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

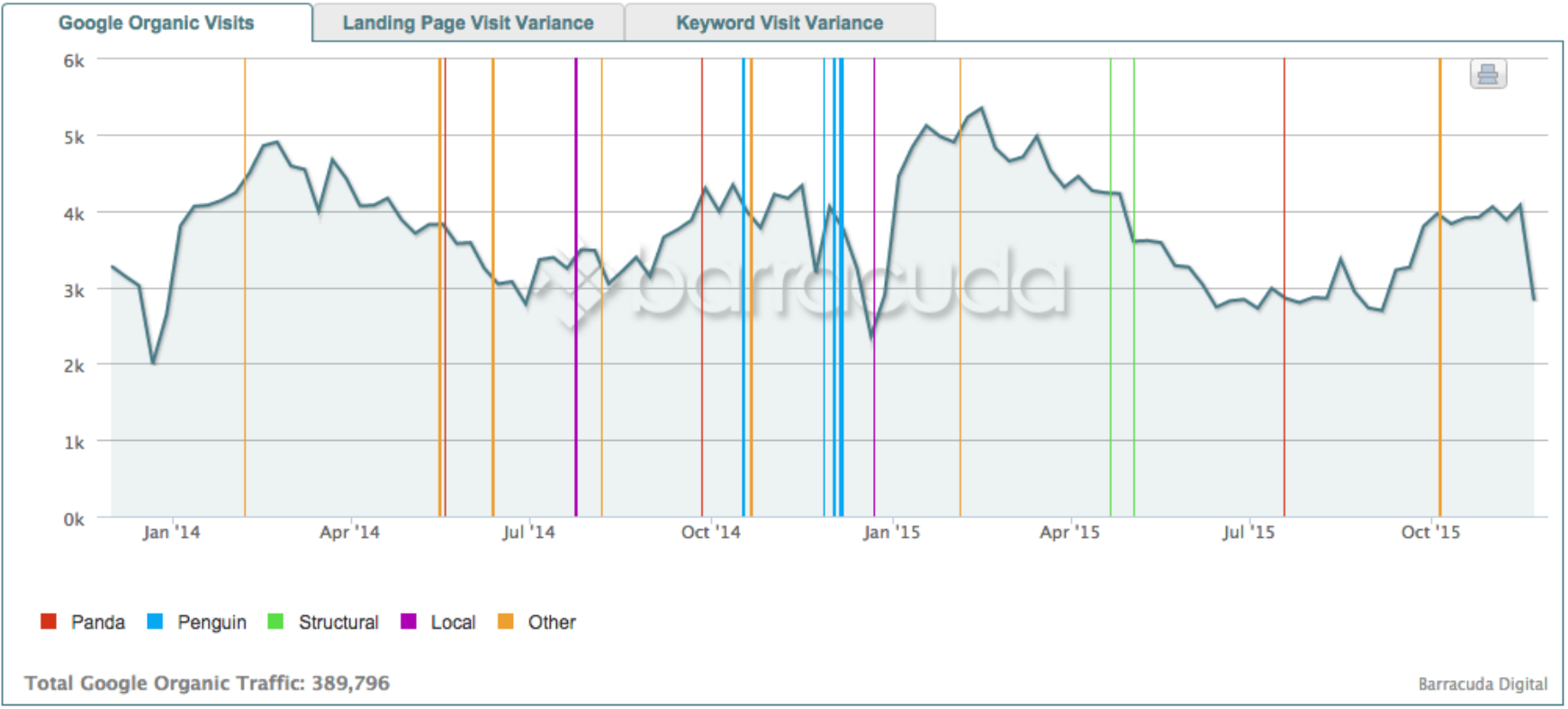
- **Pre-Hummingbird SEO**: How do I rank for these terms?
- **Post-Hummingbird**: How do I best answer the questions my users have?

    - **Mobilegeddon (April 2015)**
      Did Mobilegedden affect your site?
      Find out here: **http://bit.ly/CheckMobile15**

- **The Phantom Update/Quality Update**
- **Panda 4.2**

Being Punished by Panda?

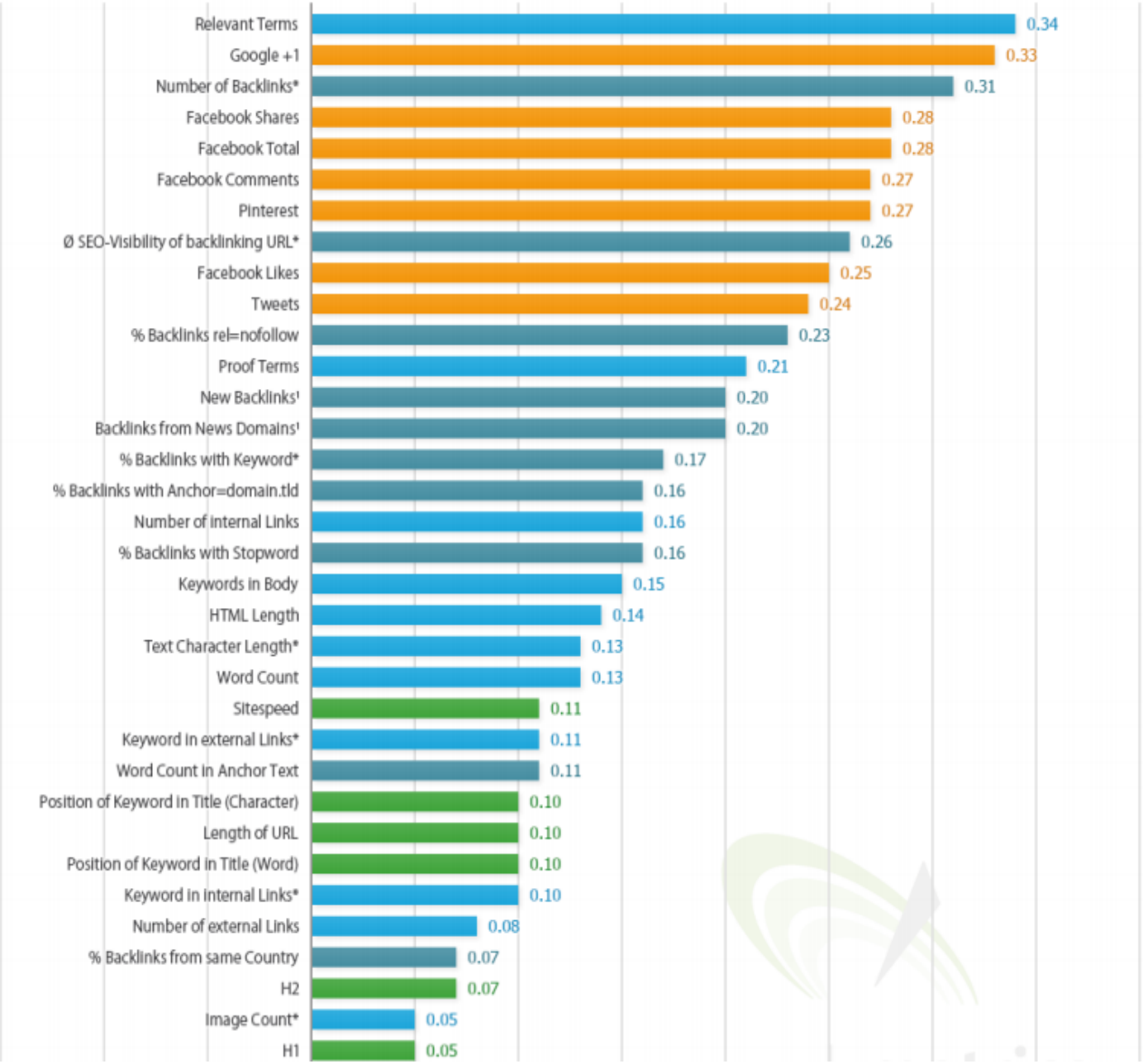
http://panguintool.barracuda.digital/



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?

