Search Marketing Training

Search Engine Optimization

Blast analytics • marketing

Locations
Rocklin, CA - San Francisco, CA - Los Angeles, CA -
New York, NY - Las Vegas, NV - Seattle, WA

Web www.blastam.com   **Email** sales@blastam.com

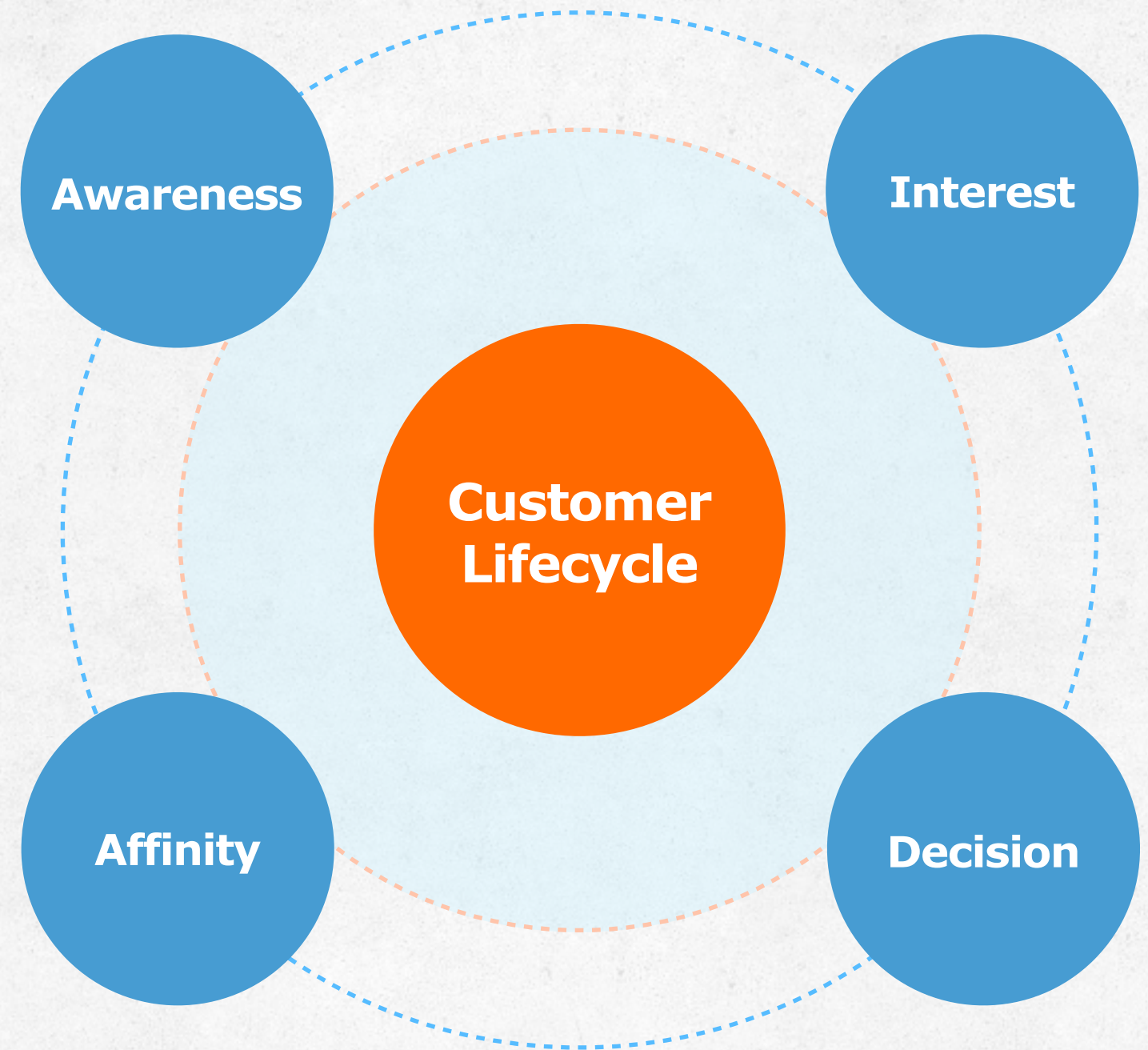**Twitter** @blastam   **Phone** (888) 252-7866

Training Agenda

What is SEO?

Crafting content that is **credible, attractive, usable, relevant, properly coded,** and **valuable** (earns links).

Map to Entire Customer Lifecycle

Develop content to meet audience needs across the entire customer lifecycle. Don't leave holes.

Potential Customer	Potential Customer	Potential Customer	Potential Customer	Potential Customer	Customer	Repeat Customer	Loyal Customer	Customer	Advocate Customer
Awareness	**Research**	**Interest**	**Evaluation**	**Justify /Decide**	**Buy**	**Repeat**	**Retention**	**Support**	**Referral**

Google

bing YAHOO!

