Search Marketing Training

Search Engine Optimization

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

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- Trainer from -

Blast Analytics & Marketing

David McCormick
Marketing Strategist
Training Agenda

- 01 -
What is SEO?

- 02 -
Why Does SEO Matter?

- 03 -
SEO Best Practices

- 04 -
Measuring SEO Performance

- 05 -
SEO Tools

- 06 -
Get Started Today
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.
To maximize search engine indexing/ranking:

- Prevent barriers to entry
- Organize the content well
- Use proper code
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
No Content = No Ranking

Enterprise Integration Platform: Anypoint Platform | MuleSoft
We built Anypoint Platform to make connecting easy. Anypoint Platform is the only complete platform for SOA, B2B Integration and APIs. The Anypoint Platform allows integration to be simple, secure, and scalable.

Enterprise Integration - Fast, low risk integration with SOA

Enterprise Integration - Anypoint Platform | MuleSoft

Enterprise Application Integration - Wikipedia, the free encyclopedia
Enterprise Application Integration (EAI) is the use of software and computer systems architectural principles to integrate a set of enterprise computer applications. Overview - Improving connectivity - Purposes - Patterns

Gartner Magic Quadrant Enterprise Integration Platforms as of 2018
Gartner has positioned MuleSoft as a Leader in the newest Gartner Magic Quadrant for Enterprise Integration Platforms as of 2018. The Magic Quadrant is an evaluation of strength of vendors based on completeness of vision and ability to execute.

Platform for Enterprise Integration | Talend
Talend offers business process software, application integration and data management. Talend’s Platform for Enterprise Integration includes BPM, application integration...

No Workday in Top 10

No Matching Page
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.

**SEO Strategy**

*Build-out content to match user needs/searches*

<table>
<thead>
<tr>
<th>Google Search:</th>
<th>Competitor Page:</th>
</tr>
</thead>
<tbody>
<tr>
<td>“California boat registration requirements”</td>
<td>“California boat registration”</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Google Search:</th>
<th>Client Page:</th>
</tr>
</thead>
<tbody>
<tr>
<td>“California boat registration requirements”</td>
<td>“California boat registration requirements”</td>
</tr>
</tbody>
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What affects rankings?

Personalization

- Location
- Previous History
- Social Likes/Shares
- Mobile Results
Importance of Top 3 Ranking

{2/3 of all clicks}

35%
20%
13%
**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

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**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.

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**No Visible #3 Listing**
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
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
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.

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

**SEO = UX**

**Bounce = -1 Vote**
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
  - \( \frac{1,000 \text{ Visitors}}{5\%} = 50 \text{ conversions} \)

- **1,000,000 Visitors**
  - .005% Conversion Rate
  - \( \frac{1,000,000 \text{ Visitors}}{.005\%} = 50 \text{ conversions} \)

- **1,000,000 Visitors**
  - 3% Conversion Rate
  - \( \frac{1,000,000 \text{ Visitors}}{3\%} = 30,000 \text{ conversions} \)
## Results - Lower Bounce Rates

<table>
<thead>
<tr>
<th>Page</th>
<th>Bounce Rate Sept. 2013</th>
<th>Bounce Rate Sept. 2014</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>/mobile/</td>
<td>57%</td>
<td>23%</td>
<td>-60%</td>
</tr>
<tr>
<td>/fishing/license/</td>
<td>16%</td>
<td>12%</td>
<td>-25%</td>
</tr>
<tr>
<td>/state/al/al-fishing-license-and-regulations/</td>
<td>73%</td>
<td>57%</td>
<td>-22%</td>
</tr>
<tr>
<td>Home Page</td>
<td>31%</td>
<td>23%</td>
<td>-26%</td>
</tr>
<tr>
<td>/fishing/saltwater-fishing/where-to-fish/deep-sea-fishing/</td>
<td>76%</td>
<td>70%</td>
<td>-8%</td>
</tr>
<tr>
<td>/state/ny/ny-fishing-license-and-regulations/</td>
<td>74%</td>
<td>61%</td>
<td>-18%</td>
</tr>
<tr>
<td>/fishing/overview/</td>
<td>36%</td>
<td>33%</td>
<td>-8%</td>
</tr>
<tr>
<td>/fishing/fly-fishing/what-is-fly-fishing/</td>
<td>50%</td>
<td>29%</td>
<td>-42%</td>
</tr>
<tr>
<td>/community/places-to-boat-and-fish/</td>
<td>33%</td>
<td>25%</td>
<td>-24%</td>
</tr>
</tbody>
</table>
# Results - Increased Organic Search Traffic

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>/mobile/</td>
<td>191</td>
<td>8,530</td>
<td>4,366%</td>
</tr>
<tr>
<td>/fishing/fishopedia/how-to-fish/</td>
<td>1,343</td>
<td>2,549</td>
<td>90%</td>
</tr>
<tr>
<td>/fishing/fishopedia/how-to-fish/fishing-techniques/</td>
<td>18</td>
<td>956</td>
<td>5,211%</td>
</tr>
<tr>
<td>/fishing/freshwater-fishing/tips-and-tricks/</td>
<td>1,012</td>
<td>1,157</td>
<td>14%</td>
</tr>
<tr>
<td>/state/al/al-fishing-license-and-regulations/</td>
<td>45</td>
<td>1,004</td>
<td>2,131%</td>
</tr>
<tr>
<td>/fishing/license/</td>
<td>628</td>
<td>1,287</td>
<td>105%</td>
</tr>
<tr>
<td>/fishing/saltwater-fishing/where-to-fish/pier-and-surf-fishing/</td>
<td>549</td>
<td>1,997</td>
<td>264%</td>
</tr>
<tr>
<td>/fishing/fishopedia/how-to-fish/when-to-fish/</td>
<td>555</td>
<td>2,705</td>
<td>387%</td>
</tr>
<tr>
<td>/boating/the-boat-for-you/types-of-hulls/</td>
<td>68</td>
<td>667</td>
<td>881%</td>
</tr>
<tr>
<td>community/places-to-boat-and-fish</td>
<td>15</td>
<td>3,463</td>
<td>22,987%</td>
</tr>
</tbody>
</table>
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.
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**Get Started Today**
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
Technical Factors
Prevent Barriers

