If You Build, They Won't Come

Valerie DiCarlo
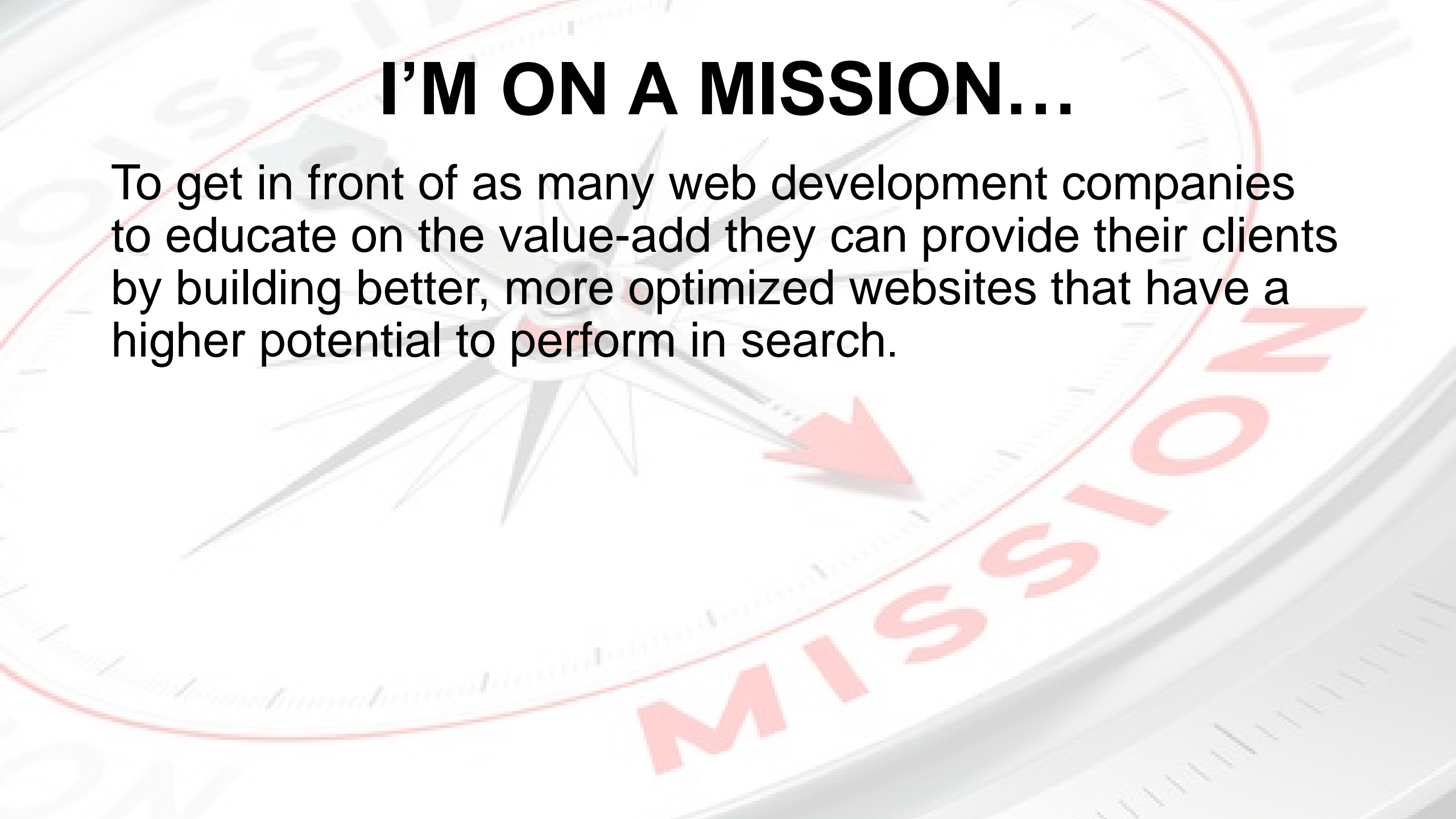

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I'M ON A MISSION…

To get in front of as many web development companies to educate on the value-add they can provide their clients by building better, more optimized websites that have a higher potential to perform in search.

Q: What are the current 'winning' SEO online marketing methodologies?

- HTTPS
- Targeted Keyword Research & Analysis
- Best Practice On-Page Optimization
- Content Development & Marketing
- Social Media Optimization & Marketing
- User Experience, Conversion Optimization, Site Speed
- Mobile Optimization
- Local Optimization
- Schema
- Best Practice Off-Page Optimization
- Site Health

Q: So, which ones need to be implemented in DEVELOPMENT?

