



How To Make Your Website Search Engine Friendly (in 114 steps or less)

Make It Loud– Digital Marketing Ninjas!
Cliff Tillery, MBA

Who Is This Guy?

- ▶ First and foremost...a shmoe
- ▶ B.S. In Journalism/Advertising
- ▶ Worked at the in-house ad agency down at America's Mart
- ▶ M.S. in Counseling Education
- ▶ MBA in Management/Marketing
- ▶ First guy to do SEO at Make It Loud

My Purpose

- ▶ To confuse you with a ton of meaningless data and technical jargon and impress you with how much I know?
- ▶ Um....NO.
- ▶ To stimulate thoughts about how to improve on what you're doing and somehow leave you with some things you can actually do.
- ▶ Yeah, that works. Let's go with that.

The Marketing Mix



How Google Works

- ▶ “The Matrix”
- ▶ All that you see isn't all that's there
- ▶ They have these things called “spy bots” that come crawl around on your site taking pictures and indexing those pictures in the Google servers
- ▶ When you search on Google, you're searching through their photo album of the world. Not the world itself



Google's Business Model

- ▶ Their goal: To provide the “best” search results for their users
- ▶ They define what the “best” is
- ▶ 90% of their revenue is made through Pay Per Click (PPC)
- ▶ PPC is what happens when you mix Ebay with search results
- ▶ They hate SEO because they feel it manipulates their precious search results

Image of Search Results



buford seo



Web News Images Videos Maps More Search tools

About 367,000 results (0.52 seconds)

Make It Loud Web Design - SEO Buford GA

www.makeitloud.net/seo_search_engine_optimization_buford_ga

Make It Loud specializes in Search Engine Optimization or for small businesses in Buford Georgia.

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Make it Loud Web Design is your source for web development, SEO, ecommerce and web design in Buford and Lawrenceville and serving all of Atlanta.

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Make It Loud provides search engine optimization - SEO for many of its clients, ... Duluth, Suwanee, Buford, the entire Metro Atlanta area, or somewhere else in ...

Make It Loud Lawrenceville Web Design and SEO Company ...

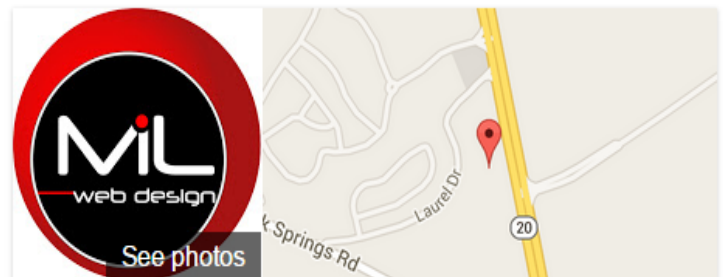
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Make It Loud Web Design, Inc.

Directions

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Phone: (678) 325-4007

Hours: Closed now · Hours

Reviews

4 Google reviews

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FREE Boot Camp this Wednesday (1/28) from Noon to 1:30 PM. The topic will be "SEO (Search

PPC Vs SEO: The Battle For Visibility

- ▶ PPC gets you visibility quickly
 - Also gives you the best performance data
 - You're visible as long as you pay
- ▶ SEO or organic listings have the highest credibility
- ▶ But, it isn't all about being number one
- ▶ Where you are on page one isn't the most important metric
- ▶ What happens when you are on page one is

Conversion

- ▶ Conversion= getting your target market to do what you want (i.e. call, fill out a form, buy)
- ▶ Conversion increases the more you stand out in the search results

1. [SEO Expert Professional SEO company Website Optimization Servi...](#)
www.seoexperts.com/ ▼
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SEOquake | PR: 2 | I: 76 | L: 42 | LD: 48 | I: n/a | Rank: 614475 | Age: August 6, 2002 | whois | source | Rank: n/a |
www.prweb.com/ ▼
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2. [12 Questions to Ask Before Hiring an SEO Expert - Mashable](#)
mashable.com/2013/10/22/seo-hiring-questions/ ▼ Mashable ▼
Oct 22, 2013 - Staying ahead of Google algorithm updates — especially when it comes to SEO practices that used to be par for the course, like link-building ...
SEO shared this on Google+

SEOquake | PR: 0 | I: 2,400,000 | L: wait... | LD: 1261436 | I: n/a | Rank: 214 | Age: July 30, 2005 | whois | source | Rank: 17 |
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3. [Search engine optimization - Wikipedia, the free encyclopedia](#)
en.wikipedia.org/wiki/Search_engine_optimization ▼ Wikipedia ▼
Search engine optimization (SEO) is the process of affecting the visibility of a
Google I/O 2010 – SEO site advice from the **experts** on YouTube – Technical ...

SEOquake | PR: 7 | I: 29,400,000 | L: 27206 | LD: 99519240 | I: n/a | Rank: 6 | Age: November 27, 2002 | whois | source | Rank: n/a

4. [55 SEO Experts Reveal 3 Favourite Link Building Tools - Clambr](#)
 www.clambr.com/link-building-tools/ ▼
by Richard Marriott - in 71 Google+ circles
Jul 24, 2013 - What if you could only use 3 tools for link building? 55 SEO experts reveal the 3 tools at the core of their campaigns.

