

SEO 101

How to rank your website in 2018

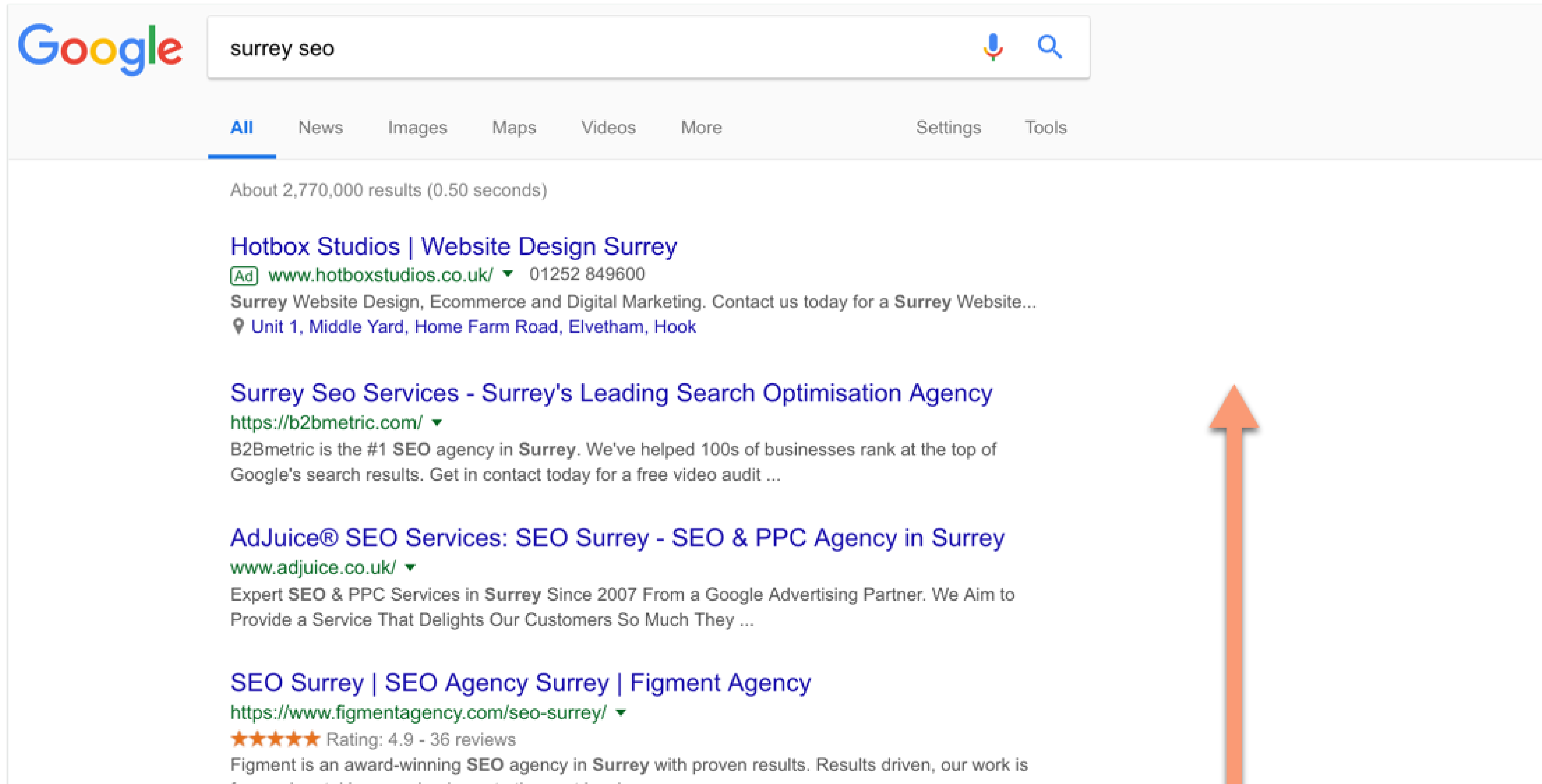


Who?



Ben Brown,
Director, B2Bmetric
ben@b2bmetric.com

What is SEO?



The image shows a screenshot of a Google search for "surrey seo". The search bar contains the text "surrey seo" and the Google logo is visible on the left. Below the search bar, there are tabs for "All", "News", "Images", "Maps", "Videos", and "More", along with "Settings" and "Tools". The search results show "About 2,770,000 results (0.50 seconds)". The first result is an advertisement for "Hotbox Studios | Website Design Surrey" with the URL "www.hotboxstudios.co.uk/" and phone number "01252 849600". The second result is "Surrey Seo Services - Surrey's Leading Search Optimisation Agency" from "https://b2bmetric.com/". The third result is "AdJuice® SEO Services: SEO Surrey - SEO & PPC Agency in Surrey" from "www.adjuice.co.uk/". The fourth result is "SEO Surrey | SEO Agency Surrey | Figment Agency" from "https://www.figmentagency.com/seo-surrey/" with a rating of 4.9 stars from 36 reviews. A large orange arrow points upwards from the bottom right of the search results area towards the b2bmetric result.

Google

surrey seo

All News Images Maps Videos More Settings Tools

About 2,770,000 results (0.50 seconds)

Hotbox Studios | Website Design Surrey
[Ad] www.hotboxstudios.co.uk/ ▼ 01252 849600
Surrey Website Design, Ecommerce and Digital Marketing. Contact us today for a Surrey Website...
📍 Unit 1, Middle Yard, Home Farm Road, Elvetham, Hook

Surrey Seo Services - Surrey's Leading Search Optimisation Agency
<https://b2bmetric.com/> ▼
B2Bmetric is the #1 SEO agency in Surrey. We've helped 100s of businesses rank at the top of Google's search results. Get in contact today for a free video audit ...

AdJuice® SEO Services: SEO Surrey - SEO & PPC Agency in Surrey
www.adjuice.co.uk/ ▼
Expert SEO & PPC Services in Surrey Since 2007 From a Google Advertising Partner. We Aim to Provide a Service That Delights Our Customers So Much They ...

SEO Surrey | SEO Agency Surrey | Figment Agency
<https://www.figmentagency.com/seo-surrey/> ▼
★★★★★ Rating: 4.9 - 36 reviews
Figment is an award-winning SEO agency in Surrey with proven results. Results driven, our work is

Why should you care?

- Over 71% of B2B buying decision start with a Google Search
- Over 80-90% of clicks are through organic results (10 - 20% paid)
- The highest intent traffic out there



How does it work?

