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# SEO Basics

# Agenda

- ▶ SEO terminology
- ▶ Content ranking factors
- ▶ Researching keywords
- ▶ Increasing your site's authority, trustworthiness and quality
- ▶ Best practices for metadata
- ▶ How to avoid SEO penalties
- ▶ Strategies for optimizing laptop & mobile traffic
- ▶ Staying current as SEO evolves

# What is SEO?

- ▶ Process of improving the quality and quantity of website traffic to a website from search engines.
- ▶ Targets unpaid (organic) traffic vs. direct or paid traffic (PPC).
- ▶ Targets high rankings on SERP for most widely used search engines
  - ▶ Google
  - ▶ Yahoo
  - ▶ Bing

# Why do SEO?

- ▶ Increases lead generation
- ▶ Increases revenue from online/e-commerce sales
- ▶ Builds positive brand reputation
- ▶ Allows customers to find you easily
- ▶ Allows you to serve the information you want customers to see
- ▶ Optimizes digital marketing initiatives
- ▶ Helps smaller companies compete with big players

# SEO Terminology to Know

- ▶ Keyword(s) – long tail/short tail
- ▶ Rank/Ranking Factor
- ▶ Search Engine Results Page (SERP)
- ▶ Display network
- ▶ Indexed pages/Indexing
- ▶ Crawlers
- ▶ Organic search
- ▶ Meta information
- ▶ Alt text
- ▶ H1, H2, H3 headers
- ▶ Slug
- ▶ UX/UE
- ▶ Landing page
- ▶ On site & Off site SEO
- ▶ Schemas
- ▶ Anchor Text
- ▶ Internal Links
- ▶ Link building

# What do search engines look for?

- ▶ Factors determining your rank or domain authority score:
  - ▶ High quality/relevant content
  - ▶ “Freshness” or consistent updates
  - ▶ Backlinks/reputation score
  - ▶ User experience – KPI's are looked at like ease of navigation, bounce rates, internal links, etc.
  - ▶ Technical items – page loading speed, mobile-friendliness (Note: More important in May 2021/Core Web Vitals Update)
  - ▶ Relevance to searchers/Landing page experience
- ▶ There may be 200+ ranking factors that Google algorithms consider. But, Google does not share them openly.

# Basically...

- ▶ Search engines want to deliver the **fastest** and **most relevant answers to queries**.
- ▶ Good SEO takes into account **users' possible pain points**/queries and the technical aspects of the search engines algorithm or “rankbrain” to **provide the best answers**.
- ▶ Content is king. A focus on **strong, relevant, keyword-based content** will take you far in SEO.

# What is a keyword?

- ▶ Query that your potential website visitors might type into a search engine
- ▶ Focus content both on and off your website on a list of relevant keywords for your audience
- ▶ Tools to find keywords
  - ▶ Semrush
  - ▶ Moz
  - ▶ Ahrefs
- ▶ Goal: Get into top 3 spots on SERP (where users are most likely to click)
- ▶ 2<sup>nd</sup> page on SERP is death

# What to look for in a keyword

- ▶ Relevancy to audience & goal
  - ▶ Example: Company looking to increase online sales: “Microplates for sale online” (longtail keyword) may be better than “Microplates”
  - ▶ High search volume
  - ▶ Low competition
    - ▶ These two factors can identify keywords that are easier to rank for, but will still generate traffic
- ▶ Tip: Create list of keywords. Don't overdo it. Begin trying to rank for a few applicable keywords and grow over time by creating relevant content & good landing page experiences

# Researching Appropriate Keywords

- ▶ Think like your target audience: What do they searching for? What do they need?
- ▶ Utilize software (Ahrefs, Moz, Semrush, Ubersuggest) to get search volume and query data to test your hypothesis
  - ▶ Softwares provide number of search queries/mo., difficulty to rank for them, your current rank, and more.
- ▶ Holy grail of keywords = high search volume, low competition.
- ▶ Tips: Focus on keywords that will help you reach your goal. Usually, longer tail keyword are more helpful. Strive for a mix of long and short tail.