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The Search Algorithm

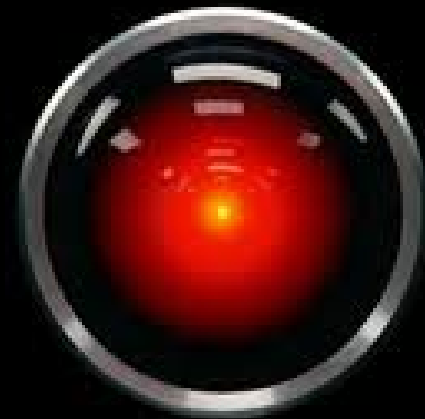
- ▶ Changes every hour...or so it seems
- ▶ Roughly half the code changes every month
- ▶ Updates come out all the time– sometimes simultaneously
- ▶ They do that to throw off the SEO nerds
- ▶ Nerd warfare
- ▶ At best, all we can hope for is détente.

All Search Is Not Equal

- ▶ We search differently depending upon the device we're using and how old we are
- ▶ Geezers on AOL dial up desktops search like...
 - Keyword, geography
- ▶ Hipsters on iPhone 47s search...
 - Hey Siri! I'm hungry! Where can I get a burger?
- ▶ The way our target market searches needs to be taken into account for SEO

The Future of Search Engines

- ▶ Conversational search is already here
- ▶ This is a building block to conversing naturally with our devices
- ▶ Artificial intelligence
- ▶ Joaquin Phoenix movie “Her”
- ▶ We’re getting closer



Dave... I'm afraid I can't
let you do that...

So, What's In An Algorithm?

- ▶ Most say there are about 200 elements
- ▶ More like 500
- ▶ Truth is, no one knows (but the Google employees who are bound by the threat of lawsuits and possible execution)
- ▶ The search algorithm takes into account such things as...

- ▶ User time on site
- ▶ How many pages read
- ▶ Bounce rate
- ▶ # of visitors
- ▶ Backlinks
- ▶ Social signal
- ▶ Site structure
- ▶ Site load speed
- ▶ Facebook likes
- ▶ Use of google maps
- ▶ Adwords
- ▶ Alt tags
- ▶ Keyword placement
- ▶ H1 Tags
- ▶ Videos
- ▶ Keyword in domain
- ▶ Word count
- ▶ Length of url
- ▶ Content quality
- ▶ No follow links
- ▶ Follow links
- ▶ Industry backlinks
- ▶ Spam backlinks
- ▶ G+ likes
- ▶ Tweets
- ▶ Social bookmarks
- ▶ Blog posts
- ▶ Banner ads on site
- ▶ Responsive site
- ▶ Geo-targeted?
- ▶ Page shares
- ▶ Internal links
- ▶ External links
- ▶ Authorship
- ▶ User Friendliness
- ▶ Google webmaster tools
- ▶ Other Google tools used
- ▶ Age of the domain
- ▶ Directory listings
- ▶ New Content

Search Engine Optimization (SEO)

- ▶ So, really. What is it?
- ▶ It's doing what ever you can (within reason) to get your website to the top of the search results
- ▶ Black hat and white hat
- ▶ Google considers it all gray to black hat
- ▶ Google makes their rules but their rules are not laws
- ▶ Black hat tactics will work, but will cost you more in the long run– like get your site de-indexed!

SEO

- ▶ What SEO comes down to is feeding the 900lb gorilla what it wants
- ▶ Google sets the standards for what it takes to get your site ranked, but it's a lot like trying to learn blackjack from the casino dealer
- ▶ The basics of optimizing a website still include:
 - Keyword strategy planning
 - On page optimization
 - Off page optimization

Keyword Strategy

- ▶ Planning your keyword strategy revolves around answering this question:
 - What does your target market type into the search bar to find your services (or product)?
 - More current question: What are they saying into their phone to find your business?
- ▶ You used to find data on search volume. Yeah, Google killed that...sort of
- ▶ Now, it's "Ready, Fire, Aim"

Keyword Tools

- ▶ Google Keyword Planner– need to start a PPC campaign and pause it in order to use it (at least, that's what I did a long time ago)
- ▶ www.google.com/trends
- ▶ Keyword eye– the free version limits you to 5 keyword searches a day– not bad
- ▶ These tools give you incomplete data, but enough of an idea to understand what paths to explore

Keywords–Short tail/Long Tail

- ▶ Short tail– the obvious stuff
- ▶ Dentists have to focus on dentist/dentistry
- ▶ Long tail= terms or phrases that have less search volume but higher conversion
- ▶ Sleep apnea dental appliances
- ▶ Think about what you do that differentiates you from your competition. Look at possible search terms or phrases people might use to find you
- ▶ Think about buyer personas

Think Like Your Target Market

- ▶ First, try to identify as much as possible about who your target market is
- ▶ Now, think about how they begin their journey to your front door
- ▶ What do they read, think about, search for before they search for you?
- ▶ Steel buildings example

