



HOW TO USE SEO TO  
IMPROVE GOOGLE RANKINGS

TopRank<sup>®</sup>  
Online Marketing

# ABOUT THE SPEAKER

@eprokop1  
#GoogleConf



Evan Prokop  
Digital Marketing Manager

**TopRank® Online Marketing**  
Full service digital marketing agency

- Content Marketing
- SEO
- Social Media Marketing
- Influencer Marketing

**MCKESSON** **LinkedIn**



**PRSA** Public Relations Society of America

 **Wake Forest®**  
Baptist Health

 **STRONGVIEW®**

 **FamilySearch**

# SEARCH: IT'S KIND OF A BIG DEAL

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There are over **5 BILLION** Google searches each day

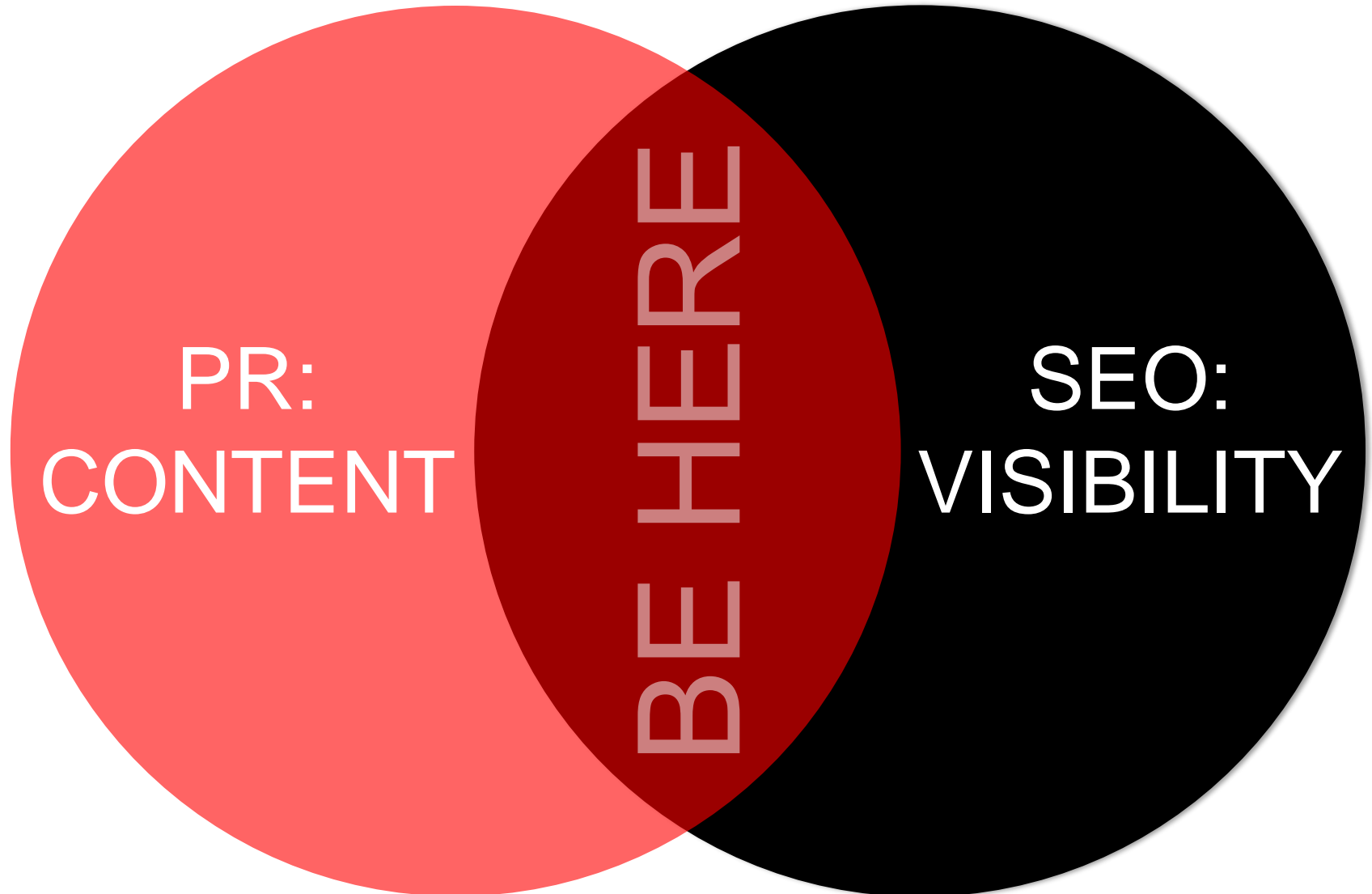
- <http://www.statisticbrain.com/google-searches/>

