

INTRO TO SEO

(C) Francesca
Ferrauto



In This Presentation

TAKEAWAYS OF THE DAY



What is SEO?

- 01

Crawl, Index, Ranking

- 02

Search intent & Keyword search

- 03

Optimisation: metadata

- 04

How to write for SEO

- 05





POSSIBLE REASON 1

Google hates us and has targeted our website deliberately

POSSIBLE REASON 2

Our website is not as good as we think and holds little value for users

POSSIBLE REASON 3

We don't have a good SEO strategy



PROBLEM

We have created a brand new and exciting website, with lots of value for our users but unfortunately, we rank very low, if at all.



MACHINES READ LIKE HUMANS

Google algorithm is becoming progressively better, but we're just not there yet.

NO COMPETITION

Are we sure we're the biggest player in our niche market?

LUXURY OF TIME

It's rare that companies can wait until their organic traffic grows naturally.

THE UTOPIA





REAL WORLD COMPETITORS



ONLINE COMPETITORS



WHAT IS SEARCH ENGINE OPTIMISATION?



To establish oneself as an expert online and rank higher than the competition, one needs to provide value to the user. That is the North Star of any Google update.

Search Engine
Optimisation
(SEO) is used to
help Google read
our website faster
and better.

THIS IS HOW GOOGLE READS YOUR WEBSITE

1

CRAWL

Pages are found by
Google crawlers

2

INDEX

Crawled pages are
added to SERPs, aka
Google's index

3

RANKING

We compete with other
websites in our niche for
ranking positions

Google algorithms search for clues
to better understand users' search
intent. Based on said clues, only
relevant pages are fetched from
Google's index and showed in SERPs
(Search Engine Result Pages).






**80
billions
(est.)**

Total of pages crawled
per day by Google only
in the US



**4 days
to 4
weeks**

The time it takes
Google to find a new
website



**130
trillion**

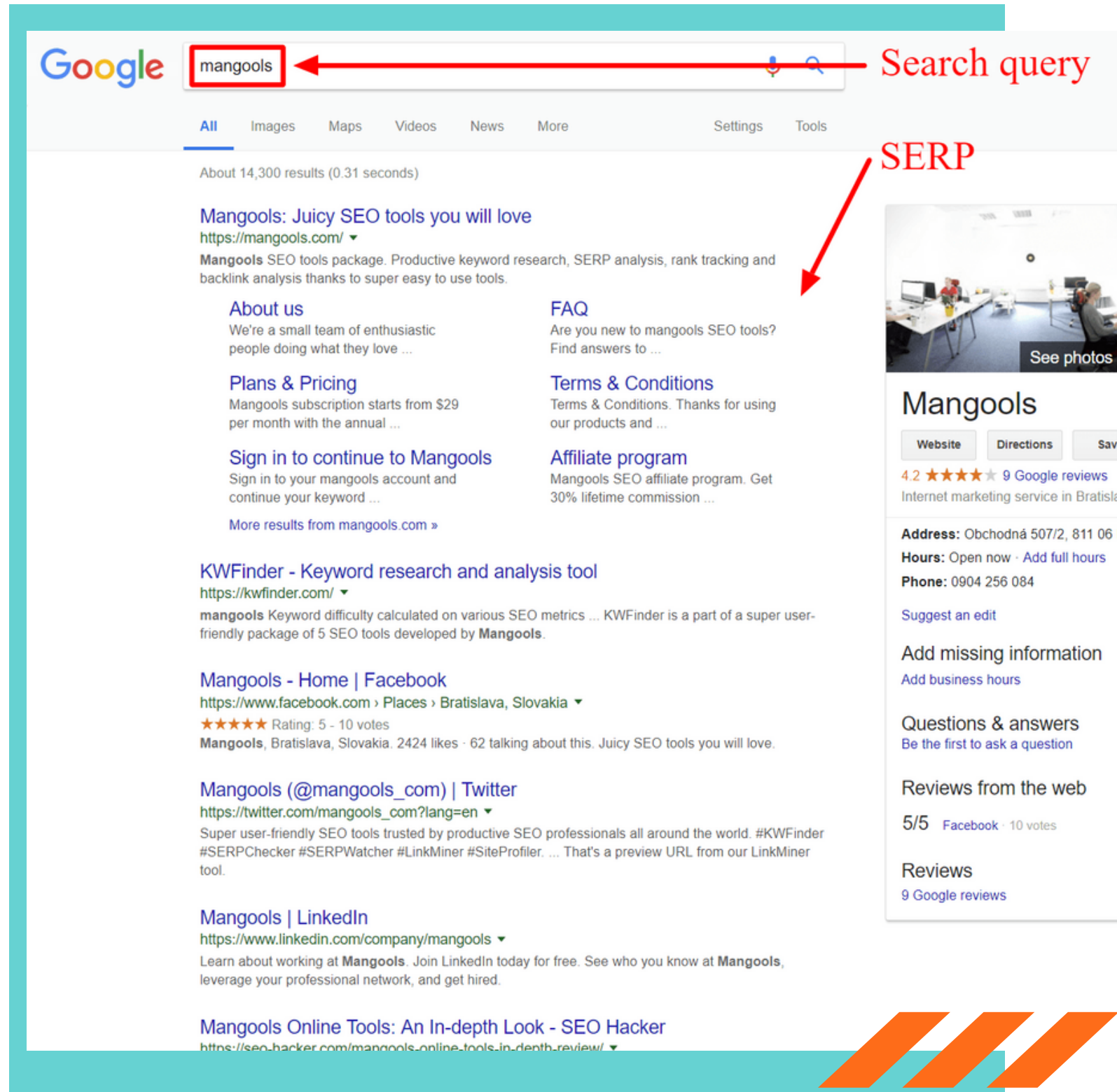
Number of pages
currently indexed in
Google

