



Search Engine Optimisation Overview

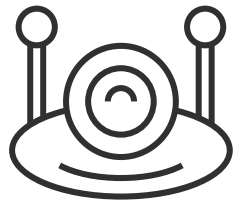
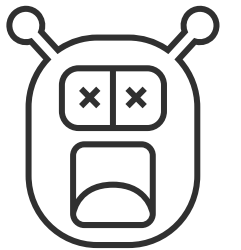
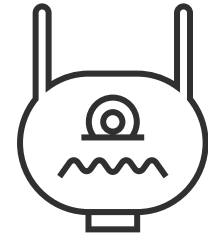
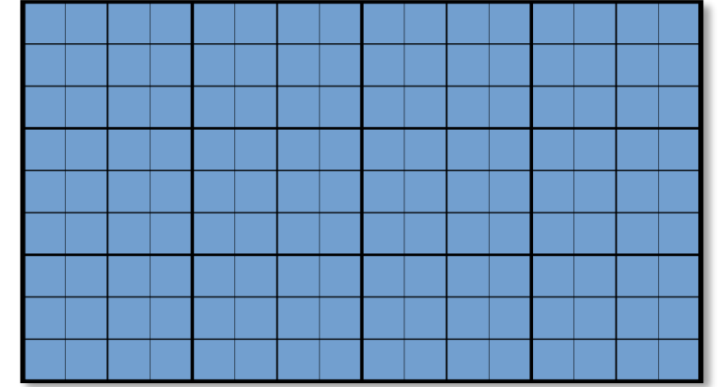


Trainer:

Mark Williams-Cook
Candour

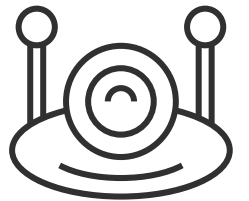
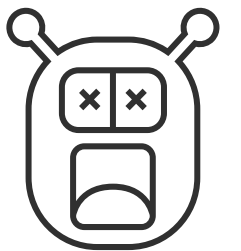
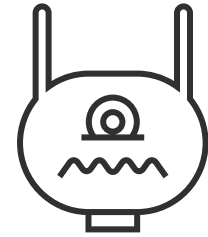
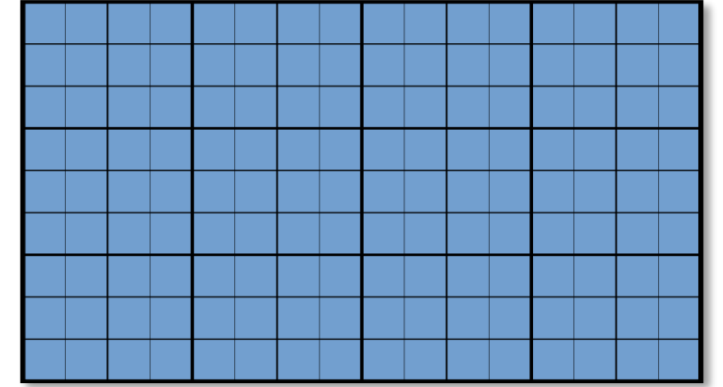


What is Search Engine Optimisation?

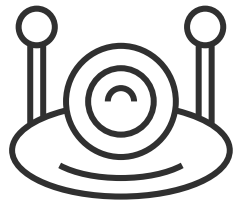
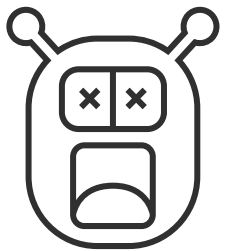
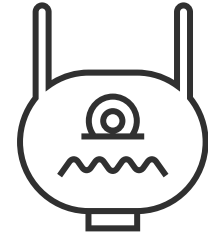
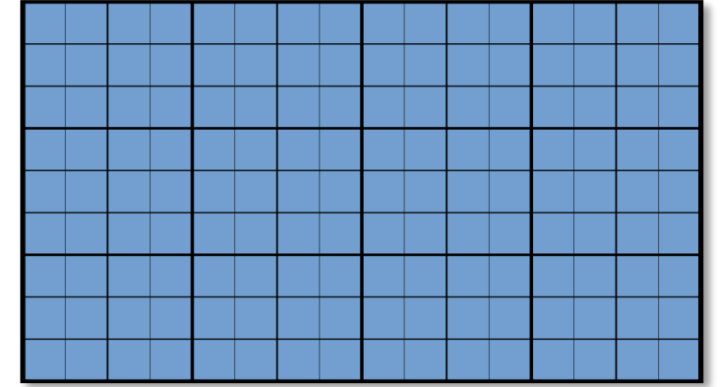


What is Search Engine Optimisation?