Performance

Site Errors

Domain Structure

404s
302s

Prevent Barriers

Code/Server Settings

<meta name="Description" content="Master data management (MDM) solutions by TIBCO ensure critical data across domains and operational systems is accurate and consistent – regardless of geographic, line-of-business, or application silo boundaries."/>

<meta name="Keywords" content="master data management, MDM, data quality, data consistency, unified source of data, 360 customer profile"/>

<meta name="robots" content="index, follow"/>

<meta name="googlebot" content="index, follow"/>

<meta name="tags" content=""/>

<link rel="shortcut icon" href="/multimedia/favicon.ico" type="image/ico" / >
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.
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”)
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 straightforward (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.
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
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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

<table>
<thead>
<tr>
<th>Objective</th>
<th>Increase Top of Funnel</th>
<th>Increase Free Search Visibility</th>
<th>Increase Free Search Traffic</th>
<th>Increase Viewbook Downloads</th>
<th>Increase Client Catalog Downloads</th>
<th>Increase Attend Webinar Requests</th>
<th>Increase Open House Requests</th>
<th>Increase Contact Recruiter Selection</th>
<th>Increase Apply New Clients</th>
<th>Increase Engagement (New Recruiters)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Goal</td>
<td>Increase value of the advertisements campaign group to A or FY2015</td>
<td>Achieve top 5 rankings for 15 to 20 keywords by FY2015</td>
<td>Achieve 100+ unique visitors per month by FY2015</td>
<td>Increase organic traffic to 3% by FY2015</td>
<td>Increase Client Catalog Downloads to 10% by FY2015</td>
<td>Increase Client Catalog Downloads to 20% by FY2015</td>
<td>Increase Open House Requests to 100% by FY2015</td>
<td>Increase Contact Recruiter Selection by 50% by FY2015</td>
<td>Increase Apply New Clients to 60% by FY2015</td>
<td>Increase Engagement (New Recruiters) by 5% by FY2015</td>
</tr>
<tr>
<td>KPI</td>
<td>Admissions Content Group Page Views</td>
<td>Top 5 Organic Rankings by Target</td>
<td>Top 10 Organic Rankings by Theme</td>
<td>All Organic Views</td>
<td>All Viewbook Downloads</td>
<td>All Client Catalog Downloads</td>
<td>All Attend Webinar Requests</td>
<td>All Open House Requests</td>
<td>All Contact Recruiter Selection</td>
<td>All Apply New Clients</td>
</tr>
<tr>
<td>Segment</td>
<td>Metro = Unique Pageviews / Admissions Content Group Pages Medium = ALL Country = ALL</td>
<td>Ranking = Top 5 Keywords / TBS Medium = Organic Source = Google Country = ALL</td>
<td>Ranking = Top 10 Keywords / TBS Medium = Organic Source = Google Country = ALL</td>
<td>Metric = Total Viewbook Downloads Medium = ALL Country = ALL</td>
<td>Metric = Total Client Catalog Downloads Medium = ALL Country = ALL</td>
<td>Metric = Total Client Catalog Downloads Medium = ALL Country = ALL</td>
<td>Metric = Total Contact Recruiter Requests Medium = ALL Country = ALL</td>
<td>Metric = Total Client Catalog Downloads Medium = ALL Country = ALL</td>
<td>Metric = Total Client Catalog Downloads Medium = ALL Country = ALL</td>
<td>Metric = Total Client Catalog Downloads Medium = ALL Country = ALL</td>
</tr>
<tr>
<td>Target</td>
<td>FY 2015 - X (Admissions Content Group Unique Pageviews)</td>
<td>FY 2015 - TBS (Top 5 Rankings)</td>
<td>FY 2015 - TBS (Top 5 Rankings)</td>
<td>FY 2015 - TBS (Top 10 Rankings)</td>
<td>FY 2015 - TBS (Total Viewbook Downloads)</td>
<td>FY 2015 - X (Total Client Catalog Downloads)</td>
<td>FY 2015 - X (Total Attend Webinar Requests)</td>
<td>FY 2015 - X (Total Open House Requests)</td>
<td>FY 2015 - X (Total Contact Recruiter Selections)</td>
<td>FY 2015 - X (Total Client Catalog Downloads)</td>
</tr>
</tbody>
</table>
Monitoring Progress

SERP Rank Monitoring
Advanced Web Ranker

Keyword/Page Traffic Monitoring
Google Analytics
SEO Process
rinse & repeat

1. Website & Competitive Analysis
2. Identify Keyword Opportunities
3. Technical SEO
4. Content Editing & Copywriting
5. Link Acquisition & Social Promotion
6. Review Rankings & Analytics Data

rinse & repeat
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Measuring Tools

Google Analytics

Google Webmaster Tools

Open Site Explorer
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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 chocolatey 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

chocolate donuts

chocolate
Thanks for Joining Us!

Any Questions?

David McCormick
Marketing Strategist