WINNING THE

SEO

GAME

PROVEN STRATEGIES FOR GETTING MORE
SEARCH TRAFFIC TO YOUR SITE

Why SEO Matters More Than Ever

Between 2010 to 2015, you could get enormous amounts of traffic from social media.

Since then, however, things have changed dramatically.

The end result of all this is that it's now super tough to get as much traffic from social media.

SEO is the process of optimizing your website (pages, blog posts, and more) for search engines like Google.

The general concept behind SEO is simple, but it's a little more complicated in practice.

One of the primary goals of SEO is to make your website stand out from everything else.

So, how do you make your site stand out in the eyes of Google?
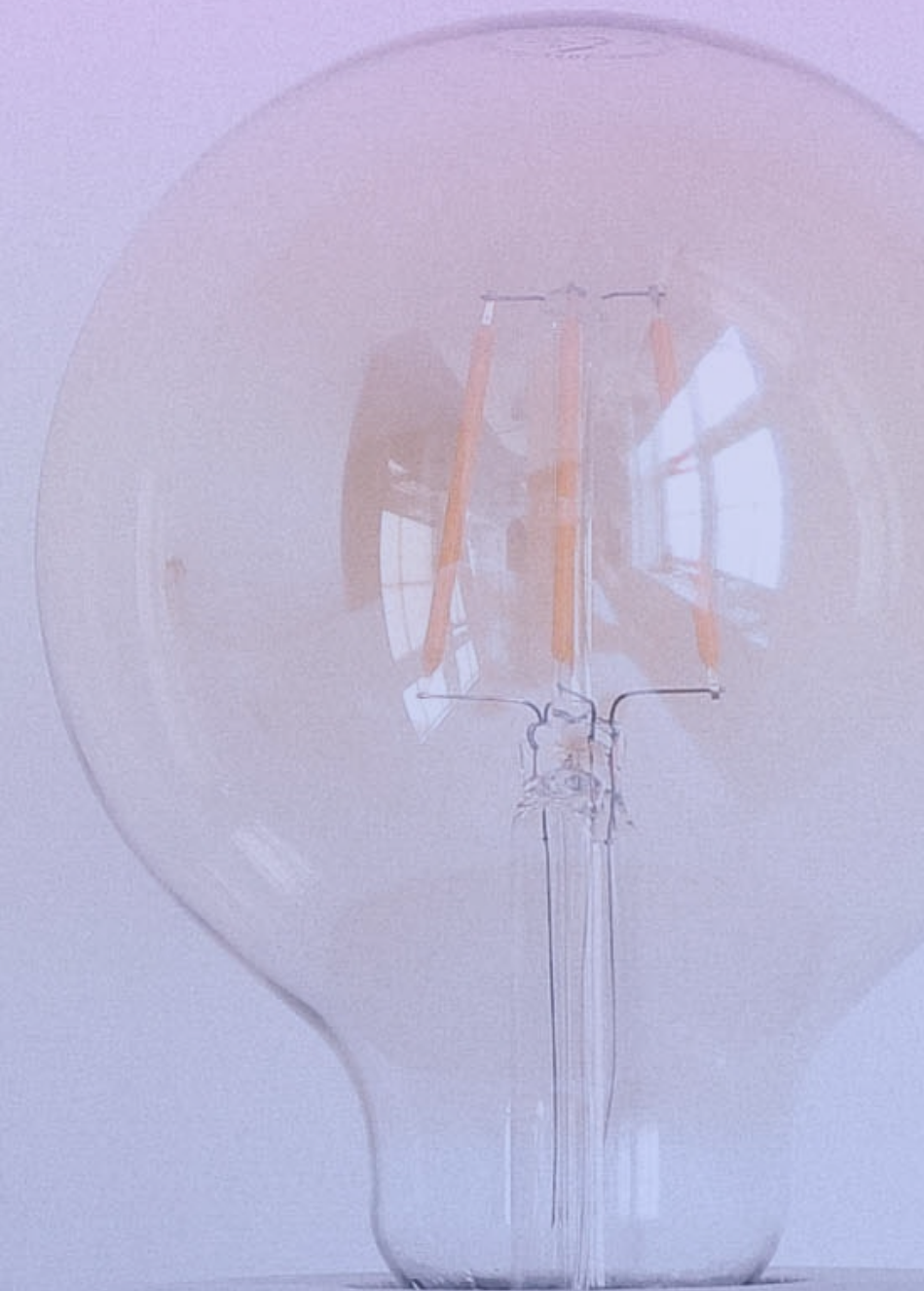
How Does Google Work?

