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 the first page of search results for a given keyword phrase.
  - Positions #1, #2, #3, #4 account for 68% of all Clicks

- Focusing on attracting qualified target users to your site.

Why Use SEO?

SEO is more than just getting more traffic to your website!

It can focus on increasing qualified potential users and buyers.

User intent can increase visibility of your site to different customer buying stages.

It can improve the perception of your organization, company, product or service.

Increases visibility to a broader audience beyond your brand name.

It can establish you as an expert.

Enables you to reach regional local visitors over major competitors.

Offers the best ROI over any other method!

SEO Statistics for 2022

SEO has evolved since 1997 and has made significant impacts

and changes to how we search online!

- On the first page alone, the first five organic results account for 67.6% of all the clicks that go to a website.
  (Source: Zero Limit Web)

- Google's search algorithm uses more than 200 factors to rank websites
  (Source: Backlinko)

- 49% of marketers report that organic search has the best ROI of any marketing channel .
  (Source: Search Engine Journal)

- SEO can reduce the cost of customer acquisition by 87.41% on average compared to digital advertising
  (Source: Terakeet)

- Long-tail keyword searches have a click-through rate 3-5% higher than generic searches
  (Source: Smart Insights)

How Search Engines Work

INDEXING

RANKING

- A robot visits your website and "crawls" the pages.
- The bot determines which pages are important and collects the information to be taken back to the main database.
- If a page is not indexed, it will not proceed to ranking.

Once a search is entered, the collected pages are filtered by an algorithm. The best results appear in the SERPs or the results page.

- **Pages to deep in file structure**
- **Thin content (very little text on a page)**
- **Lacking or Broken links (internal and external)**
- **Slow Page Load Speed**
- **Duplicate Content**
- **Blocked Pages**
- **Violating any Policies**

- **Relevancy to the Search Phrase**
- **Domain Authority**
- **SEO Tags**
- **Content**
- **Link Structure and Profile**
- **User Behavior**

Structure of SEO

Site Architecture

The way a site is developed creates a hierarchy that affects how search engines interpret your site.

- **Depth of Pages**
- **Internal Linking**
- **Duplication**
- **Degree of Importance**
- **Page Load Speed**

Content

The words on a page signal the relevancy of the page, user intent, and authority all important to SEO.

- **Amount of text**
- **Structure of Content**
- **Keyword Relevancy**
- **User Intent**
- **User Value of Content**

Codes & Tags

Using Meta tags and specific codes to help support the keyword theme of the page.

- **Amount of text**
- **Structure of Content**
- **Keyword Relevancy**
- **User Intent**
- **User Value of Content**

Authority

Letting the public determine the value, trustworthiness and authority of your website.

- **Domain Authority**
- **In-Bound Links**
- **Trust Signals**
- **User Behavior**
- **Page Authority**

Types 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**

What SEO is Not!

- Just Meta Tags and Keywords
- Instant Improvement in Rankings
- A Fix for Poor Quality Content or Coding
- It is Not a One or Two Fix Solution
- What Worked in ~~2017~~ will not work in 2022
- Not Something You Do Once and Walk-Away
- Not an Easy Button or Auto Fix in SEO
- Is NOT Auto Generated by WordPress or a Program
- Is NOT a Guaranteed Sale or Lead

How To Approach SEO

Very Simply Put… SEO is an ongoing process

You cannot treat it like a checklist in a vacuum!

There is no magic formula

Each keyword target is different - Each webpage is different.

The Tools and Methods Work But They Require Thought & Strategy

You Need A Plan!

