

seosummit

DAY THREE

QUESTIONS & HOMEWORK REVIEW

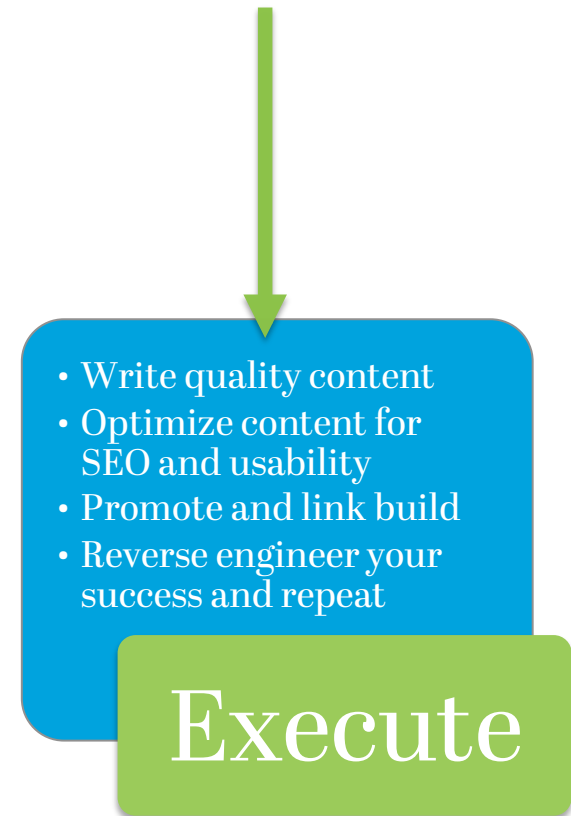
ON-PAGE SEARCH ENGINE OPTIMIZATION



SEO IS
MORE THAN
PLUGINS AND
AUTOMATED OPTIMIZERS.



REMINDER: Most people jump to content and forget everything before or after hitting the publish button.



You need to create a roadmap for Google
that clearly matches a search term to the
best content for that given phrase.





Build a consistent SEO
roadmap for search engines.



1

BEFORE YOU
WRITE CONTENT OR
OPTIMIZE IT

Before you write your first word, ask yourself what keyword phrase you would like this content to rank for in search. Not sure? Let's walk through picking the right one.

- Brainstorm the topic you plan on writing about and write down the key points you'll cover in the piece of content.
- Write down a 5-10 search phrases you think would pertain to this topic.
- Search for each phrase in Google and review who and what shows up on page one of the search engine results page.
- Document any phrases that show a weakness and/or where you create better content.
- Utilize the Google Adwords keyword planner tool or KW Finder to view monthly search volumes for each phrase.
- Narrow your options down to obtainable search terms – aka not 60,000 phrases per month in search traffic.
- Think about how easy it would be to craft a title or opening sentence with the exact phrase you're considering.

Before you proceed further, ask yourself two very important questions.

1 Is the keyword precise enough or is it generic?

Keyword	Search Volume	Google Results	Comments
parsley	201,000	29,700,000	Broad
parsley recipes	4,400	19,500,000	Better
health benefits of parsley	2,400	729,000	Much Better
parsley juice benefits	260	596,000	Best

2 Have you used this keyword before in pages, posts, products, categories, or tags?

2

WRITE CONTENT THAT
USERS & SEARCH
ENGINES WILL LOVE

Long-form content has a variety of numbers assigned to it on the web. Long-form content is at least 1,000 or 1,200 words and really approaches towards 2,000 words.

1

Better for Keyword Ranking

A serplQ 2012 showed:

- The average content length of each of the top 10 results was more than 2,000 words.
- The average number of words for the content in the #1 spot was 2,416.
- For the #10 spot, the average number of words was 2,032.

2

Better for Obtaining Social Media Shares & Inbound Links

People tend to share longer content on social media more than shorter content. People also tend to link into longer content than they would a shorter article or post.

3

Better for Conversions

Website conversions can also be altered by content. The longer the content, the more likely the conversion.