To maximize search engine indexing/ranking:

- **Prevent barriers to entry**
- **Organize the content well**
- **Use proper code**

Do Not Enter Here
you will get splinters

Don't Stop Short

You spent hours writing and designing your new page/post. By spending 15-30 extra minutes, you can drastically increase visits.

+ Great Content

+ Great Design

+ Great Code

+ (Wrong Keyword)
_____

= 100 visits

+ Great Content

+ Great Design

+ Great Code

+ Optimal Keyword
_____

= 3,000 visits

Why is SEO important?

Leadership

Top 3 Ranking in Paid and Organic Search **imply leadership to searchers**.

This leadership (in both paid and organic) will give your site more credibility and **get you more clicks**.

Search Traffic Distribution

Paid Search (PPC)

20%

of the clicks

Organic Search (SEO)

80%

of the clicks

4x

No Content = No Ranking

No Matching Page

No Workday in Top 10

Boating

Content Depth

Boating Basics

Boat Registration

Boat Responsibly
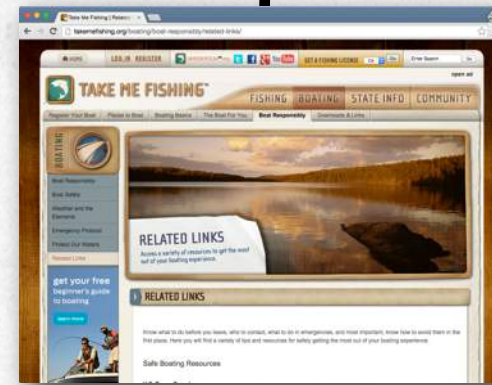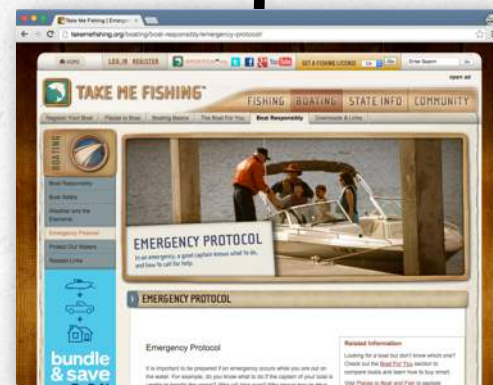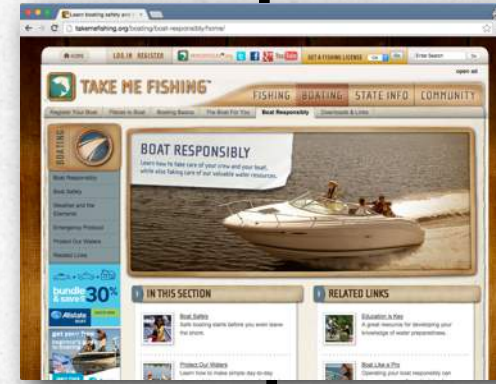
Boat Safely

Weather & the Elements

Emergency Protocol

Protect Our Waters

Related Links

SEO Strategy
Build-out content to match user needs/searches

Intelligent, sustainable SEO strategy **builds out mid- to long-tail content pages.**
Will increase search visibility and provide highly relevant user experiences that match users' expectations.

Google Search:
"California boat registration **requirements**"

Competitor Page:
"California boat registration"

= Low Relevancy

Google Search:
"California boat registration **requirements**"

Client Page:
"California boat registration **requirements**"

= High Relevancy

Training Agenda

What affects rankings?

Personalization

- Location
- Previous History
- Social Likes/Shares
- Mobile Results

Rank. *Click. Convert.*

Importance of Top 3 Ranking

35%

20%

13%

} 2/3
of all clicks

Rank. Click. Convert.

- **Paid Search** can capture 20%-30% of total clicks

- **First listing** can capture 35%-40% of non-paid clicks

- **Top three listings** capture about 60% of non-paid clicks

Ranking does not equal success

Ranking well for a variety of search terms is vital but it is only the first step toward driving sustainable non-paid traffic.

Between paid search and **universal search listings**, a top 3 ranked website listing can be **pushed down the page and get dramatically reduced visibility**. Can reduce the CTR from 40% to 10% or less.

No Visible #3 Listing

mortgage rates – Google Se...

https://www.google.com/search?q=page+icon&rlz=1C5CHFA_enUS510US516&oq=page+icon&aqs=chrome.0.57j62l3.3183...