The SEO Process

- Assess Your Current Site (SWOT)
- Create a Sitemap
- Conduct Keyword Research
- Map Target Keywords
- Conduct Competitive Research
- Develop a Page-By-Page Strategic Plan
  (Keyword Parameters Document)
- Implementation
- Test – Monitor - Adjust
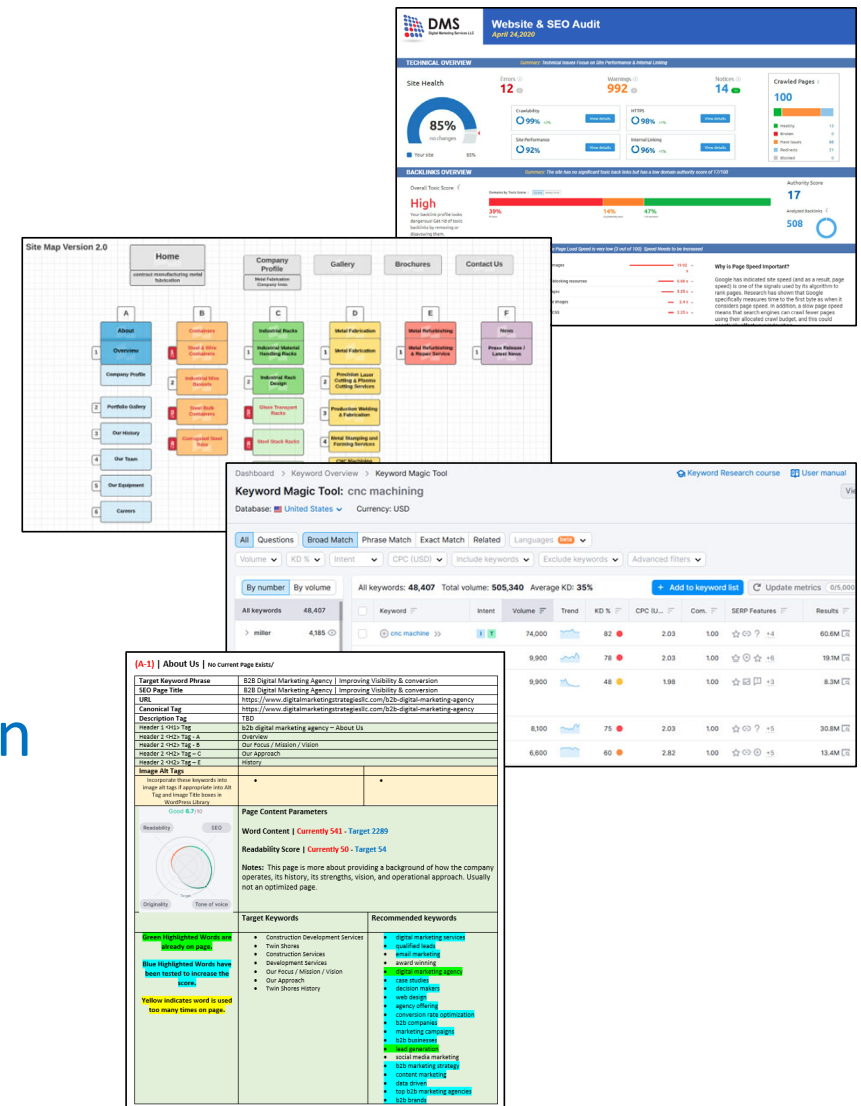
Assessment

- Current Site Rankings by Keyword Phrases
- Technical Audit
- SEO Indexing & Tag Audit
- Content Quality Audit
- Domain Authority Audit
- Backlink Audit & Toxic Link Audit
- Google My Business Listing Audit
- YouTube Videos & Images Audit

