BECOME AN
SEO
ROCKSTAR
ACTIONABLE STRATEGIES, TACTICS & TOOLS

BECOME AN

SEO

ROCK STAR

ACTIONABLE STRATEGIES, TACTICS & TOOLS

AGENDA:

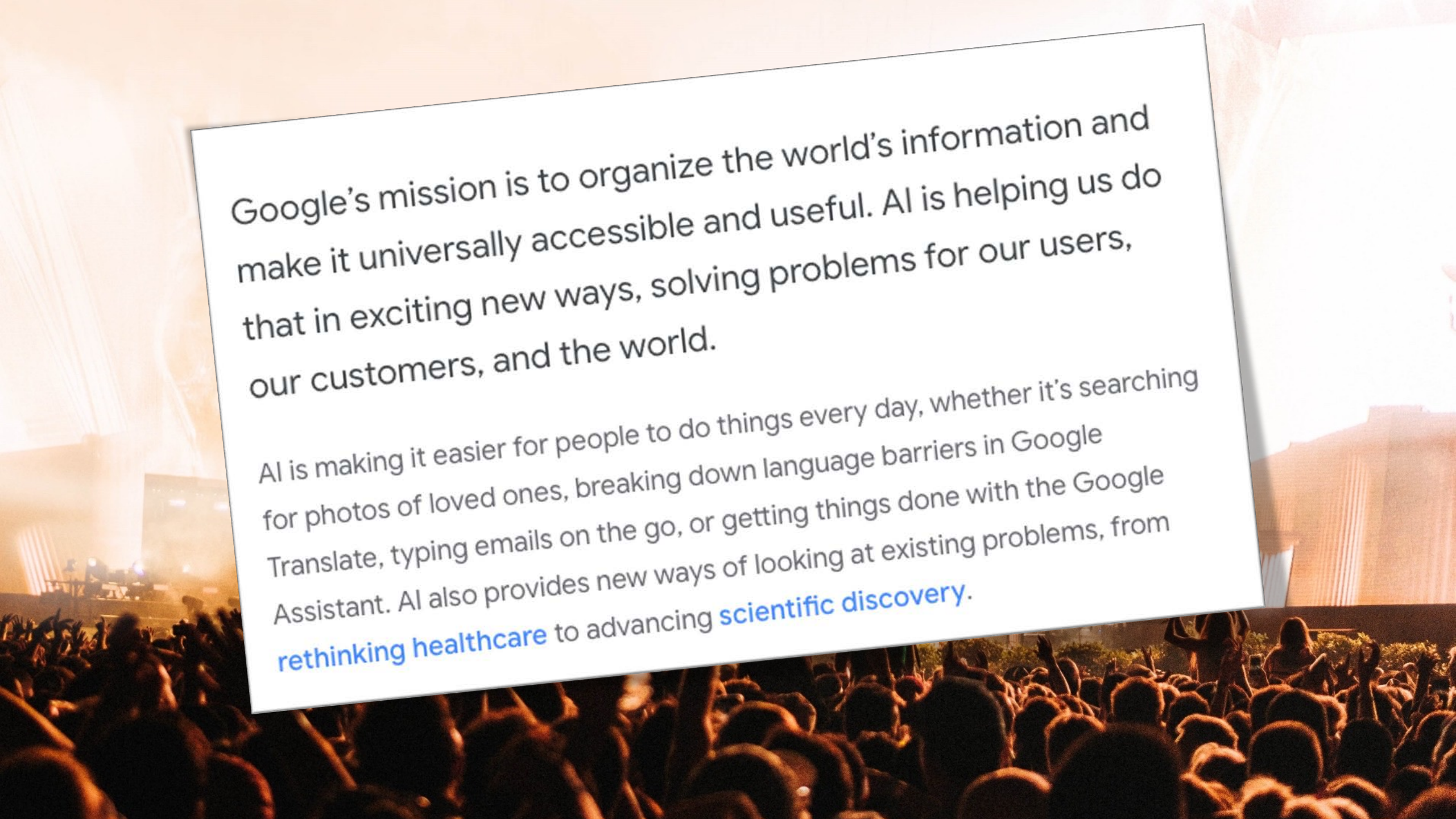
WHAT'S HAPPENING IN SEARCH

YOUR SEARCHERS

YOUR WEBSITE

YOUR ONLINE AUTHORITY

SEARCH/TODAY



Google's mission is to organize the world's information and make it universally accessible and useful. AI is helping us do that in exciting new ways, solving problems for our users, our customers, and the world.

AI is making it easier for people to do things every day, whether it's searching for photos of loved ones, breaking down language barriers in Google Translate, typing emails on the go, or getting things done with the Google Assistant. AI also provides new ways of looking at existing problems, from rethinking healthcare to advancing scientific discovery.

Google

kiss concert

All Videos News Images Shopping More Tools

Kiss / Events

Dortmund, Germany Wed, Jun 1 6:00 PM	Antwerp, Belgium Antwerps Sportpaleis Mon, Jun 6	Hamburg, Germany Barclaycard Arena Mon, Jun 13 8:00 PM	Helsinki, Finland Hartwall Arena Mon, Jun 20	Frankfurt, Germany Festhalle Messe Frankfurt Fri, Jun 24	Santa Cole Parc de C
Łódź, Poland Atlas Arena Fri, Jun 3 9:00 PM	Paris, France AccorHotels Arena Tue, Jun 7 8:00 PM	Johanneshov, Sweden Tele2 Arena Sat, Jun 18	Gothenburg, Sweden Scandinavium Wed, Jun 22 7:30 PM	Vienna, Austria Wiener Stadthalle Sun, Jun 26	Zürich, Sw Hallenstad

Feedback

https://www.kissonline.com

KISS Online :: The Final Tour Ever - Kiss End Of The Road ...

KISS Online: The Official KISS Website.

Tour Dates · Kiss · KISS Army · Join The Kiss Mailing List

https://www.kissonline.com › tour

Tour Dates | Upcoming KISS Tour and ... - KISS Online

Mark G Etess Arena at Hard Rock Hotel & Casino. Atlantic City, NJ. Tickets · VIP · RSVP. Aug22.
Xfinity Center. Hartford, CT. Tickets · VIP · RSVP. Aug25 ...

Wed, Aug 18 Xfinity Center
Thu, Aug 19 Darling's Waterfront Pavilion
Sat, Aug 21 Mark G Etess Arena at Hard ...

https://www.ticketmaster.com › Concert Tickets › Rock

KISS Tickets, 2021 Concert Tour Dates | Ticketmaster

Buy KISS tickets from the official Ticketmaster.com site. Find KISS tour schedule, concert details, reviews and photos.

Wed, Aug 18 KISS: End of the Road World ...
Thu, Aug 19 KISS: End of the Road World ...
Sat, Aug 21 An Evening With: KISS

https://www.songkick.com › artists › 337267-kiss

Kiss Tickets, Tour Dates & Concerts 2022 & 2021 – Songkick

Kiss

Rock band

kissonline.com

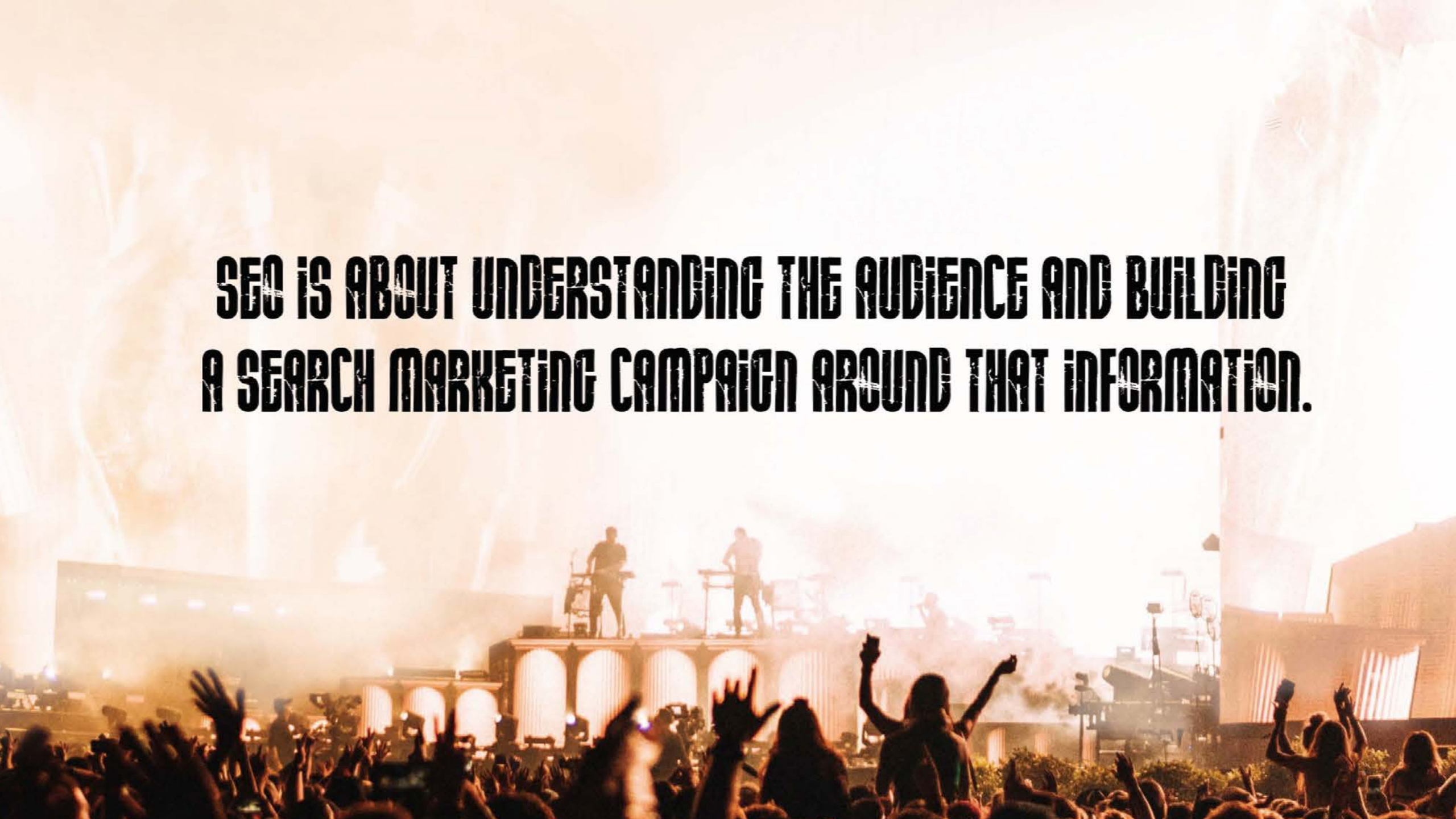
Available on

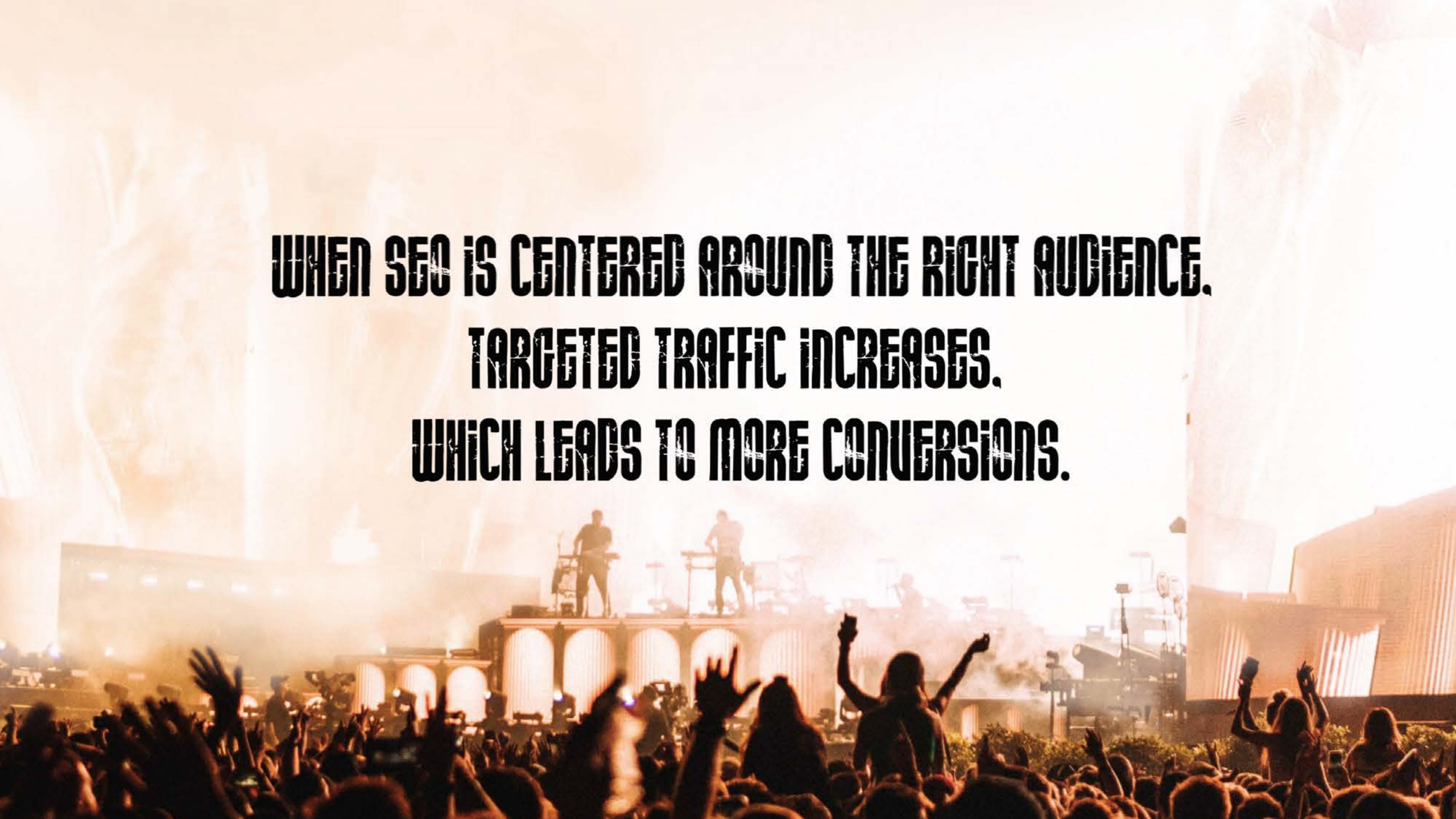
YouTube
Spotify
YouTube Music
More music services

81°F
M
Search...
Keep up with your favorite topics
Tap to turn on Discover
Home
Collections
Tabs

YOUR SEARCHERS

SEO IS ABOUT UNDERSTANDING THE AUDIENCE AND BUILDING A SEARCH MARKETING CAMPAIGN AROUND THAT INFORMATION.




WHEN SEO IS CENTERED AROUND THE RIGHT AUDIENCE.
TARGETED TRAFFIC INCREASES.
WHICH LEADS TO MORE CONVERSIONS.

