SEARCH ENGINE OPTIMIZATION (SEO)

SHERRY BONELLI, early bird digital marketing

earlybird digital marketing
About Me...

- 18+ years’ digital marketing experience
- Launched ecommerce business in 1998
- Public Speaker
- Specialties:
  - Search Engine Optimization (SEO)
  - Reputation Marketing
  - Content Marketing
  - Social Media Marketing
  - Video Marketing

Sherry Bonelli, MA Internet Marketing Owner, early bird digital marketing SCORE Mentor
SEO 101 Agenda

• SEO Basics
• Mobile-friendly website
• Online Business Directories/Citations
• SEO Ranking Factors
• Meta Tags
• Backlinks
• Content
• Reputation Marketing
What is Search Engine Optimization?

Search Engine Optimization (SEO) are strategies you can use on your site (on-site) or off your site (off-site) to help you rank higher on the search engines for keywords.
Websites: Must-Have
IT ALL STARTS WITH A MOBILE-FRIENDLY WEBSITE!

Small business owners who want to build a website have lots of options that make it easier than ever:

- WordPress
- Hire a web designer
- Wix.com
- SquareSpace.com
- Weebly.com

If you do it yourself: It's cheap. It's easy to do. And it can take less than 20 minutes to set up. Yet more than half of all small businesses still don't have a website.

Entrepreneurs that have jumped to the digital side say their websites have boosted sales, cut down on time-consuming phone calls and brought more people into their stores.

If Your Business Already Has a Website, Make Sure It’s Mobile Friendly…. 

Most small- and medium-sized businesses do not have a mobile-optimized website. Only 6% of SMBs have a mobile site. Source: Hibu

- Half of the entire population of the US is checking their smartphones up to 150 times a day. (ExactTarget 2014 Mobile Behavior Support)

- Consumers choose search as their No. 1 in-store resource for helping them make purchase decisions. (ThriveAnalytics, April 2014)

- 78% of local-mobile searches result in offline purchases in a business. (comScore, Neustar Localeze, 15 miles, Local Search Study, April 2014)
Google WANTS You to Have a Mobile-Friendly Website

Check to see if your site is mobile-friendly:
search.google.com/search-console/mobile-friendly

Is your web page mobile-friendly?

Enter a URL to test

RUN TEST
Page is mobile-friendly

This page is easy to use on a mobile device

SUBMIT TO GOOGLE

Additional resources

- Open site-wide mobile usability report
- Learn more about mobile-friendly pages
- Post comments or questions to our discussion group
Page is not mobile friendly

This page can be difficult to use on a mobile device

Fix the following 3 issues

- Clickable elements too close together
- Viewport not set
- Text too small to read
Online Business Directories/ Citations
Search Engine Algorithms
Online Directory Results Show Up In Search Engine Results

1. **Best Haircut for men in Iowa City, IA - Yelp**
   www.yelp.com/search
   [Review on Haircut for men in Iowa City, IA - Buzz Salon, Hair art, Michael Tschantz Salon, G Spot Hair Design, Stan's Barber Stylists, Cynthia... Hair Salons.]
   Rank: 157
   Age: November 28, 1996
   Source: Yelp
   Rank: 19

2. **Best Hair cut in Iowa City, IA - Yelp**
   www.yelp.com/search
   [Review on Hair cut in Iowa City, IA - Buzz Salon, Hair art, HABA Salon, G Spot Hair Design, Michael Tschantz Salon, Salon La Di Da, Cynthia... Hair Salons.]
   Rank: 157
   Age: November 28, 1996
   Source: Yelp
   Rank: 19

3. **The Best 10 Hair Salons in Iowa City, IA - Yelp**
   www.yelp.com/search
   [Top Hair Salons in Iowa City, IA - HABA Salon, Buzz Salon, Thompson & Co Salon Parlor, Hair Art, Michael Tschantz Salon, G Spot Hair Design, Cynthia Rain's...]
   Rank: 157
   Age: November 28, 1996
   Source: Yelp
   Rank: 19

4. **The 10 Best Men's Haircuts near Iowa City, IA - Locality**
   https://locality.com/iowa-city-haircut
   [Best Men's Haircuts near Iowa City, IA. Price Range: $15.00 - $45.00. Hours: open until 8:00pm. Compare 24 Places Nearby: HABA Salon, Transformations...]
   Rank: 4.24K
   Source: Locality
   Rank: 4.24K
Some of the Top Online Business Directories

Social Publishers
- Facebook
- FourSquare

Menu Publishers
- AllMenus
- MenuPages
The company’s name, address & phone number (NAP) should be exactly the same on as many directories as possible.