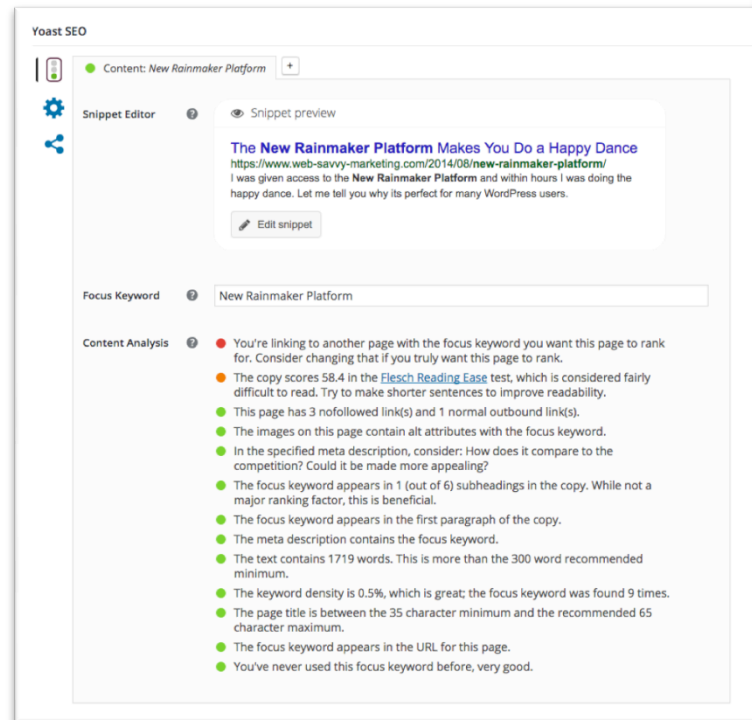


3

OPTIMIZE CONTENT FOR SEO BEST PRACTICES

We'll go through these items one by one, but before we dig in, let's review the list as a whole. When you break each down, you'll see optimization is completely manageable.

- Page name
- URL
- Headers (H1, H2, H3, etc.)
- Paragraph text
- Keyword variations and related phrases
- Internal links
- Link anchor text
- Images
- Readability
- Meta titles and descriptions



Ease of use matter in SEO. If readers stay on the page, this increases your time on site, which in turn helps SEO.

Happy Visitors + Happy Google = Higher Rank

Pro Tips for Optimization

- Use short paragraphs
- Use bullets to help digest lists
- Use subheaders so visitors can scan content
- User regular verbiage and skip the industry jargon
- Don't allow images to interfere with text flow
- Say no to bling, bright neon, and unnecessary movement

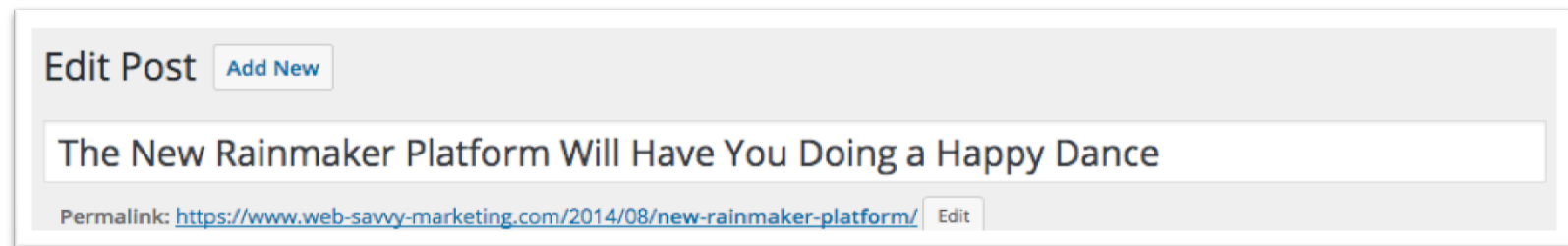
Example Site: thebathtubguy.com



A page name is simply the name you give your page when you create it. In WordPress this is important, because it defaults other important elements like URLs and H1 headers.