+You   Search   Images   Maps   Play   YouTube   News   Gmail   Drive   Calendar   More

Google   mortgage rates   Sign in

Web   Images   Maps   Shopping   News   More   Search tools

About 191,000,000 results (0.23 seconds)

Ads related to mortgage rates

Compare Mortgage Rates - Lendingtree.com
www.lendingtree.com/MortgageRates
Rates Dropped to 2.50% (2.62% APR). Compare up to 5 Free Offers Now!
Refinance Rates - Mortgage Rates

Today's Mortgage Rates - Bankrate.com
www.bankrate.com/Mortgage
Compare Lowest **Mortgage Rates** in 2013 from Top Banks & Lenders
Interest Rates - Calculators & Tools - News, Tips & Advice
610 people +1'd or follow Bankrate

Today's FHA Rates in CA - No Appraisal or income Qualifying
www.ilinkloans.com/Low_Rates
Free Quote in less than 30 seconds.
Get today's Loan Rates - Refinancing your Home - Free Instant Rate Quote

Mortgage Rates - Today's Home Loan Rates and Trends | Zillow
www.zillow.com/mortgage-rates/
Get today's **mortgage rates** and free personalized loan quotes from reputable lenders. Lowest rates online. Safe and secure.
California Mortgage Rates - Mortgage Calculator - Maryland Mortgage Rates

Mortgage Rates Compare ARM Loans Fixed Loan **Rate Mortgages ...**
www.bankrate.com/mortgage.aspx
Find **mortgage rates** and compare ARM and fixed loan **rate mortgages** from Bankrate.com.
Rate Trend Index - California Mortgage Rates - Mortgages News Archive

News for mortgage rates
Rate on 30-year mortgage declines to 3.51%
USA TODAY - 1 hour ago
Super-low **mortgage rates** have helped boost rebound in home sales and prices.

Ads

2.25% Refinance Rates
refinance.mortgageloan.com/
$200,000 for Less Then $765 a Month
2.69 APR - Get a Quote Now!

3.0% No Closing Cost Refi
www.greenlightloans.com/
1 (855) 636 3336
No Closing Cost APR Refi. Quote
As Seen on Fox News. Call Today!

No Closing Cost Mortgages
www.cashcallmortgage.com/California
1 (866) 408 9401
Direct Lender Below Market **Rates**!
How Much Can You Save? 877-640-0649

Today's Mortgage Rates
www.quickenloans.com/Mortgage-Rates
Cash In On Recent **Mortgage Rate**
Drop. Get Your Lowest **Rate** In Weeks
461 people +1'd or follow Quicken Loans

3.5% 30 Yr Mortgage Rates
www.amerisave.com/
Direct Lender. Online Quotes.
PreApproved In Minutes. 4.0%APR

2.3% FIXED Mortgage Rate
mortgagerates.freerateupdate.com/
1 (877) 607 7150
Low 15-Yr, 30-Yr **Rates**, 2.7 APR*.
1 Bank. Get a Quote in 30 Seconds!
166 people +1'd or follow
FreeRateUpdate.com

Rank. Click. Convert.

Lack of Click Problem = lack of click-thrus will eventually reduce rank

Google serves up your listings, and if people:

- **aren't** clicking your listing you **lose rank**
- **are** clicking on your listings you **maintain or gain rank**

Page	Impressions	Clicks ▲	CTR	Avg. position
▶ /community/places-to-boat-and-fish/ ⬀	15,692	2,119	14%	4.3
▶ /fishing/fishopedia/how-to-fish/ ⬀	10,394	1,817	17%	3.9
▶ /fishing/fishopedia/how-to-fish/when-to-fish/ ⬀	14,759	1,542	10%	7.1
▶ /fishing/saltwater-fishing/where-to-fish/pier-and-surf-fishing/ ⬀	15,818	1,252	8%	8.3
▶ /fishing/fishopedia/fishing-knots-and-rigs/lure-rig-knots/ ⬀	27,551	1,166	4%	8.9
▶ takemefishing.org/ ⬀	24,086	1,109	5%	8.6
▶ /fishing/freshwater-fishing/tips-and-tricks/ ⬀	15,019	945	6%	12
▶ /fishing/fishopedia/how-to-fish/fishing-techniques/ ⬀	8,812	818	9%	6.3

What impacts CTR on the SERP?

- Page Title
- Meta Description
- URL
- Brand awareness
- User intent (stage of the customer life cycle)

Your SERP listing is an ad.

You won't get as many clicks if your listing:

- Isn't persuasive or clearly differentiated from other listings

- Doesn't match the user's intent

- Lacks keywords (that get bolded when match search query)

- Is over stuffed with keywords

- Offers useless or irrelevant information

- Description doesn't speak to person's needs or make your value/benefits clear

Rank. Click. *Convert.*

If you can't drive targeted traffic that converts then all is lost.

SEO = UX

Bounce = -1 Vote

Conversion doesn't need to be a revenue transaction. It can be another type of conversion that demonstrates a positive experience which is likely to lead to a revenue based transaction in the future.

