# Optimize Your Content to Improve Google Search Rankings

Google for Communicators

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## Improve Google Search Rankings

- Google's Ranking Factors
- Onsite vs. Offsite SEO
  - Differences & tactics for each
  - Use keywords, links and meta tags effectively without harming your page ranking
- Site Analysis (determine if it is optimized)
  - Screaming Frog, GA, Search Console
- Content
  - Develop compelling, in-depth and timely content that is relatable and raises your search ranking on Google
  - Establish a process for structuring content that gets traction
  - Adapt your content to Google's latest mobile-friendly algorithm changes
- Sharing Results
  - Communicate your communications goals to your web team so you can work together to make your site and your content findable on mobile devices.
  - Dashboard Creation
- Trends in SEO
- Tools

## Ranking Factors in 2015

## A Guide to Google Algorithm Updates

- Pre-Hummingbird SEO: How do I rank for these terms?
- Post-Hummingbird: How do I best answer the questions my users have?
  - Mobilegeddon (April 2015)

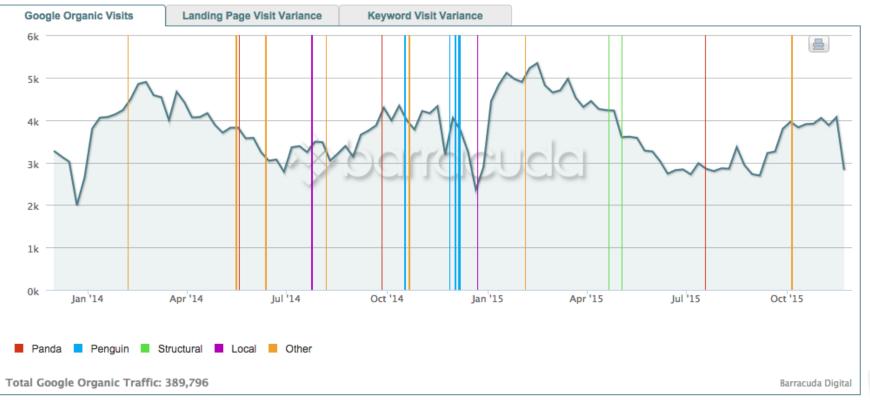
Did Mobilegedden affect your site?

Find out here: <a href="http://bit.ly/CheckMobile15">http://bit.ly/CheckMobile15</a>

- The Phantom Update/Quality Update
- Panda 4.2

## Being Punished by Panda?

## http://panguintool.barracuda.digital/















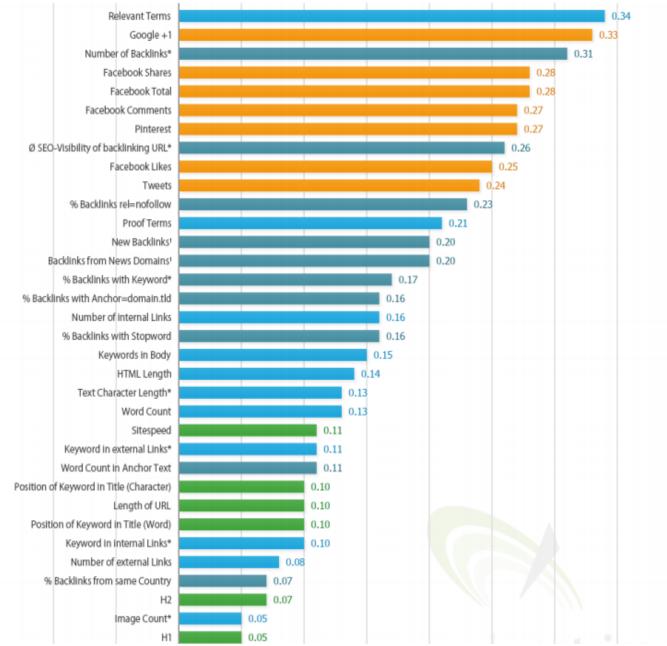


## How to Respond?

## **Create Quality Content**



# Ranking Factors



## Onsite vs. Offsite SEO

### Onsite vs. Off Site SEO

- Titles are unique for each page? Title length is between 50 – 65 characters?
- Description tag is between 150-160 characters?
- Description tag is not keyword stuffed & is unique?
- Permanent Link structure (URL) format?
- Proper use of Heading Tags (H1, H2, H3..)
- Content on the web site is fresh? Updated regularly?
- Content length on post pages?
- Internal linking Do you link internal pages?
- Internal linking Use of anchor text (is it varied?)
- Is there an ALT tag for all images?
- Are image files names descriptive?
- Image file size is optimized?
- Code minimized?
- Use of media queries/responsive design?