Pro Tips for Optimization

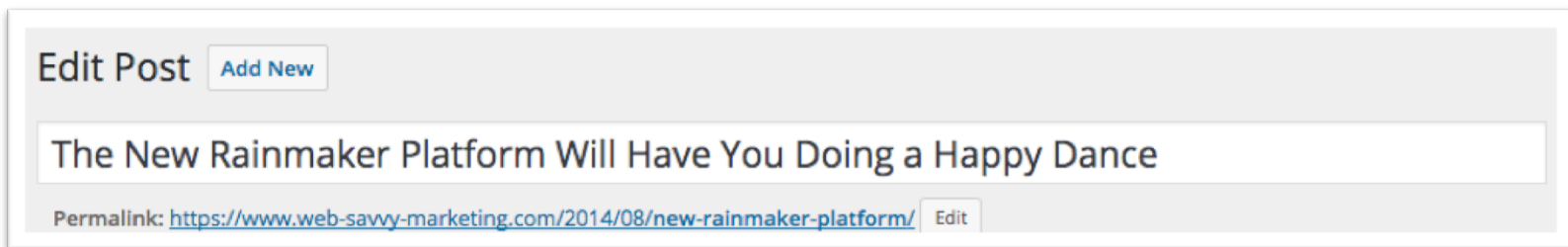
- Choose a title that is relevant to what the content discusses
- Make sure the title is unique and does not duplicate another page/post title
- Keep the title short so it is easy to read and digested
- Include the keyword phrase, but do not repeat it
- Use keyword phrase towards the start of the page title if possible
- Don't force in geographical references thinking this helps with local search



The URL is the website address for a piece of content. The URL is displayed as part of a search result in Google and it appears below the document's title and snippet.

Pro Tips for Optimization

- This should always include your keyword
- This should be as short as possible
- This should use words and not unrecognizable parameters (funky characters)
- Use dashes to separate words
- While content silos are great, keep silos short so they don't create so many layers that the URL is long and unreadable



The H1 is the most important tag and it should never be omitted on a page, post, or product. Search spiders pay attention to the words used in the h1 tag as it should contain a basic description of the page content, just as the page title does.

While most WordPress themes will automatically create this for you, I see a lot of websites that forget to use the H1 or include multiple H1 headers per content piece.

Pro Tips for Optimization

- Make sure your website or WordPress theme uses H1 tags
- Make sure your website or WordPress theme uses only one H1 header per URL
- Include your keyword phrase in your H1 tag
- Position the H1 tag before other tags (H2, H3, H4, etc.)

08.27.14 | Content Marketing

**The New Rainmaker Platform Will Have You
Doing a Happy Dance**

Search engines and human website visitors will use these to better understand the structure of the page. While headers can help with SEO, they are not a make or break SEO factor.

Pro Tips for Optimization

- Use H2-H6 headers to break up groups of content
- Include the focused keyword phrase where applicable
- Include variations of the focused keyword phrase
- Keep headers in title case
- Avoid long sentences as headers
- Avoid duplicating your H1 header within H2-H6 subheaders

The New Rainmaker Platform Extends the Beauty of WordPress

All of the WordPress goodness I love was in a pretty user interface (that means dashboard) that was more beautiful than WordPress itself. You know I love WordPress, so me saying anything is better than WordPress is rare for me.

This simply refers to the content itself and this could reside on the home page, interior pages, blog posts, products, etc.

Pro Tips for Optimization

- Include your keyword phrase a number of times within the content
- Don't keyword stuff
- Use the keyword in the first sentence of the page and if that is not possible in the first paragraph
- Use variations and synonyms
- Don't worry about keyword density
- Instead focus on writing great content around a topic and use the focused keyword in a natural manner

This week Brian Clark reached out to me and asked if I'd like to review the New **Rainmaker platform** from Copyblogger. Me, being the ultimate Genesis fan girl, didn't think twice about umping at the offer.