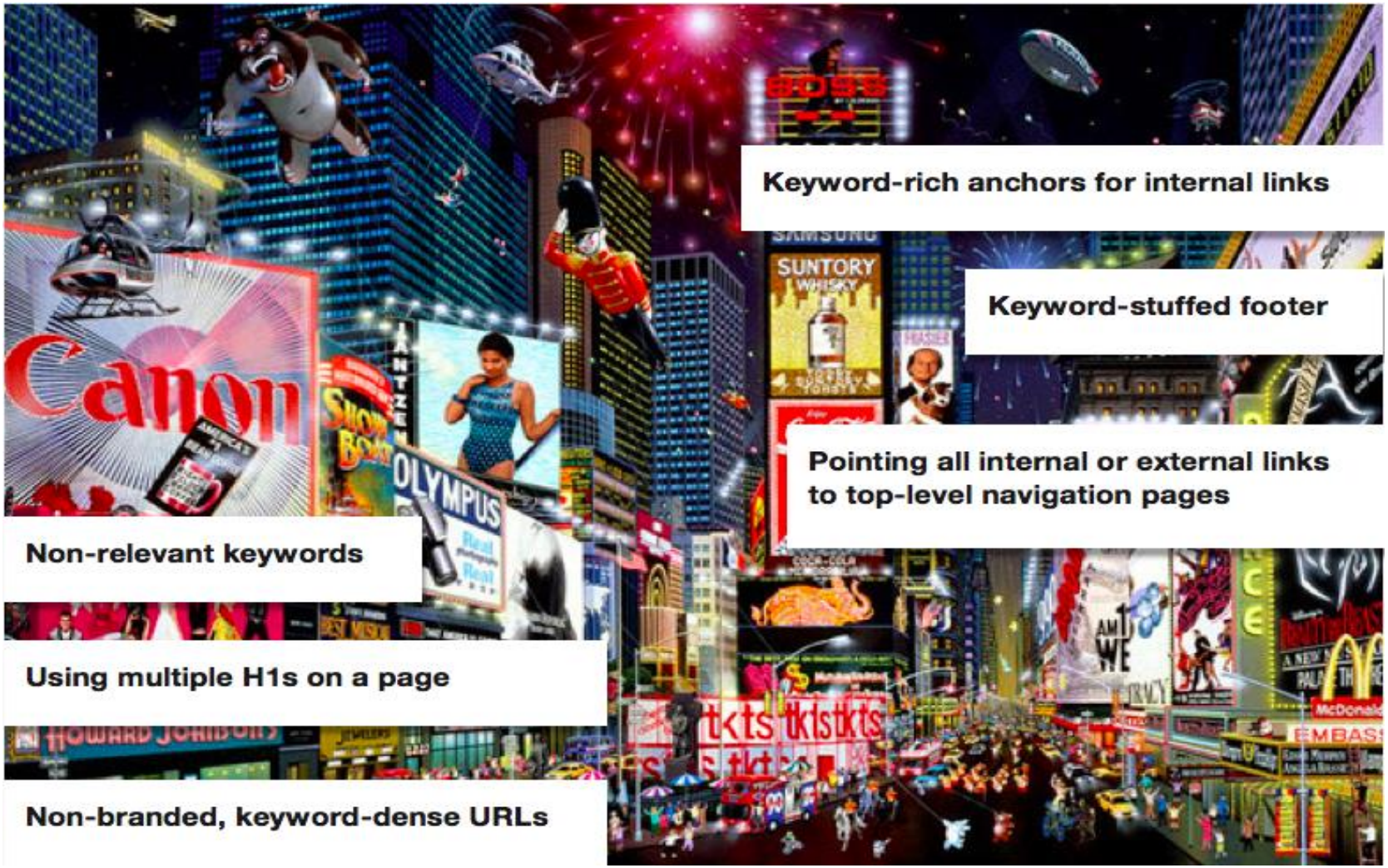
- On site:
  - New pages with unique content (& a press release)
  - Unique title and meta descriptions
  - Internal linking
  - Optimized images
  - Email campaigns
- Off site:
  - Link building campaign starting at week 2
  - Social media promotion starting at week 4
  - Influencer outreach online 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:

1. 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 Screaming Frog analysis of your blog
- 2. Filter out all links that might not be necessary for your audit
- 3. Input all URLs into Shared Count'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

Address	Action	Strategy	Content	Status Code	Status	Title	Title 1 Length	Title 1 Pixel W	Meta Descripl	Meta Descripl	Meta Descripl	Meta Keyword 1	Meta Keywor	H1-1	H
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Address	Canonical Lin	Size	Word Count	Bucket	Level	Inlinks	Outlinks	External Outli	FB Likes	FB Shares	FB Comments	FB Total	Tweets	Plus Ones	Pins	LinkedIn Shar
http://blog.bufferapp.com/idea-to-pa	http://blog.buffer	116256	6771	more than 2500	6	73	27	27	2	7	0	9	49	7	0	12
http://blog.bufferapp.com/the-scienc	http://blog.buffer	110153	6333	more than 2500	5	37	22	42	677	645	220	1542	1168	242	66	252
http://blog.bufferapp.com/lessons-o	http://blog.buffer	81497	4183	more than 2500	5	26	21	41	29	42	0	71	98	58	0	0
http://blog.bufferapp.com/buffer-twe	http://blog.buffer	162071	5352	more than 2500	3	27	24	77	0	0	0	0	211	17	3	27
http://blog.bufferapp.com/6-recent-t	http://blog.buffer	64925	2515	more than 2500	4	55	37	26	293	502	42	837	1113	243	142	272
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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 (minimized for speed & added alt tags).

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

1. Word of mouth
2. Internet (search, parenting sites)
3. Mobile
4. Radio
5. Magazines
6. 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"