ANALYZE YOUR AUDIENCE

DEVELOP SEO PERSONAS

YOUR SEARCHERS
Personas matter to SEO
Words they use ← (keywords)
Questions they ask ← (”people also ask”)
Websites they frequent ← (links)
MARKET MINDSHIFT
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YOUR SEARCHERS
Understand & analyze your audience
Analyze competing brands
Gather data from social platforms
MARKET
MINDSHIFT
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Analyze competing brands

- Get insight into a brand's audience, which will help you identify content topics and target geographic areas
- In addition, you might come up with great link building ideas based on the interests

YOUR SEARCHERS

Quantcast

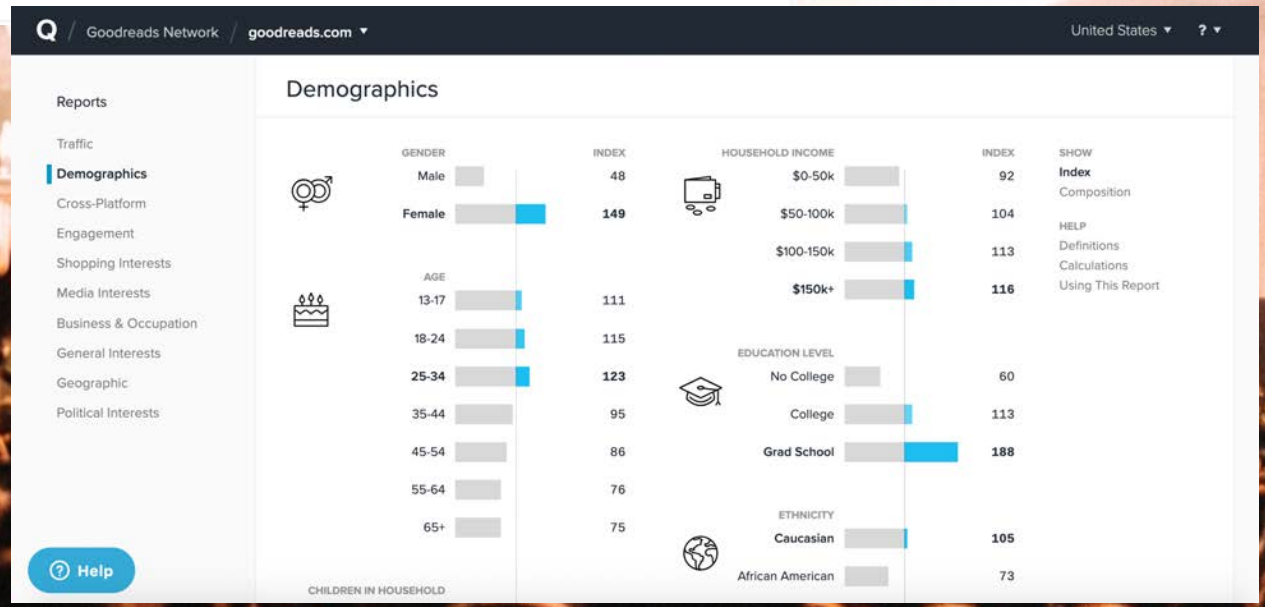
General Interests

General

INTERESTS	AFFINITY	SITES	AFFINITY
Education	2.5x	kirkusreviews.com	34.5x
Society	2.1x	publishersweekly.com	31.5x
Science	2.0x	bookrags.com	25.8x
Relationships	1.9x	wiseoldsayings.com	25.4x
Arts & Entertainment	1.9x	bookriot.com	24.9x

HELP
Definitions
Calculations
Using This Report

VIEW DETAILS



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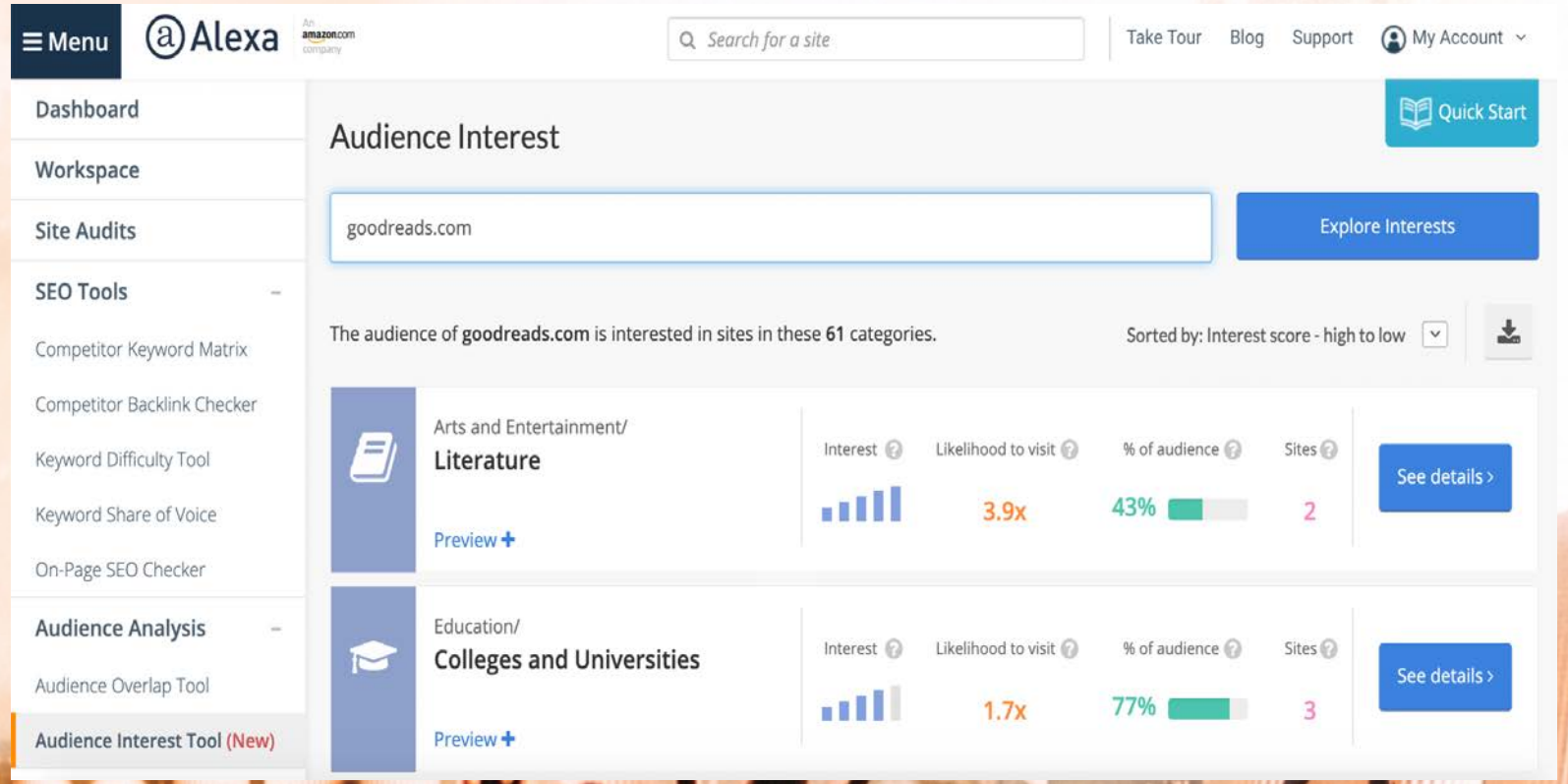
YOUR SEARCHERS

Alexa



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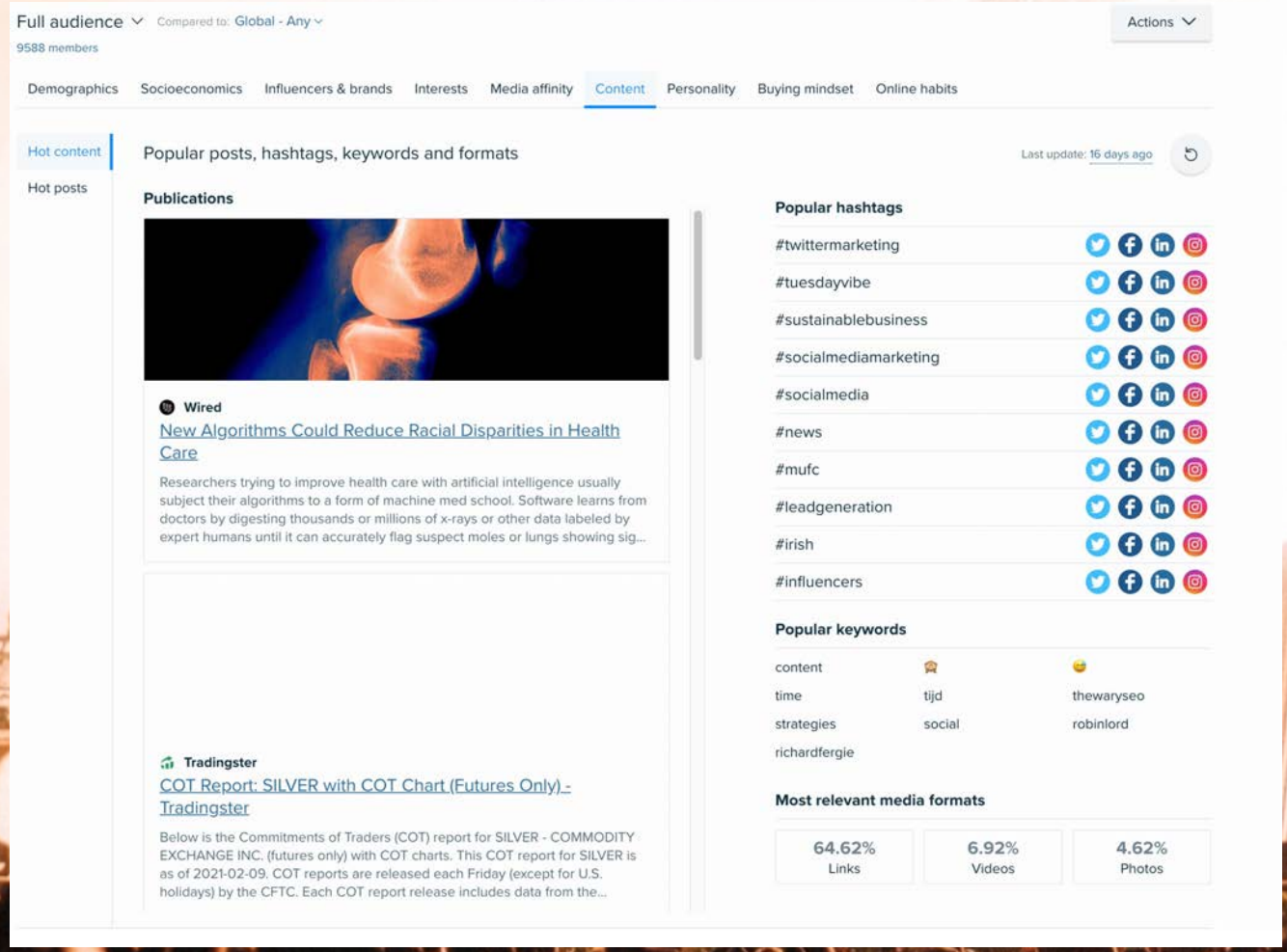
YOUR SEARCHERS

Gather data from social platforms

- There is a lot of consumer data available from social platforms, which can be used to develop personas and/or identify content topics.

YOUR SEARCHERS

Audiense



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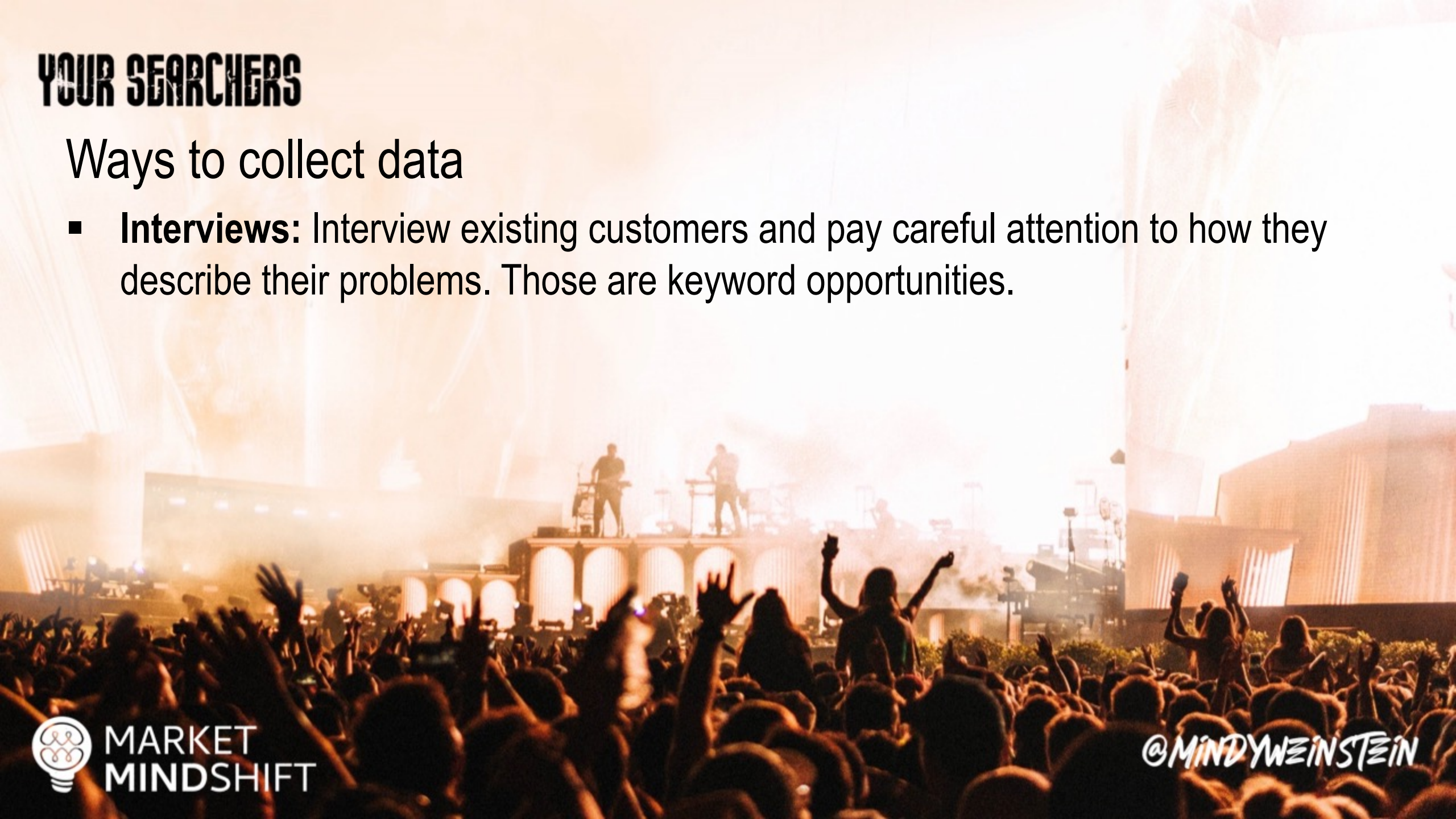
YOUR SEARCHERS

Ways to collect data

- **Interviews:** Interview existing customers and pay careful attention to how they describe their problems. Those are keyword opportunities.