**91%** of journalists use search to find news sources and story ideas

- TopRank Online Marketing Survey

# PR AND SEO: THE PERFECT MATCH

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# WHAT'S YOUR STAGE OF SEO?

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STAGE 1:  
Bunny Hill



STAGE 2:  
Ready to 'elevate'



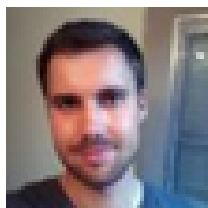
# INFORMATION OVERLOAD!!!

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## Is SEO Dead?

+ Comment Now + Follow Comments

## 21 SEO Techniques You Can Use Today to Get More Search Engine Traffic



Do  
By E



## 17 SEO B... Your E-Commerce Sales

## What Not To Do In Search |

## 5 Critical SEO Mistakes Leaders Must Avoid



# SEO: THE ESSENTIALS

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# SIMPLE SEO WORKFLOW

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AUDIT

ACTION  
PLAN

ASSESS  
& REFINE



# SEO IN ACTION: CURRENT SITUATION

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Case Studies | Training | Blog | Find an Installer | Find a Sales Rep | Contact Us

Choose your system >



Residential Radiant



Commercial Radiant



Residential Plumbing



Commercial Plumbing



Residential Fire Safety



Pre-insulated Pipe



Hydronic Distribution

## Organic traffic on steady downward trend

Organic Search Traffic



2014

Explore all the s  
Learn more >

Enriching peo

core purpos... have been seeking out innovative ways to ensure our PEX plumbing, radiant heating/cooling, hydronic distribution, pre-insulated pipe and fire sprinkler systems offer

