

TheDigitalCrowd

Search Engine Optimisation

Digital Marketing

Improving your website traffic & organic reach

with Skye van den Oever from PN Digital





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Agenda

1. Importance of SEO
2. Dominance of Google
3. SEO trends for 2020 - 2021
4. Tracking your results
5. Foundations of SEO
6. Take-home strategies



BONUS TIPS

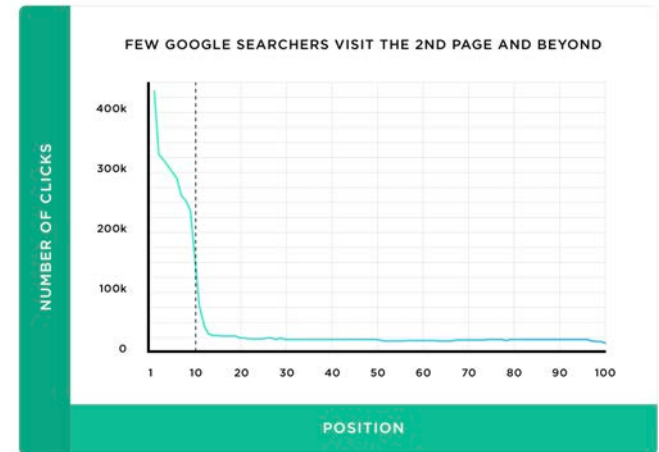
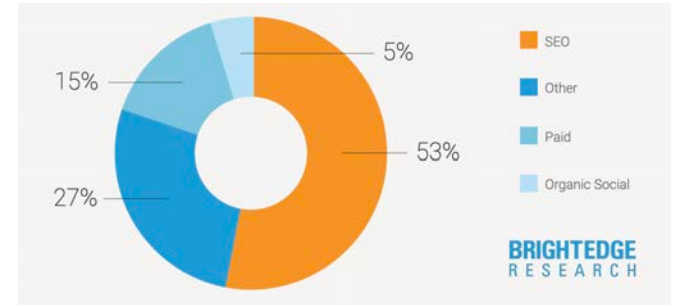


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Importance of SEO

Why SEO?

- Organic search is still by far the dominant source of traffic across the web (53%)
- 68% of online experiences begin with a search
- < 1% of Google searchers click on results from the 2nd page
- 93% of global traffic comes from Google search, Google images & Google maps





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Dominance of Google

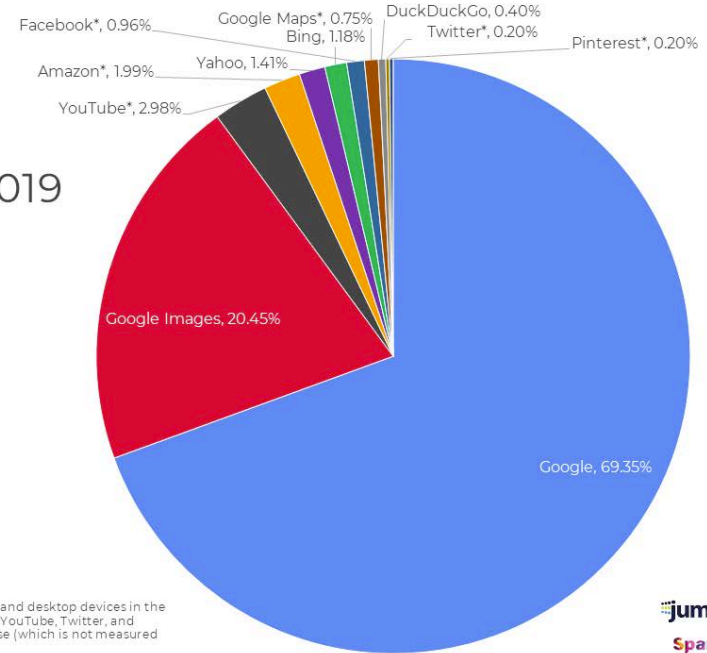
Why Google?