Organic Traffic & Keyword Ranking - Click Through Report

	Keyword	Position	Search Volume	Traffic	Traffic percent	Url
1.	gamep	1	320	256	80	https://gamep.org/
2.	georgia mep	1	40	32	10	https://gamep.org/
3.	crider foods	10	1600	9	2.81	https://gamep.org/success-story-crider-foods/
4.	golden foundry	9	260	6	1.87	https://gamep.org/success-story-goldens-foundry-2/
5.	super lawn trucks	6	390	3	0.93	https://gamep.org/success-story-super-lawn-trucks/
6.	john anker columbus ga	11	110	2	0.62	https://gamep.org/success-story-ankerpak/
7.	ankerpak	6	210	2	0.62	https://gamep.org/success-story-ankerpak/
8.	kontrolfreek	31	14800	2	0.62	https://gamep.org/success-story-kontrolfreek/
9.	golden foundry columbus ga	10	70	1	0.31	https://gamep.org/success-story-goldens-foundry-2/
10.	georgia tech manufacturing institute	6	110	1	0.31	https://gamep.org/
11.	kontrollfreek	29	5400	1	0.31	https://gamep.org/success-story-kontrollfreek/

SEO Technical Audit

CURRENT SCORE

Site Health 77

Target 92%

This is the target % for top ranking websites in your industry

PAGE STATUS

Healthy	25 Pages
Have Issues	330 Pages
Broken	0 Pages
Redirects	181 Pages
Blocked Pages	0 Pages

ISSUES BY PRIORITY

Errors 333	Warnings 3,075	Notices 1,832
Changes 0	Changes 0	Changes 0

AFFECTED AREAS OF SEO

Crawlability 96%	HTTPS 98%	Performance 93%
Change = 0	Change = 0	Change = -3%
Internal Links 97%	Core Web Vitals 10%	Markup 100%
Change = 0	Change = 10%	Change = 0

Errors : Details
300 issues with mixed content
17 structured data items are invalid

Warnings : Details
2,494 issues with unminified JavaScript and CSS files
459 links on HTTPS pages leads to HTTP page

Notices: Details
1,282 orphaned pages in sitemaps
201 external links returned a 403 HTTP status code

Domain Authority & Backlinks Report

Backlink Data

Domain Authority Score	34 / 100
Change	0
MOZ Trust Score	4 / 10
Change	None
Toxic Back Links	14
Percentage	4.9%
Refering Domains	288
Percent of Follow	70.5%
New	20

Domain Criteria	Gamep.org		Target
Domain Authority	34 / 100	High	30-50
Google Page Rank	3 / 10	Med	4-5
Citation Flow	31 / 100	Med	> 50%
Quality SEO Backlinks %	44%	Low	> 60%
Off Page SEO Score %	51%	Low	> 60%
% of Follow Links	70.5%	High	> 60%
Trust Score	4 / 10	Low	> 3

| Anchor Text	URL Links
Go Now	107
Georgia Manufacturing Extension Partnership	80
Georgia Manufacturing Extension Partnership (GaMEP)	52
GaMEP	40
Go Products	35
Go Design	32
https://gamep.org/	28
gamep.org	27
Empty Anchor	25
http://gamep.org/	20