# AUDIT: FINDABILITY

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FINDABLE

ACCESSIBLE

OPTIMIZED

## Index Status Showing data from the last year

Basic

Advanced

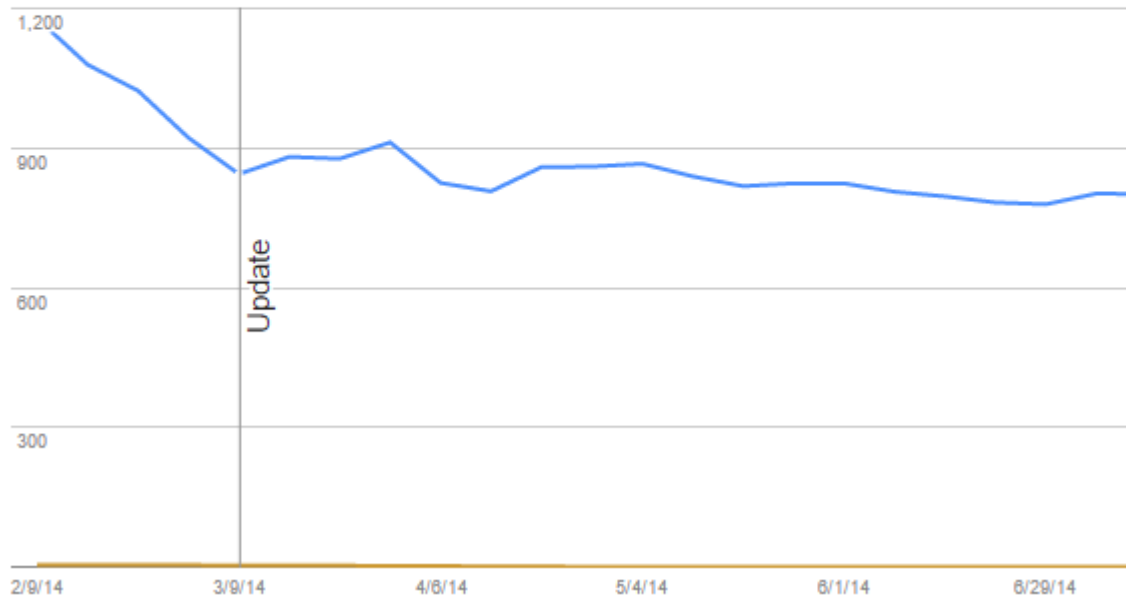
Total indexed

Blocked by robots

Removed

Total indexed <sup>?</sup>  
**692**

Blocked by robots <sup>?</sup>  
**312**



# SEO TOOL: GOOGLE WEBMASTER TOOLS @eprokop1 #GoogleConf

## New and important

No new messages or recent critical issues. [View all](#)

## Current Status

### Crawl Errors >>

#### Site Errors

DNS	Server connectivity	Robots.txt fetch
✓	✓	✓

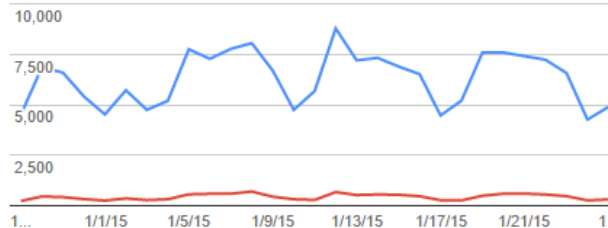
#### URL Errors

97 Soft 404  
449 Not found  
1 Other

### Search Queries >>

3,575 queries

■ 183,417 impressions  
■ 12,711 clicks



### Sitemaps All (1) >>

■ 208 URLs submitted  
■ 192 URLs indexed



<https://www.google.com/webmasters/tools/home>

FINDABLE

## Opportunities:

- Page speed
- Dead links / pages
- Server errors
- Duplicate content

ACCESSIBLE

OPTIMIZED



### Crawl Error

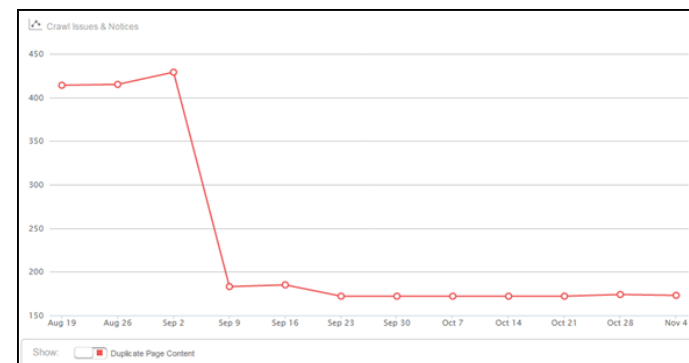
Moz encountered an error on one or more pages on your site