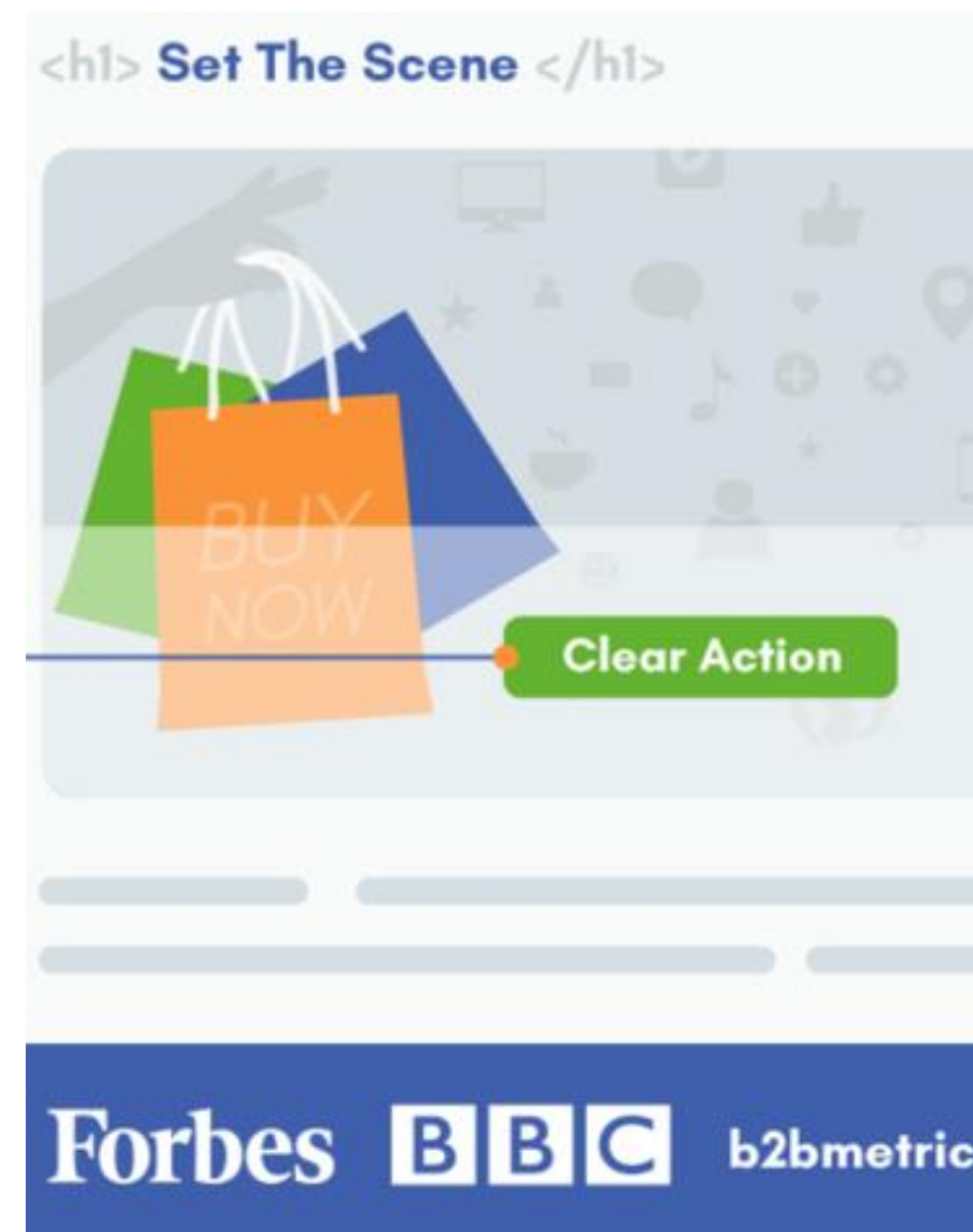
Technical SEO



On-Page SEO



Authority



Savvicare SEO Audit

Product: Home Care Software

Target market: Home Care Agencies

SEO Objective: To increase leads / sales



Technical SEO

A few key points



Is your site indexed?

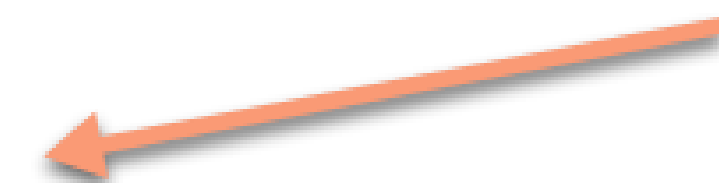
- Site:'insertURL'



site:http://sitesaviicare.com

Google Search I'm Feeling Lucky

- Indexed: 394 pages



About 394 results (0.20 seconds)

[Try Google Search Console](#)

www.google.com/webmasters/

Do you own **saviicare.com**? Get indexing and ranking data from Google.

[Savii Care: Comprehensive HomeCare Software Solution](#)

<https://www.saviicare.com/>

Are you looking for a smart and efficient homecare software for your agency? We have got you! Savii's Cloud Based Home Care Software is designed especially ...



What does Google see?

- Google cannot read Java Script, so some Wordpress modules may not be visible to search engines
- Go to:
<https://www.google.com/webmasters/tools>
> Crawl > Fetch as Google > *enter relevant page* > fetch and render



HTTP vs HTTPS

- Encrypts the data between browser & website
- HTTPS is a ranking signal
- Google can mark the website as 'not secure'



 <https://www.saviicare.com>

Is your site slow?

- As of 2018 - page speed is now a ranking factor
- If a page takes more than 3 seconds to load, it loses 50% of visitors.
- Go to: <https://developers.google.com/speed> & enter the URL

Desktop



<https://www.saviicare.com/>

The **speed score** is based on the lab data analyzed by **Lighthouse**.

Analysis time: 14/11/2018, 17:45:39

Scale: ■ 90-100 (fast) ■ 50-89 (average) ■ 0-49 (slow)

Mobile



<https://www.saviicare.com/>

The **speed score** is based on the lab data analyzed by **Lighthouse**.

Analysis time: 14/11/2018, 17:45:39

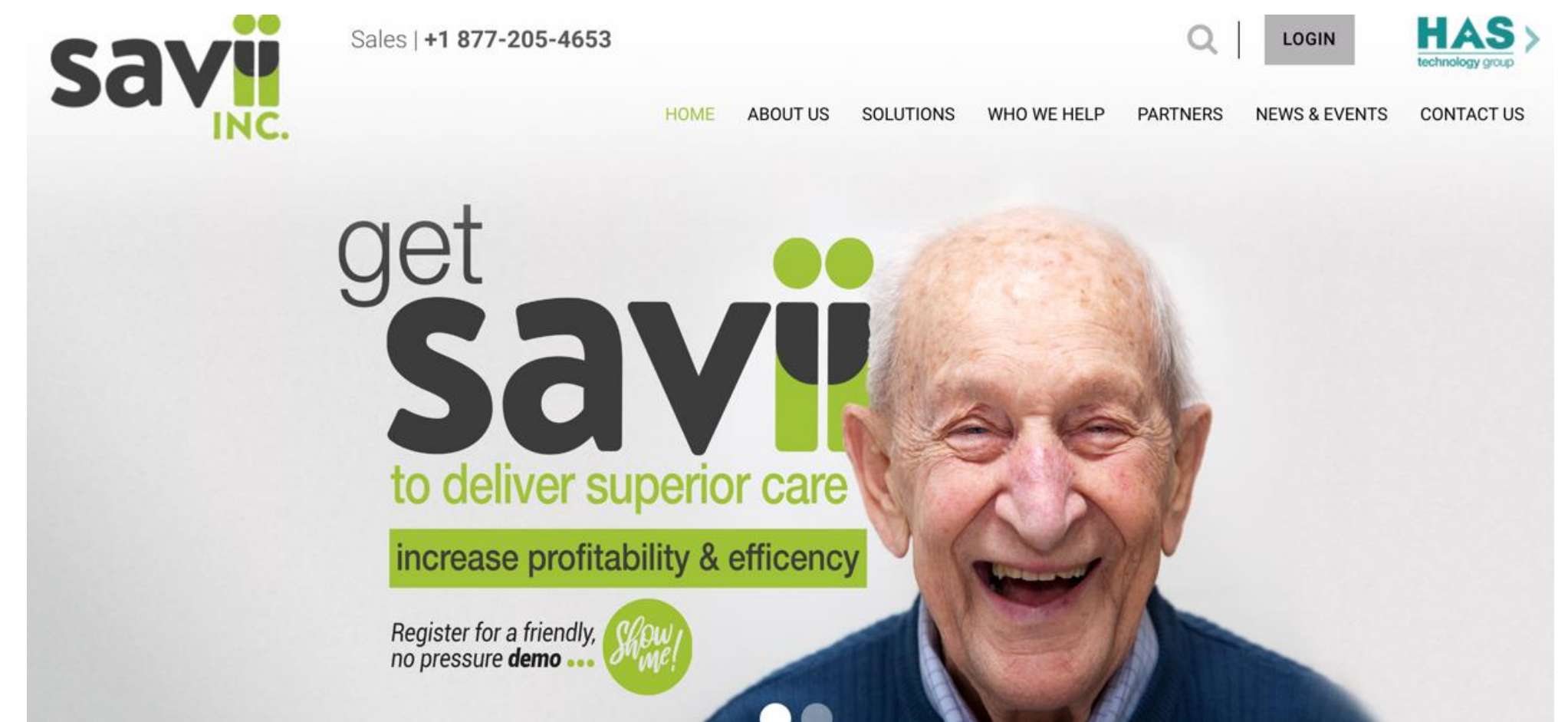
Scale: ■ 90-100 (fast) ■ 50-89 (average) ■ 0-49 (slow)

