

Search Engine Optimization

🔍 WWW. Search



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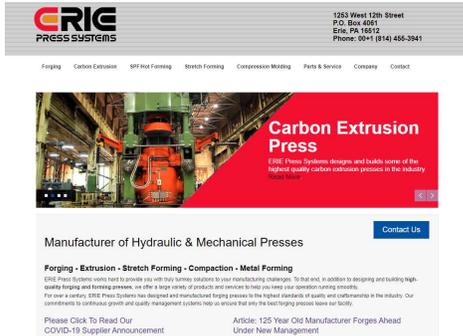
SEM RUSH CERTIFIED
Technical SEO & Audits

What is SEO?

- Is the process of getting traffic from the “organic,” or “natural” search results on search engines.
- Optimizing your web pages to appear on page one of search results for a given keyword phrase.
- Focusing on attracting qualified target users to your site.



What is SEO?

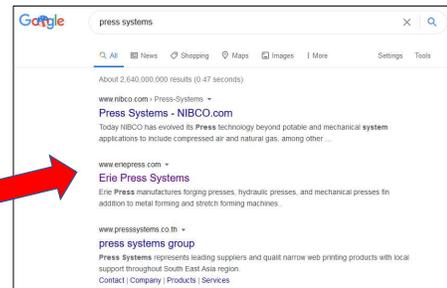


Getting your website page

About 2,640,000,000 results



To Appear Here



For a Keyword Phrase Your Target Audience is Searching



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How?

Step 1:

Getting your page indexed by the search engine bot.

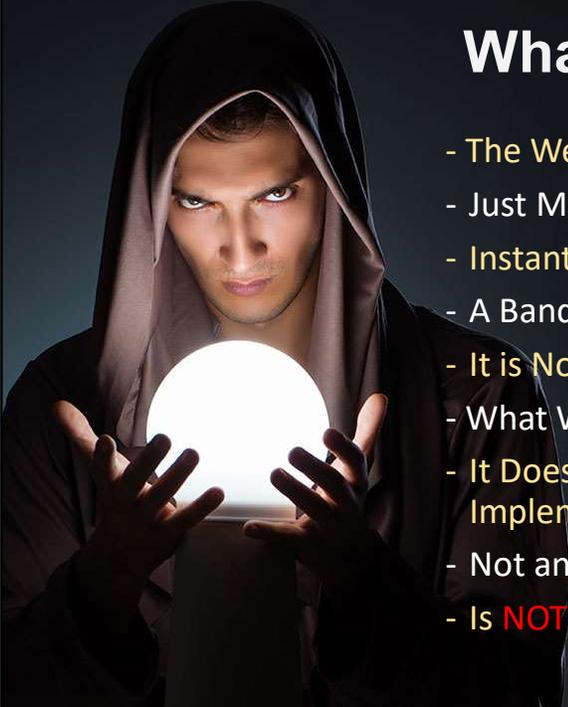
Step 2:

Getting your page to rank above other web pages for a specific phrase.

Step 3:

Getting your audience to choose you over 10 competitors and 4 ads.





What SEO is **Not!**

- The Web Developer/ Designer's Responsibility
- Just Meta Tags and Keywords
- Instant Improvement in Rankings
- A Band-Aid for Poor Quality Content or Coding
- It is **Not** a One or Two Fix Solution
- What Worked in **2015** 2017 will not work in 2020
- It Does Requires Research, Strategy, and Implementation
- Not an Easy Button or Auto Fix in SEO
- Is **NOT** Directly More Sales

Areas of SEO

Google Uses over **200** Criteria to Index and Rank Web Pages

- On Page / Off Page SEO
- Technical SEO
- SEO Content Quality
- Local SEO
- Local Pack SEO
- International SEO
- Image & Video SEO
- Link Building SEO



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Think SEO Strategy not Single Technique

Effective SEO is a strategic plan to get your site indexed ranked so that you can get to page one of results.

With over 200 elements to consider, don't assume that one or two simple techniques will get you to page one.

Each keyword has different results and thus require different strategies to work.

Don't trust SEO agencies that try and focus on one strategy for everything!

