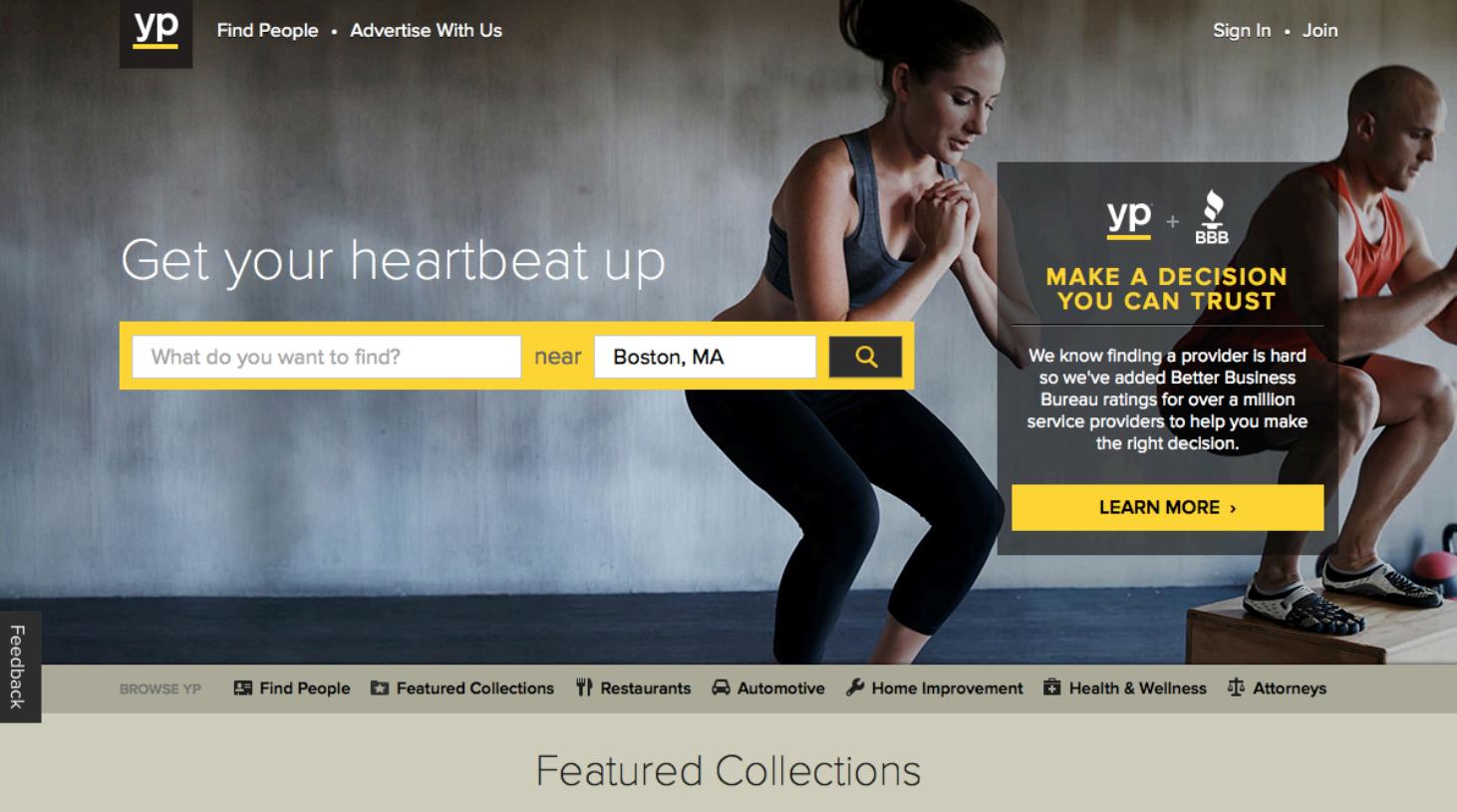
"Technology. We have reached phase two of the Sales 2.0 movement. Early on in the movement, early adopters got a bunch of applications. Some added value, and some didn't. Bottom line — adoption was sub-optimal, and as a result, so was ROI. Now sales knows how to buy and implement technology. A true rise of the machines has happened and 2015 will be a manifestation of this."

