WEB8

Digital Tigers
Delivering Real Value

SEO

SEO
Getting Started

About John

I have been in the web design and digital marketing space since 2015. My specialty is building businesses. I have built a team of specialists from our VA team to Graphic Design, Copywriting, Web Development, and SEO. I bring a "business" approach to everything we do for our clients. While working with our teams I have continued to develop an understanding of what it takes to own and operate Small to Medium Businesses in New Zealand. I am sharing this knowledge predominately gained in the real world where profit is key to survival.

As an aside, the photo is me in my happy place, no power no wifi, and best of all no signal. We live in a beautiful country and I am forever grateful for that.

About This Book

It has come about as a result of feedback and questions I have had from many business owners. Questions like

1. I don't understand the terminology.
2. How do you do SEO?
3. Can you tell me what I am paying for?
4. Can I do it myself?

So, if you have asked yourself these questions, or something similar then this may help you. I hope it does.

You may want to try SEO for yourself. This Ebook will give you the starting point. This book is about "On Page SEO", this is the stuff that visitors see, and some of the Technical aspects you can tackle on your website.

You may decide that you do need a specialist to do this for you.

There is no doubt that ranking higher in Google will improve your sales. Whatever you choose I would love to hear from you so let me know what you think of this book.

A Simple Glossary

Understanding a Few Terms

Have you been confused by some of the terms you've seen, no worries! It does seem like a new language and it is! So to help you get a handle on this here are a few of the most commonly used terms.

- **URL:** Uniform Resource Locators are the locations or addresses for individual pieces of content on the web.
- **Crawling:** The process by which search engines discover your web pages.
- **Google My Business listing:** A free listing available to local businesses. This is now just Google Maps
- **Indexing:** The storing and organizing of content found during crawling.
- **Intent:** In the context of SEO, intent refers to what users really want from the words they typed into the search bar.
- **Organic:** Earned placement in search results, as opposed to paid advertisements.
- **White hat:** Search engine optimization practices that comply with Google's quality guidelines.
- **Black hat**: Search engine optimization practices that violate Google's quality guidelines.

A Simple Glossary

- **HTML:** Hypertext markup language is the language used to create web pages.
- **Personalization:** Refers to the way a search engine will modify a person's results on factors unique to them, such as their location and search history.
- **Engagement:** Data that represents how searchers interact with your site from search results.
- **Crawler directives:** Instructions to the crawler regarding what you want it to crawl and index on your site.
- **Internal links:** Links on your site that point to your other pages on the same site.
- **Search volume:** The number of times a keyword was searched. Many keyword research tools show an estimated monthly search volume.
- **Meta robots tag**: Pieces of code that give crawlers instructions for how to index your web page content.
- **Robots.txt:** Files that suggest which parts of your site search engines should and shouldn't crawl.
- **Local queries:** A query in which the searcher is looking for something in a specific location, such as "Fish and chips near me" or "gyms in Remuera."

Let's Get Started

ON PAGE SEO

Keywords

Keywords are ideas and topics that tell Google what your content is about. The best way to approach this is to find out what words and phrases your potential clients are looking for. These may also be called "search queries." It really is just simple words and phrases, those are your primary keywords. As a website owner and content creator, you want the keywords on your page to be relevant to what people are searching for so they have a better chance of finding your website among the results. To do this we need to use words recognised by Google as being the most searched for in your industry.

Keywords are about your audience. In order to create content that drives visitors to your site, you need to understand the needs of those, and how they search for you. There are many tools to do this. Google Keyword Planner is one of many

# ON PAGE SEO

Using Keywords

Visitors come to your site to solve a problem they may have. So in order to engage with your visitors, you must create content that delivers real value for real people, It is more than telling Google you have the right words.
Here are a few basic rules you should follow to get started.