- Google
- YouTube
- Amazon
- Yahoo
- Bing

Search Engine Market Share Q2 2019

94%

of all searches happen
on a Google property



* Data from 230B+ browser-based searches on millions of mobile and desktop devices in the United States. Search share on Google Maps, Facebook, Amazon, YouTube, Twitter, and Pinterest are likely underrepresented due to heavy mobile app use (which is not measured by Jumpshot's browser-based panel)

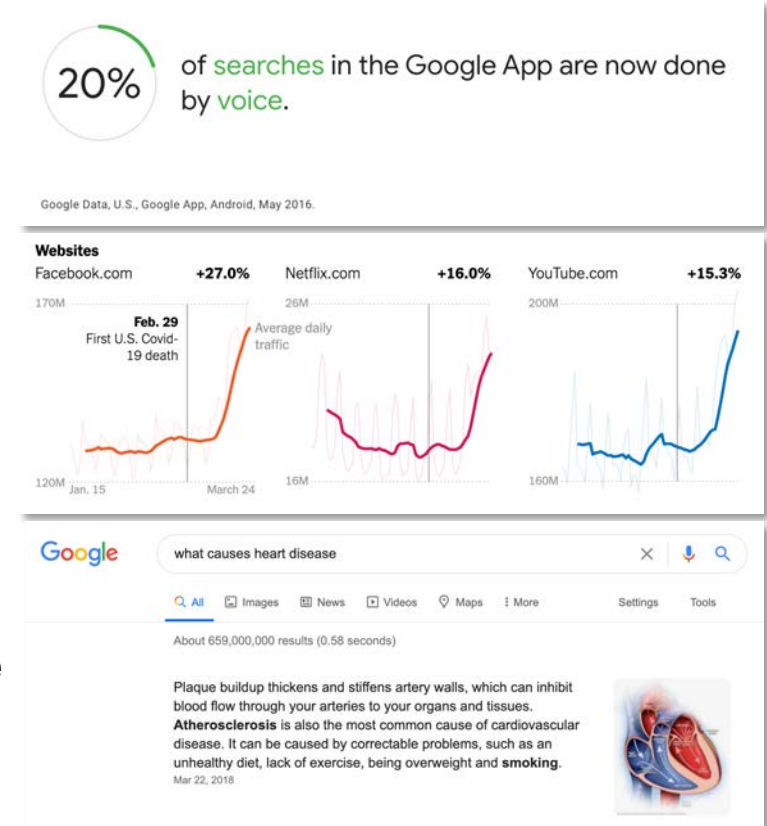


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SEO Trends for 2020 - 2021

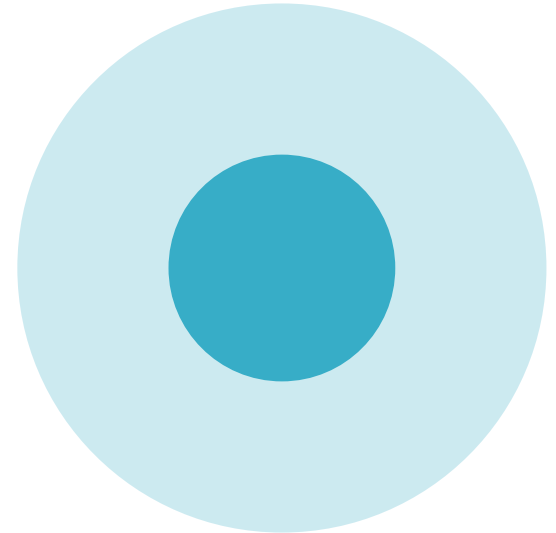
SEO Trends for 2020 - 2021

- **Voice** Search is increasing in popularity
- **Featured Snippets** are ever growing and ever dominating
- Google is investigating heavily in understanding **search intent**
- **Video** in gaining popularity (hello COVID + YouTube)
- **Mobile search** continues to grow & users are expecting a mobile friendly experience



What is Visibility?

- Getting more **eyeballs** on your brand and your content
- Encourage strategies that cover a **broader set** of targeted search terms
- Instead of only focusing on a few highly competitive search terms, we look to rank for a **higher quantity of less competitive** terms as well
- Allows us to consider more **search results types** than our typical '10 blue links' – such as image, product, video and local search.