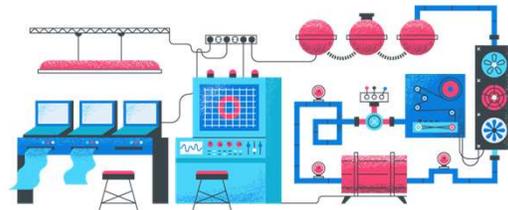


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How Search Engine Work

Search Engine Are Answer Machines

They take search inputs and match collected data to deliver answers. SERPs
They do two primary things **Index** and **Rank**



Indexing

- Crawl Web Pages
- Capturing Page Data
- Aggregate into a Database

Ranking

- Filter by Relevancy
- Rank by Engagement & Popularity
- Deliver Prioritized Results



Indexing? (MOZ)

Crawling is the discovery process in which search engines send out a team of robots to find new and updated content. Content can vary — it could be a webpage, an image, a video, a PDF, etc. — but regardless of the format, content is discovered by links.



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Indexing? (MOZ)



In SEO, not all search engines are equal

Many beginners wonder about the relative importance of particular search engines. Most people know that Google has the largest market share, but how important it is to optimize for Bing, Yahoo, and others? The truth is that despite the existence of [more than 30 major web search engines](#), the SEO community really only pays attention to Google. **Why?** The short answer is that Google is where the vast majority of people search the web. If we include Google Images, Google Maps, and YouTube (a Google property), [more than 90%](#) of web searches happen on Google – that's nearly 20 times Bing and Yahoo combined.



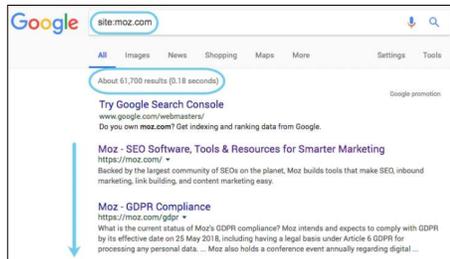
Indexing? (MOZ)

Crawling: Can search engines find your pages?

As you've just learned, making sure your site gets crawled and indexed is a prerequisite to showing up in the SERPs. If you already have a website, it might be a good idea to start off by seeing how many of your pages are in the index.

One way to check your indexed pages is "**site:yourdomain.com**"

For more accurate results, monitor and use the Index Coverage report in **Google Search Console**.



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Mobile First Indexing & Mobile Friendly Sites

MOBILE-FIRST INDEXING

CRAWL MOBILE VERSION FIRST



DETERMINES RANKINGS FOR MOBILE & DESKTOP

NO MOBILE VERSION?
CRAWL DESKTOP VERSION

DESKTOP-FIRST INDEXING

CRAWL DESKTOP VERSION FIRST



DETERMINES RANKINGS FOR MOBILE & DESKTOP

MOBILE VERSION?
BOOST MOBILE RANK



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Help! : My Site isn't being crawled!!!

Here are a few possible reasons why:

- Your site is brand new and hasn't been crawled yet.
- Your site isn't linked to from any external websites. (domain authority less than 10)
- Your site's navigation makes it hard for a robot to crawl it effectively. *"Internal Navigation"*
- Your URLs have incorrect canonical tags
- Your site views pages as www and non-www versions
- Your site contains some basic code called crawler directives that is blocking search engines.
- Your site has been penalized by Google for spammy tactics.
- Your site has slow page load speed
- Your site has no-index commands inside your code.



Your Crawl Budget

Make sure Google can see your most important content!

The Crawl budget is the average number of URLs Googlebot will crawl on your site before leaving, so crawl budget optimization ensures that Googlebot isn't wasting time crawling through your unimportant pages at risk of ignoring your important pages.

Influenced by:

- **Inbound links to your site**
- **Page speed**
- **Site architecture and coding**



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Ranking (MOZ)

Ranking is the process of filtering all of the webpages in the database against an algorithm with weighted criteria. The page with the most relevant data is returned as the number 1 result.

The **Algorithm** is made up of over 200 elements ranking from content, to structure to meta tags to user behavior and inbound links.



Ranking Changes

To ensure that is users get the most relevant results, Google periodically makes changes to their ranking process. It is designed to remediate sites that game the system by exploiting the ranking process.

Since **January 2000**. Google has made over 200 changes in their ranking process from minor updates to core changes that dramatically affect how web pages rank.