On Page Optimization

- ▶ What you can do to your site to help:
 - Page titles
 - Page descriptions
 - Use of keywords
 - Avoid stuffing or other crazy teenage tricks
 - Use variations of the primary keyword
 - Alt Tags
 - Geo-targeted
 - Internal links
 - External links

On Page Stuff– The Good News /Bad News

- ▶ First, the bad news: what you can do your own site matters the least to Google
- ▶ The good news: the things you do can significantly impact the click through rate (the number of people that actually click on your search result listings)
- ▶ A lot depends upon the search competition in your industry
- ▶ So, what you do to your site IS important! It's the building block of all SEO

Page Titles

- ▶ They're exactly what they sound like– what you put at the top of your web page
- ▶ Most put their business name or worse “Home”, “About Us”, etc.
- ▶ Better: Put something keyword that might get some clicks
- ▶ “Painless Dentistry”, Dentistry For The Phobic” or “Dentistry For People Who Hate Dentists”

Page Descriptions

- ▶ I used to think of them as Post-It Notes to Google, but I got hit in the head a lot in sports
- ▶ It's a place where you add a keyword rich description of what your page is all about
- ▶ So, I guess it is like a Post-It Note to Google
- ▶ Generally, people write a description of their business like...

- ▶ “Bob’s Dentistry provides gentle but apathetic dentistry. We specialize in over medicating our patients with laughing gas while fraudulently billing their insurance company for services not provided.”

Page Descriptions: Better

- ▶ Use your meta description to include a keyword rich call to action
- ▶ Include your phone number in the first two lines so the site could convert without going there.
- ▶ If you'd rather get waterboarded than go to the dentist, call 770-555-1212 for gentle, sedation dentistry. We specialize in painless root canals and other fun dentistry type things

Keyword Placement

- ▶ Where you put your keywords does matter
- ▶ How many you focus on per page matters
- ▶ Where to use keywords
 - Headings
 - First sentence
 - Last sentence
 - Not too much
- ▶ Read what you wrote and see if it sounds normal
- ▶ If it sounds like you're writing subliminal advertisements, you've gone too far. Google will hunt you down like Dog the Bounty hunter.

Alt Tags

- ▶ Geek speak for “putting keywords into your images”
- ▶ It’s really very simple to do, but don’t go crazy with it
- ▶ Moderation is key in all aspects of SEO
- ▶ Don’t do every image either. SEO is like Kung Fu– it’s about balance
- ▶ Google will penalize you if you “over optimize”
- ▶ Shoot for 85% or so

Internal Links

- ▶ How you link pages together matters to Google
- ▶ The goal is to build your site so that Google crawls it efficiently to gobble up the most keyword rich content possible (insert Pac Man analogy here)
- ▶ Think of what terms/phrases you want to rank for
- ▶ Build landing pages for each– one page per term or phrase

Internal Links

- ▶ Building a string of landing pages for specific but related keywords will help feed the search engine what it wants
- ▶ You can have as many strings/hallways/silos as are relevant to what you do
- ▶ Think of search from all devices
- ▶ Connecting strings of pages like root canal, Buford with a “Where can I go to get a painless root canal in Buford?” page

Off Page Stuff

- ▶ Social Signal– the activity level of your business on social media– things like mentions, followers, posts, etc.
- ▶ Google says they are looking to rank sites with the best credibility
- ▶ Causation vs correlation: Does an increase in social signal CAUSE better rankings OR
- ▶ Are websites with a higher social signal just better websites that attract more backlinks (which have been part of what ranks sites for years)?

Google Says

- ▶ Facebook & Twitter followers are not currently part of the algorithm because:
 - These sites can be blocked from Google
 - That makes the Google nerds nervous because it gives an incomplete picture of things which makes it a shaky metric to use for rankings
 - Sites are crawled in finite ways– what looks good now can look really different tomorrow–volatility
 - Google says there're not in a hurry to add a ranking factor that is so ambiguous in meaning
 - That doesn't mean it isn't valuable

Stuff That Is Important

- ▶ For Local business– set up directory listings– trusted backlinks. There are a bazillion of them
- ▶ Best blog post I've read about this in a LONG time:
<http://www.freshbooks.com/blog/2014/01/09/how-to-dramatically-increase-your-online-visibility-with-directory-listings/>
- ▶ Walks you through tons of great ideas about how to find directories

How To Measure Load Speed

- ▶ It's tool time:
- ▶ Go to: <http://tools.pingdom.com/>
- ▶ Type in your domain name
- ▶ Wait patiently while magic occurs
- ▶ Struggle gallantly to make sense of the results

The Real Decision

- ▶ SEO is a puzzle that you can never finish
- ▶ It's an ongoing process like walking up the downward escalator (ok, I'm done with analogies)
- ▶ How much is your time worth an hour? Do you save more by doing it yourself vs outsourcing

SEO Is Like...



Digital Marketing Diagnosis

- ▶ We've developed a free tool that you can use to help you measure the effectiveness of your digital marketing.
- ▶ Go to:
digital.makeitloud.net
- ▶ Take the free assessment.
- ▶ We're beta testing this, so help us work out the kinks!

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Thanks For Coming!