How to speed it up - part 1

- Decrease size of large images.
- Images should be 100KB at most
- WP Smush plugin for Wordpress

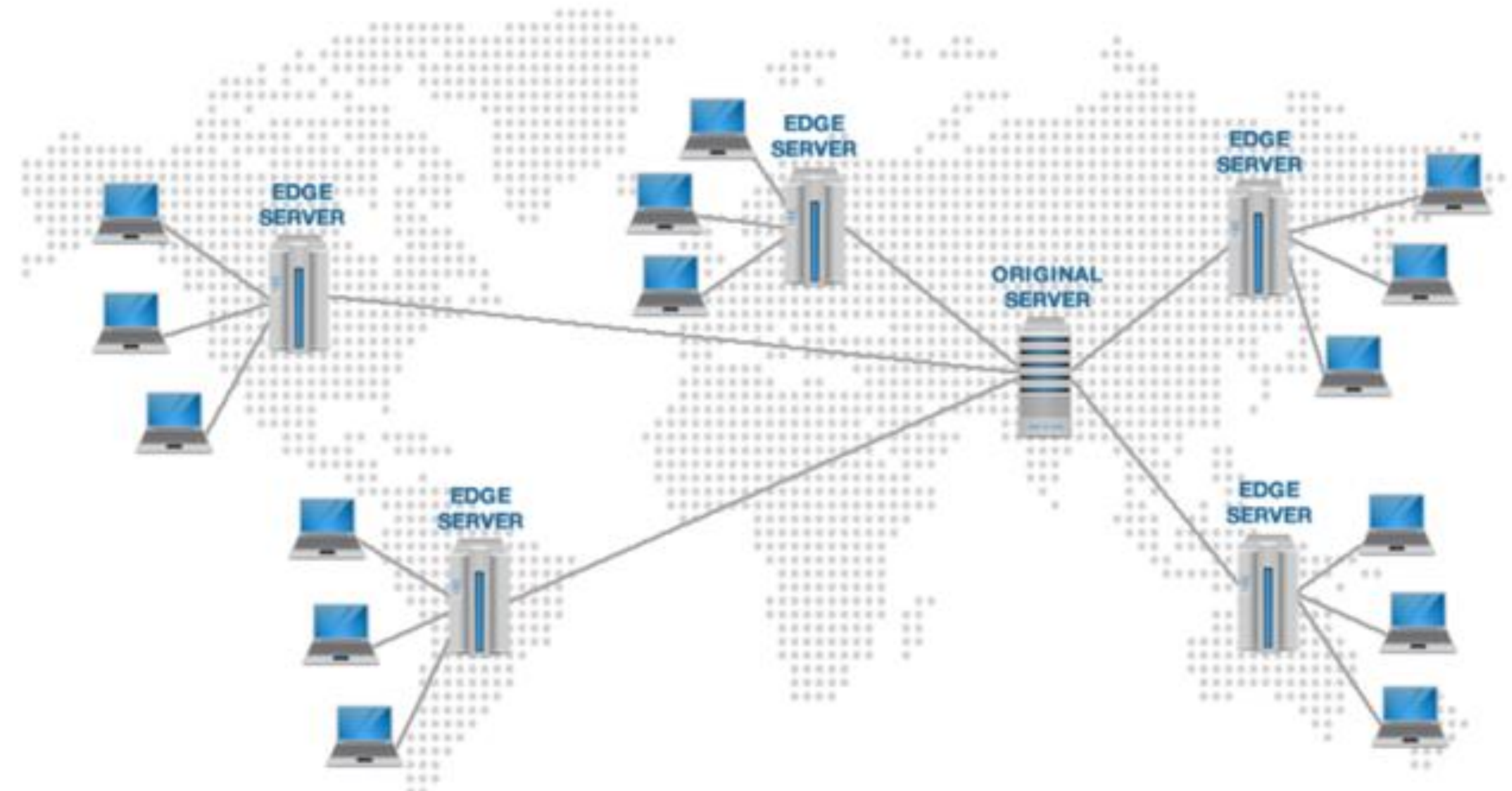
URL	Size (KB)	Potential Savings (KB)
...images/SaviiBanner1newsized7.jpg (www.savii.com)	2,825 KB	2,535 KB
...images/SaviiBanner2newsized4.jpg (www.savii.com)	1,077 KB	967 KB
...images/SaviiCare....jpg (www.savii.com)	68 KB	54 KB

Homepage image over 2MB



How to speed it up - part 2

- Implement a Content Delivery Network (CDN)
- Minimises the distance between the visitors and your website's server
- Cloudflare or a CDN supplied by your hosting provider



Technical SEO summary

1. Is your website indexed?
2. Can your site be read by search engines?
3. Is it secured with HTTPS?
4. Is it faster than 3 seconds?



On-Page SEO

Part 1: Keyword Research



Keyword research

- Finding common high intent phrases / words users already search for

Keyword	Current Position	Montly Search volume
Home Care Software	25	250
Home Health Care Software	57	200
Home Care Scheduling Software	26	100