It is possible to show up in SERPs
without conscious SEO, but...



**...is it possible to
rank high enough to
be found by users?**

GOOGLE JUST
AIN'T GOT TIME



SOLUTION 1

As Google has only limited resources to crawl (every day) billions and billions of websites on the internet, SEO professionals use a series of techniques to support crawlers when approaching their website. SEO aims at increasing Organic Traffic.

SOLUTION 2

There's always the paid road to increasing traffic, that is Google Ads.

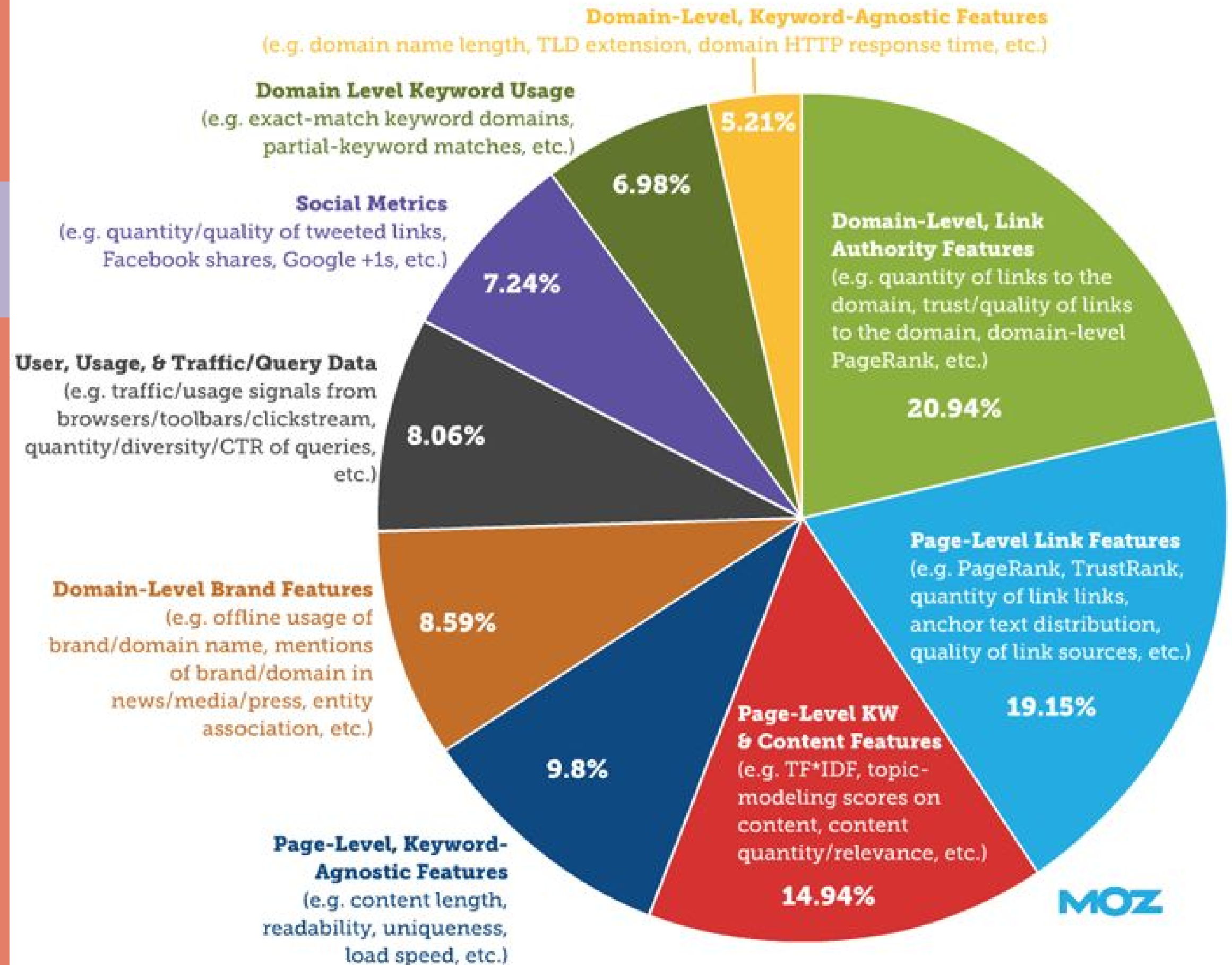
RANKING FACTORS

What is relevant to rank?
NOT ONLY CLICKS!

- Site architecture,
- Quality backlink,
- Users' signals,
- On-page KW usage,
- Engagement,
- Mobile-friendly,
- Tags, loading speed...
- etc...

Weighting of Thematic Clusters of Ranking Factors in Google

(based on survey responses by 128 SEO professionals in June 2013)





Keywords are the search queries most commonly used by users to search for whatever they need. These keywords are market- and niche-specific and need to be constantly monitored.