Examples:
Blairs Ferry Rd. vs. Blairs Ferry Road
1st Street vs. First St.
Google and Bing Give You a Listing for FREE!
Does Your Business Have a Google My Business Page?

www.GYBO.com/business
What About Bing Places for Business?
www.bingplaces.com
Google My Business Results

Randy's Carpets & Interiors

Address: 5454 Center Point Rd NE, Cedar Rapids, IA 52402
Hours: Open today: 9AM-5PM
Phone: (319) 393-1400

Reviews from the web
5/5 Facebook 2 votes

Reviews
1 Google review

Send to your phone

People also search for

1. Best Haircut for men in Iowa City, IA - Yelp
2. Best Haircut in Iowa City, IA - Yelp
Search Engine Optimization (SEO)

Ranking Factors
SEO Helps Sites Rank Higher

- Content Counts – 1,500 words on home page; 1,000+ words on other pages
- Use keywords people are searching for – avoid jargon
- Code placed on the site that only search engines see
- Images must have “Alt” tags
- Title & Description Meta Data
- Special markup code (schema) that helps search engines understand what’s on the page
- Quality and frequent content (i.e. Blogs, new pages, update pages, etc.)
Google Local Pack Rank

The local pack appears beneath the paid ads and above the organic results.
Google Local Pack Rank Factors

Local Pack/Finder Ranking Factors

1. My Business Signals (Proximity, categories, keyword in business title, etc.) 19%
2. Link Signals (Inbound anchor text, linking domain authority, linking domain quantity, etc.) 17%
3. On-Page Signals (Presence of NAP, keywords in titles, domain authority, etc.) 14%
4. Citation Signals (IYP/aggregator NAP consistency, citation volume, etc.) 13%
5. Review Signals (Review quantity, review velocity, review diversity, etc.) 13%
6. Behavioral Signals (Click-through rate, mobile clicks to call, check-ins, etc.) 10%
7. Personalization 10%
8. Social Signals (Google engagement, Facebook engagement, Twitter engagement, etc.) 4%

https://moz.com/local-search-ranking-factors
Organic Search Results

Localized Organic Ranking Factors

1. Link Signals (Inbound anchor text, linking domain authority, linking domain quantity, etc.) 29%
2. On-Page Signals (Presence of NAP, keywords in titles, domain authority, etc.) 24%
3. Behavioral Signals (Click-through rate, mobile clicks to call, check-ins, etc.) 11%
4. Personalization 9%
5. Citation Signals (IYP/aggregator NAP consistency, citation volume, etc.) 8%
6. My Business Signals (Proximity, categories, keyword in business title, etc.) 7%
7. Review Signals (Review quantity, review velocity, review diversity, etc.) 7%
8. Social Signals (Google engagement, Facebook engagement, Twitter engagement, etc.) 4%

https://moz.com/local-search-ranking-factors
<table>
<thead>
<tr>
<th>Top 50 Local Pack Finder Factors</th>
<th>Top 50 Local Organic Factors</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1 1492 total</td>
<td>Quality/Affiliation of Inbound Links to Domain</td>
</tr>
<tr>
<td>Proximity of Address to the Point of Search (Searcher-Business Distance)</td>
<td>#2 510 total</td>
</tr>
<tr>
<td>Physical Address in City of Search</td>
<td>Domain Authority of Website</td>
</tr>
<tr>
<td>#3 402 total</td>
<td>#3 308 total</td>
</tr>
<tr>
<td>Proper GMB Category Associations</td>
<td>Diversity of Inbound Links to Domain</td>
</tr>
<tr>
<td>#4 400 total</td>
<td>#4 300 total</td>
</tr>
<tr>
<td>Quality/Authority of Inbound Links to Domain</td>
<td>Topical (Product/Service) Keyword Relevance of Domain Content</td>
</tr>
<tr>
<td>#5 361 total</td>
<td>#5 297 total</td>
</tr>
<tr>
<td>Consistency of Citations on the Primary Data Sources</td>
<td>Quantity of Inbound Links to Domain</td>
</tr>
<tr>
<td>#6 288 total</td>
<td>#6 251 total</td>
</tr>
<tr>
<td>Domain Authority of Website</td>
<td>Quantity of Inbound Links to Domain from Locally Relevant Domains</td>
</tr>
<tr>
<td>#7 244 total</td>
<td>#7 230 total</td>
</tr>
<tr>
<td>Product/Service Keyword in GMB Business Title</td>
<td>Click-Through Rate from Search Results</td>
</tr>
<tr>
<td>#8 243 total</td>
<td>#8 220 total</td>
</tr>
<tr>
<td>Quality/Authority of Structured Citations</td>
<td>Geographic (City/Neighborhood) Keyword Relevance of Domain Content</td>
</tr>
<tr>
<td>#9 234 total</td>
<td>#9 217 total</td>
</tr>
<tr>
<td>Consistency of Citations on Tier 1 Citation Sources</td>
<td>Product/Service Keywords in Anchor Text of Inbound Links to Domain</td>
</tr>
<tr>
<td>#10 197 total</td>
<td>#10 213 total</td>
</tr>
<tr>
<td>Click-Through Rate from Search Results</td>
<td>Mobile-Friendly/Responsive Website</td>
</tr>
<tr>
<td>#11 182 total</td>
<td></td>
</tr>
</tbody>
</table>
Keyword Research
Keywords