CREATE CONTENT WITH INPUT FROM INDUSTRY THOUGHT LEADERS

- Create a “best-of” or resources list
- Interview an industry thought leader
- Write crowdsourced content
- Ask an industry thought leader to write the forward or give a quote for an ebook

Set up a page on the **top online directories**.

Directories are websites like Yelp, YP (Yellow Pages), and local chambers of commerce.



The screenshot shows the YP website homepage. At the top, there is a navigation bar with the YP logo, 'Find People • Advertise With Us', and 'Sign In • Join'. The main visual is a photograph of a woman in a grey tank top and black leggings performing a lunge exercise. A man in a red tank top is visible in the background. A yellow search bar is prominently displayed, containing the placeholder 'What do you want to find?' and a location 'near Boston, MA' with a search icon. To the right of the search bar is a callout box with the YP and BBB logos and the text 'MAKE A DECISION YOU CAN TRUST'. Below this, a paragraph explains that BBB ratings are added for service providers. A 'LEARN MORE >' button is located at the bottom of this callout. At the very bottom of the page, there is a footer with links for 'BROWSE YP', 'Find People', 'Featured Collections', 'Restaurants', 'Automotive', 'Home Improvement', 'Health & Wellness', and 'Attorneys'. A 'Feedback' link is also present on the left side of the footer.

Get your heartbeat up

What do you want to find? near Boston, MA

yp + BBB

MAKE A DECISION YOU CAN TRUST

We know finding a provider is hard so we've added Better Business Bureau ratings for over a million service providers to help you make the right decision.

LEARN MORE >

BROWSE YP Find People Featured Collections Restaurants Automotive Home Improvement Health & Wellness Attorneys

Feedback

Featured Collections

Google

italian restaurants boston

All Maps Shopping News Images More Search tools

About 19,100,000 results (0.50 seconds)

Map showing the locations of Lucca Restaurant, New England Aquarium, and Piattini in Boston. The map includes labels for various neighborhoods and landmarks.

Rating ▾ Price ▾ Hours ▾ More ▾

Piattini
4.1 ★★★★★ (56) - \$\$ - Italian
Italian small plates & a wine bar
226 Newbury St
Zagat - Boston's Most Shareable Chocolate Treats

Sorellina
4.3 ★★★★★ (54) - \$\$\$ - Italian
Chic spot for elevated Italian cuisine
1 Huntington Ave
Zagat - Best Restaurants in Back Bay

Lucca Restaurant
4.1 ★★★★★ (87) - \$\$\$ - Italian
Elegant Northern Italian plates
226 Hanover St
Zagat rated