1. Use unique keywords where bots and humans normally look to reassure them that you can solve their problems. This includes both the title tag and the body of your content.
2. Use your primary keyword as an H1 tag on the page, the meta description, and alt attributes of images on the page;thise tells our friendly bots what your content is really about.
3. Keywords define each page of your site, so you can use them to organize your content and formulate a strategy.
4. Ideally, each page of your site will target a unique primary keyword. Your homepage will target a very broad industry term and as you create other pages and articles, you need to drill down into your market and target more specific needs

While this will not get you to the top of the results, it is essential SEO. Missing these simple steps can keep you from ranking by other means.

ON PAGE SEO
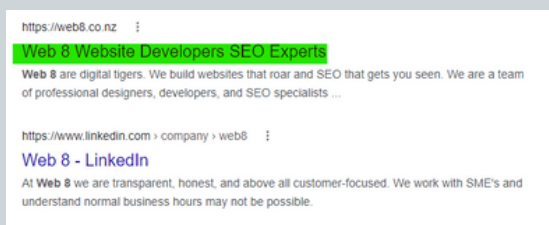
Title Tags

A title tag is HTML code that indicates the title of a webpage, you can see these in search engine results, social media posts, and browser tabs. It is important to optimise these as it is one of the easiest ways to help improve your rankings on Google. They tell our friends the bots what your page is about so that Google can match your page to the search queries they get.

Title tags show browsers how to display your page's title in three key places: search results, browser tabs, and social media. In addition, these improve the user experience and encourage more clicks.

Essentially your page title (and meta description) should act as a headline and entice users to click on your result.

It is best to keep title tags between 50 to 60 characters. So that words won't get cut off on desktop or mobile SERPs.

ON PAGE SEO
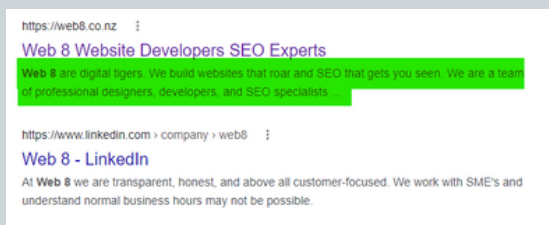
Meta Description

A meta description is HTML code of your web page that provides a brief description of the content of that page. Although the visitors of a website cannot see it directly, search engines such as Google use it to display a web page in search results.

A good meta description will create awareness of your website and encourage users to visit it. Optimising your meta description provides you the ability to advertise your website in search results. For this reason, you should choose your meta descriptions carefully.

In 2009 Google stopped using meta descriptions as a ranking factor. Despite this, optimising your meta descriptions is **still important** as it has a major impact on your page's click-through rate (CTR). CTR is now an important part of the Usability Ranking that Google has implemented.

ON PAGE SEO

Alt Tags

The ALT tag, or "alt description" and "alt attribute," contains text for a visual or image on a web page. It is HTML code enabling you to add a description of the picture or video.

Search engines and other robots cannot interpret images, yet images can play a vital part in how viewers interpret a specific web page. Alt tags solve this by delivering text which is read by search engines.

If you keep the text short Google is more likely to index shorter alt texts more efficiently. Also, don't forget to mention the topic in the alt text.

Don't prioritize alt tags over SEO deliverables such as meta descriptions, page links, and titles. Alt tags should only be prioritized for image-heavy pages that are very light on text.

One last thing is Image SEO requires accurate spelling to function correctly.

Technical SEO

What is Technical SEO

Technical SEO is all about improving the technical aspects of your website. in order to increase the ranking of its pages in search engines. Making your website faster, easier to crawl, and more understandable for search engines, in order to increase the ranking of its pages.

Google and other search engines want to present their users with the best possible results for their queries. Google's robots crawl and evaluate web pages on a multitude of factors. Some factors are based on the user's experience, like how fast a page loads. Other factors help search engine robots grasp what your pages are about. So, by improving technical aspects, you help search engines crawl and understand your site, you will also improve your visitor experience and get them to stay longer on your site.

Technical SEO

Website Load Speed

We are all getting more impatient and don't want to wait for a page to open. in 2022 research suggests eCommerce conversion rates drop by roughly 0.3% for every extra second it takes for a page to load. So if your website is slow, people get frustrated and move on to another website, and you'll miss out on all that traffic.

