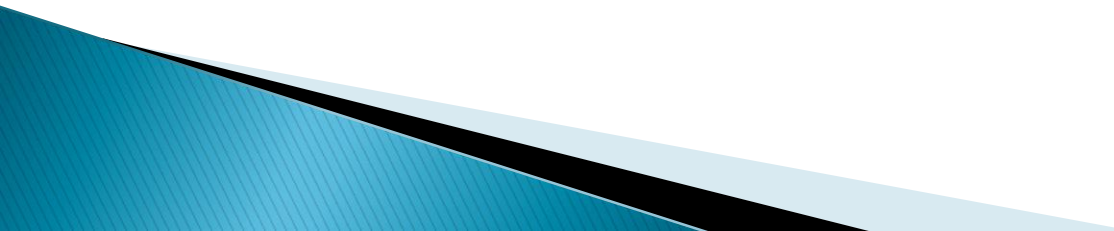# Search Engine Optimisation

Metatags, Keywords, Links

SEO

- The purpose of Digital Marketing is to get people online to visit your website, be impressed by what they see and hopefully become a client/customer

- **There is no point in having a website if it can't be found!**

- How you construct, populate and organise your website is critical to the success of your site and your business

SEO

- What is Search Engine Optimisation?

Search engine optimization (SEO) refers to techniques and practises that help your website rank higher in organic (or "natural") search results, thus making your website more visible to people who are looking for your product or service via search engines.
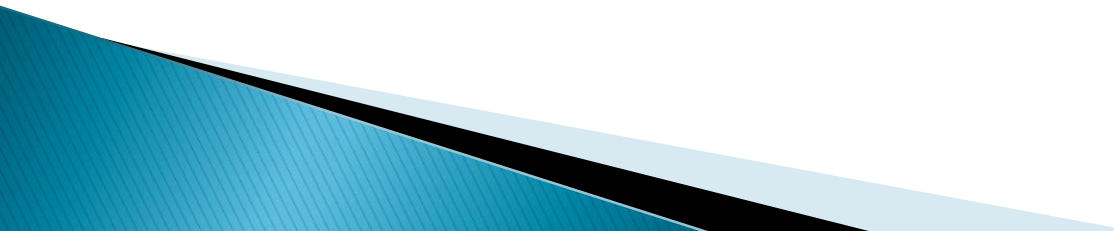
SEO

How does a Search Engine Work?

- Crawler-based search engines (such as Google) are those that use automated software agents (called crawlers or spiders) that visit a Web site, read the **information on the actual site (your content)**, read the site's **meta tags** and also follow the **links** that the site connects to. The crawler returns all that information back to a central depository, where the data is indexed. The crawler will periodically return to the sites to check for any information that has changed. The frequency with which this happens is determined by the administrators of the search engine.

SEO

3 crucial points to be taken from the last slide

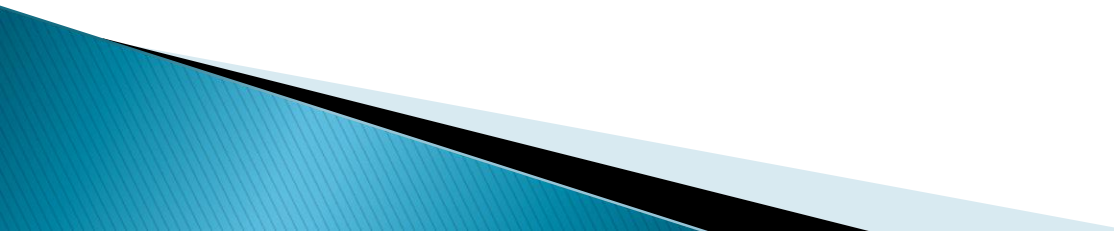The crawler or *Spider* ranks your site based on 3 criteria

- Your content (containing relevant keywords)
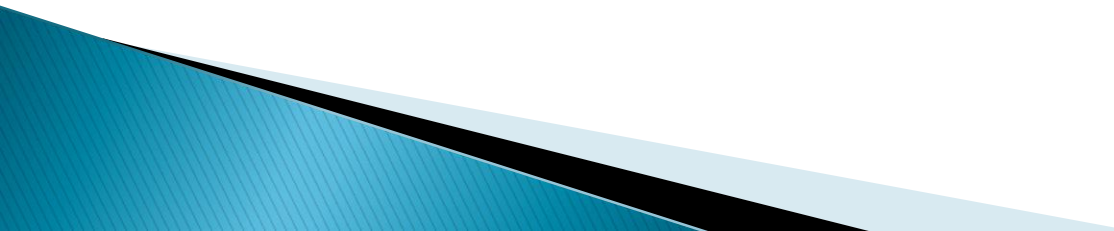- Your meta-tags
- Your inbound links