At the core, Google exists to return relevant information to searchers.
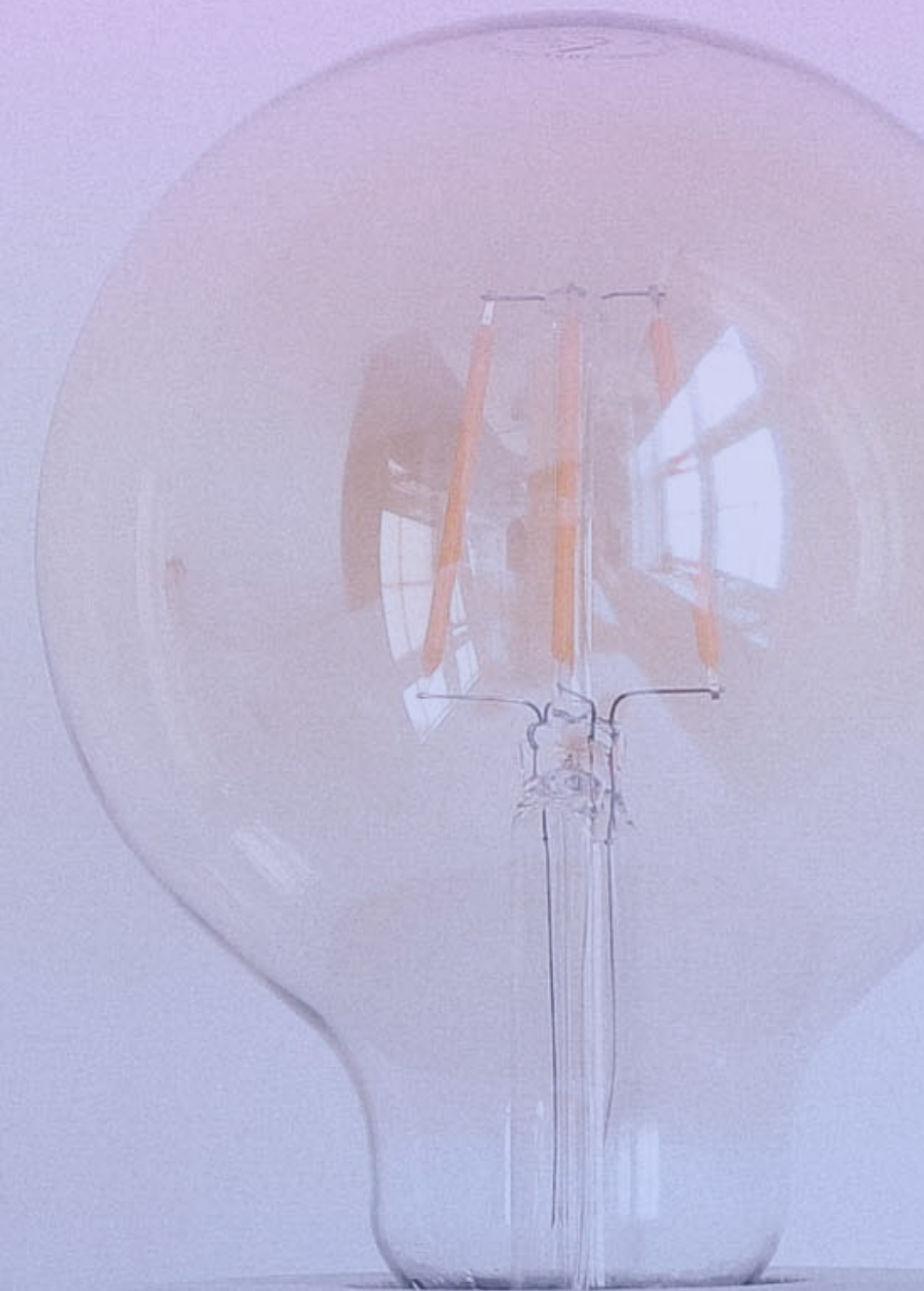
Ranking Factors

Important Google Ranking Factors:

- Search intent

- Backlinks

- Page speed

- User experience

- Content freshness, depth, and accuracy

Important Google Ranking Factors (continued):

- Site authority

- Security

- Mobile friendliness

- Structured data

- Optimized for voice search

If you want to succeed with SEO, you should focus on the factors listed above.
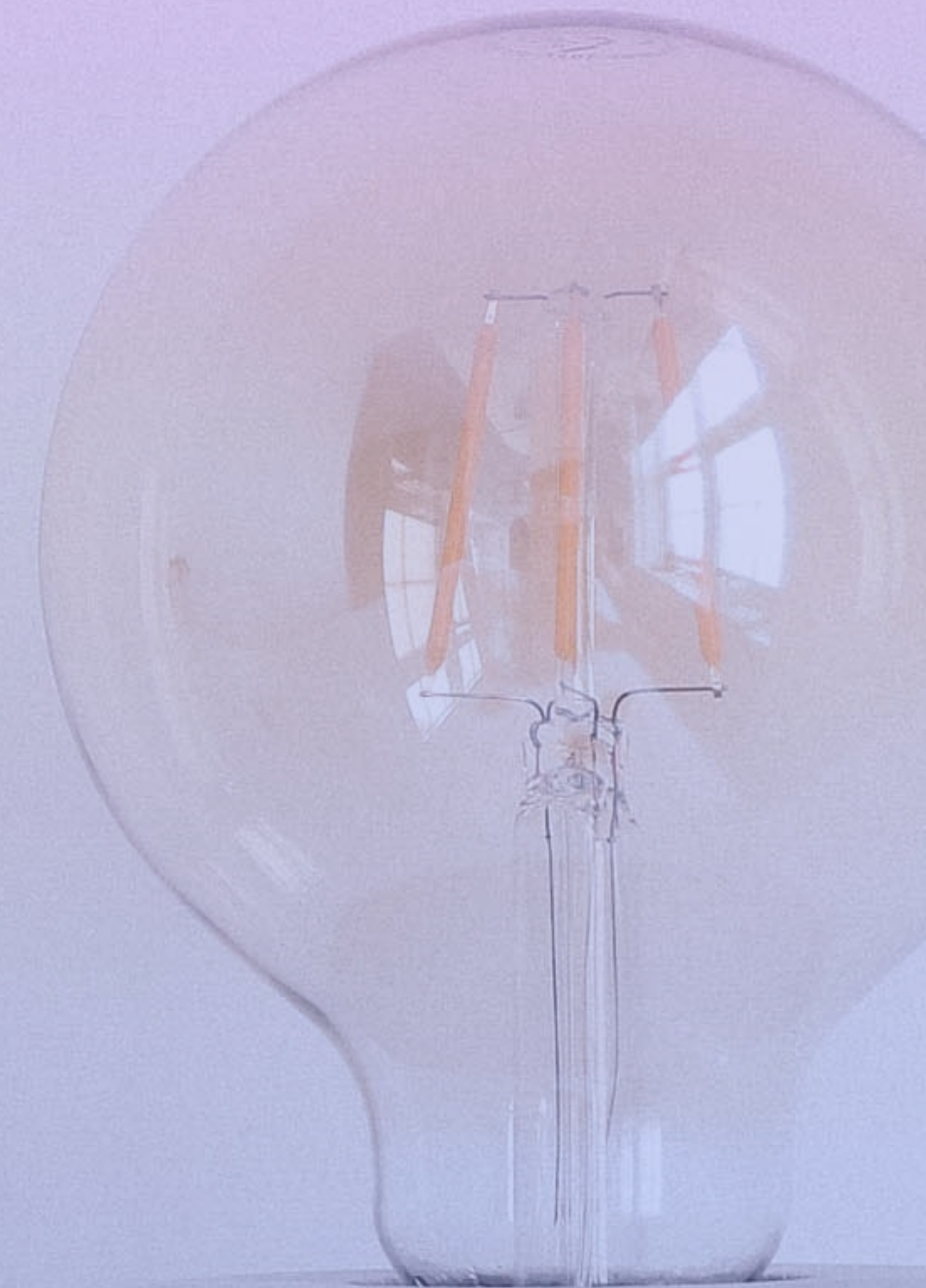
SEO Factor #1: Search Intent