➢**A: Most all of them.**

https

HTTPS

- Hosting
- SSL certificate

➢Mixed content (internal http linking in code)

➢Forcing HTTPS

  ➢Redirects to avoid duplicating site (http and https)

Targeted Keyword Research & Analysis

➢ Navigation, menus, breadcrumbs

➢ URL structure

  ➢ Keep URLs shorter via [Template Routes](#)

➢ Use and positioning of Header headlines (H1, H2, H3)

  ➢ In design architecture

  ➢ As an option in content field/Wigwam/WYSIWYG, etc.

➢ Image optimization (filename, alt tag, title, description)

  ➢ via EE add-ons

➢ SEO titles, meta descriptions

  ➢ via EE add-ons

Best Practice On-Page Optimization & Content Development

- Legacy Content
- ➤ Blogs & Blog Optimization
  - Managing duplicate content to establish page authority
    - Blog index/homepage
    - ➤ Categories
      - ➤ Robots meta tag (<META NAME="ROBOTS" CONTENT="NOINDEX, NOFOLLOW">)
    - ➤ Tags (if you opt to use?)
      - ➤ Robots meta tag (<META NAME="ROBOTS" CONTENT="NOINDEX, NOFOLLOW">)
    - ➤ Pagination

Best Practice On-Page Optimization & Content Development

Pagination (cont.)

- ➢ Robots meta tag (<META NAME="ROBOTS" CONTENT="==NOINDEX, FOLLOW=="">)
- ➢ Rel attributes (rel="prev" / rel="next") - https://support.google.com/webmasters/answer/1663744?hl=en

e.g.

Previous

                                                              Next

SOCIAL MEDIA OPTIMIZATION

Social Media Optimization & Marketing

➢Integrate social into your website architecture
- To social channels
- From social channels (be consistent with links – http, https, www, non-www, etc.)
- Optimize & consistently brand your social channels
  - Align targeted keywords with social profiles and posts
- Amplify your own site content on Social
  - Funnel user back to your site (teasers, CTA, downloads, etc)
  - ➢Blogs are a 'home base' for social
➢Include Open Graph
- https://blog.hubspot.com/marketing/visual-content-marketing-strategy - visual content
➢Include Twitter Cards
- https://blog.hubspot.com/marketing/visual-content-marketing-strategy - visual content

USER EXPERIENCE

User Experience: Conversion Optimization

➢CTA and Goal Actionable(s)
  ➢Determining and formatting CTA and Goal Actionables in site architecture – creating a clear, concise visual roadmap. Control eye path to avoid too much eye movement. Less eye-movement leads to higher conversion.
    ➢Lead generation > Forms
    ➢Ecommerce > Shopping cart
➢Content Format
  ➢Easy readability (headlines, sub-headlines, bullets, numbers) via a text editor

User Experience – Site Speed

➢Site Speed
- https://developers.google.com/speed/pagespeed/insights/
- >8 seconds to capture user - 2 second load time
- Hosting environment

➢Content Delivery Network
- Cloudflare

➢Efficient code

➢Compression (images, CSS, code)
  ➢https://devot-ee.com/add-ons/ce-lossless

➢Caching
  ➢Queries
  ➢Server
  ➢Browser caching parameters

User Experience – Mobile Optimization

- Google mobile-first indexing – launching by year end or early 2018
    - Because more people are searching Google on mobile, algorithms will eventually primarily use the mobile version of a site's content to rank pages from that site
    - Review your analytics to monitor how users access your site
- ➢ Responsive design (preferably)
- ➢ Load speed
- ➢ AMP (Accelerated Mobile Pages)

LOCAL OPTIMIZATION

Local Optimization

➢ Geo targeting functionality

➢ CONSISTENT NAP (Name Address Phone) on all online properties

  ➢ Website (e.g. footer, location pages)

  ➢ Add Maps (directions hyperlink)

  • Online Directories (e.g. Google My Business, Bing Places, Yelp, Yellow Pages, Facebook, etc.)

➢ Add schema / structured data

  • Product

  • Organization

  • Place

  • Local Business

  • Restaurant

  • Aggregate Rating (for star Reviews in SERPs)

Schema / Structured Data

Schema markup is code that you put on your website to help the search engines return more informative results for users.

Schema.org is the result of collaboration between Google, Bing, Yandex, and Yahoo! to help you provide the information their search engines need to understand your content and provide the best search results possible.

Adding Schema markup to your HTML improves the way your page displays in SERPs by enhancing the rich snippets that are displayed beneath the page title.

➢Add schema / structured data to:
  ➢Local / Location pages
  ➢Content / Blog
  ➢Products
  ➢Events
  ➢Reviews
  ➢Etc.

Off-Page Optimization