Demystifying Search Engine Optimisation (SEO)

Women in Business 2020

Hannah Meadows

Head of Client Services

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MAKE MORE MONEY ONLINE

Our Vision

To help every business in the world achieve more.

We exists to help businesses demystify and harness the power of digital.

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Key Takeaways:

- To understand what SEO is and why it is important
- To be able to apply some of the tips and techniques discussed to enhance organic website performance

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Imagine the web without search engines…

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For most of us, search engines are our doorway to the web.

For some, the internet is Google!

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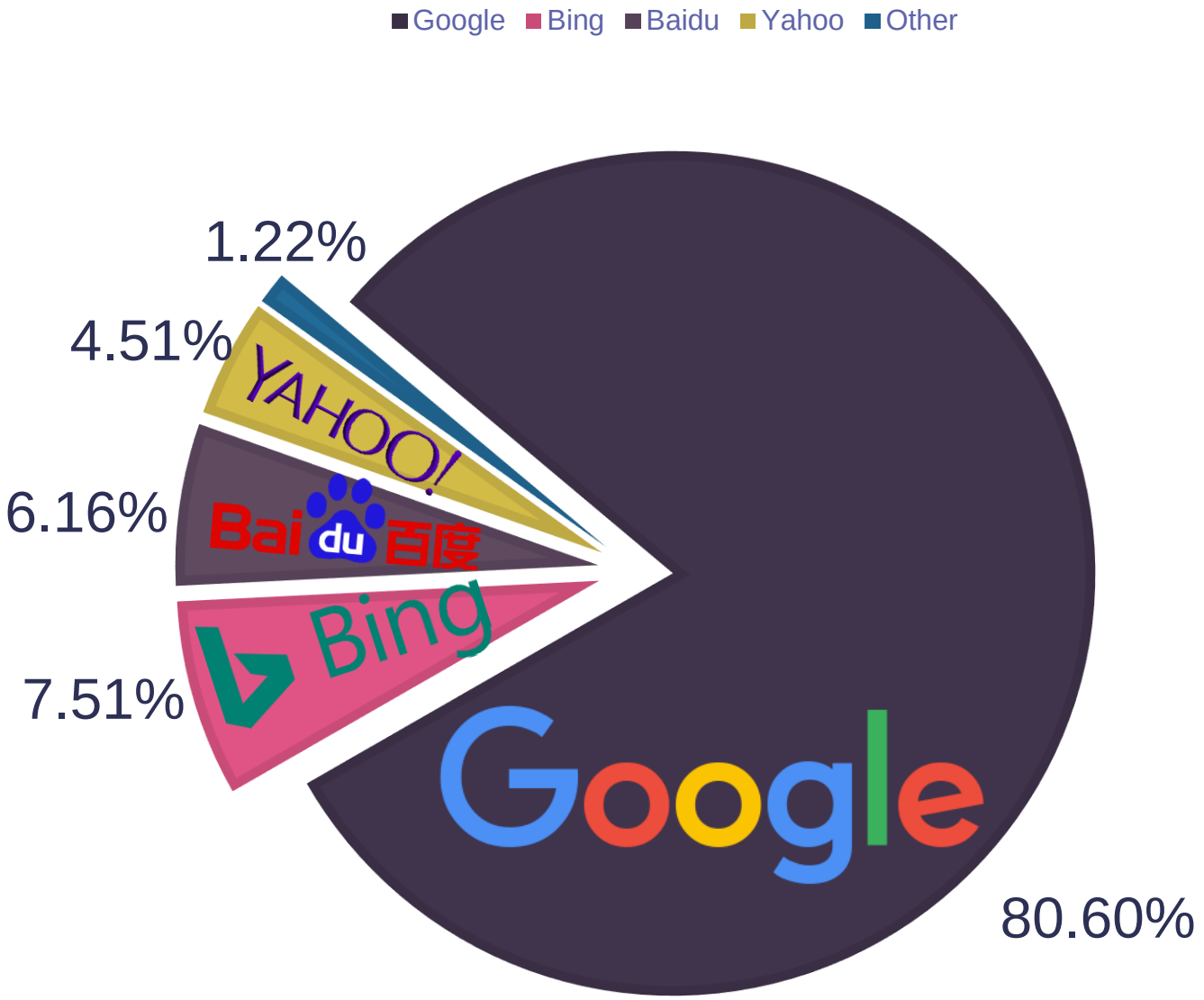
Google Dominates Search



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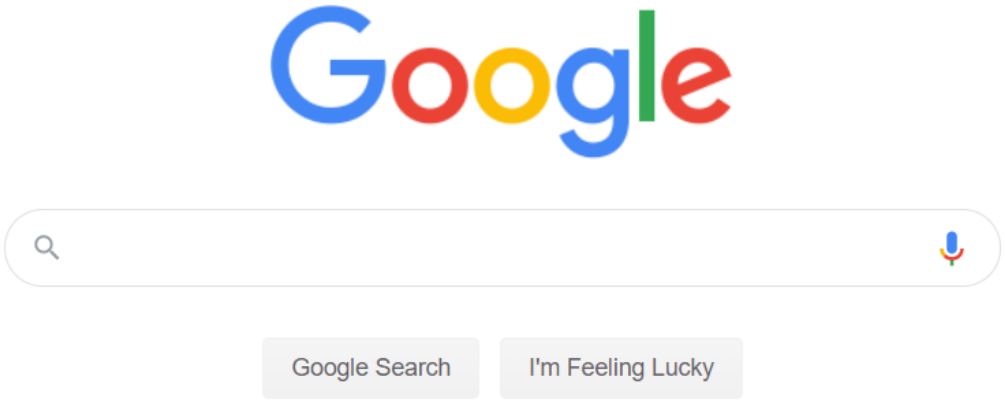
Google alone now handles at least **2 trillion** searches per year!



That's:

- Searches per second: 63,000
- Searches per minute: 3.8 million
- Searches per hour: 228 million
- Searches per day: 5.5 billion
- Searches per month: 167 billion

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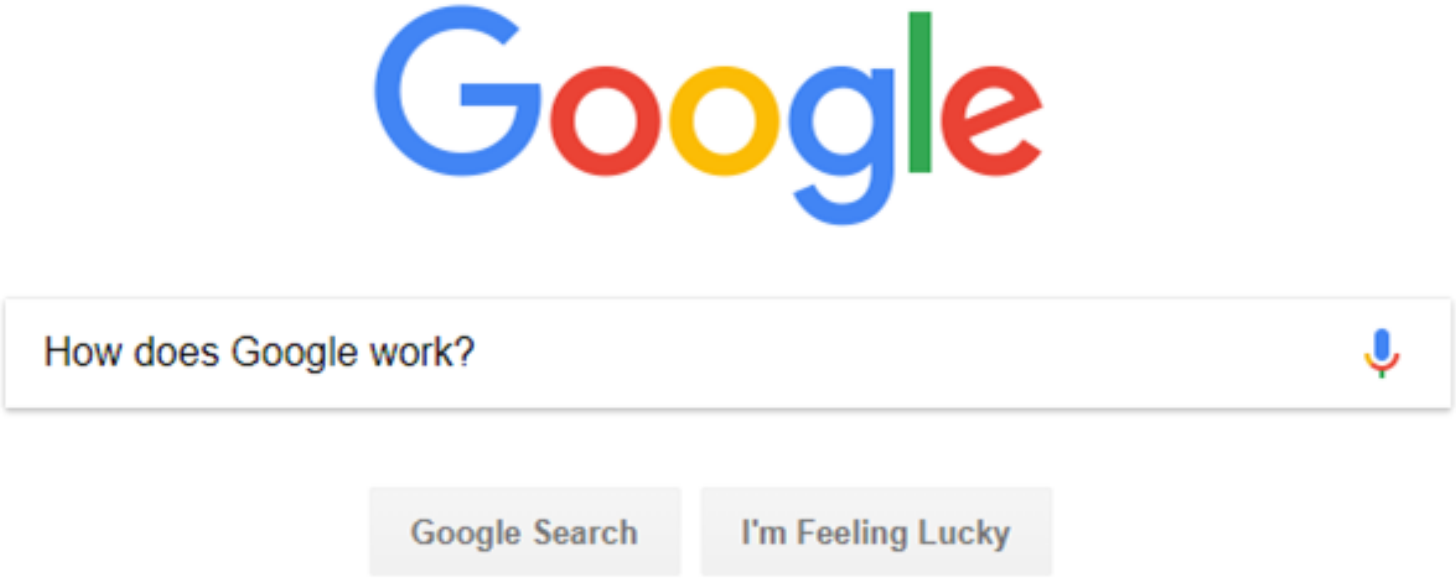

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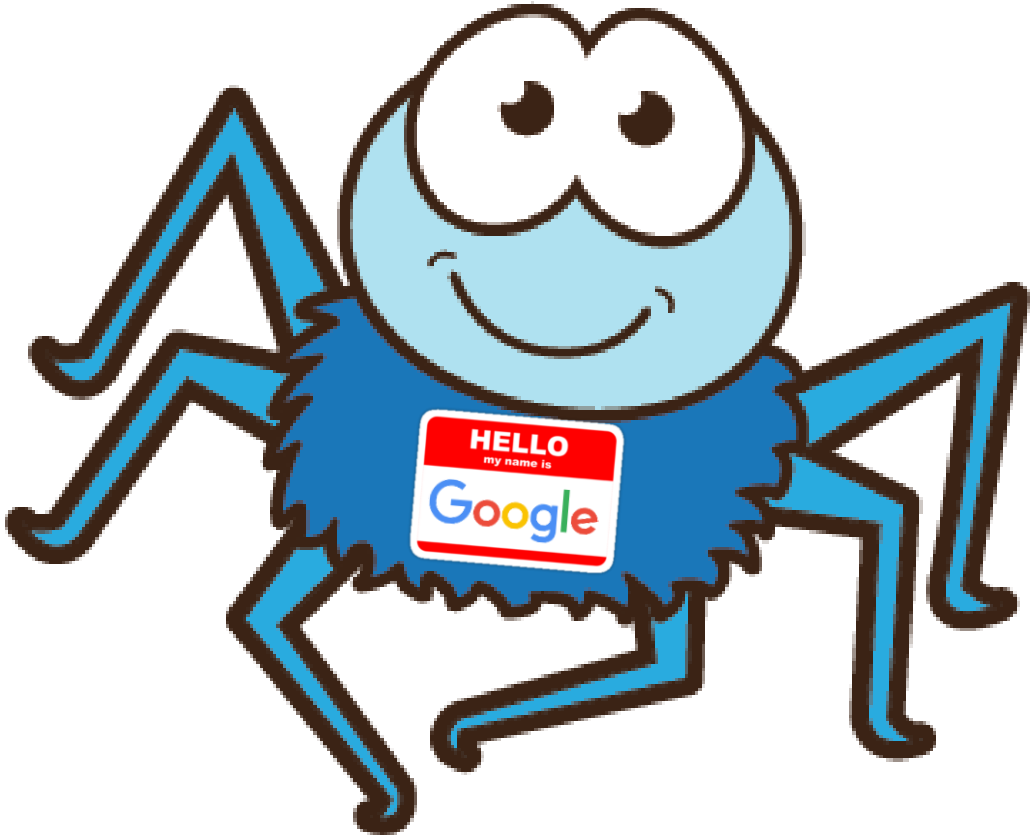
Google crawls sites with 'spiders'

Clever Algorithms then index the web and determine what results to return for a query and in which order.