Bounce Back Effect

Rank. Click. *Convert.*

It doesn't matter if you drive a million additional visitors if you don't convert them and get value from the traffic you are driving

1,000 Visitors

5% Conversion Rate

= **50 conversions**

1,000,000 Visitors

.005% Conversion Rate

= **50 conversions**

1,000,000 Visitors

3% Conversion Rate

= **30,000 conversions**

Results - *Lower Bounce Rates*

Page	Bounce Rate Sept. 2013	Bounce Rate Sept. 2014	Change
/mobile/	57%	23%	-60%
/fishing/license/	16%	12%	-25%
/state/al/al-fishing-license-and-regulations/	73%	57%	-22%
Home Page	31%	23%	-26%
/fishing/saltwater-fishing/where-to-fish/deep-sea-fishing/	76%	70%	-8%
/state/ny/ny-fishing-license-and-regulations/	74%	61%	-18%
/fishing/overview/	36%	33%	-8%
/fishing/fly-fishing/what-is-fly-fishing/	50%	29%	-42%
/community/places-to-boat-and-fish/	33%	25%	-24%

Results - *Increased Organic Search Traffic*

Page	Sessions Sept. 2013	Sessions Sept. 2014	Change
/mobile/	191	8,530	4,366%
/fishing/fishopedia/how-to-fish/	1,343	2,549	90%
/fishing/fishopedia/how-to-fish/fishing-techniques/	18	956	5,211%
/fishing/freshwater-fishing/tips-and-tricks/	1,012	1,157	14%
/state/al/al-fishing-license-and-regulations/	45	1,004	2,131%
/fishing/license/	628	1,287	105%
/fishing/saltwater-fishing/where-to-fish/pier-and-surf-fishing/	549	1,997	264%
/fishing/fishopedia/how-to-fish/when-to-fish/	555	2,705	387%
/boating/the-boat-for-you/types-of-hulls/	68	667	881%
community/places-to-boat-and-fish	15	3,463	22,987%

Results *- More High Rankings*
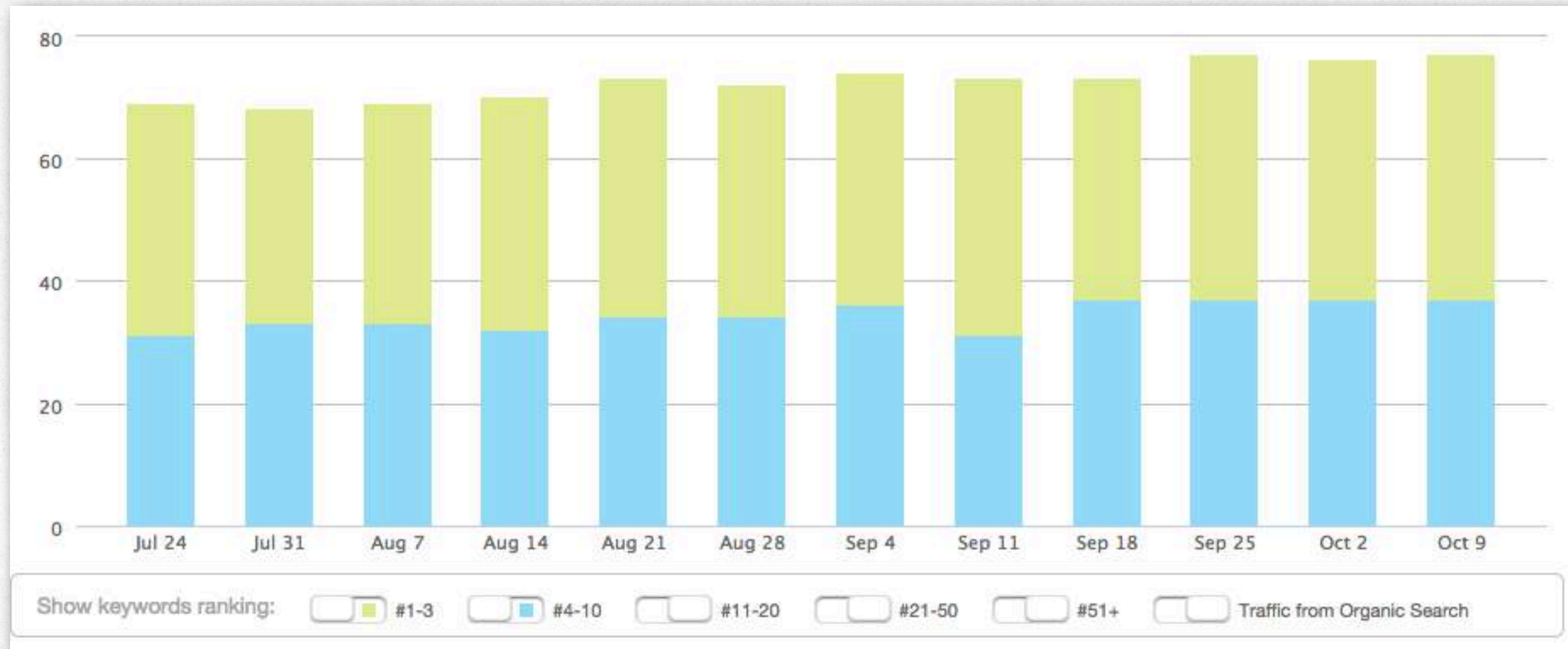
Measurable Results

1 Fishing Map page optimized; listed on second page of Google search for "best fishing spots" and receiving nearly no traffic.