The Issue With Rankings

- Rankings are **highly unique** to each individual searcher
- Rankings will be different based on your physical **location** and previous **search history**
- Focusing on rankings alone doesn't account for search terms with **high** or **low** average search volume
- Rankings are a means to an end, not the end goal



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End Goal of SEO

“The end goal of any SEO efforts should be **qualified traffic** rather than individual rankings”

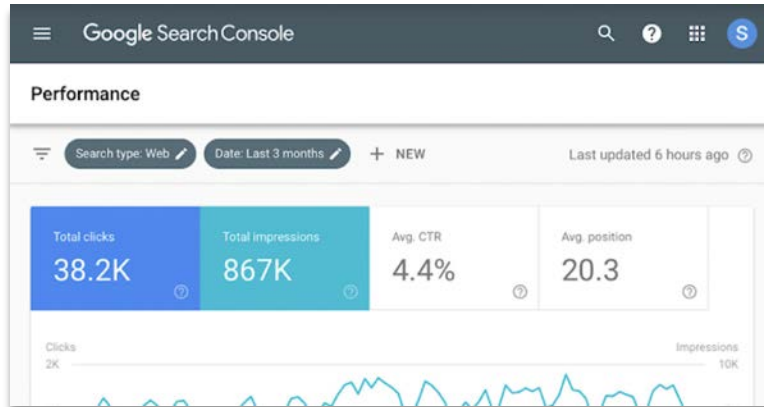


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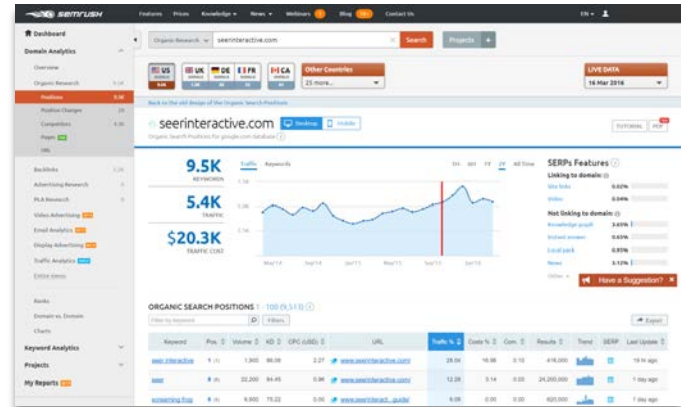
Tracking Your Results

Tracking Your Results

- Paid SEO platforms such as Moz, SEMRush and BrightEdge
- Free tools from Google such as **Search Console** and Google Keyword Planner
- Your own website Google Analytics



<https://search.google.com/search-console/about>





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Foundations of SEO

Foundations of SEO



Technology

- How well can a search engine crawl and understand the content?
- Is the website likely to offer a positive user experience?
- I.E. Is it fast, easy to interact with etc

Foundations of SEO



Relevance

- How relevant is the content to a user's search?
- How *well* is the content likely to answer a user's search?
- I.E. Is it the best possible page of content on this topic?

Foundations of SEO



Authority

- How trustworthy is the information?
- How trustworthy is the source (aka author) of the information?
- I.E. Is the information well researched and from a trusted and authoritative source?

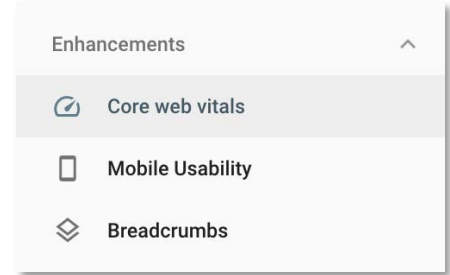


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Take Home Strategies

Improving Technology

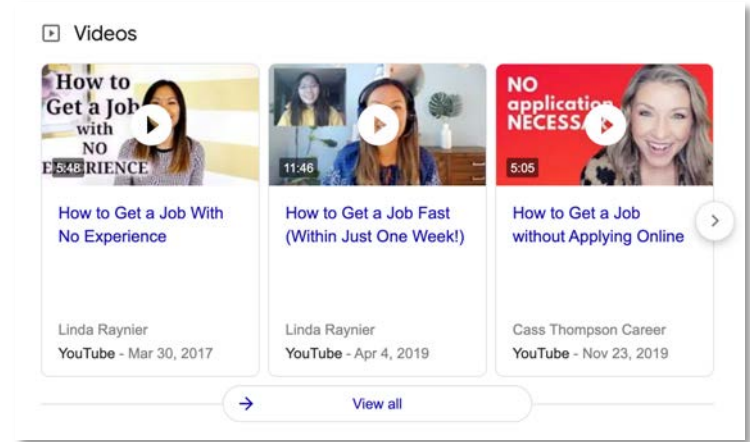
- Most common website platforms these days are fairly SEO friendly out of the box – Wix, WordPress, Squarespace etc.
- Use Google Search Console (GSC) **Core web vitals** and **Mobile Usability** reports
- Use a **Content Delivery Network** (CDN)
- Keep **image sizes** as small as possible (< 200 – 500kb)
- Reduce instances of **404 errors** (GSC coverage report)