SEO

- On Page SEO – creates relevance through
  Content - Keywords / phrases
  Metatags

- Off Page SEO – generates authority and trust through
  Link building

  Search Engines want to find and understand all content on the web and index pages by relevance and authority
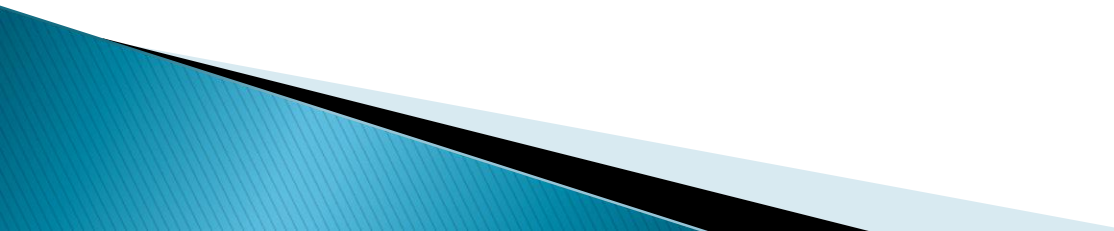
SEO - Keywords

- Keywords are words or phrases that describe content. Keywords are used on the Web in two different ways: 1) as search terms for search engines, and 2) words that identify the content of your website.

- To ensure people find your site your job is to match the keywords in your content with users search terms

- The higher the competition for a keyword the harder it is to be ranked for..

SEO – Keyword Research

- Consider profitability and competitive advantage

- Think in customer terminology – put yourself in your customers shoes.

- Study competitors sites – use www.seomoz.org

SEO – Keyword Research

- Choose a tentative list of words and phrases

- Ask:

  - What do we do?
  - What services do we offer?
  - What are we trying to get the customer to do?
 - Brainstorm

SEO – Keyword Research

- Research the list:

    - Google your suggestions/products/services, see what comes up
    - Listen to how customers request your products/services
   - Use Google Adwords Keyword Tool