- Blog comments have the 'nofollow' tag?
- External links have the 'nofollow' tag?Banner ads have the 'nofollow' tag
- Are pages with duplicate or no content, noindex and nofollow ( or use canonical urls)?
- Too many ads above the fold?
- Checked for invalid use of 301 and 302 redirects? Site checked for broken links?
- Page speed: Average time to load home page?
- Page speed: Average time to load other pages?
- Is there a user sitemap (html) in the main menu?
- Is there a 'related posts' section below each detail page?
- Is there an About, Contact and Privacy policy page?
- Is there a breadcrumb on all pages?
- ▶ Is there a custom 404 page?

### Onsite vs. Off Site SEO

- Links, Links & More Links
- Did I mention links?
- Is the web site registered on Google Webmaster tools?
- Is the web site registered on Bing Webmaster tools?
- Checked robots.txt?
- Is there a valid XML Sitemap?
- Is the web site registered with Google Analytics?
- Is there a Facebook business page? Is there a twitter account? etc.?
- Are social media profiles SEO?
- Content distribution? Influencer strategy?
- Wikipedia posting & linking
- Oh, and links.

### How to Get Indexed

#### CLEAN UP YOUR HOUSE

- Check that URL redirects send visitors to the correct locations.
- Use permanent (301) redirects where appropriate.
- Check for accurate title tags and meta descriptions.

#### LAY GROUND RULES

Set up robots.txt to allow your site to be indexed.

#### GIVE DIRECTIONS

- Create a sitemap for the site.
- Submit the sitemap to Google and Bing.

#### SEND THE INVITATION

Use 'Fetch as Google' from Webmaster Tools aka Search Console.

## Case Study: The Washington Center

- Opportunity: New Program to Administer
- Goals:
  - Build brand awareness
  - Convert new applicants

#### Problem:

No keywords ranking, high competition, no original content

#### Results:

- Week 1 baseline: PA 1, 0% organic search traffic, 0 links
- Week 3: PA 1, 5% organic search, 20 links
- Week 6: PA 39, 10.17% organic search, 127 links, 20% overall conversions

### How Did We Do This?

#### On site:

- New pages with unique content (& a press release)
- Unique title and meta descriptions
- Internal linking
- Optimized images
- Email campaigns

#### Off site:

- Link building campaign starting at week 2
- Social media promotion starting at week 4
- Influencer outreach online and on social week 4

### Up coming:

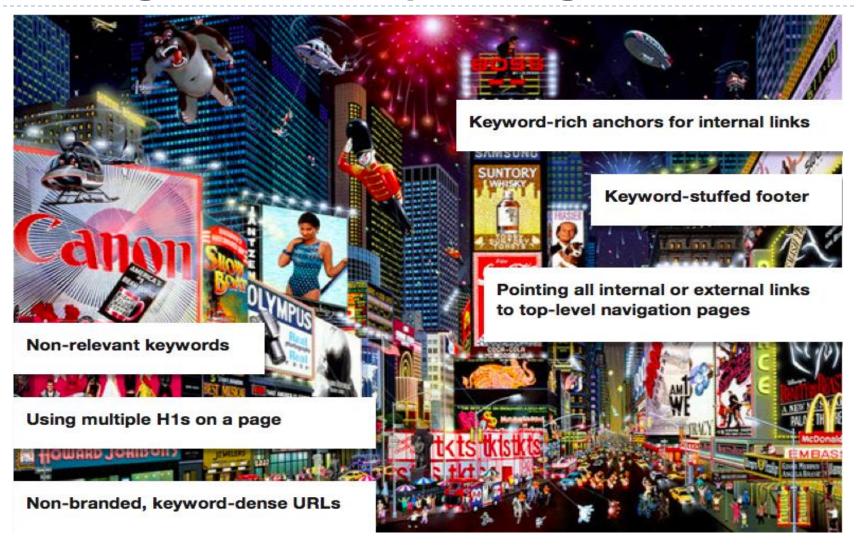
Custom content (blogging and story telling)

## Conducting a Site Audit

## Is Your Site Optimized?

- Do you rank on the first three SERPs for key words and phrases?
- Does a large percentage of traffic come from organic search?
- Is your site mobile friendly?
- Is your site load time under two seconds?
- Have you focused too much on technical SEO and not enough on content optimization?

## You Might Be Over-Optimizing Your Site...



## When to Worry...

- Have you noticed fluctuations in search engine page and link count numbers?
- Falling traffic from multiple engines?