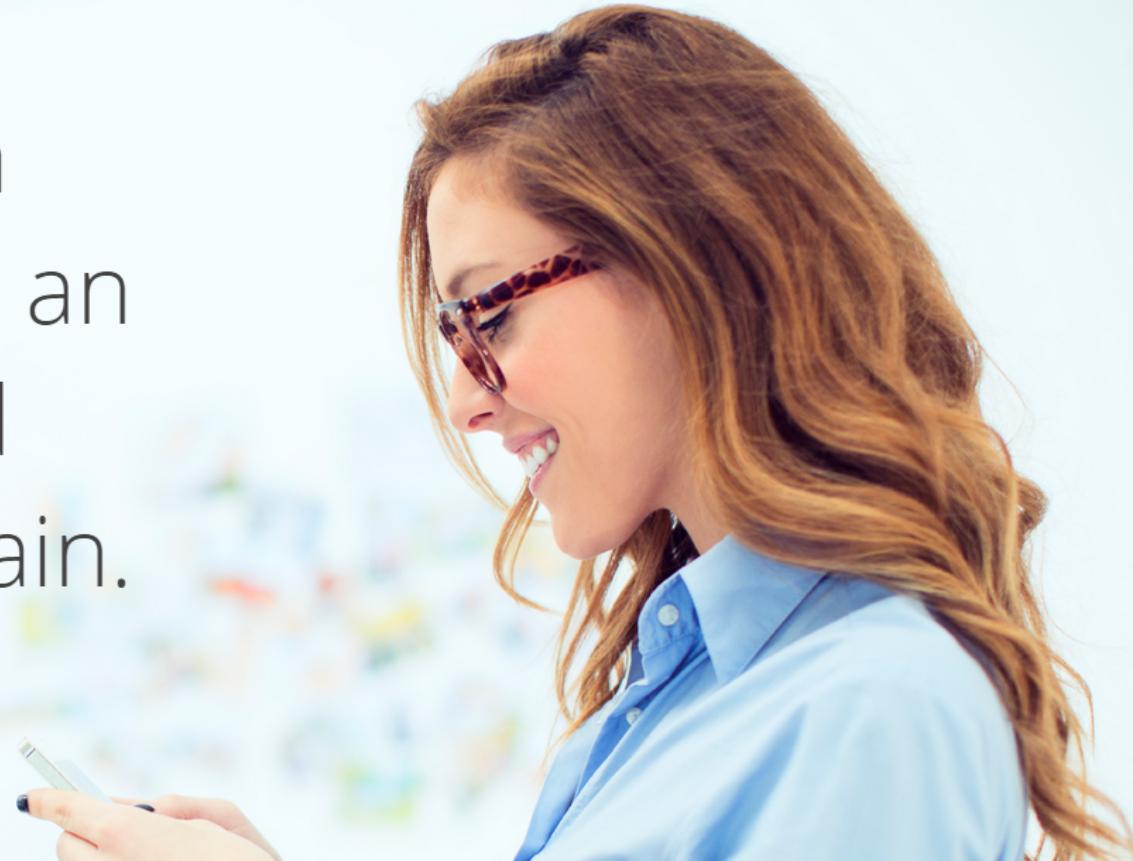
More places

If location-specific, create a **Google+ Local Listing Page**.
This will tie your business to a specific location, which Google will use in its search results.

3

WHAT DOES A SUCCESSFULLY OPTIMIZED WEBSITE PAGE LOOK LIKE?

Never lose a customer to an unanswered question again.



60%

increase in monthly leads in the first two months.

55%

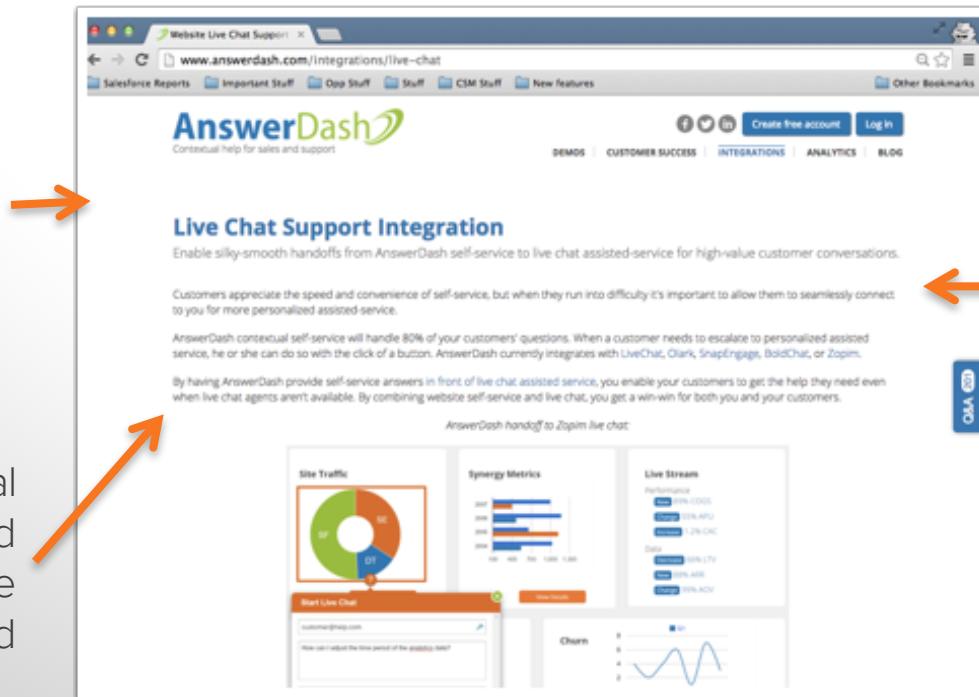
increase in social media traffic in the first two months.