If you want to get search traffic to your website, you must optimize your pages for search intent.

Keyword Research

Keyword Research Tools:

- Ubersuggest

- Ahrefs

- SEMRush

- Long Tail Pro

First, you can directly enter words and phrases to see what the monthly search volume is.

best gaming laptop

English / United States ⌄

🔍

406 Keyword Ideas

Filters

SUGGESTIONS (406) | RELATED (3,464) | QUESTIONS (27)
PREPOSITIONS (17) | COMPARISONS (23)

	KEYWORD		VOL	CPC	PD	SD
☐	best gaming laptop	→	49,500	$1.09	100	58
☐	best for gaming laptop	→	49,500	$1.82	100	50
☐	the best gaming laptop	→	49,500	$1.82	100	50
☐	best gaming laptop 2019	→	12,100	$2.11	100	39
☐	best gaming laptop under 1000	→	6,600	$0.83	100	37
☐	best gaming laptop budget	→	6,600	$1.70	100	36

Your goal is to find keywords that have a relatively high search volume and relatively low levels of competition.

Another way to find relevant keywords is to look at your competitors to see what terms they are already ranking for.

Keywords: drinktrade.com

| | drinktrade.com | | 🇺🇸 English / United States ⌄ | 🔍 |

LOCATIONS	🇺🇸 US [82,846]	🇬🇧 GB [3,993]	🇨🇦 CA [3,450]	MORE ⌄

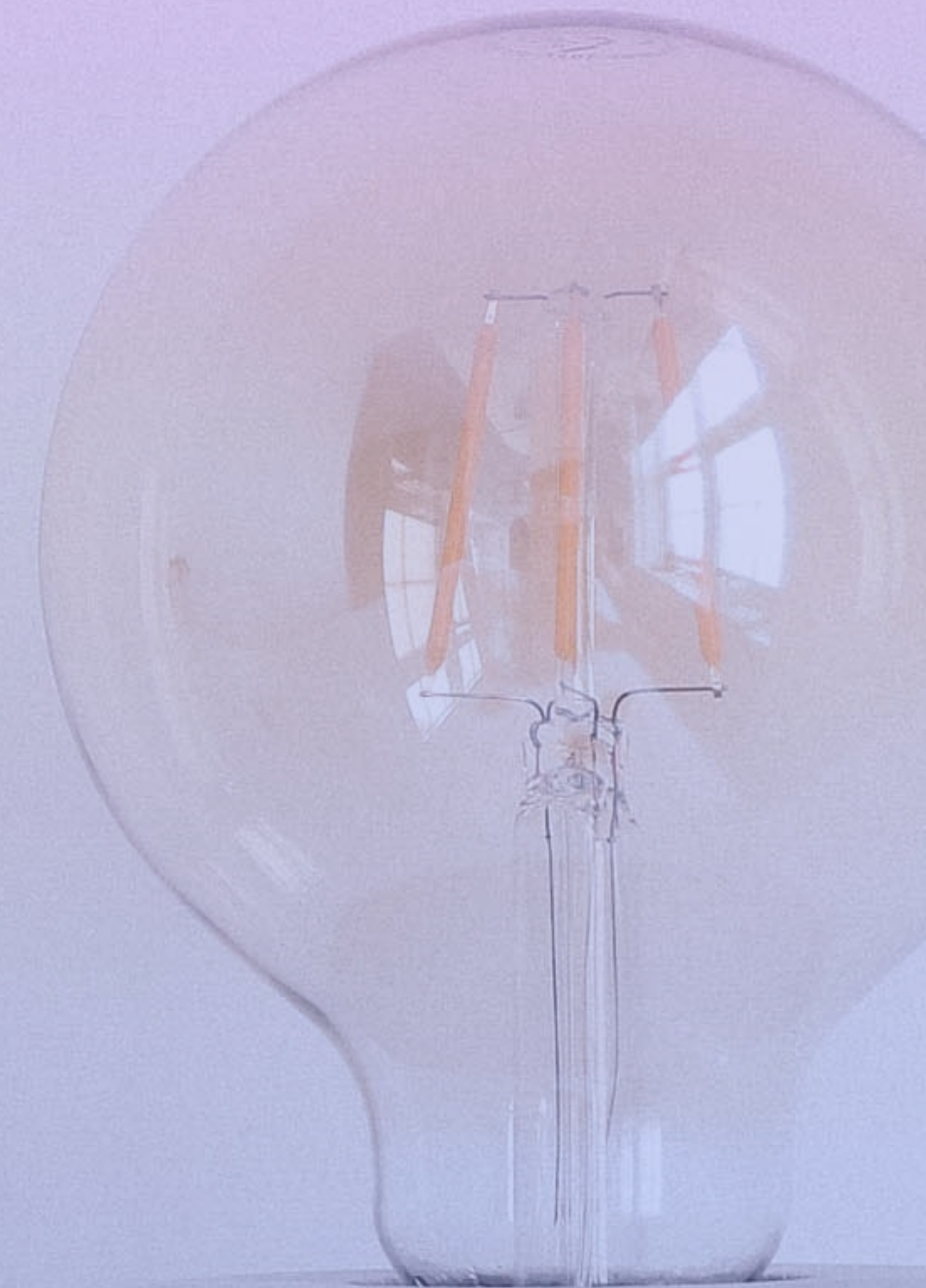|	KEYWORDS ?		VOL ?	POSITION ?	EST. VISITS ?	SD ?
☐	french press coffee	↪	49,500	1	15,048	58
☐	chemex	↪	40,500	4	2,669	74
☐	pour over coffee	↪	33,100	6	1,119	53
☐	how to use a french press	↪	33,100	11	70	19
☐	intelligentsia	↪	27,100	9	406	43
☐	how to make coffee	↪	22,200	1	6,749	25

Seeing the terms your competitors rank for can help you determine the keywords you want to go after.