#### TO DO:

- Check links in Google Webmaster Tools (Search Console)
- 2. Crawl the site and check for indexing errors (Hint: look in the robots.txt or meta robots tags)
- 3. Check for DNS issues

### Conduct a Content Audit

- 1. Run a <u>Screaming Frog</u> analysis of your blog
- 2. Filter out all links that might not be necessary for your audit
- 3. Input all URLs into <u>Shared Count</u>'s bulk uploader, export, add to spreadsheet
- 4. Grab Google Analytics data & append
- 5. Pull in some keyword and search data
- 6. Add the day of the week that each post was published
- 7. Add post length (word count)

## Here's How It Looks

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### What We Did With The Results

- ▶ Found that longer-form articles with 2,000+ words made better landing pages for evergreen content. We created 8 long-form landing pages for our top terms and industries and increased inbound links by 45% and organic traffic by 89%.
- Found old articles on the blog that kept bringing in the organic traffic and optimized them fully. Then updated the pages with new images and added internal linking to other, similar articles.
- Found that Monday and Thursday were the top days to post on the blog for social shares.
- Shortened page titles (found that 60% of our titles had over 55 characters in the audit) and added unique meta descriptions.
- Discovered that images weren't optimized, then fixed it
- 2(minimized for speed & added altrags) werofPR

## **Optimizing Content**

#### The Golden Rule

Content should be developed for the readers and optimized for the search engines.

## Step 1: Research

- Competitive What are your key competitors up to? What keywords do they use? Site speed? Links? Social sharing? PA & DA?
- Keyword What terms bring visitors to your site? Monthly search volume? Competition? Ranking? Branded vs. non?

# CREATE BEANCHMARK REPORTS FOR ALL OF THE ABOVE

### **Understand Your Business & Your Customers**



## Step 2: Create Personas

CUSTOMER PERSONAS intricately define a company's target customers beyond shallow characteristics such as age, sex, income, education and location.

Although certainly a good start, a customer empathy map is a helpful exercise that more fully describes the person – motivations, concerns and behaviors.

Ultimately, complete customer profiles include an understanding of their identity, needs and digital behavior.

## Step 2: Create Personas



#### Name: Jane

- Female / 38 years old Gen X Alpha Mom
- Employed full-time but very involved in her kid's life works as a public relations vice president
- Is very proud of her child and talks about him constantly he is the most important person in her life
- She makes most of the important decisions in the family around purchases, vacations and child activities
- She likes things that are quality and easy / She dislikes poor quality and wasting her time

#### Marketing Messaging

- Open to advertising but the message should be personal and focused on the relationship she has with her child specifically, how to help him succeed and make friends, rather than just on children in general
- "I want my child to have friends, succeed at school and be prepared for life's challenges" "I want him to be happy"
- "Tell me why you are better than anyone else I want the best for my child"

#### Content she shares

- Parenting information. movie & TV, and technology information with her friends
- Content she consumes
- Movies & TV parenting information and plays casual games online and on her phone/tablet

#### Where she finds information in order of

#### importance

- Word of mouth
- Internet (search, parenting sites)
- Mobile
- Radio
- Magazines
- Television

#### Relevant Action Habits

·Giving back is very important to Jane. She has selected 3 charities she feels strongly about (her church, children's charity and animal welfare) Jane gives to charity online. but also gives at grocery checkouts and buys product that "give back"

- She wants to find information fast
- It has to be easy for her to find what she needs, signup and share
- It has to be "qualified", "approved", "best in class"
- Information or technology has to answer a problem

#### Technology

- Jane is a technology Adept and spends most of her time on:
  - Mobile
  - Tablet
  - Computer

## Step 3: Create Content for the Buyer Journey

#### THE NEW BUYER'S FUNNEL

Let the buyer's concerns guide your content strategy



## Step 3: Create Content for the Buyer Journey



## Step 4: Optimizing Content for Mobile

- Page Speed
  - Minify code, leverage browser caching, reduce redirects
- Allow crawling of CSS, JavaScript and images
- Don't use Flash
- No pop-ups, please
- Consider fat fingers
  - Large font & buttons, clean design, clear CTA
- Optimize for local search
- Mobile site configuration
  - Responsive, dynamic, or separate site

#### Structured Data

#### Inbound Marketing - Google Books

books.google.com > ... > Marketing > General ▼ Google Books ▼

★★★★ Rating: 4 - 36 reviews

Oct 2, 2009 - Inbound Marketing is a how-to guide to getting found via Google, the blogosphere, and social media sites. • Improve your rankings in Google to ...