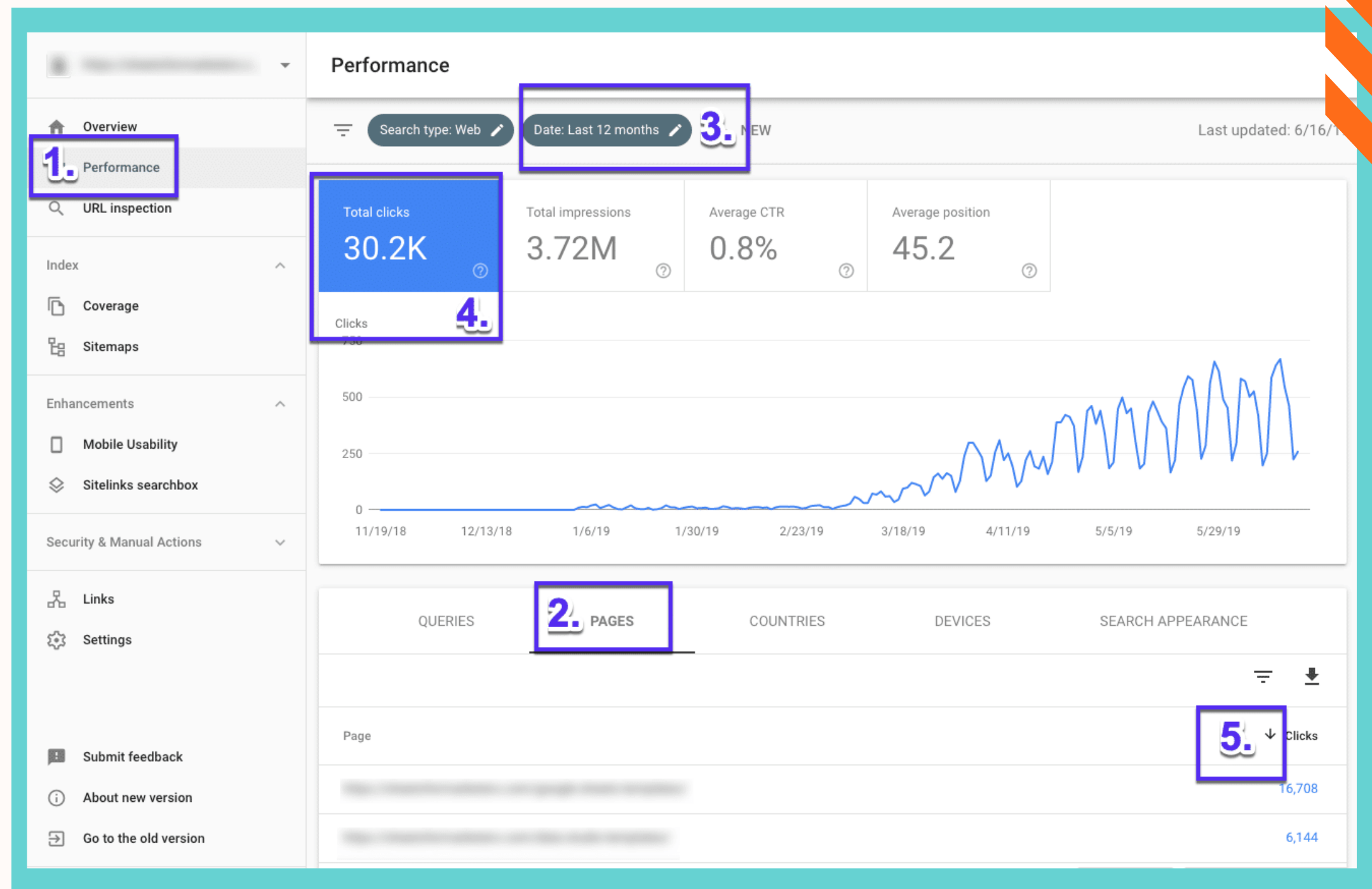
A website can rank for multiple keywords. A highly authoritative website should have an all-encompassing keyword universe, able to cover all topics that are connected to what we want to sell.

A keyword-focused SEO strategy is a healthy grey-hat SEO technique that informs us on what kind of content to include on our website and how to write it.

**KEYWORD IS THE
KEY-WORD**

On-page optimisation needs
keyword-rich content

ORGANIC TRAFFIC GROWTH



Where do we check for traffic trajectory and how do we find out for which keywords we are currently ranking?

Google Search Console has the answer (most of the time)

**ALL SEARCH
QUERIES CAN BE
CATEGORISED IN
THESE USER
INTENTIONS**

The content on our pages needs to be optimised according to which user intent we wish to meet

INFORMATIONAL

Questions including what, where, when, why, how

NAVIGATIONAL

Queries with specific websites in mind, or even a page



COMMERCIAL

Often comparing products, words included are best, worts, review etc...