Error Code 902: Network Errors Prevented Crawler from Contacting Server

### Duplicate Content

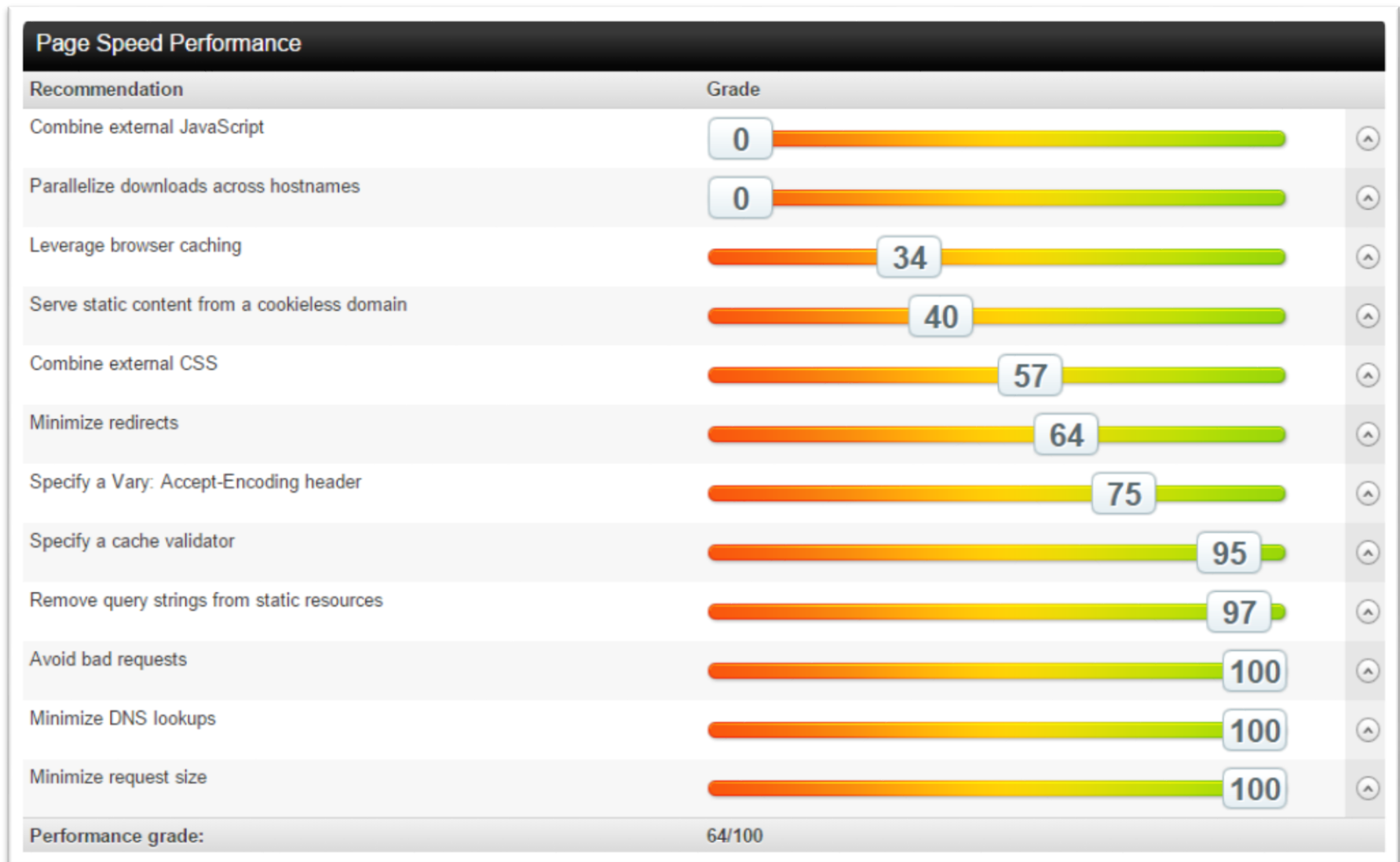
On Page	Titles
400	748

404 Errors
Pages
23



# SEO TOOL: PINGDOM

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<http://tools.pingdom.com/fpt/>