#### Inbound Marketing: Get Found Using Google, Social Media ...

www.amazon.com > ... > Industries > Retailing ▼ Amazon.com ▼ Inbound Marketing: Get Found Using Google, Social Media, and Blogs [Brian Halligan, Dharmesh Shah, ... Find all the books, read about the author, and more.

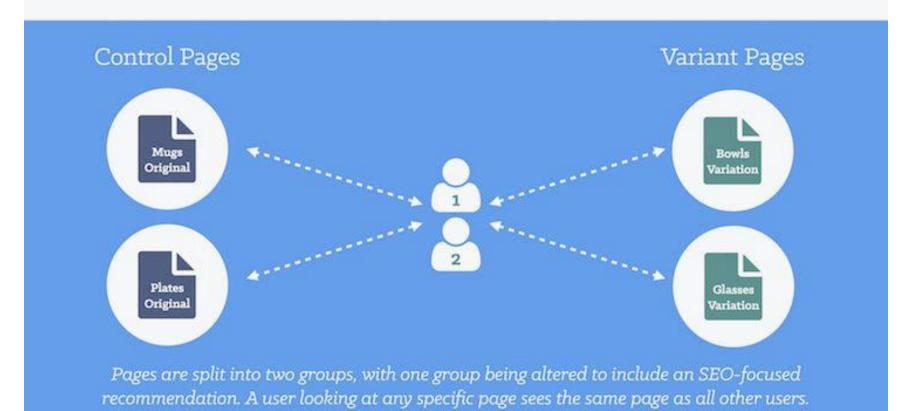
## Adding Rich Snippets

To get the review rich snippet, you would use the following code:

```
<div itemprop="aggregateRating" itemscope itemtype="http://schema.org/AggregateRating">
<span itemprop="ratingValue"> [Aggregate rating given] </span></span> stars — <span
itemprop="reviewCount">[Number of reviews] </span></span> reviews
</div>
```

## Step 5: A/B Testing

### SEO A/B Testing is Page Oriented

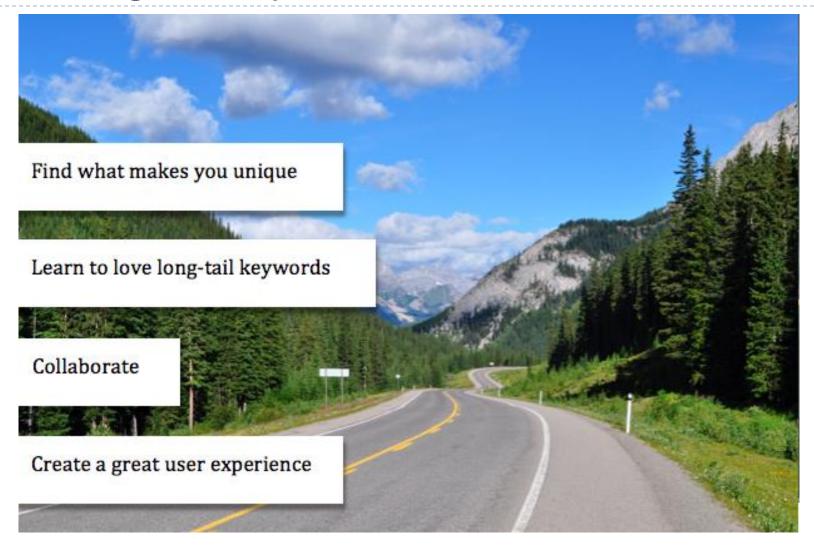


Moz.com

### How to Structure Content for Traction

- Solve a problem, answer a question and/or educate your audience
- Nail the headline every time
- Pay attention to post length, day of week and time of day
- Master you promotion/distribution plan
- Reach out to influencers
- Test, measure, tweak, repeat
- Conduct regular audits, as well as spot checks