Load Speed impacts the visitor experience and bounce rates. Google uses this as a significant part of its User Experience Ranking Factors. By monitoring your bounce rate and page load time you can continue to enhance your website and better serve your visitors.

At Google, they aim for under a half-second." Half a second is fast, to put it in nongeek terms it's close to blinking, while two seconds is shorter than one breath--and that PageSpeed time is what they thought websites 6 years ago should be aiming for.

Technical SEO

SSL

Secure Sockets Layer – SSL – is a security technology that creates an encrypted link between a web server and a browser. You can recognise a site using SSL fairly easily: the website URL starts with 'https://' and there is a closed padlock icon next to it.

HTTPS secures your site so that nobody can intercept the data that's sent over between the browser and the site. So, for instance, if people log in to your site, their credentials are safe. You'll need something called an SSL certificate to implement HTTPS on your site.

In 2018, Google decided that all sites accessed through Google Chrome needed SSL. The Google search engine is heading towards a zero-tolerance policy for any site without an SSL certificate.

Technical SEO

XML Site Map

This is a file that lists your website's essential pages, it is essential to make sure Google can find and crawl your website. It also helps search engines understand your website layout so that they can crawl every important page of your website. When a page does not have internal links pointing to them, making them hard to find, a sitemap can help those pages be found.

A sitemap tells the crawler which files you think are important in your site, and also provides valuable information about these files: for example, for pages, when the page was last updated, how often the page is changed, and any alternate language versions of a page.

Senior Google staff have said that XML sitemaps are the second most important source of URLs to be crawled by Googlebot after hyperlinks and previously discovered URLs.

Technical SEO
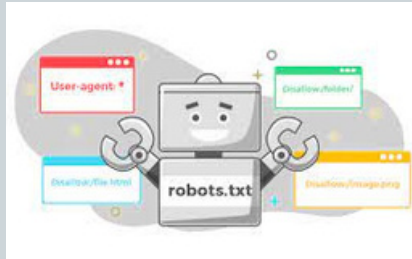
Robots.Txt File

A robots.txt file tells search engines what they can and cannot crawl. It controls what those Bots see and index. It is used to prevent search engines from crawling specific parts of your website and to give search engines helpful tips on how they can best crawl your website. The robots.txt file plays a big role in SEO.

While a robots.txt file is not necessary for a website. It does play an essential role from an SEO point of view. It tells search engines how they can best crawl your website.

Google and other search engines do not like duplicate content and you are likely to be penalised for it. The robots.txt file gives you the ability to disallow certain pages from being indexed. Therefore, if used correctly, you can prevent a duplicate content penalty.

Technical SEO

Image size

We all love those high-resolution images that immerse us in the experience. These are great in the print world However on a website these large images can slow your site speed. taking longer to load, risking your visitor's heads to another site, and penalizing your user experience.
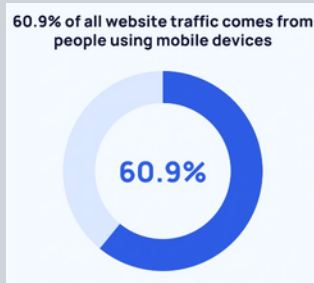
The most important thing you can do is to resize your images. Image size and file size are not the same things. File size refers to the amount of bandwidth required to upload your image from the server to your client's browser. It is vital to hit the compromise between quality and file size. It is not as hard to do as you may think
Here is an easy-to-use free tool that you can use to resize your images.
https://www.imagesmaller.com/

The above image shows the results. A few clicks reduced the file size by almost 75%

Technical SEO

60.9% of all website traffic comes from people using mobile devices

60.9%

Mobile Freindly or Responsive.

We all know that smartphone usage is increasing when searching the web. Just look at your own usage.Google is now mobile-first which means it only looks at the content on your mobile site to assess how to rank your content.

