

# Demystifying Search Engine Optimisation (SEO)

Women in Business 2020



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Head of Client Services



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.



# 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

# Imagine the web without search engines...

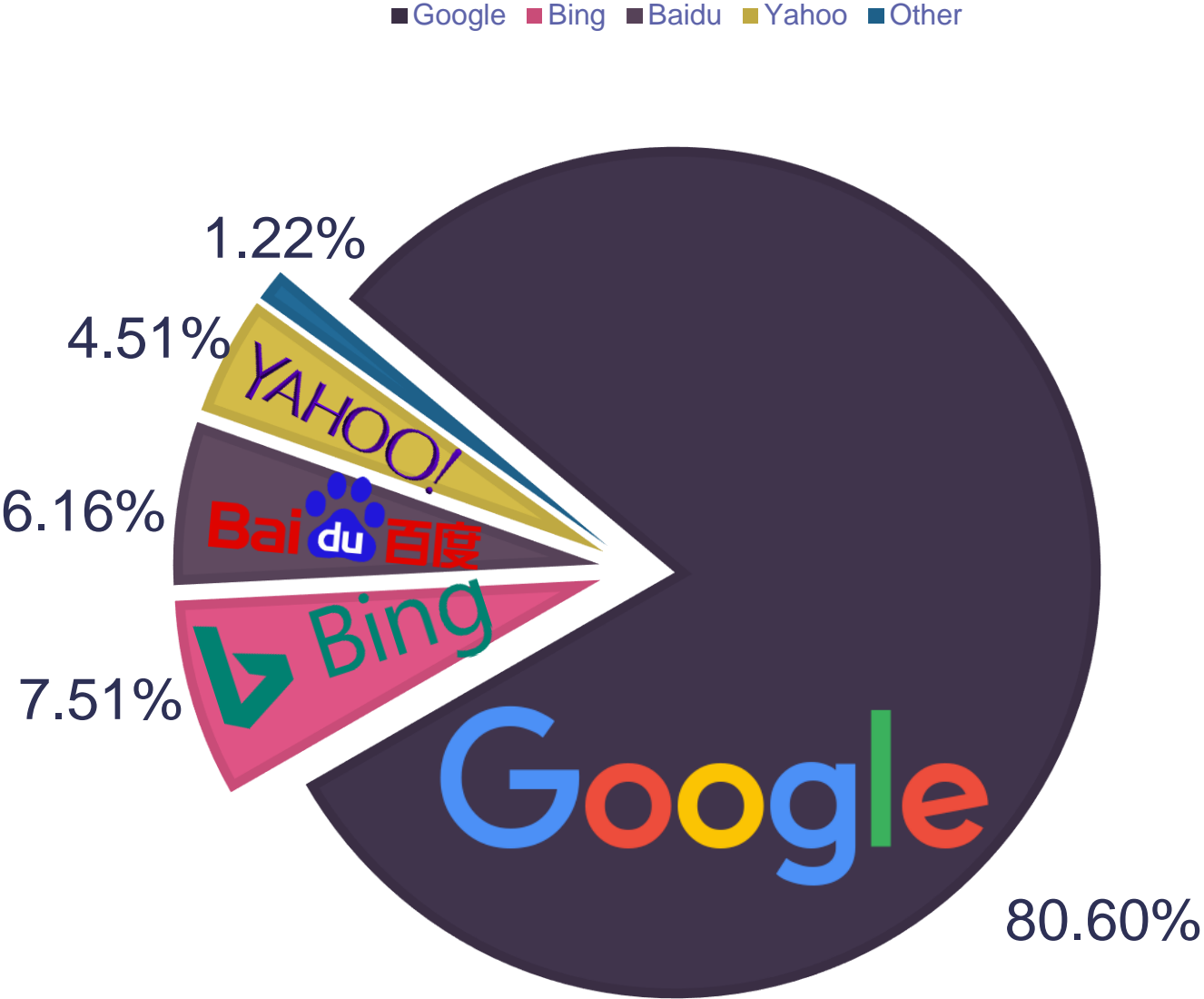
The Google logo, featuring the word "Google" in its signature multi-colored font.The Bing logo, consisting of a green play button icon followed by the word "Bing" in a green sans-serif font.The YAHOO! logo, with the word "YAHOO!" in a purple, all-caps, sans-serif font.The DuckDuckGo logo, featuring a stylized duck head in a circular frame above the text "DuckDuckGo".The Yandex logo, with the word "Yandex" in a black sans-serif font, where the "Y" is red.The Baidu logo, featuring the word "Bai" in red, a blue paw print icon, and the Chinese characters "百度" in red.

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

For some, the internet is Google!



# Google Dominates Search



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



Google Search

I'm Feeling Lucky

## 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**

# Google

How does Google work?