Error	Submitted URL has crawl issue
Error	Submitted URL seems to be a Soft 404
Error	Submitted URL not found (404)

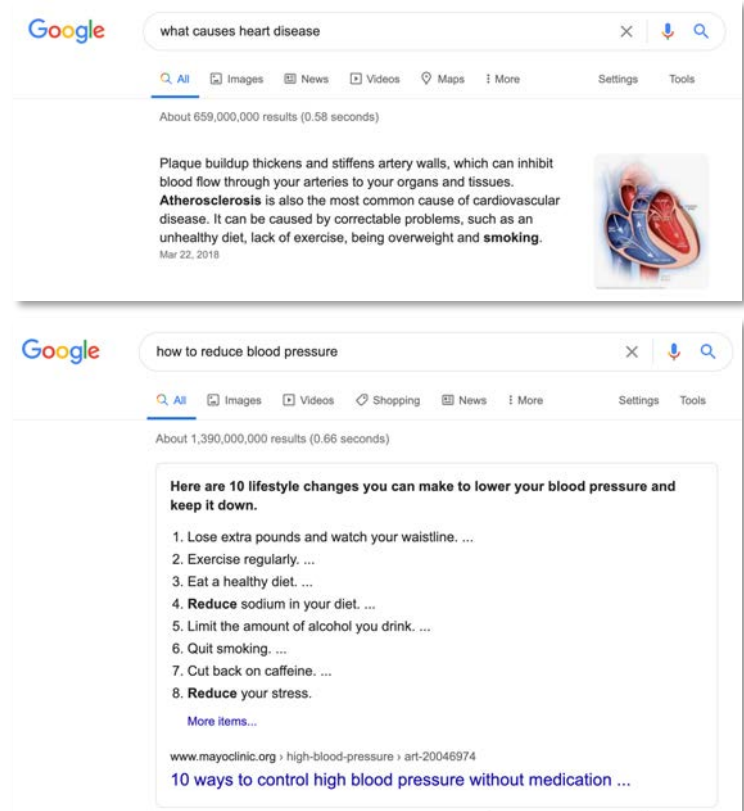
Video Content

- Always upload to **YouTube** first, then embed on your website
- Consider **repurposing** written content into video content
- Optimise your videos by using descriptive **titles, descriptions** and attention-grabbing **thumbnail images**