SEO – Keywords

Long-tail Concept and Theory

- In order to get your website's content to rank on the search engines, you need to take the path of least resistance. This means choosing key words/phrases that are specific to you and your product/service. Trying to rank for highly trafficked keywords and terms may seem like a logical approach, it will most likely lead to a lot of frustration and wasted resources. Also, even if you end up getting traffic from these types of keywords, chances are the **quality of the traffic** will be low due to disinterest in what you specifically have to offer.
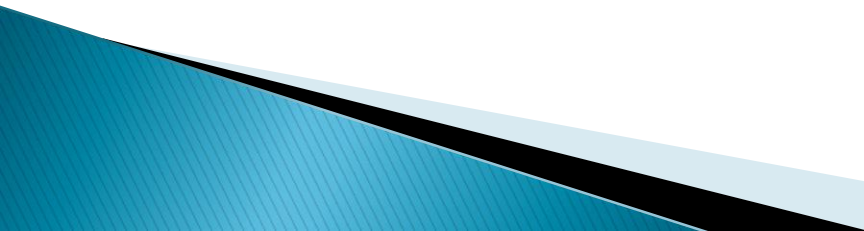
SEO –Getaway Breaks in Cork
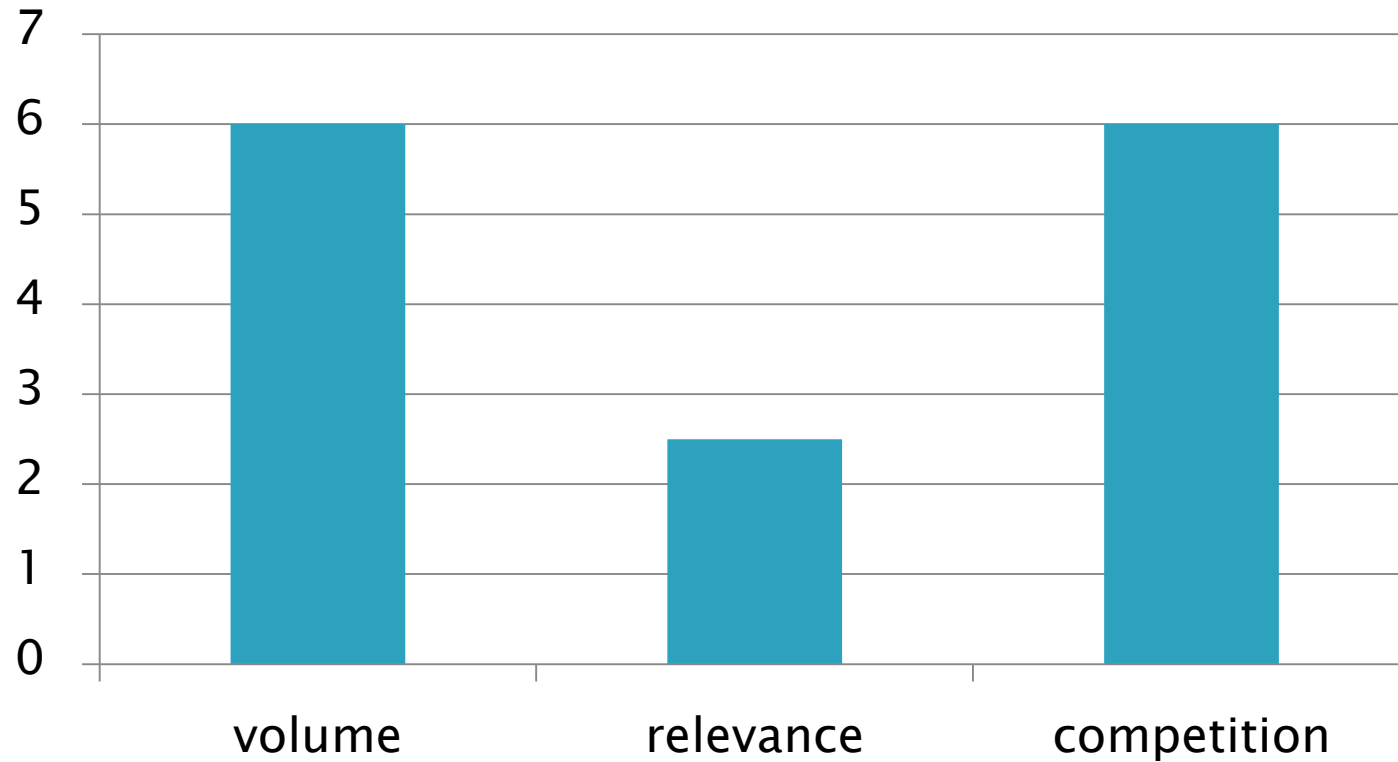
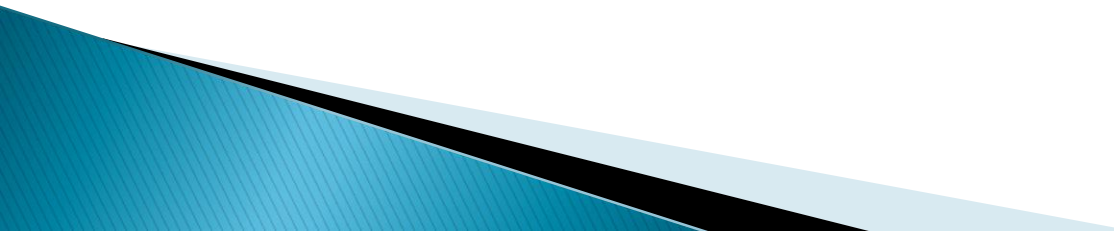# SEO – Self Catering in Clonakilty Cork
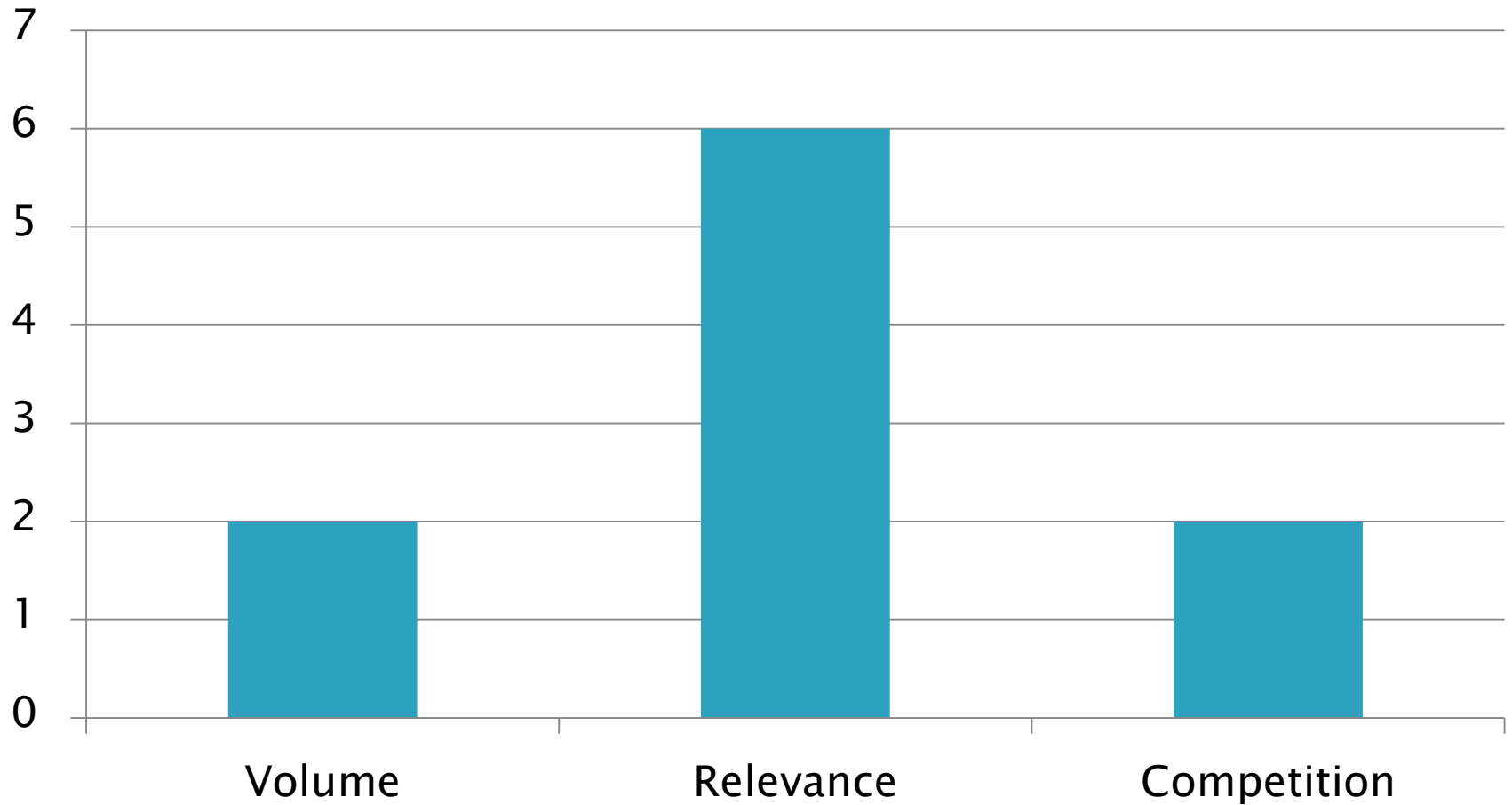
SEO – Keywords