Responsive websites provide users with a consistent experience on all devices by adapting the layout to a browser window size. It appropriates all assets for the screen, but everything on the page stays similar; it has the same HTML code and the same URL. Think of this as Device Friendly so it does not matter what your visitor is using they will get the best experience.

Want to test your site use this Google tool to check.
Google Mobile-Friendly Test

The above image shows the results. A few clicks reduced the

Make friends with **Google**

Google Analytics

There are many reasons to use Google Analytics here are my top 5

1. How your website traffic performs on a daily, weekly, quarterly, and annual level.
2. Which pages get the most views
3. The average time visitors spend on your website
4. Which channels generate the most traffic
5. The overall website bounce rate

It appears that Google Analytics is not a ranking factor. Over time Google representatives have been clear and consistent in saying that they don't use Google Analytics data as a ranking factor. However by using the data you can see how changes you make affect your website.

This is easy to set up just use

Googles Guide

Make friends with **Google**
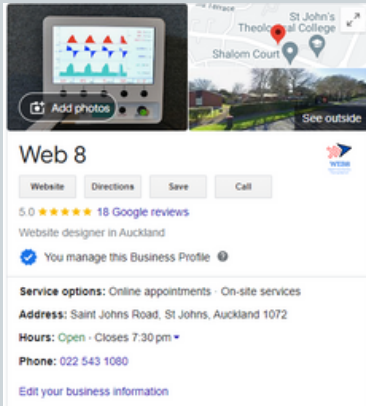
Google My Business Now Maps

This is One of the most underrated platforms to generate brand awareness, interest and sales are this: your Google Business Profile (formerly known as Google My Business). This online listing gives you total control over how your company shows up on all Google platforms (from the search results to Google Maps). It is also one of the most powerful ways to influence your local SEO and local search ranking, giving you a huge opportunity to connect with high-value customers in your local area

The more in-depth and up-to-date your business information is, the easiest it is for Google to categorize and rank your business properly. So, but verifying your locations, keeping your hours accurate and adding products and photos, Google can pull its weight and help you score the best local SEO ranking possible.

Here is the link to [Google Business](#)

Make friends with **Google**
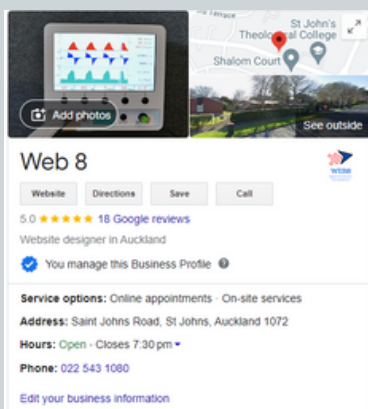
Google Search Console

Google Search Console is a free service. You can use this to monitor, maintain, and troubleshoot your site's presence in Google Search results.

Search Console offers tools and reports for the following actions:

1. Confirm that Google can find and crawl your site.
2. Fix indexing problems and request re-indexing of new or updated content.
3. View Google Search traffic data for your site: how often your site appears in Google Search, which search queries show your site, how often searchers click through for those queries, and more.
4. Receive alerts when Google encounters indexing, spam, or other issues on your site.
5. Show you which sites link to your website.
6. Troubleshoot issues for AMP, mobile usability, and other Search features.

Here is the link to [Google Search Consol](#)

Summary

SEO is a complex subject, one that changes almost daily. For this reason, we have a team of over 150 Experts we work with. This team brings us the expertise and workforce needed to offer truely great SEO.

SEO Is not a magic bullet
1. It takes time. Results are not overnight expect it to take 6 to 9 months to see significant improvement
2. You need to commit to a significant time investment
3. Research and data analysis skills are important

SEO Delivers
1. 70-80% of all searchers ignore paid ads and focus on organic results only
2. You will not be kicked off because your budget is exhausted.
3. Cost-per-click for organic search traffic is less than 20% of the cost of using AdWords.

We would love to hear your feedback please **email John** with your feedback or any questions.