“The process of maximising visitors to a particular property by ensuring that it appears high on the list of results returned by the search engine”



What is involved in SEO?

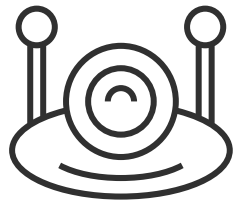
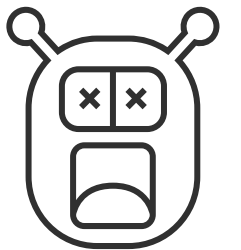
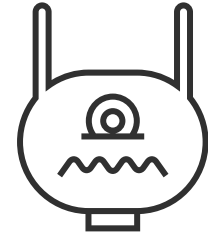
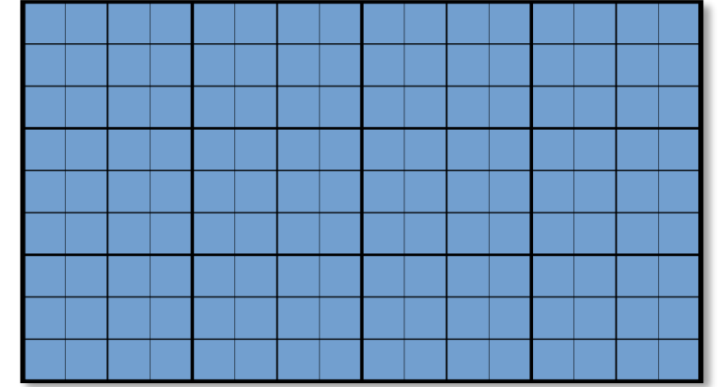


What is involved in SEO?

1. Technical

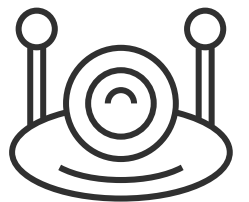
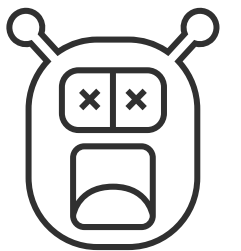
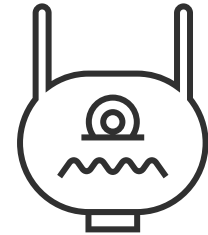
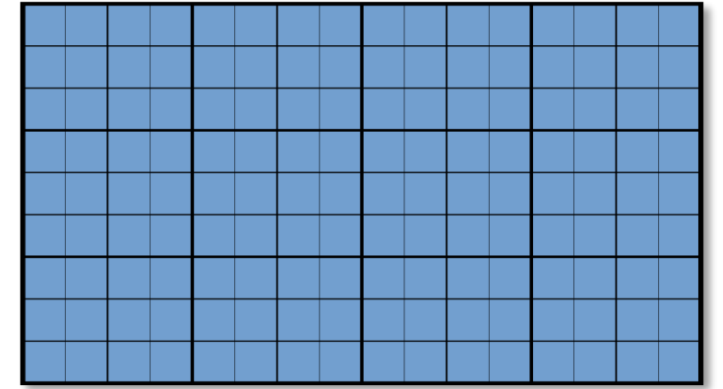
2. Content

3. Links



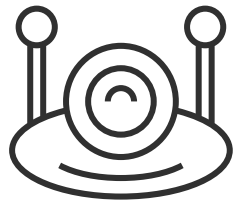
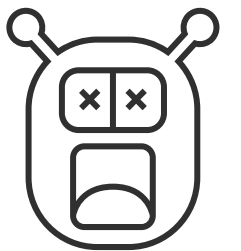
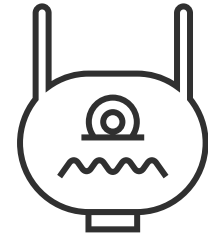
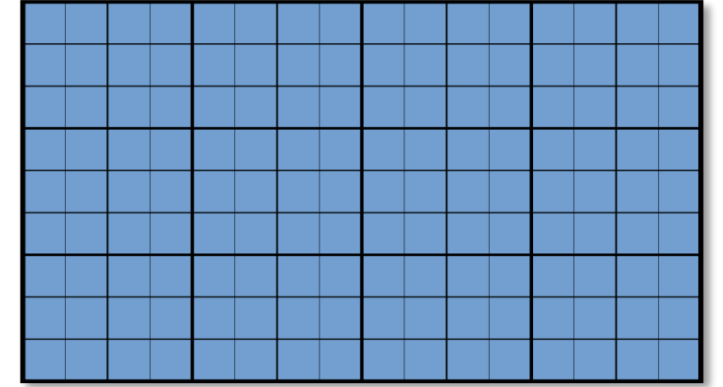
What is involved in SEO?