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YOUR SEARCHERS

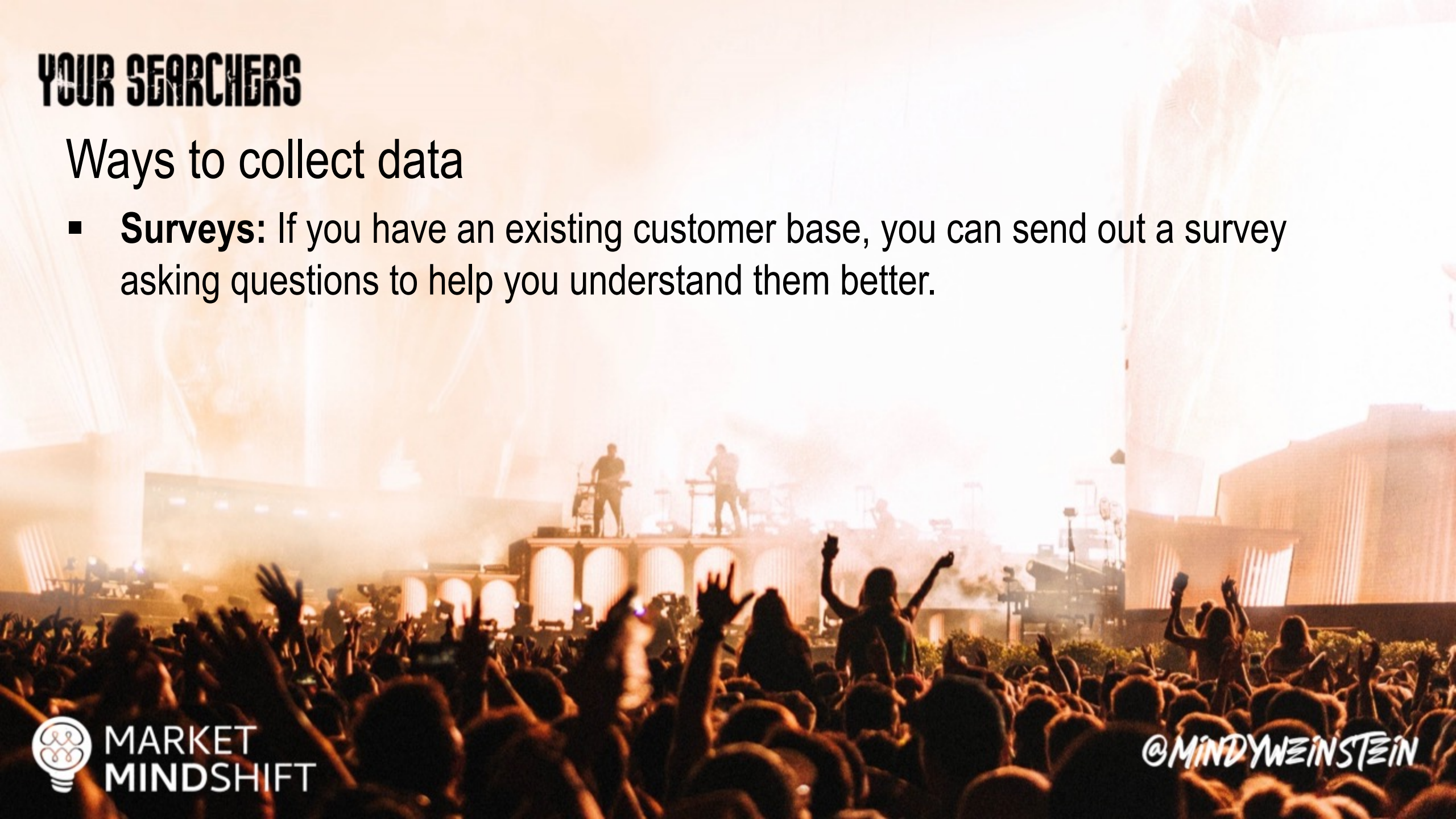
Ways to collect data

- **Internal Departments:** Depending on the size of your organization, other departments will have information to help you. For instance, the customer service and sales departments will know what people ask the most and what seems to interest them.

YOUR SEARCHERS

Ways to collect data

- **Surveys:** If you have an existing customer base, you can send out a survey asking questions to help you understand them better.



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HubSpot TOOLS

Make My Persona

A Buyer Persona Generator from HubSpot

Copyright © 2018 HubSpot, Inc.

PERSONAS FOR SEO

Learn as much as you can about your target audience, as it will help your SEO efforts. It will be easier once you know a little about your ideal website visitors to choose the right keywords, optimize your content and even get links. For example, when you know someone's main concerns, you can get a better feel for what they might search. When you know your interests, you can determine what other websites they might frequent, which could turn into great link targets for you.

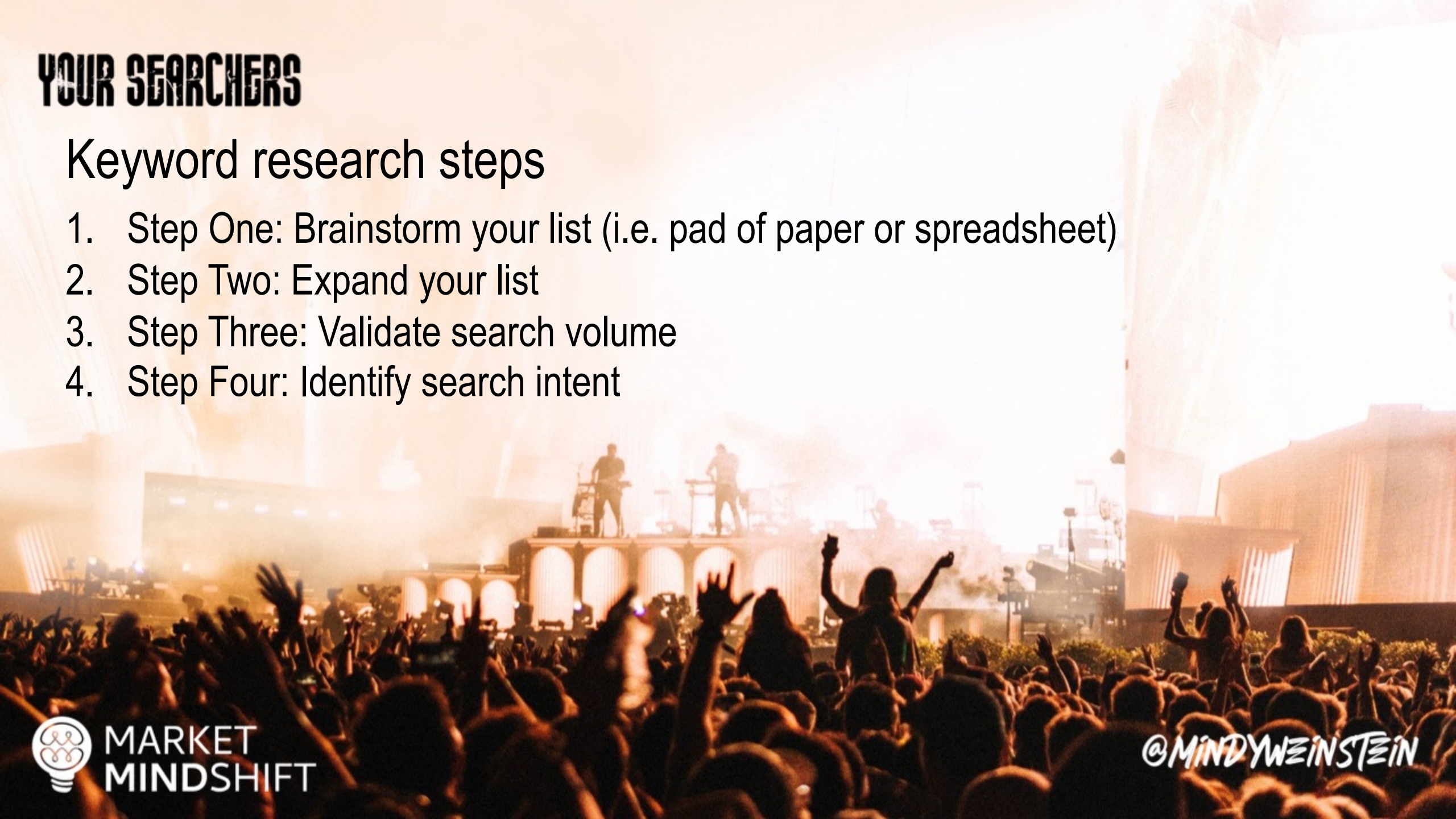
Most people think of personas for content and social media only. However, a great SEO campaign also defines personas in advance, which are representations of your ideal customers based on market research and actual data about your existing customer base.

TOOLS & TECHNIQUES TO USE

There are a variety of ways that you can gather information about your ideal website visitors, which will be used to define the personas.

- **Interviews:** Interview existing customers and pay careful attention to how they describe their problems. Those are keyword opportunities.
- **Internal Departments:** Depending on the size of your organization, other departments will have information to help you. For instance, the customer service and sales departments will know what people ask the most and what seems to interest them.

GET DEEP iN KEYWORD RESEARCH


YOUR SEARCHERS
Keyword research steps
1. Step One: Brainstorm your list (i.e. pad of paper or spreadsheet)
2. Step Two: Expand your list
3. Step Three: Validate search volume
4. Step Four: Identify search intent
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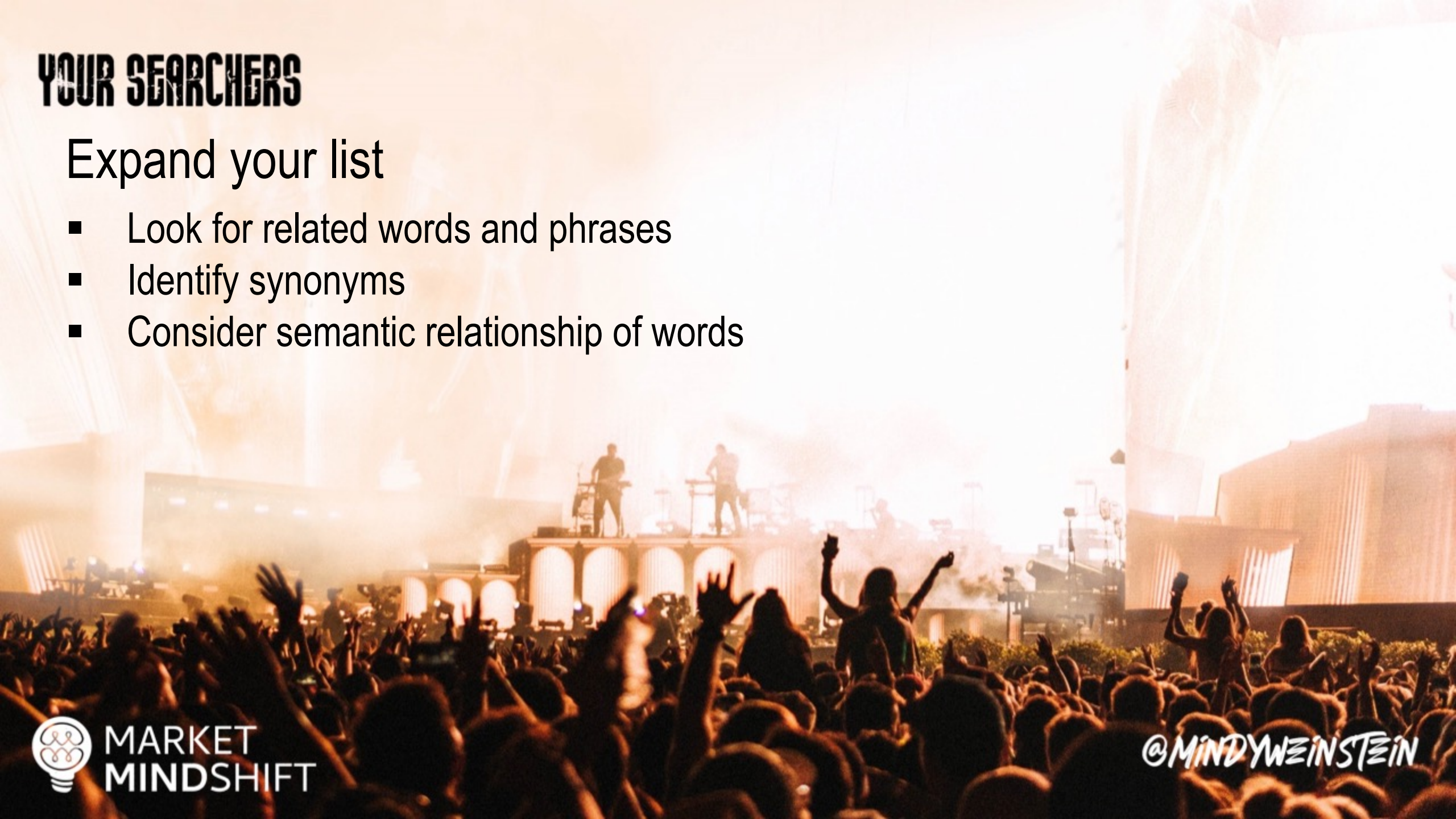
YOUR SEARCHERS
Expand your list
Look for related words and phrases
Identify synonyms
Consider semantic relationship of words
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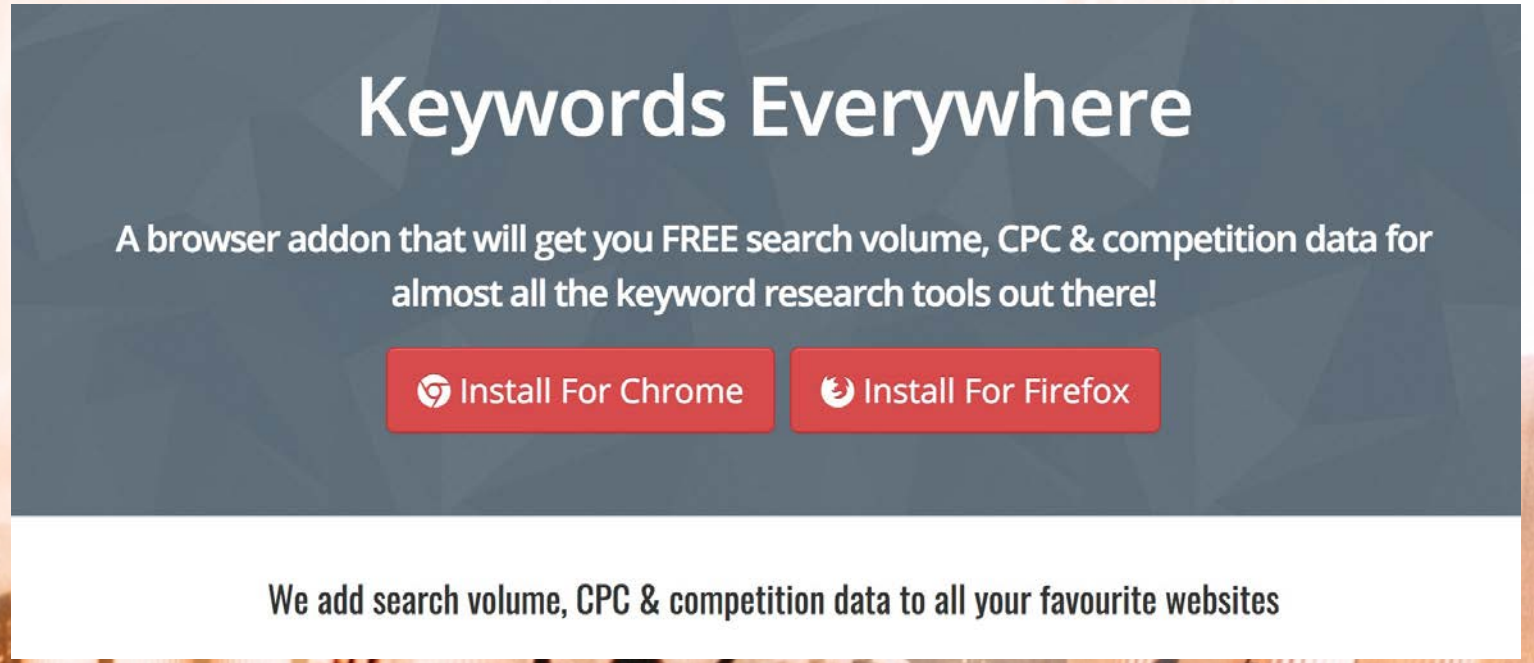
YOUR SEARCHERS