Long-tail Concept and Theory

- Long-tail search phrases target people who are looking to perform a specific action, like buy something, or looking for a specific piece of information.

- By choosing to optimize with long-tail keywords, you will find it easier to rank on the search engines, drive qualified traffic, and turn that traffic into leads and customers.

SEO – Keywords

Placing keywords and phrases in your content serves two objectives

- 1) giving visitors to your site clear succinct information that they will understand

- 2) optimizing your site for Search Engines so when a robot or spider crawls your site it will index and rank you correctly, then when a search term is entered the search engine can immediately see the relevance of your site to the users search term
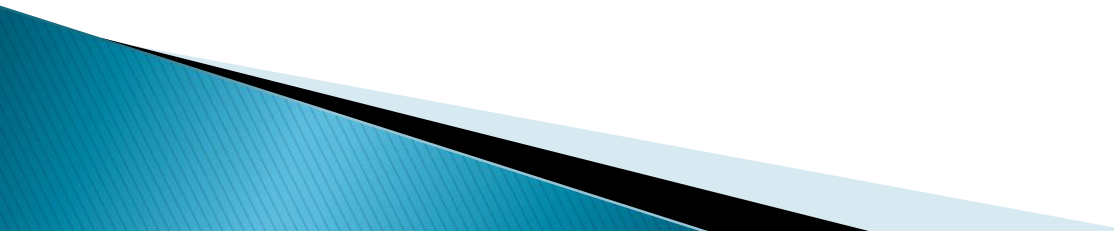
SEO – Keywords

- When writing your content **write naturally first** then edit for Search Engines, the key is to sound natural
- Use your key phrase **3 times** in the main body content of your page
- Make your key phrase **bold** for **1** of the 3 inclusions
- **Use one specific key word/phrase for each page**, the page should be solely focused on being ranked for that key phrase.
- Other key phrases on the page will dilute the content and the primary focus and relevance of the page will be **less clear to the Search Engine**

SEO – Keywords: Important Points

- Do not write content for the search engines. Write content for your audience that is Search Engine optimised.

- Make sure each web-page has a clear objective and remains **focused on one topic**, optimised with it's own key words/phrases.