1. Technical (e.g. developer)
2. Content
3. Links



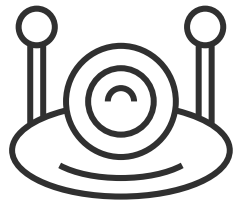
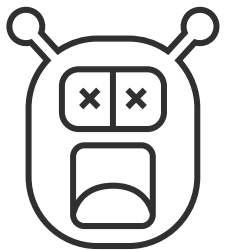
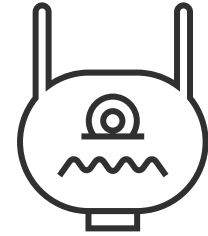
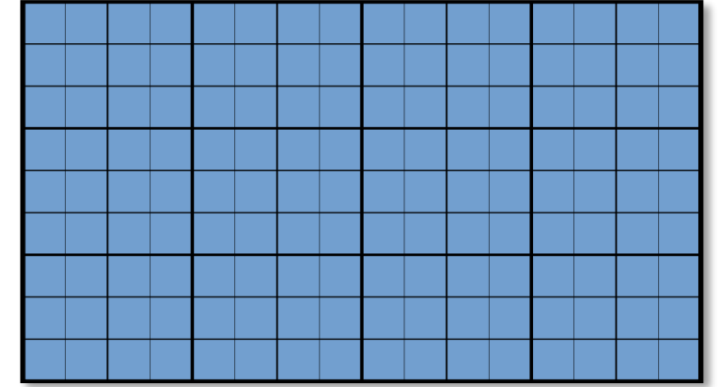
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2. Content (e.g. copywriter)
3. Links (e.g. digital PR)

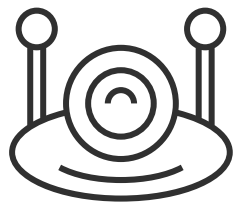
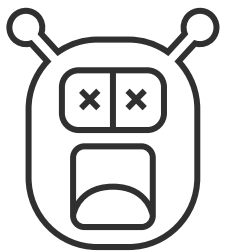
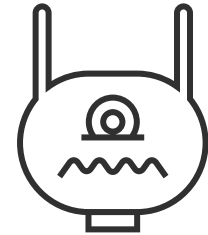
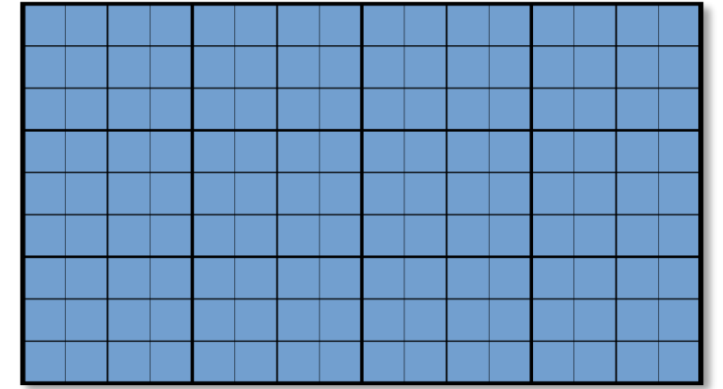


What is involved in SEO?