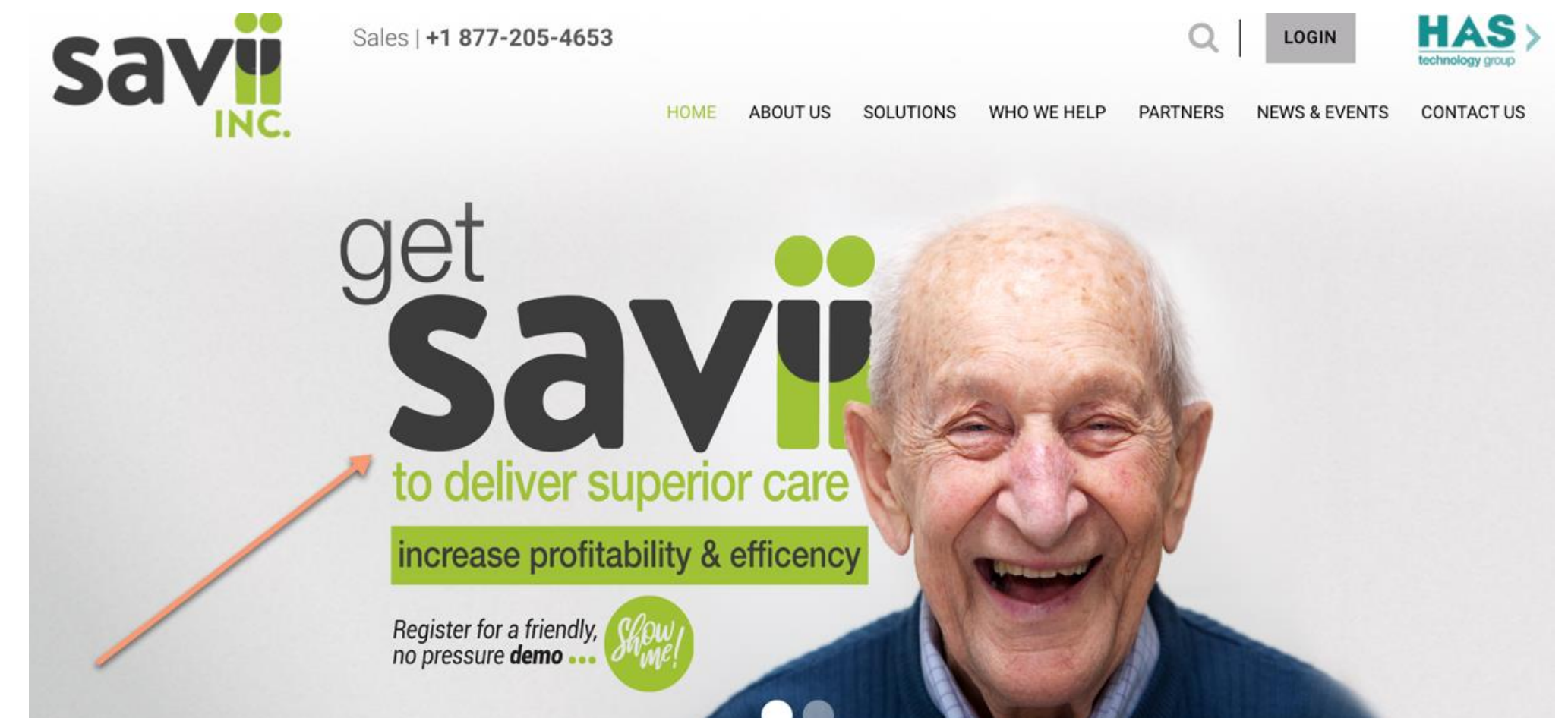
On-Page SEO

Part 2: Optimise your content for Keywords



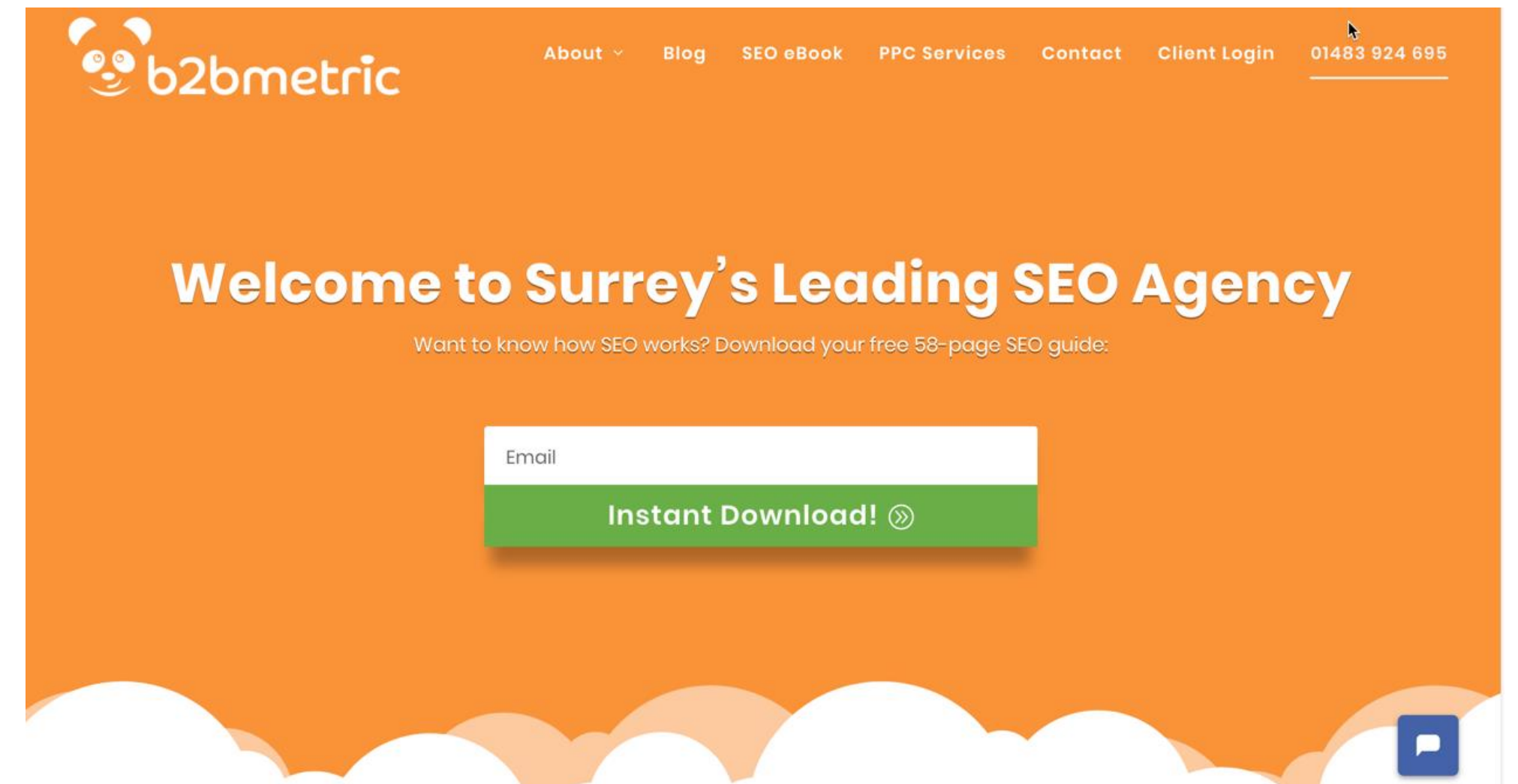
<Header Tags/>

- Header (or H1) tags are the main title of each page
- It's the primary thing both Google & users look at when entering your website
- 2 frequent problems:
 - It's unclear what the service is at first glance
 - It's an image, not HTML



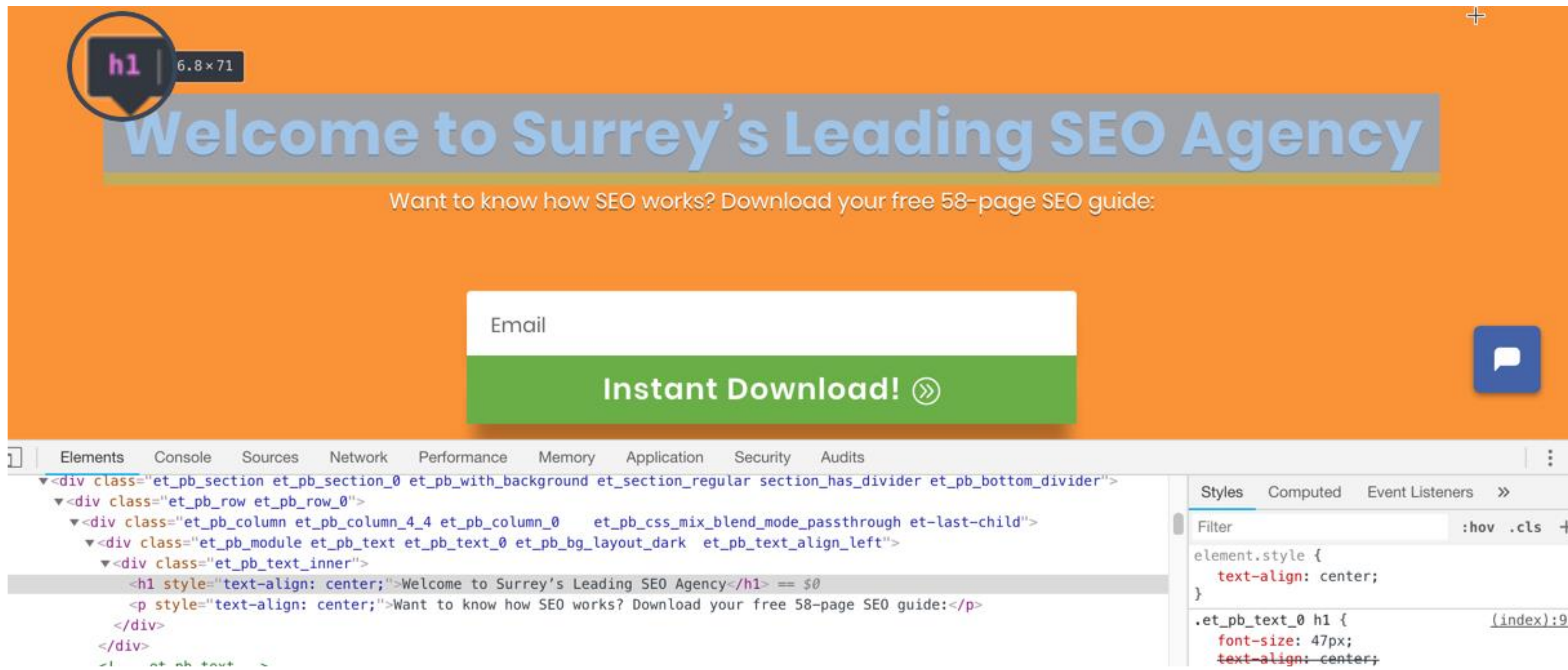
<Header Tags/> - continued

- Include primary Keyword in main title
- Add catchphrases as a secondary title
- Try the '5 second test' with family & friends



<Header Tags/> - continued

- right click over title > inspect element > hover over text



The image shows a screenshot of a website header with an orange background. The main heading is "Welcome to Surrey's Leading SEO Agency" in a light blue font. Below it, there is a sub-heading: "Want to know how SEO works? Download your free 58-page SEO guide:". Underneath the sub-heading is a white input field labeled "Email" and a green button with the text "Instant Download!" and a right-pointing arrow. A blue speech bubble icon is visible in the bottom right corner of the header area.