Site Map

- A Blueprint of Your Entire Website

- Alpha Numeric Tagging
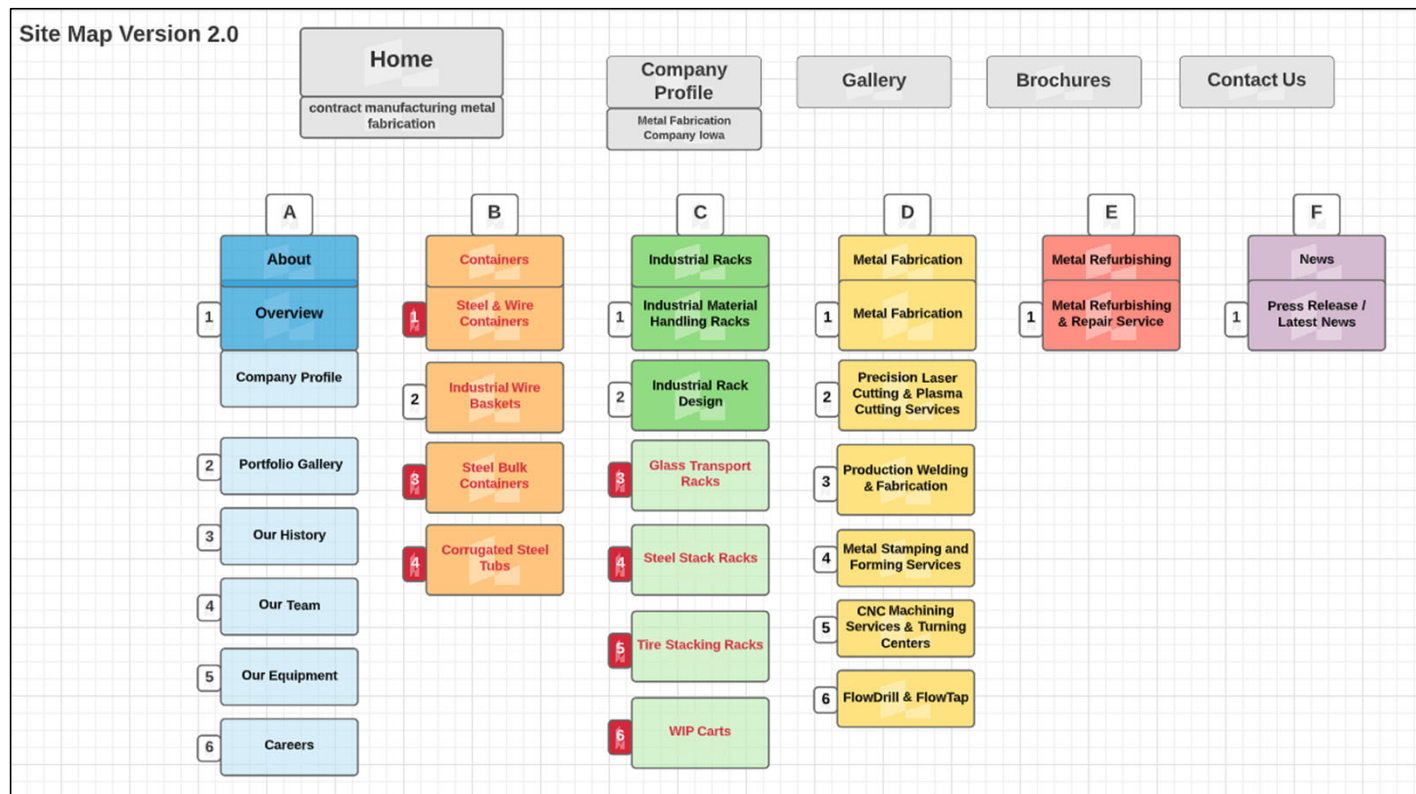
Keyword Research

- Intentional Selection Based on Data

- Validation of Selection
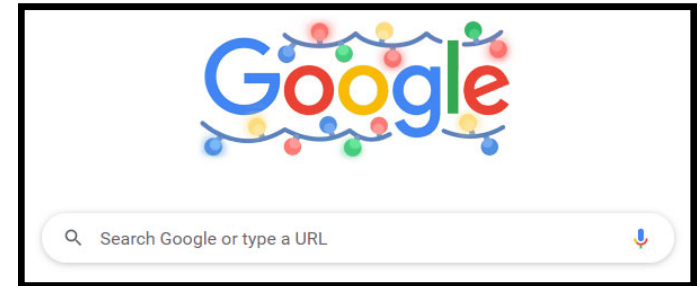
Keyword	Volume	Keyword Difficulty	Number of Results	Intent	SERP Features
type 2 collagen supplements	480	61	25100000	Commercial	FAQ, Image pack, People also ask, Reviews,
collagen type 2 supplements for joints	20	46	9410000	Informational	People also ask, Reviews, Site links
collagen supplements type 1 2 and 3	10				
womens type 2 collagen supplements	0				
Keyword	**Volume**	**Keyword Difficulty**	**Number of Results**	**Intent**	**SERP Features**
collagen supplements for women	1300	78	41300000	Commercial	Adwords top, FAQ, Image pack, People also
collagen supplements women's health	40	81	35500000	Commercial	Image pack, People also ask, Site links
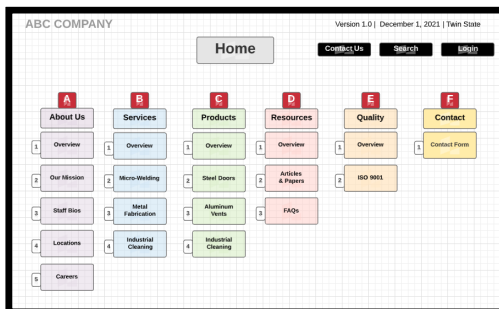
Competitive Research