- **Don't try to trick the Search Engines – They're smart..**

- Test the success of your key words/phrases with Google Webmaster Tools and Google Analytics

- Your list of key words/phrases is a **living and breathing** document that should be under continuous review

SEO – Metatags

- Title Tag
- URL
- H1 Tag
- Description Tag
- Keyword Tag
- ALT Tag

Title Tag:

The Title Tag is the blue link that appears when your webpage is listed on the Search Engine Results Page (SERP)
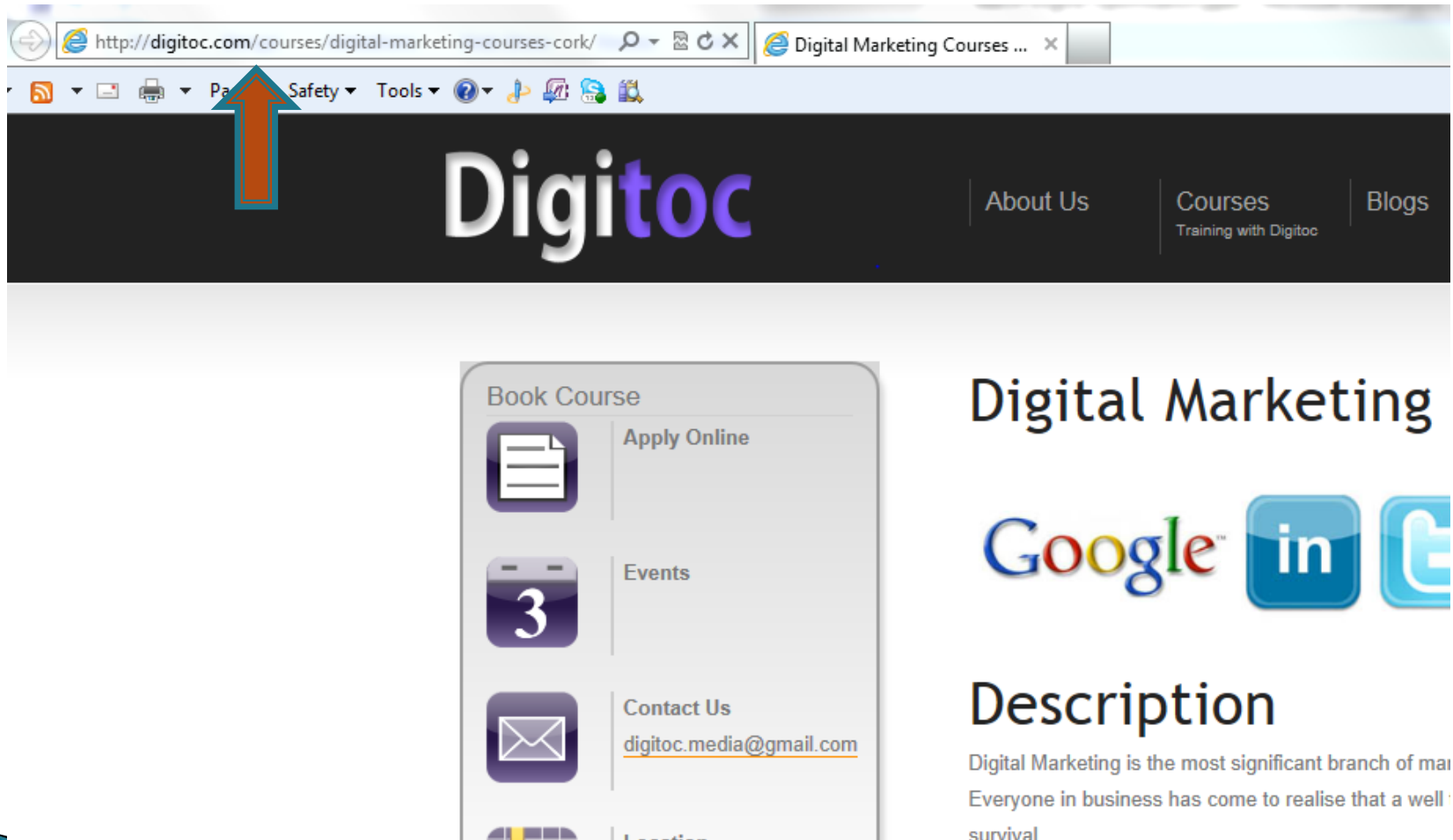
URL:

Make sure the URL is descriptive and Search Engine friendly

Headline Tags (H1, H2 tags):

By using the H1, H2 etc. tags you are showing the Search Engine robot which key words/phrases are important to your company/product.