2 Moves from page 2 to #5 on page 1; traffic begins to increase.

3 Ranking #1 in Google search for "best fishing spots" and **traffic increased almost 1000% to 1,100 sessions per week.**

Training Agenda

3 Keys to SEO Success

Technical SEO

- HTML Tags - Headings, links, canonicals
- Site Errors - Missing Pages, broken links, page errors
- Servers - Server errors, settings, redirects, download speed

Content SEO

- Keyword Targeting - choose one keyword per page
- Content Optimization - use chosen keyword throughout the page
- Supporting Content - create related pages to support your page and create themes (silos) around particular topics

Authority SEO

- Internal Linking - Cross-linking of pages on your site
- External Linking - Links pointed to your site from other external sites
- Social Sharing - Links to your site, shared on social sites, blogs, forums

Roof

Walls

Foundation
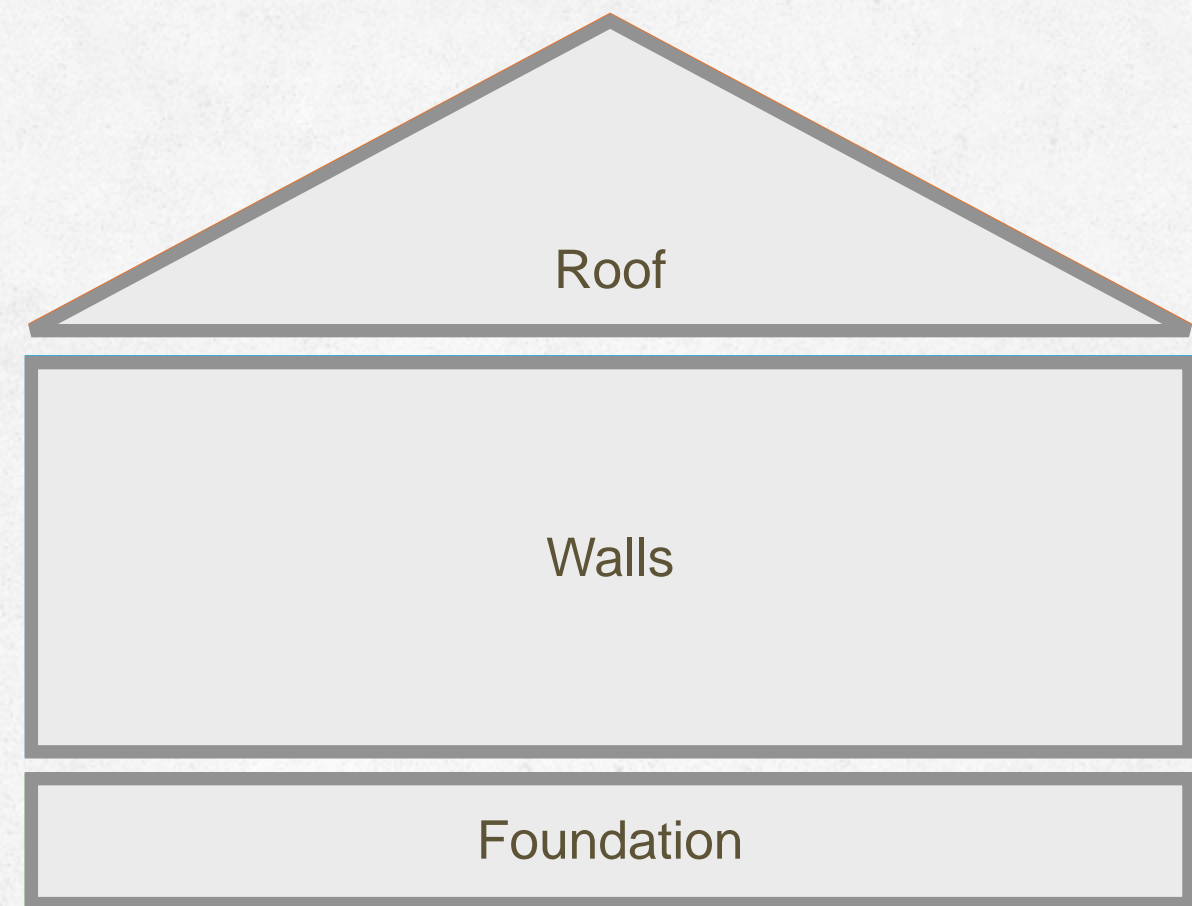
Technical Factors
Prevent Barriers

Performance

Site Errors

404s

302s

Domain Structure

Code/Server Settings

On-Page SEO

High-quality, usable, credible, and attractive.