10%

increase in website traffic in the first two months.

Did they pick **the right keyword?**

Addressing a topic their buyer persona wants to learn about



The screenshot shows a web browser displaying the AnswerDash website. The URL is www.answerdash.com/integrations/live-chat. The page title is "Live Chat Support Integration". The content discusses the integration of AnswerDash's self-service with live chat for high-value customer conversations. It highlights the speed and convenience of self-service, the importance of seamless handoffs to live chat, and the integration with services like LiveChat, Olark, SnipChat, BoldChat, and Zopim. The page features a "Start Live Chat" button and several charts: a pie chart for Site Traffic, a bar chart for Synergy Metrics, and a line chart for Churn. A blue "DATA" button is visible on the right side of the page.

Using natural language and variations of the keyword

Mimicking the language of their buyer persona

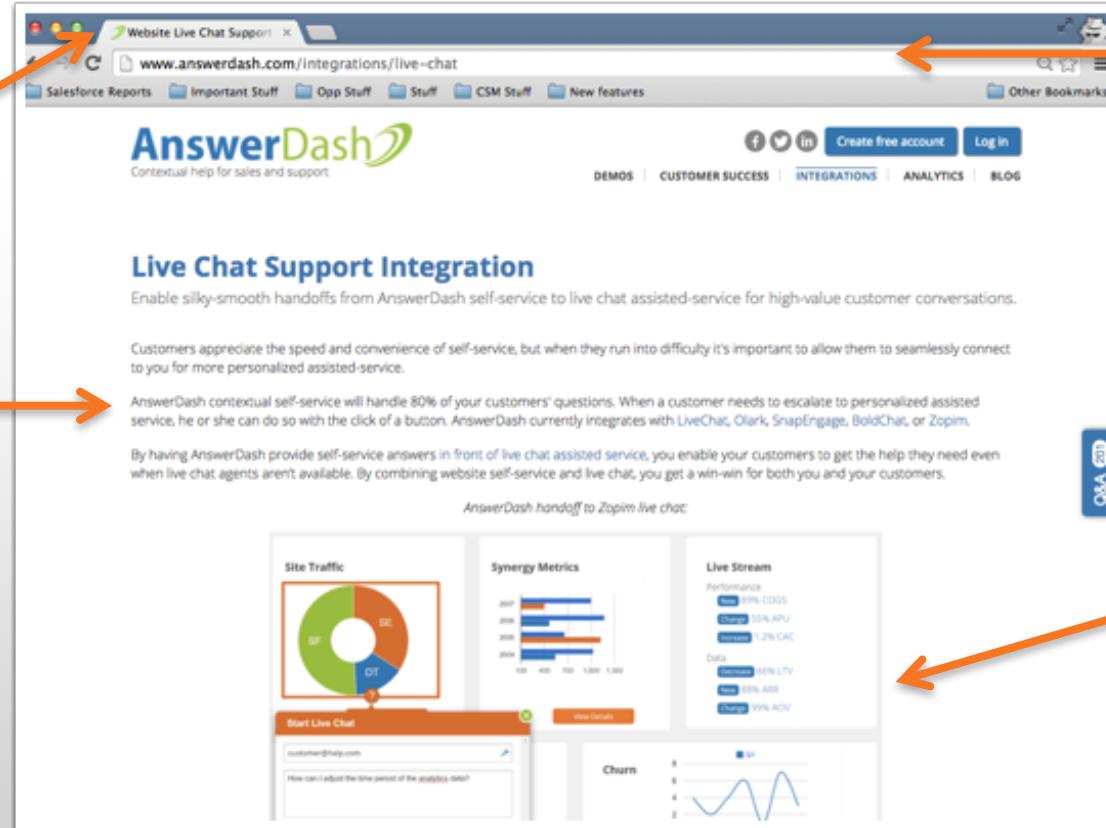
Have they optimized the page around the keyword?