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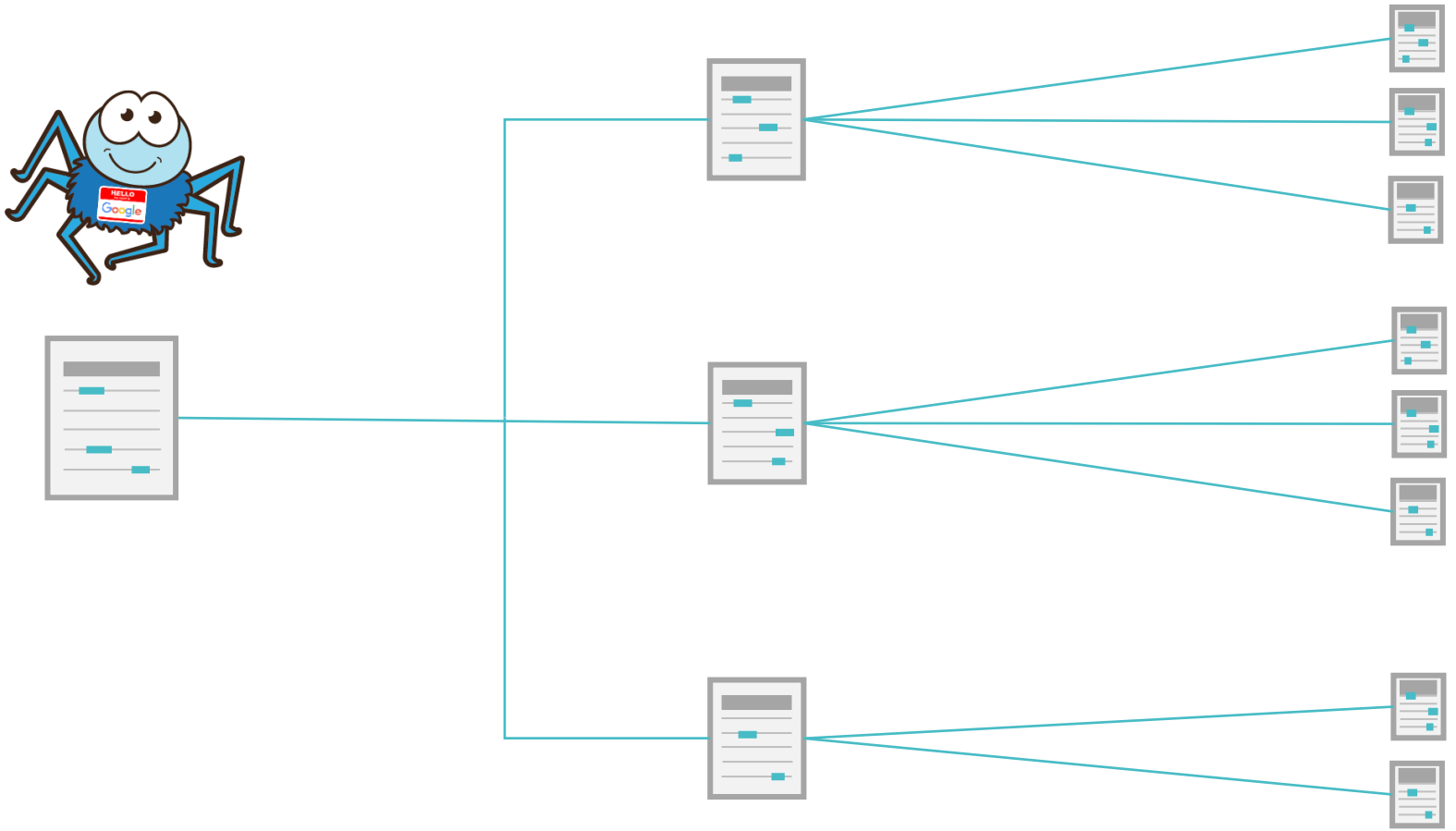
Crawling the Web



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What Makes Your Site Rank?

ANSWER: There are LOTS OF THINGS

"Today Google's algorithms rely on more than 200 unique signals or "clues" that make it possible to guess what you might really be looking for…"

Google

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Search Engine Optimisation:

"…is the practice of increasing the *quantity* and *quality* of traffic to your website through *organic search engine results*."

Moz, 2020

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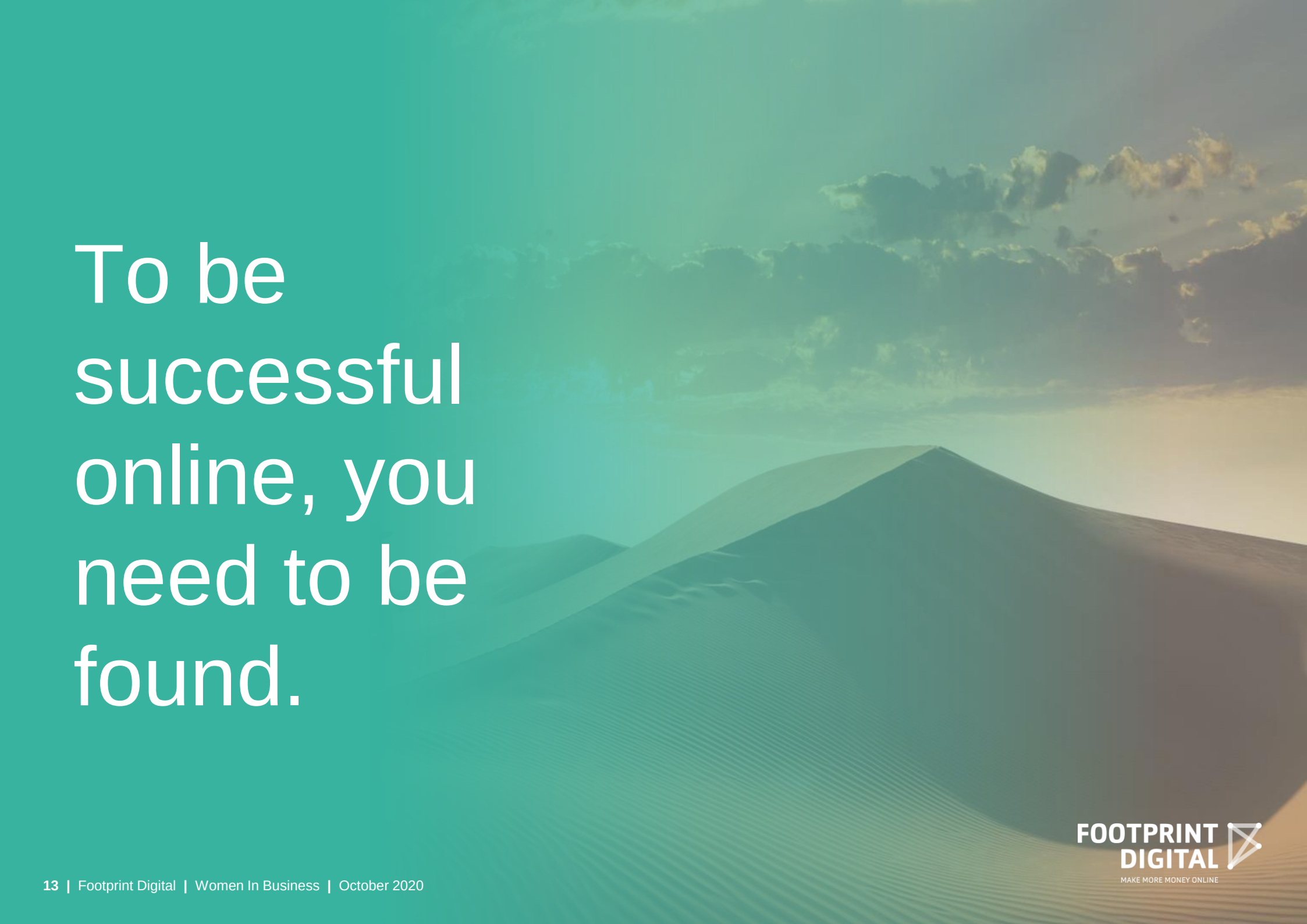
To be successful online, you need to be found.
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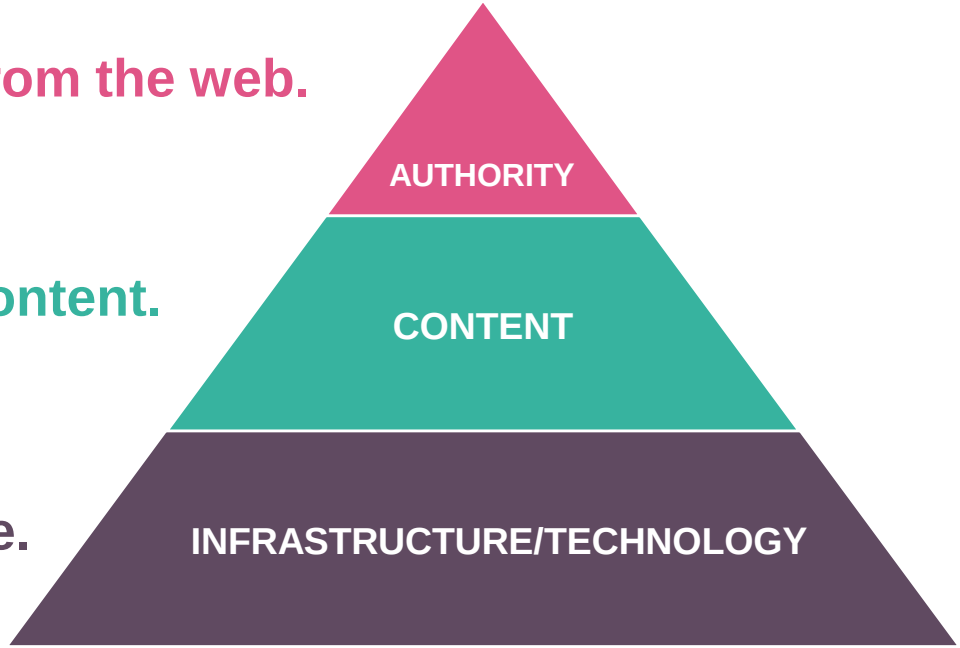
The Three Core Principles of SEO

Signals from the web.

The Content.

The Website.



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1

The Website

This accounts for the technical side of SEO - the coding fundamentals - that allows ease of indexing (discoverability) for search engines.