4. User experience

5. Website performance

6. Security

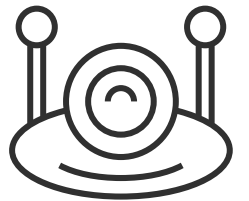
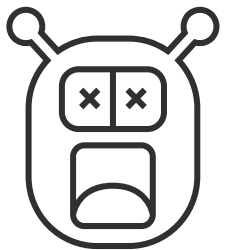
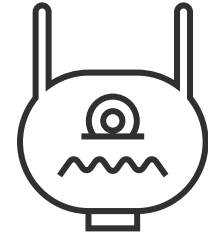
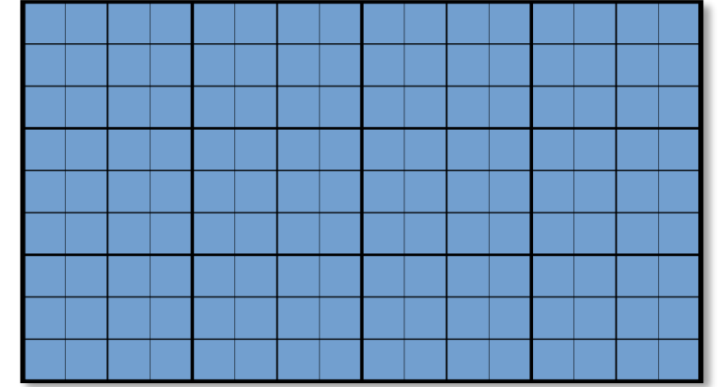


Don't worry!

1. The “what”

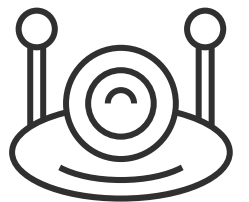
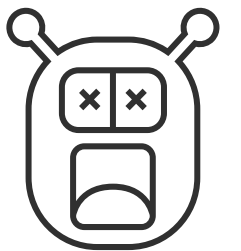
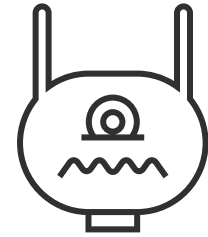
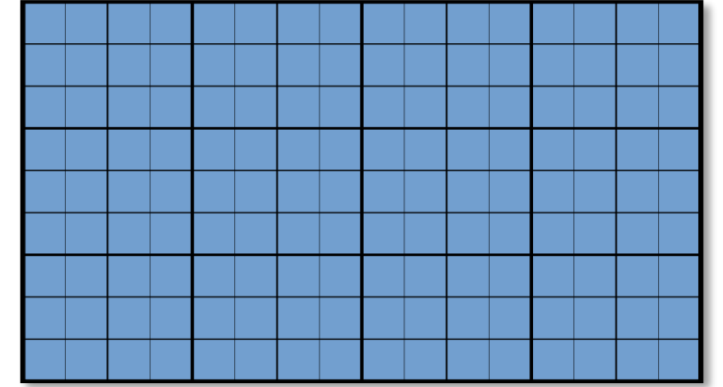
2. The “why”

3. The “how”



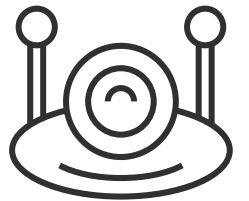
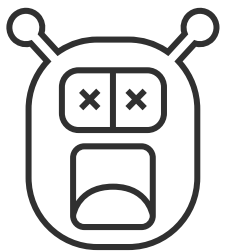
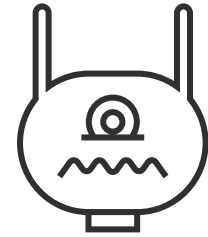
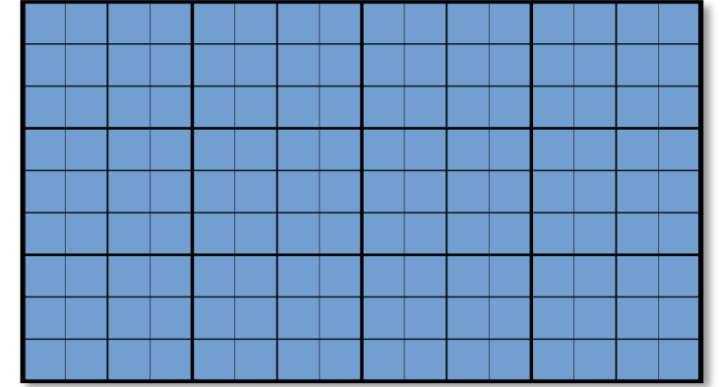
Don't worry!