TRANSACTIONAL

Queries with specific products in mind, often with the word "buy"

LONG-TAIL KEYWORDS

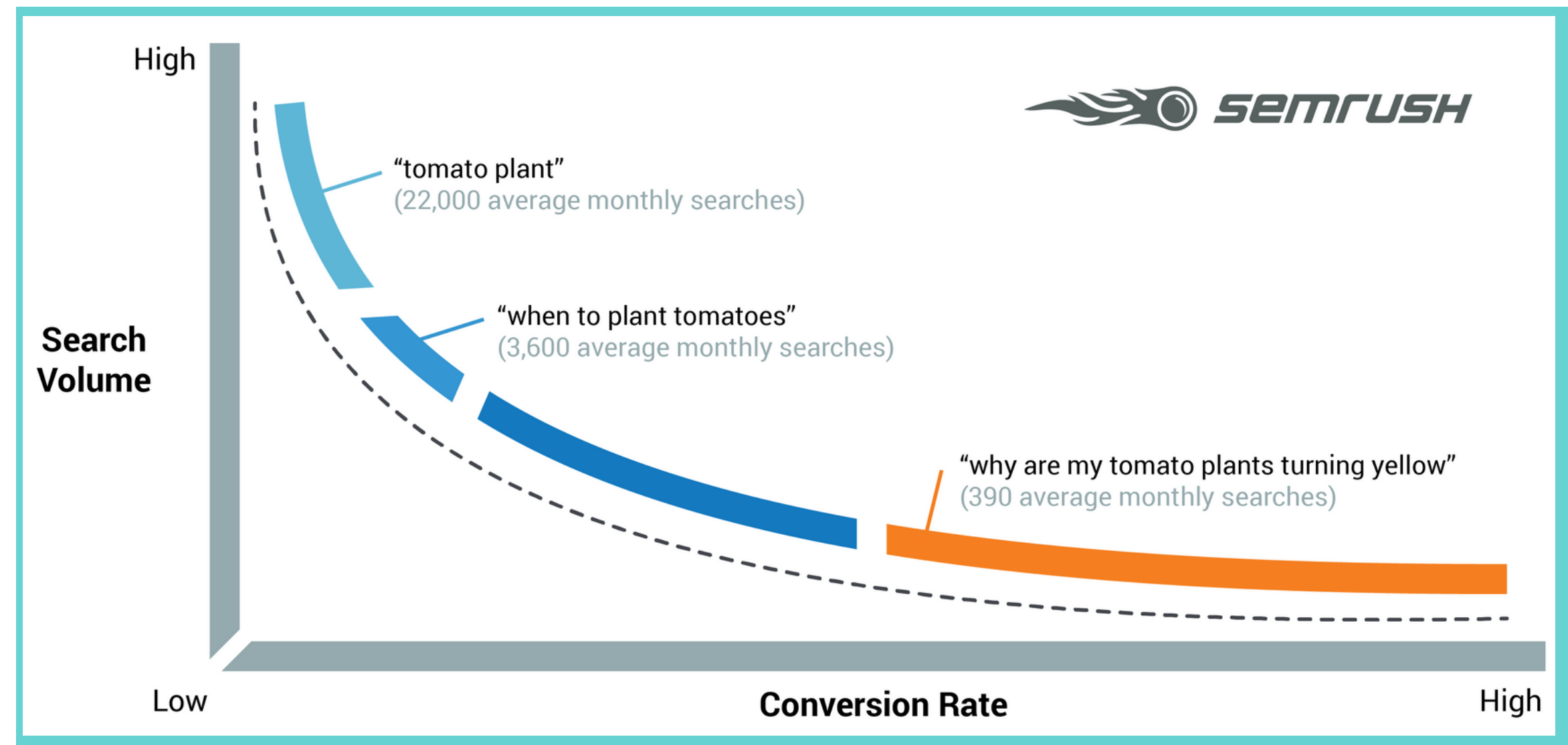
Every page should target only one main keyword, which means we need to use niche-specific long-tail keywords if we want to rank for all possible keywords in our market

ADVANTAGE 1

Low competition means high conversion rate

ADVANTAGE 2

These KWs are specific and help our pages not to cannibalise each other.