Description Tag:
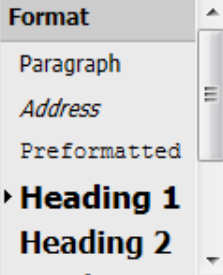
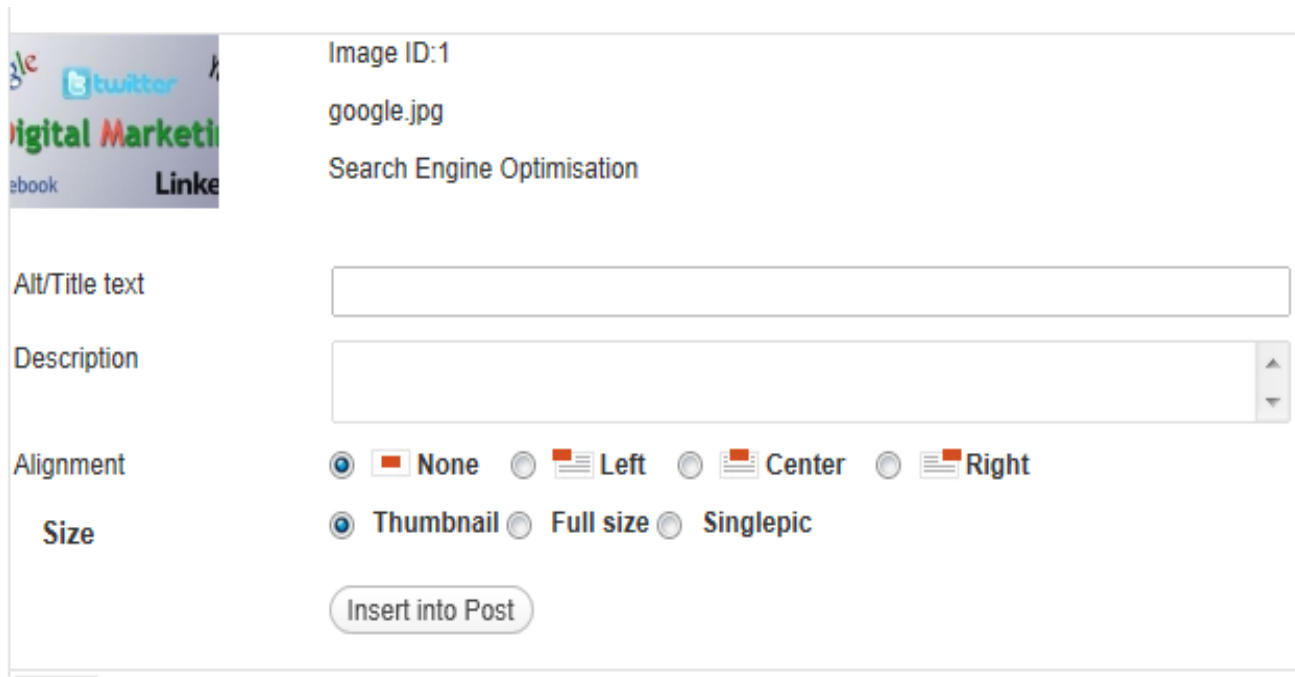**When Google displays your webpage on the SERP it is the description that you have put in this tag that is displayed.**

Apple (Republic of Ireland)

www.apple.com/ie/

Apple designs and creates iPod and iTunes, Mac laptop and desktop computers, the OS X operating system, and the revolutionary iPhone.

Alt Tag –

Search Engines cannot read images so the ALT tag lets you label and describe the images on your webpage so they can be read by the crawler
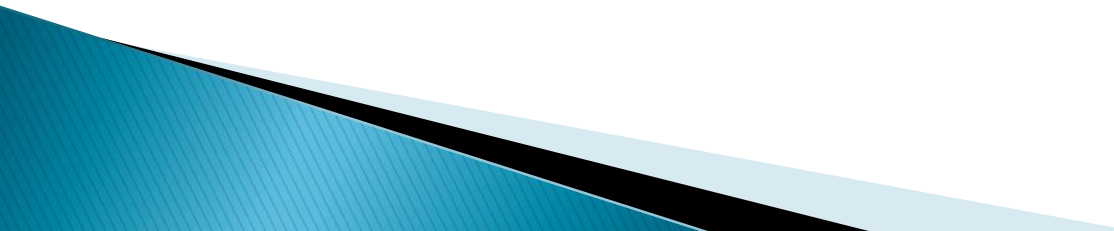
Image ID:1

google.jpg

Search Engine Optimisation

Alt/Title text

Description

Alignment   ◉ ▬ None   ○ ▤ Left   ○ ▤ Center   ○ ▤ Right

Size   ◉ Thumbnail ○ Full size ○ Singlepic

(Insert into Post)

Keyword Tag – **In the past search engines used this field to determine what keywords to rank your webpage for, these days the main search engines claim they no longer use the Keyword Tag to index web pages.**

```
93  <script src= http://www.communicraft.com/en/../themes/communicraft/js/DD_belatedPNG_0.0.8a-min
94  <script>
95    DD_belatedPNG.fix('img, #go');
96  </script>
97
98  <link rel="stylesheet" type="text/css" href="http://www.communicraft.com/en/../themes/communicr
99  <![endif]-->
100
101
102  <!--[if gte IE 9]> <script type="text/javascript"> Cufon.set('engine', 'canvas'); </script> <!|
103
104  <title>Communicraft</title>
105  <meta name='keywords' content='web design, web applications, search and booking engines' />
```