Page title

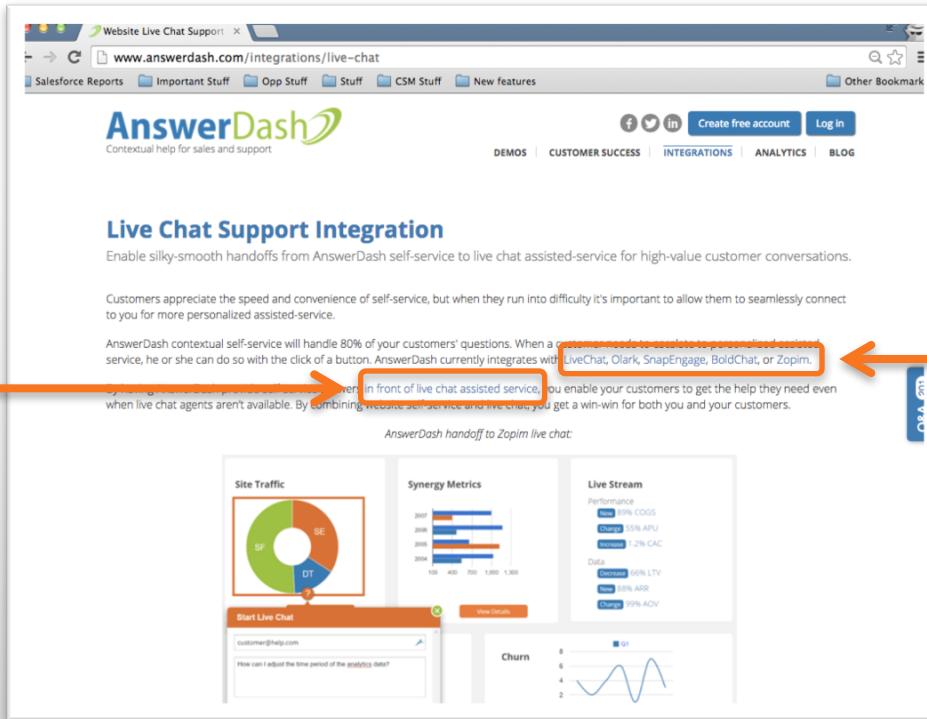
URL

Body

Image alt-text



Are they linking to other sources?



The screenshot shows a web browser displaying the AnswerDash website at www.answerdash.com/integrations/live-chat. The page title is "Live Chat Support Integration". The content discusses the integration of AnswerDash with live chat services like LiveChat, Olark, SnapEngage, BoldChat, and Zopim. The page features several charts and graphs, including a donut chart for Site Traffic and a line graph for Churn.

Internal link to another page

External links to outside resources

Internal link to another page

External links to outside resources

Internal link to another page

External links to outside resources

Are they offering a **good user experience**?

Clear navigation

Clear navigation

AnswerDash
Contextual help for sales and support

INTEGRATIONS

Live Chat Support Integration

Enable silky-smooth handoffs from AnswerDash self-service to live chat assisted-service for high-value customer conversations.

Customers appreciate the speed and convenience of self-service, but when they run into difficulty it's important to allow them to seamlessly connect to you for more personalized assisted-service.