FINDABLE

ACCESSIBLE

OPTIMIZED

## Opportunities:

- Keyword strategy
- Content
- Messaging



# SIMPLE SEO WORKFLOW: ACTION PLAN

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AUDIT

ACTION  
PLAN

ASSESS  
& REFINE

# ACTION PLAN: FINDABILITY

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FINDABLE

ACCESSIBLE

OPTIMIZED

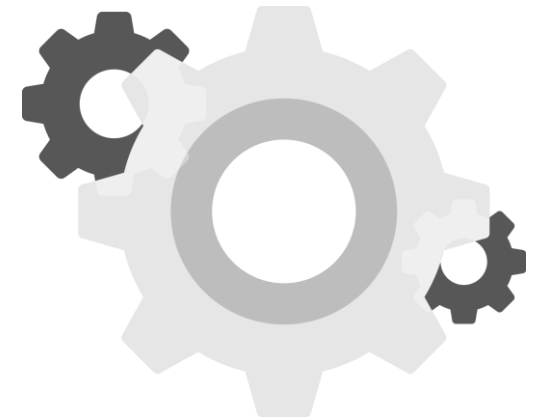




FINDABLE

## Key Actions:

- Restore / redirect
- Asset optimization
- Browser caching
- Canonicalization



ACCESSIBLE

OPTIMIZED

# ACTION PLAN - OPTIMIZATION

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## Key Actions:

- Keyword research
- Content audit
- On page optimization
- Content creation

FINDABLE

ACCESSIBLE

OPTIMIZED



# SEO TOOL: KEYWORDTOOL.IO

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## Keyword Suggestions

pex	
pex <b>tubing</b>	+
pex <b>supply</b>	+
pex <b>universe</b>	+
pex <b>plumbing</b>	+
pex <b>card</b>	+
pex <b>manifold</b>	+
pex <b>co</b>	+
pexy	+
pex <b>vs copper</b>	+
pex <b>els</b>	+

pex_	
pex <b>tubing</b>	+
pex <b>supply</b>	+
pex <b>crimp tool</b>	+
pex <b>card</b>	+
pex <b>manifold</b>	+
pex <b>vs copper</b>	+
pex <b>commands</b>	+
pex <b>to copper</b>	+
pex <b>pipng</b>	+
pex <b>shut off valve</b>	+

<http://keywordtool.io/>

# SIMPLE SEO WORKFLOW: ASSESS & REFINE

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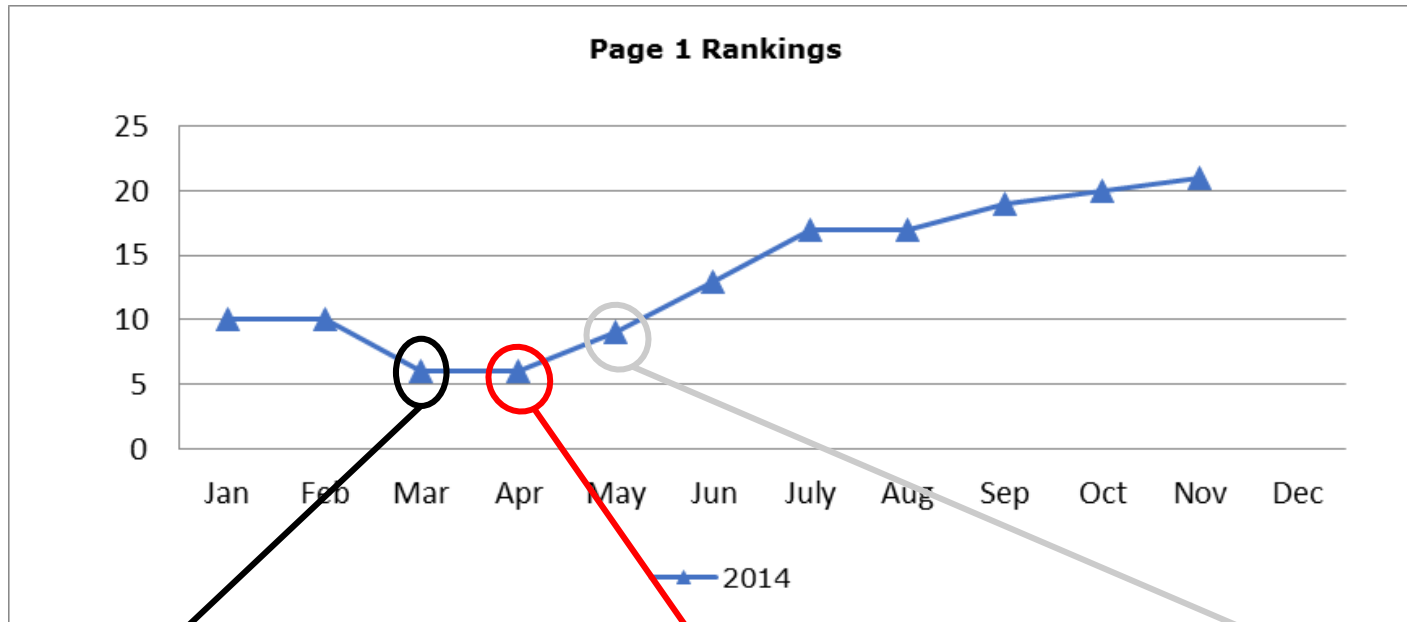
AUDIT