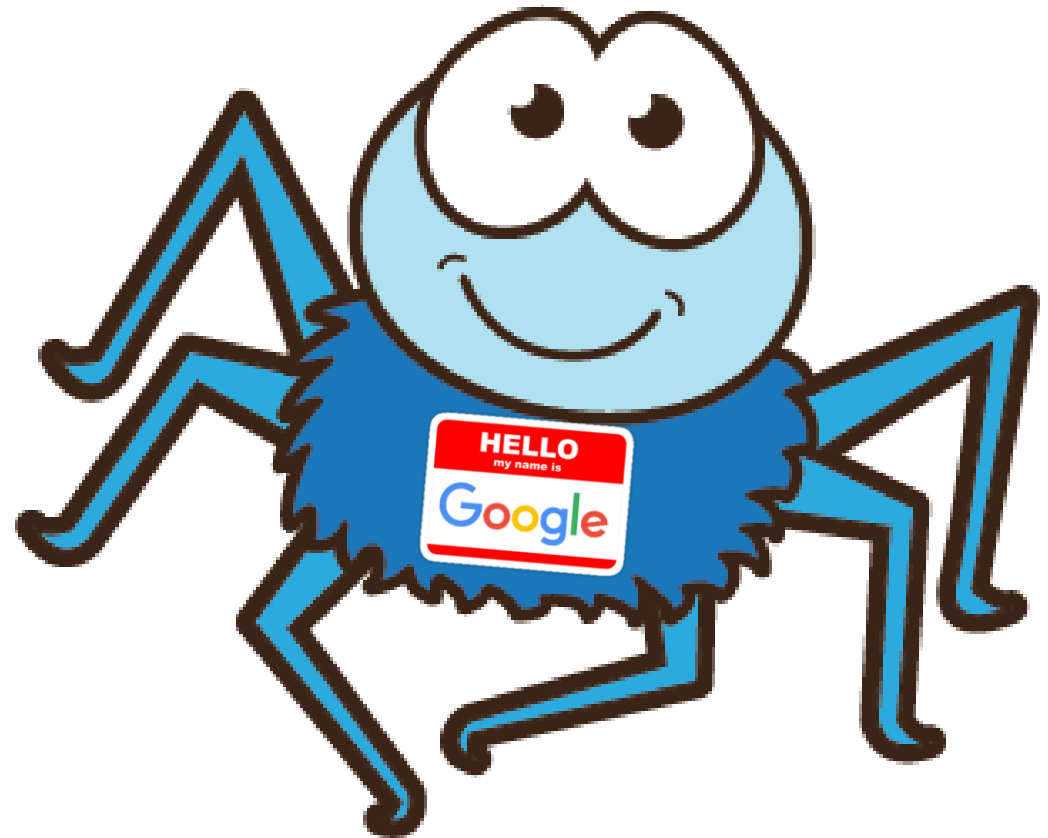
Google Search

I'm Feeling Lucky

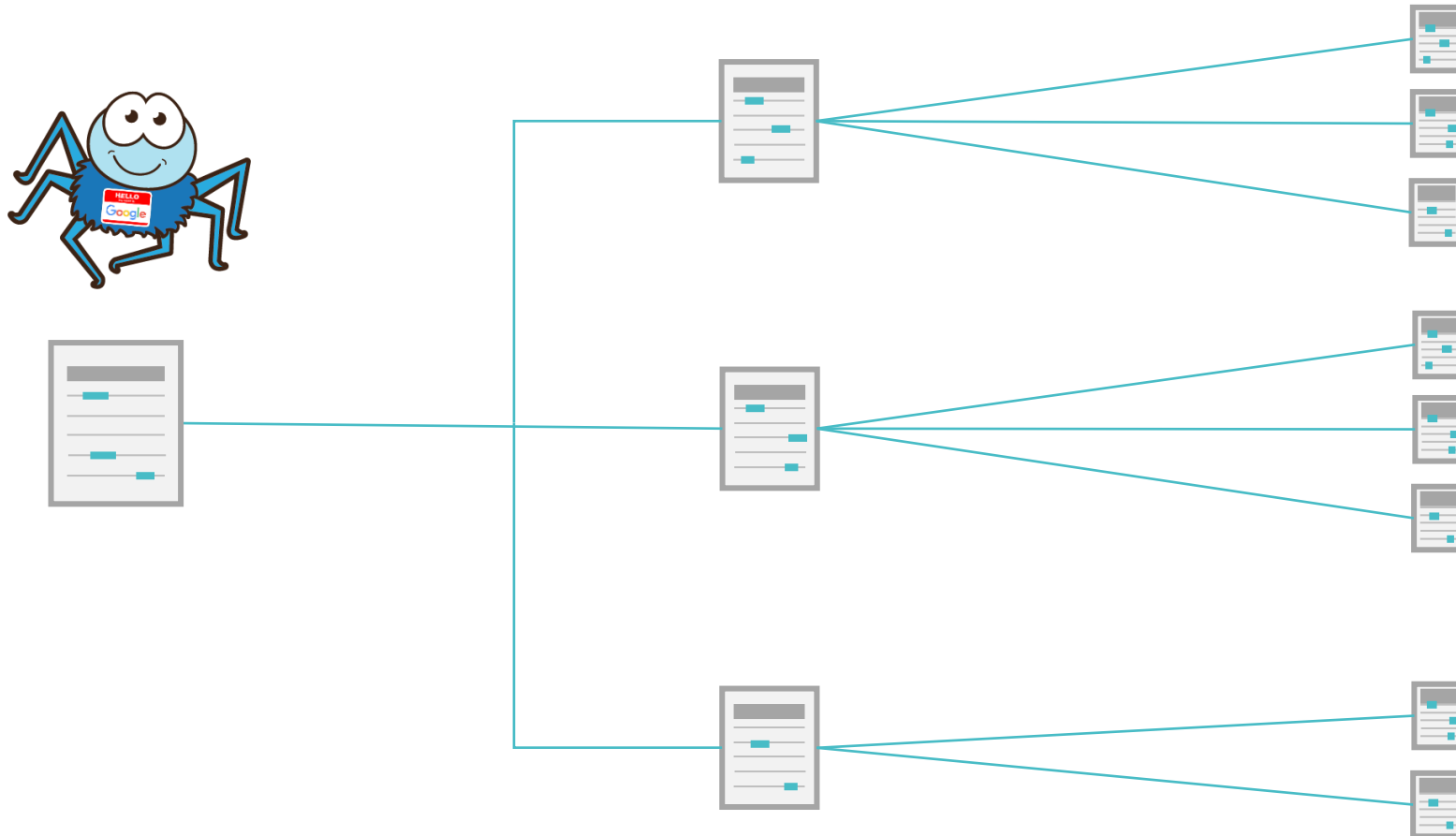


# Google crawls sites with 'spiders'

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



# Crawling the Web



# 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...”



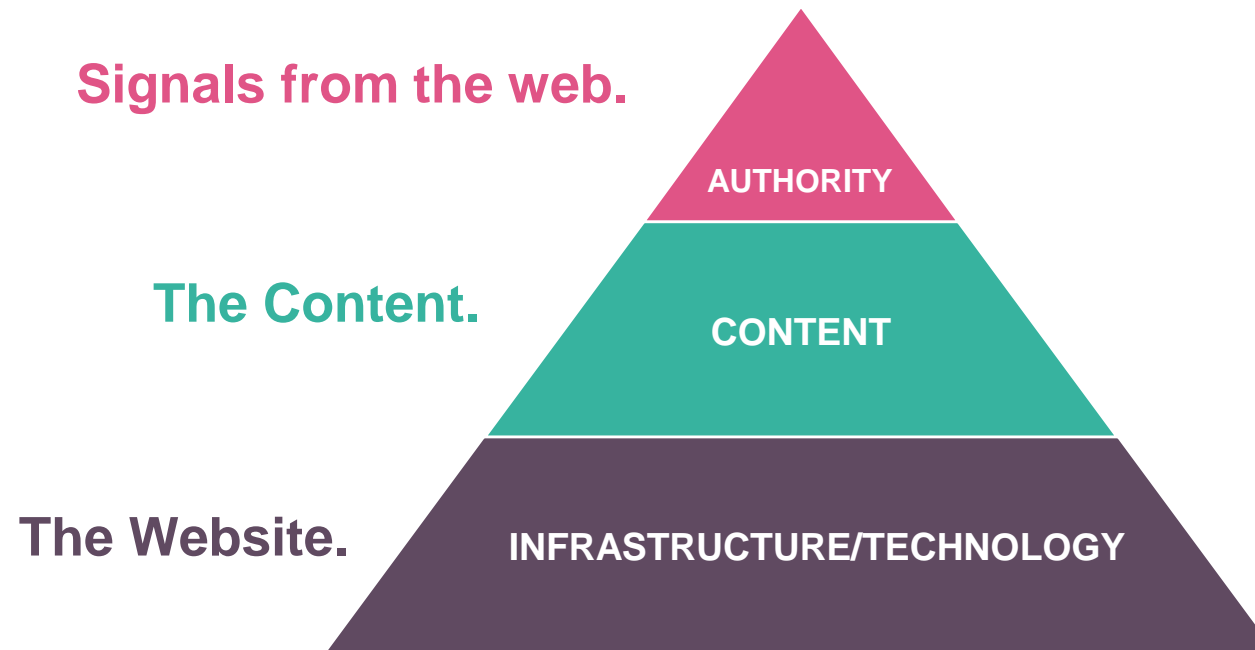
# Search Engine Optimisation:

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

Moz, 2020

To be  
successful  
online, you  
need to be  
found.

# The Three Core Principles of SEO





## The Website

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

INFRASTRUCTURE/TECHNOLOGY

# Mobile Compatibility



# Mobile First

58% of searches come from mobile devices



As of 2018, Google operates a mobile first index

# Test Your Site

Mobile-Friendly Test



## Is your web page mobile-friendly?



URL

<> CODE

Enter a URL to test

TEST URL

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

# Improve Site Speed

# 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.

# Test Your Website

Think with Google

Test My Site



Get your full report

Your speed results for [petsathome.com](https://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](#)