Keywords Everywhere



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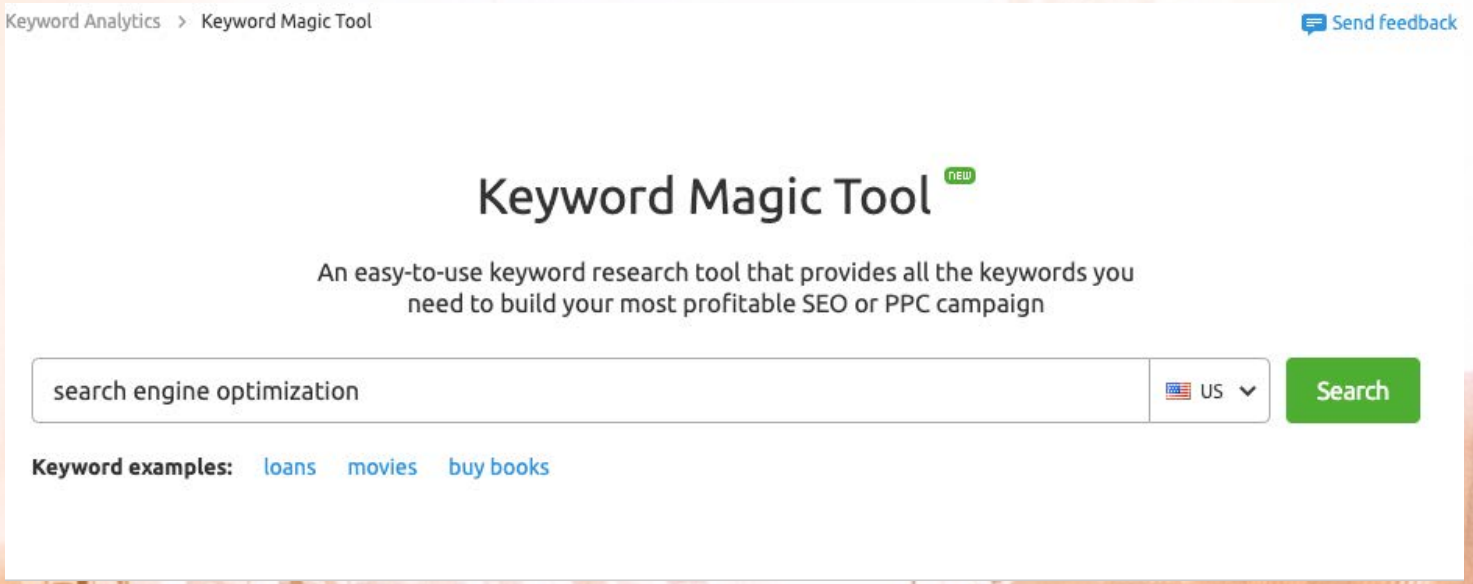
YOUR SEARCHERS

SEMRush



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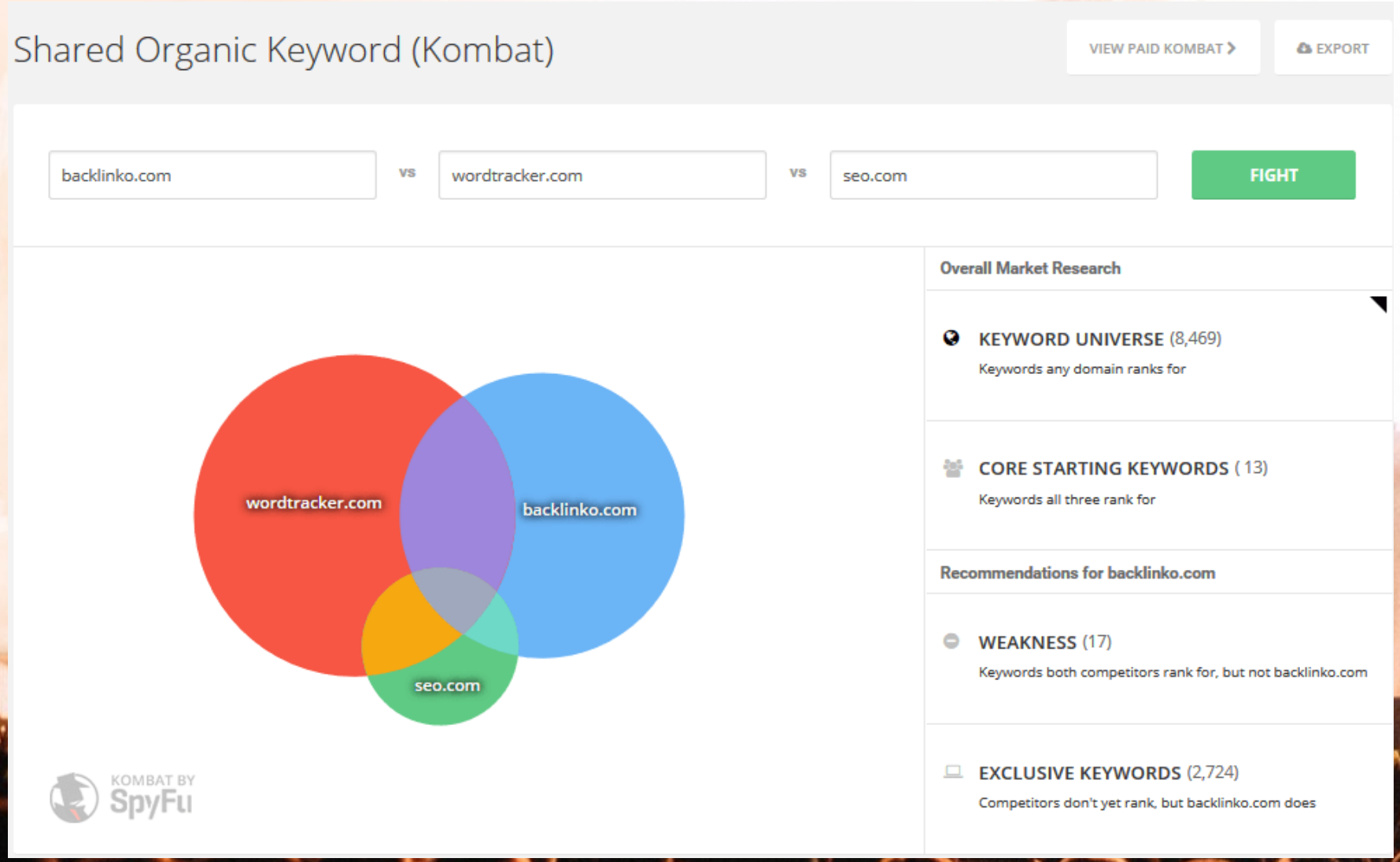
SpyFu



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YOUR SEARCHERS
Validate search volume
Make sure people are using that word or phrase
Don’t focus on search volume alone
Relevancy is the most critical aspect
Know if it is a conversion word
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YOUR SEARCHERS

Tools

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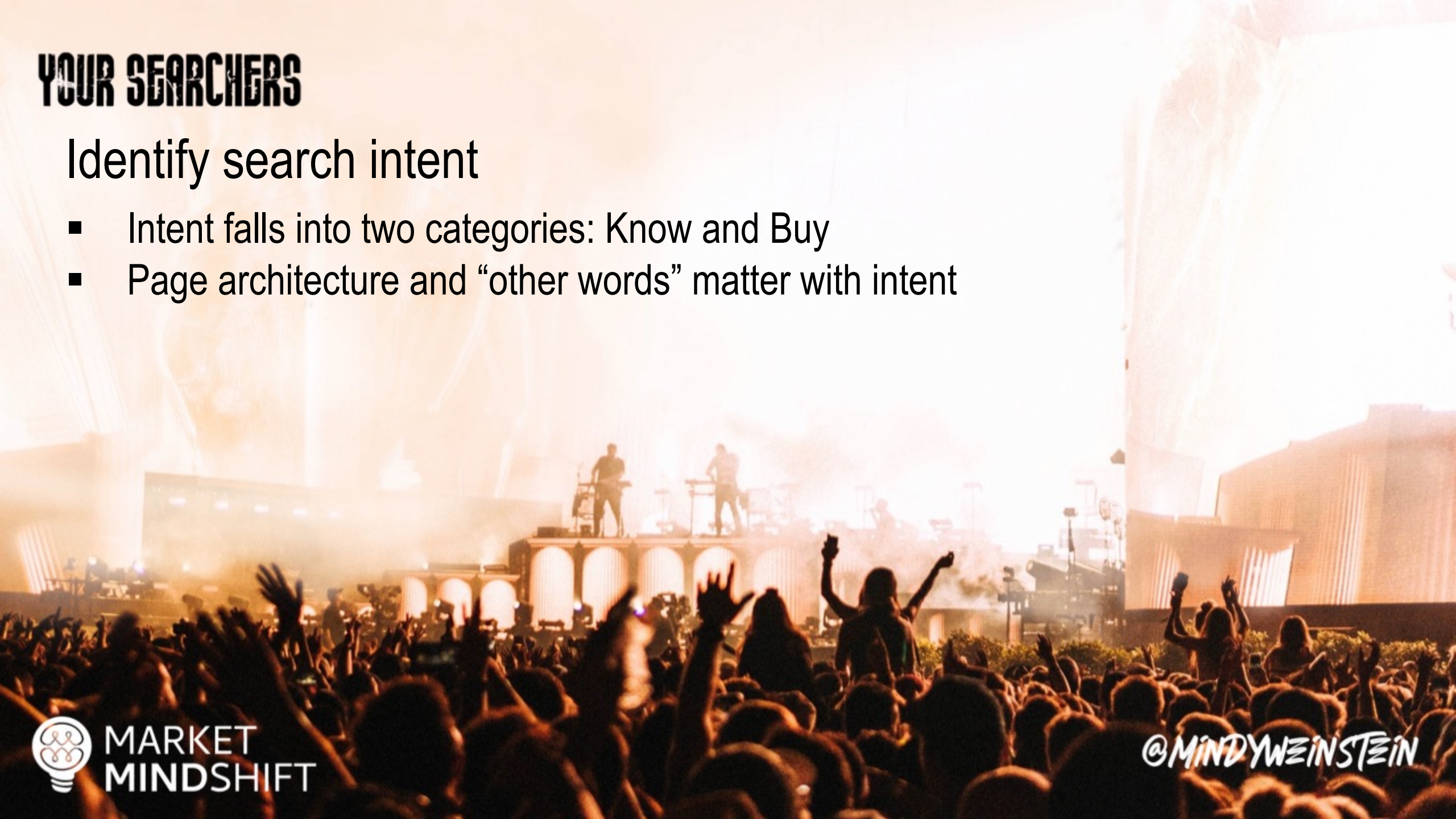
YOUR SEARCHERS

Identify search intent

- Intent falls into two categories: Know and Buy
- Page architecture and “other words” matter with intent



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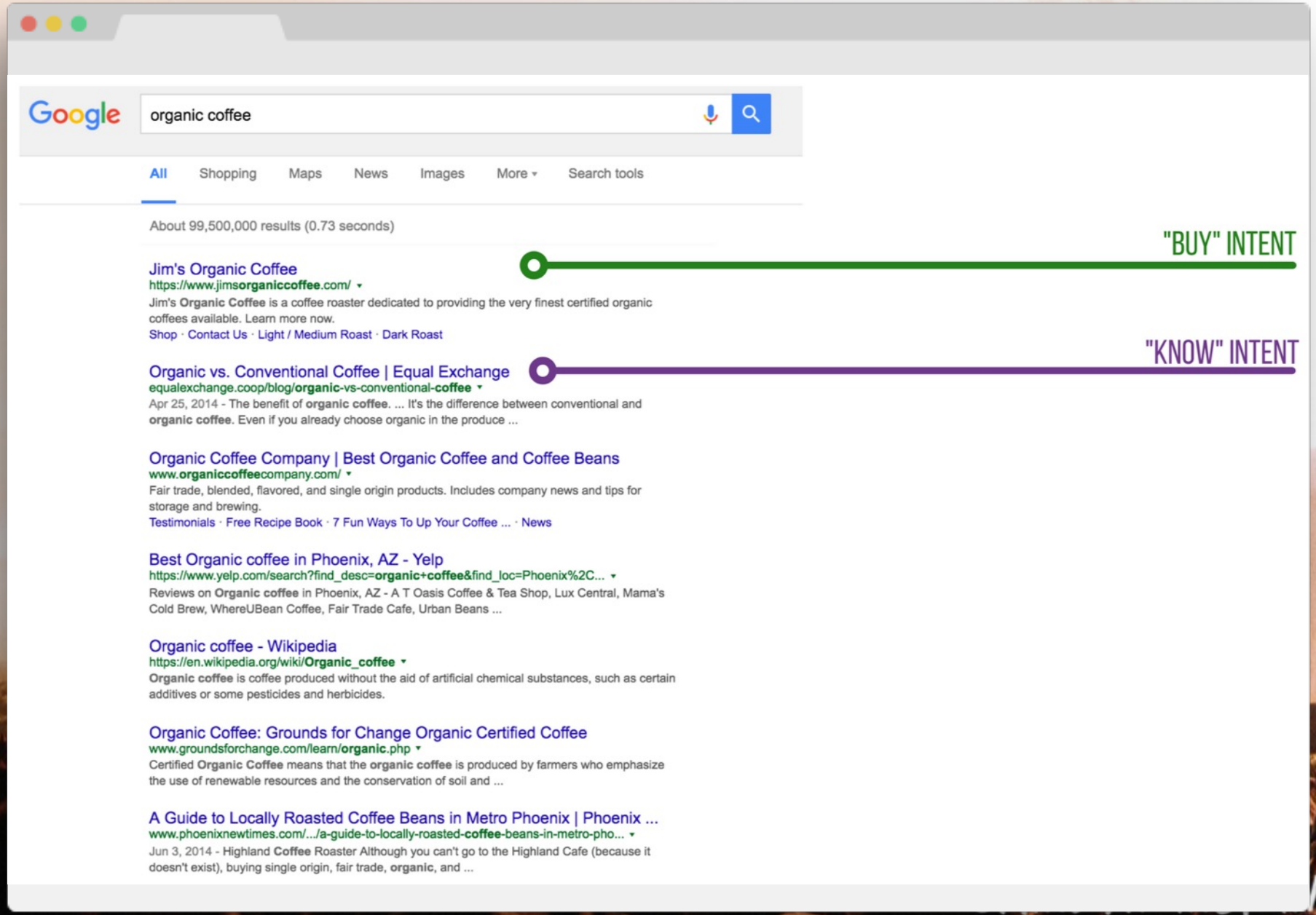
YOUR SEARCHERS