Components of SEO Ranking

SEO has evolved and now looks at website from several aspects in order to rank.

- 1) **Content** (the words you read) Google Rank Brain
- 2) **Technical Issues:** Mobility – Speed – Architecture – Content Hierarchy
- 3) **SEO Codes and Tags**
- 4) **Engagement:** Click Through Rate, Bounce Rate, Overall Traffic Rating
- 5) **Link Profile & Domain Authority:** Trust – Spam – Links – Anchor Text
- 6) **Site Speed**



Content

What you web pages says on the page!

Google has been very proactive in rewarding sites with good valuable content and penalizing pages with poor or thin content.

Good content provides answers to users questions or provides information to help them with what they searched. They use images and videos to support the message and topic of the page. They structure their content using headings to provide a clear understanding of the content.

Poor quality sites are structured like a cut sheet, bullet points only, marketing speak with general vague content or duplicate content that does not provide the users with much information. These sites also depend on images with text in the image for a style statement not an informative one.



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Content

Artificial Intelligence

Google is focused on delivering pages that meet the users intent. That is what and why are they searching. It uses artificial intelligence to parse web page content to better classify and rank a web page.

Google chooses to NOT read text within images, so site that are heavily graphic may not do well in search results.

Thin content is bad pages with under 300 words, but each page's SEO word amount is dependent upon the competitor web pages you are up against. So they is no standard magic number.



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Content

Keywords and Structure

Google looks for pages that provide rich content and not vague overviews. It also can identify if multiple pages discuss the same content and eliminates them.

One study suggested “long format content” which is between 2000 and 3000 words but many studies show that more doesn’t yield to higher ranking results.

The target keyword and vector keywords are important to ranking well. The way you structure your content is also important. Using Heading tags helps create an organized outline of your content for Google.



Concept of E-A-T

- Google wants to get websites to improve their content and link quality and rewards those who develop value added content that answers users questions or serves its audience with information.
- Google rewards sites that have strong positive link profiles and domain authority. This trust comes from credentials like trustworthy inbound links.
- Google doesn't reward sites with thin content, brochure spec sheet content, boiler plate content or duplicate content.



“Expertise” – You need to be an expert in your field. Expertise means you need to show the skill of the creator for the Main Content and mention it in your content. Meaning the content is truthful and useful for users and provides valuable information.

“Authoritativeness” – You need to show that you are an authority or the authoritativeness of the creator for the main content. Credentials are important, but so are personal experiences like reviews and quality inbound links.

“Trustworthiness” – You need to show users they can trust the creator or company of the Main Content. Trustworthiness is especially important for eCommerce websites that ask users for their credit card information. Your site should abide by Google’s quality guidelines, not have manual actions taken against you, not having paid or toxic links pointing to your website and use the **https** prefix not **http**.

E-A-T Applies to both content on a page and inbound links.



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SEO On Page / Off Page Factors

On-The-Page Factors	
These elements are in the direct control of the publisher	
Content	
Cq QUALITY	Are pages well written & have substantial quality content?
Cr RELEVANCE	Have you researched the keywords people may use to find your content?
Cw WORDS	Do pages use words & phrases you hope they'll be found for?
Cf FRESH	Are pages fresh & about "hot" topics?
Cv VERTICAL	Do you have images, local, news, video or other vertical content?
Ca ANSWERS	Is your content turned into direct answers within search results?
Vt THIN	Is content "thin" or "shallow" & lacking substance?
Algorithm	
Ac CRAWL	Can search engines easily "crawl" pages on site?
Am MOBILE	Does your site work well for mobile devices?
Ad DUPLICATE	Does site manage duplicate content issues well?
As SPEED	Does site load quickly?
Au URLS	Do URLs contain meaningful keywords to page content?
Ah HTTPS	Does site use HTTPS to provide secure connection for visitors?
Vc CRAWLING	Do you show search engines different pages than humans?
HTML	
Ht TITLES	Do HTML title tags contain keywords relevant to page topics?
Hd DESCRIPTION	Do meta description tags describe what pages are about?
Hs STRUCTURE	Do pages use structured data to enhance listings?
Hh HEADERS	Do headlines & subheads use header tags with relevant keywords?
Vs STOPWORDS	Do you excessively use words you want pages to be found for?
Vh HIDDEN	Do colors or design "hide" words you want pages to be found for?