Needs to be **worthy of sharing**; something other people want to promote by linking back to you.

Links increase your trust and authority and are a key for helping you rank well for your target keywords.

4 Keys of SEO Copywriting

1) Information Architecture (IA) – the organization of your website, logically grouping site content (themes/silos of like content, file folders).

2) Content – the visible page assets and the invisible code.

3) Internal Linking – how you link between different pages within the site – in the navigation, footer, sitemap and within body content.

4) Social Buzz – aspects of your site that enable people to share, tweet, email a friend, etc.

SEO Copywriting Best Practices

You want your content to speak to your readers' needs and desires, have them share it in social media, and "score" links!

- Natural, high-quality writing is best. SEO copywriting should incorporate keywords naturally!

- Copywriting is about being relevant. Your copy should have "scent" that helps users smell, find and follow what is relevant to them. You must:

  - Grab their attention.
  - Pique their interest.
  - Compel them to take action.

Page Structure

Each page must include at least the following elements

- **A unique HTML Title Tag:** text within <title> tag.
- **A Meta Description:** content within <meta name="description"> tag.
- **One unique Headline:** text within <H1> tag.
- **Body Content:** text within <body> tag, often defined within a <p> tag.

Optionally, pages could include

- **Meta Keywords:** content within <meta property=""> tag.
- **Meta Tags for Facebook Open Graph:** content within <meta property=" " content=" " /> tag.
- **Sub-Headlines:** subheadings for page structure, text within <H2>, <H3> up to <H6> for long pages.
- **Media Assets:** images, video, PDF downloads.
- **Links:** <a href> internal links to other pages within site and external links to other related websites.
- **Link Title:** attribute within the link tag, shows when link is hovered over with mouse/pointer.
- **Call to Action:** message integrated within text and/or sidebar link element that encourages the user to click.

Page Titles - Why They Matter

- Title is the link that appears in SERP, the first thing people see!

- Good descriptive titles **increase the click through rate** when searchers view your listing in the SERPs. It must be good enough to convince them to click on it!

- Relevancy of the title to the content on the page is taken into account by the search engines.

- Title text becomes the **bookmark** when users bookmark a page.

- Title text is what is shared on Facebook by default, unless you use the meta title tag.

- The title is what displays at the top of the browser

Writing Page Titles - Tips

- **Use Target Keywords** (keep it relevant to page and use that page's target kw)

- **Order the Title with Keywords first** (Put kw first, not brand)

- **Avoid Keyword Stuffing** (reduces CTR)

- **Create Unique Titles** (duplicates can send duplicate content signals to Google)

- **Keep Titles Short** (between 55 and 68 characters)

- **Be Descriptive** (be reflective of page content and entice users to click)

- **Write for users** (see page title as your "hook")

Meta Descriptions

Each page's meta description should be a summary of the main content.

Meta Descriptions - Why They Matter

- Meta Descriptions are very important! The meta description is copy in your SERP snippet, **the second thing people see**!

- Descriptive meta descriptions **increase the click through rate**. Needs summarize page and persuade to click!

- Relevancy to the page is taken into account by the search engines.

- Facebook often uses the meta description when someone shares the page.

Writing Meta Descriptions - Tips

- Can make or break CTR (**write it like a miniature ad**)

- DO NOT exactly repeat the title tag.

- DO use keywords. Put primary keywords toward the front.

- Use approximately 22-25 words. (**Goal: 135-150 characters**)

- Don't use "we" language. Think "you!" (Write for the user)

- Good meta descriptions are human-readable and diverse.

- Should not be perfect grammar. Users only skim

- If a page on your website ranks for a keyword phrase not in the meta description, search engines may generate their own meta description summary, partially from the content in the first paragraphs.

Meta Keyword Tags *- Optional, but Recommended*

Meta Keywords
The meta keywords tag is not a strong ranking signal, but seems to be making a return.

Tips

- Use your primary keyword, secondary keyword, up to 3 tertiary keywords maximum.

- Keep it short - Do not use more than 5 keywords.

- **If abused, could cause a spam penalty.**

URL Structure - Tips

- **Keep simple** and straight forward (Goal: could be recited from memory).

- URLs are displayed in search results.

- **Simple URLs = easier for the search engines** to crawl the site

- Use words in URLs that pertain to that page.

- Create a **simple directory structure**, which makes it easy for users to know where they are on the site.

- **Use canonical tags** to avoid splitting visitors onto two identical pages

Page Names - Tips

- **Use hyphens** (-) to separate word (no stop words such as "and," or "the")

- Create the SHORTEST URI path possible, no stop words, no punctuation.

- Write page name for search engines with **keywords near the front**, but so they make sense to people.

- **All lower-case is best practice**. Page names are case-sensitive.