Google



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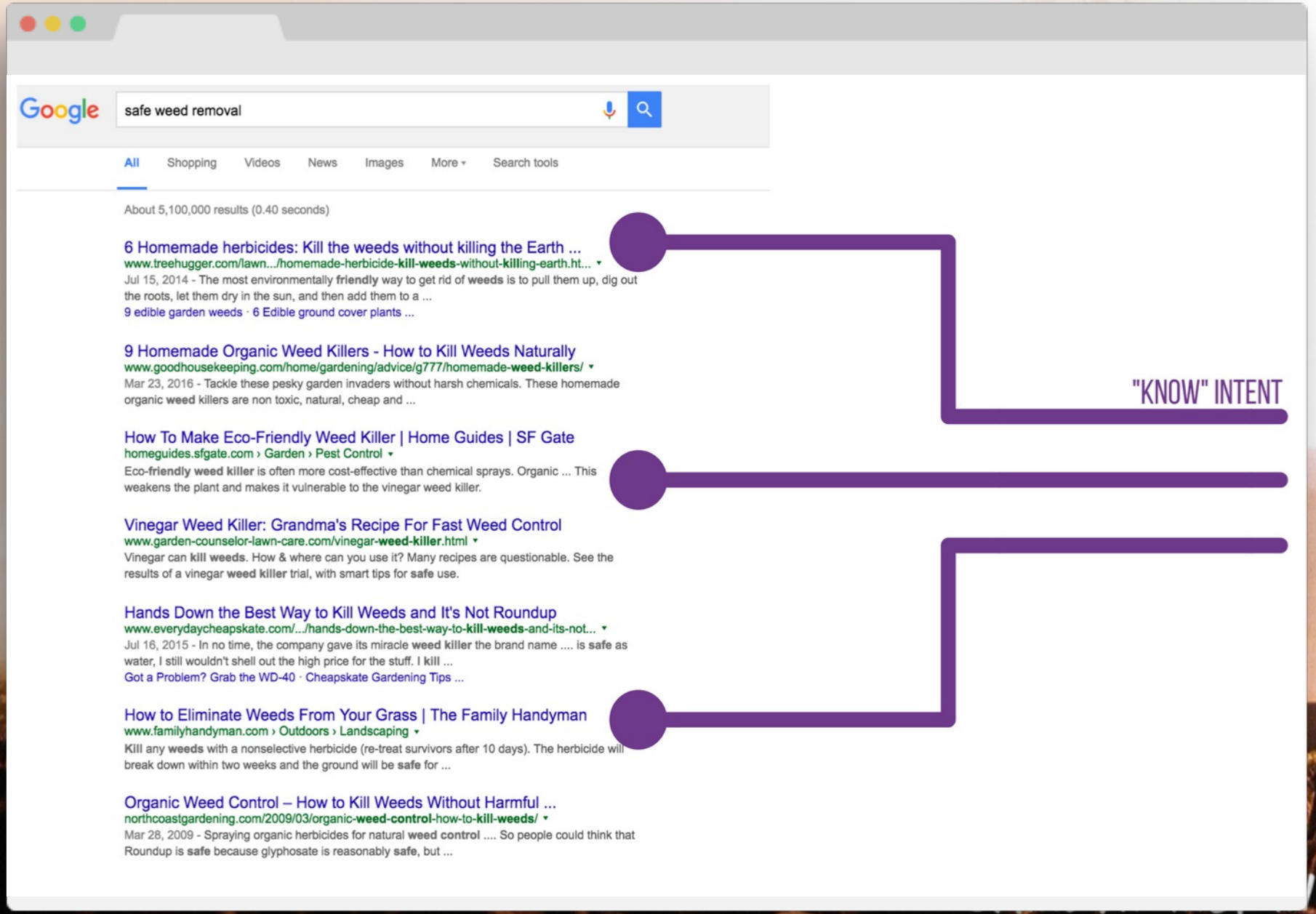
YOUR SEARCHERS

Google



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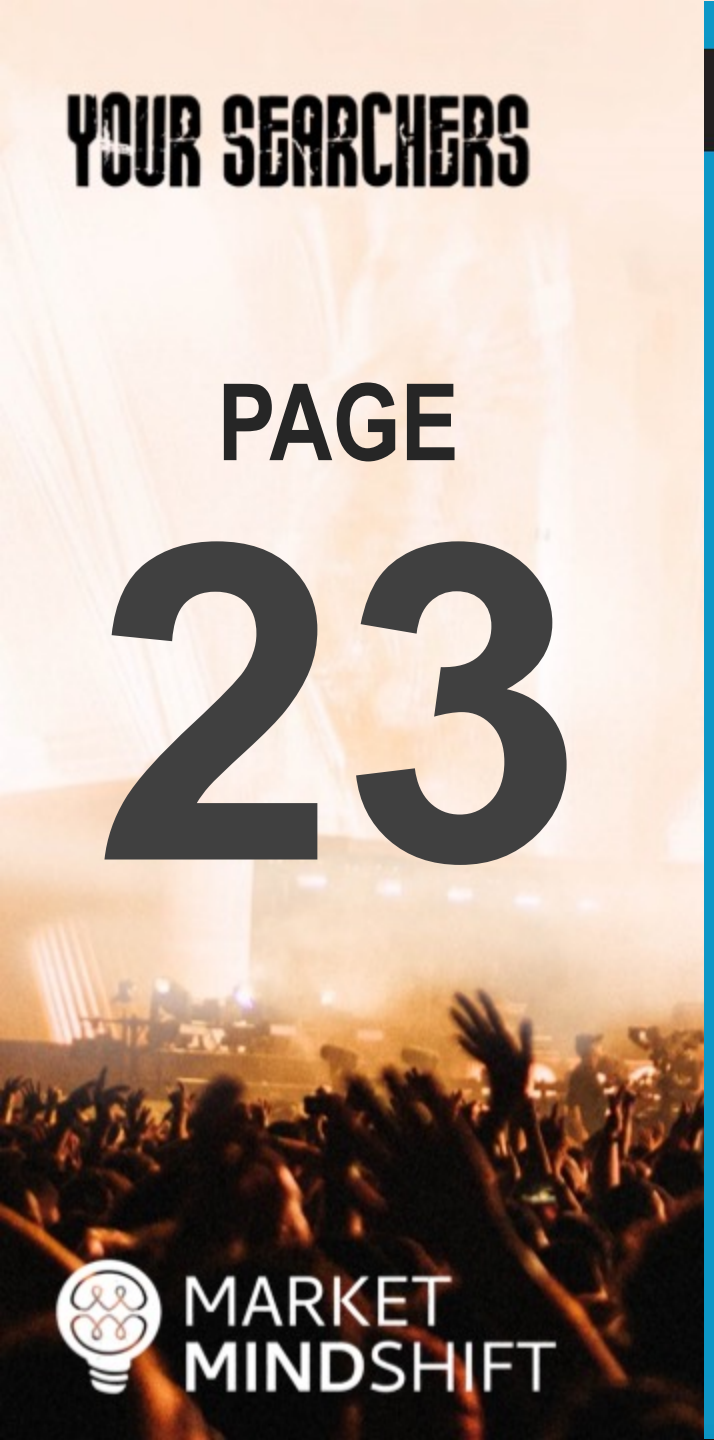


ADVANCED KEYWORD RESEARCH

Keyword research is much more involved than simply generating a list of words and phrases and validating the search volume. In terms of keyword research, not only should you know the volume of searches for each word, but also you should know the search intent behind those keywords.

Follow this roadmap for deeper, more meaningful, keyword research.

EXERCISE

1. Start the seed list

This first step is basic and likely not news to you. Begin the process with good old-fashioned brainstorming. No tools, just you, a notepad and a pen. Refer back to your persona research to incorporate the phrases used by your target audience. Use the following table to initiate your brainstorming. There are two columns: Keyword and Category. The Category section keeps your keywords organized, as your keyword targets should match the categories or themes of your website.

IDENTIFY THE JOURNEY

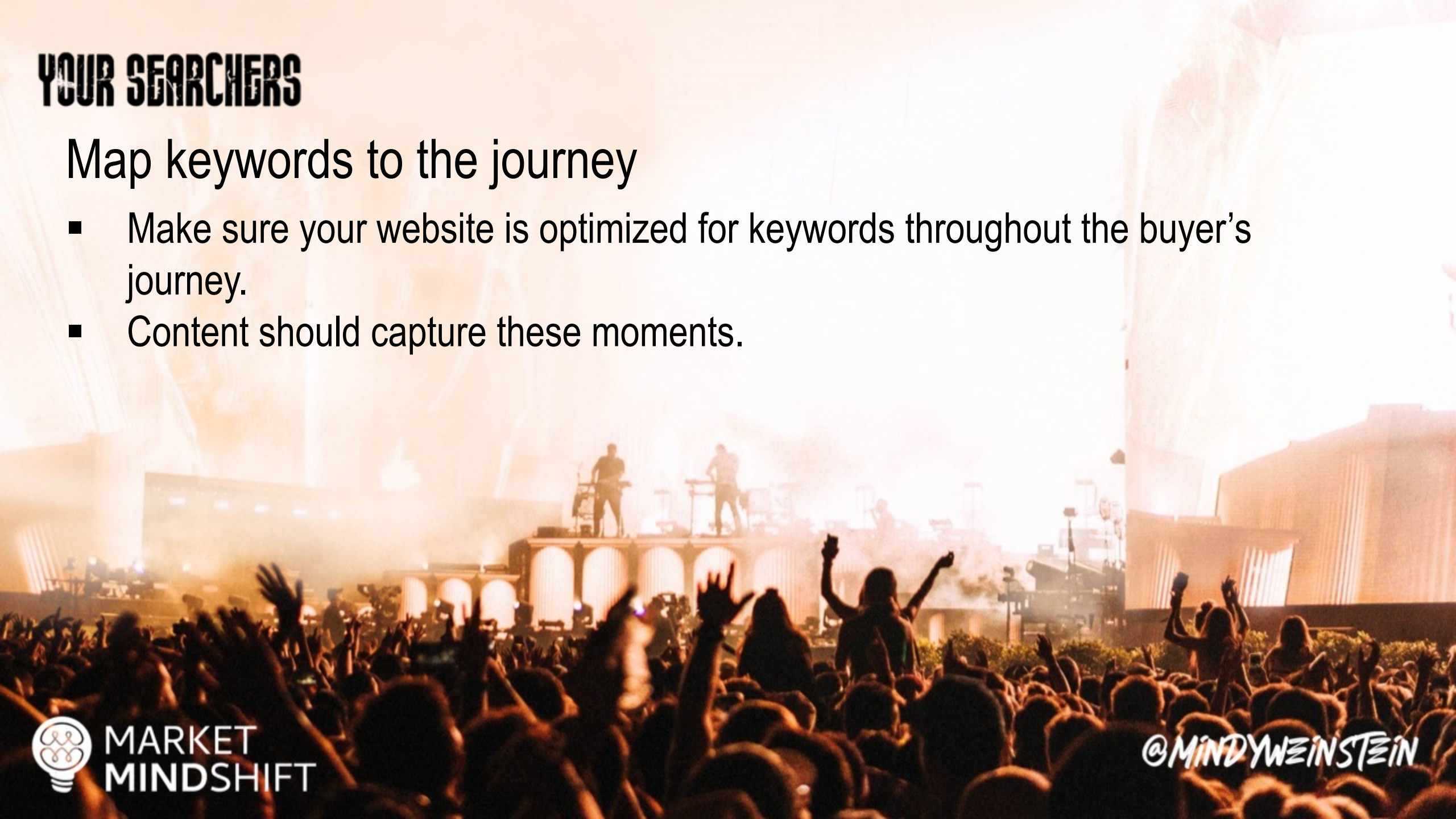
The buyer's journey & SEO

- The idea of the buyer's journey is a combination of knowing your target customer and tailoring all interactions with them to help them move forward in the purchase process.
- All potential customers go on a journey—whether you know that journey or not as a marketer.

YOUR SEARCHERS

Map keywords to the journey

- Make sure your website is optimized for keywords throughout the buyer's journey.
- Content should capture these moments.



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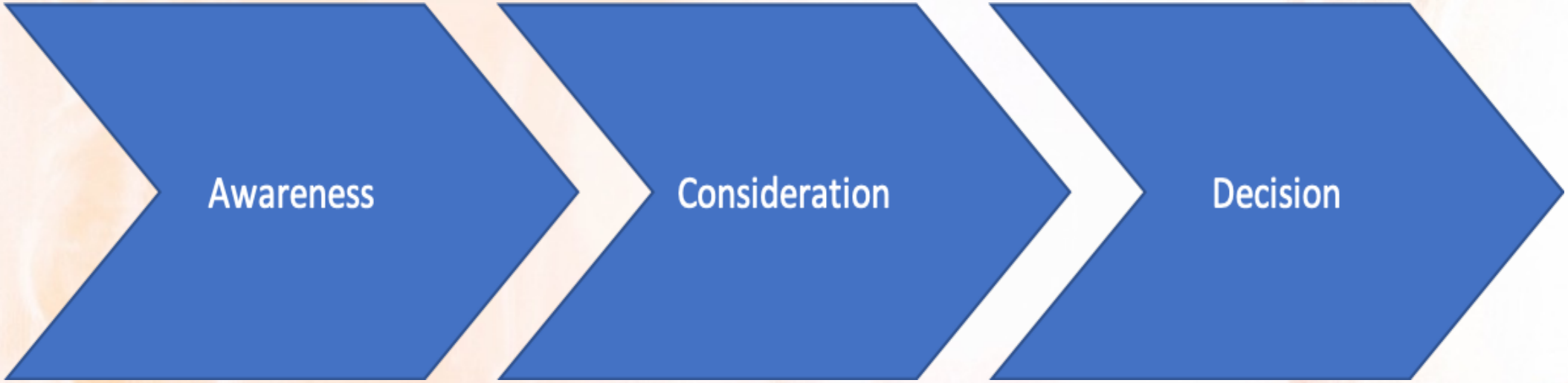
YOUR SEARCHERS



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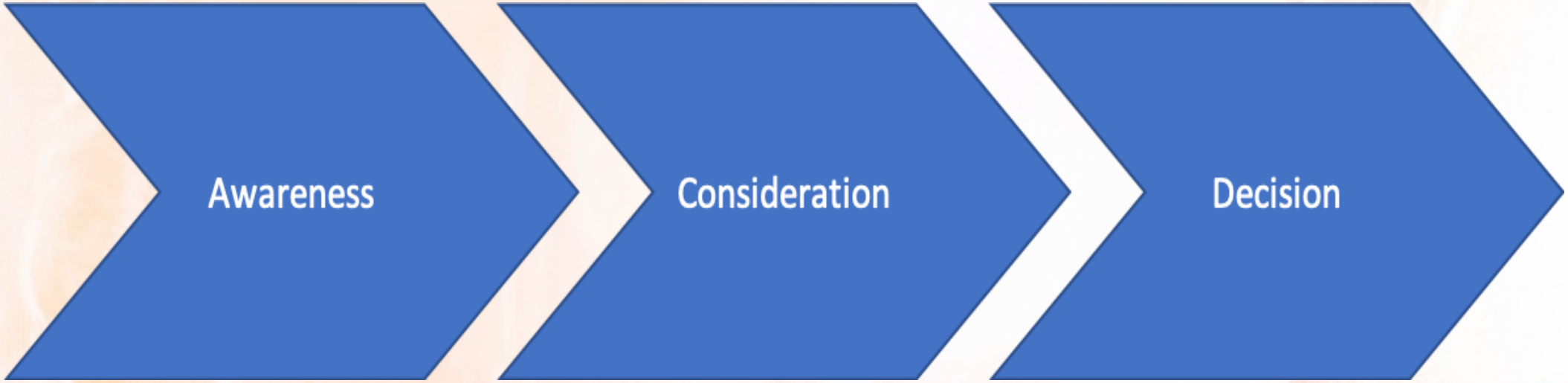

"what to do after a car accident injury"

"benefits of hiring a personal injury lawyer"

"personal injury lawyer near me"

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YOUR SEARCHERS

PAGE

31

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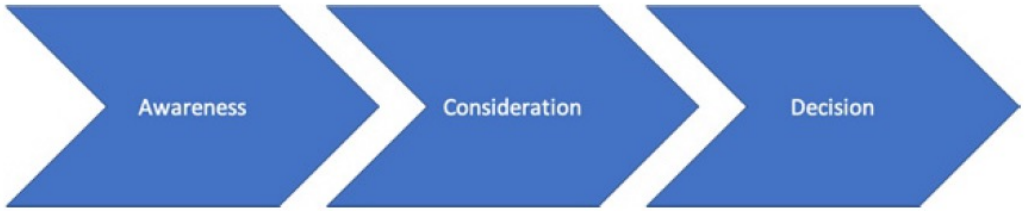
BUYER'S JOURNEY FOR SEO

"The buyer's journey is the process buyers go through to become aware of, consider and evaluate, and decide to purchase a new product or service." (HubSpot.com).

The idea of the buyer journey is a combination of knowing your target customer and tailoring all interactions with them to help them move forward in the purchase process. All potential customers go on a journey—whether you know that journey or not as a marketer. Below are the basic stages of the journey. Checkout this article for more in-depth information: https://blog.hubspot.com/sales/what-is-the-buyers-journey.