INFRASTRUCTURE/TECHNOLOGY

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Mobile Compatibility

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Mobile First

58% of searches come from mobile devices

As of 2018, Google operates a mobile first index

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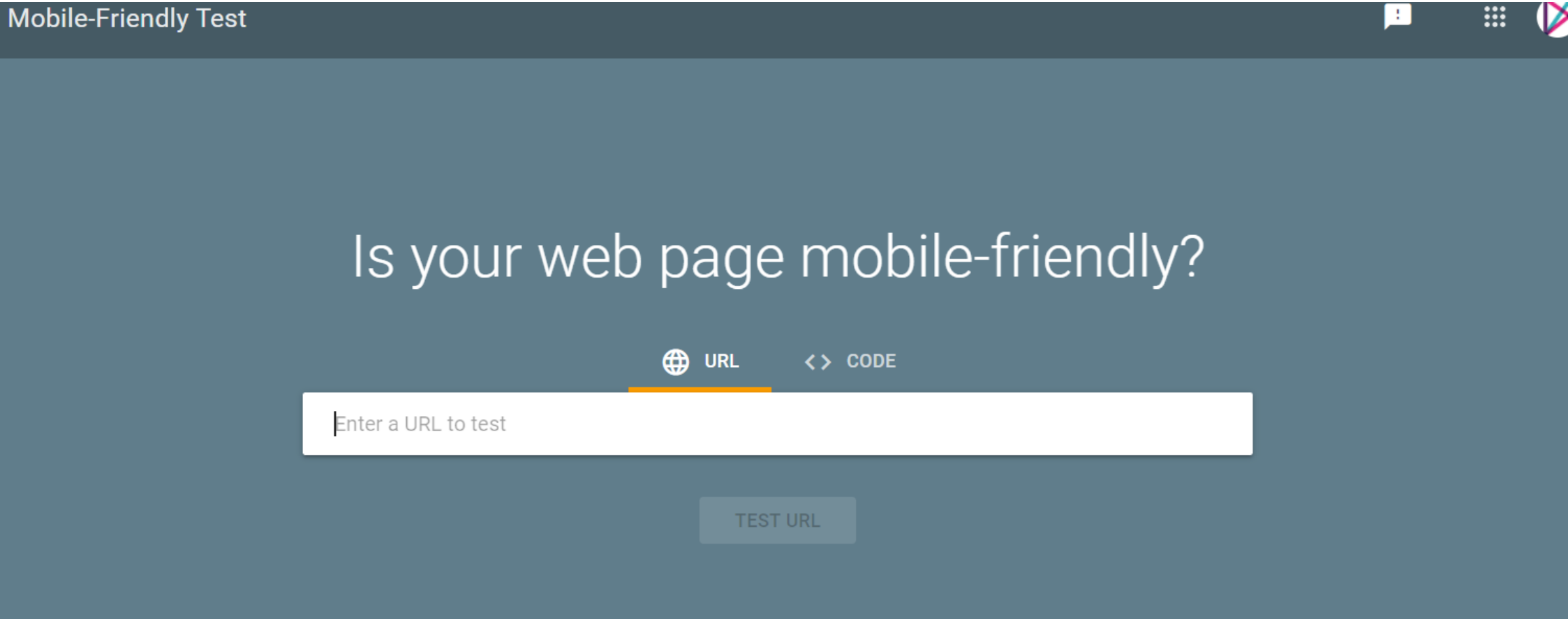
Test Your Site



https://search.google.com/test/mobile-friendly

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Improve Site Speed

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Every Second Counts

40% of people abandon a website that takes more than 3 seconds to load.

If an e-commerce site is making £1,000 per day, a 1 second page delay could potentially cost you £20,708 in lost sales every year.

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Test Your Website

Think with Google

Test My Site

Get your full report

Your speed results for petsathome.com

Your mobile site speed is 8 seconds in United Kingdom on a 4G connection.

RATING

Slow

Learn more

MONTHLY TREND

No Change

Your site speed has not changed since last month.

Learn more

Learn how to optimise your mobile site

https://developers.google.com/speed/pagespeed/insights/

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Site Hierarchy

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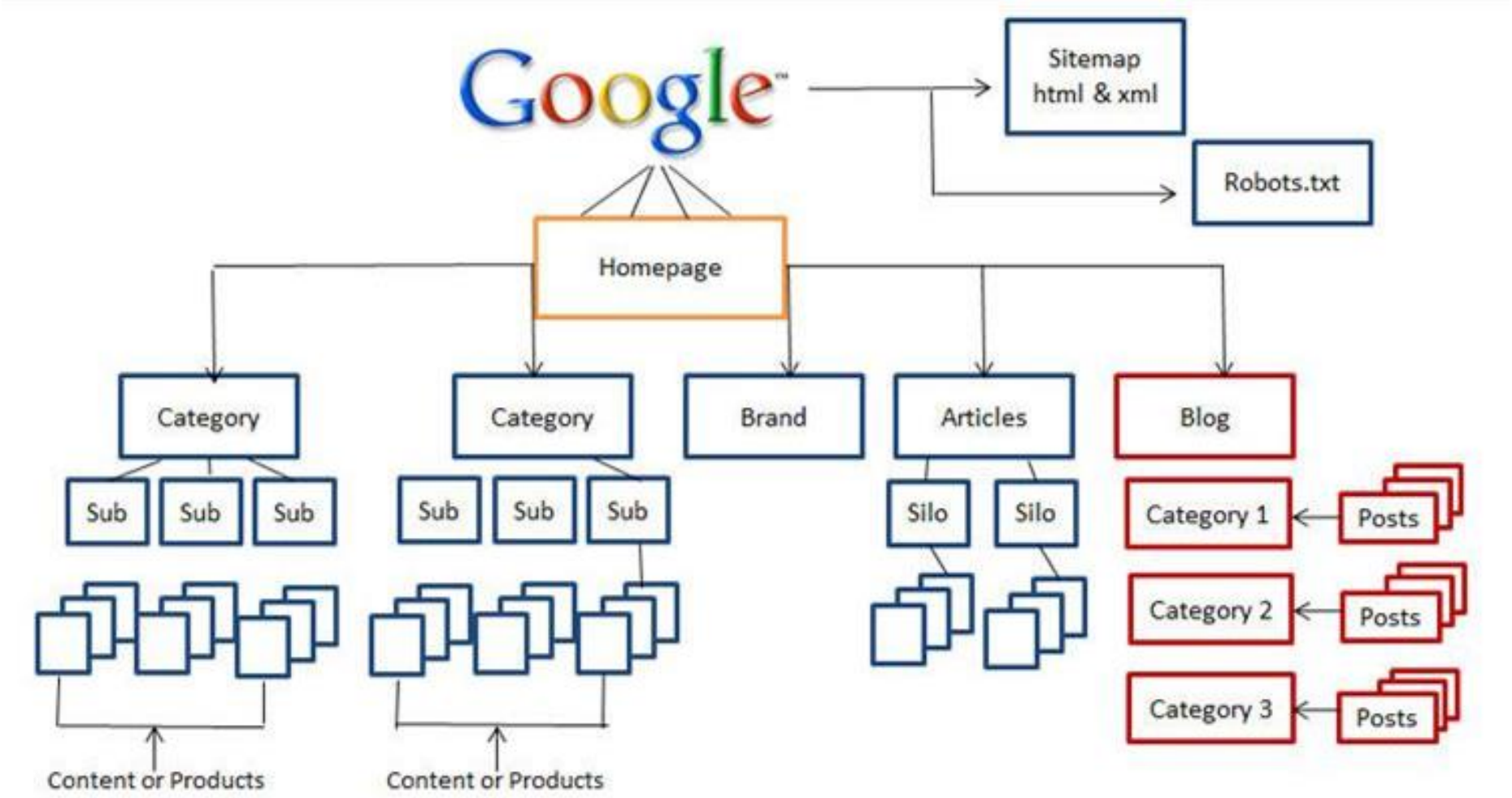
Site Hierarchy



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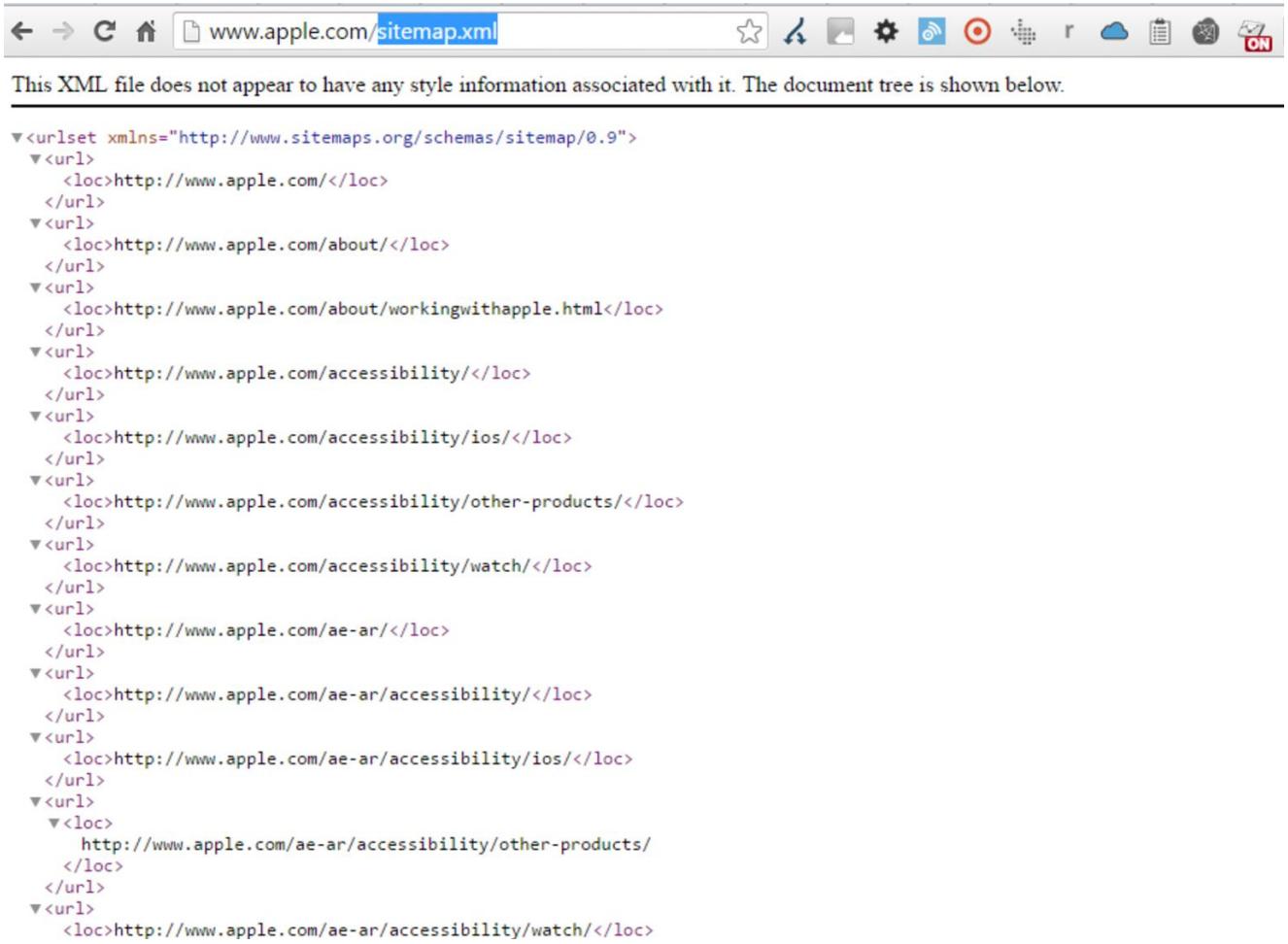
XML Sitemaps



Tell Google About:

- Pages
- Images
- Videos
- Mobile variants
- Local variants

See it Through Google’s Eyes

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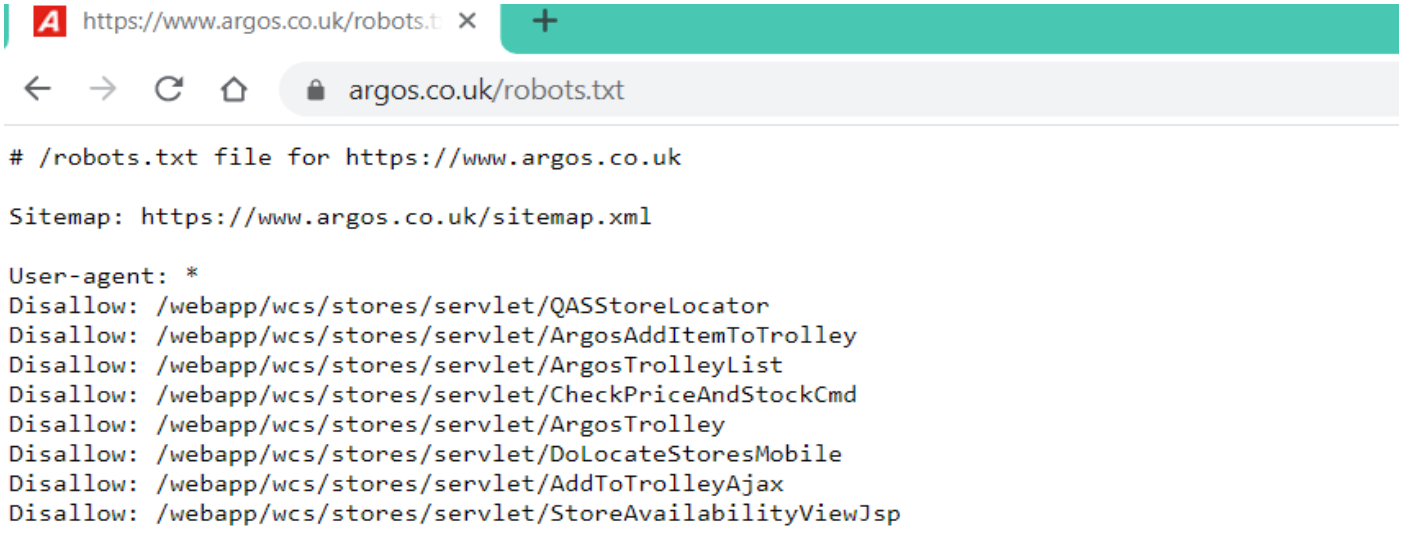
What is a Robots.txt?

http://www.yourwebsite.com/robots.txt

Can be used to tell crawlers what you do and don't want them to see, including:

- Duplicate Content
- Internal Search Pages in SERPs
- Specific Website Sections
- Preventing Certain Files Being Saved
- Crawl Delay



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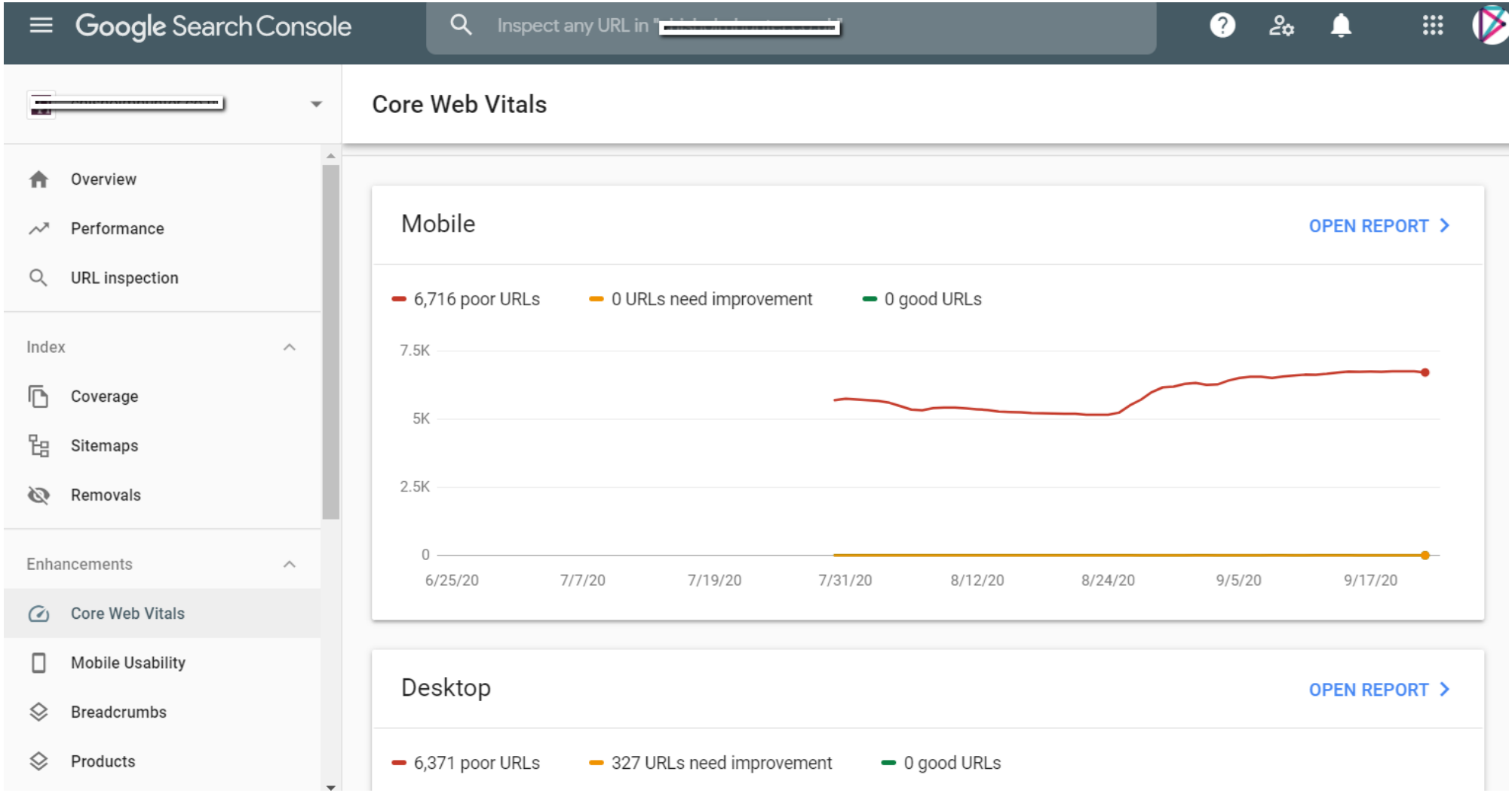
Google Search Console



https://search.google.com/search-console

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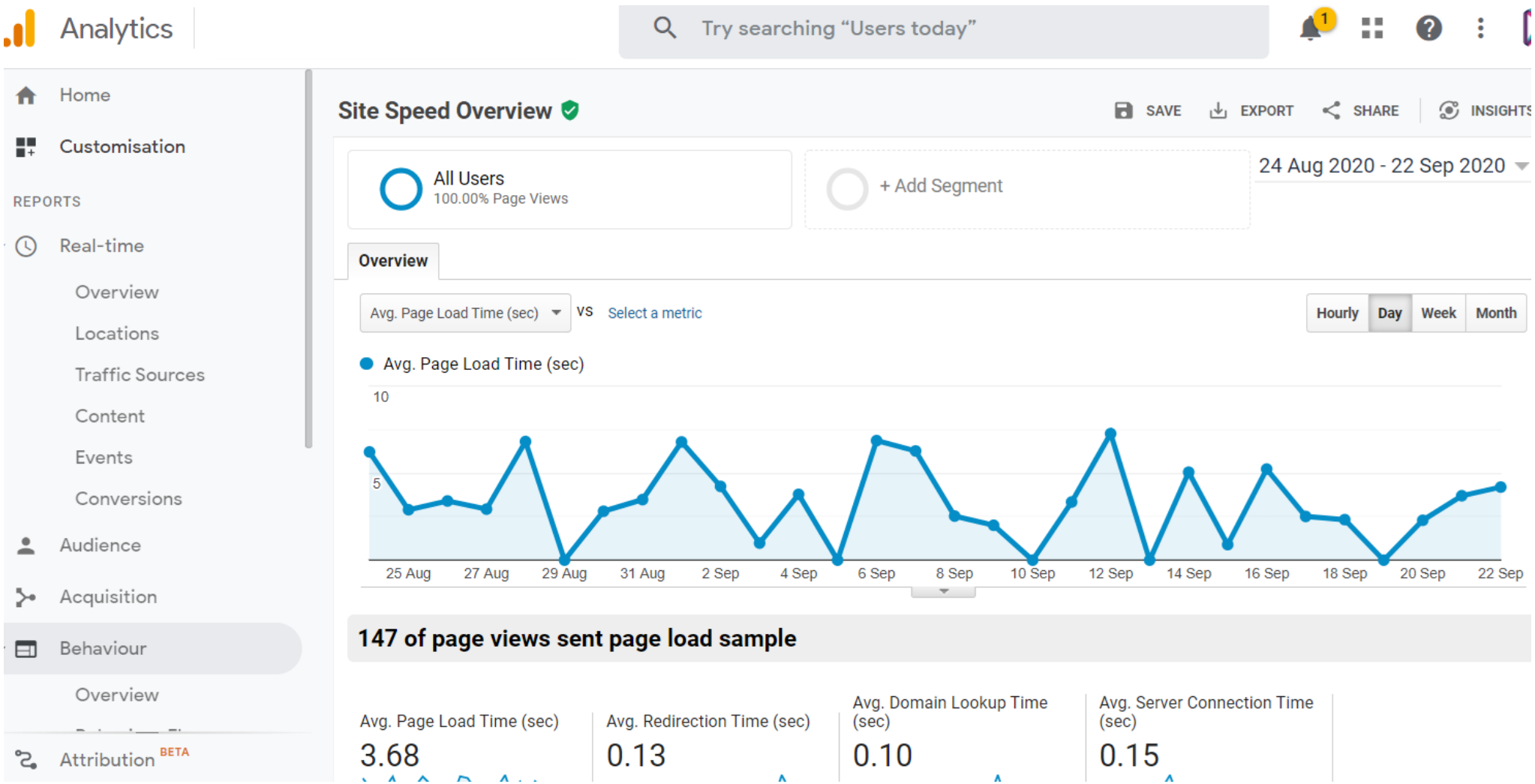
Google Analytics



https://analytics.google.com/analytics/web/

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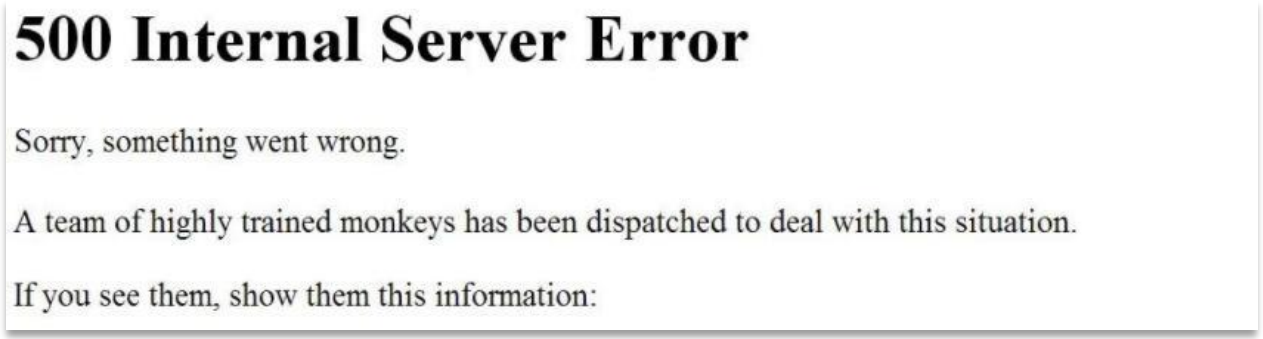
Server Response Codes

When you request a URL, the web server responds with a response code to describe the status of this resource/page.