The Periodic Table of SEO Success Factors

Search engine optimization (SEO) seems like alchemy to the uninitiated. But there's a science to it. Below are some important "ranking factors" and best practices that can lead to success with both search engines and searchers.

On-The-Page SEO			Off-The-Page SEO			
Content	Architecture	HTML	Trust	Links	Personal	Social
Cq ⁺³ Quality	Ac ⁺³ Crawl	Ht ⁺³ Titles	Ta ⁺³ Authority	Lq ⁺³ Quality	Pc ⁺² Country	Sr ⁺² Reputation
Cr ⁺² Research	Am ⁺² Mobile	Hd ⁺² Description	Te ⁺² Engage	Lt ⁺² Text	Pl ⁺¹ Locality	Ss ⁺¹ Shares
Cw ⁺² Words	Ad ⁺² Duplicate	Hs ⁺² Structure	Th ⁺² History	Ln ⁺² Numbers	Ph ⁺² History	
Cf ⁺² Fresh	As ⁺² Speed	Hh ⁺¹ Headers	Vd ⁻¹ Priority	Vp ⁻¹ Paid		
Cv ⁺² Vertical	Au ⁺¹ URLs	Vs ⁻¹ Stuffing	Va ⁻¹ Ads	Vi ⁻¹ Spam		
Ca ⁺² Answers	Ah ⁺¹ HTTPS	Vh ⁻¹ Hidden				
Vt ⁻² Thin	Vc ⁻² Crawling					

Factors Work Together
All factors on the table are important, but those marked 3 carry more weight than 1 or 2. No single factor guarantees top rankings or success, but having several favorable ones increases the odds. Negative "poison" factors shown in red harm your chances.

Off-The-Page Factors	
Elements influenced by readers, visitors & other publishers	
Trust	
Ta AUTHORITY	Do links, shares & other factors make pages trusted authorities?
Te ENGAGE	Do visitors spend time reading or "bounce" away quickly?
Th HISTORY	Has site or its domain been around a long time, operating in same way?
Vd PRIORITY	Has site been flagged for hosting harmful content?
Va ADVERTISING	Is content ad-heavy? Do you make use of intrusive interstitials?
Links	
Lq QUALITY	Are links from trusted, quality or respected web sites?
Lt TEXT	Do links pointing at pages use words you hope they'll be found for?
Ln NUMBER	Do many links point at your web pages?
Vp PAID	Have you purchased links in hopes of better rankings?
Vi SPAM	Have you created links by spamming blogs, forums or other places?
Personal	
Pc COUNTRY	What country is someone located in?
Pl LOCALITY	What city or local area is someone located in?
Ph HISTORY	Has someone regularly visited your site?
Social	
Sr REPUTATION	Do those respected on social networks share your content?
Ss SHARES	Do many share your content on social networks?

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SEO On Page

On-The-Page SEO

Content	Architecture	HTML	Content	Architecture	HTML		
Cq ⁺³ Quality	Ac ⁺³ Crawl	Ht ⁺³ Titles	Cw ⁺² Words	Ad ⁺² Duplicate	Hs ⁺² Structure	Cv ⁺² Vertical	Au ⁺¹ URLs
Cr ⁺³ Research	Am ⁺³ Mobile	Hd ⁺² Description	Cf ⁺² Fresh	As ⁺² Speed	Hh ⁺¹ Headers	Ca ⁺² Answers	Ah ⁺¹ HTTPS



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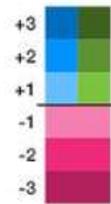
SEO Off Page Factors

Off-The-Page SEO

Trust	Links	Personal	Social
Ta Authority (+3)	Lq Quality (+3)	Pc Country (+3)	Sr Reputation (+2)
Te Engage (+2)	Lt Text (+2)	Pl Locality (+3)	Ss Shares (+1)
Th History (+1)	Ln Numbers (+1)	Ph History (+2)	