YOUR WEBSITE

YOUR WEBSITE

searchenginejournal.com/core-web-vitals/

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FIX WHAT'S BROKEN

YOUR WEBSITE
Do you have great content?
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YOUR WEBSITE
Do you have great links?
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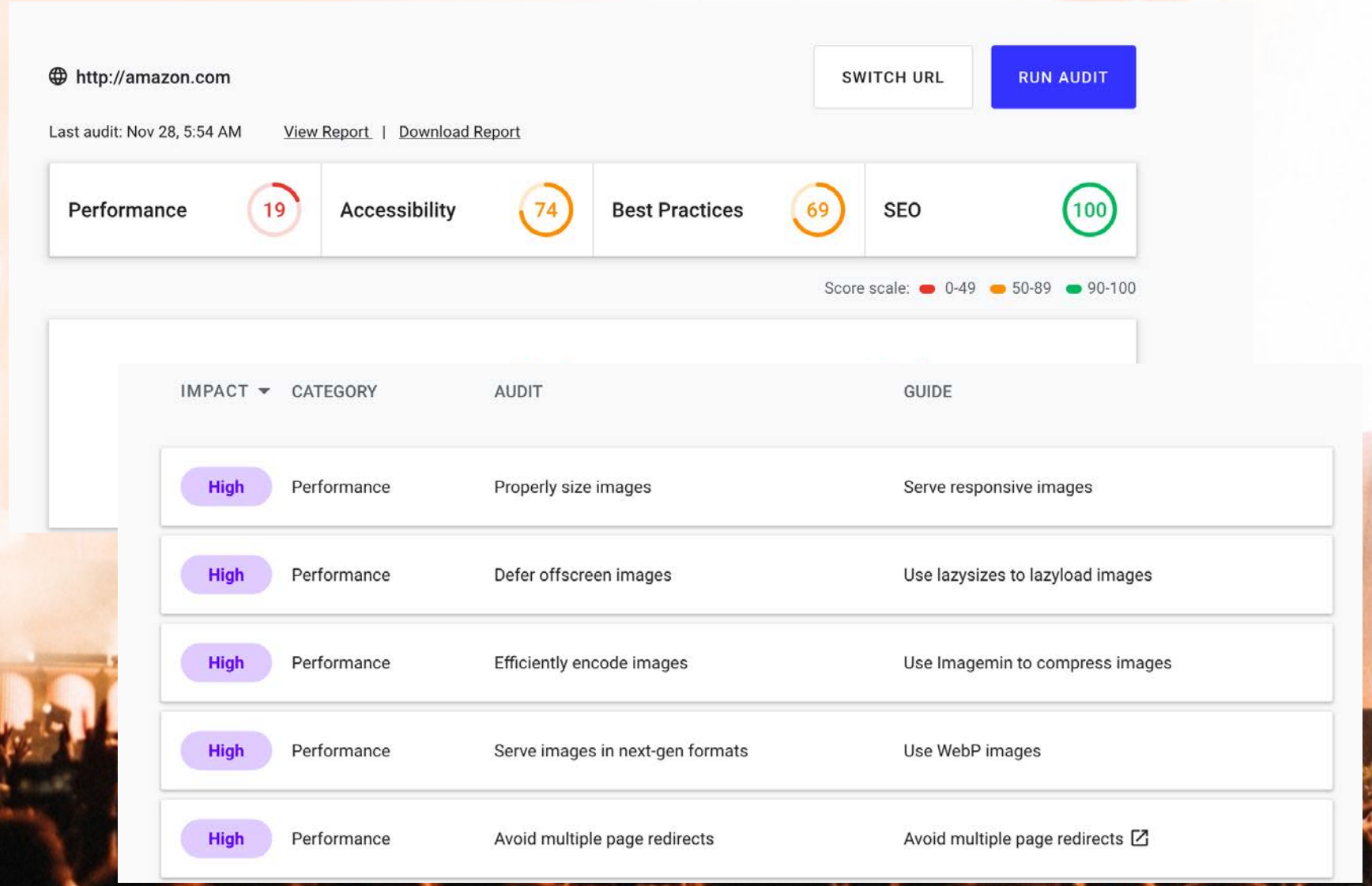
YOUR WEBSITE

Web.dev



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YOUR WEBSITE
Robots.txt
Every website needs one in the root directory
Don’t block files or directories you want indexed
Include XML sitemap
Careful when you redesign!
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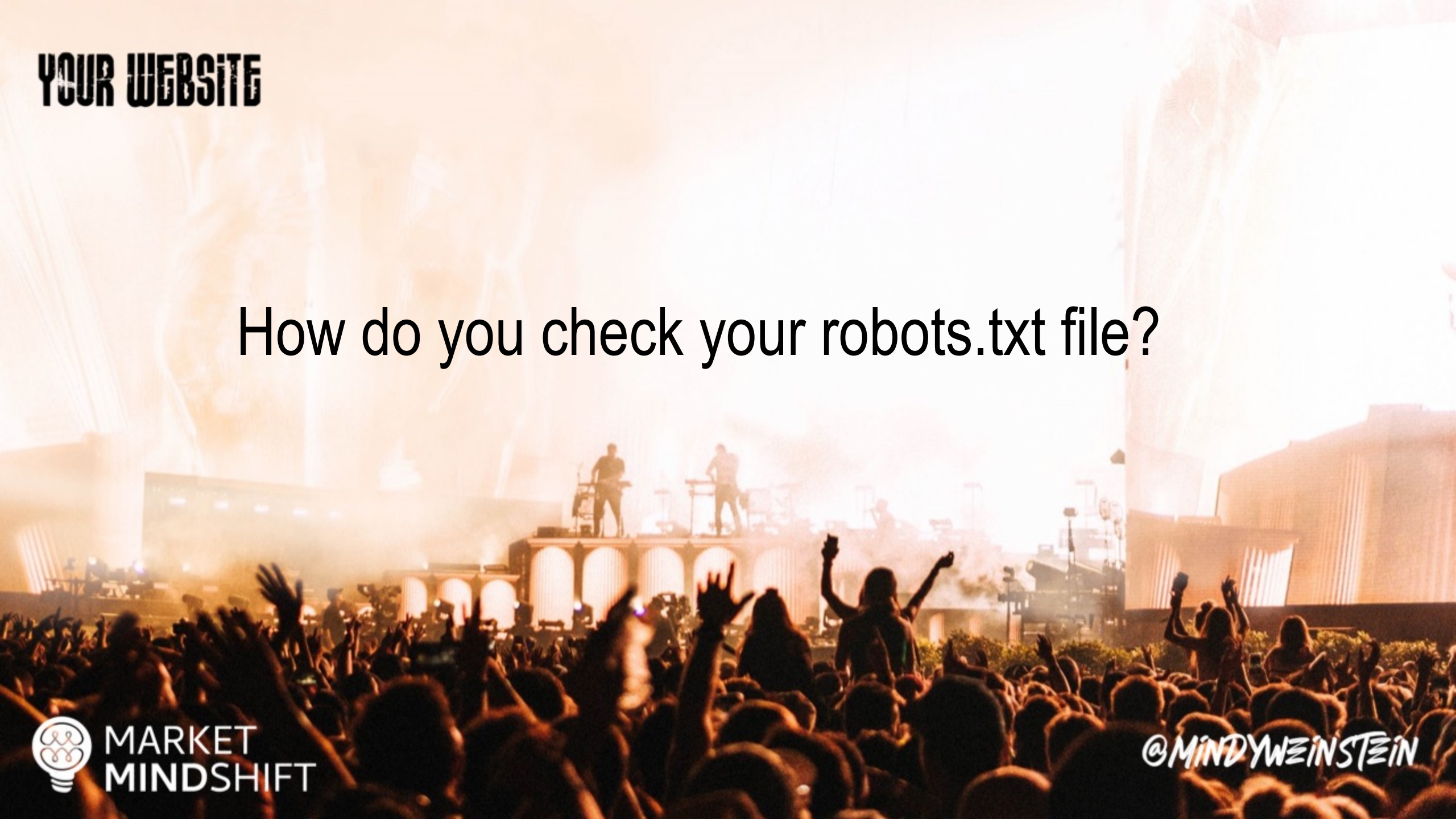
YOUR WEBSITE
How do you check your robots.txt file?
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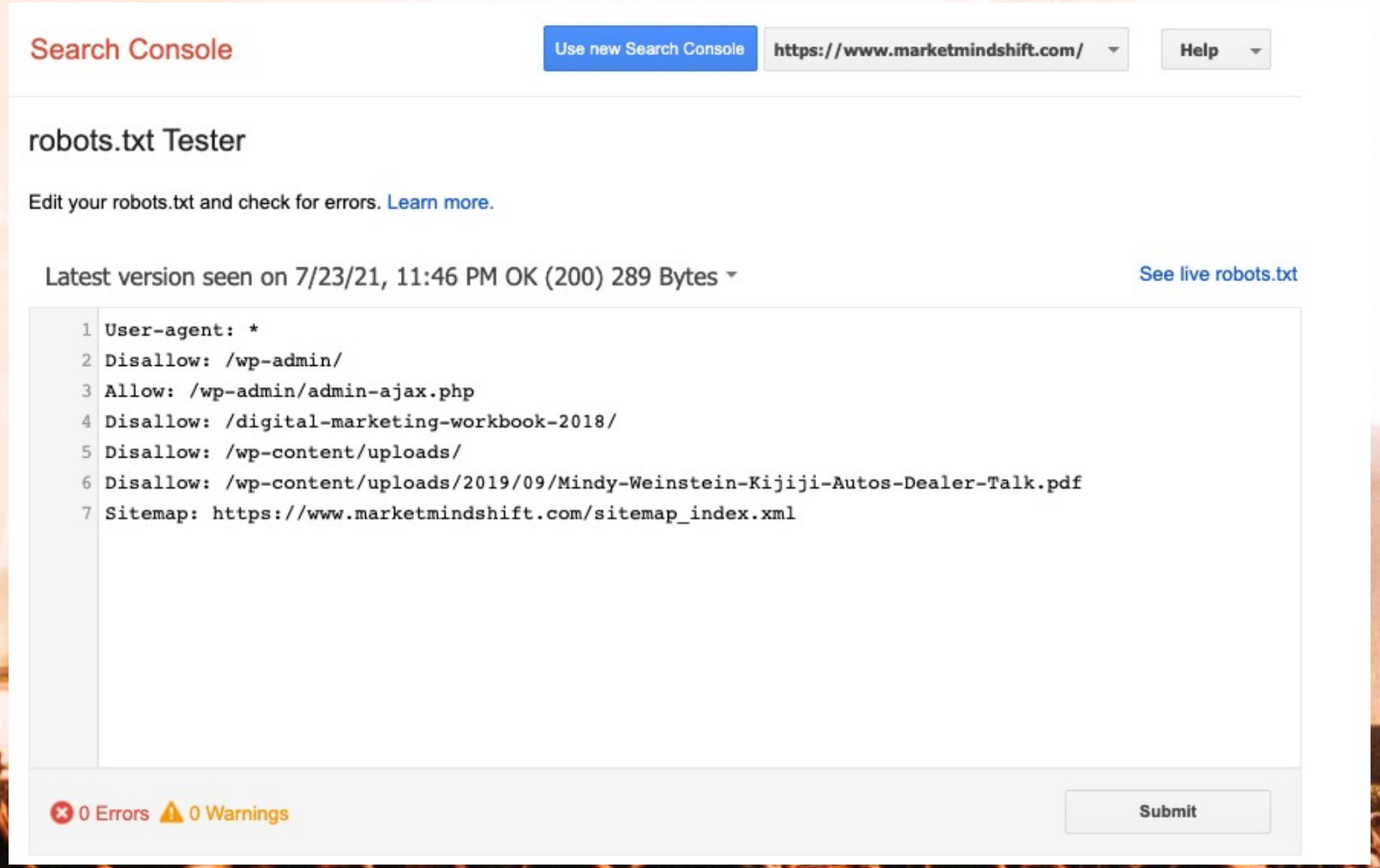
YOUR WEBSITE

Google Search Console



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YOUR WEBSITE
Canonical Link Element
Should reference a URL that does not redirect and is indexed
Contains the full path (absolute) URL
Self canonical
<link rel="canonical"
href="http://www.example.com/product.php?item=foo123"/>
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YOUR WEBSITE
How do you check canonicals?
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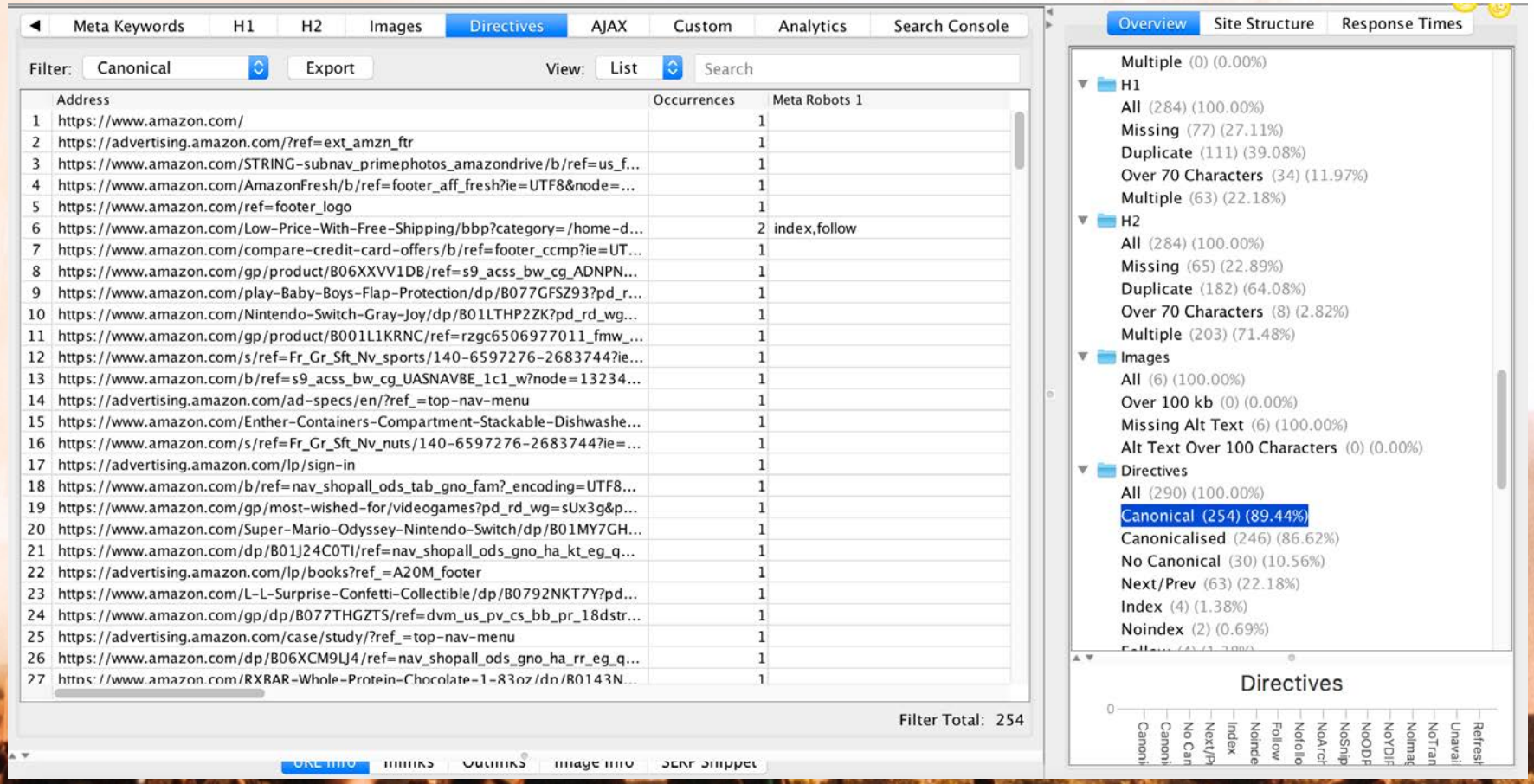
YOUR WEBSITE

