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FAQ's on SEO



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Agenda

- Search Engine Basics
- What is SEO
- Search Engine Friendly Website
- Keywords
- Search Engine Tools



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Search Engine Basics

Two Key Functions

- 1) A program constantly crawling (scanning) web content.
- 2) Serves content to searchers



Search engines use the searcher's question/location/history (etc.), and the search engine's proprietary, **ever-evolving algorithm**.

Relying solely on keywords is ancient history.



Search Engine Basics – The Players



- 1.8 billion UMV
- 0.5 billion UMV
- 0.49 billion UMV
- 0.48 billion UMV
- 0.3 billion UMV



UMV = unique visitors per month



What is SEO

Search Engine Optimization –
improving search visibility of a website or web
content using “organic” (un-paid) methods.



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Types of Search Queries

- Navigational
- Informational
- Transactional



Result Types from Search

Paid Ads

Google search results for "how to do search engine optimization". The page shows approximately 89,400,000 results in 0.58 seconds. The results are categorized into Paid Ads and Organic Results.

Paid Ads:

- Simple do it yourself SEO | Improve your Goo.gl position**
www.rankingcoach.com/google-top/try-for-free
★★★★★ Rating for rankingcoach.com: 4.4 - 165 reviews
Improve your Search engine positions - test now for free! SEO Tips & Tricks. Tailored DIY SEO plan. Get more Traffic. Local Online Marketing. Free website analysis. Leave Competitors Behind. Your Company on Top. 14 Days Free Trial. Highlights: Search Engine Optimization, Local Online Marketing.
Test now for Free
Test rankingCoach now for free with full access for 14 days
Prices start from \$29.95
rankingCoach offers best value of affordable Online Marketing tools.
- The Leading SEO Tool By Moz | Rankings, Links, & Keywords | moz.com**
www.moz.com/moz-pro/seo-tools
Boost Your Rankings & Search Engine Visibility w/ Moz Pro. Try It Free Today! 166 Million Root Domains. Link Analysis. Measure Keyword Rankings. Find Competitor Backlinks. Research Tools. 12+ SEO Tools w/ Moz Pro. 641 Billion Links Indexed. Multi-User Functionality.
Keyword Explorer · Site Crawl with Moz Pro · Free 30 Day Trial · MozBar · Open Site Explorer
- Search Engine Submission | Make Sure Customers Find You | yext.com**
www.yext.com/SearchEngine
Get Listed on 50+ Search Engines, Directories, and Maps. Location Pages. Analytics. Store Locator.

Featured Snippet: Google programmatically determines that a page contains a likely answer to the user's question, and automatically displays the result as a featured snippet. PAIN POINTS!

Organic Results:

- Here are 10 do-it-yourself SEO tips that business owners or marketing managers can try before hiring an SEO agency or consultant.**
 1. Understand your Online Market and Target Customers. ...
 2. Master Keyword Research. ...
 3. Plan your Site. ...
 4. Build your Site. ...
 5. Start Blogging or Producing Regular Content. ...
 6. Build your Social Media Network.

More items...