- FINALIZE your page name after your page's keyword theme is identified, prior to publishing. Changing the URI after launch may require 301 redirects to avoid 404 errors.

Body Content

Your body content is the unique key message for each page. Each page should be part of the theme for that section of your site.

Do not combine messages and themes in the same page unless absolutely necessary.

Keep content message-focused!

Body Content - Tips

- Each page should be able to stand by itself without relying on messaging from another page. Each page is essentially a possible landing page and should have cohesive content and a call to action.

- Get to the point quickly! Keep **paragraphs to 3-4 sentences in length**, at most.

- Lay content out so it's skim-able and scan-able and grab their attention early!

- Match body content with the preceding headline.

- Deliver primary message in the first paragraph. The first couple paragraphs are of primary importance for SEO.

- Integrate primary keywords in the first few words of a page's text content (engines prefer keywords sooner on page)

- Use each keyword at least once

- Use keyword modifiers in the copy, if it makes sense, to help draw in long-tail searches. Use the longer form of your keyword, plurals when possible, and modifiers.

- Avoid keyword-stuffed copy. **Use exact primary keyword phrase 2-3 times on short pages, 4-6 times on longer pages.** Do not stuff keywords or use them when it doesn't make sense in the context of the copy.

- Use keywords naturally. Write for humans, not for search engines.

More SEO Considerations

- Keyword Identification
- H1 Headings
- Subheadings
- Formatting

- Linking - Internal, External
- Image Optimization
- Social Media
- Link Acquisition

Training Agenda

Clear Goals & Measurement Framework

SEO Digital Measurement Framework sets clear goals and key performance indicators to measure progress. This framework will be customized to match the unique customer lifecycle/journey.

Digital Measurement Framework

	AWARENESS	AWARENESS	AWARENESS	AWARENESS	INTEREST	INTEREST	INTEREST	INTEREST	INTENT	APPLY	ENGAGED/EDUCATE
Objective	Increase Top of Funnel	Increase Free Search Visibility	Increase Free Search Visibility	Increase Free Search Traffic	Increase Viewbook Downloads	Increase CLIENT Catalog Downloads	Increase Attend Webinar Requests	Increase Open House Requests	Increase Contact Recruiter State Selection	Increase Apply Now Clicks	Increase Engagement (Visitor Retention)
Goal	Increase views of the admissions content group to X for FY2015	Achieve top 5 rankings for 10+ key target keywords for FY2015	Achieve ten or more new top 10 rankings for 5+ keyword themes for FY2015	Increase organic traffic 25% to X for FY 2015	Increase Viewbook Downloads by 100% to X for FY2015	Increase CLIENT Catalog Downloads to X for FY2015	Increase Attend Webinar Requests by 100% to X for FY2015	Increase Open House Requests by 100% to X for FY2015	Increase Contact Recruiter State Selections by 50% to X for FY2015	Increase Apply Now Clicks by 50% to X FY2015	Increase visitor engagement by X% to FY2015
KPI	Admissions Content Group Page Visits	Top 5 Organic Rankings by Target	Top 10 Organic Rankings by Theme	All Organic Visits	All Viewbook Downloads	All CLIENT Catalog Downloads	All Attend Webinar Requests	All Open House Requests	All Contact Recruiter State Selection	All Apply Now Clicks	People who visit 3+ People who visited within 30 days
Segment	Metric = Unique Pageviews of Admissions Content Group Pages Medium = ALL Country = ALL	Ranking = Top 5 Keywords = TBD Medium = Organic Source = Google Country = ALL	Ranking = Top 10 Keywords = 10+ Targeted keywords in each of 5+ keyword themes Medium = Organic Source = Google Country = ALL	Metric = Visits Medium = Organic Country = ALL	Metric = Goal 8 Viewbook Downloads Medium = ALL Country = ALL	Metric = Goal 12 CLIENT Catalog Downloads Medium = ALL Country = ALL	Metric = Goal 17 Attend Webinar Requests Medium = ALL Country = ALL	Metric = Goal 7 Open House Requests Medium = ALL Country = ALL	Metric = Goal 18 Contact Recruiter State Selection Conversions Medium = ALL Country = ALL	Metric = Goal 16 Apply Now Clicks Medium = ALL Country = ALL	Metric 1 = Engaged Visits (Recency/Frequency) Metric 2 = Quality Visits (viewed key pages or 2+ pageviews) Medium = ALL Country = ALL Note: Requires further setup. Will do if DMF approved, as-is.
Benchmark	FY 2014: ~X (Admissions Content Group Unique Pageviews)	FY 2014: TBD (Top 5 Rankings)	FY 2014: TBD (Top 10 Rankings)	FY 2014: ~X (Total Organic Search Visits)	FY 2014: ~X (Total Viewbook Downloads)	FY 2014: ~X (Total CLIENT Catalog Downloads)	FY 2014: ~X (Total Attend Webinar Requests)	FY 2014: ~X (Total Open House Requests)	FY 2014: ~X (Total Contact Recruiter State Selections)	FY 2014: ~X (Total Apply Now Clicks)	FY 2014: TBD (Total Engaged Visits)
Target	FY 2015: X (Admissions Content Group Unique Pageviews)	FY 2015: TBD (Top 5 Rankings)	FY 2015: TBD (Top 10 Rankings)	FY 2015: X (Total Organic Search Visits)	FY 2015: X (Total Viewbook Downloads)	FY 2015: X (Total CLIENT Catalog Downloads)	FY 2015: X (Total Attend Webinar Requests)	FY 2015: X (Total Open House Requests)	FY 2015: X (Total Contact Recruiter State Selections)	FY 2015: X (Total Apply Now Clicks)	FY 2015: TBD (Total Engaged Visits)
Source:	Google Analytics "www.CLIENT.com- ALL" Profile	Moz Ranking Data for "www.CLIENT.com - ALL"	Moz Ranking Data for "www.CLIENT.com - ALL"	Google Analytics "www.CLIENT.com- ALL" Profile	Google Analytics "www.CLIENT.com- ALL" Profile	Google Analytics "www.CLIENT.com- ALL" Profile	Google Analytics "www.CLIENT.com- ALL" Profile	Google Analytics "www.CLIENT.com- ALL" Profile	Google Analytics "www.CLIENT.com- ALL" Profile	Google Analytics "www.CLIENT.com- ALL" Profile	Google Analytics "www.CLIENT.com- ALL" Profile