Optimizing Your Content

Include Your Keyword:

- In the page title

- Within the first 100 words

- In a subheading

- Naturally sprinkled throughout the body

You don't need to go overboard on your keywords.

SEO Factor #2: Backlinks

When Google sees that a page has a lot of backlinks, it's a signal to them that a lot of people value the page and that the content on it is good.

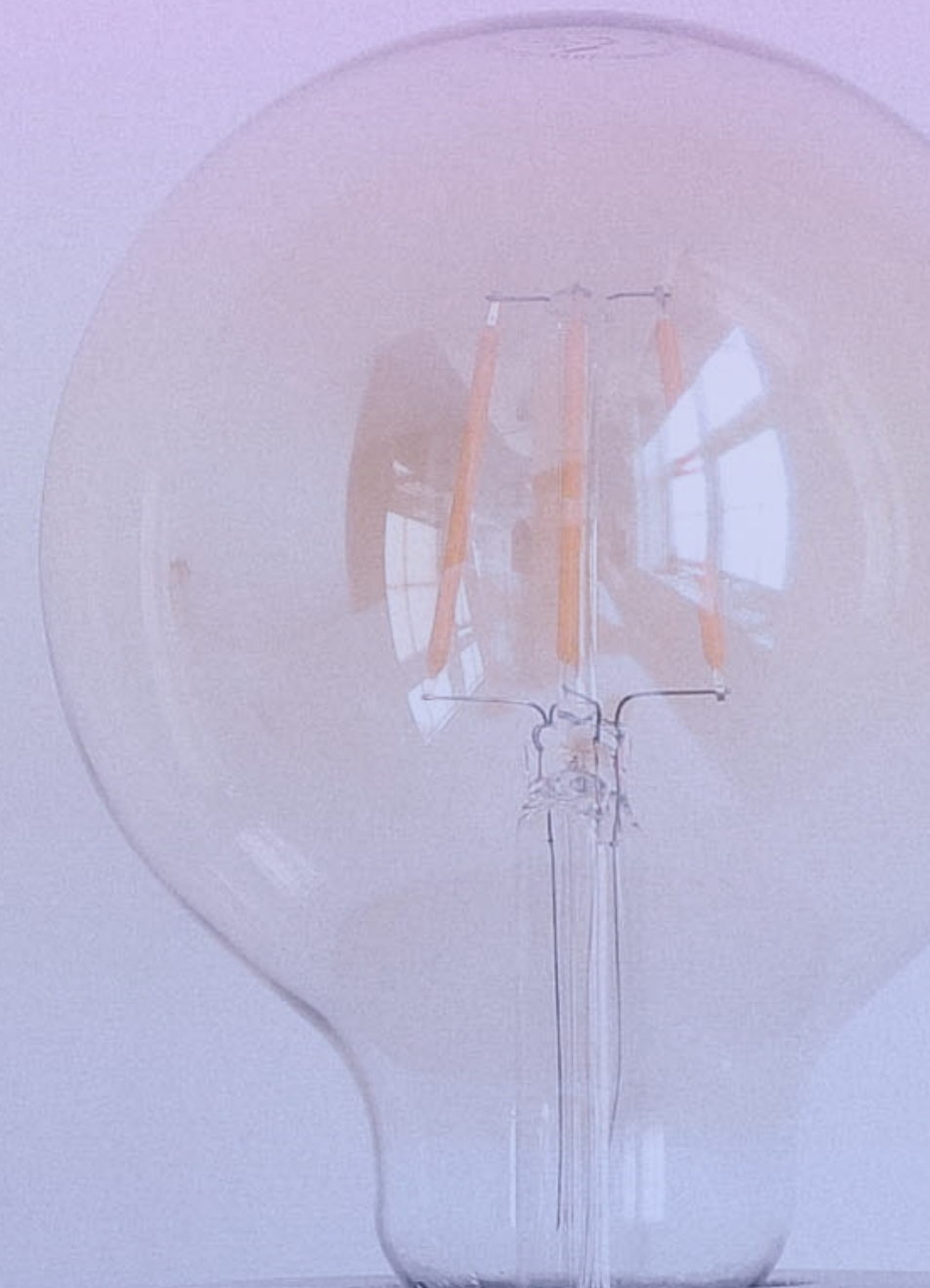The backlinks need to come from relevant sites.

Create Great Content

What makes content valuable? It's not that complicated. Great content always checks at least one of the following boxes:

Great Content...

- Covers a subject more thoroughly than other pieces

- Is authoritative (facts, studies)

- Is easy to consume (easy to read, well-designed)

- Is up to date

If you run a fitness website, are you more likely to link to a 500 word listicle or a 5,000 word, super in-depth piece written by an exercise expert?

If you want to get backlinks, take a look at what is currently ranking in the search results for a specific keyword.

Promote Your Content

Outreach:

Find websites in the same niche as yours.

Guest post:

Find relevant sites that allow guest posts.

Appear on podcasts:

Find relevant podcasts that welcome guests.

Find broken links:

Use an SEO tool like Ahrefs to find links on relevant websites that don't work anymore.

Resource pages:

Find relevant resource pages and ask if your content might be added to the page.