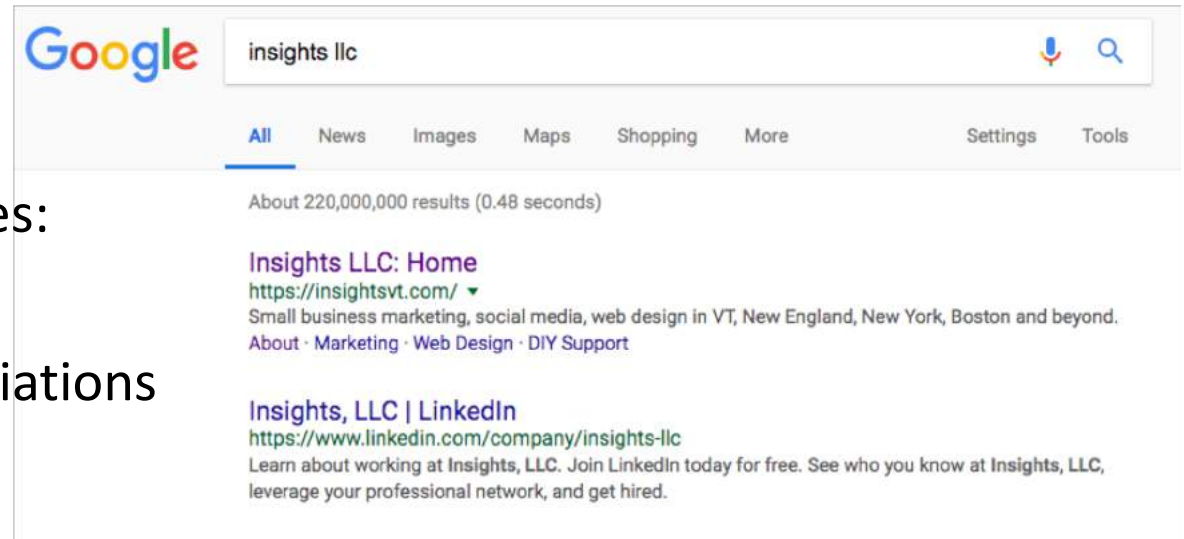
10 Do-it-yourself SEO Tips to Save Money | Practical Ecommerce
<https://www.practicalecommerce.com/10-do-it-yourself-seo-tips-to-save-money>
- 21 Essential SEO Tips & Techniques - Search Engine Land**
<https://searchengineland.com/21-essential-seo-tips-techniques-11580>
Jun 20, 2011 - 21 Essential SEO Tips & Techniques. Commit yourself to the process. SEO isn't a one-time event. Be patient. SEO isn't about instant gratification. Ask a lot of questions when hiring an SEO company. Become a student of SEO. Have web analytics in place at the start. Build a great web site. Include a site map page. 8. ...
- Beginner's Guide to SEO (Search Engine Optimization) - Moz**
<https://moz.com/beginners-guide-to-seo>
Dec 18, 2015 - What is Search Engine Optimization (SEO)?, SEO is a marketing ... Search engines are the roadways that make this happen. If search engines ...
Search Engine Marketing · Search Engine Tools · How Search Engines Operate
- 10 Do-it-yourself SEO Tips to Save Money | Practical Ecommerce**

Navigational

Navigational – user knows the webpage they want to visit: enters the company name rather than enters the particular URL

Target Navigational Queries:

Do you show up for all variations of your business name? spellings/misspellings



Test in Google Incognito Mode



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Informational

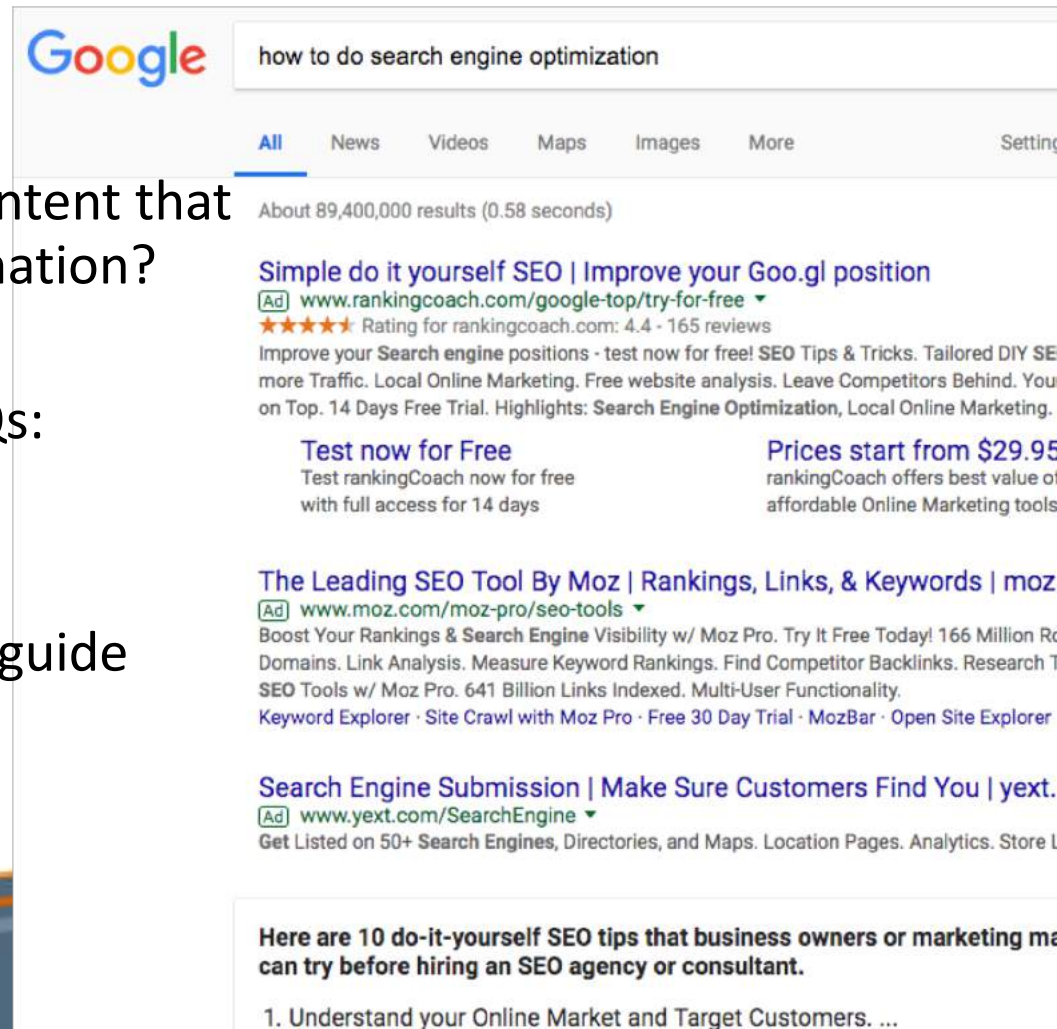
Informational – user looking for information – answer a question, learn something, etc. (hard to monetize)

Target Informational Queries:

Are you providing high-quality content that genuinely provides helpful information?

Think of your target market's FAQs:

- Write a blog post full of tips
- Create a how-to video
- Write a detailed, step-by-step guide
- Design an infographic