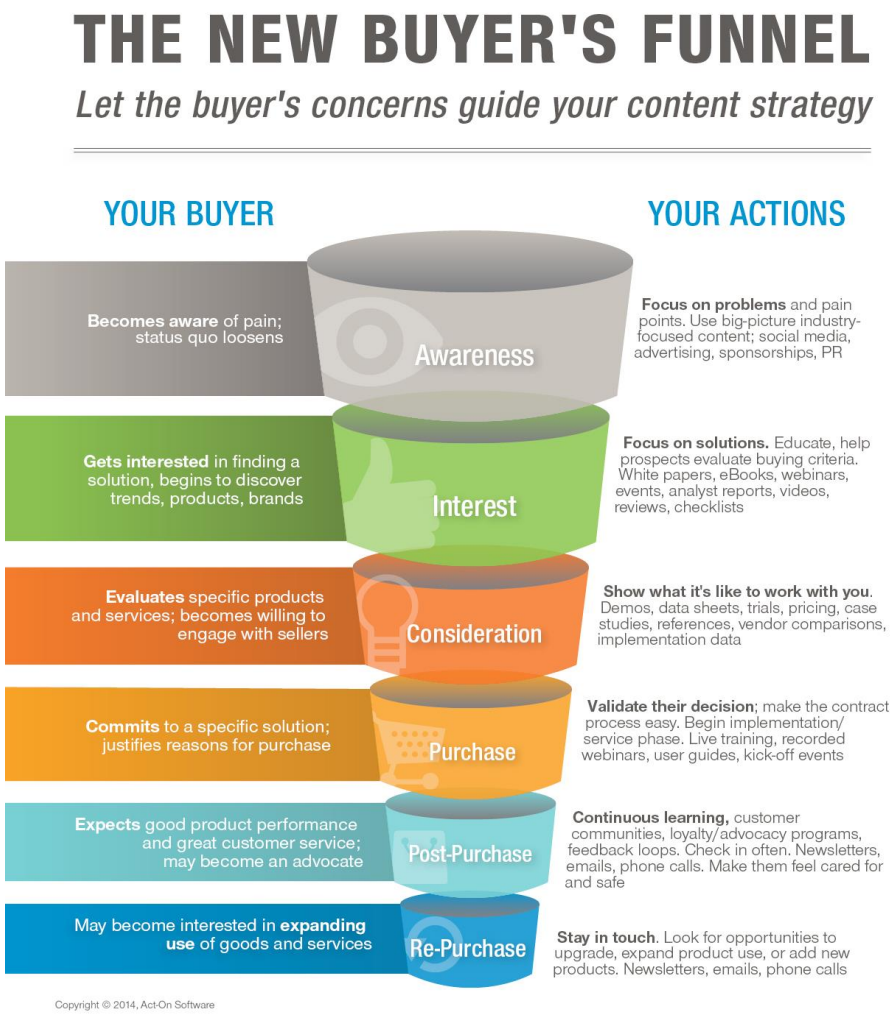
Hurdles

- She wants to find information fast
- It has to be easy for her to find what she needs, sign-up 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:
  1. Mobile
  2. Tablet
  3. Computer