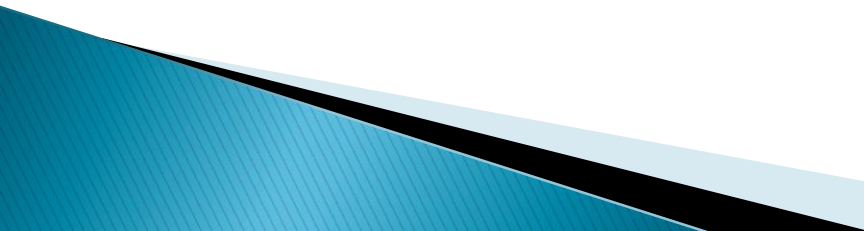# SEO – Links

- The more **inbound links** a website has the more influence and authority it has, which in turn results in a higher ranking on search engines.

- Think of every inbound link as counting as a **vote** for your website's content

- **Not all links are created equally -** a link from RTE or UCC will give your site a bigger boost that a link from a friends blog.

SEO – Links

- **Anchor Text** - the use of anchor text when another website links to you can be very helpful in creating **qualified** and **relevant** Links by wrapping the link in certain keywords and phrases. If possible, always request keyword-rich anchor text for a link

- www.digitoc.com

- Digitoc run an excellent Digital Marketing course in Cork

SEO – Link Building Strategies

- **Quality Content -** The purest and most fundamental form of link building is to simply create a compelling reason for people to link to your website

- **Guest Blog** – Guest Blog on websites related to your industry. Check out the comments that are placed on your post and make sure to respond to them.

- **Email Marketing -** Always use **Social Add-ons** such as *Share, Tweet, Like* in your email marketing campaigns.

SEO – Link Building Strategies

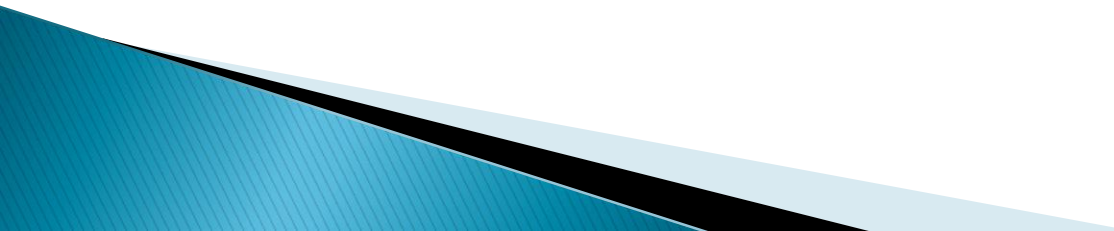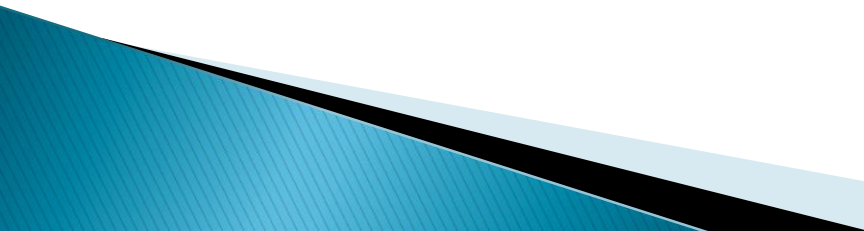- **Competitors Links** – check the amount and quality of the links of a competitors site:

  http://www.linkvendor.com/seo-tools/site-analysis.html

  http://www.opensiteexplorer.org- only 3 searches a day
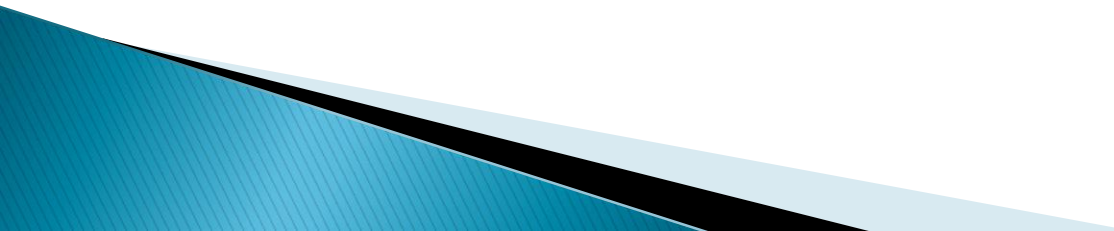
  http://www.seomoz.com