After all, I've been using StudioPress themes since I started with WordPress and we use the Genesis framework in everything with do here at Web Savvy Marketing. If these folks are releasing something new, I knew it had to be good and I wanted to take a look.

I accepted the invitation and exchanged a some emails with Brian and a few of the other Copyblogger guys. Then I went off to eat dinner and forgot about it for the night. The next morning I had Rainmaker access arrive to my inbox.

They gave me access in the morning and by lunchtime I was doing the Rainmaker happy dance.

Why? Because it's a great content marketing platform and it is an amazing solution for a lot of WordPress users. Not every WordPress user, but a big bunch of them.

I Did Not Start My Morning Dancing

I'm not a morning person, I'm coming down with a cold, and I was on my first cup of coffee. This means I was crabby and my husband couldn't wait to get out the door and start his morning commute.

Then that little email came in with my access information to preview the New **Rainmaker platform**. I'll admit that I was a little excited, because by default, I love software and I love to ump into it and poke around.

Yes I literally poke and peck. Don't give me a manual, podcast, video, or how-to guide. I won't use it. I have to be able to hunt and peck and discover at my own pace. This is how my mind processes new software. With the New **Rainmaker Platform** I could poke and peak and I was like a kid in a candy store.

This ability to discover a new way of looking at WordPress took my grumpy old self and turned it into a curious user who needed another cup of coffee.

A keyword variation is simply an alternate phrase for a focused keyword. They help you rank on the focused keyword as well as alternate phrases.

Pro Tips for Finding Keyword Variations

- Brainstorming
- Competitor websites
- Google related searches at the bottom of a search page →
- Google Keyword Planner tool for Adwords
- Third party keyword tools like KW Finder
- Google autosuggest phrases when searching for the phrase

Searches related to rainmaker platform

rainmaker platform **review**

rainmaker platform **affiliate**

rainmaker platform **examples**

copyblogger

rainmaker platform **pricing**

rainmaker platform **alternatives**

rainmaker platform **themes**

rainmaker platform **login**

CLASSROOM EXERCISE #11

OPTIMIZE YOUR BLOG POST

Readability
Page Titles
URL
Subheaders
Keyword Usage and Variations

ON-PAGE OPTIMIZATION

Let's look at someone's homework.

Images are great for SEO, usability, and sharing on social media. While all content won't have the option for an image, use an image whenever possible.

Pro Tips for Optimization

- Image file names should describe the image and use your keyword if possible
- Image alt text should describe the image and use your keyword if possible
- Use the right image size so performance and speed are protected
- Write and add a good, keyword rich description for any image you want to rank in Google image search

Example of Alt Text Usage

- Really bad: ``
- Better: ``
- Really good: ``
- Spammy: ``

An internal link connects one page of a website to a different page on the same website. Internal links provide value to the human reader as well as help search engines locate content and know what content is of most value.

Here is Google's verbiage on this report within their help section of GSC:

“ The number of internal links pointing to a page is a signal to search engines about the relative importance of that page. If an important page does not appear in this list, or if a less important page has a relatively large number of internal links, you should consider reviewing your internal link structure.

Pro Tips for Optimization

- Place links where they help the reader and provide value
- Link to your cornerstone content, services, and products
- Link with good keyword rich anchor text
- Vary your anchor text for a link so it doesn't appear forced
- Don't overuse links and in doing so, make content unreadable

Anchor text is the clickable text that users will see as a result of a link. This text is placed within the anchor tag. You set this in WordPress when you define the link. Anchor text helps users with disabilities and search engines better understand the link.

Pro Tips for Optimization

- Make sure this clearly describes the destination link
- If possible, include the focused keyword
- Don't make it spammy – don't force the keyword if it can't be used naturally
- Avoid click here, page, read more, and article as anchor text as it does not inform human readers or search engines of the nature of the link

Again, if you answered yes to many of those questions, then you should at least [preview the New Rainmaker platform](#) and give it a try.