1. The “what” = “We need schema on our site”
2. The “why”
3. The “how”



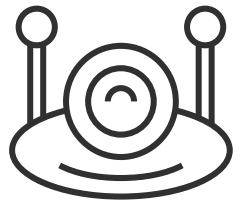
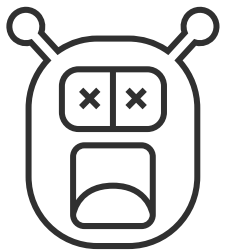
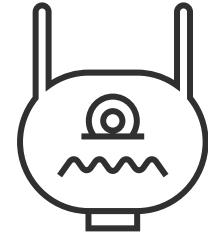
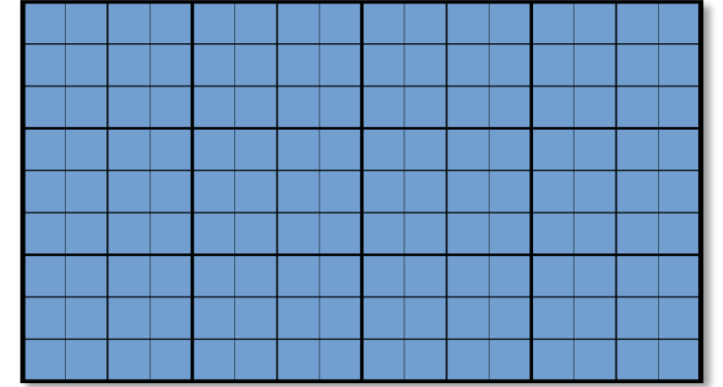
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1. The “what” = “We need schema on our site”
2. The “why” = “It gives us featured listings”
3. The “how”

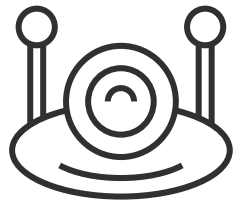
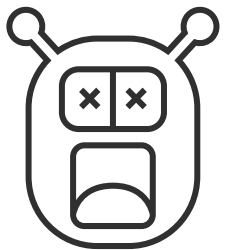
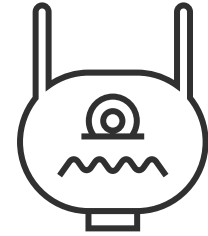
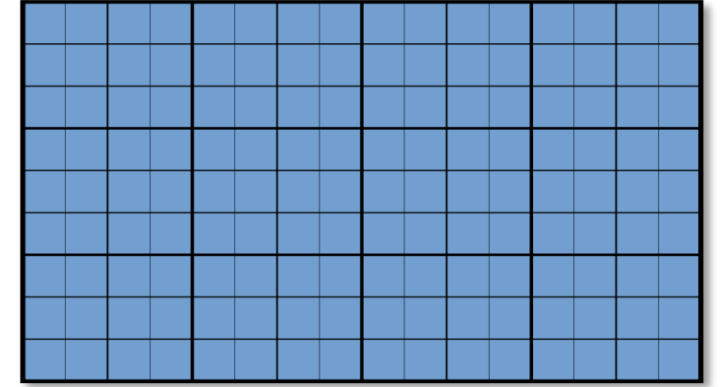


Don't worry!

1. The “what” = “We need schema on our site”
2. The “why” = “It gives us featured listings”
3. The “how” = That’s the developer’s job!



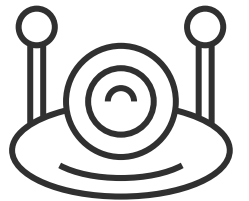
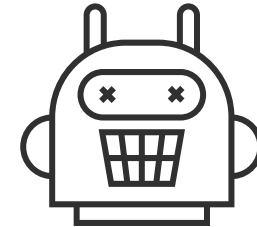
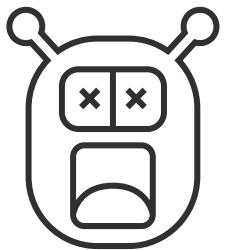
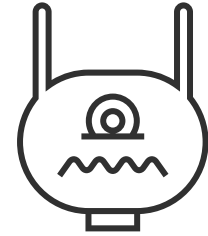
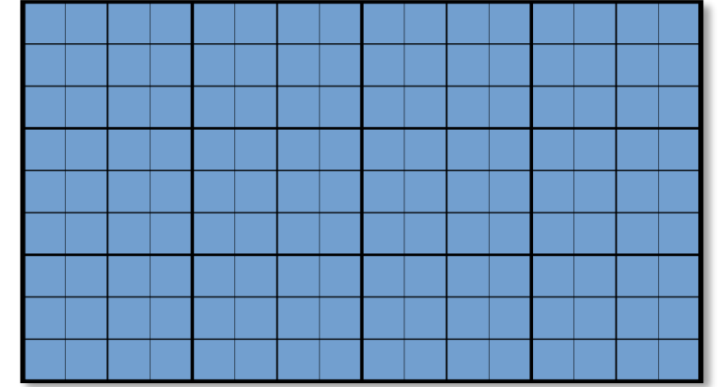
Strategies vs tactics