200 (OK)

30x (Redirects)

40x (Not Found)

50x (Error)

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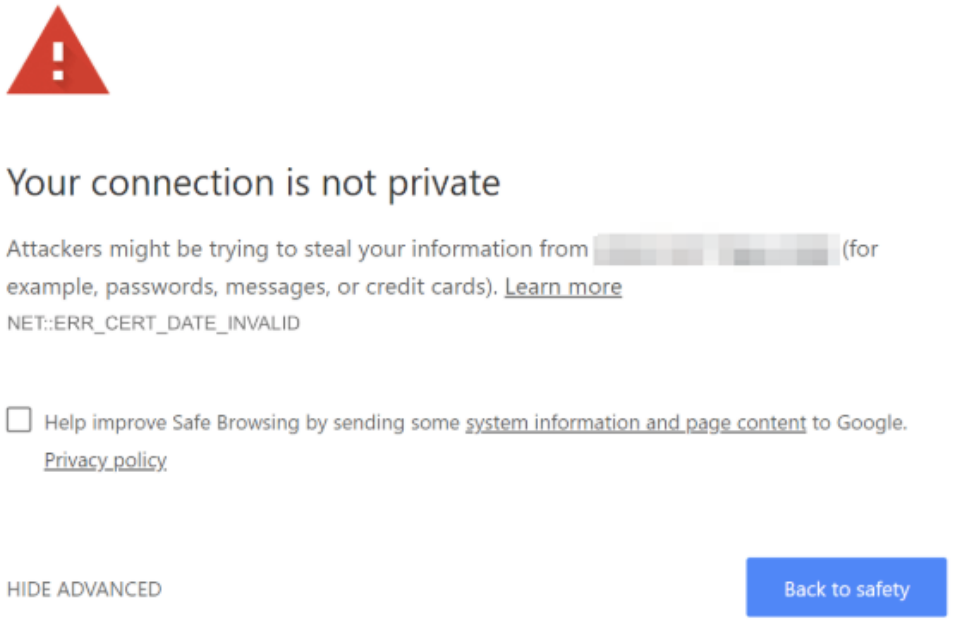
Secure vs Non-secure

Google started showing a warning message to Chrome users in 2018 if they clicked on a non-HTTPS website:



Improve site security by implementing an SSL certificate.

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SEO Checklist: Technical Checks

Audit your website:

- Ensure mobile compatibility ☐
- Improve site speed ☐
- Site hierarchy ☐
- Provide XML Sitemaps ☐
- See what Google sees ☐
- Control bot access via Robots.txt ☐
- Fix broken pages/resources ☐
- Improve website security ☐

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Quality Content

The best websites know their brand, know their audience and utilise a voice to match.

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What Are Your Customers Searching For?

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Where are you currently ranking?

Identify where you are currently ranked to guide opportunities & quick wins

Free Tools

- Manual Review
- Google Search Console

Paid Tools:

ahrefs

MOZ

semrush

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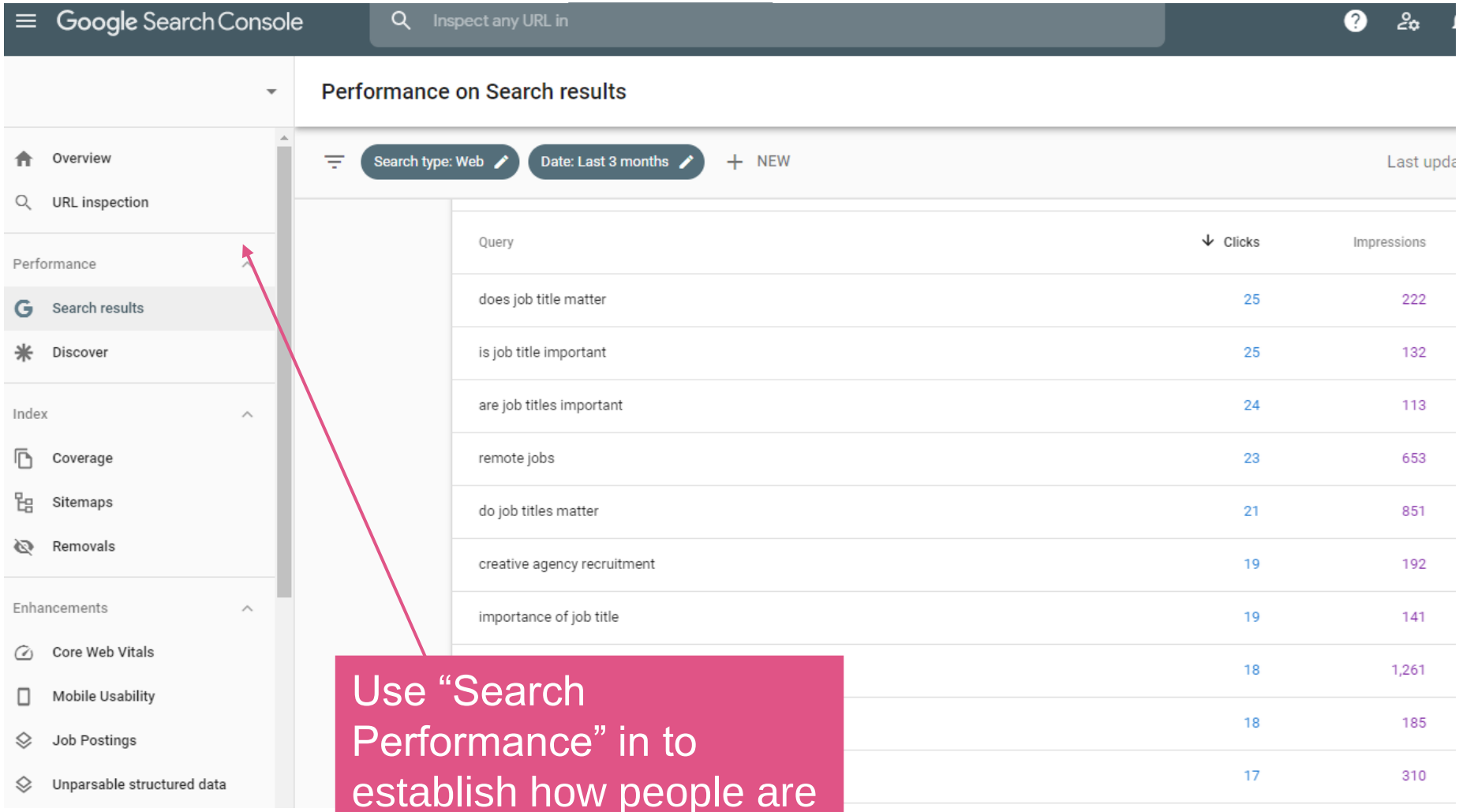
Search Console



https://analytics.google.com/analytics/web/

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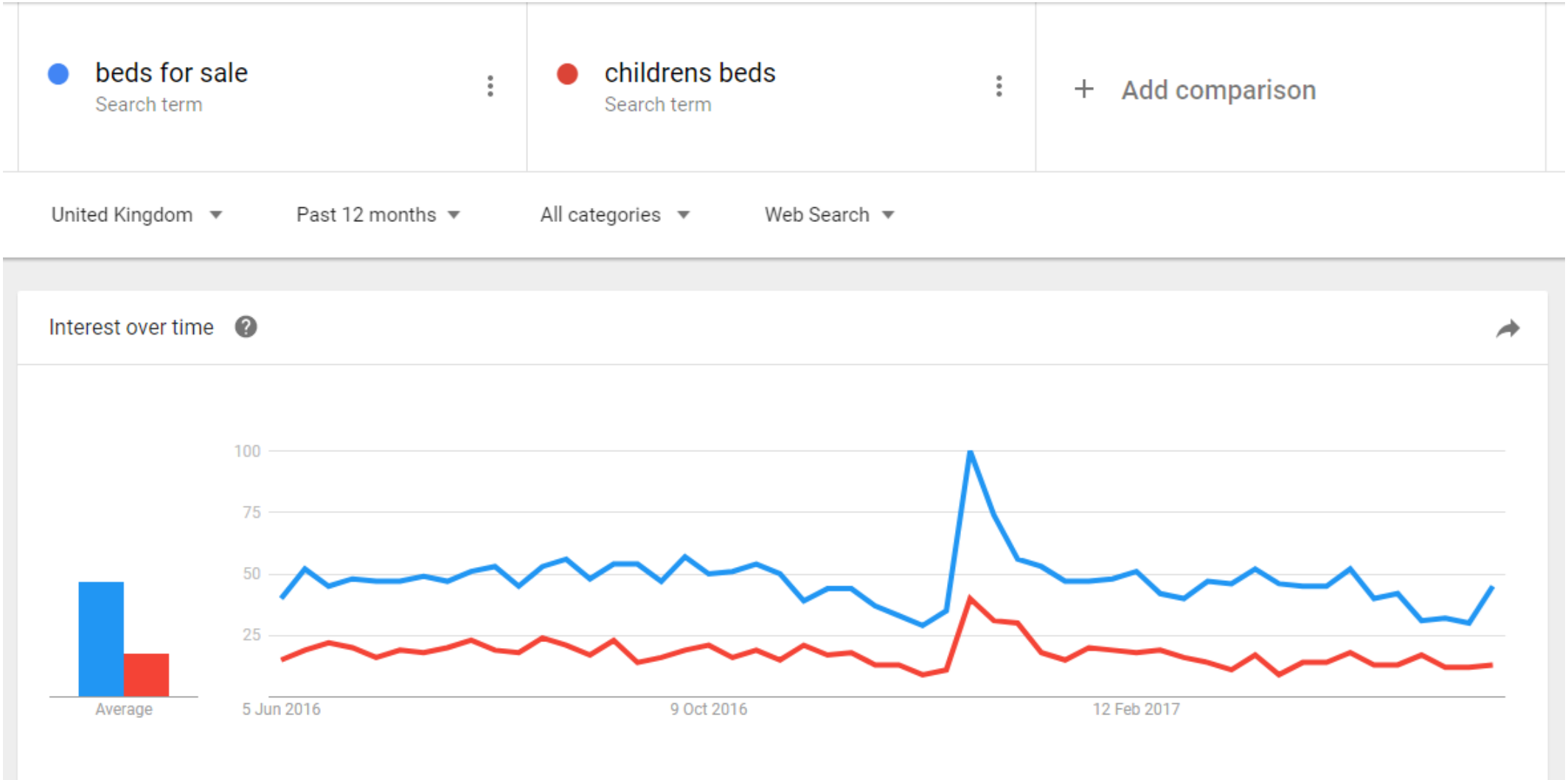
Search Seasonality & Trends