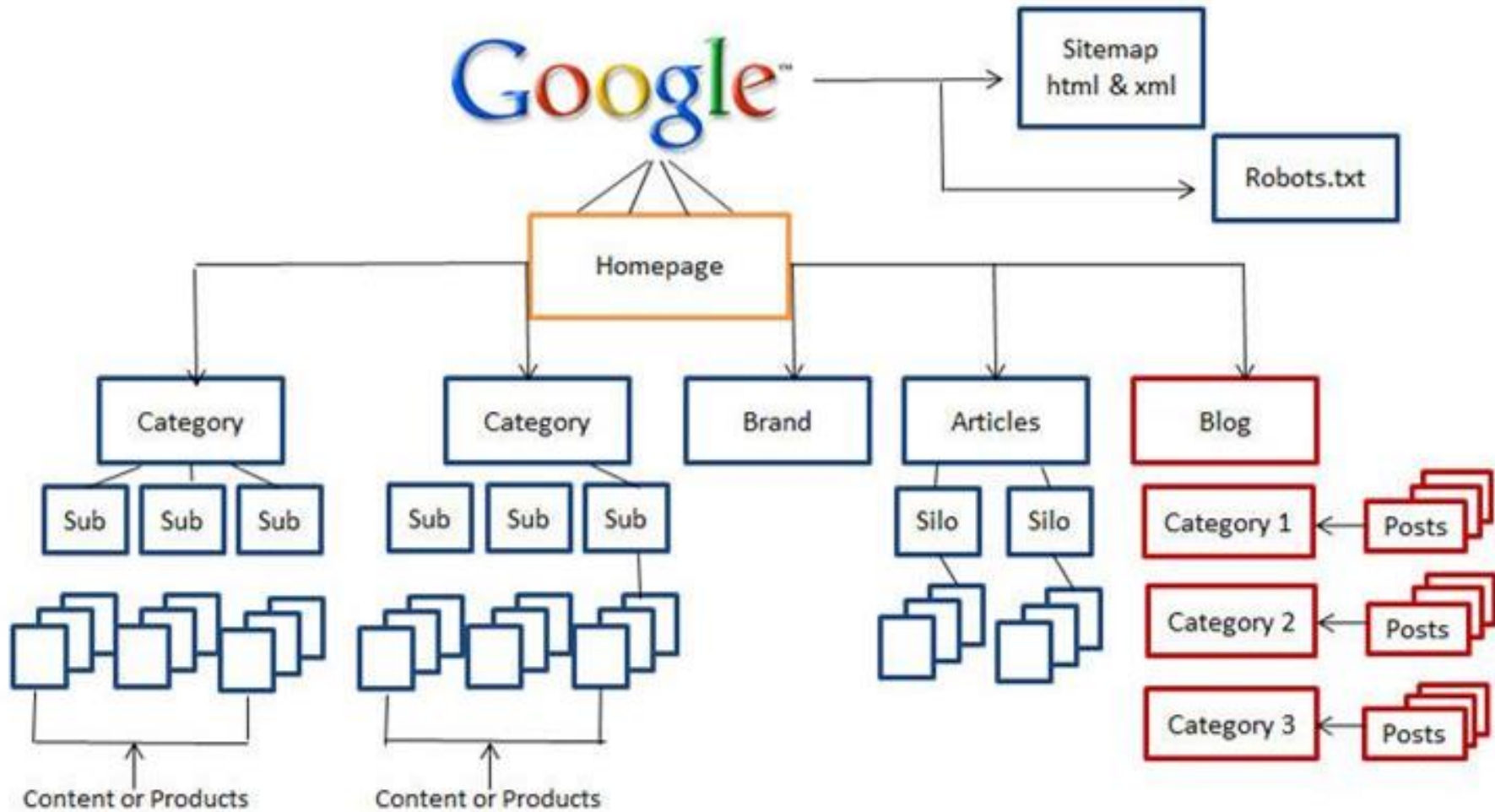


Learn how to optimise your mobile site

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

# Site Hierarchy

# Site Hierarchy



# XML Sitemaps



This XML file does not appear to have any style information associated with it. The document tree is shown below.

```
▼<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">
  ▼<url>
    <loc>http://www.apple.com/</loc>
  </url>
  ▼<url>
    <loc>http://www.apple.com/about/</loc>
  </url>
  ▼<url>
    <loc>http://www.apple.com/about/workingwithapple.html</loc>
  </url>
  ▼<url>
    <loc>http://www.apple.com/accessibility/</loc>
  </url>
  ▼<url>
    <loc>http://www.apple.com/accessibility/ios/</loc>
  </url>
  ▼<url>
    <loc>http://www.apple.com/accessibility/other-products/</loc>
  </url>
  ▼<url>
    <loc>http://www.apple.com/accessibility/watch/</loc>
  </url>
  ▼<url>
    <loc>http://www.apple.com/ae-ar/</loc>
  </url>
  ▼<url>
    <loc>http://www.apple.com/ae-ar/accessibility/</loc>
  </url>
  ▼<url>
    <loc>http://www.apple.com/ae-ar/accessibility/ios/</loc>
  </url>
  ▼<url>
    ▼<loc>
      http://www.apple.com/ae-ar/accessibility/other-products/
    </loc>
  </url>
  ▼<url>
    <loc>http://www.apple.com/ae-ar/accessibility/watch/</loc>
  </url>
```