Step 3: Create Content for the Buyer Journey



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

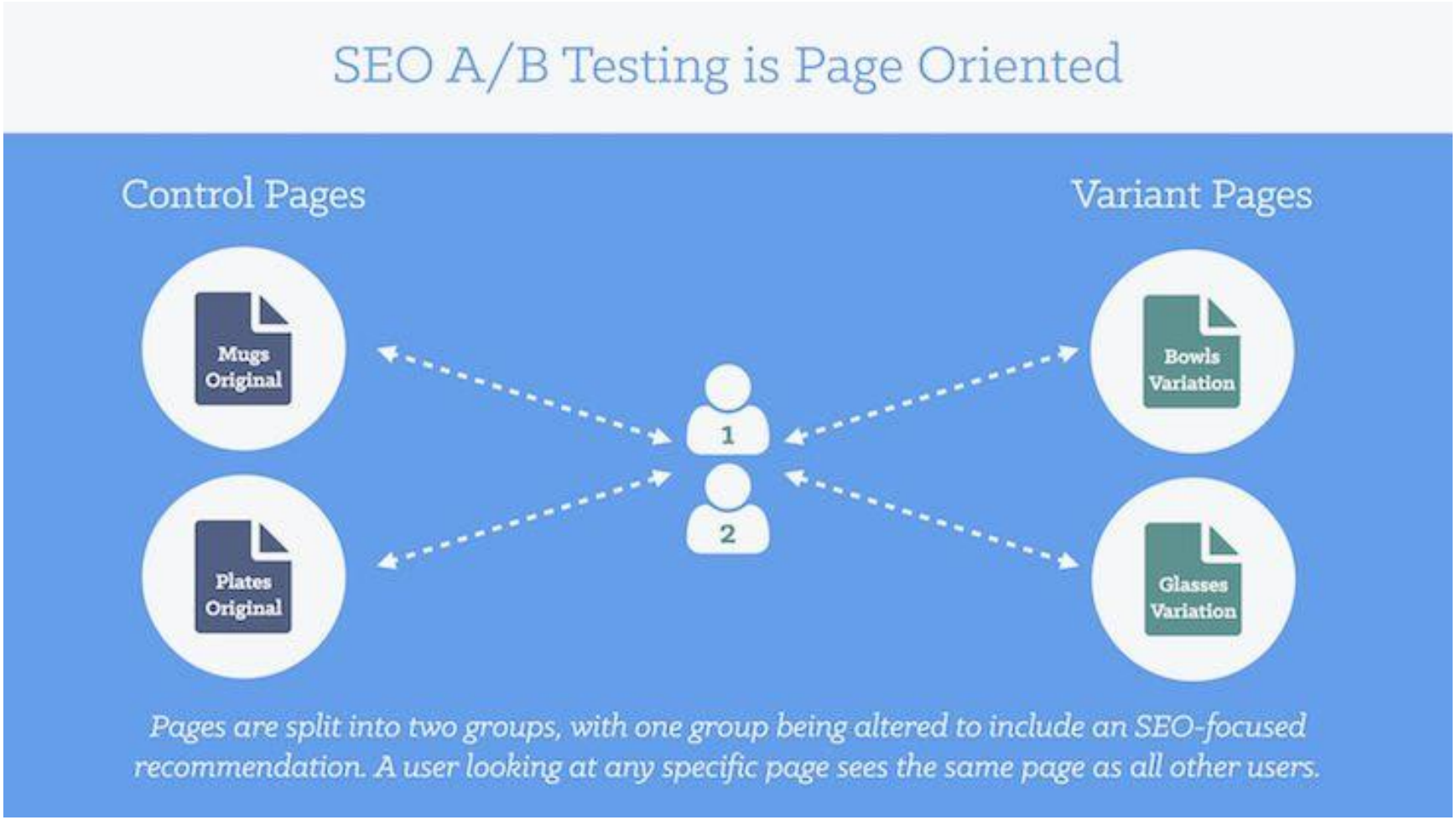
Structured Data

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



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

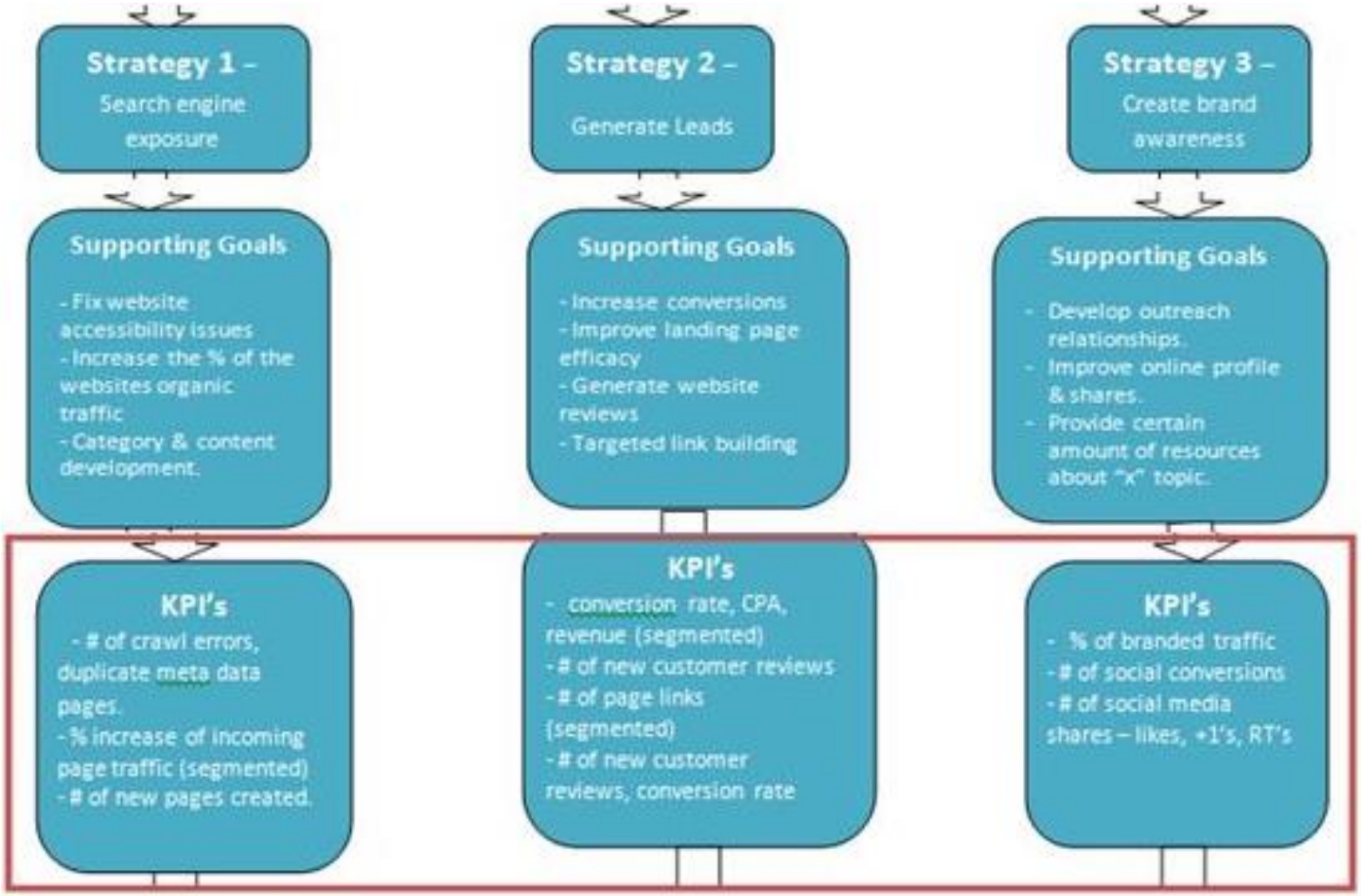
What to Avoid

Communicating Goals & Results

Goals

Problem > Goals > KPIS > Metrics

What Does This Look Like?



Google Dashboard

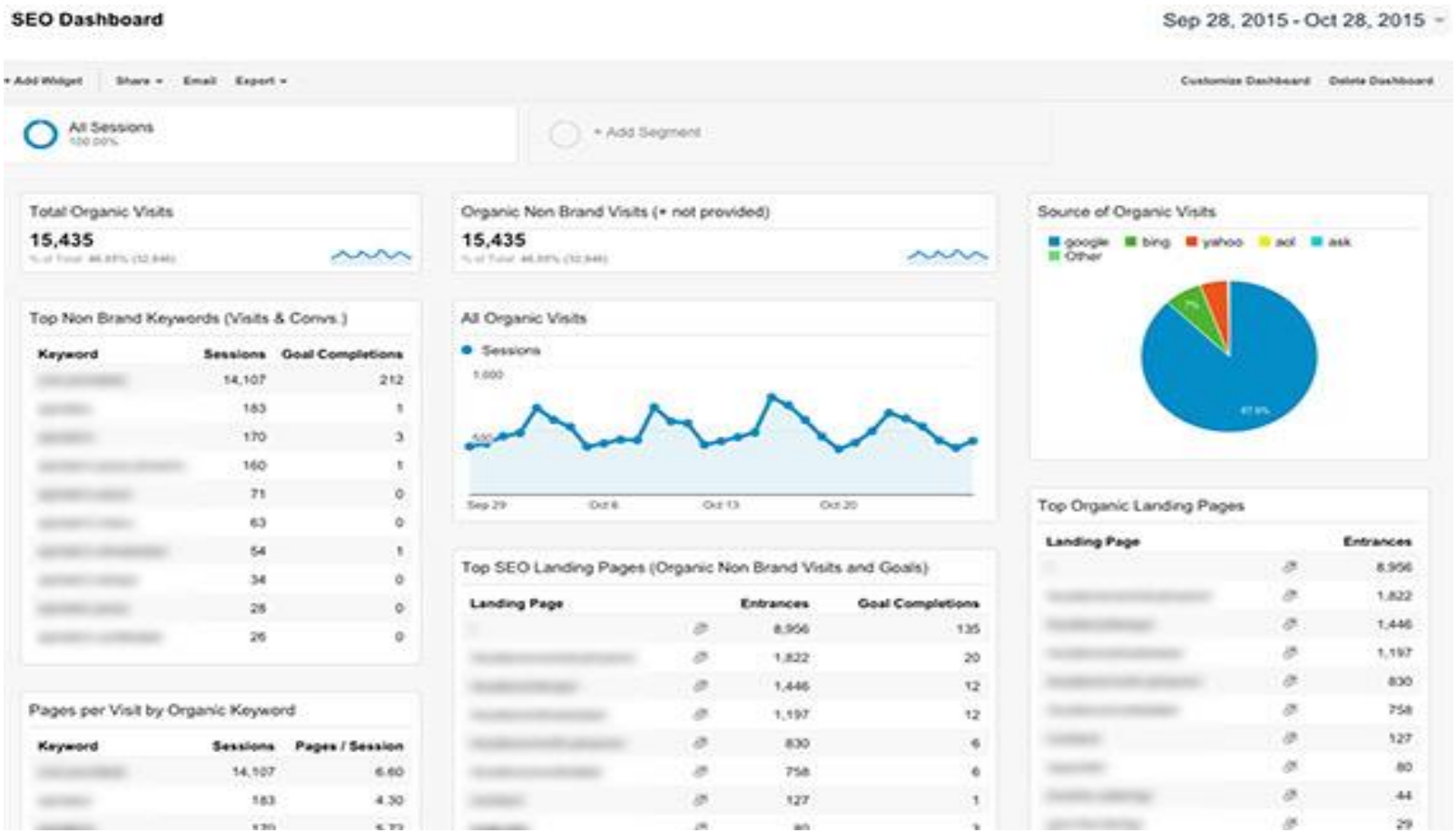
What's important?