- Identify the top-ranking pages for the target keywords you want

- Run reports to uncover specific SEO methods and Techniques

- How are Page Titles and H1 Tags formatted?
- How is the Content Structured?
- What Does the Page Content Cover
- Description Tags, Image Alt Tags
- Domain & Page Authority
- Backlink Structure
- What Keyword Phrases Do They Rank?

Important SEO Tags

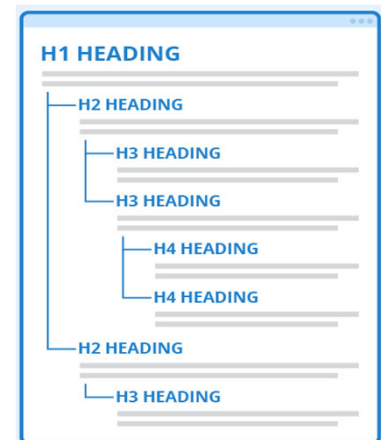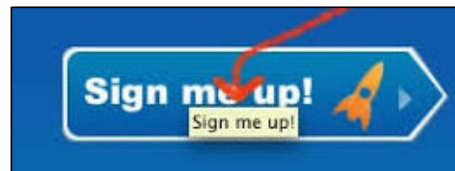| SEO Tag	Importance	Details
Page Title	#1 SEO Tag – Tells Google What The Page is About	55 Characters or 600 Pixels
Description Tag	Not as a tag itself but helps CTR which is a factor	150 Characters or 1000 Pixels
Heading Tag (H1)	#2 SEO Tag – Visual Version of Page Title	Only Use Once
Alt Image Tags	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

Sign me up!
Sign me up!

H1 HEADING

H2 HEADING

H3 HEADING

H3 HEADING

H4 HEADING

H4 HEADING

H2 HEADING

H3 HEADING

A.I. Content Review

Editor panel

B2B Digital Marketing Agency | Improving Visibility & conversion

DMS Digital Marketing Strategies LLC.

Search Engine Optimization Services

- We offer over 20 years of search engine optimization experience with proven results. We don't just add tags but develop comprehensive SEO strategies for successful keyword phrase rankings. Search Engine Optimization.

Conversion Rate Optimization & SEO Services

Complete ... egy

In today's world con... customers and to m... especially B2B and ...

...gy in order to find new ...that many companies ,

Content recommendations

Provide target keywords and get ideas based on your competitors' content.

Country
United States

Region
Pennsylvania

City
Select option

Language
English

Device
◉ Desktop   ○ Phone

United States, Pennsylvania (Des...

[Get recommendations]

Good 7.5/10

- Readability
- SEO
- Originality
- Tone of voice
- Target

SEO

Target keywords

Core of your text and all recommendations. Use these keywords at least once.

metal gaskets & shims

Recommended keywords

Enrich your text with these keywords to get better SEO results.

stainless steel   manufacturing custom
gasket shim   spiral wound gaskets
steel brass   jacketed gaskets
laser cutting   carbon steel
cutting services   rubber gaskets
custom shims and spacers   iso 9001
plastic shim   metal gaskets
metal shim

Readability   Score definition

45.0 Difficult   Target **50.0**

The difficulty of your text corresponds to college education level. This is just about what your audience expects.