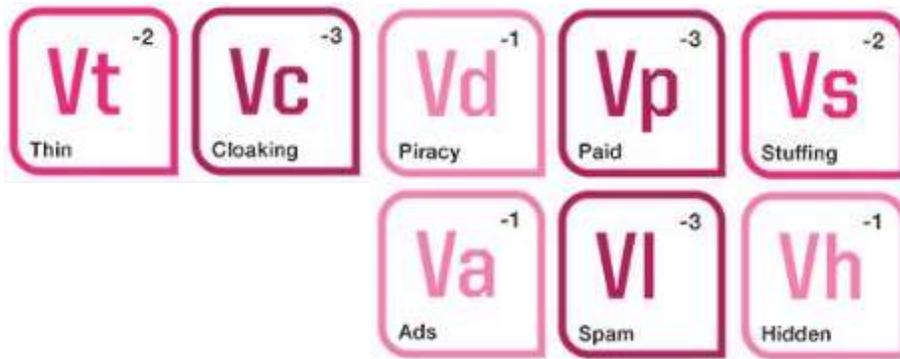
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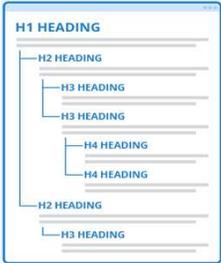
Negative SEO Factors



Important SEO Tags

SEO Tag	Importance	Details
Page Title	#1 SEO Tag – Tells Google What The Page is About	55 Characters or 600 Pixels
Description Tag	Not as a tag itself but helps CTR which is a factor	150 Characters or 1000 Pixels
Heading Tag (H1)	#2 SEO Tag – Visual Version of Page Title	Only Use Once
Alt Image Tags	Add Relevancy to Images Which Cannot be Read	Use Real Tags not just SEO
Canonical Tag	Tells Google The Official URL of the Page	Also used for duplicate pages
URL Address	Incorporate Keywords into URL	Abc.com/add-keywords-here/

This is your Page Title 55-60 Characters
 www.yourwebsiteaddress.com/keyword related page or category
 This is your description tag, this is the marketing hook to get qualified visitors into your website



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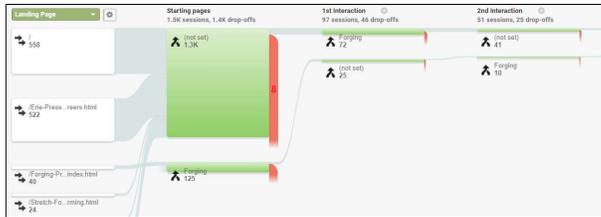
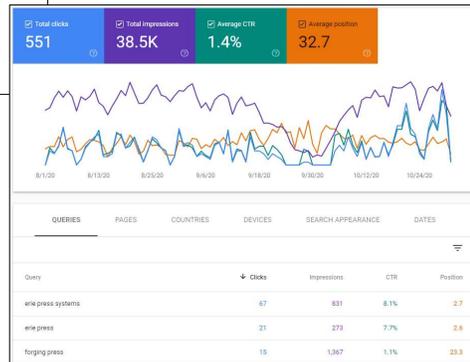
Engagement Factors

Google looks to how the public reacts the your website as one factor in determining ranking. Its actual about 30% of your overall ranking.

- Usage Elements found in analytics (Bounce Rate, Duration, Repeated Visitors, and Click through Rates)
- Inbound Links
- Domain Authority



Engagement Factors



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Links

External (In-Bound Links)

Value				Coming From Going To			Relevancy Text	SEO?
Domain Score	Trust Score	Page Score	Toxic Score	Source page title	Source Domain	Target URL	Anchor	No Follow
2	0	1	52	Freemoz	freemoz.org	http://www.transform.com/	ABC Transformers	FALSE
14	17	1	37	Transformers and Inductors: Transformers	dmoz-odp.org	http://www.transform.com/	http://www.transform.com/	FALSE
13	0	0	35	ABC The Industrial Resource	theindustrialresource.com	http://www.transform.com/	Dry Type Transformers	TRUE
1	0	0	67	Internet Matrix	www.internetmatrix.com	http://ABC.com/	ABC	TRUE


Value of Link


Toxic Score


Where the Link Point


Anchor Text


Follow or No Follow



SEO Summary

- **SEO is a multi-step process based on an algorithm**
- **SEO requires a strategy and competitive research to be effective**
- **SEO needs to be updated periodically**
- **Site need to be indexed first and then ranked**
- **Ranking is made up on content, codes, hierarchy, and engagement**





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