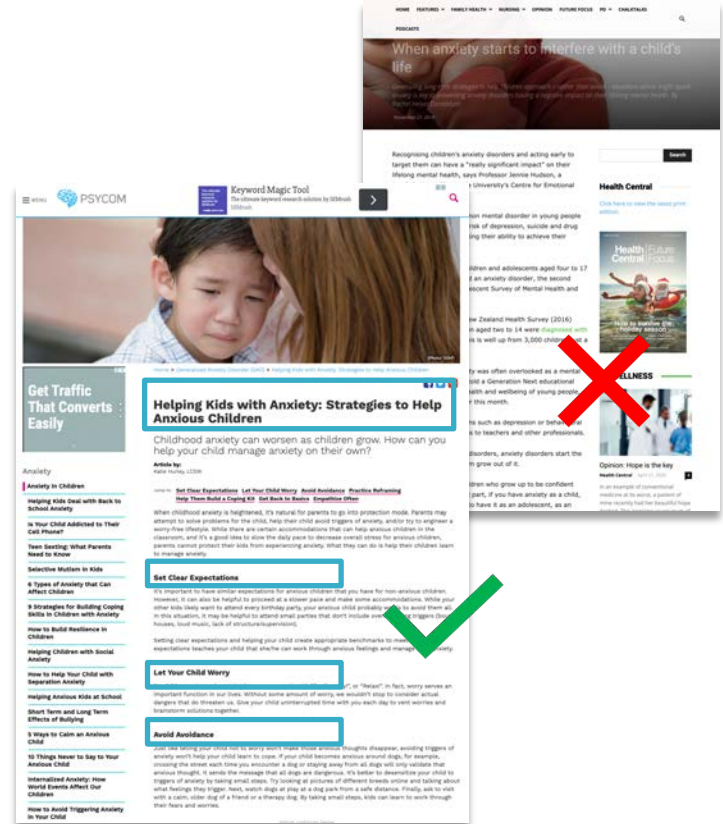
Featured Snippets

- Include **paragraphs**, **lists** and **tables**
- Often include an **image** as well
- Offer great additional exposure but **may not** drive additional traffic
- Are often seen for search queries that are **questions** such as 'What is...', 'How to...'



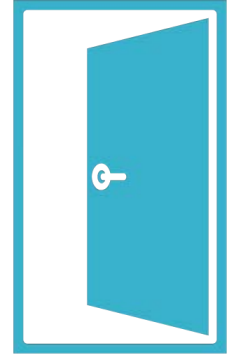
Readability

- Structure your content into relatively short, **easy to digest** paragraphs
- Avoid using excessive **jargon**
- Use relevant **headings**
- Include **images** to break up large pieces of text



Increasing Relevance

- Each page on your website is another **opportunity** to get in front of your audience
- Research **popular search queries** (Google keyword planner, Answer the Public, people also ask)
- Understand the **intent** and create content to match
- Create content for users at various stages of the brand relationship



BONUS: 69.7% of search queries contain four words or more. ([Ahrefs](#))

Use Existing Content

- Look at what content you already have on your website and decide if it can be improved
- Ensure you don't rely too heavily on content within PDFs – can any of your PDF content be pulled out and published on it's own page
- FAQs – Can you expand any FAQs to fill their own page?
- Include links to other pieces of helpful information on your own site where relevant

Provide Answers

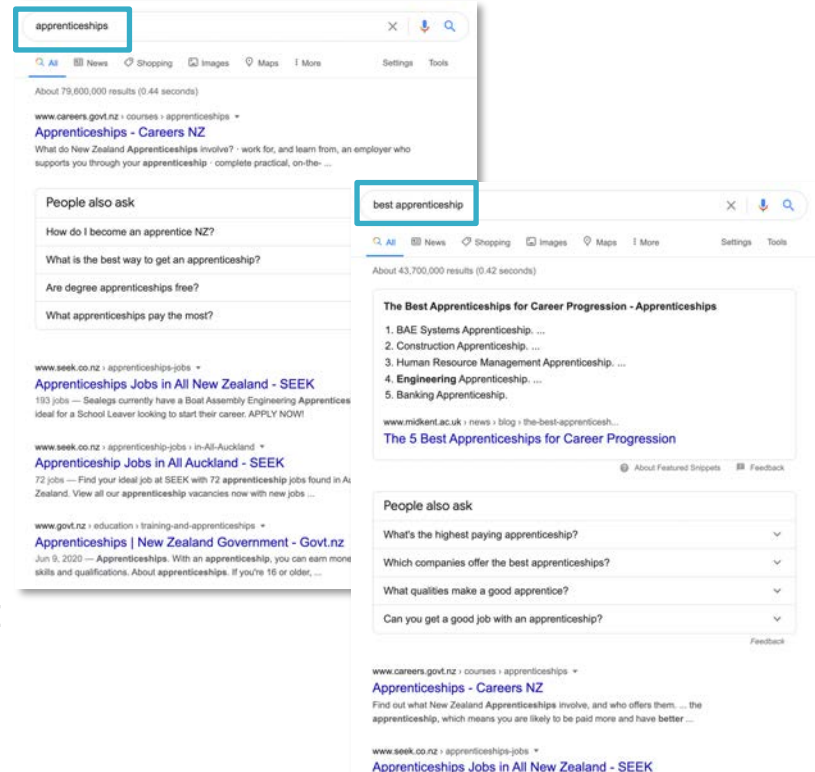
- Don't be a recipe blogger...
- Short paragraphs that answer the question in full are often pulled into Featured Snippets
- Write content in a voice that answers common questions.