## Tell Google About:

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



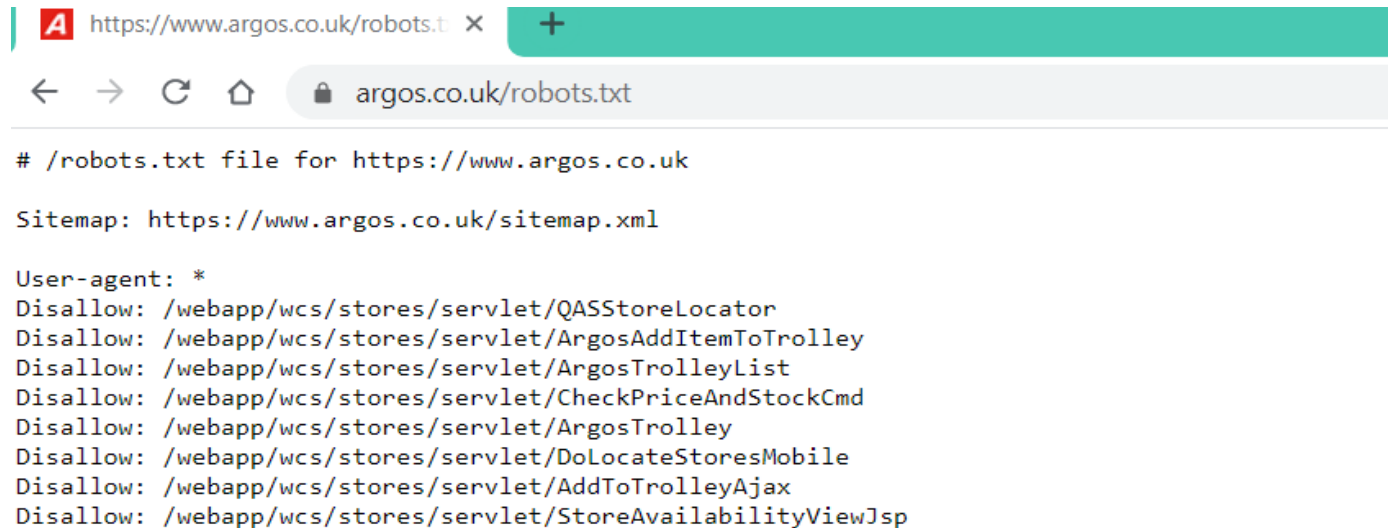
# See it Through Google's Eyes

# 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

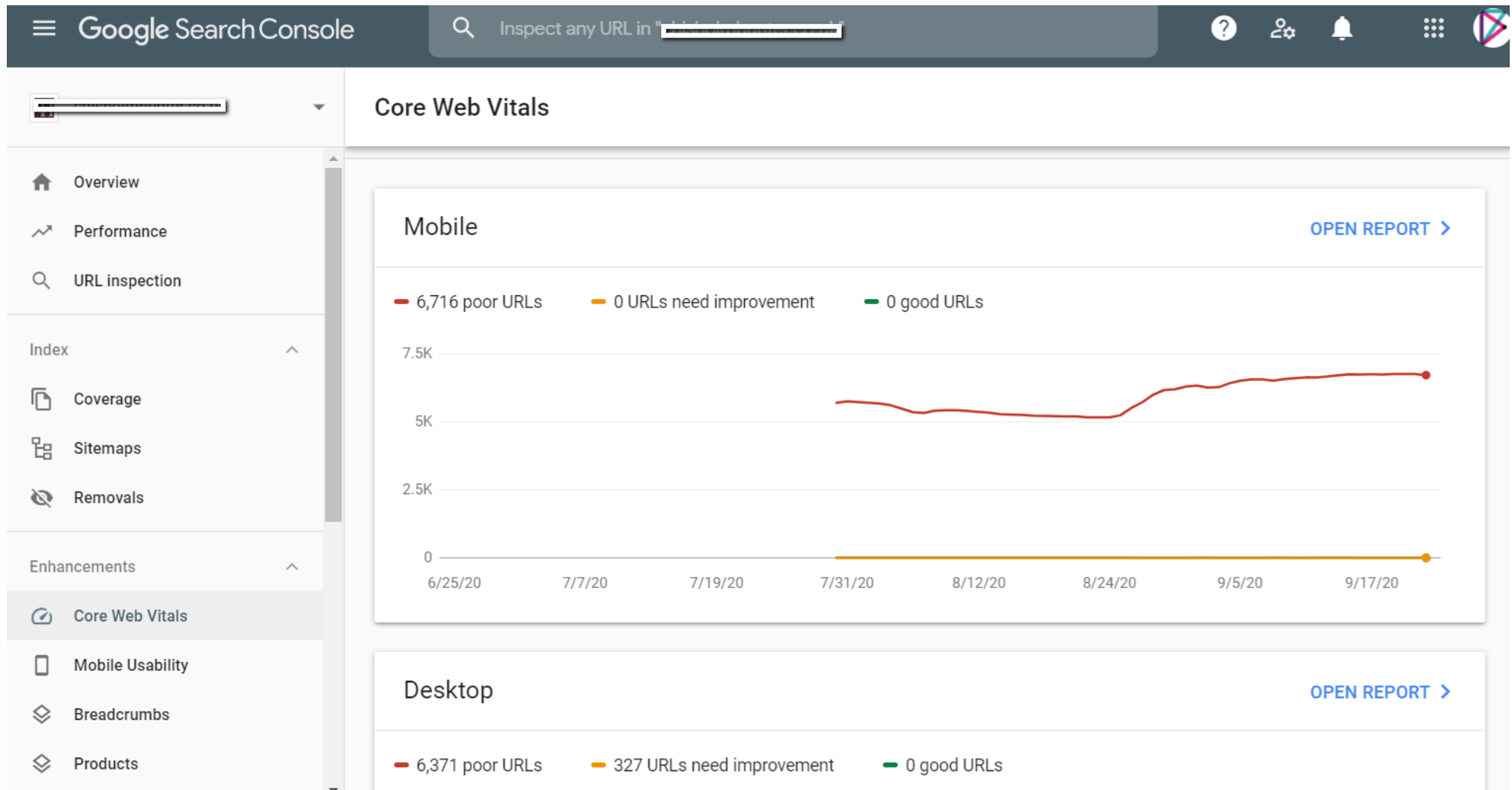


```
# /robots.txt file for https://www.argos.co.uk

Sitemap: https://www.argos.co.uk/sitemap.xml

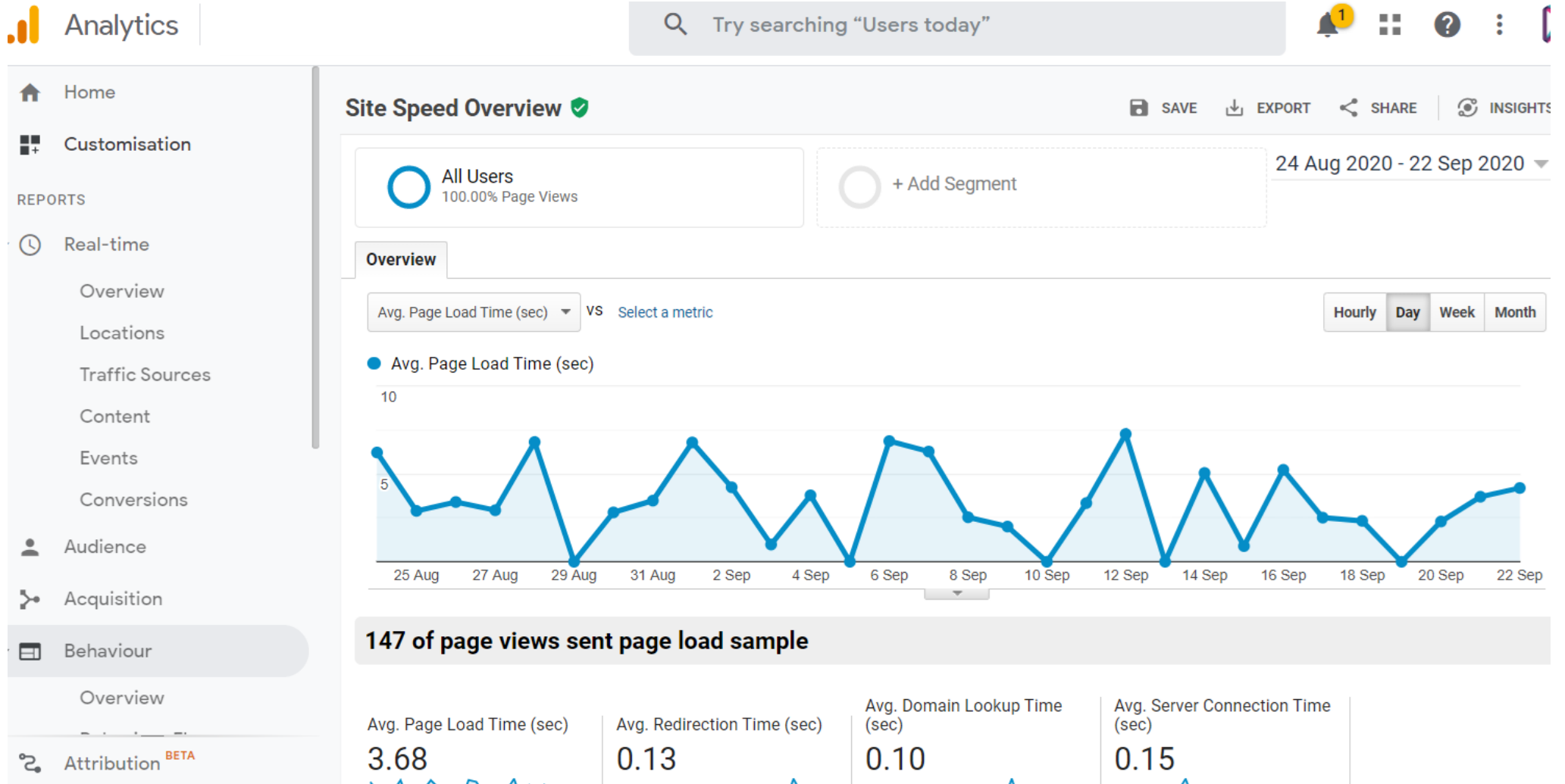
User-agent: *
Disallow: /webapp/wcs/stores/servlet/QASStoreLocator
Disallow: /webapp/wcs/stores/servlet/ArgosAddItemToTrolley
Disallow: /webapp/wcs/stores/servlet/ArgosTrolleyList
Disallow: /webapp/wcs/stores/servlet/CheckPriceAndStockCmd
Disallow: /webapp/wcs/stores/servlet/ArgosTrolley
Disallow: /webapp/wcs/stores/servlet/DoLocateStoresMobile
Disallow: /webapp/wcs/stores/servlet/AddToTrolleyAjax
Disallow: /webapp/wcs/stores/servlet/StoreAvailabilityViewJsp
```

# Google Search Console



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

# Google Analytics



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

# Server Response Codes

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

## Not Found

The requested URL /~sadasdf was not found on this server.

*Apache/2.2.3 (Red Hat) Server at www.cs.unc.edu Port 80*

## 500 Internal Server Error

Sorry, something went wrong.

A team of highly trained monkeys has been dispatched to deal with this situation.

If you see them, show them this information:

200 (OK)

30x (Redirects)

40x (Not Found)

50x (Error)

# Secure vs Non-secure

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



## Your connection is not private

Attackers might be trying to steal your information from [redacted] (for example, passwords, messages, or credit cards). [Learn more](#)  
NET::ERR\_CERT\_DATE\_INVALID

Help improve Safe Browsing by sending some [system information and page content](#) to Google.  
[Privacy policy](#)

HIDE ADVANCED

Back to safety

Improve site security by implementing an SSL certificate.