AnswerDash contextual self-service will handle 80% of your customers' questions. When a customer needs to escalate to personalized assisted service, he or she can do so with the click of a button. AnswerDash currently integrates with LiveChat, Olark, SnapEngage, BoldChat, or Zopim.

By having AnswerDash provide self-service answers in front of live chat assisted service, you enable your customers to get the help they need even when live chat agents aren't available. By combining website self-service and live chat, you get a win-win for both you and your customers.

AnswerDash handoff to Zopim live chat:

Site Traffic

Synergy Metrics

Live Stream

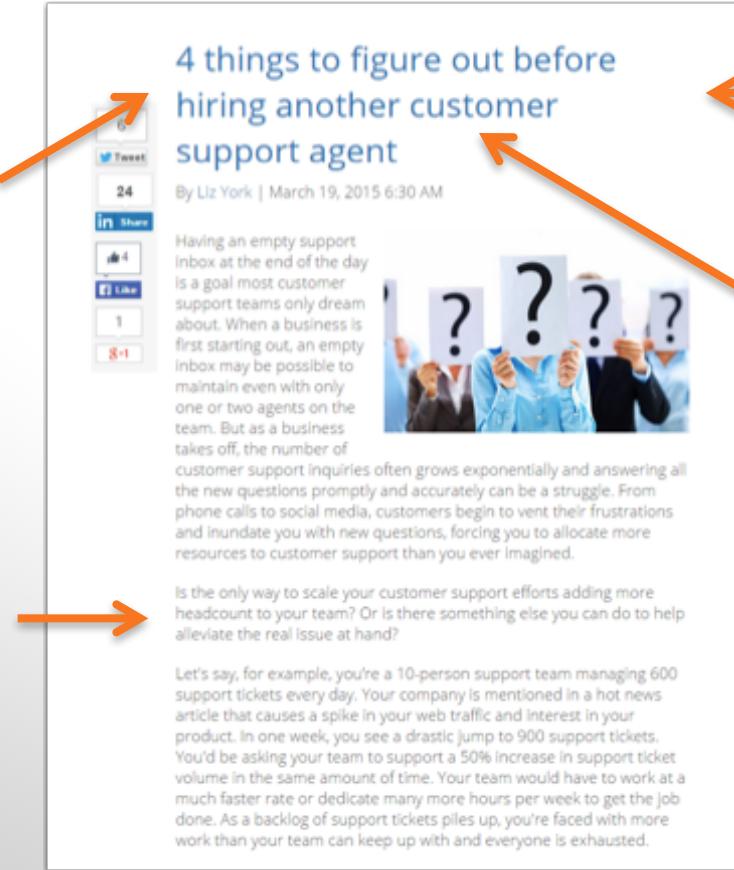
Churn

Create

Clear next steps

Did they pick **the right keyword?**

Addressing a common topic their buyer persona might want to learn about



4 things to figure out before hiring another customer support agent

By Liz York | March 19, 2015 6:30 AM

Having an empty support inbox at the end of the day is a goal most customer support teams only dream about. When a business is first starting out, an empty inbox may be possible to maintain even with only one or two agents on the team. But as a business takes off, the number of customer support inquiries often grows exponentially and answering all the new questions promptly and accurately can be a struggle. From phone calls to social media, customers begin to vent their frustrations and inundate you with new questions, forcing you to allocate more resources to customer support than you ever imagined.

Is the only way to scale your customer support efforts adding more headcount to your team? Or is there something else you can do to help alleviate the real issue at hand?

Let's say, for example, you're a 10-person support team managing 600 support tickets every day. Your company is mentioned in a hot news article that causes a spike in your web traffic and interest in your product. In one week, you see a drastic jump to 900 support tickets. You'd be asking your team to support a 50% increase in support ticket volume in the same amount of time. Your team would have to work at a much faster rate or dedicate many more hours per week to get the job done. As a backlog of support tickets piles up, you're faced with more work than your team can keep up with and everyone is exhausted.