Almost all effective link building methods boil down to the same thing: adding value to others.
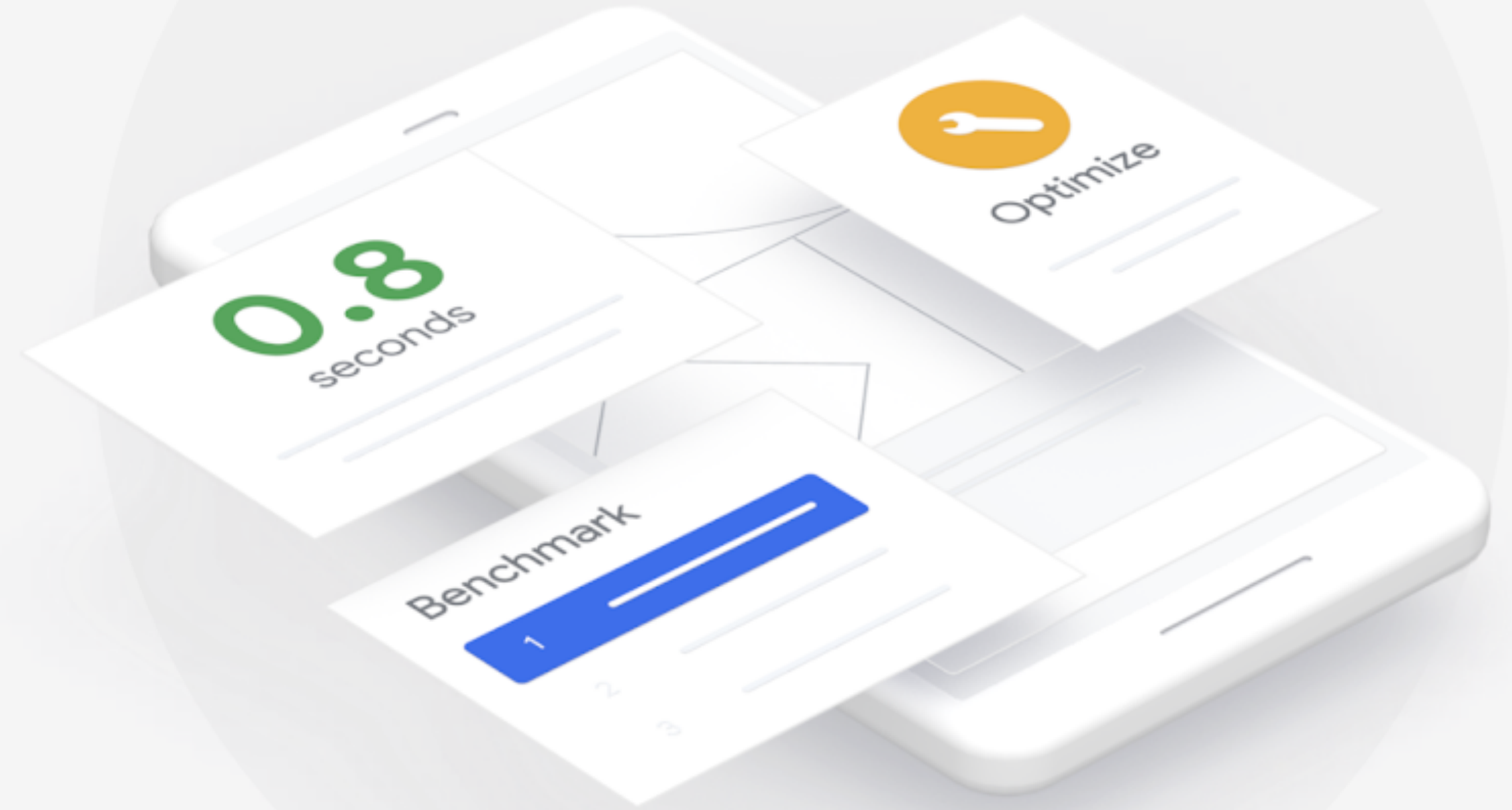
SEO Factor #3: Page Speed

In light of this, they tend to favor faster pages over slower ones in the search results.

Think with **Google**

Test My Site

A slow mobile site limits your business.

Enter your domain to test your mobile speed →

0.8 seconds

Optimize

Benchmark

There are also a number of relatively simple things you can do to speed up your web pages.

Compress Images

If you use WordPress, the WP Smush Image plugin will handle all the compression duties for you.

If you use something other than WordPress, you can easily compress your images using a service like TinyPNG or TinyJPG.

Implement Browser Caching

Browser caching saves certain elements of your site within visitors' browsers so that they don't have to reload every time they visit your site.

The W3 Total Cache WordPress plugin makes it super simple to implement browser caching on your site.