Keywords are the phrases that people enter into the search box when they’re trying to find something

• Think like your customers: What do your customers ask? What info are they looking for?
• Don’t use jargon unless your customers understand those terms
• Look for high search volume but low to medium competitiveness
Effectively Use Keywords

• Write a separate page for each keyword you’re targeting (blog post, page on site, FAQ page, etc.)
• Target 1-2 keywords per page
• Put keywords in Titles and Headers (H1, H2, H3, etc.)
• Include keywords in Title and Description Meta Data
• Put keywords as close to the front of the paragraph as possible
• Write for people first. Write for search engines second.
WARNING: Don’t “Keyword Stuff”
Keyword & Audit Tools

• **Google Keyword Planner** (Set up Google AdWords account to get access)
• **keywordtool.io**
• **answerthepublic.com**
• **Woorank.com** – “Audit” your website
• **screamingfrog.co.uk/seo-spider/** – “Audit” your website
Google Suggestions

How do you make an internet screen smaller

Here's how to Make Text Bigger on a PC. Press and hold down the "ctrl" button while you briefly press the "4" key. Do this several times until the screen size is just right for you. If you want to make text smaller press and hold the "ctrl" key while you briefly press the "3" key until the screen is just right for you. Oct 3, 2012

How to Make Text Bigger or Smaller Using Your Browser | Information...
https://it.language101.com/usability/make-text-bigger/

People also ask

How do you make the font smaller on a Mac?
How do you make the screen size smaller?
How do I make the screen smaller on Google Chrome?
How do you make the screen smaller on Windows 7?

How to make Internet Screen Bigger or Smaller Window 7 - YouTube

how to make internet explorer windows smaller - Microsoft Community
Keywords

- optimize images wordpress
- optimize images for website
- optimize images for seo
- optimize images for web photoshop
- optimize images for mobile
- optimize images wordpress plugin
- optimize images for the web
- optimize images in photoshop
- optimize images shopify
- optimize images plugin
- optimize images
- optimize images for web
- optimize images apache
- optimize images asp.net
- optimize images android
- optimize images app
- optimize images api
Meta Tags
HTML Meta Tags

HTML Meta tags are invisible parts of code that don’t “show up” on websites.

Meta tags describe the content of your pages to search engines. Meta Tags are the basic integral of on-page SEO.
Title: Approx. 70 characters

Descriptions: Approx. 100 characters
To See a Site’s Meta Descriptions
Right Mouse Click and Select View Page Source
Site’s Meta Descriptions
Title Tags Tips

• 5-8 words with your main keyword as close to the beginning as possible
• No more than 70 characters max
• Unique Title for every page on the website
• Place keywords close to the front of the title tag
Title Tags Optimal Format

Primary Keyword - Secondary Keyword | Brand Name (or Company Name)

or

Brand Name | Primary Keyword and Secondary Keyword
The meta description tag acts as “advertising copy,” drawing the searcher to a website from the search results.

Crafting a readable, compelling description using important keywords can draw a higher click-through rate.
What is an Igloo?

Igloo or iglu is a snow house that is dome shaped. Originally used by the Eskimos as a temporary shelter or for hunting expeditions, an Igloo has become an...

HOW TO BUILD AN IGLOO - YouTube

This video just talks about the build. For step by step video please check out my later (much better) video here: ....

The Snow House - Igloo | Facts For Kids, Science « Kinooze

Igloos, or the Ice Houses are generally built of snow and ice in very cold places. An Igloo is a dome-shaped building, with blocks of ice built up ...