Using natural language and variations of the keyword

Mimicking the language of their buyer persona

Focusing on a long-tail keyword

Have they **optimized the page** around the keyword?

Page title

URL

Body

The screenshot shows a web browser displaying a blog post. The page title is '4 things to figure out before hiring another customer support agent'. The URL in the address bar is 'www.answerdash.com/blog/4-things-to-figure-out-before-hiring-another-customer-support-agent'. The page content includes a sub-headline '4 things to figure out before hiring another customer support agent', a byline 'By Liz York | March 19, 2015 6:30 AM', and a paragraph of text. To the right of the text is an image of four people holding up cards with question marks on them. The page also features social sharing buttons for Twitter, LinkedIn, Facebook, and Google+.

Image alt-text

Are they linking to other sources?

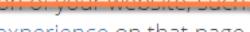
Internal link to another blog post

3. Can you improve the user experience on your website or web app?

If you notice the bulk of your questions relate to a certain page or section of your website, such as your billing page, **improve the experience on that page**. Think of your support tickets as customer feedback. How can you improve the experience so no future visitor would have to ask the same question again? Could you add more information or modify the existing content so that is more relevant and more helpful?

4. Could you help your customers better help themselves through website self-service?

Customers can usually find answers to questions for themselves when self-service is implemented well and is relevant to your **customers' questions**. A bonus: It is also very, very cheap! [Forrester estimates](#) on average, a customer service phone call costs a company \$12 and up, a live chat costs \$5, an email costs \$2.50, but customer self-service only costs \$0.10 per incident. Website self-service can resolve a large percentage of the common questions your customers have without taking any time from your support team.



External link to an outside resource



Are they **promoting** their content?

Social sharing buttons



The screenshot shows a blog post on the AnswerDash website. The post title is "4 things to figure out before hiring another customer support agent" by Liz York on March 19, 2015, at 6:30 AM. The post content discusses the challenges of managing customer support inquiries as a business grows. It includes a photo of four people holding up question marks and a call to action at the bottom. On the left, there is a sidebar with social sharing buttons for LinkedIn, Facebook, and Google+. On the right, there is a "Recent Posts" sidebar with a list of five bullet points. At the top of the page, there are social following buttons for Facebook, Twitter, and LinkedIn, along with links for "Create free account" and "Log in".