A meta title and description are the very first thing a potential visitor sees for your website. They show up in search engine result pages, so this is your first opportunity to grab someone's attention, gain their trust, and entice them to take action.

Pro Tips for Optimization of Meta Titles

- A page's meta title should be a title (not a sentence)
- Make sure it is unique and doesn't duplicate other meta titles
- Make it informative, yet easily readable
- Include the focused keyword phrase
- If possible, keep the keyword phrase as far to the beginning as possible
- This is your first opportunity to reach potential visitors, so make it enticing, but not cheesy
- Keep it under 55 characters

Pro Tips for Optimization of Meta Descriptions

- A page's meta description might be a sentence or two or a short paragraph
- Make sure it is unique and doesn't duplicate other meta descriptions
- Make it informative, yet easily readable
- Include the focused keyword phrase in it
- If possible, keep the keyword phrase as far to the beginning as possible
- This is your first opportunity to read potential visitors, so make it enticing, but not cheesy (yep this was repeated because it is important)
- Keep it under 150 characters

The New Rainmaker Platform Makes You Do a Happy Dance

<https://www.web-savvy-marketing.com/2014/08/new-rainmaker-platform/> ▼

Aug 27, 2014 - I was given access to the New Rainmaker Platform and within hours I was doing the happy dance. Let me tell you why its perfect for many ...

CLASSROOM EXERCISE #12

OPTIMIZE YOUR BLOG POST

Images
Meta Titles and Descriptions
Internal Links
External Links

ON-PAGE OPTIMIZATION

Let's look at someone's homework.



OFF-PAGE SEARCH ENGINE OPTIMIZATION

RANKING ON PAGE ONE
REQUIRES A COMBINATION OF
ON-PAGE AND OFF-PAGE
SEO EFFORTS

1

IT IS IMPORTANT TO
UNDERSTAND WHAT
OFF-PAGE SEO IS AND
WHY IT MATTERS

GOOGLE NEEDS TO KNOW
WHO YOU ARE AND
WHY IT SHOULD PAY
ATTENTION TO WHAT YOU DO

Off-page SEO makes that happen!

Good SEO includes a variety of factors that help search engines understand the quality, authority, and trust of your website or blog.
This is the nature of off-page SEO.

1

Are you a trustworthy website or blog?

2

Are you considered an authority over specific subject matter, topic, or industry?

3

Do you provide high quality content that will make users happy?

Off-page SEO factors help search engines answer those questions!

**OFF-SITE SEO
FACTORS ARE LIKE
VOTES
FOR THE
HOMECOMING
KING OR QUEEN**



**Below is a sample list of off-site data points.
While these are not all of them, they are the most important.**

- Brand mentions and citations
- Social media profiles
- Social media activity
- User reviews and recommendations
- Referring domains and backlinks (inbound links)
- Local directories and individual profile listings
- Domain registration data
- Hosting information

Pro Tips for Optimization

Build off-site data points to the main URL plus individual pages, posts, and products.

2

BEFORE YOU START
BUILDING ANY
OFF-PAGE SEO

When working on off-page SEO, it is best to consider the relevant data points and make sure you have these ready so you keep yourself on-task and on-target.

- Website name
- URLs – main and cornerstone content
- Contact information
- Phone number – local area code for small geographical focused sites
- Top search terms – your top five targeted search terms
- Short description that uses these search terms (25-50 words)
- Long description that uses these search terms
- Logo files – various sizes and file types
- Images used in main website branding or for products and services

CONSISTENCY IS VERY IMPORTANT TO SEARCH ENGINES

This is why you create a
cheat sheet. It keeps you
on-track and on-target!



UNDERSTANDING BACKLINKS

A backlink, also referred to as an inbound link, is created when a third party website or blog links over to your content. Backlinks help in driving brand awareness, website traffic, and help improve your organic search ranking.

