SEO

how to **stand out** from the (online) crowd
Your host

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What we’ll cover today

- What is SEO?
- Why does it matter for my business?
- Golden SEO rules
- How do your competitors measure up?
By the end of the workshop, you’ll be able to:

- Understand the benefits of SEO
- Create a simple SEO plan
The internet is a very busy place...

On average there are 3.5 billion Google searches a day globally

(Internet Live Stats)
SEO helps you **stand out**

**SEO** (Search Engine Optimisation) is an activity that ensures your website can ‘cut through the noise’ and be found through search engines.

Otherwise, it’s like your business doesn’t even exist!
Why is SEO important to your business?

- 64% of people use search to influence their I-want-to-buy moments (Think with Google)
- It helps attract people who are already looking for your product or service.

- Makes it easy for ‘search engine robots’ to understand what your website is about
- People unconsciously trust search engine results (especially anything on page 1, in the top 3 results).
- Maximum brand exposure
Golden SEO rule #1: Use keywords

Use keywords in the content on your website.

Example: Southerly’s topics

- Content marketing
- Blogging
- Employee engagement
- Recruitment marketing
- Change communications
Activity

Make a list of 5 important and relevant topics based on what you know about your business. These might be topics your already blog about or reference frequently on your website.
Golden SEO rule #1: Use keywords

These are your keyword buckets!

Choose one bucket and fill it in with specific keyword phrases that people might use to search online

Example: Southerly’s ‘Blogging’ Bucket
• How do I start a blog?
• What is blogging?
• Ideas for blogging
• Best blogging platforms
• Why blogging is important
Golden SEO rule #1: Use keywords

Those phrases are your initial generic keywords. Some SEO-savvy competitors might be using these keywords too, so you might want to adapt some into ‘long-tail keywords’ – phrases that are a bit more niche.

You might want to adapt some into ‘long-tail keywords’ - a phrase that contains at least three words that targets niche audiences. They’re more specific and less competitive than generic keywords.

Example: Ideas for blogging vs simple ideas for blogging or simple ideas for new bloggers.
Golden SEO rule #1: Use keywords

For additional keywords, you can conduct research on Google to see related search terms (using Google’s search results). You’ll notice suggestions for searches based on whatever word or phrase you type into the search field.
Golden SEO rule #1: Use keywords

Always refer to your keyword list whenever you’re creating a new piece of content.
Golden SEO rule #1: Use keywords

Do’s

Add keywords to these five areas on your website:

• Titles
• Descriptions
• Headings (blog) & Content
• Images Titles & Alt Text
• URLs
Golden SEO rule #1:

Use keywords

Dont’s

Add keywords to these five areas on your website:

• keyword stuffing! Use keywords naturally
• Don’t forget to 'internal link' - linking to related content, ideally using a keyword phrase
Golden SEO rule #2: Blog

Create quality, valuable content frequently, such as blogging

- According to Andrey Lipattsev, Search Quality Senior Strategist at Google, high-quality content and link building are the two most important signals used by Google to rank your website for search.
- (Source: Search Engine Watch, 2016)
Golden SEO rule #2: Blog

Blog posts should be at least 300 words to be rankable on Google – but the longer the better.

A July 2015 study by Moz and BuzzSumo analyzed the shares and links of over 1 million articles and found that long-form content of over 1,000 words consistently receives more shares and links than shorter form content.

Don’t re-invent the wheel...

13. Updating and republishing old blog posts with new content and images can increase organic traffic by as much as 111%.

(Source: Backlinko, 2016)
Golden SEO rule #3: Assess your page speed (mobile)

According to Search Engine Land, mobile searches were at nearly 60 percent of all searches in 2016.

If your website is slow, this will reduce your website visibility online.
Golden SEO rule #3: Assess your page speed (mobile)

Desktop: https://developers.google.com/speed/pagespeed/d/insights/

Mobile: https://testmysite.withgoogle.com/intl/en-gb
Golden SEO rule #4: Create a great user experience

Make sure your website is easy to use and navigate.
Golden SEO rule #5:

Check out the competition
Does the website look trustworthy?
Do you immediately know what the business does or offers from the homepage? Is this obvious?
Does the homepage provide any testimonials, reviews or visible signs of how well the business/company is doing?
Is the website easy to navigate?
Is the website well designed?
Is there enough text on the main pages (must have at least 300 words to be rankable in Google)?
Is the blog up to date and does it appear it’s updated regularly?
Does the website use pop-ups? (This is bad for ranking)
Does the website offer a mailing list / leads signup / conversions?
What’s the quality of the content? Does it need editing?
Is the content optimised and does it appear to be professionally structured?
Creating a simple SEO plan

Based on what we’ve discussed in today’s session, what are three simple you can do within the next month to improve your business website?