- 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

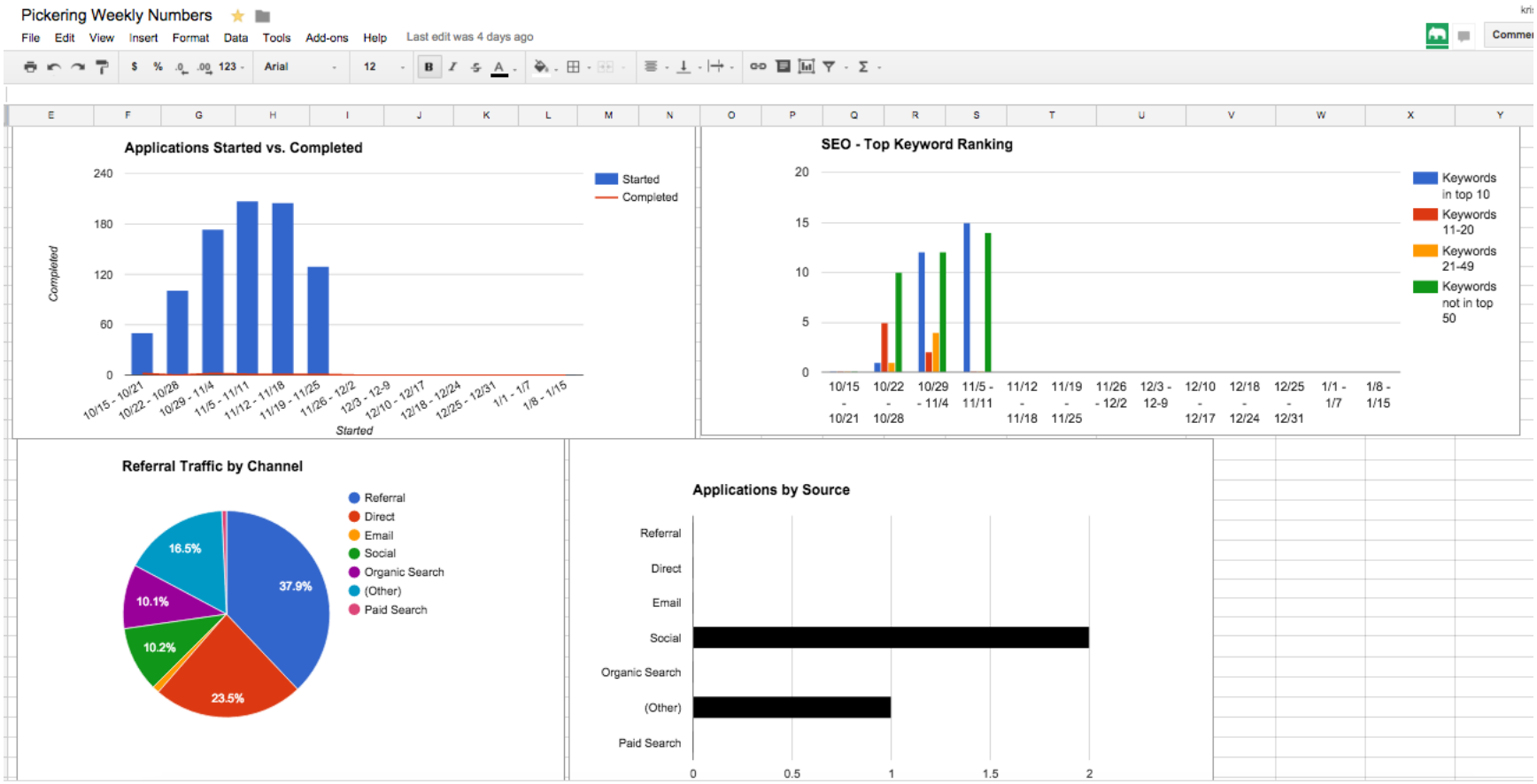
*Report on Your KPIs and Metrics

Google Analytics

Create Your Own SEO Dashboard



Sharing is Caring: Google Drive



Looking Forward at Trends

Real-time Penguin is Coming

Onsite Trends

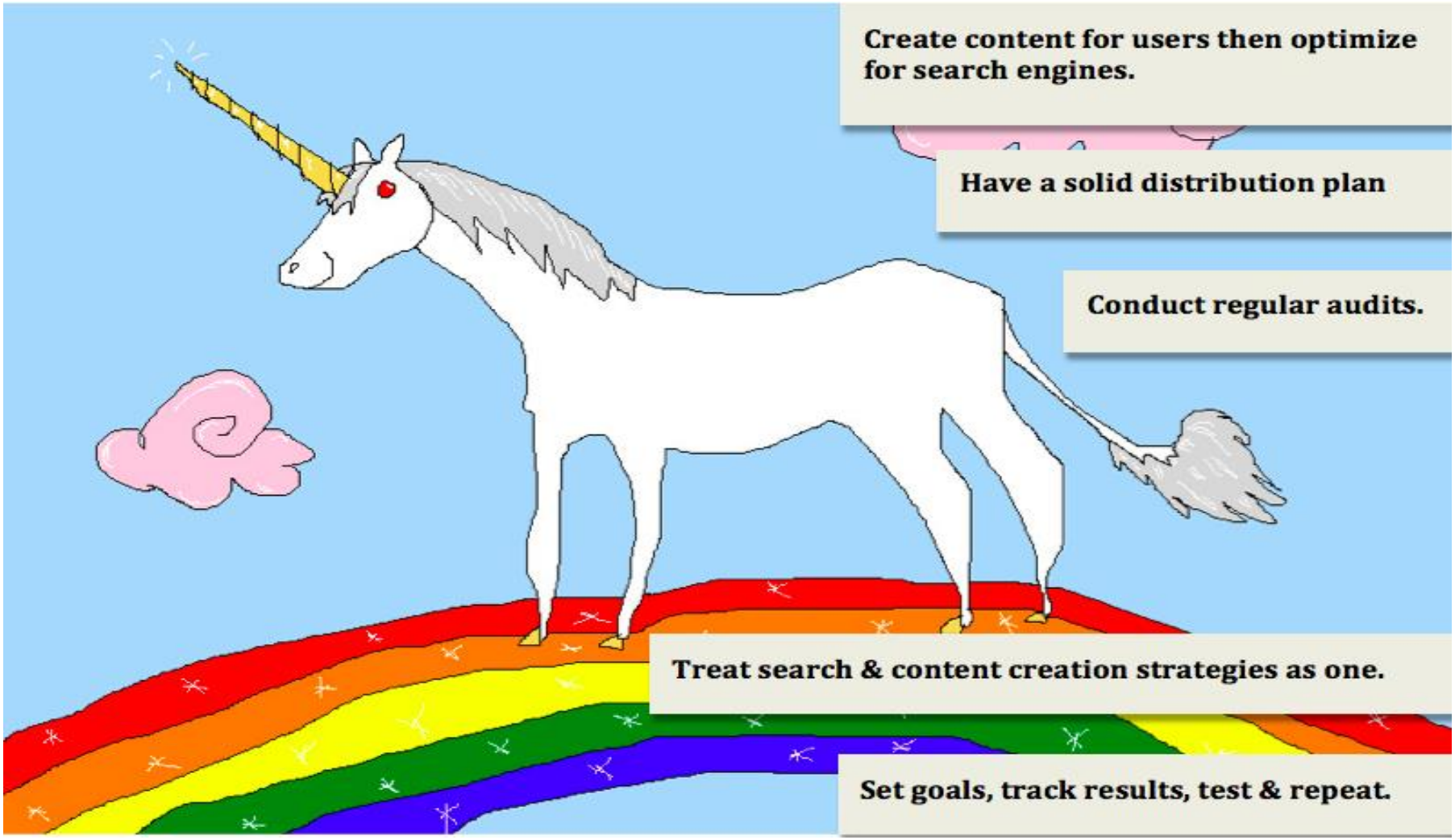
- Structured data mark-ups will most likely become a ranking factor
- User experience, solid technical structure and navigation (logical IA) are key and will be measured by on page metrics – think CRO
- Internal linking
- Seamless mobile/responsive design
- Local identifiers
- Regular, newsworthy and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