Minify HTML

You don't have to be a whiz at coding to minify the HTML on your site. The Minify HTML WordPress plugin will take care of it for you.
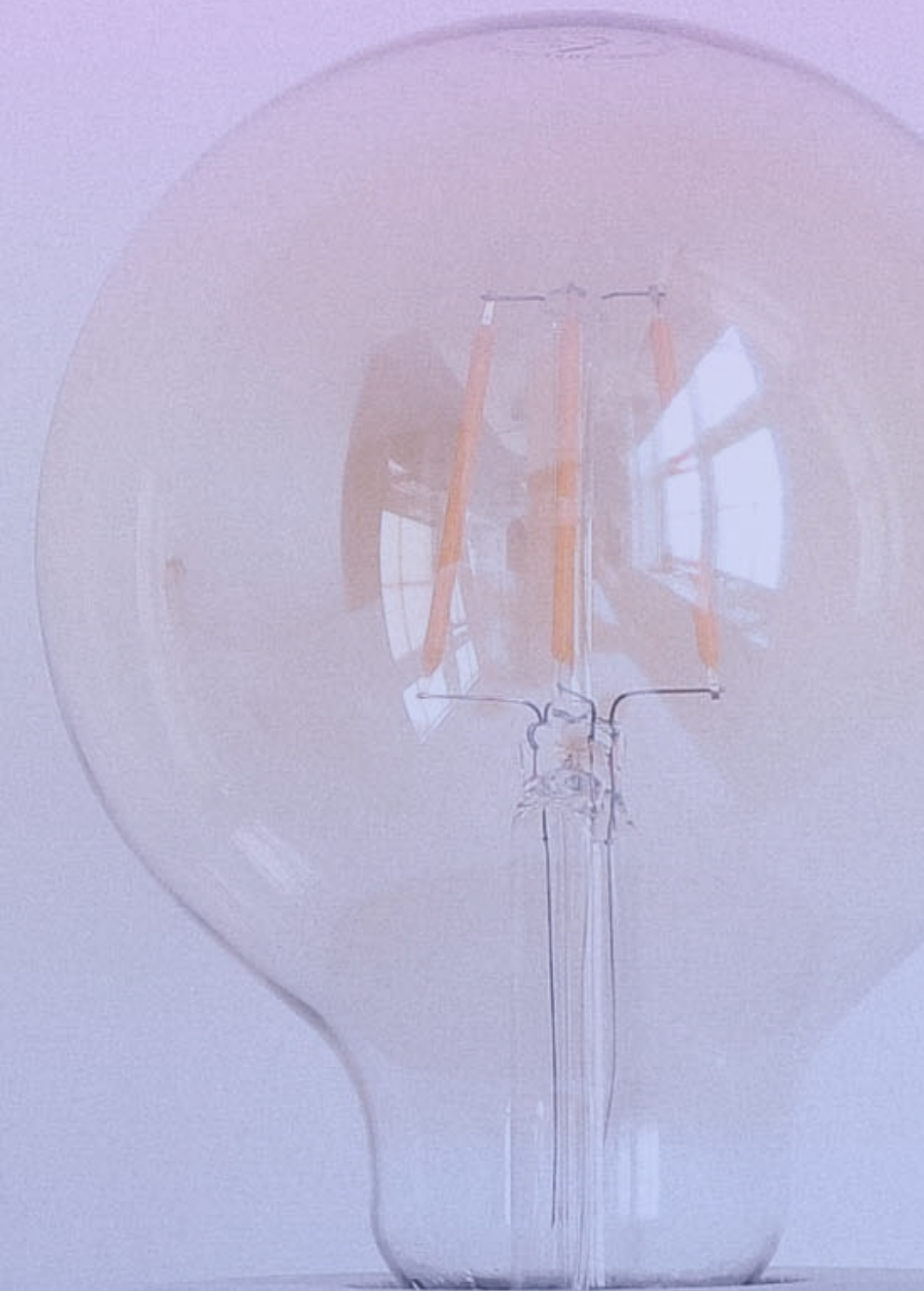
Remove Unnecessary Plugins and Scripts

Use A Content Delivery Network (CDN)

Examples of CDNs:

- Cloudflare

- MaxCDN

- Cloudwatch

SEO Factor #4: User Experience (UX)

RankBrain looks at User Experience Signals to determine whether a particular page is satisfying users.

Click Through Rate (CTR)

Every Google search listing has three elements: page title, page description, and page URL.

Page Title:

Make it attention-grabbing so that it stands out in the search results.

Page Description:

Clear, compelling, and contains your primary keyword

Page URL:

Short and includes the primary keyword

Dwell Time

The primary way to increase dwell time is to create outstanding content that people really want to consume.

1. Quick, snappy intros

2. Long form content

3. Easy to read

4. Embed videos

5. Internal links

SEO Factor #5: Content Freshness, Accuracy, and Depth

Content Freshness

If the information on one of your pages changes somewhat regularly, do your best to keep it up to date.

Content Accuracy

If Google regularly returned incorrect search results, you wouldn't want to use it.

Content Depth

If you don't cover a subject thoroughly, people will come to your site, not find what they're looking for, and then bounce to another site.

As you create content, think through all the different things people might be searching for related to the content you're creating.

If you're not sure what people are searching for, type your primary keyword into Google, scroll to the bottom, and look at the related searches.

SEO Factor #6: Site Authority

When it comes to search results, Google tends to favor high authority websites.

The first key to authority is backlinks.

Another key to authority is topical expertise.

If you want your pages to rank in the search results, focus on developing and demonstrating your expertise in a particular area.

Building the authority of a website is all about momentum.

SEO Factor #7: Security and Mobile Friendliness

Security

How do you know if your site is secure?