Overlaid on the bottom of the screenshot is a browser developer tool. The "Elements" panel shows the following HTML structure:

```
<div class="et_pb_section et_pb_section_0 et_pb_with_background et_section_regular section_has_divider et_pb_bottom_divider">  
  <div class="et_pb_row et_pb_row_0">  
    <div class="et_pb_column et_pb_column_4_4 et_pb_column_0 et_pb_css_mix_blend_mode_passthrough et-last-child">  
      <div class="et_pb_module et_pb_text et_pb_text_0 et_pb_bg_layout_dark et_pb_text_align_left">  
        <div class="et_pb_text_inner">  
          <h1 style="text-align: center;">Welcome to Surrey's Leading SEO Agency</h1> == $0  
          <p style="text-align: center;">Want to know how SEO works? Download your free 58-page SEO guide:</p>  
        </div>  
      </div>  
    </div>  
  </div>  
</div>
```

The "Styles" panel on the right shows the following styles for the selected `h1` element:

```
element.style {  
  text-align: center;  
}  
  
.et_pb_text_0 h1 {  
  font-size: 47px;  
  text-align: center;  
}
```

Alt tags

- Alt tags allow Search Engines to understand images
- Use primary keywords in main images

```
<a href="/" class="logo col">  
    
</a>
```

LSI Keywords

- Latent Semantic Indexing
- mathematical method used to determine the relationship between terms and concepts in content
- Don't use the primary keyword a load of time, use these instead



On-Page SEO summary

1. Does each product page have a target keyword?
2. Do you have header tags that include your keyword?
3. Do you have relevant alt tags?
4. Do you have LSI keywords sprinkled about your page?



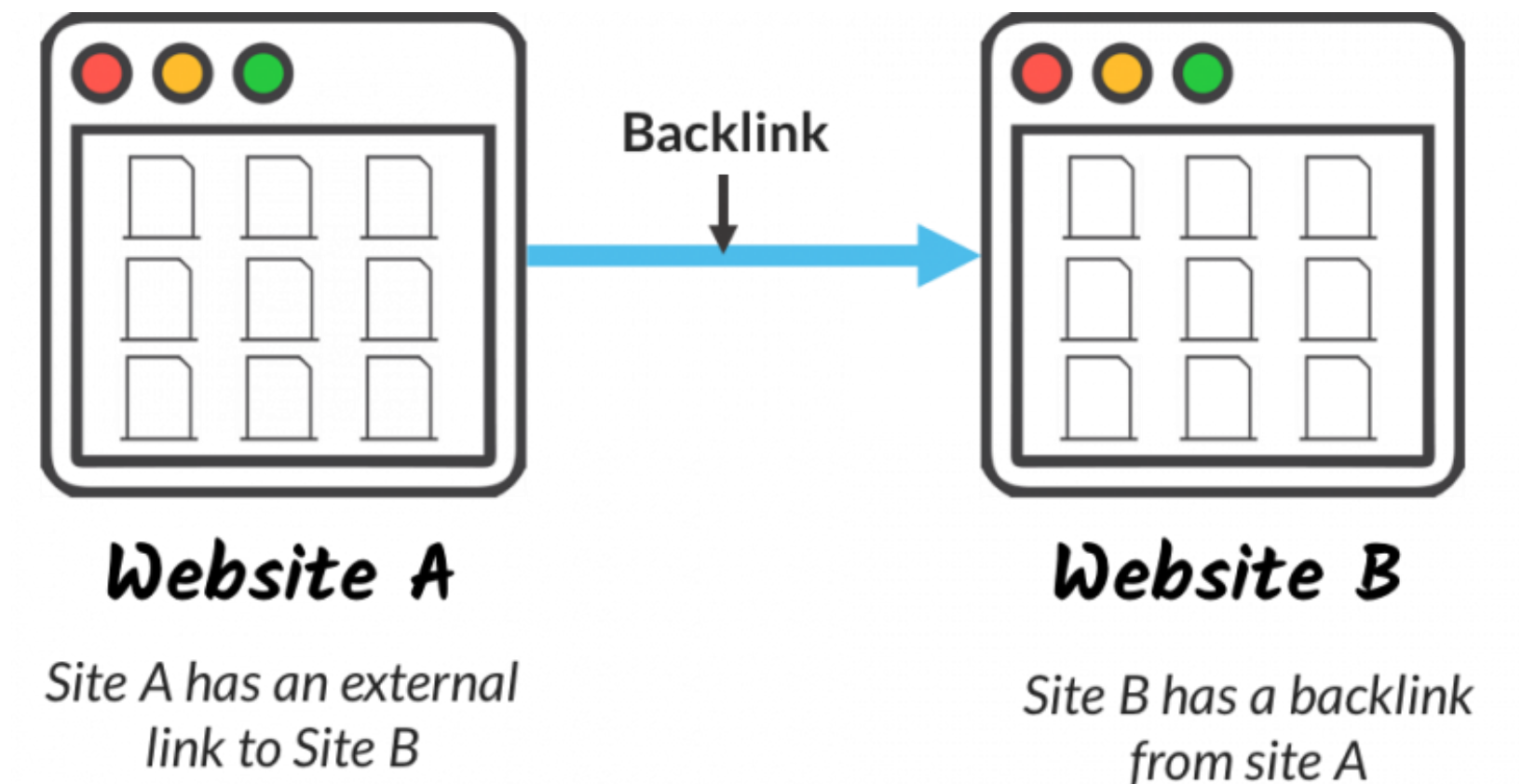
Build Authority

Creative backlink strategies



Building authority (through links)

- Backlinks are simply links from external websites back to your companies site
- 80% of SEO ranking comes down to quality of backlink portfolio
- White Hat vs Black Hat techniques (Hummingbird update)



'Stealing' competitors links

- Step 1: Type keyword into Google
- Step 2: Select the top ranking website
- Step 3: Enter that URL into a tool like Ahrefs / SEMrush / Moz
- Step 4: See where they get their links
- Step 5a: Replicate
- Step 5b: Create better content and 'steal' links to their content