METADATA

WHERE DO WE WRITE THESE KEYWORDS?



1

META TITLE

The title of our page, followed by our domain.



2

META DESCRIPTION

The description of our page, always ends with a CTA. Promotional.



3

HEADLINES

Only one H1 per page.
Hierarchical: there is no H3 without H2



IMAGES

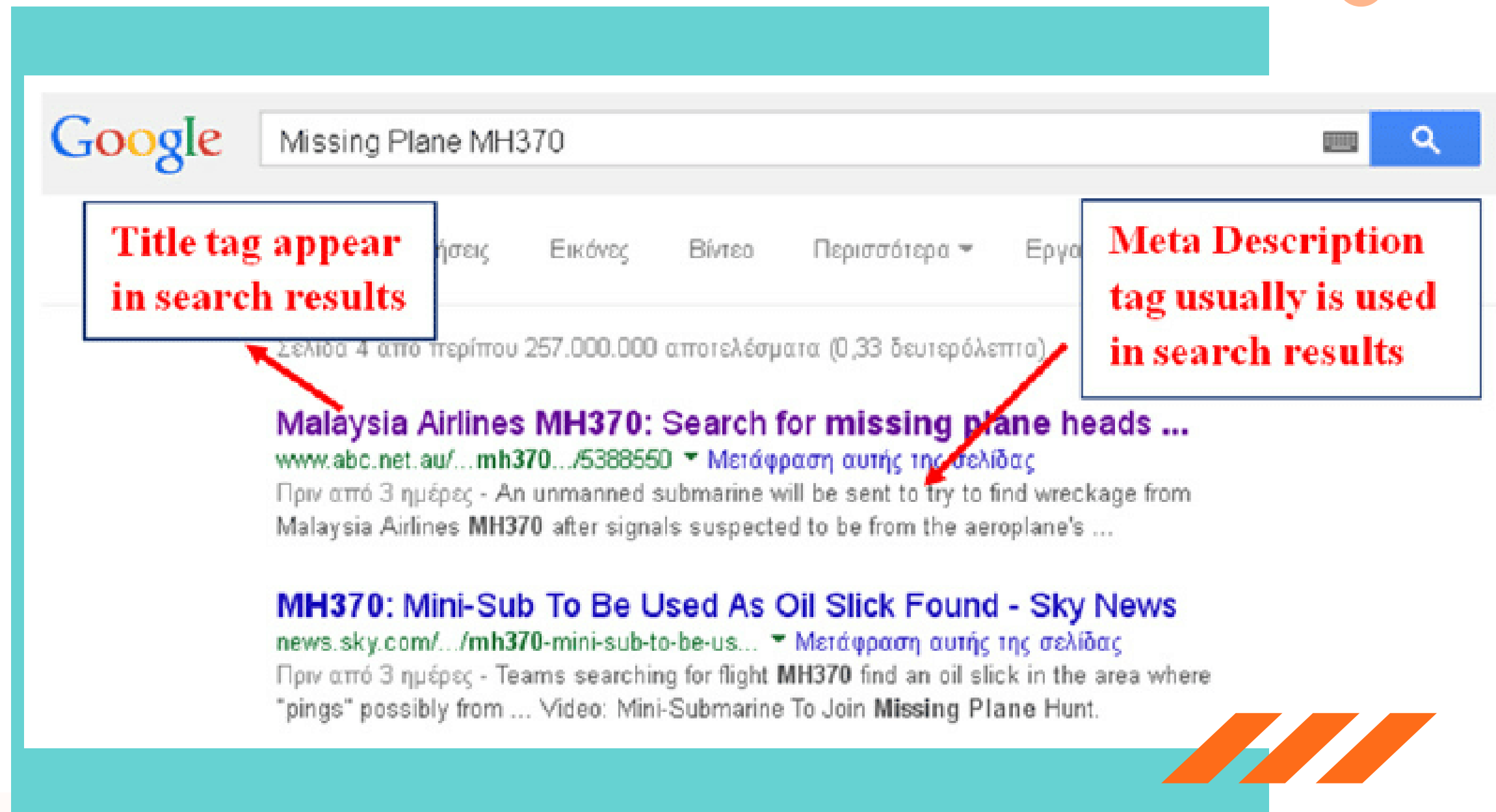
Every time an image doesn't upload correctly, Google will show Meta Title & Description.