SEO – Link Building Strategies

- **Press Releases –** Write Press Releases about product launches, events etc

- **Q & A forums –** Linkedin and Yahoo! have Q & A Forums – engage but don't abuse

- **Directory Submission** – submit your site to directories such as Golden Pages, Mytown.ie, Mylocalnews.ie, Craigslist.org, Google Places, Bing Business Portal.
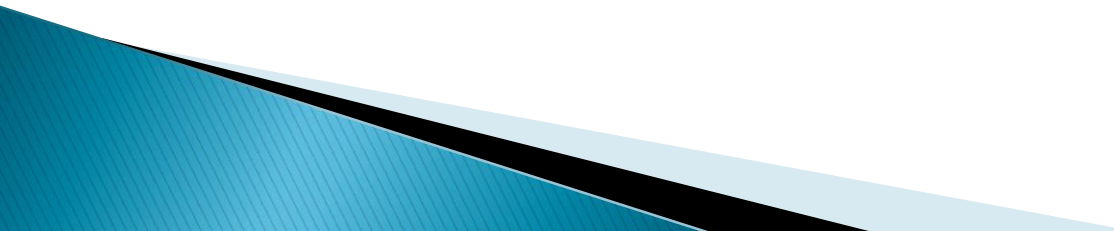
SEO – Link Building Strategies

- **Give-aways** - Competitions and prize draws are specific link building tactics

- **Wikipedia** – create a page about your company in Wikipedia

- **Articles** – write opinionated and well informed articles on your industry/sector and on your products and submit to relevant media

SEO – Link Building Strategies

- **Internal Links** – Using **anchor text** in internal linking can help a Search Engine understand the relevancy of the topics of your site and the importance of a page by the quantity of internal links pointing to it.

- **Non- Profits** – Fostering links with non-profit organisations shows Search that you are trustworthy

SEO – Links

- Search engines love to see links to your web site on **Social Media** networks

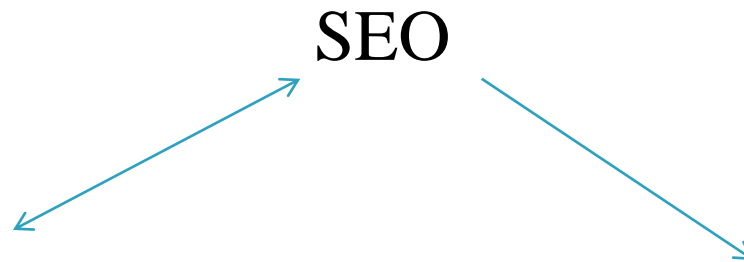- Paying others to link to you is strictly forbidden by search engines.

SEO – Links

Link Building Strategy

SEO – Links

SEO – Content

Remember – You're optimising for Search Engines and People
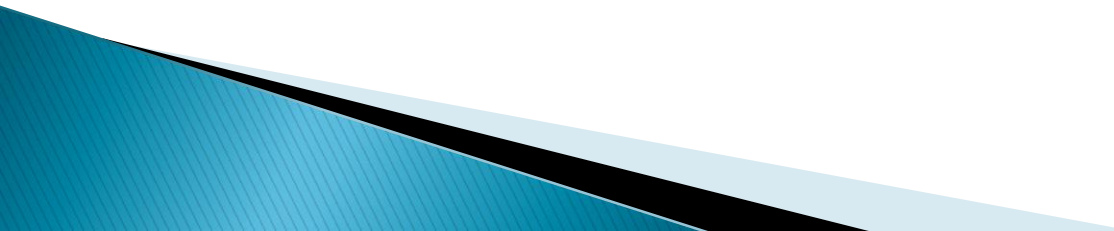
SEO

SEO – Content

- **Types of Content:**

  ◦ Text - Paragraphs, Headings, Bullet Points, Formatting

  ◦ Images - Creative and Engaging; don't use stock photos

  ◦ Video – Short videos enhance the experience of your visitors

  When using images, audio and videos **describe** the video and audio and give titles to images – Search Engines analyse text next to non-text elements looking for correlations

SEO – Content

▶ **Plan**

◦ Who do you want visiting your site?

◦ What type of content do they consume?

◦ What do you want them to do? What are your Goals?

◦ Monitor what influencers/industry leaders/your competitors are writing about – stay relevant, fill in gaps.

SEO – Content

- **Create**

  - Educational
  - Statistical
  - Technical
  - Procedural – how to..
  - Informational – bios, company history
  - Latest News

SEO – Content

Manage
◦ Quality rather than quantity
◦ Involve all staff
◦ Wordpress – an easy to edit Content Management System
◦ Place your keywords in as much of your content as possible - but don't sound clumsy

Encourage User Generated Content (UGC)

Analyse
◦ Google Analytics, Social Crawlytics