# 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

# 2

## Quality Content

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

CONTENT



# What Are Your Customers Searching For?

# 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:



# Search Console

Google Search Console

Inspect any URL in

Performance on Search results

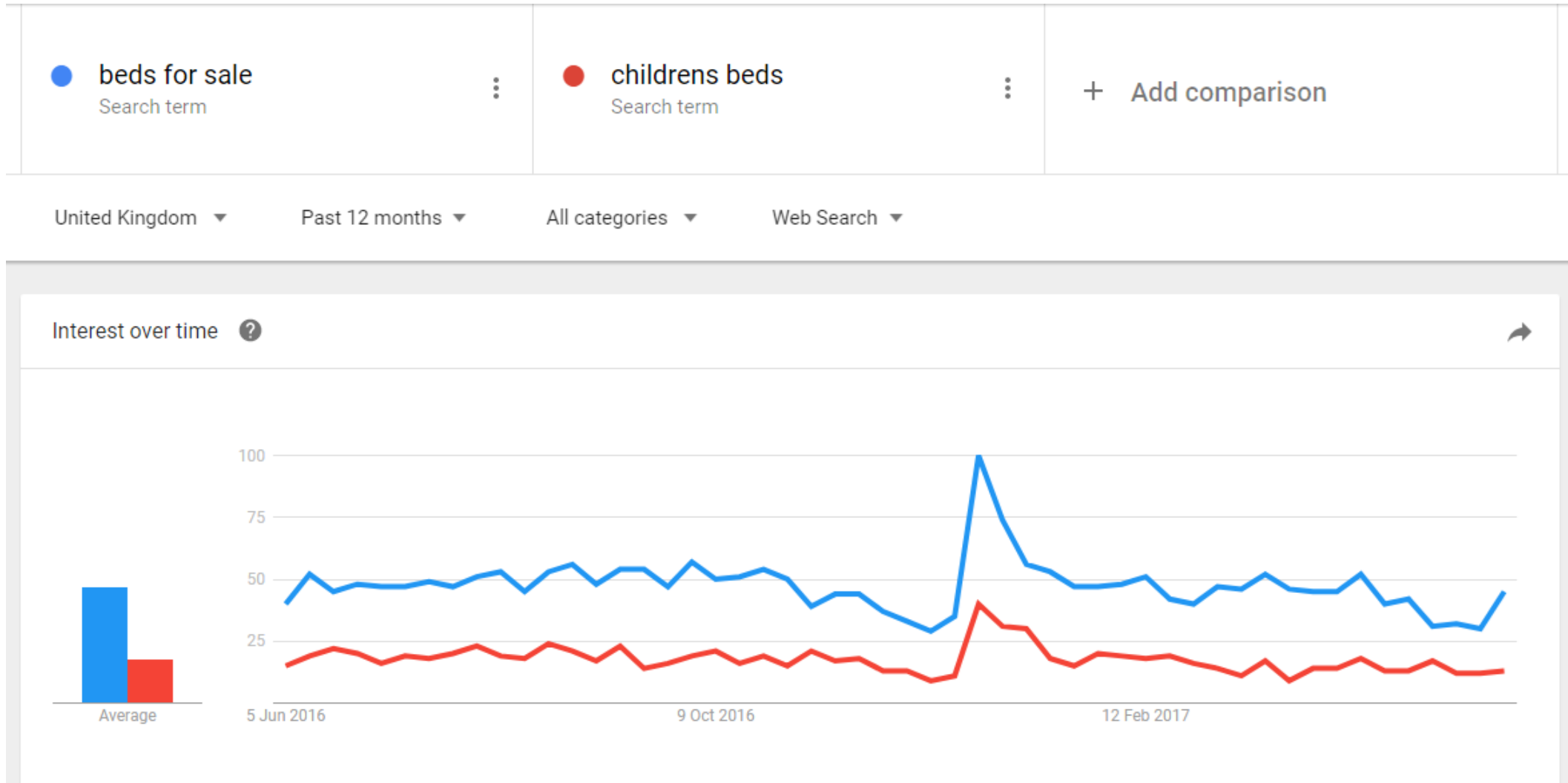
Search type: Web Date: Last 3 months + NEW

Query	Clicks	Impressions
does job title matter	25	222
is job title important	25	132
are job titles important	24	113
remote jobs	23	653
do job titles matter	21	851
creative agency recruitment	19	192
importance of job title	19	141
	18	1,261
	18	185
	17	310

Use "Search Performance" in to establish how people are

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

# Search Seasonality & Trends



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

# SERPs Analysis

Auto

Paid Ads

Page Titles

Google running shoes

running shoes for men  
running shoes nike  
running shoes for women  
running shoes sale

Press Enter to search.

All Shopping Images Maps Videos More Search tools

About 58,500,000 results (0.49 seconds)

**Running Shoes Online - Running shoes from the top brands**  
Ad www.sportshoes.com/Running  
4.7 ★★★★★ rating for sportshoes.com  
We won't be beaten on price.  
Over 3,000 Running Shoes - Price Beat Promise  
Brands: Asics, Nike, Salomon, Saucony  
Mens Running Shoes Womens Running Shoes Running Shoe Advice Here Clothing

**Cheap Running Shoes - Great Deals on Running Shoes**  
Ad www.mandmdirect.com/Running-Shoes  
4.6 ★★★★★ rating for mandmdirect.com  
Limited Stock. Don't Miss Out!  
Brands: Diesel, Jack & Jones, Skechers, Original Penguin, Firetrap, Farah

**Running Shoes - ProDirectRunning.com**  
Ad www.prodirectrunning.com/Running-Shoes  
Buy Running Shoes For 2016 Today. Shop At The Runners' Choice Now!

**On - Running Shoes - Cushioned landing, powerful takeoff**  
Ad www.on-running.com/  
Free delivery & returns online.

**Mens Running Shoes at SportsDirect.com**  
www.sportsdirect.com/running/running-shoes/mens-running-shoes  
Welcome to our collection of mens running shoes where we offer a selection of trainers from some of the most recognised brands available including Nike, adidas and Karrimor. Our running shoes for men include engineered support shoes for over pronators to track and race shoes. Karrimor Tempo 3 Mens ... Nike Downshifter VI Mens ... Trail Running Shoes

**Running Shoes, Trainers, Shorts, Spikes and Clothing | SportsShoes ...**  
https://www.sportshoes.com/running/  
Find a large stock of Running Shoes, Trainers, Shorts, Spikes and Clothing today at SportsShoes.com.  
Shoes - Mens Running - Womens Running Shoes ... Womens Running

**Men's Running Shoes & Trainers at JD Sports**  
www.jdsports.co.uk/men/mens-footwear/running-shoes/  
49 Products - Get your training off to a flying start with a pair of men's Nike trainers from our top collection. ... Quick Buy Nike Free Run Commuter £90.00 0. ... Quick Buy Nike Zoom Pegasus 33 £100.00 0.

Shop on Google Sponsored

Men's Under Armour Thrill ... £38.00 Under Armour UK ★★★★★ (28)	Nike Flex Run 2015 Junior ... £15.00 Millet Sports
Asics Mens Gel Pursuit 2 Neutral £29.99 MandMDirect.com	ASICS Gel-Sonoma 2 ... £44.99 SportsShoes.com ★★★★★ (4)
Nike Performance Flex 2016 Run ... £33.60 Zalando.co.uk	adidas Tubular Runner Shoes £40.00 adidas.co.uk ★★★★★ (4)
Asics Mens Patriot 7 Neutral Running £29.99 MandMDirect.com	Asics Gel-Cumulus 17 GS ... £25.00 Millet Sports

Images for running shoes

Report images



More images for running shoes

Other SERP opportunities

**Running Shoe Mega Sale - Huge Range From Top Running Brands**

Ad www.directrunning.co.uk/  
Same Day Despatch. Free Delivery.  
Categories: Shoes, Clothing, Running Lights, Running Accessories, Running Watches...  
Men's Running Shoes - Women's Clothing - Running Shoe Selector - Men's Clothing

**Cheap Running Shoes**

Ad www.sportsdirect.com/RunningShoes  
4.0 ★★★★★ rating for sportsdirect.com  
Use Click And Collect To Receive A Free £5 Voucher To Spend In Store.  
Ratings: Prices 10/10 - Delivery 9/10 - Selection 9/10 - Product Info 8/10 - Add-on services 8/10

**50% Off Running Shoes**

Ad www.adidas.co.uk/Running-Shoes-Sale  
Save Up to 50% in the Sale at the Official adidas Shop Today!  
adidas® Running Apparel - adidas® Men's Running - Running Accessories  
Braintree - 01376 325574 - Closed now - Hours

Searches related to running shoes

best running shoes  
nike running shoes  
running shoes advice  
asics running shoes  
running shoes reviews  
running shoes sale  
barefoot running shoes  
adidas running shoes