The major search engines use a lot of different metrics to determine the value of external links. Some of these metrics include:

- The trustworthiness of the linking domain
- The popularity of the linking page
- The relevancy of the content between the source page and the target page
- The anchor text used in the link
- The amount of links to the same page on the source page
- A number of domains that link to the target page
- The amount of variations that are used as anchor text to links to the target page
- The ownership relationship between the source and target domains

How do I truly know backlinks matter? Google tells me so in Google Search Console. If Google is giving you data in Search Console, you know it matters.

The image shows two overlapping screenshots of the Google Search Console interface for the website <https://www.web-savvy-marketing.com/>.

Top Screenshot: Links to Your Site

- Total links:** 68,204
- Who links the most:**

Source	Links
idealgroup.com	6,993
idealgroup.com	3,930
- Your most linked content:**

URL	Links
/about/	34,430
https://www.web-savvy-marketing.com/	21,542

Bottom Screenshot: All linked pages

Overview » All linked pages
Your pages that are linked from other domains.

Download this table | Download more sample links | Download latest links

Show 25 rows | 1-25 of 453

Your pages	Links	Source domains
/about/	34,430	516
https://www.web-savvy-marketing.com/	21,542	552
website design	4,827	88
/2015/05/google-analytics-goal-tracking/	425	3
/blog-savvy/	398	26
/new/brand/	336	12
/seo-consulting/	239	34
/seo-consulting/	210	12
/seo-consulting/	196	16
/2015/05/premium-wordpress-plugin/	91	2



LINK BUILDING BEST PRACTICES

The process of link building is basically collecting these inbound links. There are a variety of ways to achieve link building, but please be cautious in doing so!

Some key points on link building:

- Today's consultants and website owners have to be very careful about link building. Doing it wrong will put you in a Google penalty box.
- Play it safe and focus on basic link building via quality content and engagement.
- Build links into the home page.
- Build links into individual pieces of content:
 - Pages
 - Posts
 - Products
- Don't stress about do follow and don't follow. If you're actions are legit, you rarely have to worry about if a link is do follow or not.

- Social media profiles
- Social media shares
- Blogs
- Guest blog posts – be careful
- Press release distribution – be careful
- Local listings
- Local directories
- News or bookmarking websites
- Review websites
- Sponsorships
- Groups
- Forums
- Associations
- Event listings
- Presentations
- Document sharing
- Speaking engagements
- Webinars
- Videos
- Podcasts

Pro Tips for Optimization

Google has clearly defined rules on guest posts, press releases, and sponsorships. Before you proceed on any of these, review Google's webmaster guidelines for quality content.

- Write quality content people want to read and share
- Be active in social media and play nice with those around you
- Attend and/or sponsor local and online events
- Sponsor local sports teams or events
- Speak at conferences
- Appear as a guest on podcasts
- Write guest blog post on select sites
- Give freely of myself and my knowledge
- Be part of the community around me
- Publish good stuff (YEP I'M SAYING IT AGAIN)

Pro Tips for Optimization

If you produce quality content and participate in the community around you, people will naturally link to you, mention you and your website, and share your content.

- Footer links in client websites or blogs
- Keyword rich links inside press releases
- Guest blog posts with links inside author bios
- Duplicate posting of content across multiple websites with keyword rich links
- Link exchanges
- Anything automated

Real Life Confession

Over ten years ago I had my employer's website removed entirely from the Google index. It was because I was doing black hat SEO without knowing it. I didn't get fired and I eventually did get us back in the index, but damage was done and we had to launch a new URL to regain rank.

If you are going to link build, know the rules before you start!

5

DON'T BE A VICTIM OF
BAD LINK BUILDING

- Automatically generated content
- Sneaky redirects
- Link schemes
- Cloaking
- Hidden text and links
- Doorway pages
- Scraped content
- Affiliate programs that provide no tangible value
- Irrelevant keywords
- Creating pages with malicious behavior
- User-generated spam



Any links intended to manipulate PageRank or a site's ranking in Google search results may be considered part of a link scheme and a violation of Google's Webmaster Guidelines. This includes any behavior that manipulates links to your site or outgoing links from your site.