Monitoring Progress

SERP Rank Monitoring

Advanced Web Ranker

Keyword/Page Traffic Monitoring

Google Analytics

Training Agenda

Measuring Tools

Google Analytics

Google Webmaster Tools

OPEN SITE EXPLORER

Training Agenda

How do we get started?
Remove Roadblocks & Identify Opportunities

Technical

Analytics

KW Research

Benchmarking

On-Page

Share

SEO
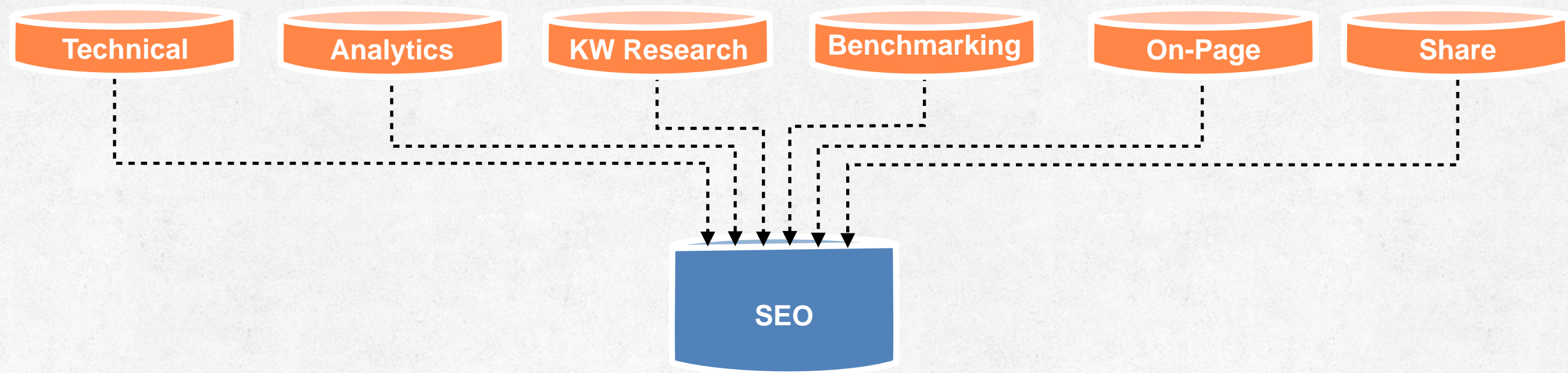
The "Perfectly" Optimized Page

(for the example keyword phrase "chocolate donuts")

Page Title: Chocolate Donuts | Mary's Bakery

Meta Description: Mary's Bakery's chocolate donuts are possibly the most delicious, perfectly formed, flawlessly chocolately donuts ever made.

H1 Headline:
Chocolate Donuts from Mary's Bakery

Image Filename:
chocolate-donuts.jpg

Photo of Donuts (with Alt Attribute):
Chocolate Donuts

Body Text: _____
_____chocolate donuts_____
_____
_____donuts_____
_____
_____
_____
_____chocolate donuts__
_____
_____
_____donuts_____
_____
chocolate_____
_____
_____
_____chocolate donuts_____
_____
_____chocolate_____
_____
_____

Thanks for Joining Us!
Any Questions?

David McCormick
Marketing Strategist