## **Creating Quality Content**



## What to Avoid

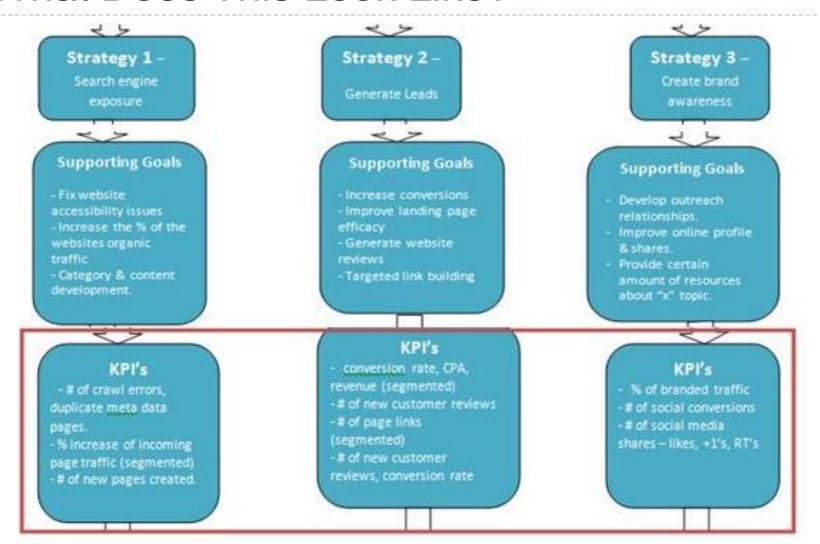


## Communicating Goals & Results

#### Goals

Problem > Goals > KPIS > Metrics

#### What Does This Look Like?



#### Google Dashboard

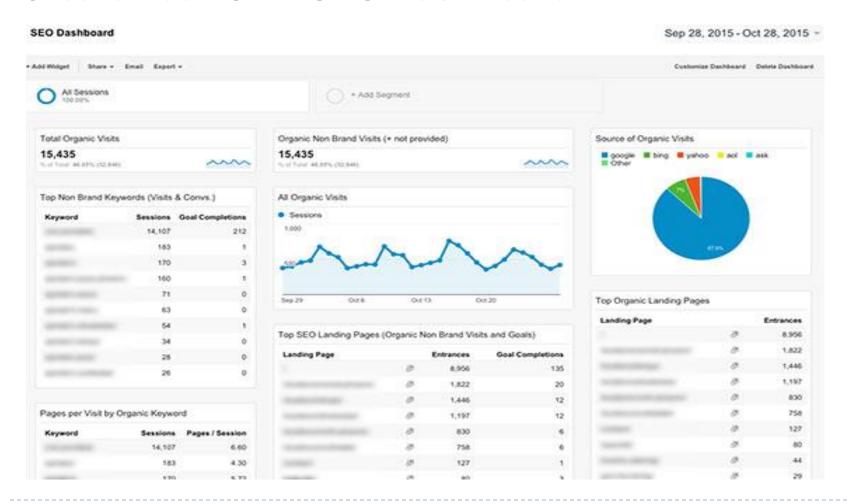
#### What's important?

- All Organic Visits Over Time (Timeline)
- Top SEO Landing Pages
- Top Organic Keywords & % of New Visits
- Pages per Visit by Organic Keyword
- Most Successful Keywords by Goal Completions