https://trends.google.com/trends/?geo=US

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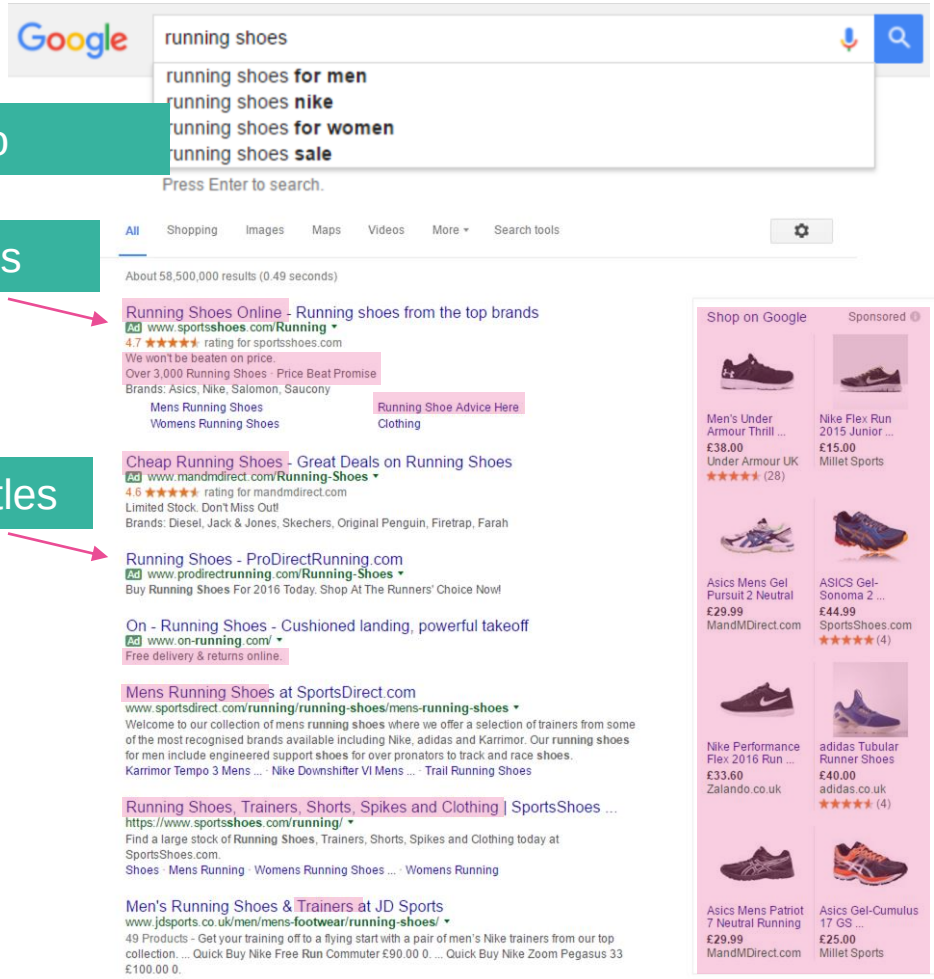
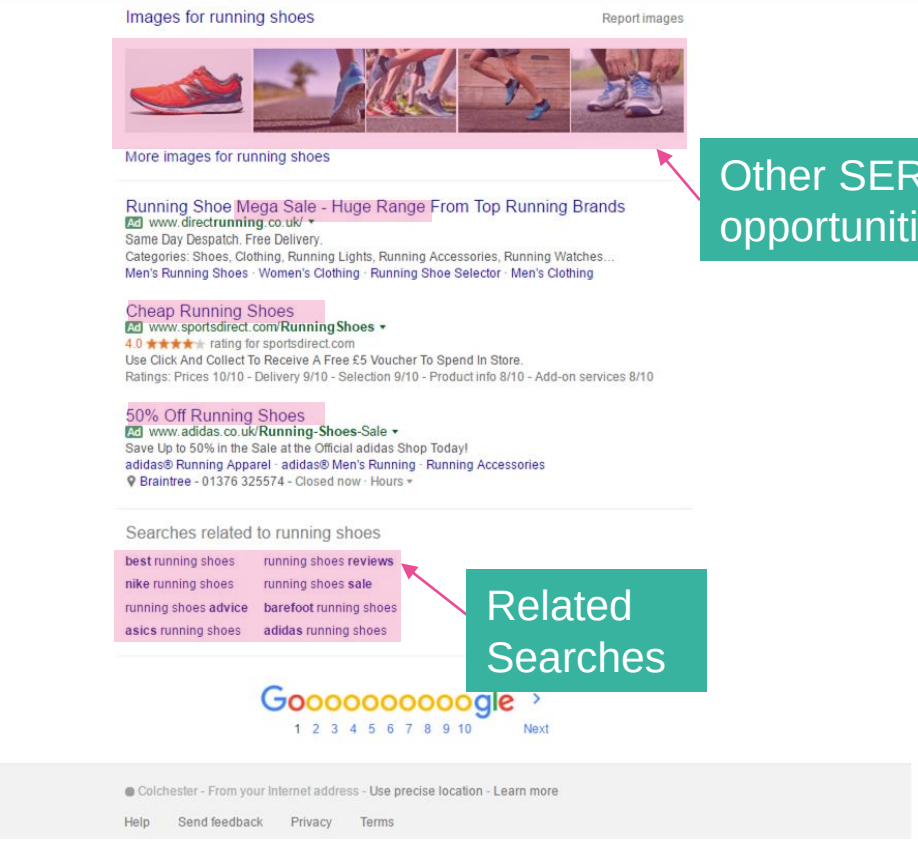
SERPs Analysis





Look for ideas on keywords, variants, CTAs, SERP types.

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Scope the Competition

- What pages do they have?
- What keywords are they targeting in page titles?
- How do they communicate their offering?
- What ads do they have?

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Keyword Targeting

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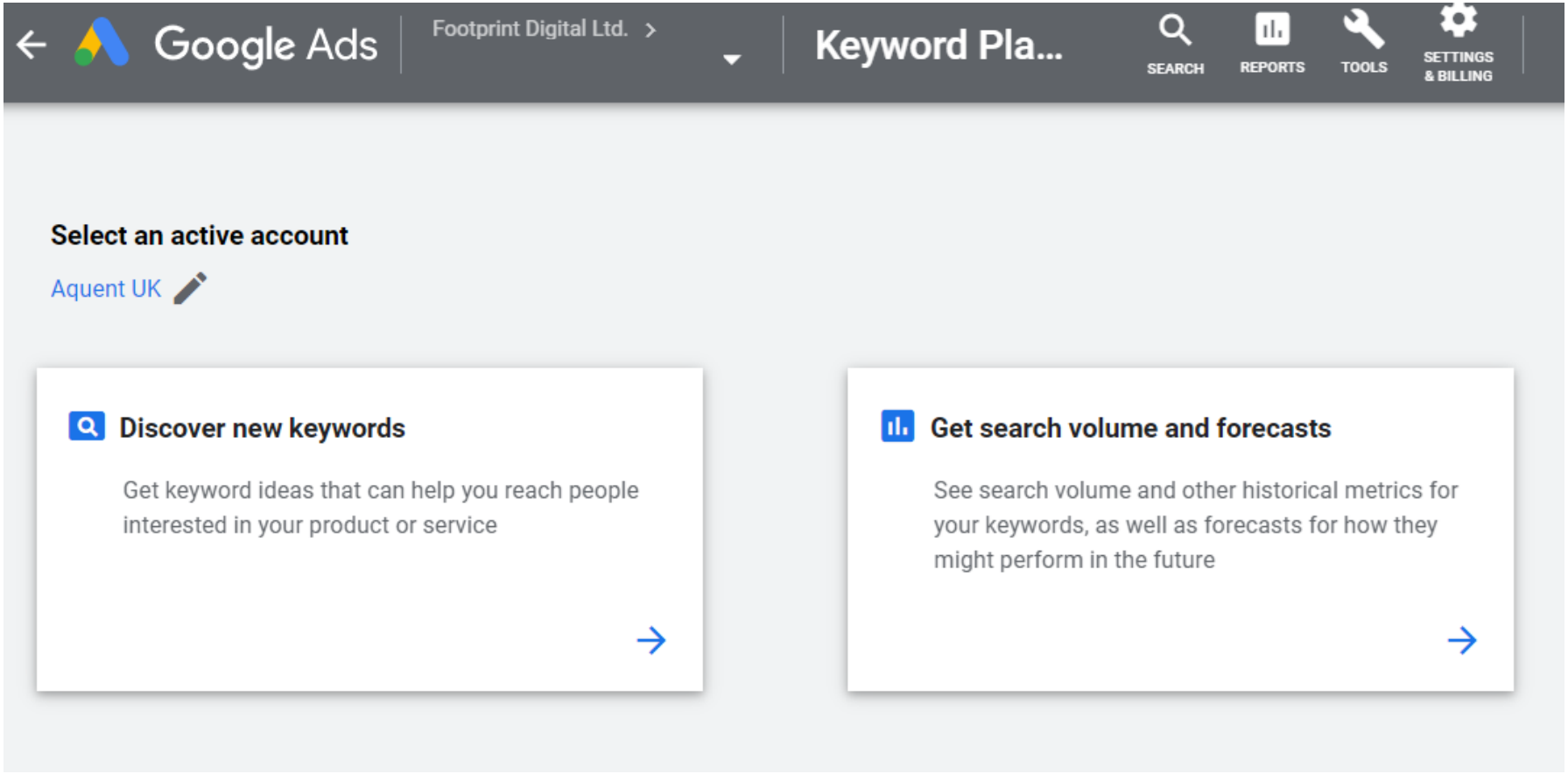
Google’s Keyword Planner



Access the Google Ads Keyword Planner for Free:
https://www.youtube.com/watch?v=DWcrZFQe_q8&t=2s

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Long vs Short Tail Keywords

Long Tail Keywords

More specific terms or phrases:

- Dyson Airblade H203
- Where can I buy a Dyson Airblade?