Resources & Tools

Sites, tools & other fun stuff

Resources & Tools

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

Resources & Tools

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

Resources & Tools

ANALYTICS & REPORTING

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

ESSENTIAL CHROME PLUGINS/EXTENSIONS

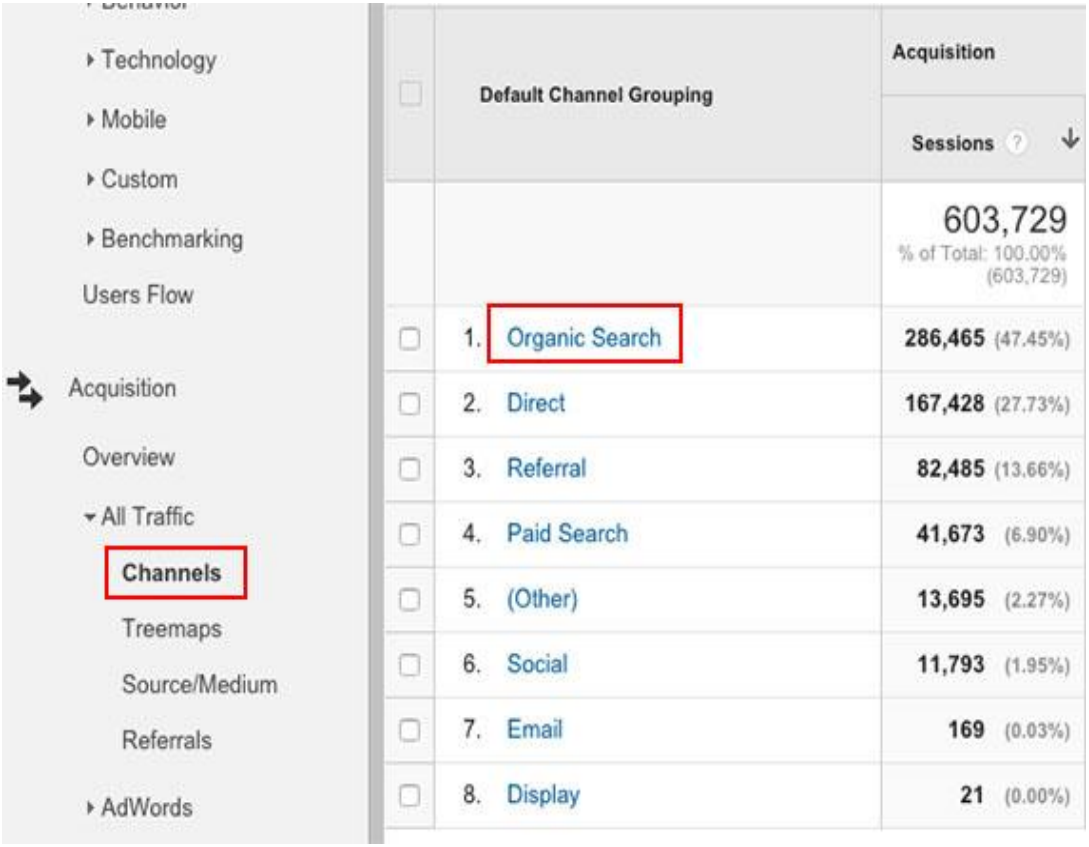
- MOZ BAR
- SEM RUSH
- WOORANK
- OPEN SEO STATS (Formerly Page Rank Status)

Resources & Tools

Google Analytics & Search Console

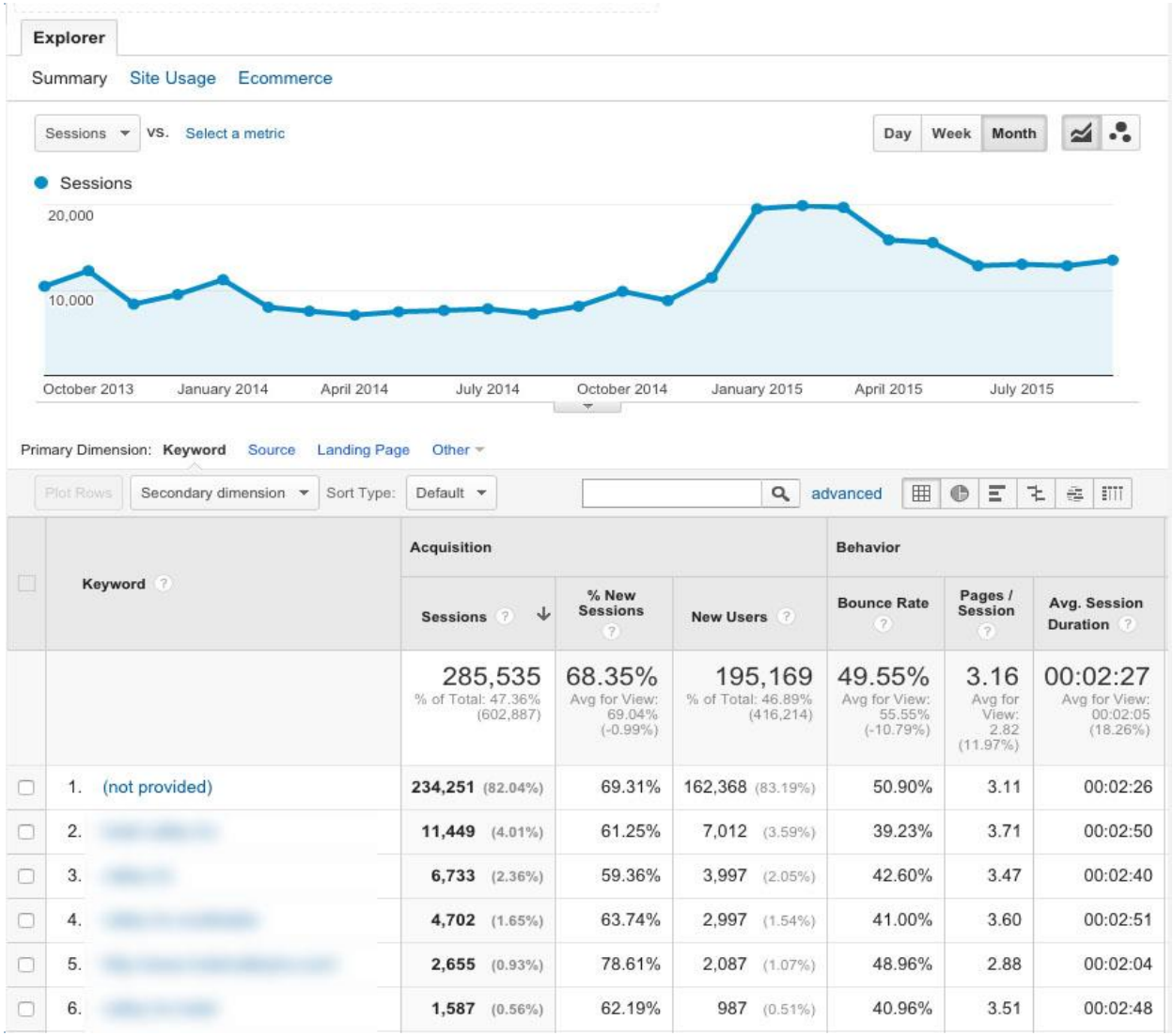
Using Google Analytics

How to View Only Organic Search Traffic



Acquisition > All Traffic > Channels

Using Google Analytics



	Keyword	Acquisition			Behavior		
		Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
		285,535 % of Total: 47.36% (602,887)	68.35% Avg for View: 69.04% (-0.99%)	195,169 % of Total: 46.89% (416,214)	49.55% Avg for View: 55.55% (-10.79%)	3.16 Avg for View: 2.82 (11.97%)	00:02:27 Avg for View: 00:02:05 (18.26%)
1.	(not provided)	234,251 (82.04%)	69.31%	162,368 (83.19%)	50.90%	3.11	00:02:26
2.	[redacted]	11,449 (4.01%)	61.25%	7,012 (3.59%)	39.23%	3.71	00:02:50
3.	[redacted]	6,733 (2.36%)	59.36%	3,997 (2.05%)	42.60%	3.47	00:02:40
4.	[redacted]	4,702 (1.65%)	63.74%	2,997 (1.54%)	41.00%	3.60	00:02:51
5.	[redacted]	2,655 (0.93%)	78.61%	2,087 (1.07%)	48.96%	2.88	00:02:04
6.	[redacted]	1,587 (0.56%)	62.19%	987 (0.51%)	40.96%	3.51	00:02:48