E.g. "The best way to ask for a raise is to ..."

The image shows two examples of content that can be featured in search results. The top part is a screenshot of the BCITO (Building Construction Industry Training Organisation) website. The page is titled "HOW TO START AN APPRENTICESHIP". It features a "Start Here" section with a "Join now" button, and a "Find a job" section. The main content area explains that you can start an apprenticeship now if you're working in a trade and your employer has agreed to train you, or you can start directly from school. It also mentions that you'll need to be working and have a driver licence, and that there are no other entry requirements for an apprenticeship. The bottom part of the image is a screenshot of a Google search result for "how to get an apprenticeship". The search result shows the same BCITO page as the top part of the image, with the text "You can start an apprenticeship now if you're working in a trade and your employer has agreed to train you, or you can start directly from school. You'll need to be working and have a driver licence. There are no other entry requirements for an apprenticeship." highlighted in yellow. The search result also shows the URL "bcito.org.nz > apprentices > how-start-apprenticeship" and the title "How to start an apprenticeship - BCITO".

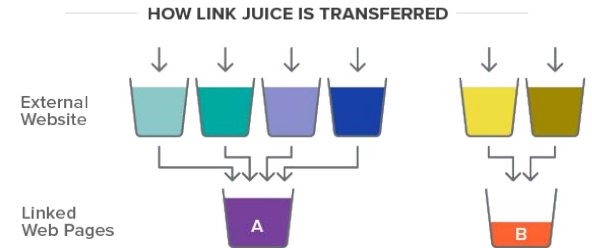
Research Intent

- Do your **own Googling** - type in your targeted search term into Google and look at the type of content Google is showing
- Is the content that's ranking highly serving a **commercial intent** (i.e. I'm looking to buy something)
- Or are the top ranking results serving a more **informational intent** (i.e. I'm want to know something).
- Create content that **serves that intent!**



Building Authority

- Backlinks pass authority from one site to another – this process is also referred to as passing ‘**link juice**’
- The more links from other websites the better
- The **higher the authority** of those websites, the more link juice/authority they pass on
- Guest posting, reciprocal links, publishing original research – should form part of your PR activities/strategy



Internal Linking

1. Choose your main priority landing pages – most likely the pages you link to from your main menu
2. Work through each of your other pages and look for opportunities to place **helpful links** back to these main priority pages

“These internal links are popularity votes for your content”

Find a job

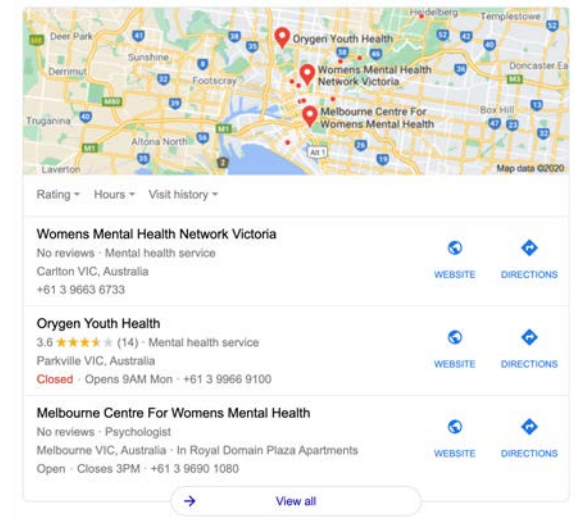
You need a job to start an apprenticeship. Start by checking out our [employment tips](#). We might be able to [match you with a suitable employer](#) who might be looking to hire. Previous work experience helps too. If you're close to finishing school, find some part-time or school holiday work in a construction-related industry.

Get your driver licence

Your boss may need you to go down to the store to buy nails, or fetch milk for smoko. A restricted is generally fine to begin with and being able to back a trailer will earn you brownie points too. It's crucial that once you've got your driver licence you keep it clean. [Learn more](#) about how to get a driver licence.

Consider Local Search

- If you have a physical address where customers can visit you, ensure your business is on **Google Maps**
- Ensure you have claimed ownership and actively **manage the listing**
- Keep all information up to date including **opening hours**
- Upload images and use the free posts feature to gain additional visibility on your campaigns or activations





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Thank you

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Free 1-on-1 Consults:
<https://www.pn.com.au/consults>