VIDEOS

Including the embedded ones.

DOCUMENTS

PDFs, Excel sheets, e-documents etc.



**WHERE ELSE DO WE
FIND METADATA?**



METADATA

Strategically placed keywords

GOOD READABILITY

Headlines, bullet points, bolded texts, hyperlinks, visual assets, audio-visual content etc.

VALUE TO THE USER

Meaningful targeting of keywords, expert's input, original content, quotes, valuable links



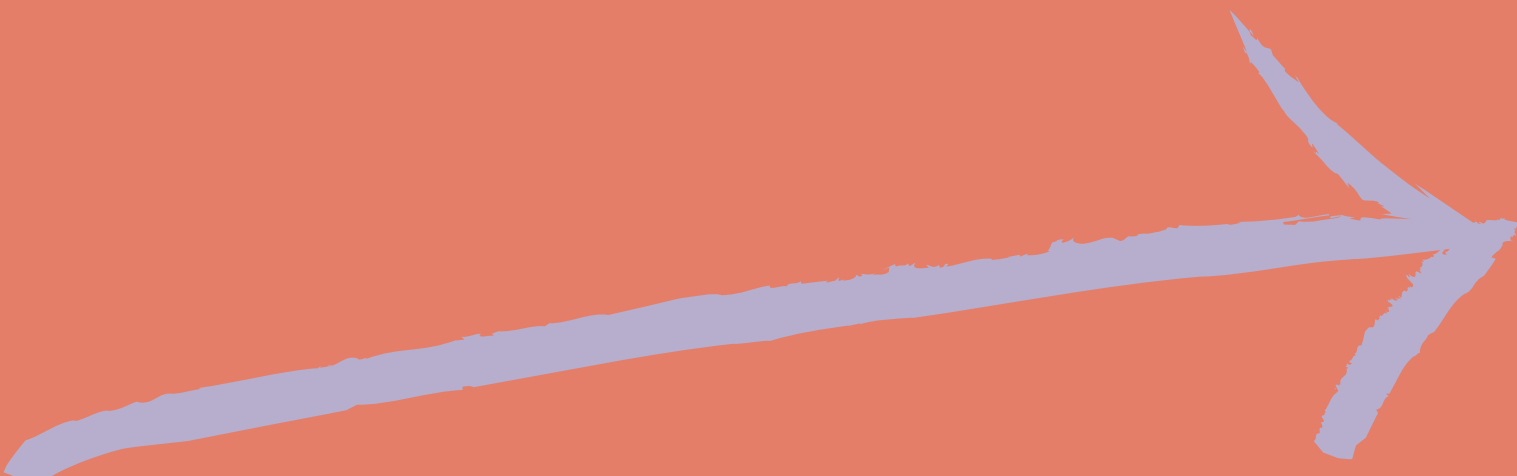
**A GOOD
SEO TEXT
ANSWERS
USERS'
QUERIES**

Yes, but how?



THE BEST CONTENT IS...

**useful,
unique
& powerful.**



How to write good content

• GAIN DEEP INSIGHT

Research the topic with Keywords, trends, looks at the competition, whats out for seasonality etc.