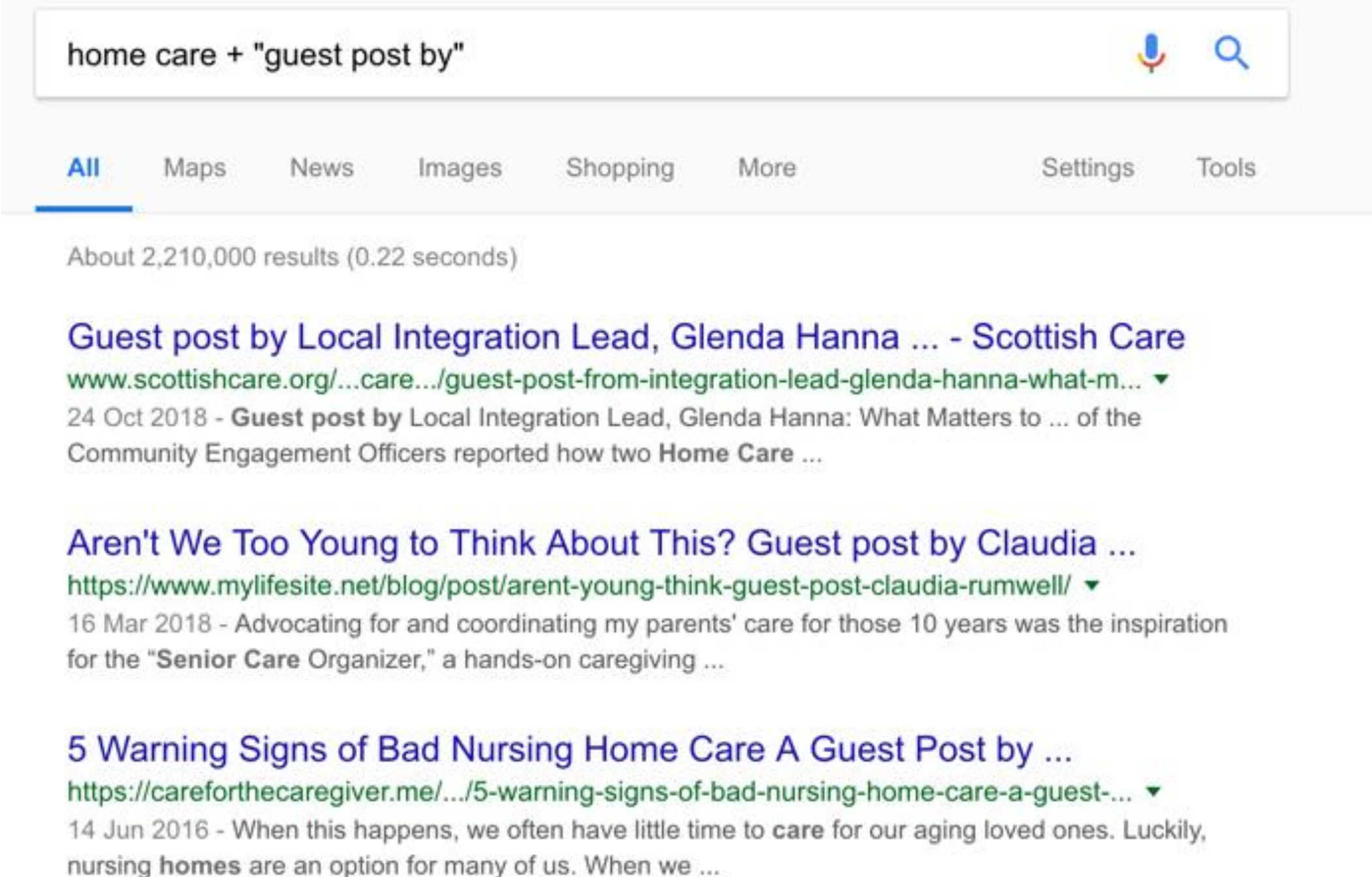


'Stealing' competitors links

Article topic	Referring domains	Date created
Home Care Marketing	15	2014
Top Complaints From Home Care Clients	11	2013

Guest posting (with a twist)

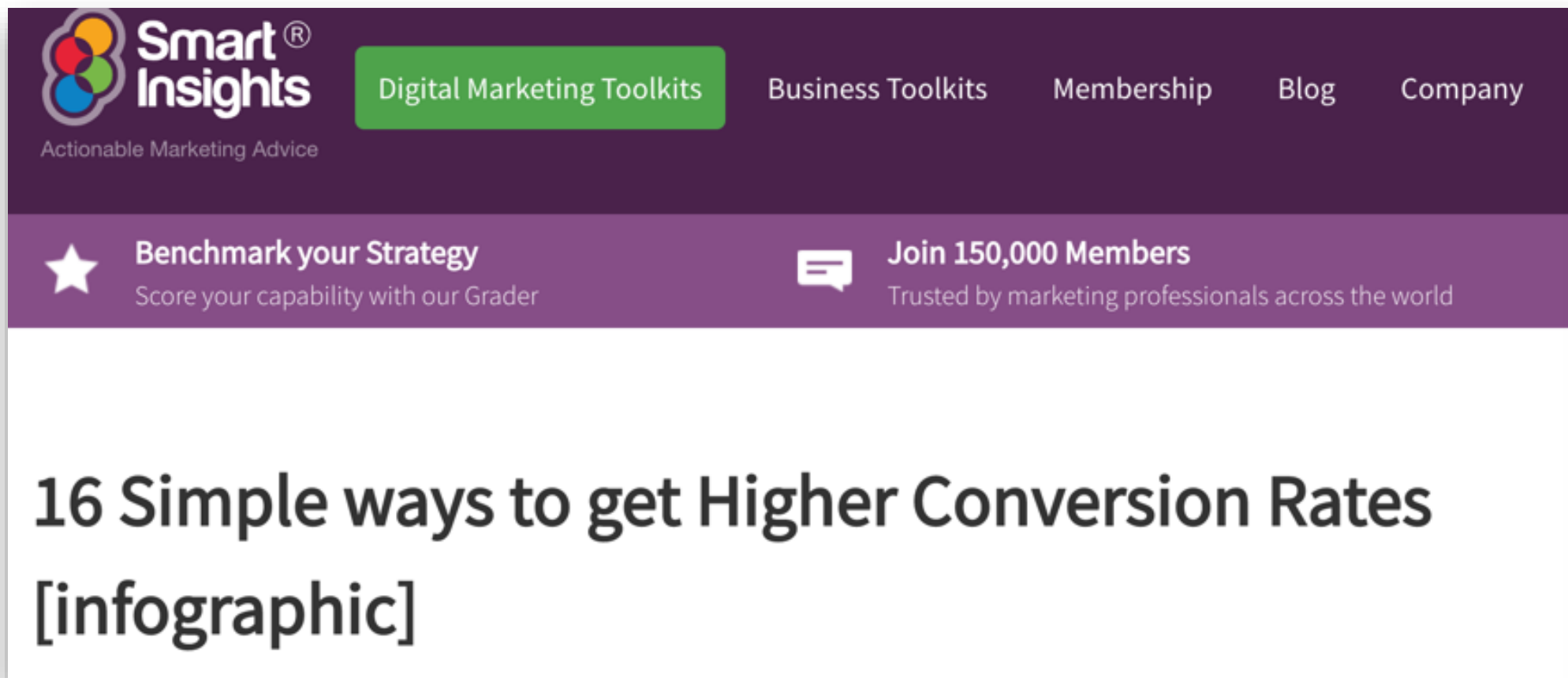
- *Keyword* + “guest post by”
- In stead of creating a new blog post create an ‘infographic’ which can be reused
- You can include a custom introduction to get your link



The screenshot shows a Google search interface with the query "home care + 'guest post by'" entered in the search bar. Below the search bar, there are navigation tabs for "All", "Maps", "News", "Images", "Shopping", and "More", along with "Settings" and "Tools". The search results indicate "About 2,210,000 results (0.22 seconds)". Three search results are visible:

- Guest post by Local Integration Lead, Glenda Hanna ... - Scottish Care**
www.scottishcare.org/...care.../guest-post-from-integration-lead-glenda-hanna-what-m...
24 Oct 2018 - Guest post by Local Integration Lead, Glenda Hanna: What Matters to ... of the Community Engagement Officers reported how two Home Care ...
- Aren't We Too Young to Think About This? Guest post by Claudia ...**
<https://www.mylifesite.net/blog/post/arent-young-think-guest-post-claudia-rumwell/>
16 Mar 2018 - Advocating for and coordinating my parents' care for those 10 years was the inspiration for the "Senior Care Organizer," a hands-on caregiving ...
- 5 Warning Signs of Bad Nursing Home Care A Guest Post by ...**
<https://careforthecaregiver.me/.../5-warning-signs-of-bad-nursing-home-care-a-guest-...>
14 Jun 2016 - When this happens, we often have little time to care for our aging loved ones. Luckily, nursing homes are an option for many of us. When we ...