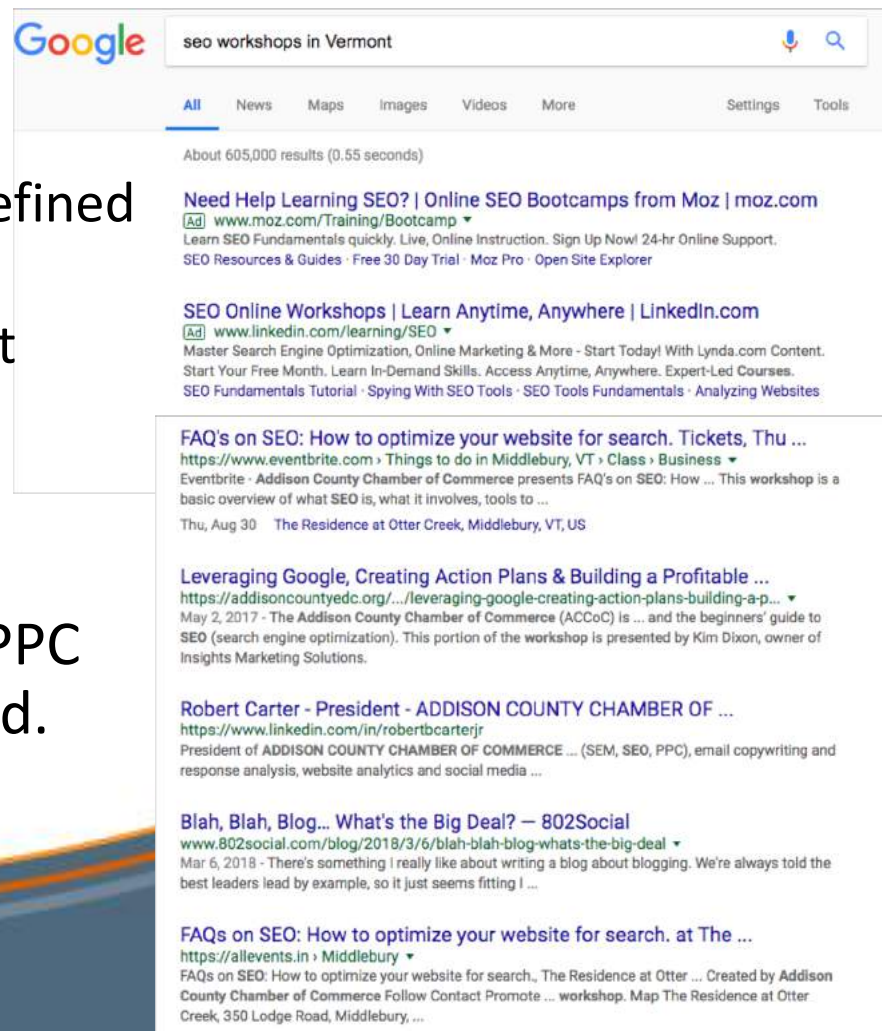
Transactional

Transactional – user intends to purchase, sign up, register, visit your business, etc –right away or in the near future.

Target Transactional Queries:

Are your products/services clearly defined on your website?

- Ecommerce - specific and relevant information (descriptions)
- Brick & Mortar – clear location
- Google business pg optimized
- Easily monetized – consider a PPC strategy after bases are covered.



Claim Your Business

The image is a screenshot of a Google search for "insights marketing". The search bar at the top shows the query "insights marketing" with a microphone icon and a search button. Below the search bar are tabs for "All", "News", "Images", "Maps", "Shopping", and "More". The "All" tab is selected. The search results show approximately 129,000 results. The first result is an advertisement for "Sign Up for Marketing Insights | Marketing on Twitter | twitter.com" from marketing.twitter.com. The second result is for "Insights LLC: Home" with the URL https://www.insightsvt.com/. The third result is for "Insights Marketing - Home | Facebook" with the URL https://www.facebook.com/insightsllc/. The fourth result is for "Insights Marketing Solutions - Waterbury Center Area - Alignable" with the URL https://www.alignable.com/waterbury-center-vt/insights-llc/. The fifth result is for "Insights | Marketing & Sales Consulting | Waterbury, VT | stowetoday ..." with the URL www.stowetoday.com/marketplace/.../marketing.../insights/business_d83cceb9-8981-5.../. The sixth result is for "Insights Marketing Solutions | LinkedIn" with the URL https://www.linkedin.com/company/insights-llc/. On the right side of the search results, there is a business listing for "Insights Marketing Solutions". The listing includes a photo of three women, a map showing the location in Waterbury Center, Vermont, and contact information: Address: 80 Keltan Heights, Waterbury Center, VT 05677; Hours: Open - Closes 4PM; Phone: (802) 882-8191. A red arrow points to the phone number. The listing also has buttons for "Website", "Directions", and "Save", and a "Suggest an edit" link. Below the listing, there is a section for "Questions & answers" with a button to "Ask a question".

Google

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All News Images Maps Shopping More Settings Tools

About 129,000 results

Sign Up for Marketing Insights | Marketing on Twitter | twitter.com
marketing.twitter.com/ ▼
Receive The Latest Marketing Insights from Twitter. Delivered Right to Your Inbox. Learn From Our Experts & The Experiences of Other Brands. Free Expert Advice. New Ad Solutions. Tips to Boost Performance. Make the Most of Ads.