Related Searches



Colchester - From your Internet address - Use precise location - Learn more

Help Send feedback Privacy Terms

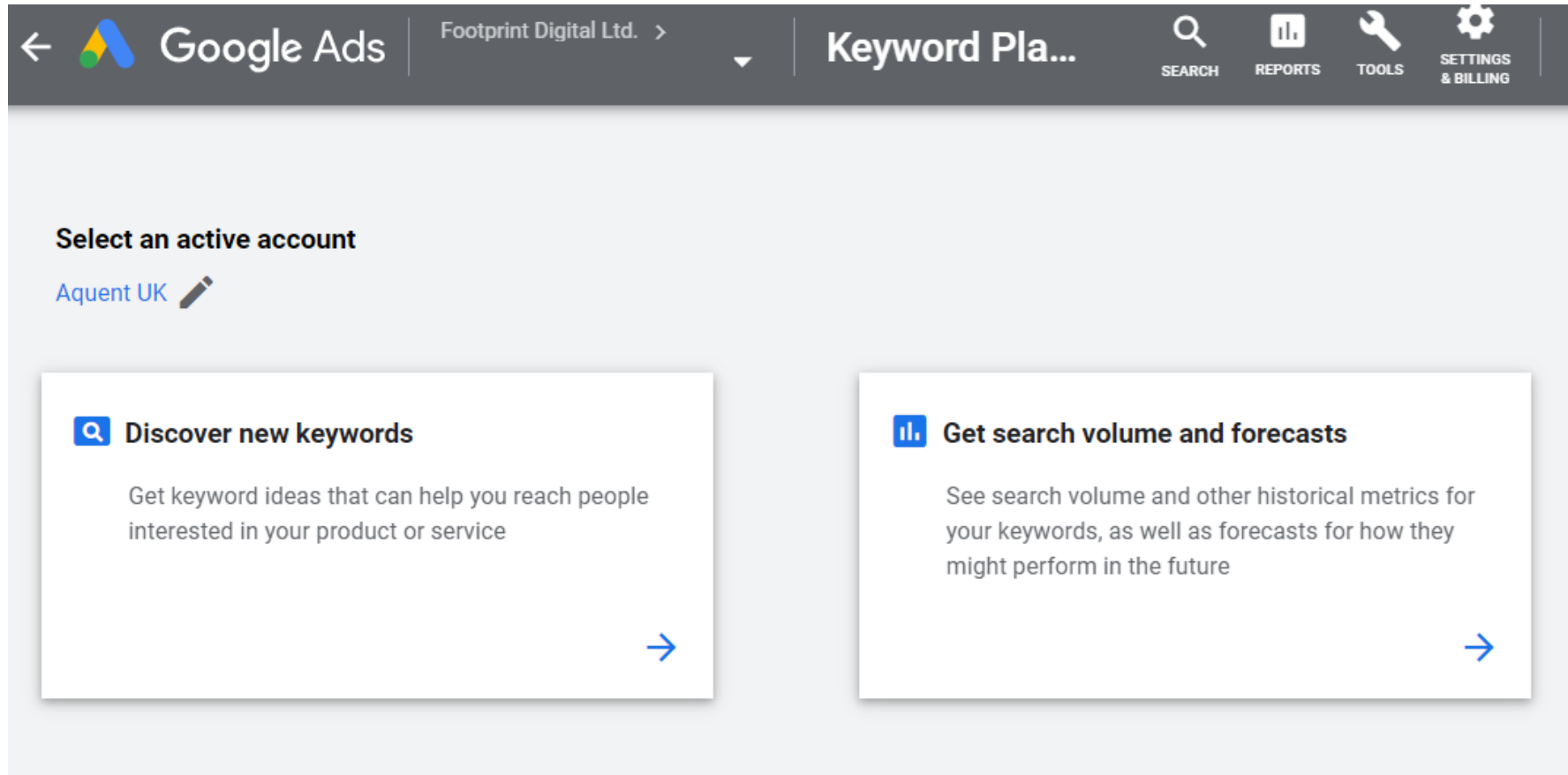
Look for ideas on keywords, variants, CTAs, SERP types.

# 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?

# Keyword Targeting

# Google's Keyword Planner



Access the Google Ads Keyword Planner for Free:

[https://www.youtube.com/watch?v=DWcrZfQe\\_q8&t=2s](https://www.youtube.com/watch?v=DWcrZfQe_q8&t=2s)



# 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

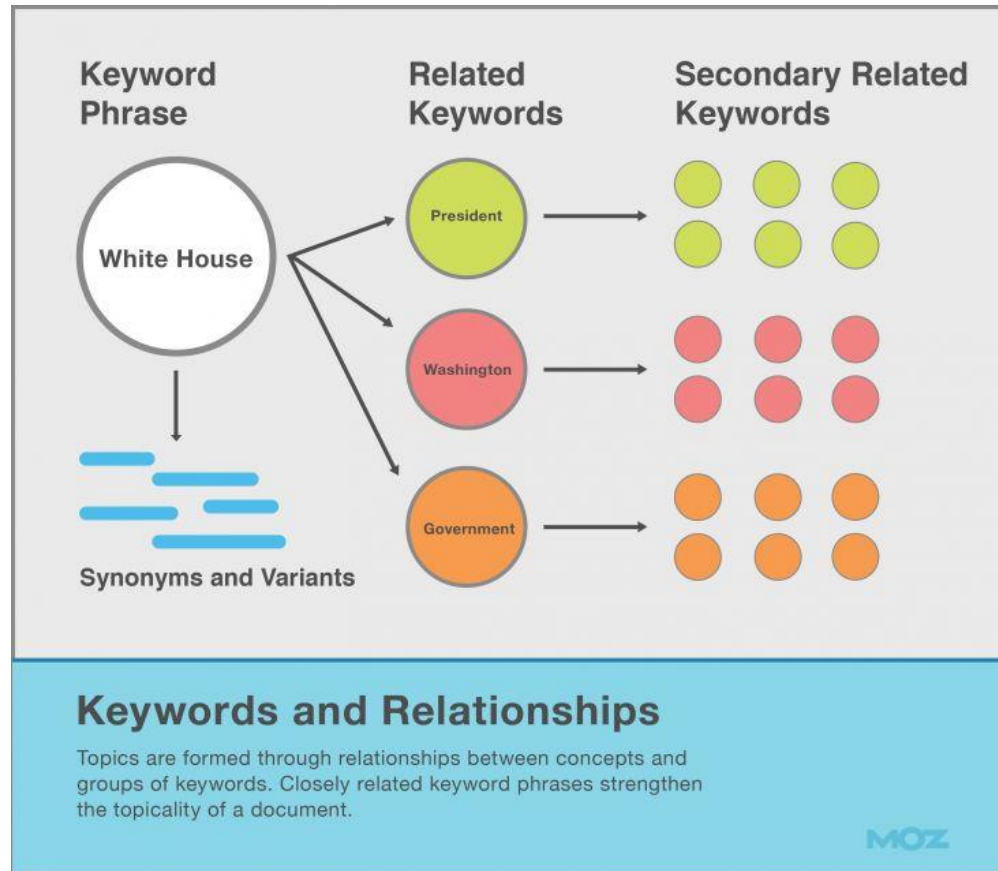
### **Pros:**

Drives Traffic  
High Search Volume

### **Cons:**

Highly Competitive  
Lower Conversion Rate

# Keyword Themes



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

# Optimise Content for Users and Search

# Search Friendly URLs

Instead of this:

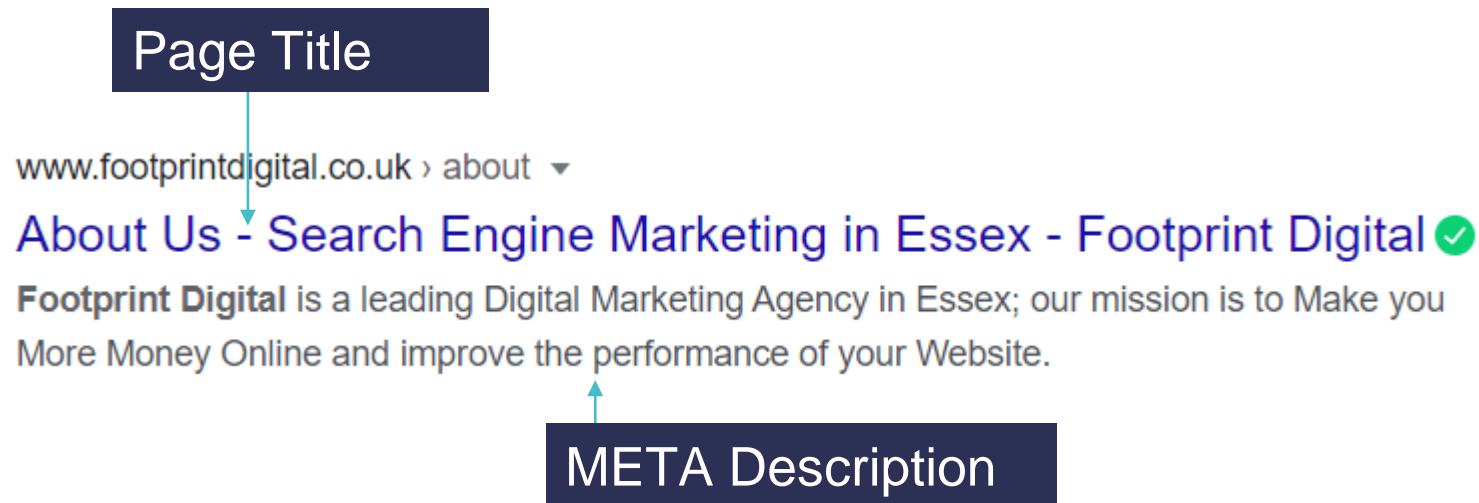
[www.domain.com/page.php?id=12345678](http://www.domain.com/page.php?id=12345678)

Do this:

[www.domain.com/double-beds/](http://www.domain.com/double-beds/)

# 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.

# 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/](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> ▼



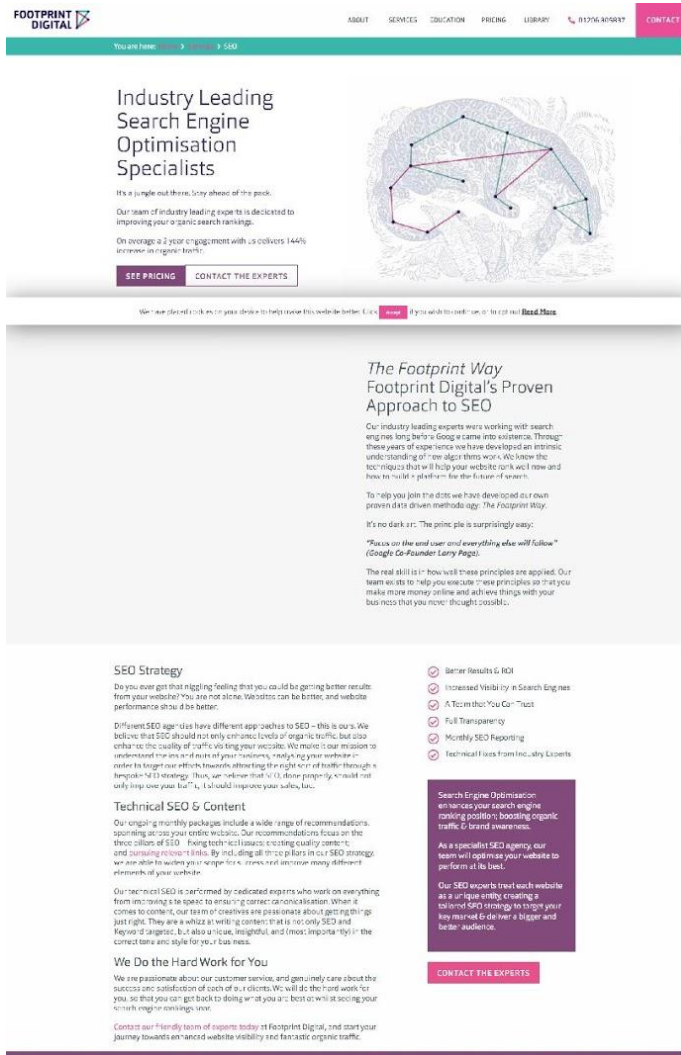
★★★★★ Rating: 96% - 747 votes - Calories: 287

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



## <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

# 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**.*



# 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

# 3

## Link Authority

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

**AUTHORITY**

# What is a Link?

## Internal Links

We can't quite believe that [the Footprint Academy](#) has come to an end already! Over the last three months, it's been such a pleasure to be joined by the interns from the University of Essex, all of whom took on the challenge of jam packed, and sometimes head scratching, sessions extremely enthusiastically. They engaged brilliantly with each session, and came up with some fantastic ideas – a credit to us and to [the University!](#) Running these kinds of sessions alongside our everyday work isn't always easy, but seeing them (hopefully!) enjoy our teaching made it all worthwhile.

## 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.

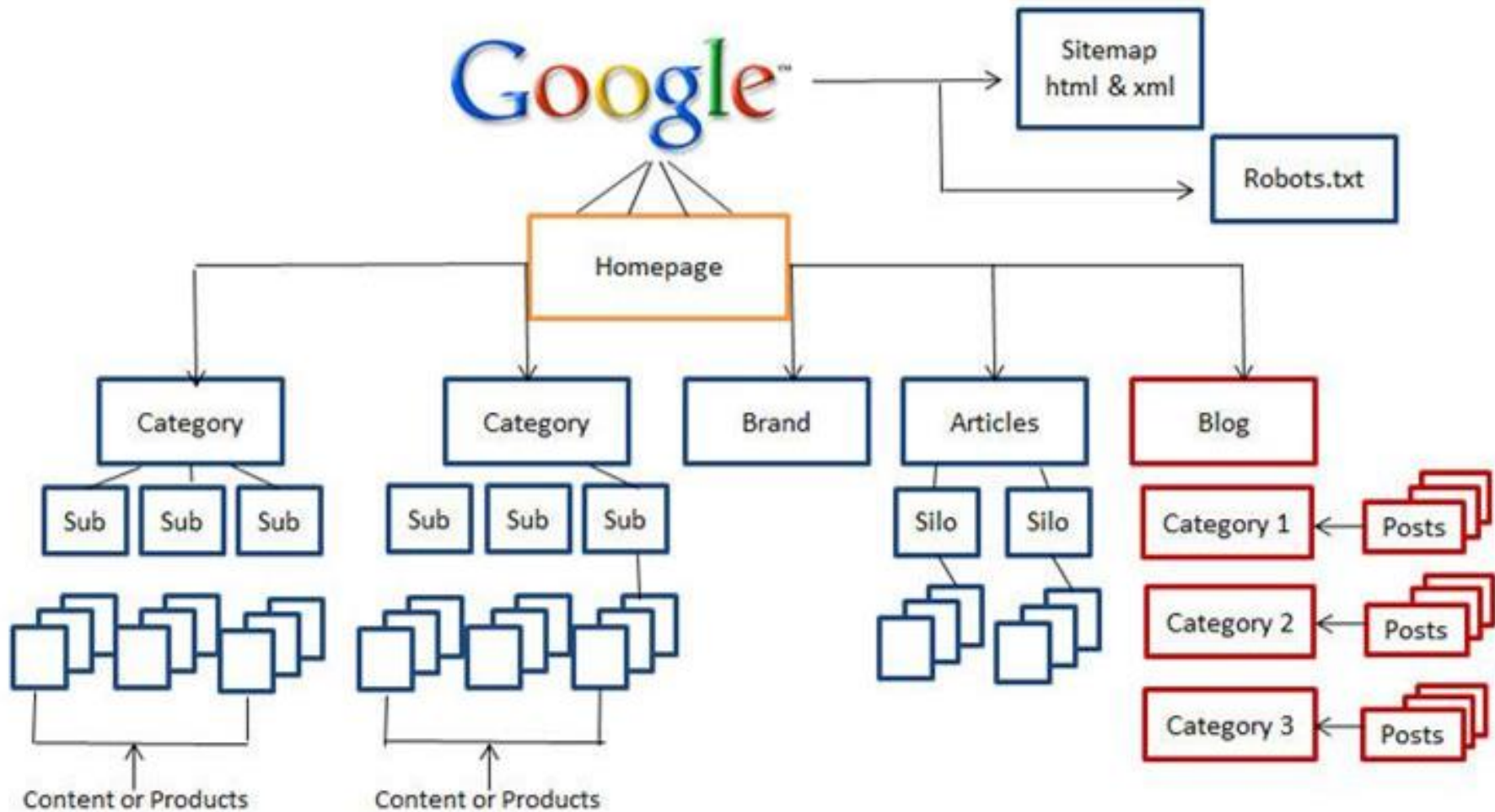
<https://www.searchmetrics.com/glossary>