Infographic placements



Smart Insights
Actionable Marketing Advice

Digital Marketing Toolkits Business Toolkits Membership Blog Company

★ Benchmark your Strategy
Score your capability with our Grader

Join 150,000 Members
Trusted by marketing professionals across the world

16 Simple ways to get Higher Conversion Rates [infographic]



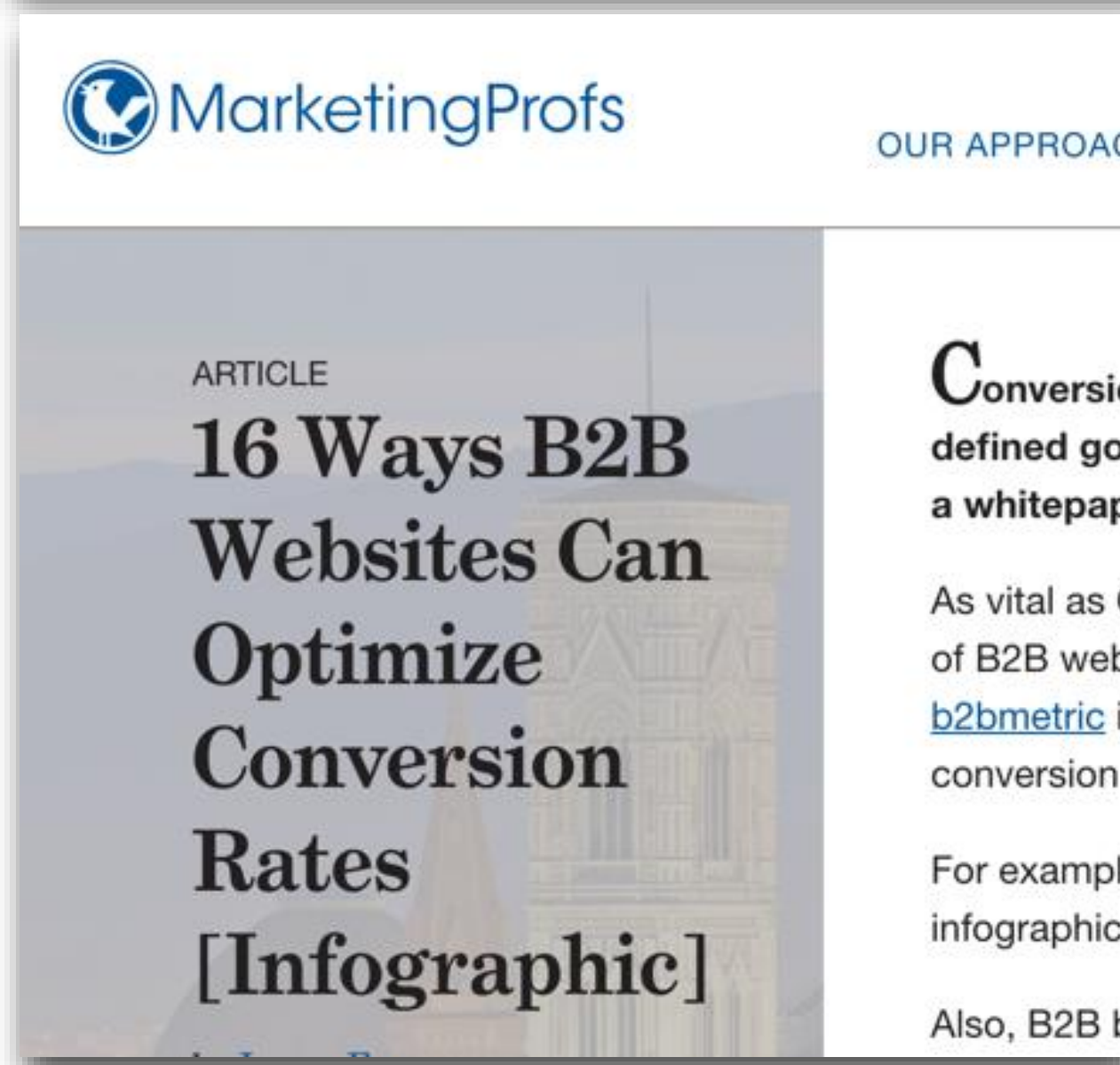
avangate
IS NOW
2CHECKOUT

PRODUCTS & SOLUTIONS WHY AVANGATE COMPANY RESOURCES

Rethink Commerce Blog

Business Marketing & Sales Finance & IT Affiliates Avangate Insights

15 Killer CRO Strategy Infographics You Must See

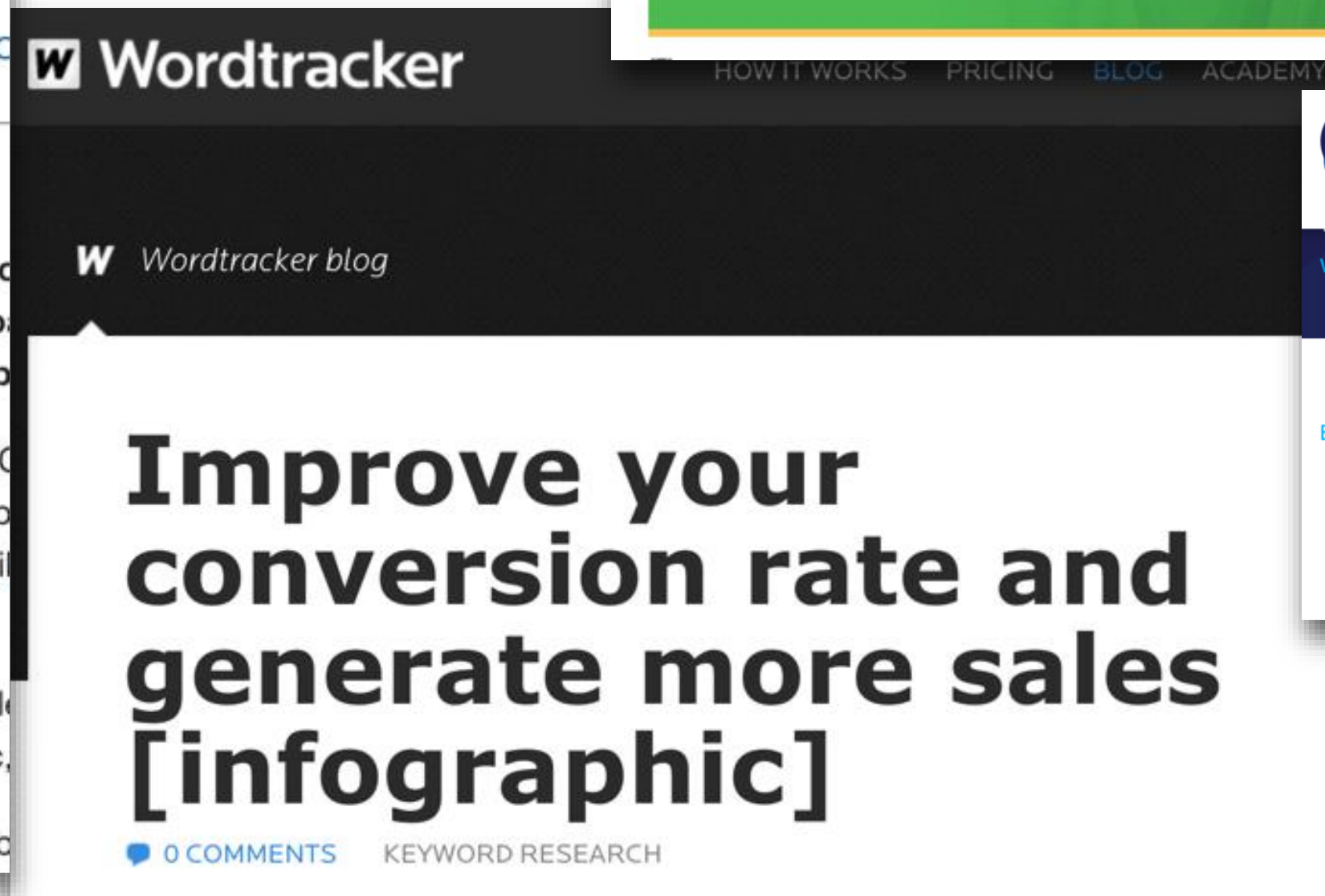


MarketingProfs