The following are examples of link schemes which can negatively impact a site's ranking in search results:

- Buying or selling links that pass PageRank. This includes exchanging money for links, or posts that contain links; exchanging goods or services for links; or sending someone a “free” product in exchange for them writing about it and including a link.
- Excessive link exchanges ("Link to me and I'll link to you") or partner pages exclusively for the sake of cross-linking
- Large-scale article marketing or guest posting campaigns with keyword-rich anchor text links
- Using automated programs or services to create links to your site

Additionally, creating links that weren't editorially placed or vouched for by the site's owner on a page, otherwise known as unnatural links, can be considered a violation of our guidelines.

Here are a few common examples of unnatural links that may violate our guidelines if PageRank is passed:

- Text advertisements
- Advertorials or native advertising where payment is received for articles links
- Links with optimized anchor text in articles or press releases distributed on other sites.
- Low-quality directory or bookmark site links
- Keyword-rich, hidden or low-quality links embedded in widgets
- Widely distributed links in the footers or templates of various sites
- Forum comments with optimized links in the post or signature

A close-up photograph of two hands gripping vertical metal bars, set against a dark background. The hands are positioned on either side of a horizontal bar, with fingers wrapped around the vertical ones. The lighting is dramatic, highlighting the texture of the skin and the metallic surface of the bars.

**BE SMART OR YOU'LL
FIND YOURSELF
IN SEARCH ENGINE JAIL!**

CLASSROOM EXERCISE #13

BACKLINK REVIEW

SpyFu
SEMrush
Google Search Console

6

SOCIAL MEDIA IS A
CRITICAL ELEMENT IN
TODAY'S SEO EFFORTS

IGNORE YOUR MOM
& BE A SOCIAL
BUTTERFLY



Social media activity influences search ranking within Google. Saying this a different way - it is extremely difficult to have good SEO without being active on social media.

Important points about social media and SEO:

- Social media activity has replaced some value of traditional (non-social) link building
- Social activity counts at a website and individual URL level
- Types of social activity that matters:
 - Followers and likes to main account
 - Individual URL shares, likes, and comments
- Your social clout counts (who follows and interacts with you)

How Do I Know Social Media Really Matters?

I've tested it with my own theme products, blog posts, and pages. There is a direct correlation between social activity and time to rank and position on page one of SERPs.

7

THE FIRST 24 HOURS IS
CRITICAL WITH SOCIAL
MEDIA & SEO

Completely Ignoring Off-Page Factors

You've launched your new website and you wrote oodles of content and you're done. Right? Nope. That is just the beginning.

You have to follow that up with off-site activity. Good SEO requires both on and off-site activity. That means the content is just the beginning.

Jumping into Link Building

Link building can work great, but it can also be very dangerous. Before you start, make sure you understand what is legal and what isn't accepted by search engines.

If you hire an SEO consultant, make sure you have a clear understanding of what they are doing so they don't get in trouble.

Setting Up Social Media Profiles and Forgetting Them

"I have social media accounts and have had them for years" is something I often have told to me. The problems if they set up the accounts and forget all about them.

Social media only works if you are active on them. Ignore social media and it will ignore you too.

Only Sharing Other People's Content on Social Media

There are a lot of people I talk to that tell me they're very active on Facebook, but it just isn't converting into revenue for them. When I look at the profile, they are posting content, but none of it routes back to their actual website.

Social media is great, but remember the goal is to route people back to your website or blog and build links for your content. Feel free to share content of others, but don't forget your own content.

Talking to No One

Another social media blunder I see is people are active with posts but have no one following their profiles. That means they are broadcasting information to virtually no one.

Successful at social media efforts means to be interactive. You can only do this if you interact with others and have other people interested in you and your account.

CLASSROOM EXERCISE #14

SOCIAL MEDIA REVIEW

Twitter
Facebook
LinkedIn
Google+
Pinterest

HOMework ASSIGNMENT

12 WEEK PLAN CREATION

Template: 12 Month SEO Plan.docx



TIME FOR YOUR
QUESTIONS

DAY THREE
IS A WRAP