If your site isn't secure, you can make it secure using an SSL certificate.
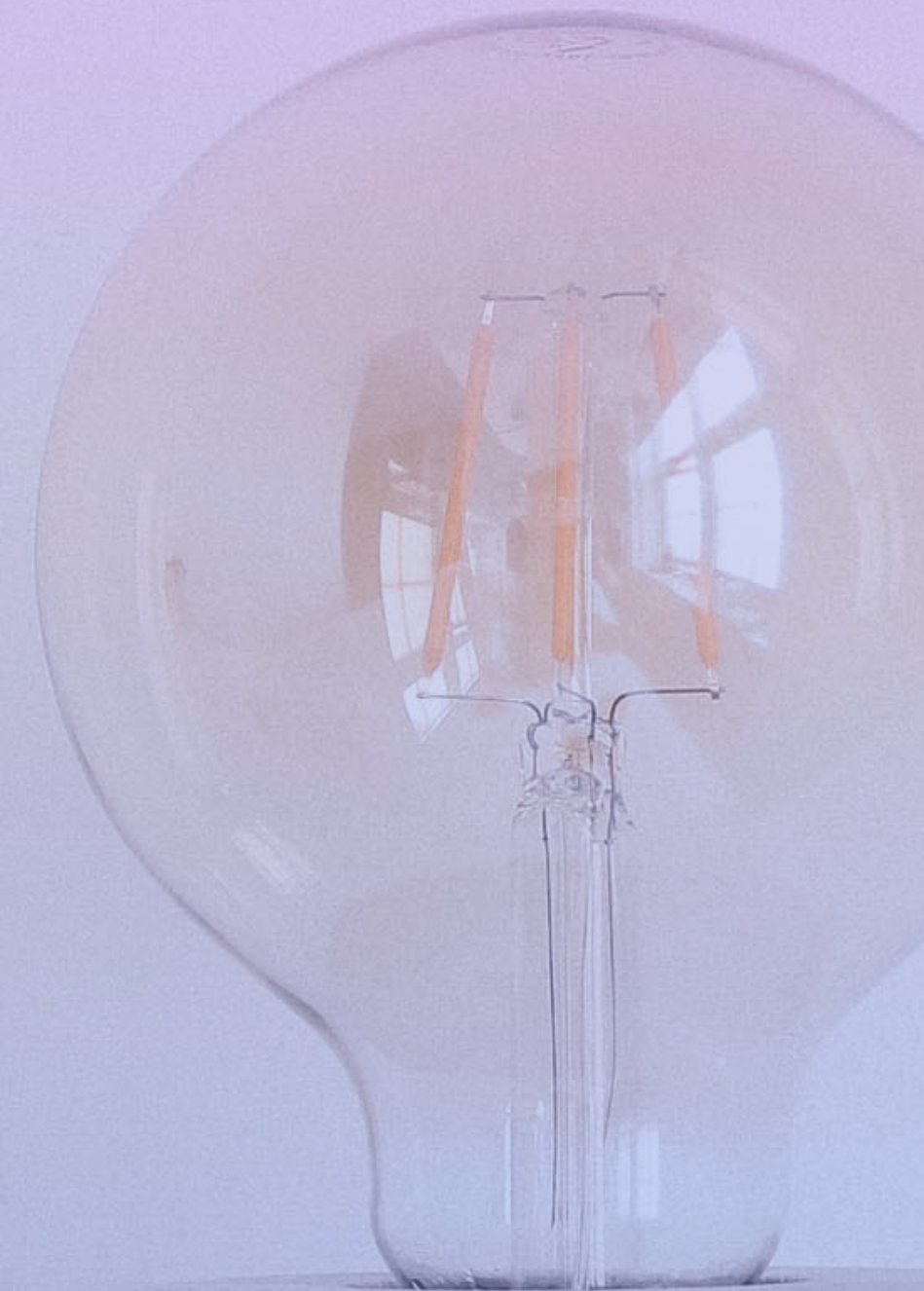
Mobile Friendliness

One way to see how your site performs on mobile phones is to go to Google Search Console and look at the "Mobile Usability" report.

SEO Factor #8: Use Structured Data

Types of Structured Data:

- Books
- Movies
- Courses
- Ratings

- Events
- Local business info
- Recipes
- And much more

If you implement structured data correctly, it may show directly in the search results.

Good Old Fashioned Pancakes Recipe - Allrecipes.com

★★★★⯪ Rating: 4.6 - 12,490 reviews - 20 min - 158 cal

In a large bowl, sift together the flour, baking powder, salt and sugar. Make a well in the center and pour in the milk, egg and melted butter; mix until smooth. Heat a lightly oiled griddle or frying pan over medium high heat. Pour or scoop the batter onto the griddle, using approximately 1/4 cup for each **pancake**.

Probably the simplest way to implement structured data is to use Google's Structured Data Markup Helper.

SEO Factor #9:
Optimize for Voice Search

In order to optimize for voice search, you need to think about how most people use it. It's almost always done in the form of a question.