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SEO strategy:

“We are going to improve our ranking by getting links from authoritative websites”



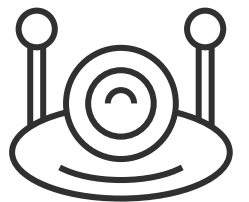
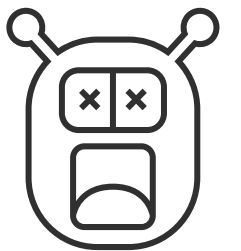
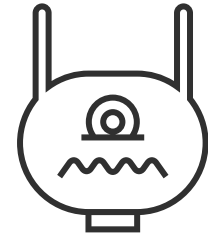
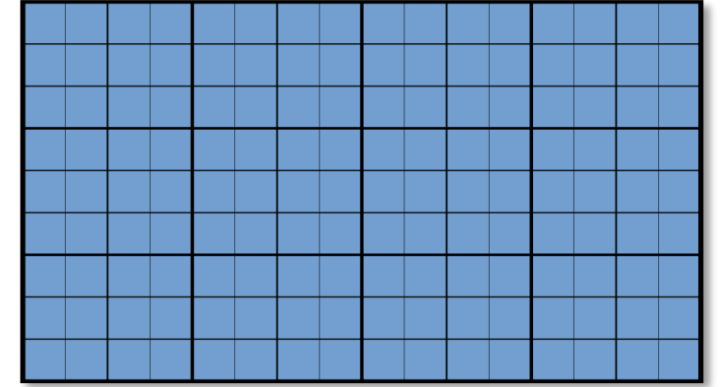
Strategies vs tactics

SEO strategy:

“We are going to improve our ranking by getting links from authoritative websites”

SEO tactics:

“We’re going to make compelling narratives and visuals from our own data and directly send to them journalists”



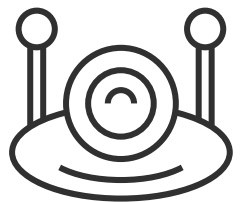
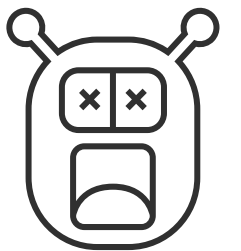
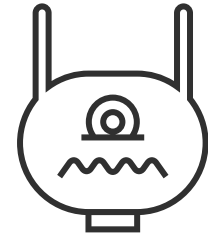
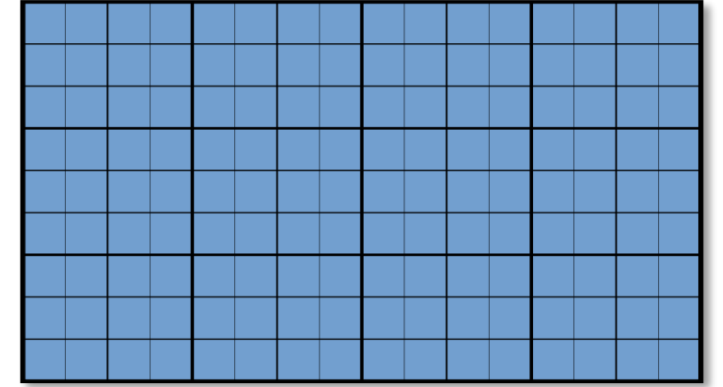
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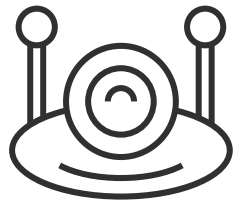
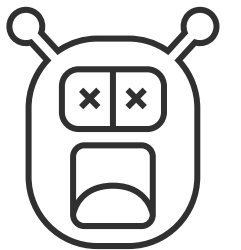
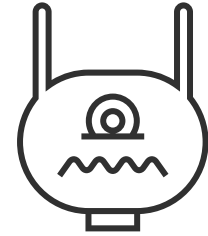
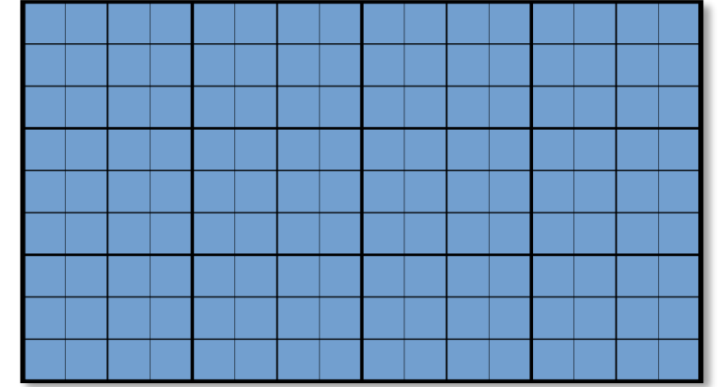
“We are going to improve our ranking by getting links from authoritative websites”