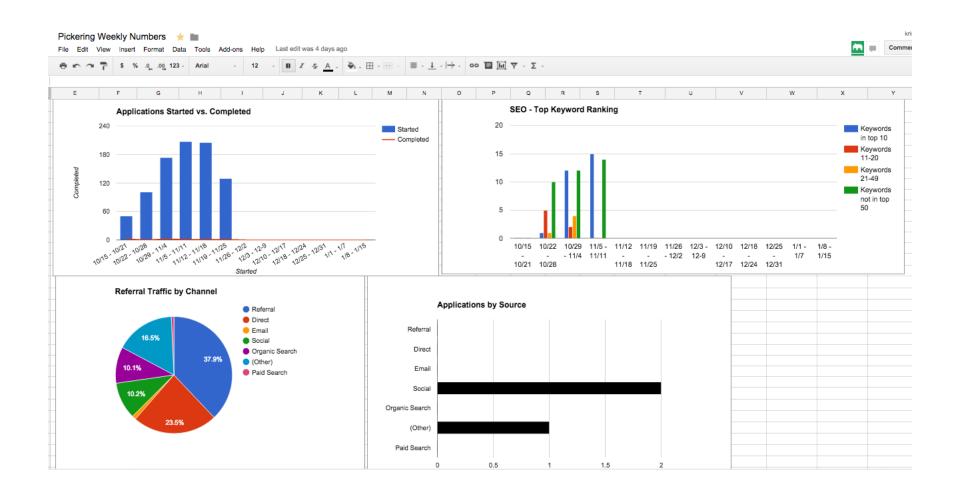
\*Report on Your KPIs and Metrics

#### Google Analytics

#### Create Your Own SEO Dashboard

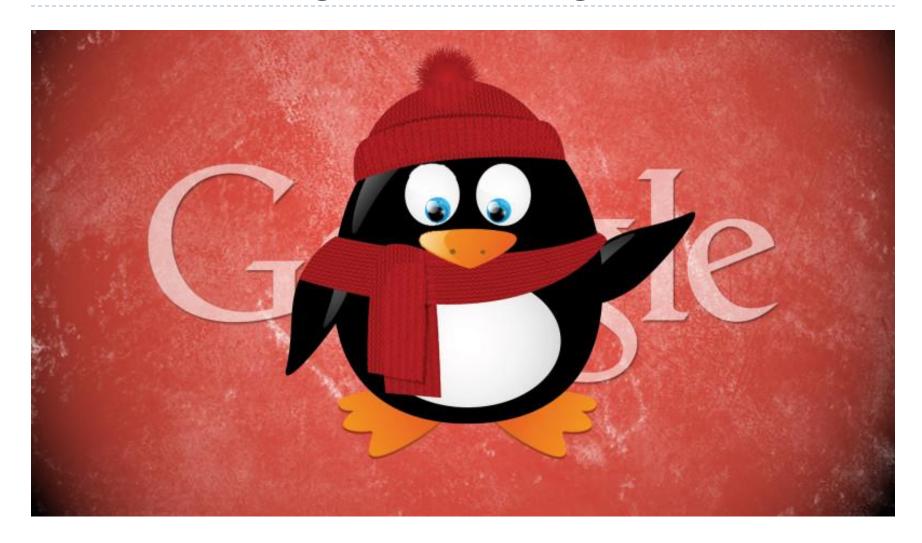


### Sharing is Caring: Google Drive



# Looking Forward at Trends

# Real-time Penguin is Coming



#### **Onsite Trends**

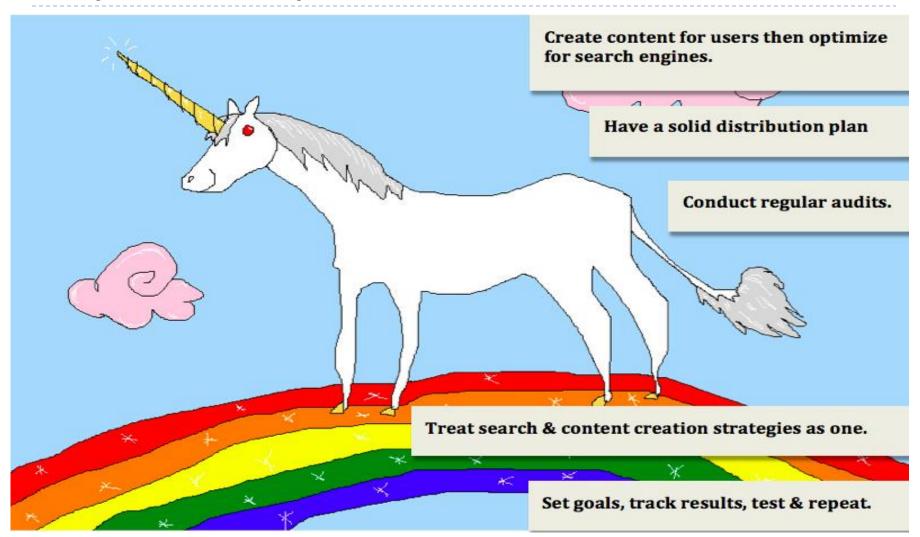
- Structured data mark-ups will most likely become a ranking factor
- User experience, solid technical structure and navigation (logical IA) are key and will be measured by on page metrics – think CRO
- Internal linking
- Seamless mobile/responsive design
- Local identifiers
- Regular, newsworthy and shareable content

#### Offsite Trends

- Digital assistants will change the way we think about search queries
- Keywords vs. intents
- Social content will be more readily indexed
- Deep links in apps will become more important
- The Knowledge Graph and traffic drops
- "Micro-moments" and the fractured user journey

#### The Final Word

### Key Takeaways



Sites, tools & other fun stuff

# LINK BUILDING/RESEARCH TOOLS

- MAJESTIC SEO
- > MOZ
- > UBER SUGGEST
- OPEN SITE EXPLORER
- > AHREF BACKLINKS

#### KEYWORD RESEARCH TOOLS

- GOOGLE WEBMASTER
  TOOLS
- GOOGLE ANALYTICS
- GOOGLE ADWORDS
- GOOGLE KEYWORD PLANNER
- > SEM RUSH
- > MOZ

#### **TECHNICAL TOOLS**

- SCEAMING FROG SEO SPIDER
- > GOOGLE WEBMASTER TOOLS
- BING WEBMASTER TOOLS
- > MOZ
- > SCEMA CREATOR
- > PENGUIN TOOL
- STRUCTURED DATA TESTING TOOL
- XML SITE MAPS
- YOAST WORDPRESS PLUGIN