Screaming Frog



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YOUR WEBSITE

Redirects

- Communicate to search engines that a web page has permanently moved to a new location
- 301 not 302
- Minimize the number of redirects

No redirect chains

YOUR WEBSITE
How do you check redirects?
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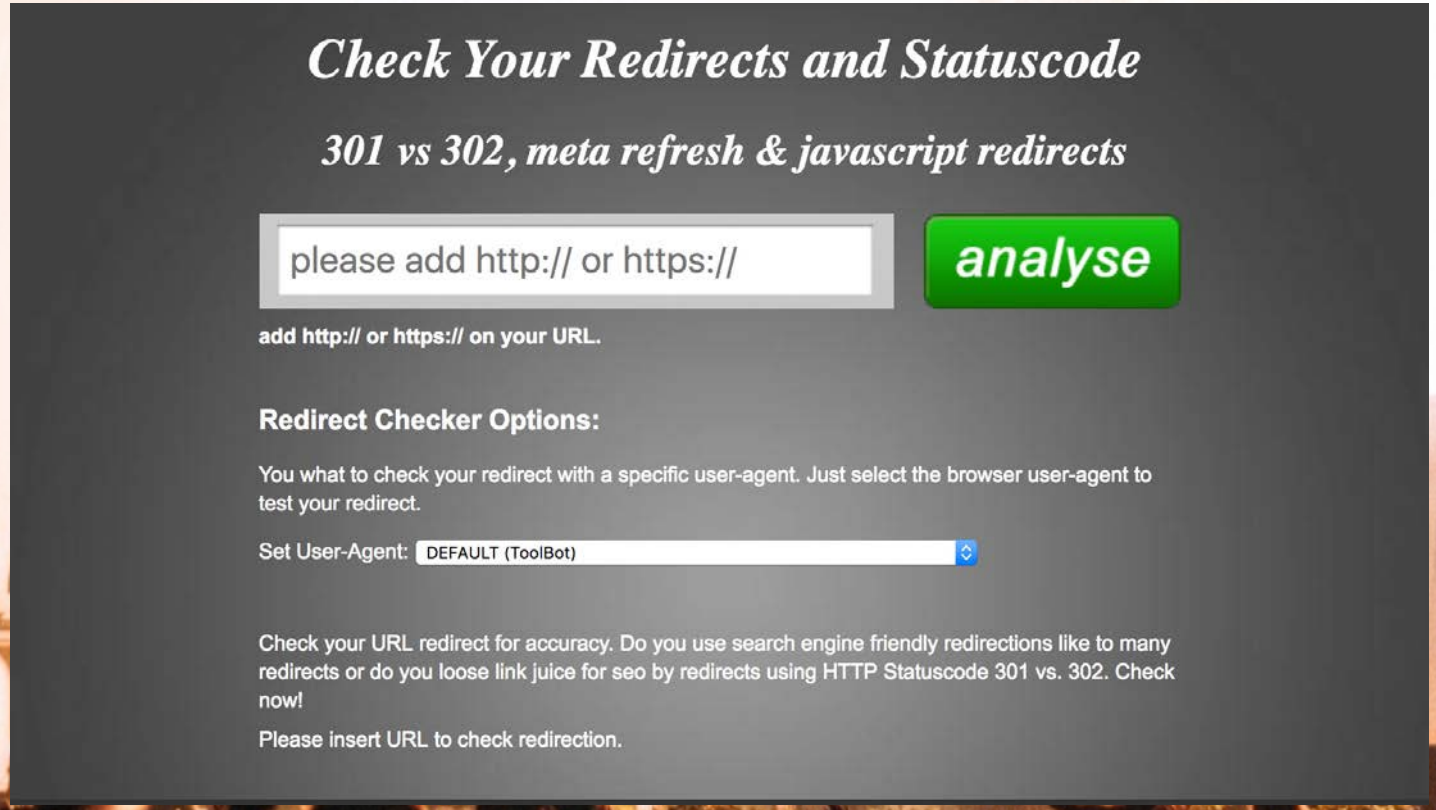
YOUR WEBSITE

Redirect-checker.org



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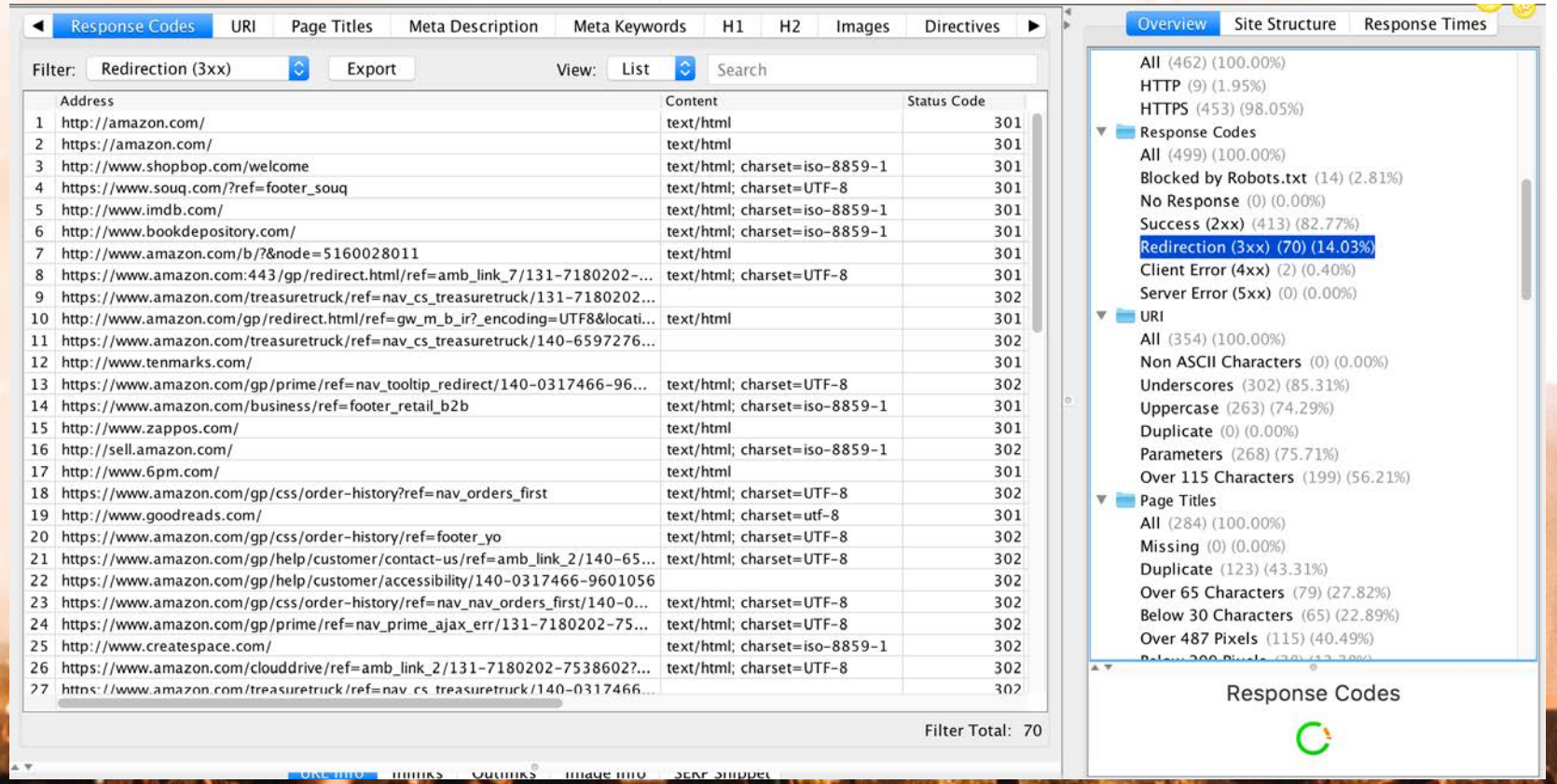
YOUR WEBSITE

Screaming Frog



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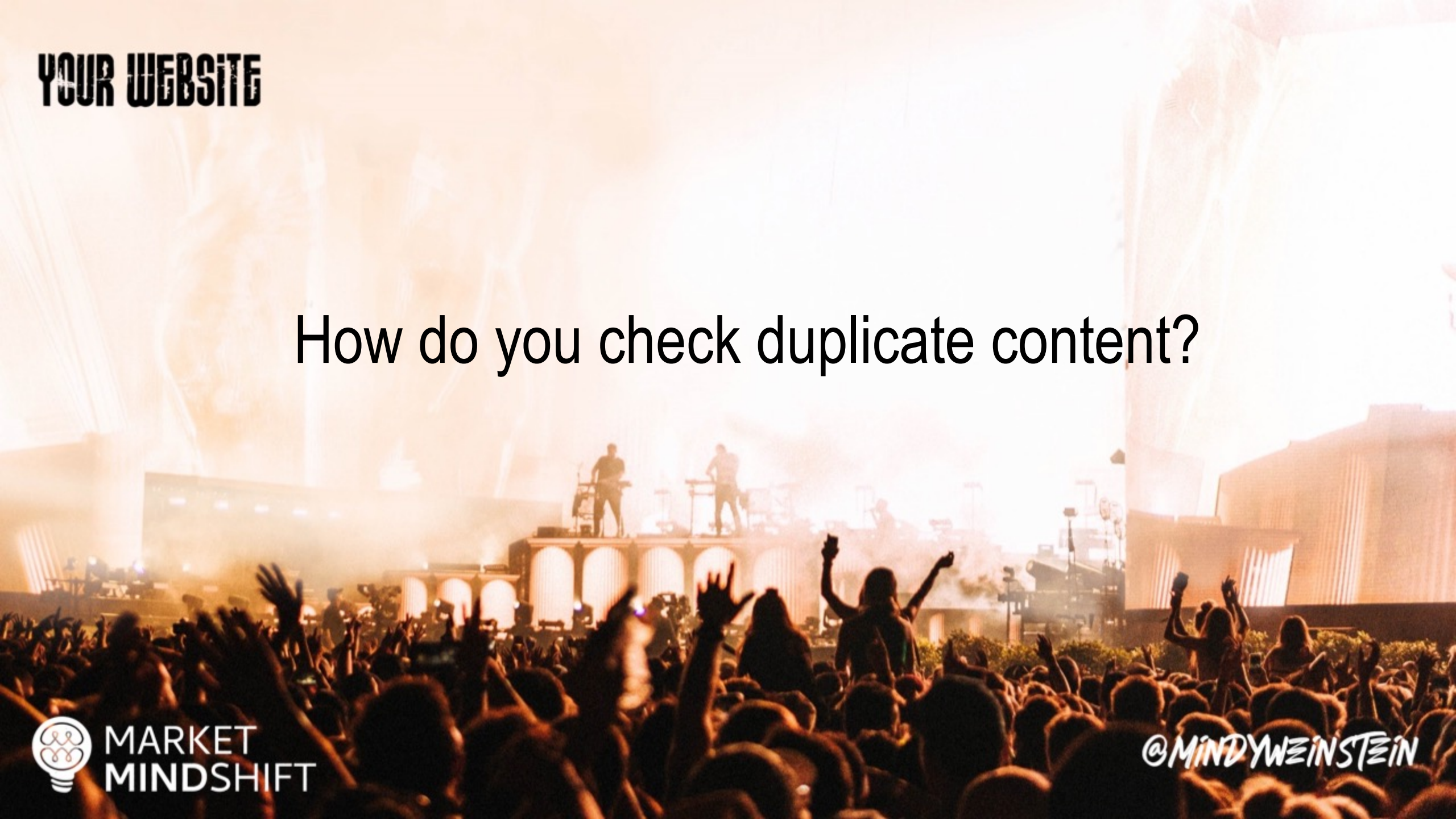
Duplicate content

- Address the cause, not just the symptoms:
  - ✓ HTTP vs. HTTPs, WWW vs. non-WWW
  - ✓ Page found under multiple URLs
  - ✓ Boilerplate text

Read: goo.gl/9HsEP5


YOUR WEBSITE
How do you check duplicate content?
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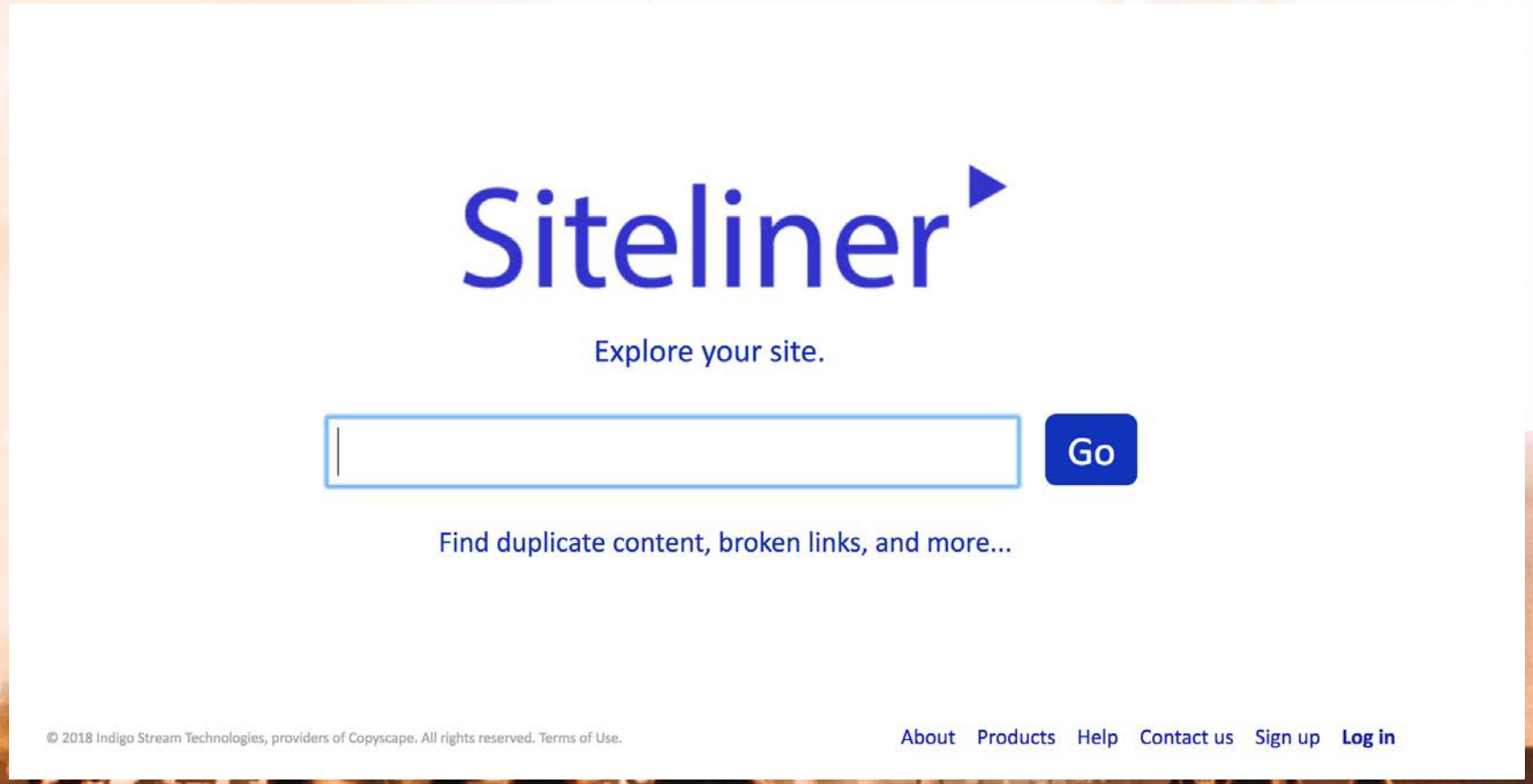
YOUR WEBSITE