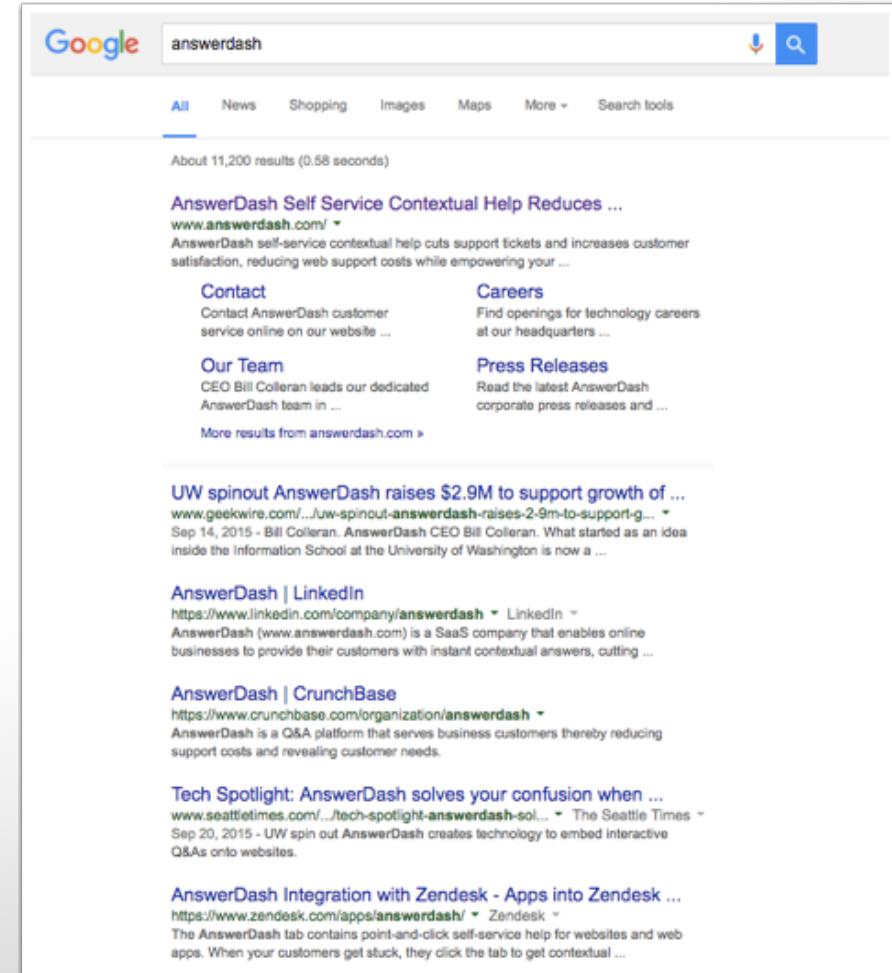
Recent Posts

- Customers want to get things done, not talk to you about it
- 4 things to figure out before hiring another customer support agent
- The problem with your knowledge base is not content, it's experience
- Why you should stop writing new help content for your knowledgebase—and what to do instead
- How PetHub reduced customer service escalations by 67 percent with AnswerDash self-service

Social following buttons

Are they earning inbound links?

They have other websites linking to
them – looks like it!



A screenshot of a Google search results page for the query "answerdash". The results are filtered by "All". The first result is a snippet from the AnswerDash website, followed by several news articles and other links. The news articles include: "AnswerDash Self Service Contextual Help Reduces ...", "UW spinout AnswerDash raises \$2.9M to support growth of ...", "AnswerDash | LinkedIn", "AnswerDash | CrunchBase", and "Tech Spotlight: AnswerDash solves your confusion when ...". The news articles are from various sources like Geekwire, The Seattle Times, and Zendesk.

Google search results for "answerdash":

- AnswerDash Self Service Contextual Help Reduces ...**
www.answerdash.com/ ...
AnswerDash self-service contextual help cuts support tickets and increases customer satisfaction, reducing web support costs while empowering your ...
- Contact**
Contact AnswerDash customer service online on our website ...
- Careers**
Find openings for technology careers at our headquarters ...
- Our Team**
CEO Bill Coleran leads our dedicated AnswerDash team in ...
- Press Releases**
Read the latest AnswerDash corporate press releases and ...
- More results from answerdash.com »**
- UW spinout AnswerDash raises \$2.9M to support growth of ...**
www.geekwire.com/.../uw-spinout-answerdash-raises-2-9m-to-support-g... -
Sep 14, 2015 - Bill Coleran, AnswerDash CEO Bill Coleran. What started as an idea inside the Information School at the University of Washington is now a ...
- AnswerDash | LinkedIn**
https://www.linkedin.com/company/answerdash - LinkedIn
AnswerDash (www.answerdash.com) is a SaaS company that enables online businesses to provide their customers with instant contextual answers, cutting ...
- AnswerDash | CrunchBase**
https://www.crunchbase.com/organization/answerdash -
AnswerDash is a Q&A platform that serves business customers thereby reducing support costs and revealing customer needs.
- Tech Spotlight: AnswerDash solves your confusion when ...**
www.seattletimes.com/.../tech-spotlight-answerdash-sol... - The Seattle Times -
Sep 20, 2015 - UW spin out AnswerDash creates technology to embed interactive Q&As onto websites.
- AnswerDash Integration with Zendesk - Apps into Zendesk ...**
https://www.zendesk.com/apps/answerdash/ - Zendesk -
The AnswerDash tab contains point-and-click self-service help for websites and web apps. When your customers get stuck, they click the tab to get contextual ...

THANK YOU.