• BE UNIQUE

If the same content already exists somewhere else, you can't just copy. Present something that the competition doesn't have

• SURPRISE YOUR AUDIENCE

Often it is not *what* you say but *how* you say it. Can you add any infographics, images, statistics to your text? Be creative



Wie Sie **SEO-freundliche Inhalte** erstellen

Möchten Sie mehr Zugriffe auf ihre Webseite und Inhalte mit Mehrwert für Ihre Zielgruppe veröffentlichen? In unserer umfassenden Anleitung erfahren Sie, wie Sie Ihren Web-Inhalt richtig optimieren.



Title

- Ist einzigartig
- Passt zur Suchintention
- Enthält den Haupt-Suchbegriff
- Ist 15 bis 40 (max. 60) Zeichen lang
- Motiviert User die Webseite zu besuchen
- Weckt Gefühle

Wie Sie SEO-freundliche Inhalte erstellen

example.com > Blog > mein-bester-artikel

Interessanter Titel, der zum Klicken einlädt

Metabeschreibung: In diesem Blogbeitrag erfahren Sie, wie Sie Inhalte erstellen, die SEO-optimiert und gleichzeitig für Ihre Zielgruppe interessant sind.

Meta-description

- Ist einzigartig
- Gehört zu einer expliziten Seite
- Enthält Haupt-Keywords
- Besteht aus 1 bis 2 Sätzen (140 bis 160 Zeichen)
- Muss nicht unbedingt aus einem vollständigen Satz bestehen (kann auch Preise oder Hersteller etc. enthalten)
- Spricht gezielt Emotionen an
- Enthält eine Handlungsaufforderung

URL

- Ist kurz gefasst
- Nur mit Kleinbuchstaben geschrieben
- Leicht verständlich
- Trennt Wörter mit Bindestrich

example.com/blog/mein-bester-artikel

H1

- Ist einzigartig
- Kann Fragewörter enthalten, z.B. "Wie", "Warum" oder "Was" etc.
- Kann Zahlen enthalten
- Beschreibt das Thema des Textes

Interessante Überschrift, die neugierig macht



H2-Überschrift

- Unterteilt durch H2- und H3-Überschriften
- Beantwortet Fragen der Leser
- Ein Kapitel bezieht sich auf einen Gedanken

Inhaltsverzeichnis

H2-Überschrift

H2-Überschrift

Bullet Points

- Enthält wichtige Aufzählungen / Nummerierungen

Bild

- Enthält ein beschreibendes (Alt)ernativ-Tag
- Hat einen leicht verständlichen Titel
- Ist optimiert für schnelles Laden

Text

- Lang genug, um ein Thema zu erörtern
- Ausgerichtet auf einen Haupt-Suchbegriff
- Der Suchbegriff hat ein hohes Suchvolumen und einen geringen Schwierigkeitsgrad
- Orientiert sich an 5 bis 10 weiteren Suchbegriffen
- Bei langen Texten ist ein Inhaltsverzeichnis vorhanden
- Ist in kurze Sätze unterteilt

Zitat

- Kennzeichnet Schlüssel-Gedanken
- Mit fett-markierter Schrift gekennzeichnet

Weiterlesen

- Bietet weitere Informationen und verwandte Artikel über direkte Links an
- Bildet ein Themen-Cluster

FUTURE ROADMAP

Ok, so what do we do now?



STEP 1

Determine
your niche
and find your
KWs



STEP 2

Plan your
editorial work
based on the
KW search



STEP 3

Monitor your
traffic
performance
and rankings



STEP 4

Repeat!



FREE RESOURCES

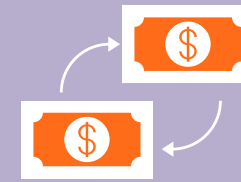
Google Search Console

Serps Simulator

Thruuu

SEO Minion

LET'S WRITE!





QUESTIONS?

0176 444 86918

fferrauto.writer@gmail.com

Skype: francesca.ferrauto