# How Can You Build Links?

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



# Internal Linking



Increase the authority of your pages by linking internally

# External Linking



OR



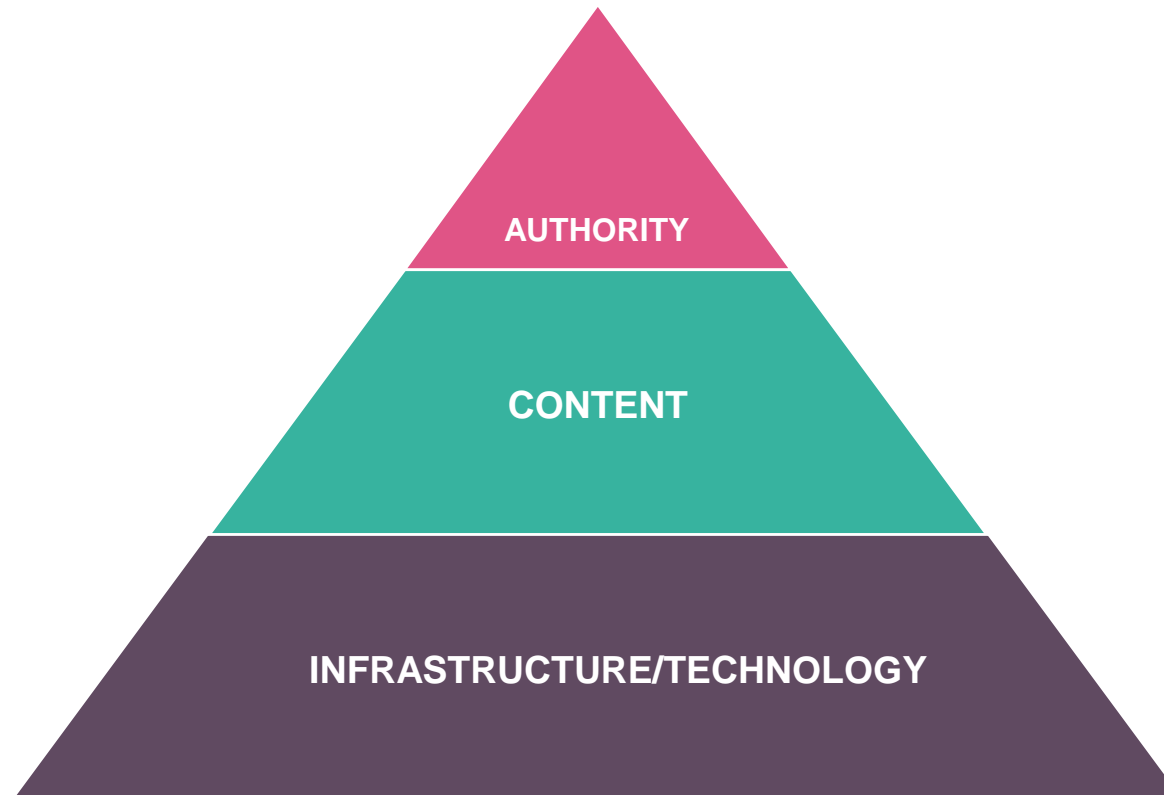
Relevancy, Trust & Authority. Quality over quantity.

# 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

# The Three Core Principles of SEO

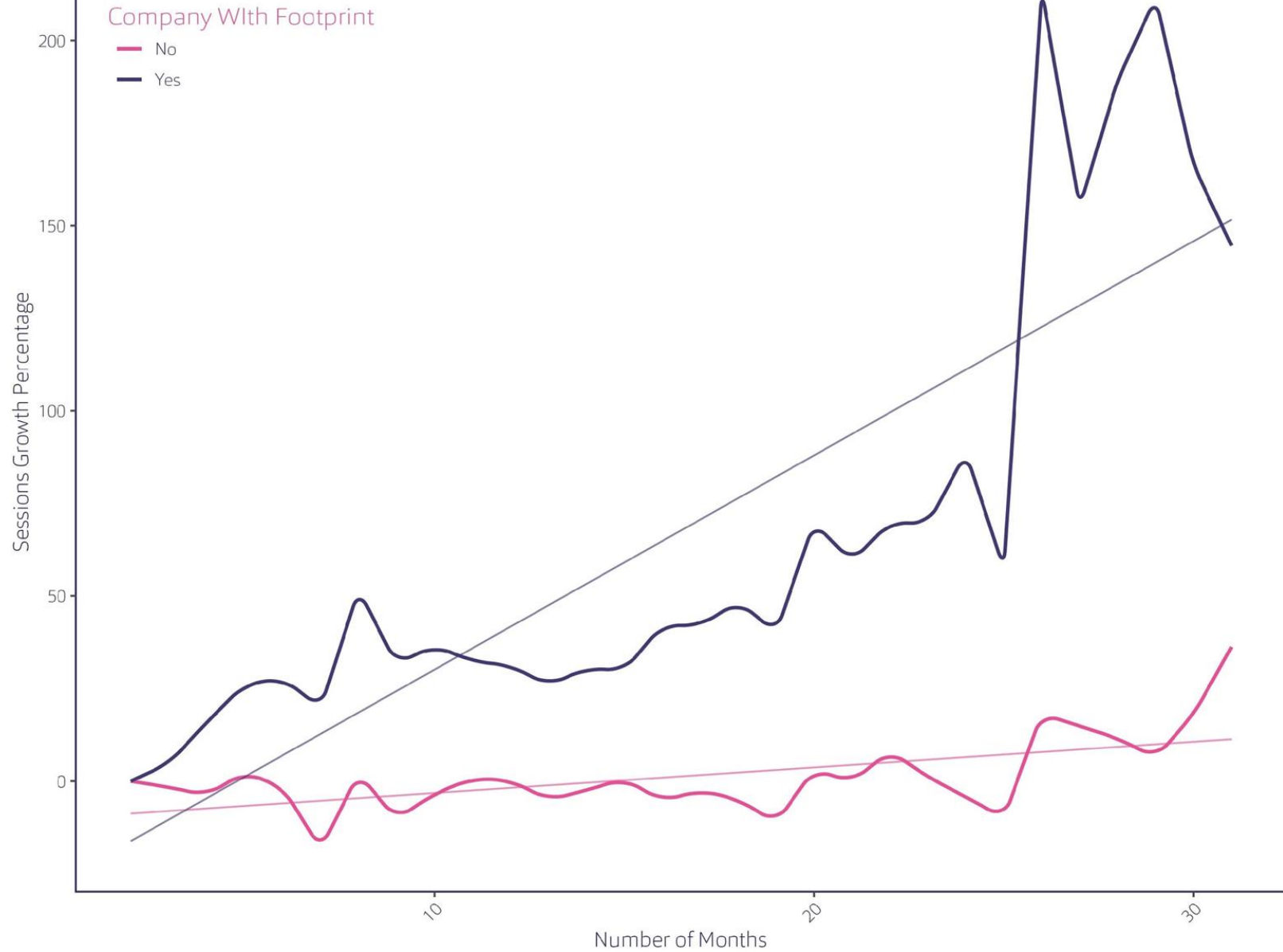




A woman in athletic wear is running on a dirt path. The image is overlaid with a semi-transparent teal color. The sun is visible in the upper right corner, creating a bright glow.

It is a marathon not a sprint

# Footprint Empowers Clients To Grow

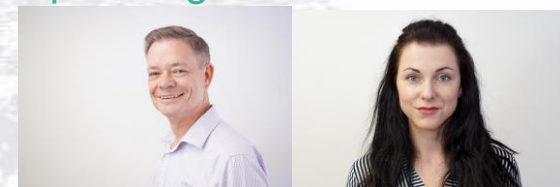


# Any Questions?

Women in Business 2020

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

Footprint Digital's Virtual Booth:



**FOOTPRINT  
DIGITAL**

MAKE MORE MONEY ONLINE