OUR APPROACH

ARTICLE

16 Ways B2B Websites Can Optimize Conversion Rates [Infographic]

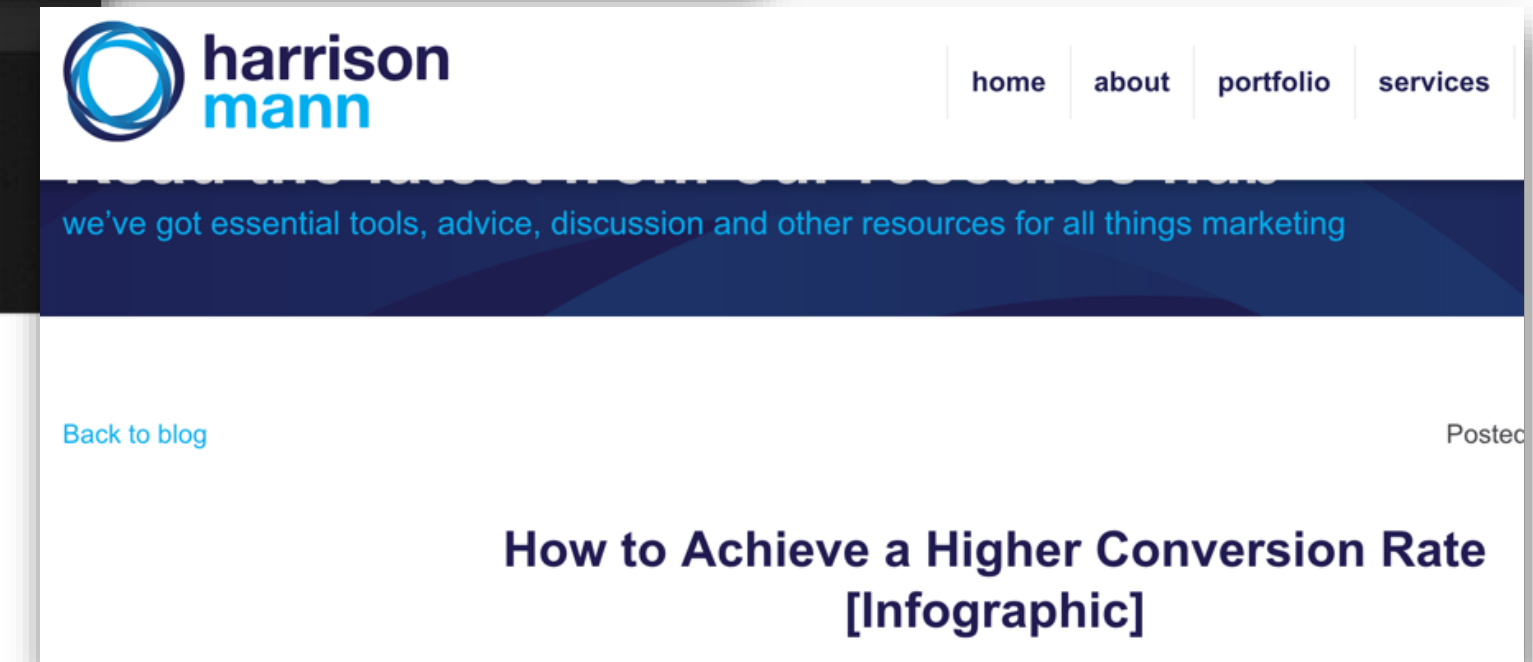


Wordtracker

Wordtracker blog

Improve your conversion rate and generate more sales [infographic]

0 COMMENTS KEYWORD RESEARCH



harrison mann

home about portfolio services

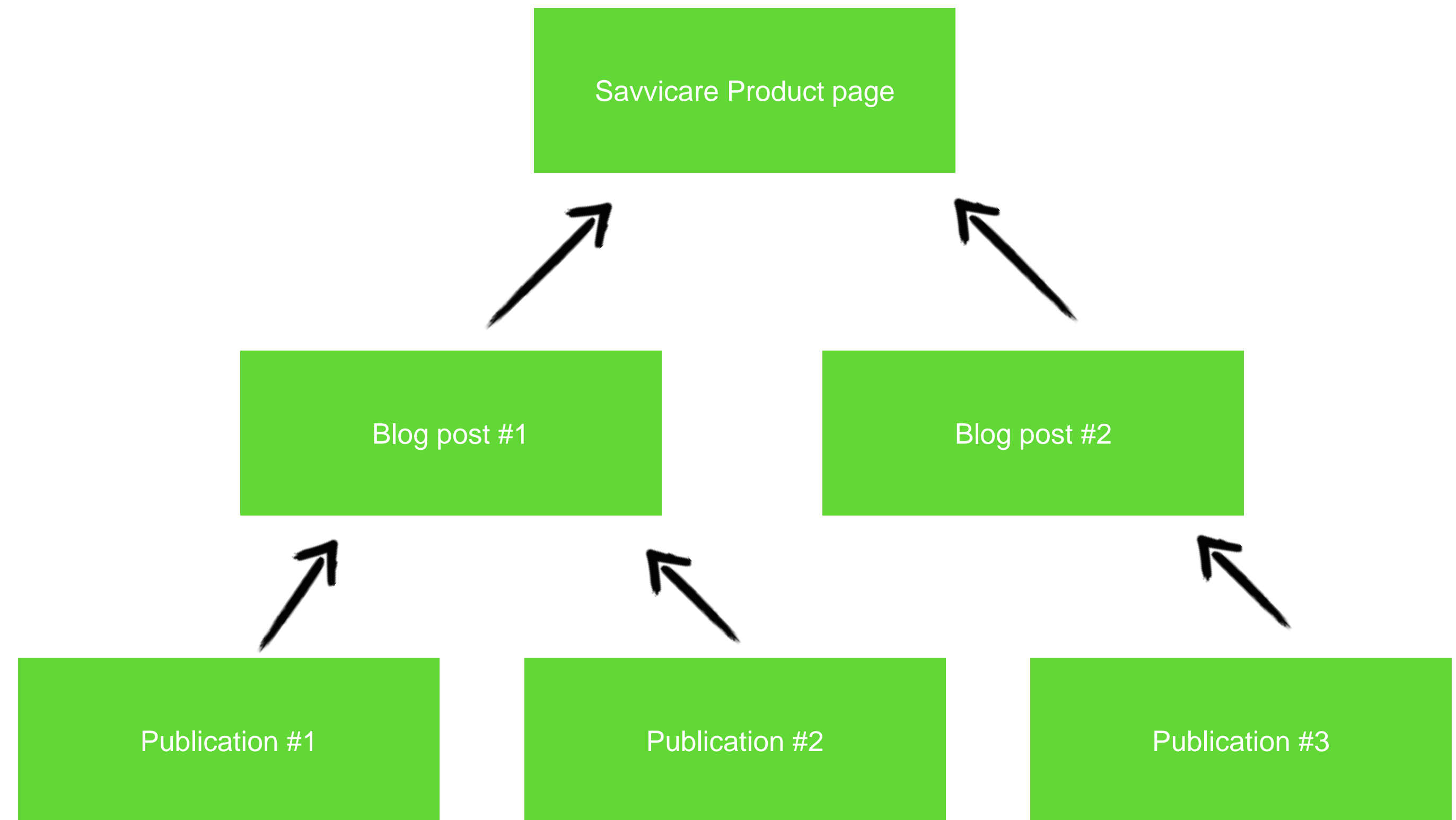
we've got essential tools, advice, discussion and other resources for all things marketing

Back to blog

How to Achieve a Higher Conversion Rate [Infographic]

Siloing (internal linking)

- High rankings with internal links
- Greater context and content and around the nature of your site



Questions?