ACTION  
PLAN

ASSESS  
& REFINE

# RESULTS: GOOGLE RANKINGS

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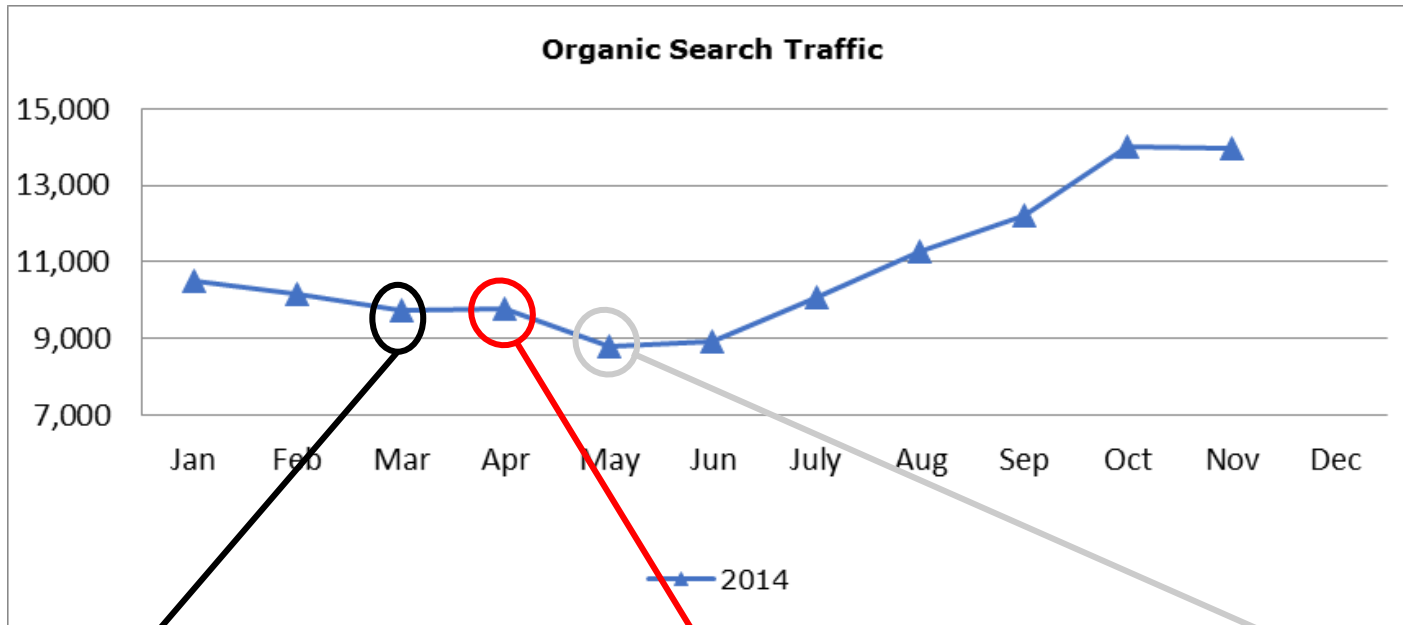
AUDIT