SEO tactics:

“We’re going to identify a need for our sector and build a free tool they will find useful”.

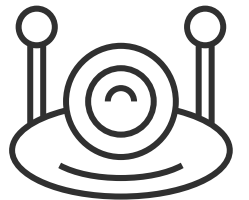
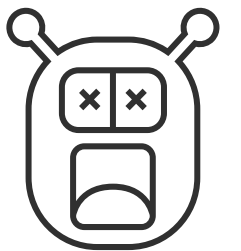
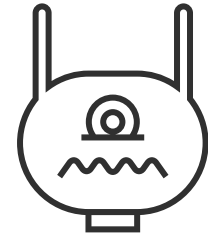
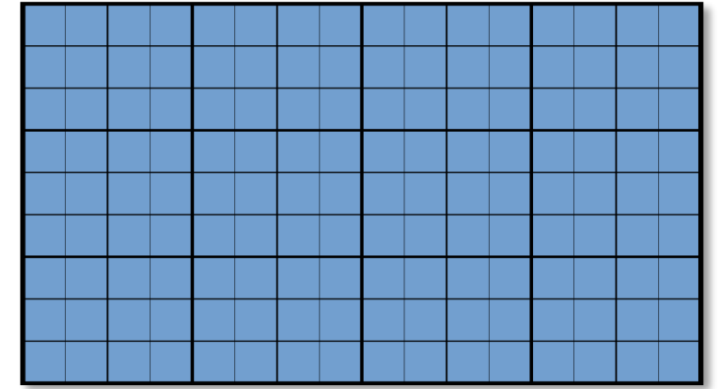


SEO learning framework



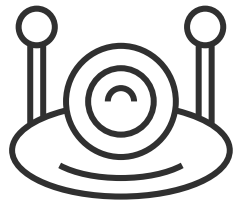
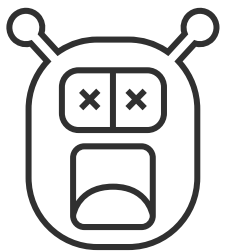
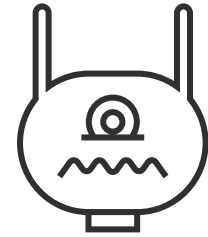
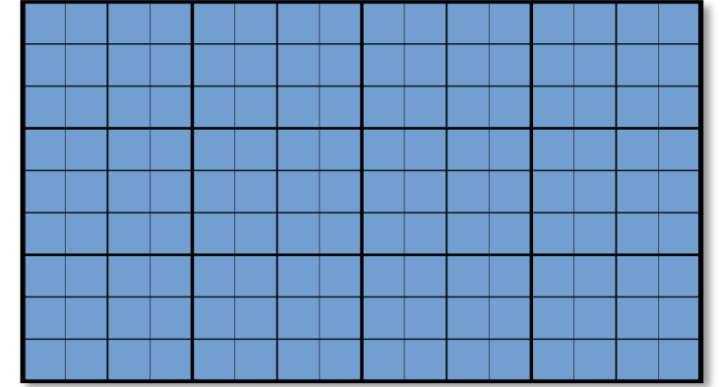
SEO learning framework

1. The “how” = Make a tool (tactic)



SEO learning framework

1. The “how” = Make a tool (tactic)
2. The “what” = Link building (strategy)



SEO learning framework

1. The “how” = Make a tool (tactic)
2. The “what” = Link building (strategy)
3. The “why” = Understanding of SEO!