#### **ANALYTICS & REPORTING**

- > MOZ
- GOOGLE ANALYTICS
- > FRESH METRICS
- SERP FOX
- SERP BOOK
- > SHARED COUNT

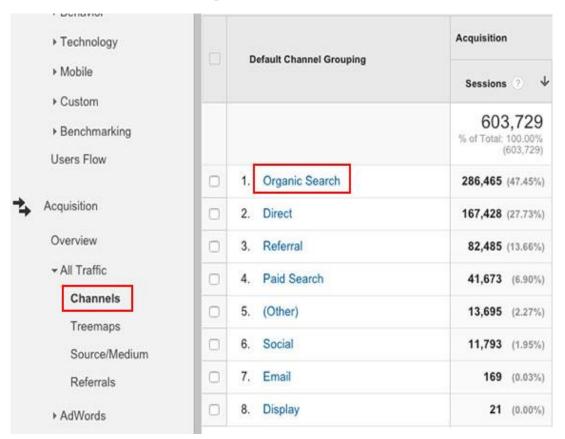
# ESSENTIAL CHROME PLUGINS/EXTENSIONS

- > MOZ BAR
- > SEM RUSH
- > WOORANK
- OPEN SEO STATS (Formerly Page Rank Status)

Google Analytics & Search Console

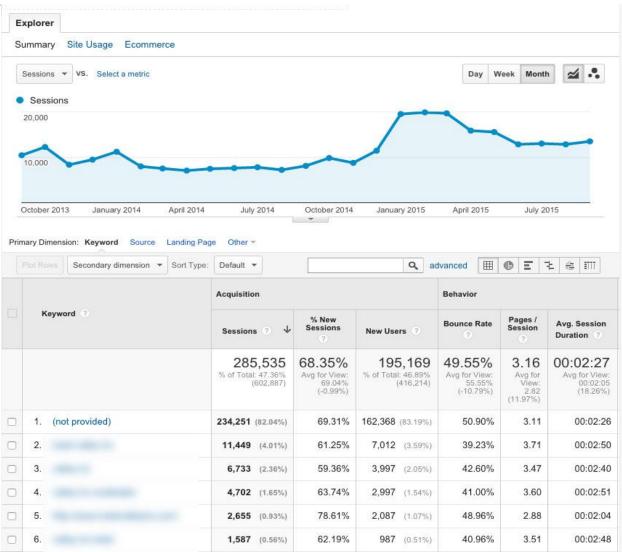
#### Using Google Analytics

#### **How to View Only Organic Search Traffic**



**Acquisition > All Traffic > Channels** 

## **Using Google Analytics**



## Using Google Analytics

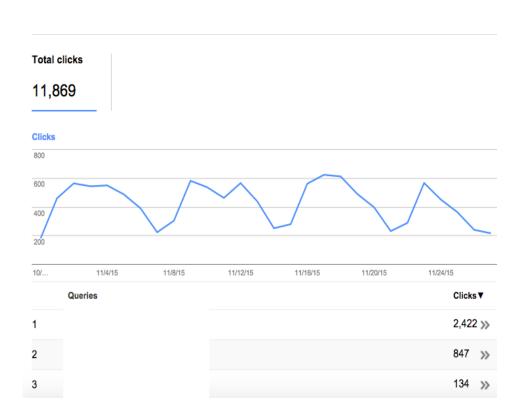
#### How to Measure The Quality of SEO Traffic

MCF Channel Grouping	Assisted Conversions	Assisted Conversion Value	Last Click or Direct Conversions	Last Click or Direct Conversion Value	Assisted / Last Click or Direct Conversions
1. Organic Search					
Sep 1, 2015 - Sep 30, 2015	60	1000	201 (42.68%)	-	0.30
Aug 2, 2015 - Aug 31, 2015	19	100	83 (40.89%)	-	0.23
% Change	215.79%	17	142.17%		30.40%

#### Google Analytics & Search Console

#### **Pulling Keyword Data**

Query	Impressions (*)	Clicks ?	
	208,458 % of Total: 13.90% (1,500,000)	38,625 % of Total: 51.50% (75,000)	
1.	5,500 (2.64%)	150 (0.39%)	
2.	4,500 (2.16%)	250 (0.65%	
3.	4,500 (2.16%)	22 (0.06%	
4.	3,000 (1.44%)	70 (0.18%	
5.	2,500 (1.20%)	5 (0.01%	
6.	2,500 (1.20%)	30 (0.08%	
7.	2,500 (1.20%)	16 (0.04%	
8.	2,500 (1.20%)	5 (0.01%	
9.	2,000 (0.96%)	400 (1.04%	