Using Google Analytics

How to Measure The Quality of SEO Traffic

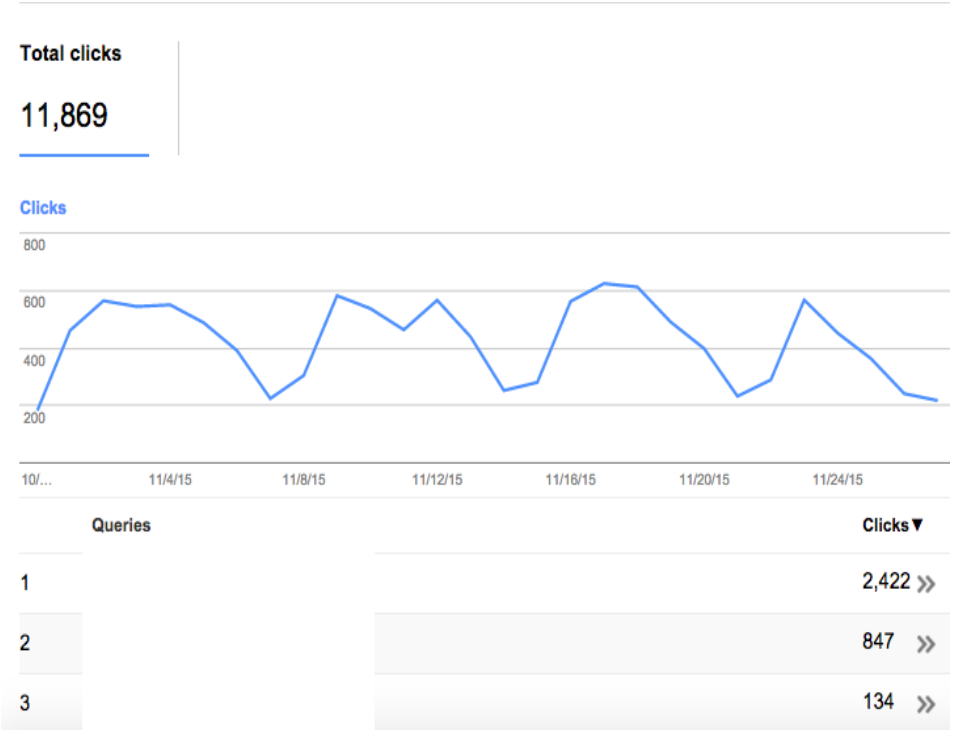
MCF Channel Grouping	Assisted Conversions ↓	Assisted Conversion Value	Last Click or Direct Conversions	Last Click or Direct Conversion Value	Assisted / Last Click or Direct Conversions
1. Organic Search					
Sep 1, 2015 - Sep 30, 2015	60	—	201 (42.68%)	—	0.30
Aug 2, 2015 - Aug 31, 2015	19	—	83 (40.89%)	—	0.23
% Change	215.79%	-	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. [redacted]	5,500 (2.64%)	150 (0.39%)
2. [redacted]	4,500 (2.16%)	250 (0.65%)
3. [redacted]	4,500 (2.16%)	22 (0.06%)
4. [redacted]	3,000 (1.44%)	70 (0.18%)
5. [redacted]	2,500 (1.20%)	5 (0.01%)
6. [redacted]	2,500 (1.20%)	30 (0.08%)
7. [redacted]	2,500 (1.20%)	16 (0.04%)
8. [redacted]	2,500 (1.20%)	5 (0.01%)
9. [redacted]	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%	1
	65	130	50%	1.2
	64	71	90.14%	1
	62	1086	5.71%	6.1
	61	103	59.22%	1
	61	1172	5.20%	4.8
	60	987	6.08%	2.3
	53	98	54.08%	1.4
	52	63	82.54%	1
	49	694	7.06%	8.7
	48	805	5.96%	5.9
	44	609	7.22%	8.9
	43	78	55.13%	1.1
	42	763	5.50%	6
	37	52	71.15%	1
	33	54	61.11%	1
	32	622	5.14%	6.5
	30	2395	1.25%	10
	28	108	25.93%	2.2
	27	51	52.94%	1
	26	41	63.41%	1
	24	41	58.54%	1
	24	30	80%	1
	24	1204	1.99%	7.9

Google Keyword Tool

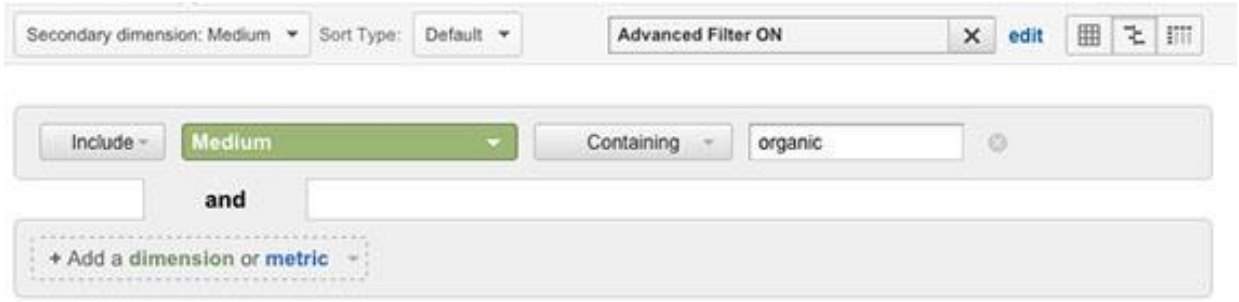
Assigning Dollar Values to Organic Traffic