Words

360   Target **575**

Reading time: 2.5 min

Title issues

✓ Title is present: "Gaskets - Shims - Stampings - Component Fabrication & Assemblies"

● Your title is longer than 60 characters. It will be truncated when displayed in search results.

Links & Domain Authority

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**

	Currently	Targets
Domain Authority Score	9 / 100	35-50
MOZ Trust Score	2 / 10	3-4
Toxic Back Links	0	0
Off Page SEO Score	48%	60-80%
Total Links	31	39
Percent of Follow	87%	+ 65%
Total Link Domains	9	39
Percent of Follow	66%	+ 65%

Referring Domains by Authority Score *i*

81–100	0.0%	0
61–80	11.1%	1
41–60	44.4%	4
21–40	22.2%	2
0–20	22.2%	2
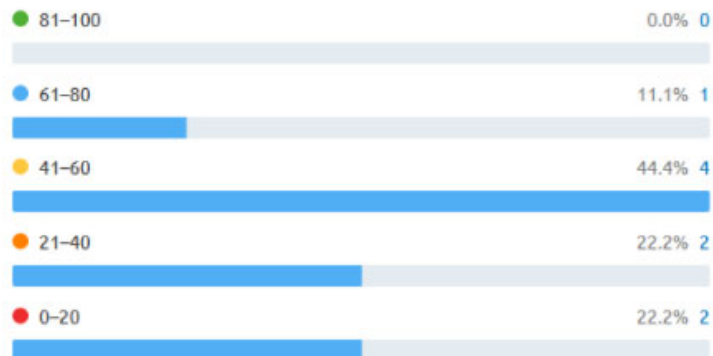
Domain Authority

Domain Authority

O - 100
Poor   Scale   Strong

23   36
17
56   44
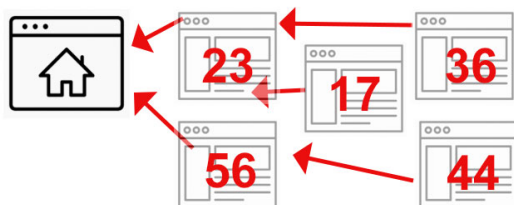
0-10 : No Authority
11-20 : Low Authority
21-30 : Medium Authority
31-40 : Good Authority
41-60 : Great Authority
61-100 : Top Authority

How Powerful is Your Website

- Not the number of inbound links but the value

- Lower Scores = Less Indexing By Google

- Lower Links = Lower Domain Authority

Works The Same Way With Page Authority

1) PA: 56   782 links   DA: 74

Keyword Parameters Document

(A-1) | About Us | No Current Page Exists/

Target Keyword Phrase	B2B Digital Marketing Agency	Improving Visibility & conversion
SEO Page Title	B2B Digital Marketing Agency	Improving Visibility & conversion
URL	https://www.digitalmarketingstrategiesllc.com/b2b-digital-marketing-agency
Canonical Tag	https://www.digitalmarketingstrategiesllc.com/b2b-digital-marketing-agency
Description Tag	TBD
Header 1 <H1> Tag	b2b digital marketing agency – About Us
Header 2 <H2> Tag - A	Overview
Header 2 <H2> Tag - B	Our Focus / Mission / Vision
Header 2 <H2> Tag – C	Our Approach
Header 2 <H2> Tag – E	History

Image Alt Tags

Incorporate these keywords into image alt tags if appropriate into Alt Tag and Image Title boxes in WordPress Library

● ●

Good 6.7/10

Readability SEO

Originality Tone of voice

Page Content Parameters

Word Content | Currently 541 - Target 2289

Readability Score | Currently 50 - Target 54

Notes: This page is more about providing a background of how the company operates, its history, its strengths, vision, and operational approach. Usually not an optimized page.

Target Keywords	Recommended keywords

Green Highlighted Words are already on page.