ACCESSIBILITY

OPTIMIZATION

# RESULTS: SEARCH TRAFFIC

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**AUDIT**

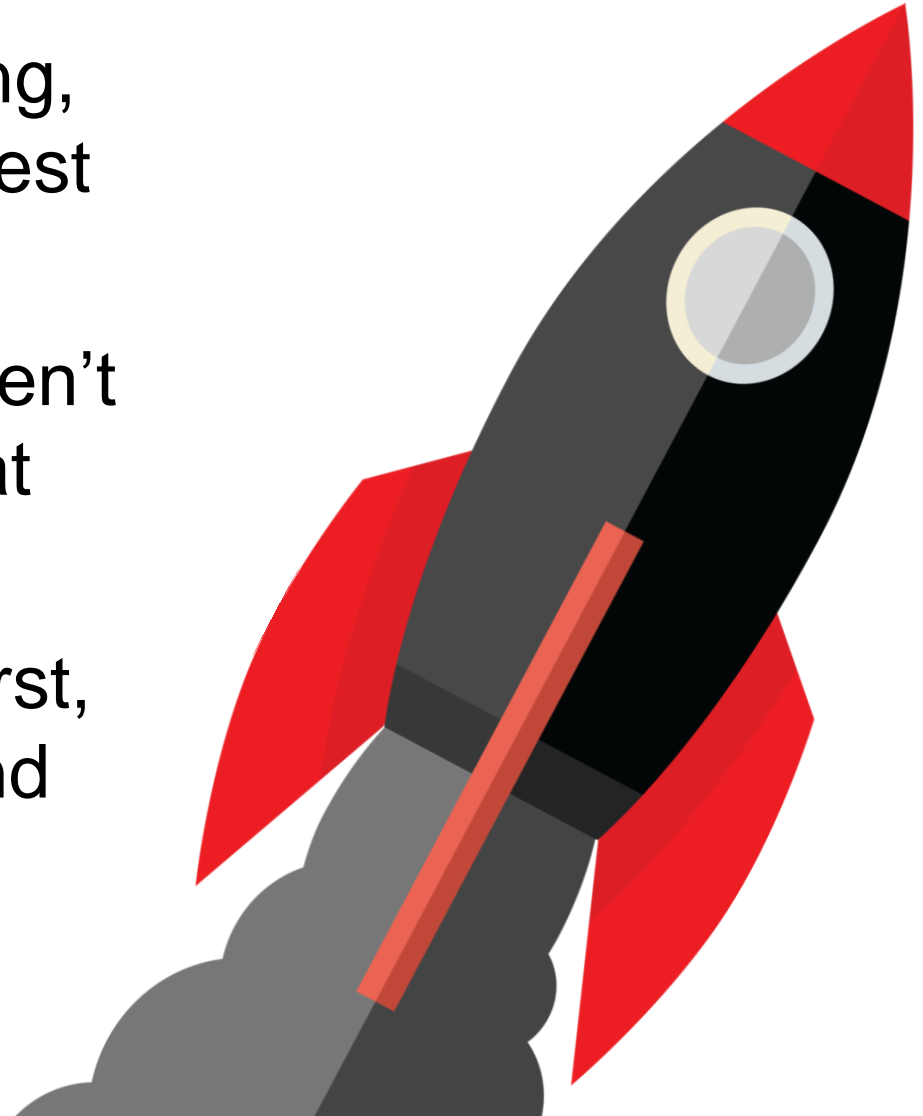
**ACCESSIBILITY**

**OPTIMIZATION**

# TAKEWAYS

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- You can't do everything, so prioritize your highest impact actions
- The best keywords aren't what you use, it's what your customers use
- Optimize for people first, search engines second



# THANKS!

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## Let's Connect!

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