# Increasing Your Scores

- ▶ Content, content, content!
- ▶ Avoid having a 'flat site.' Have a site with layers of great content and easy-to-use navigation. Give people reason to stay and click around.
- ▶ Use "schema markups" and "featured snippets" to provide short answers to common questions
- ▶ Have a solid earned backlink strategy
- ▶ Domain authority is a somewhat arbitrary score. Google doesn't admit it's a ranking factor. But, all items that go into DA are good practices

# A Note about Featured Snippets

- ▶ Google is trying to keep users on SERP. This is where ads can be seen so they want to answer a question without additional clicks or re-searching.
- ▶ No one really knows what causes google to pull your site in for a featured snippet.
  - ▶ Focus on good, simple content that answers a question

## [Amazon Best Sellers: Best Lab Petri Dishes - Amazon.com](#)

**Best Sellers in Lab Petri Dishes.** #1. 20 Pack Sterile Plastic **Petri Dishes** with Lid, 90mm Dia x 15mm Deep with 20 Plastic Transfer... #2. 30 Pack Plastic **Petri Dishes** with Lids,90 x 15mm Bioresearch Sterile **Petri Dish**,Culture **Dishes** for... #3. EZ BioResearch **Petri Dish** with Lid, 100 mm/15 mm, Sterile, 25/Pack. #4. #5. #6. ...

## People also ask :

What is the difference between an agar plate and a petri dish? ▼

How much does a petri dish cost? ▼

What are the different types of agar plates? ▼

Can you buy agar petri dishes? ▼

# Meta Data Best Practices

- ▶ **Website metadata** consists of a **page title** and **meta description** for every **page**. These provide search engines with important information about the content and purpose of each individual **page** on your **website**. They help search engines determine whether your **website** is relevant enough to display in search results.
- ▶ Length restrictions/Best practices
- ▶ Should include keyword and be written mostly to entice users to take action.
- ▶ Update as web page content changes...but not constantly

<https://shop.gbo.com> › ... › 384 Well Microplates

## 384 Well Plates - Greiner Bio-One

384 well **microplates** from **Greiner Bio-One** are unrivaled in quality. Shop our entire line of **microplates** online today at [shop.gbo.com](https://shop.gbo.com).

# Avoiding SEO Penalties

- ▶ #1 way to avoid penalties: Keep your users in mind when doing SEO work. Be a trustworthy source of info.
- ▶ No 'keyword stuffing'
- ▶ Ensure content is consistent, high-quality, and relevant to users
- ▶ Don't promise something you won't deliver
- ▶ Ensure site health is strong; pay attention to core web vitals
- ▶ Ensure everything on site is mobile friendly
- ▶ Don't BUY LINKS
- ▶ Don't work with companies that make unrealistic promises
  - ▶ "We can guarantee you ranking in the #1 spot within 30 days!"
  - ▶ "We can offer you hundreds of reputable backlinks"

# Strategies for Optimizing on Mobile

- ▶ Majority of users do web surfing on mobile phones or tablets. If digital tools don't render correctly, you're in for trouble!
  - ▶ Decreases traffic + Google penalizes
- ▶ Check sites' mobile-friendliness with tools like "Mobile Friendly Test Tool" in Google Search Console
- ▶ Look at analytics for mobile vs. desktop – How can you optimize? What are the issues?
- ▶ View site on your mobile phone – can you navigate easily?
- ▶ Mobile screens are smaller; ensure website design is responsive.

# Core Web Vitals

- ▶ Google announcement for May 2021: Larger emphasis on rankings for sites with strong Core Web Vitals.
  - ▶ Set of metrics for speed, responsiveness and visual stability.
    - ▶ Largest contentful paint, (Page loading speed)
    - ▶ First input delay, (Time it takes for users to interact with page)
    - ▶ Cumulative layout shift. (Visual stability – do things shift as page loads)
- ▶ Having a well-built page that is **secure, user friendly, and fast!**
- ▶ Can be easily checked through Google Search Console

# Your SEO Toolkit

- ▶ SEMrush, Ahrefs, etc.
- ▶ Google Analytics or another analytics tools
- ▶ Google Search Console
- ▶ Google Tag Manager
- ▶ MOZ
- ▶ Many different options available. Explore and see which tools work best for you.

# Staying Up-to-Date on SEO

- ▶ Moz is a great tool to track potential algorithm changes
- ▶ Monitor your own data. See any drop off in traffic? Did a keyword suddenly drop 10 spots? Could be an algorithm change.
- ▶ Follow key SEO experts – Neil Patel is a great one!
- ▶ Search Engine Journal
- ▶ Numerous blogs and YouTube pages
  - ▶ Semrush Blog
  - ▶ Yoast Blog
  - ▶ Search Engine Land

# Top SEO Tips for 2021

- ▶ Pay special attention to Core Web Vitals – loading speed, Interactivity, & visual stability
- ▶ Always consider the searchers 'intent' with their query
- ▶ Consistent and relevant content creation
- ▶ Keyword research will become even more important
- ▶ Featured snippets/ Staying on SERP
- ▶ Video/Voice Search/Artificial Intelligence

# Stay in Touch

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