Pros:
High Intent
More Likely to Convert
Low Competition

Cons:
Low Search Volume

Short Tail Keywords

More generic terms:

- Hand dryers
- Commercial Hand dryers

Pros:
Drives Traffic
High Search Volume

Cons:
Highly Competitive
Lower Conversion Rate

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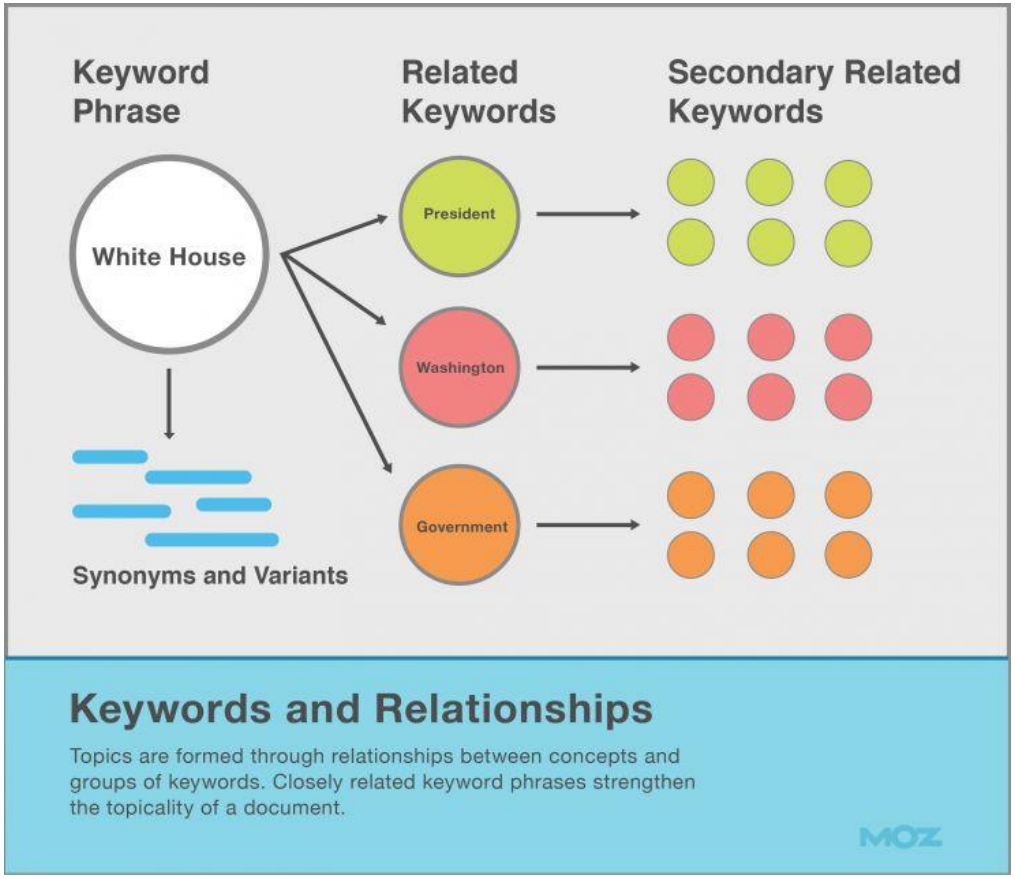
Keyword Themes



Use topic modelling to develop relevancy and create well themed content pages.

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Optimise Content for Users and Search

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Search Friendly URLs

Instead of this:

www.domain.com/page.php?id=12345678

Do this:

www.domain.com/double-beds/

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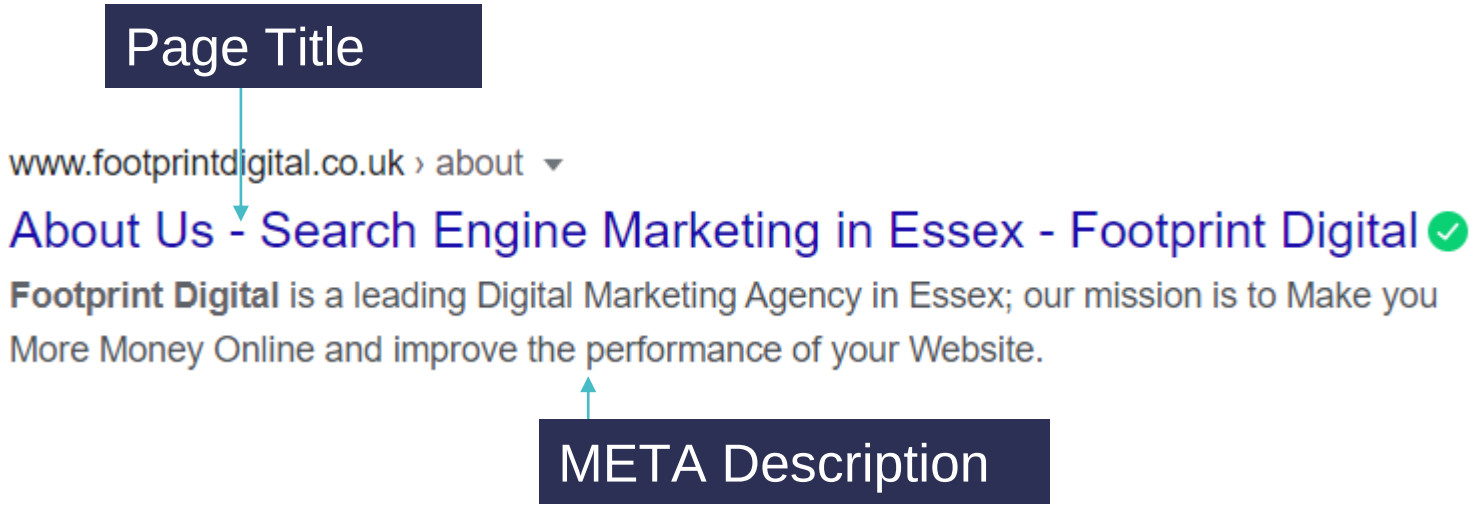
Page Title & Meta description

The Page Title is SEO 101 and considered the most influential on-page optimisation area. Get these sorted first.



The META Description is not a Google ranking factor but is critical in engaging and enticing users to click your result.

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Rich Snippets

Pizza Margherita in 4 easy steps recipe | BBC Good Food

https://www.bbcgoodfood.com/recipes/4683/pizza-margherita-in-4-easy-steps

★★★★★ Rating: 4.8 - 317 votes - 35 mins - Calories: 431

Smooth sauce over bases with the back of a spoon. Scatter with cheese and tomatoes, drizzle with olive oil and season. Put one **pizza**, still on its baking sheet, on top of the preheated sheet or tray. Bake for 8-10 mins until crisp.

Homemade Pizza Recipe | SimplyRecipes.com

https://www.simplyrecipes.com/recipes/homemade_pizza/

★★★★★ Rating: 4.8 - 168 reviews - 2 hrs 30 mins

Classic homemade **pizza recipe**, including pizza dough and toppings, step-by-step instructions with photos. Make perfect pizza at home!

How To Make The Best Homemade Pizza Recipe by Tasty

https://tasty.co/recipe/pizza-dough

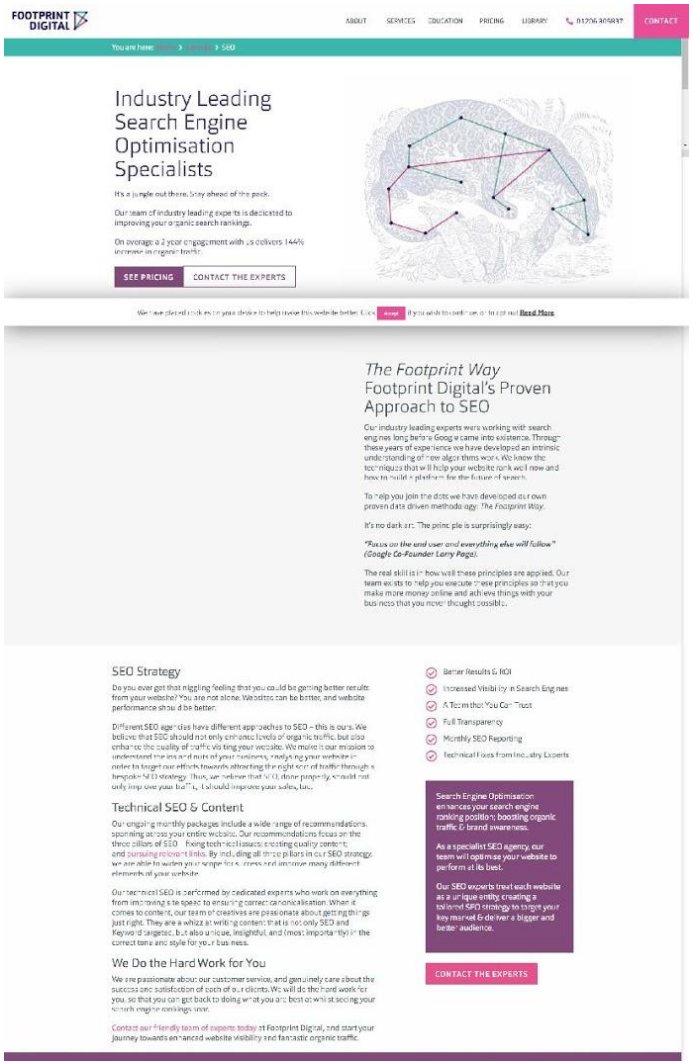
★★★★★ Rating: 96% - 747 votes - Calories: 287

Here's what you need: warm water, sugar, active dry yeast, all-purpose flour, extra virgin olive oil, kosher salt, semolina flour, canned whole tomatoes, kosher ...

Rich snippets help you stand out in the search results and increase click-through rates.

By helping Google understand the meaning of your content using schema mark-up, you increase your chances of rich snippet listings.

Optimising Document Outline



Document Outline | Documents | Collapse all | Expand all

- <h1> Industry Leading Search Engine Optimisation Specialists
  - <h2> The Footprint Way Footprint Digital's Proven Approach to SEO
    - <h3> SEO Strategy
    - <h3> Technical SEO & Content
    - <h3> We Do the Hard Work for You
  - <h2> How To Rank Well In Google
    - <h3> Fix technical issues
    - <h3> Improve website content
    - <h3> Building authority
  - <h2> Yes, It Works
    - <h3> CRO, PPC and SEO require specialists
    - <h3> LIFESAVER Systems
    - <h3> Space Maker
    - <h3> Oasis Overland
  - <h2> Simple packages for busy people
    - <h3> PPC
    - <h3> SEO

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A Keyword of Warning

Try to avoid the following:

- Choosing keywords that are too generic
- Keywords with too much competition
- Keywords without enough traffic
- Keywords that don't convert
- Trying to rank for one keyword at a time
- Don’t Keyword Stuff

Footprint Digital the SEO Experts, who are SEO wizards and can provide fantastic SEO services for those in need of SEO.

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SEO Checklist: Quality Content

Audit your website:

- Gain Customer Insights ☐
- Utilise Google Tools ☐
- SERP Analysis ☐
- Competitor Research ☐
- Google Keyword Planner ☐
- Consider Keyword Variations ☐
- Onpage Optimisation ☐

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3

Link Authority

Promote your brand as an authority and make it the most reliable it can be to search engines.

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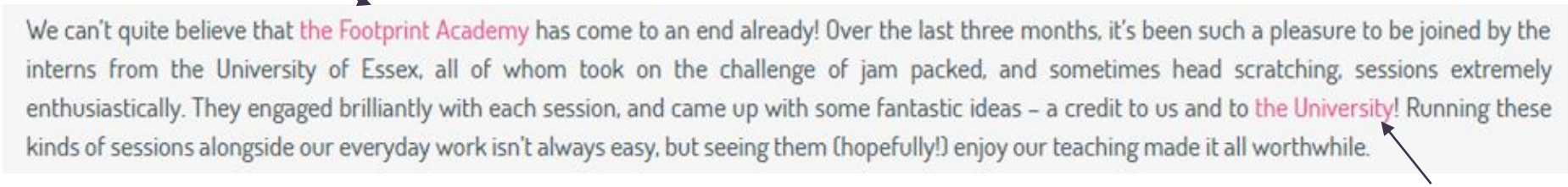
What is a Link?

Internal Links



External Links

What is a Signal?

Signals a website user sends to search engines based on their positive (and negative) interactions with a website are called user signals.

https://www.searchmetrics.com/glossary

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How Can You Build Links?