Blue Highlighted Words have been tested to increase the score.

Yellow indicates word is used too many times on page.

Target Keywords:
- Construction Development Services
- Twin Shores
- Construction Services
- Development Services
- Our Focus / Mission / Vision
- Our Approach
- Twin Shores History

Recommended keywords:
- digital marketing services
- qualified leads
- email marketing
- award winning
- digital marketing agency
- case studies
- decision makers
- web design
- agency offering
- conversion rate optimization
- b2b companies
- marketing campaigns
- b2b businesses
- lead generation
- social media marketing
- b2b marketing strategy
- content marketing
- data driven
- top b2b marketing agencies
- b2b brands

← Critical Meta Tags & URLs

← Header Tags for Content Structure
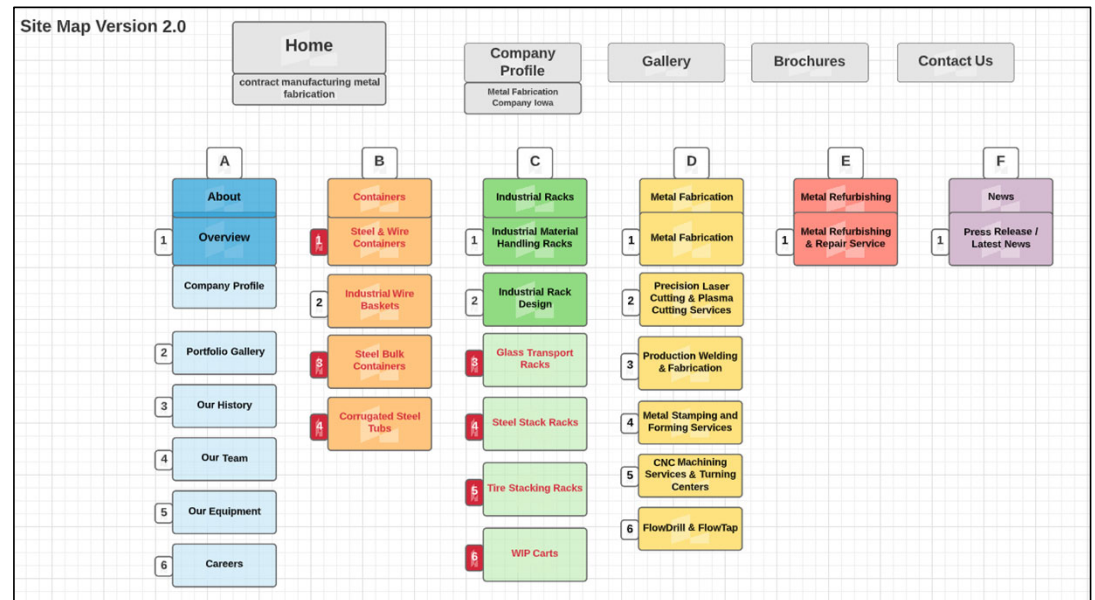
← Image Tags for SEO

← Content SEO Review & Guidance

← Target & Supplemental Keywords

Technical Parameters Document

Setting up Guidelines For Building The Site

- URL Naming

- Creating Silos

- Use of Canonicals

- Inclusion of Address on Pages

- Site Map/Privacy Cookie Policy

- Detailing all technical codes

Site Map Version 2.0

Creating A Content & Link Strategy

Building Your Domain & Page Authority

- Identify & Secure Potential Links

- Find and Engage with Blogs, Articles

- Podcast

- Monitor DA / PA Scores

- Follow The Rules

- Long Term Strategy

Implementing – Testing - Monitoring

Building Your Domain & Page Authority

- Run a Technical Audit after Launch
- Submit an XML Site Map to Google Search Console & Bing Index Now
- Track your Traffic in Analytics GA4
- Monitor Position Ranking in a Program
- Monitor DA/PA – Backlinks – Toxic Links
- Be Patient!

Neal Rabogliatti

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