Google Analytics

Google Search Console

#### Google Search Console/Webmaster Tools

#### **Pulling Keyword Share of Search Data**

Queries	Clicks	Impressions	CTR	Position
_	2422	3828	63.27%	1
	847	2250	37.64%	1.7
	134	197	68.02%	1
	122	145	84.14%	1
	118	157	75.16%	1
	89	131	67.94%	
	65	130	50%	1.2
	64	71	90.14%	
	62	1086	5.71%	6.3
	61	103	59.22%	
	61	1172	5.20%	4.8
	60	987	6.08%	2.:
	53	98	54.08%	1.
	52	63	82.54%	
	49	694	7.06%	8.
	48	805	5.96%	5.9
	44	609	7.22%	8.
	43	78	55.13%	1.
	42	763	5.50%	
	37	52	71.15%	
	33	54	61.11%	
	32	622	5.14%	6.
	30	2395	1.25%	10
	28	108	25.93%	2.3
	27	51	52.94%	
	26	41	63.41%	
	24	41	58.54%	
	24	30	80%	
	24	1204	1.99%	7.9

#### Google Keyword Tool

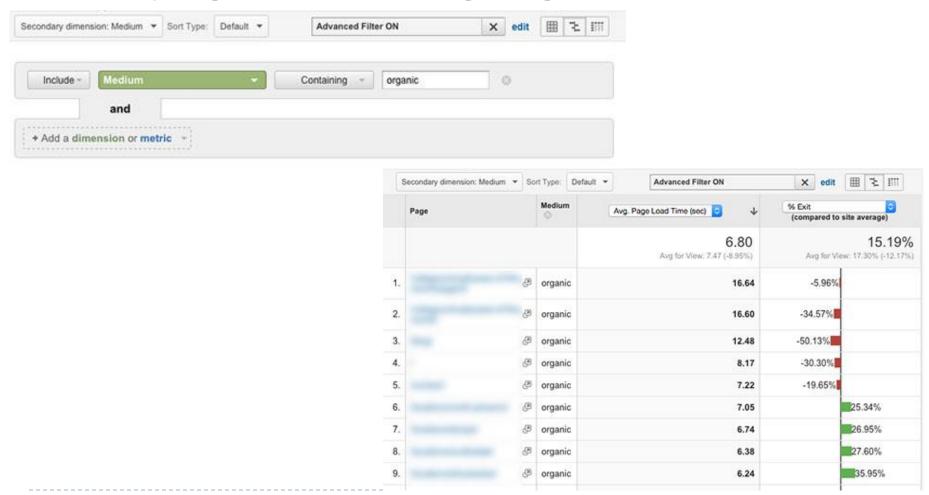
#### **Assigning Dollar Values to Organic Traffic**

Keyword (by relevance)	Avg. monthly searches	Competition ?	Suggested bid
	<u>L~</u> 6,600	High	\$1.57
	L~ 1,000	Medium	\$1.31
	<u>~</u> 390	Medium	\$0.71
	<u>L~</u> 40	High	\$5.21

Keyword	Impressions	Clicks	CPC	Total Value
	5,500	150	\$1.57	\$235.50
	4,500	250	\$1.31	\$327.50
	4,500	22	\$0.71	\$15.62
	3,000	70	\$5.21	\$364.70
	2,500	5	\$1.11	\$5.55
Totals	20,000	497	\$1.98	\$948.87

#### Google Analytics

#### **Identifying Slow Loading Page Times**



## Discovering Links in Search Console

Dashboard

Messages

→ Search Traffic

Search Analytics

#### Links to Your Site

Internal Links

Manual Actions International Targeting

Mobile Usability

▶ Google Index

Crawl

Security Issues

Other Resources

#### Links to Your Site

Total links 56,959

Who links the most

carousel30.com	30,839
internsrockdc.com	6,450
wordpress.com	2,631
yellowpages.com	1,858
flickr.com	1,665

More »

Your most linked content

http://www.twc.edu/	15,768
/about/contact	3,229
/seminars/national-security	2,607
/alumni/rfi	2,594
/about/leadership/ryan-klang-mba	2,592

More »

#### How your data is linked

corporations & foundations

More w

alumni alumni & friends the internship experience faculty

#### Chrome Plug-ins & Extensions