- Utilise your existing Relationships
- Content Marketing
- Trusted Business Directories
- Social Signals
- User Engagement
- Increase Brand Mentions (Local Citation)
- Reviews

Google My Business

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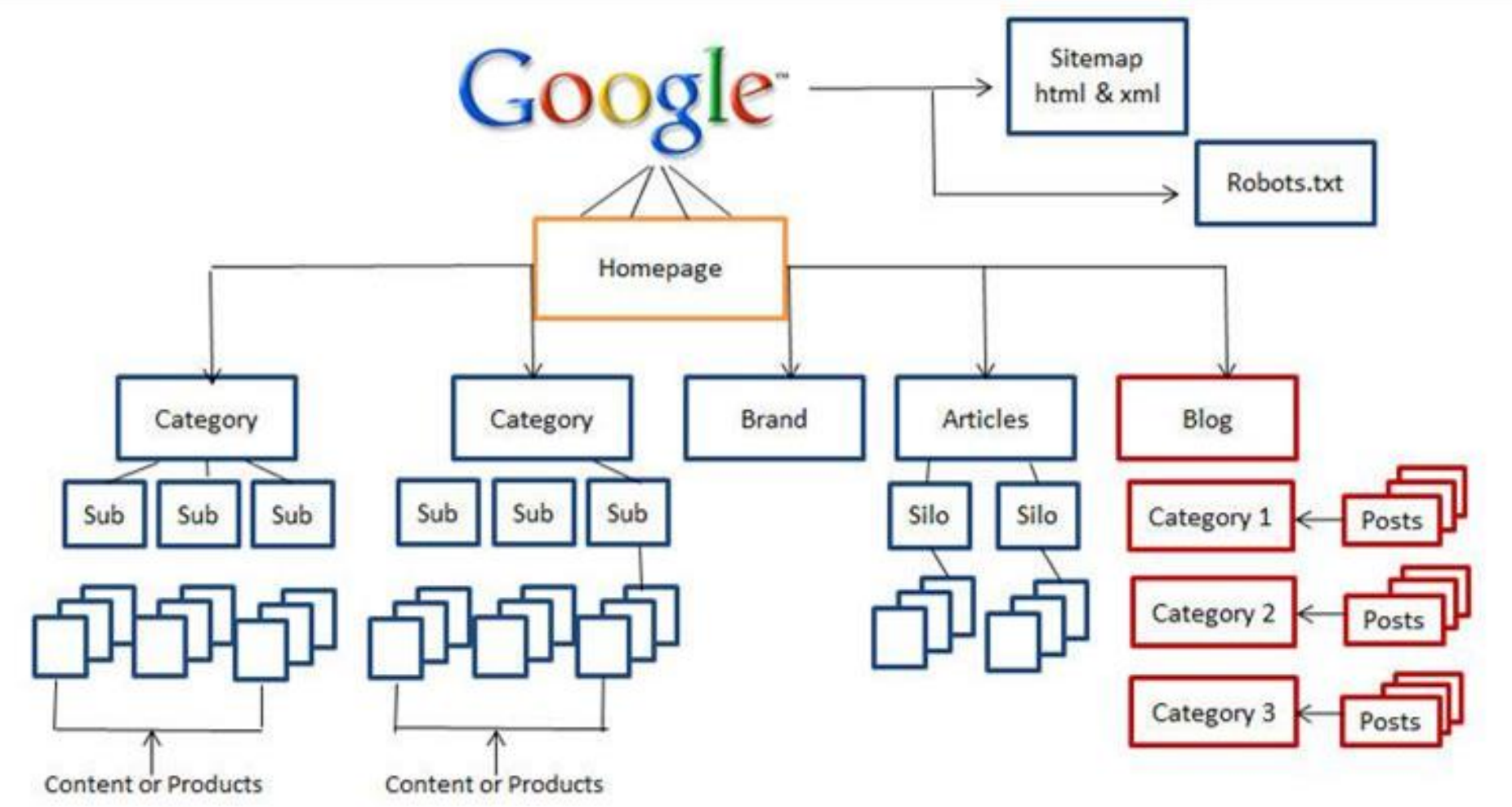
Internal Linking



Increase the authority of your pages by linking internally

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External Linking

Relevancy, Trust & Authority. Quality over quantity.

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SEO Checklist: Building Signals

Audit your website:

- Explore existing relationships ☐
- Create incredible content ☐
- Utilise directories ☐
- Social Signals ☐
- User engagement ☐
- Build Mentions/Citations (NAP) ☐
- Reviews ☐
- Identify Internal Linking Opportunities ☐

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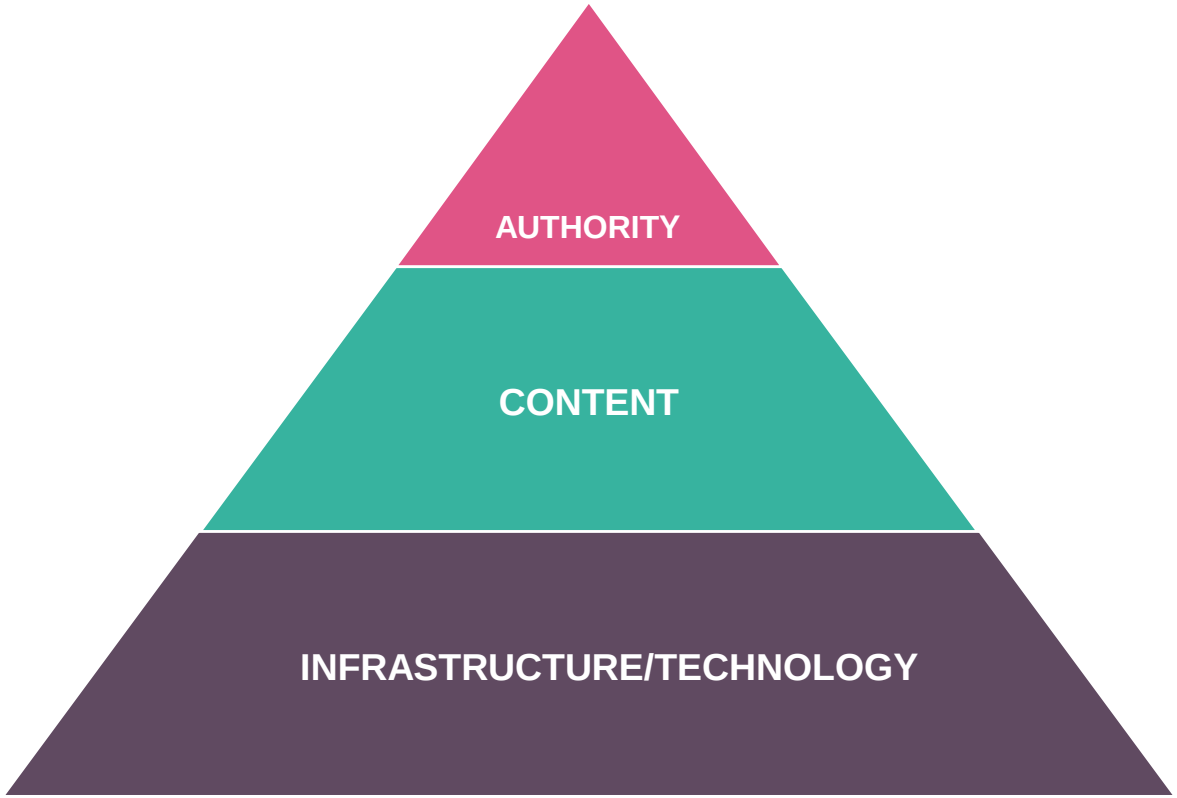
The Three Core Principles of SEO



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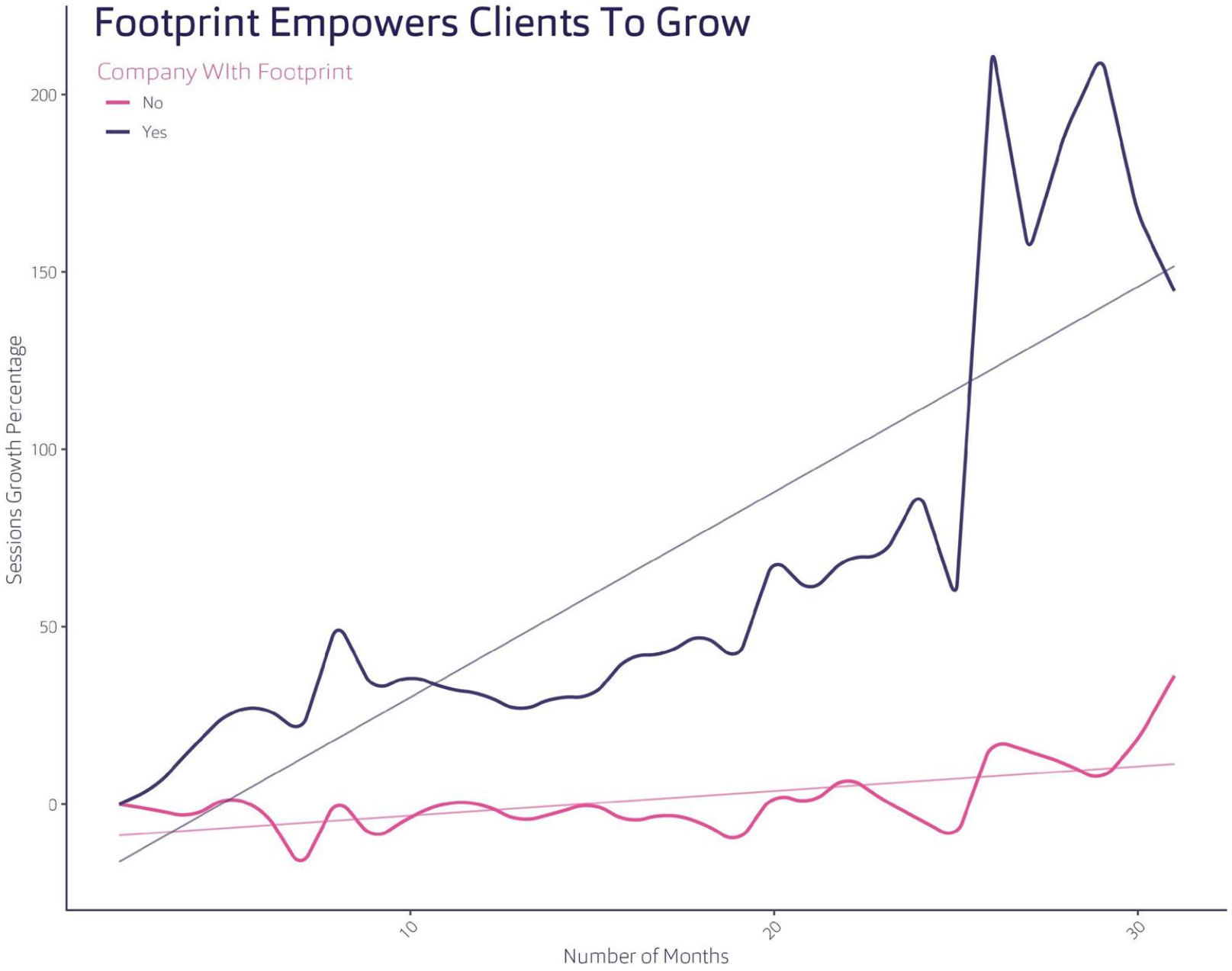

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Any Questions?

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https://www.linkedin.com/in/hannah-meadows/

Footprint Digital's Virtual Booth:

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