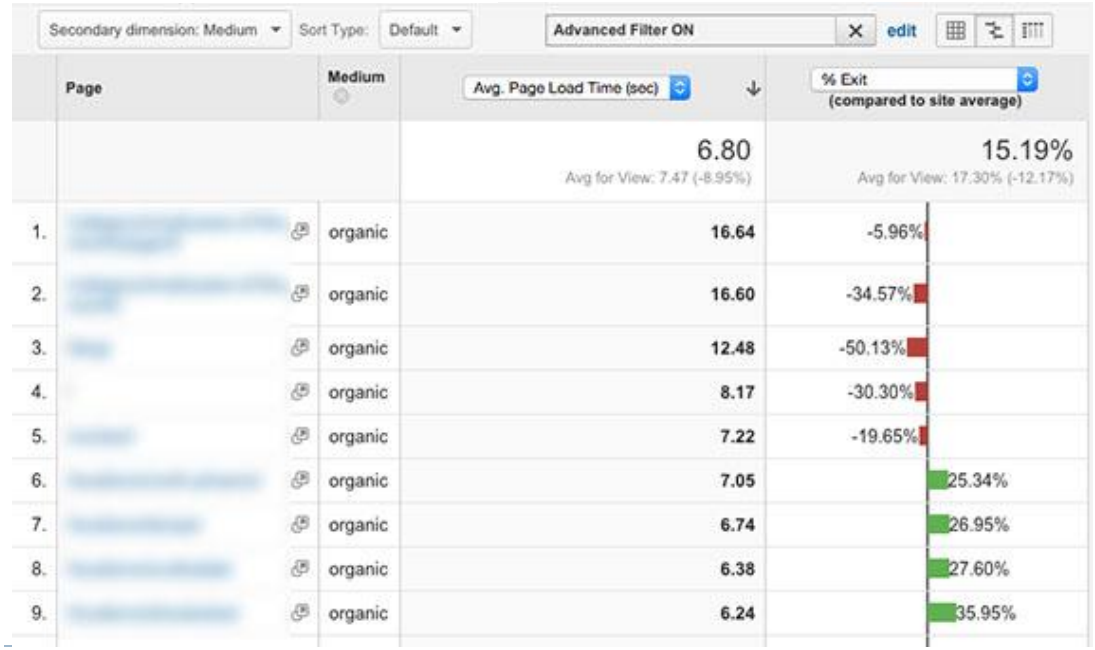
Keyword (by relevance)	Avg. monthly searches	Competition	Suggested bid
[redacted]	6,600	High	$1.57
[redacted]	1,000	Medium	$1.31
[redacted]	390	Medium	$0.71
[redacted]	40	High	$5.21
[redacted]			

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

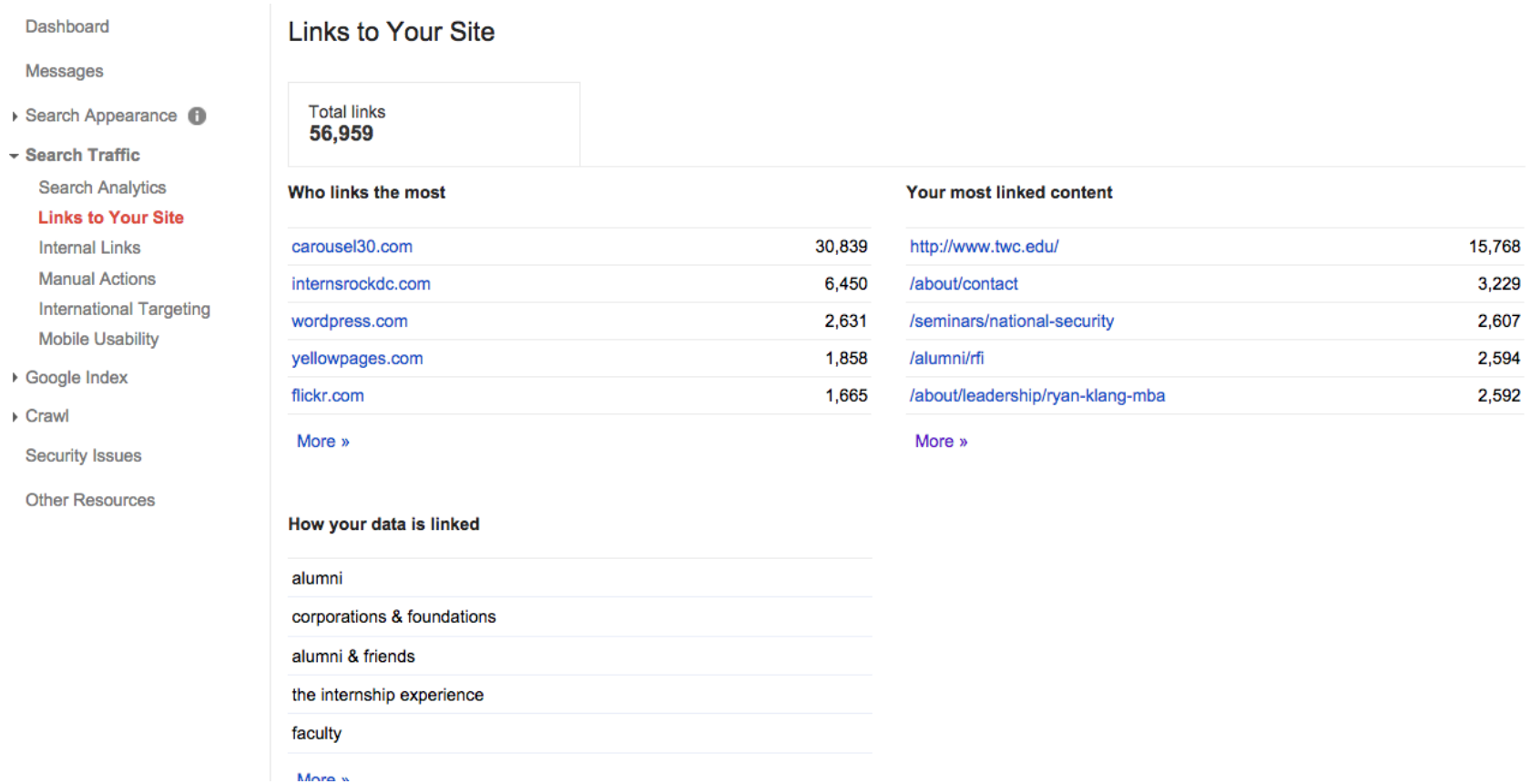
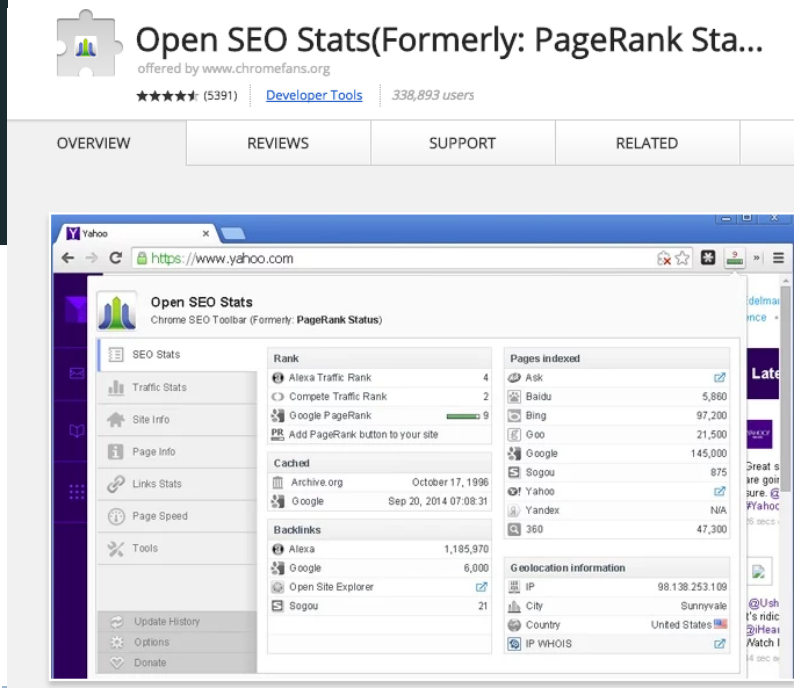
Google Analytics

Identifying Slow Loading Page Times





Discovering Links in Search Console



Chrome Plug-ins & Extensions