Insights LLC: Home
https://www.insightsvt.com/ ▼
Small business marketing, social media, web design in VT, New England, New York, Boston and beyond. ... 80 Keltan Heights, Waterbury Center, VT 05677 ...

Insights Marketing - Home | Facebook
https://www.facebook.com/insightsllc/ ▼
★★★★★ Rating: 5 - 5 votes
Insights Marketing - 80 Keltan Heights, Waterbury Center, Vermont 05677 - Rated 5 based on 5 Reviews "Excellent team to work with. I had never met Kim..."

Insights Marketing Solutions - Waterbury Center Area - Alignable
https://www.alignable.com/waterbury-center-vt/insights-llc ▼
Highly Recommended: 5 local business owners recommend Insights Marketing Solutions. Visit this page to learn about the business and what locals in ...

Insights | Marketing & Sales Consulting | Waterbury, VT | stowetoday ...
www.stowetoday.com/marketplace/.../marketing.../insights/business_d83cceb9-8981-5... ▼
26 N Main St Ste 3, Waterbury, VT 05676. 802-882-8191. Last Updated: March 20, 2019. Map. Is this your business? Promote your business through our ...

Insights Marketing Solutions | LinkedIn
https://www.linkedin.com/company/insights-llc
See who you know at Insights Marketing Solutions. Leverage your professional network, and

EVERNOTE
Sign in to Web Clipper to see Related Results

Insights Marketing Solutions
Website Directions Save
5.0 ★★★★★ 2 Google reviews
Marketing agency in Waterbury Center, Vermont

Address: 80 Keltan Heights, Waterbury Center, VT 05677
Hours: Open - Closes 4PM ▼
Phone: (802) 882-8191

Suggest an edit

Know this place? Answer quick questions

Questions & answers
Be the first to ask a question

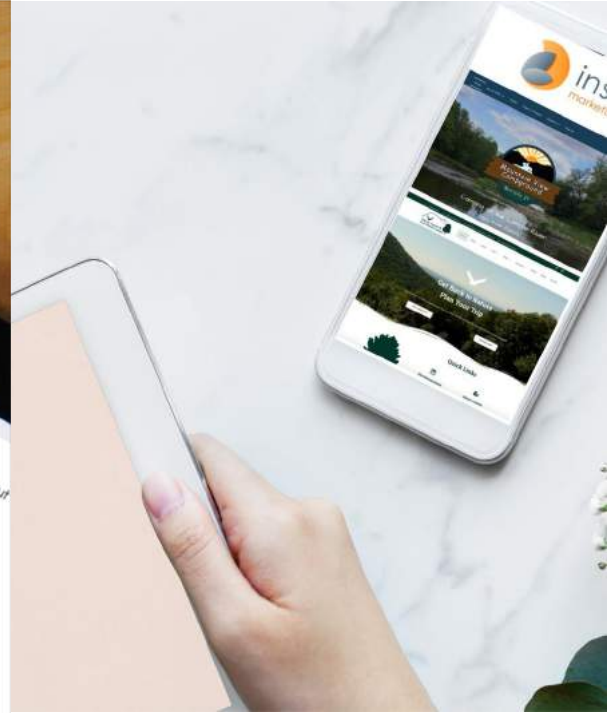
Ask a question



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Responsive Web Design

If you're ignoring any screen size, no SEO strategy can help.



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Search Engine Friendly Website

Indexable Content: Your most important content should be text!

- Crawlers devalue/ignore images and other non-text content.
- Boost your non-text features using alt text, video transcripts, etc (ADA compliant)
- Use tools like Google's cache or [SEO-browser.com](https://www.seobrowser.com/) to see how search engine crawlers see you.



Things to Remember

- Change is a constant (ways we search – mobile – voice – etc)
- Tactics from 10 years ago (keyword stuffing, link bombing, etc) will hurt your SEO
- Search engines are working for the user, not the provider – their goal is to provide users with quality content so the users will continue to use their services.