Igloo - New World Encyclopedia

The Igloo or iglu is the traditional shelter of Inuit living in the far northern ... The Igloo, if correctly built, will support the weight of a person standing on the roof.

Images for what is an igloo

More images for what is an igloo

1-4 What is an Igloo? | Smrt English

An Igloo is a small building made of snow. Igloos were first built by the Inuit people. The Inuit are a group of people. ... But sometimes, when they go hunting, they can build an Igloo to stay warm.
Description Tag Tips

- No more than 150-160 characters max
- Unique for every page on the website
- Include keywords in description tag
Optimizing Images

It's a simple recommendation: use images to every article you write online. It'll make it more appealing.

Finding the right image

If you have the opportunity to add your own image, please do so. Your team page needs pictures of your team, not this dude on the right or one of his stock photo friends. *Off topic: let alone that the dude might need a haircut.*

Your article needs an image that has the same subject as your article. If you would use an image, just to use an image and get a green bullet in our SEO plugin, you are doing it wrong. The image should reflect the topic of the post, or have illustrative purposes within the article, of course.

There is a simple image SEO reason for that: an image that is surrounded by related text, ranks better for the keyword it is optimized for. More details on image SEO later.
Alt Image Tags for Images

- Use keywords in the image file name (i.e. pizza-restaurant-cedar-rapids.png)
- Use Alt Tags
Right after your page title, your heading tags are of most importance.

Search engines use them to define the importance of your keywords. Make sure you are using only one `<h1>` tag.

Example:

```
<h1> and some more of the title</h1>
<h2> and some more of this title</h2>
<p> Some of the body text would be here... </p>
<h2> and some more of the title </h2>
<p> some of the body text would be here... </p>
<h1> and some more of the title </h1>
```
A bold or italic word has more weight for most search engines. So try and use your the keywords in bold `<strong></strong>` and italic `<i></i>` at least once, but not more than 4 times combined.

The use of `<strong>` and `<em>` instead of `<b>` and `<i>` does not matter. Google has stated that they treat this code exactly the same.
Content Is Important
CONTENT COUNTS...

Search Engines Are Looking for Content

• New and regular content on your website
• Ebooks, White Papers, Articles
• Blog posts
• Contribute to LinkedIn Groups
• Write posts on LinkedIn
• Social Media “Signals” – Contribute to the conversation
• Get in on discussions on industry websites
• And More!
• Identify your audience/customer and write for that person
• Create Google Alerts to see what your audience is interested in
• Let your audience know about new content on your site (i.e. via email, social media or “push” notifications)
• Repurpose content
Content SEO Tips

- Write 1,000+ words per page
- Put keywords towards the top of the page
- Put keywords in H1, H2, H3, etc.
- Put Keyword in Title of page
- Keyword in URL (with dashes)

How to Create Ads in Instagram Stories: Your Guide to Instagram Stories Ads

By Robert Katai
April 19, 2017

Do you advertise on Instagram?

Did you know you can run Instagram ads in Instagram Stories?

Instagram Stories ads appear between stories on Instagram and take up the full screen, creating a more immersive viewing experience.

In this article, you’ll discover how to create ads in Instagram Stories.
Example of how to structure your page and meta data.

Keyword: “Chocolate Donuts”
Backlinks
Links and Citations

Google, Yahoo!, Bing, Best of the Web and other search engines find out about your business in two primary ways:

1. Visiting links that point to your website
2. Tracking sites where those links appear
The search engines use these two factors to determine how to rank a particular business.

All other things being equal, the business with the most links from high-quality websites in your area—like a chamber of commerce or a city government—and the most citations from high-quality websites in your area, will rank the highest.
Reputation Marketing
YOUR REPUTATION IS YOUR #1 ASSET – PROTECT IT!
7 out of 10 people will leave a review if asked by a business – BrightLocal

84% of people trust reviews as much as a personal recommendation

Our friend Google Even Shows Reviews in Search Engine Results.

You must stand out…
97% of consumers aged 18-34 read online reviews to judge a local business.

92% of consumers now read online reviews for local businesses!

Source - 2015 Local Consumer Review Survey
ASK FOR A REVIEW!

“We’d appreciate your feedback. Please visit facebook.com/earlybirddigitalmarketing to leave a review. Thanks!”
Reputation Marketing Software

Reputation Marketing Software or Hire a Digital Marketing Agency to Help Manage Your Reputation
QUESTIONS?