Some relatively simple ways to optimize for voice search are…

1. Create FAQ pages

2. Shoot for the featured snippet

3. Write naturally

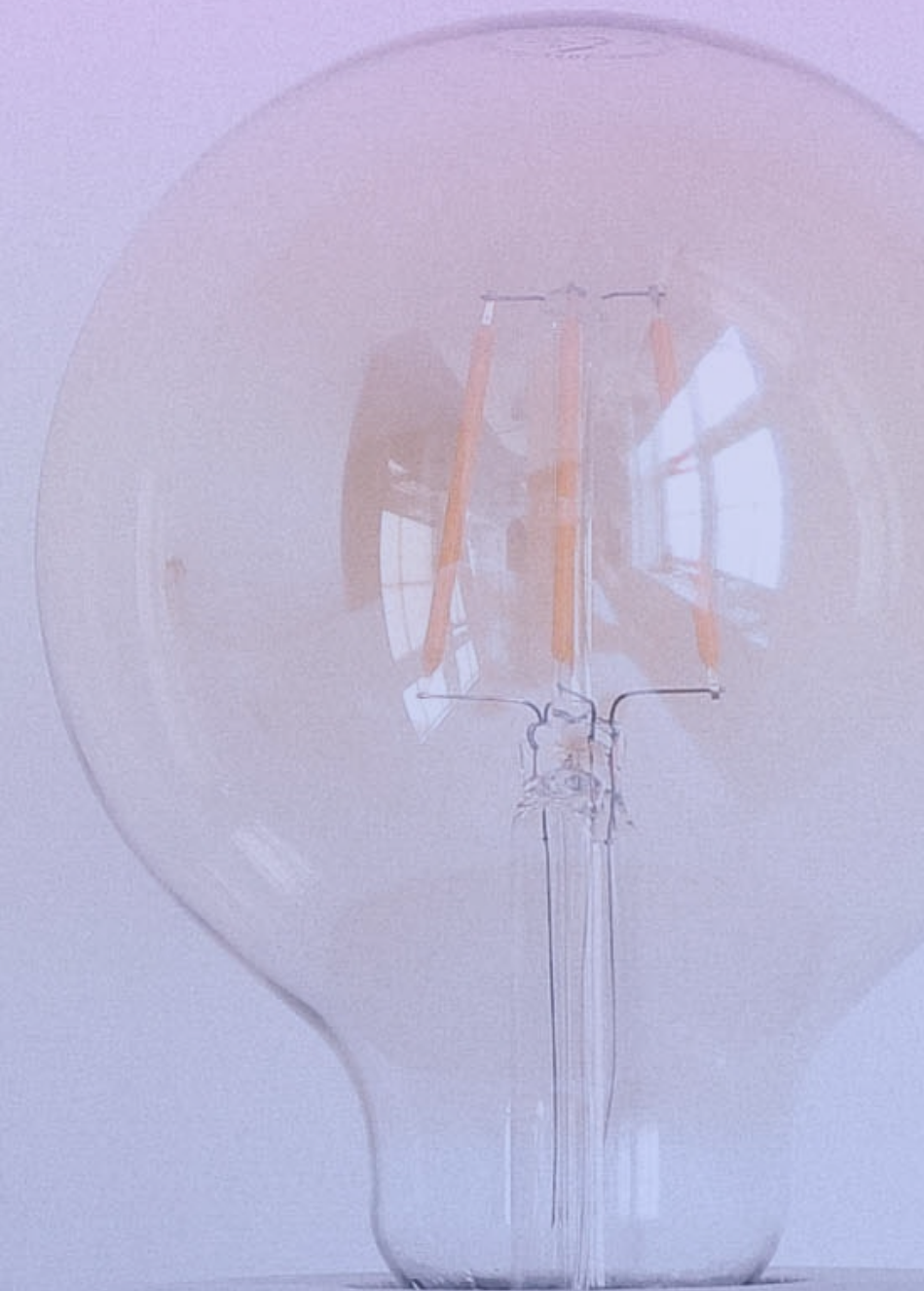# 4. Keep it simple

5. Boost your site speed

As you work to make your site voice search friendly, consider what questions you would ask.
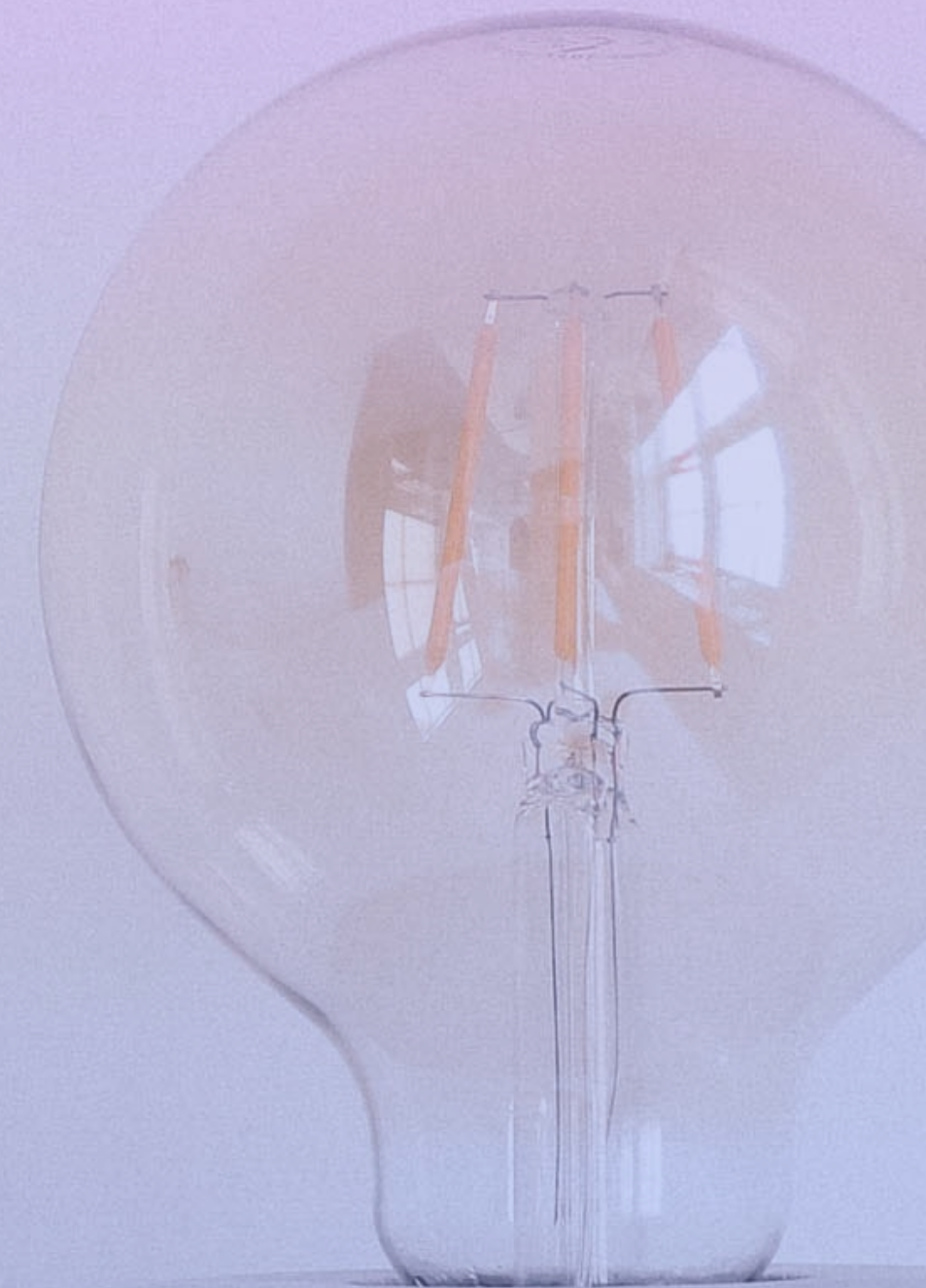
Playing the Long Game

SEO Techniques:

- Optimize for search intent.

- Get backlinks.

- Improve your page speed.

- Create a good user experience.

- Create content that is fresh, accurate, and in-depth.

SEO Techniques:

- Build the authority of your site.

- Ensure that your site is secure and mobile friendly.

- Use structured data.

- Optimize for voice search.

At its core, SEO isn't that complicated.

So, start playing the long SEO game today.

Thanks for being a part of this workshop!