Ways Search Engines Determine Your Content Quality

- Time spent on pg
- Traffic volume
- Bounce Rate – pogo-sticking



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ADA Compliance

ADA stands for Americans with Disabilities Act – started with physical access to brick and mortar locations – is moving onto the internet.

Think about how people who have disabilities of sight, hearing, or motor skills would use your website. Can they?



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ADA Compliance

Guidelines:

- Create “alt” tags (text alternatives) for all images and media files.
- Identify the site’s language (typically “en-us” to indicate “English” with the “United States” subtag), allowing text readers to more easily identify the language used.
- Forms should be properly tabbed for easy keyboard navigation.
- Offer alternatives and suggestions for input errors on forms.
- Provide a consistent navigation and layout throughout the site.
- Ensure that text may be scaled up to 200% of size without causing horizontal scroll bars to appear or breaking the layout.
- Ensure that text and background colors maintain a high contrast ratio.
- Allow users to pause and stop any moving content

Not a high
contrast
ratio



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Search Engine Friendly Website

Crawlable Link Structure: If there aren't any menu or on-page links to your content, Search Engine Crawlers (and people) aren't going to find it.



Source: <https://moz.com/beginners-guide-to-seo/basics-of-search-engine-friendly-design-and-development>



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Search Engine Friendly Website

The Blessed Keyword: Tell the world what you're about – using words.

Places to use keywords if possible - NATURALLY:

Do:

- Ensure keywords reflect the content on that page
- Get specific with you keywords
- Focus on content quality – keyword density can only do so much if the quality isn't there.

Don't:

- Abuse keywords – and your users
- Ignore long tail keywords:

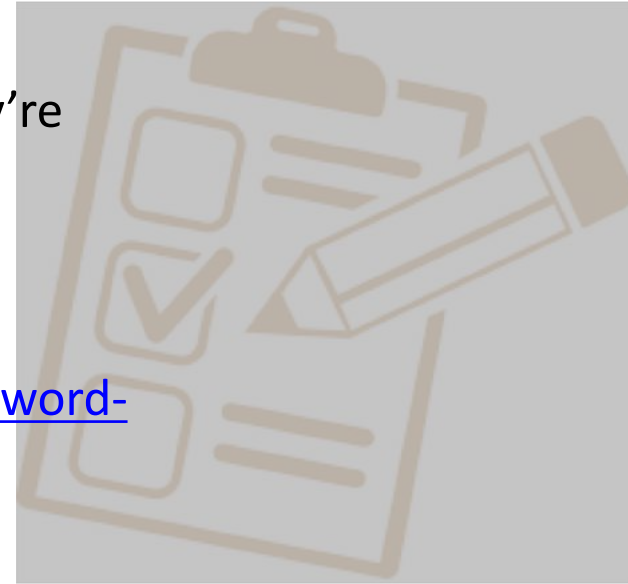
Best deal on homemade treats **VS.** Fudge



Keywords!

Getting started:

1. Ask yourself what people would search when they're looking for your product/service/information
2. Use keyword research tools to get better insight/info/brainstorm additional keywords
 - <https://adwords.google.com/home/tools/keyword-planner/>
 - <https://trends.google.com/trends/?geo=US>
 - <https://moz.com/explorer>
3. Test who you're competing against for these terms
4. Test with online ads – do these terms convert?
5. Optimize and building content using the keywords with the highest ROI



Search Engine Tools

Getting started:

1) Get your site mapped

- YoastSEO generates sitemap.xml
- sitemaps.org

2) Invite search engines

- Google Webmasters: <https://www.google.com/webmasters/>
- Bing Webmaster Tools: <https://www.bing.com/toolbox/webmaster/>



Summary

- Search Engine Basics – **know the players**
- What is SEO – know *the rules*
- Search Engine Friendly Website – balance *user experience* and crawler comprehension
- Keywords – *content & competition*
- Search Engine Tools



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Kim Dixon



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