Siteliner



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YOUR WEBSITE
Poor performing content
Audit your content
✓ Gather your pages using a crawler (i.e. Screaming Frog)
✓ Get page metrics
✓ Sort the sheet
✓ Make changes
Read: bit.ly/2HrUeRy
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YOUR WEBSITE
How do you audit your content?
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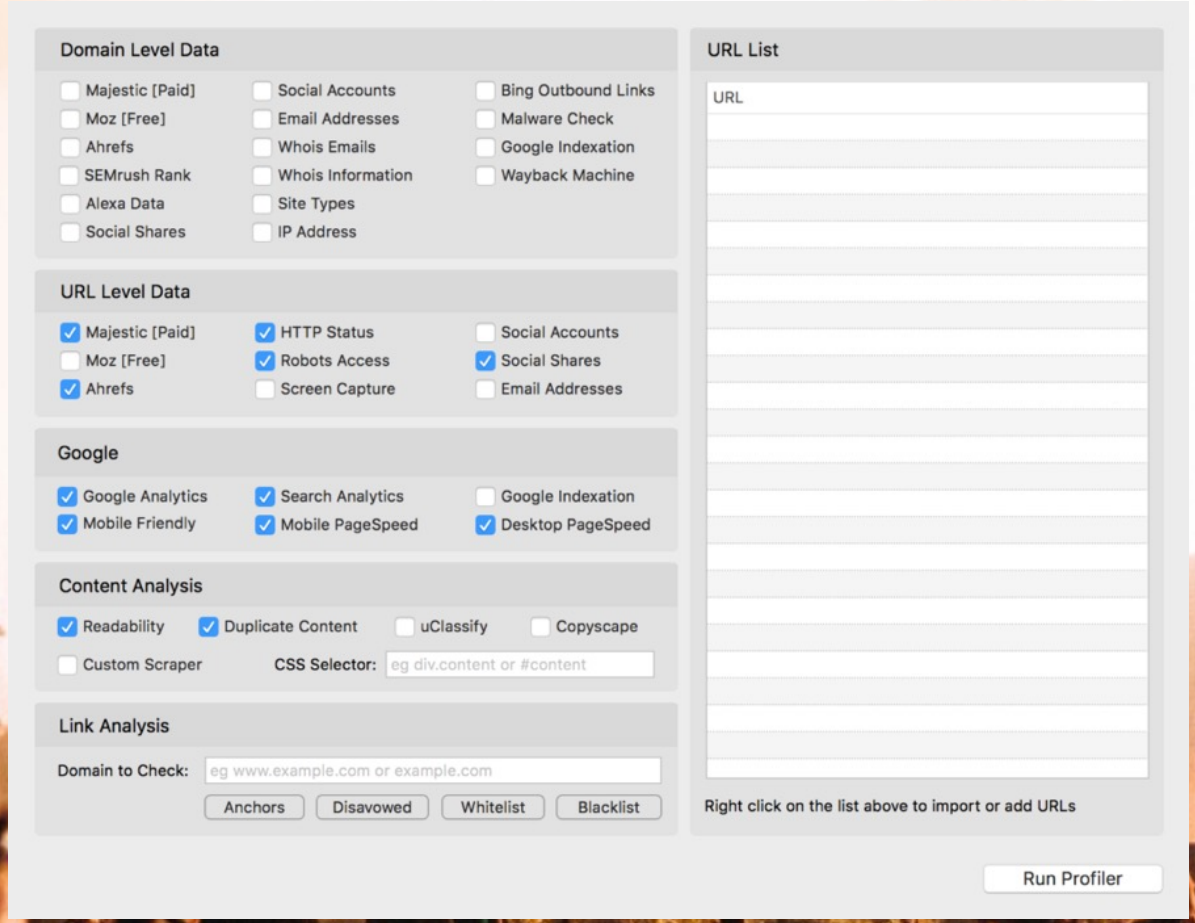
YOUR WEBSITE

URL Profiler



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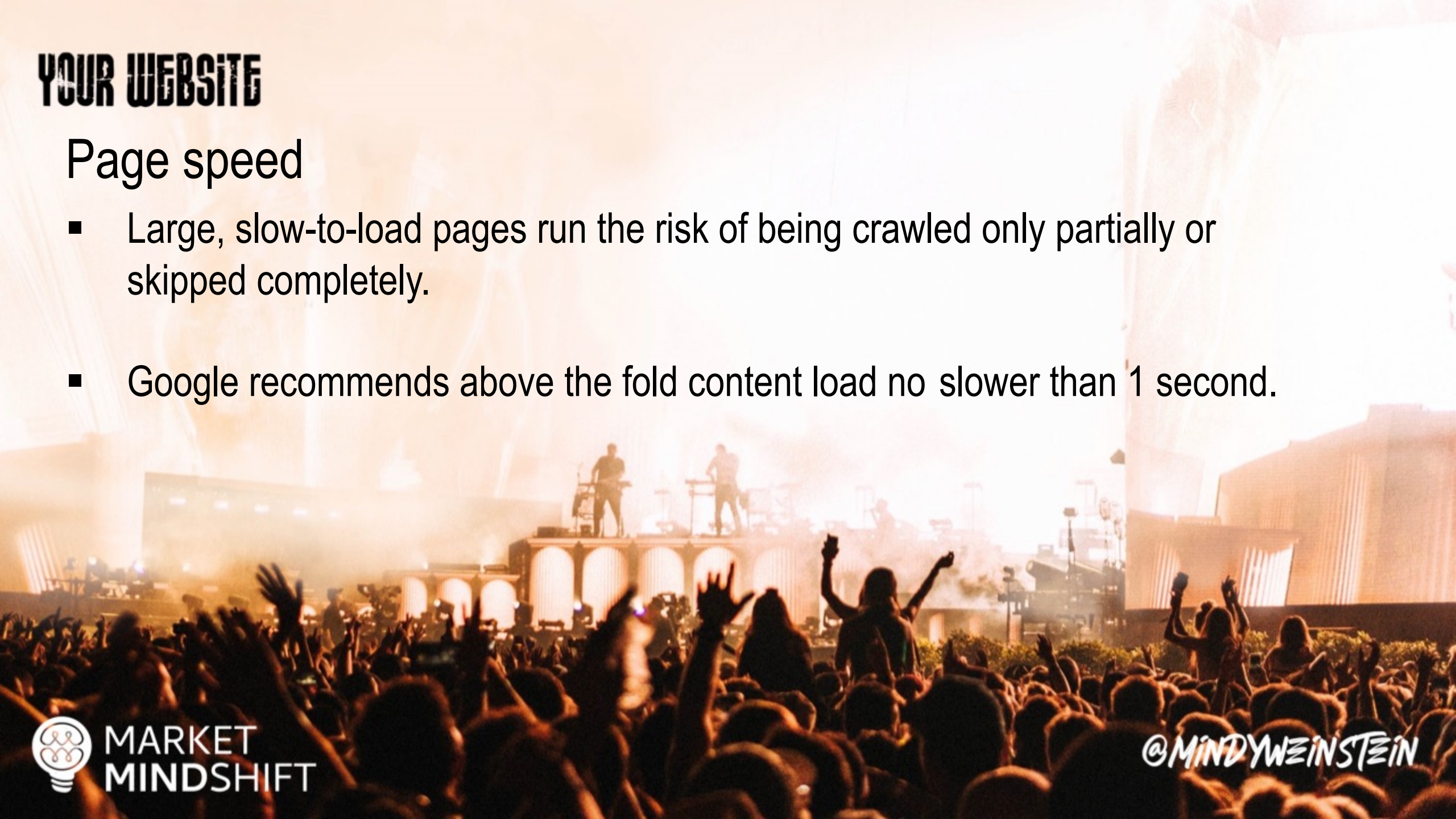
YOUR WEBSITE
Page speed
Large, slow-to-load pages run the risk of being crawled only partially or skipped completely.
Google recommends above the fold content load no slower than 1 second.
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YOUR WEBSITE
Page speed
Compress images
✓ Compressor.io
✓ Tinypng.com
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YOUR WEBSITE
How do you check page speed?
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GT Metrix

GTmetrix Features Pricing Resources Blog

Latest Performance Report for:

https://www.ticketmaster.com/

Report generated: Tue, Aug 3, 2021 5:18 PM -0700
Test Server Location: Vancouver, Canada
Using: Chrome (Desktop) 90.0.4430.212, Lighthouse 7.4.0

GTmetrix Grade

C	Performance	Structure
	66%	84%

Web Vitals

LCP	TBT	CLS
1.2s	1.1s	0.01

Summary | Performance | Structure | Waterfall | Video | History

Speed Visualization

3.4s 6.7s 10.1s 13.5s 16.8s 20.2s 23.6s 26.9s 30.3s 33.6s

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What about mobile first indexing?
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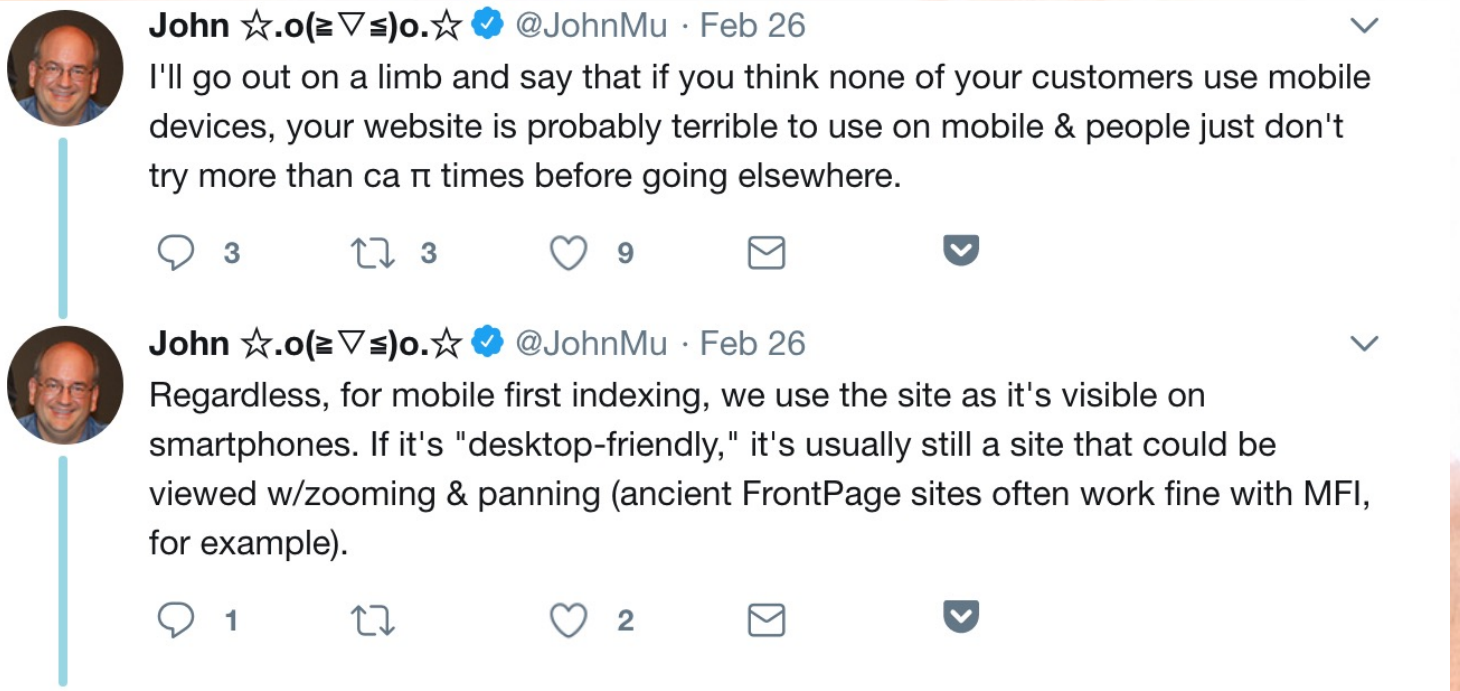
Mobile first

- Mobile experience matters the most
- Rankings are impacted even on desktop
- Number of mobile users doesn’t matter



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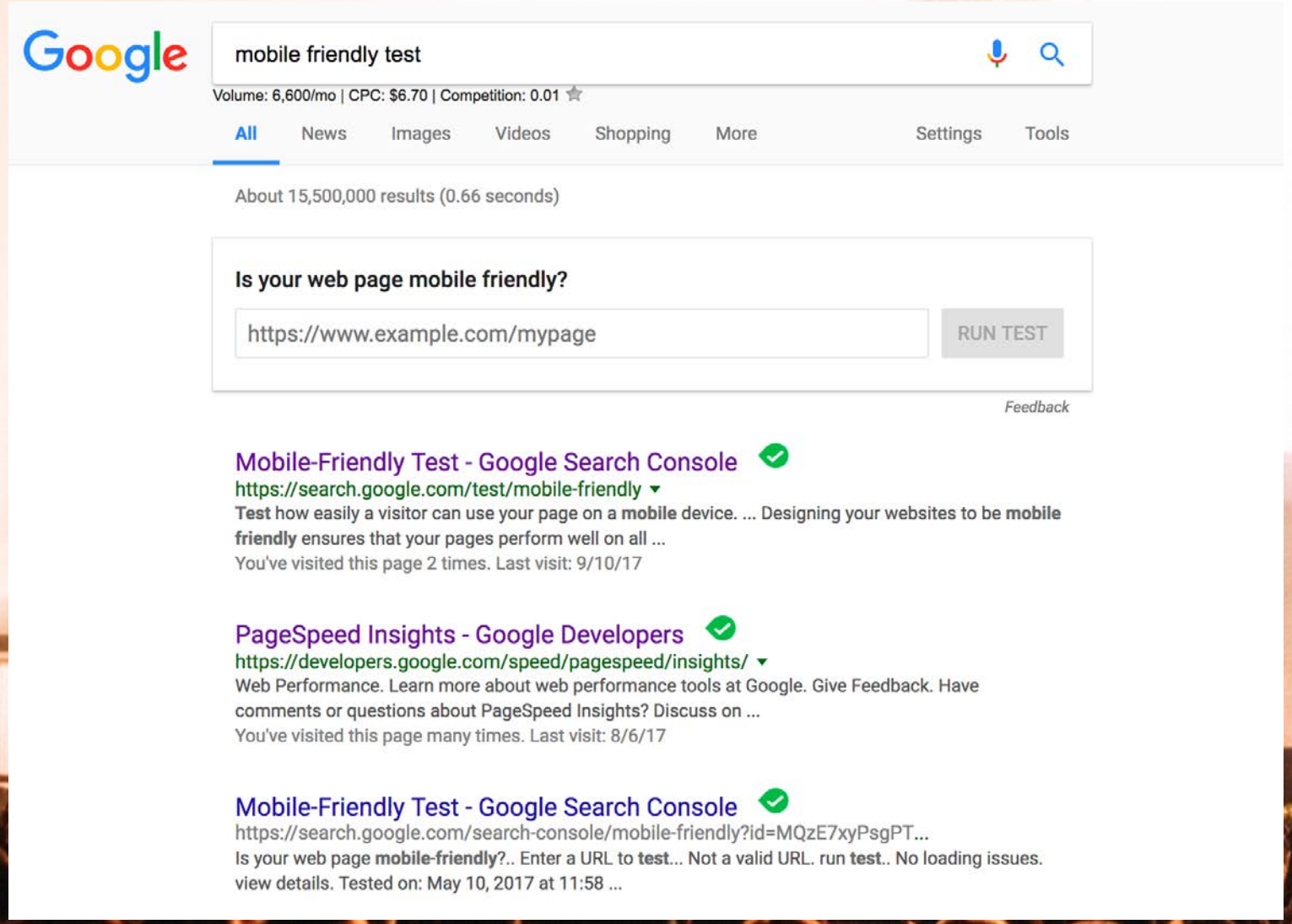
Google Mobile Friendly Test



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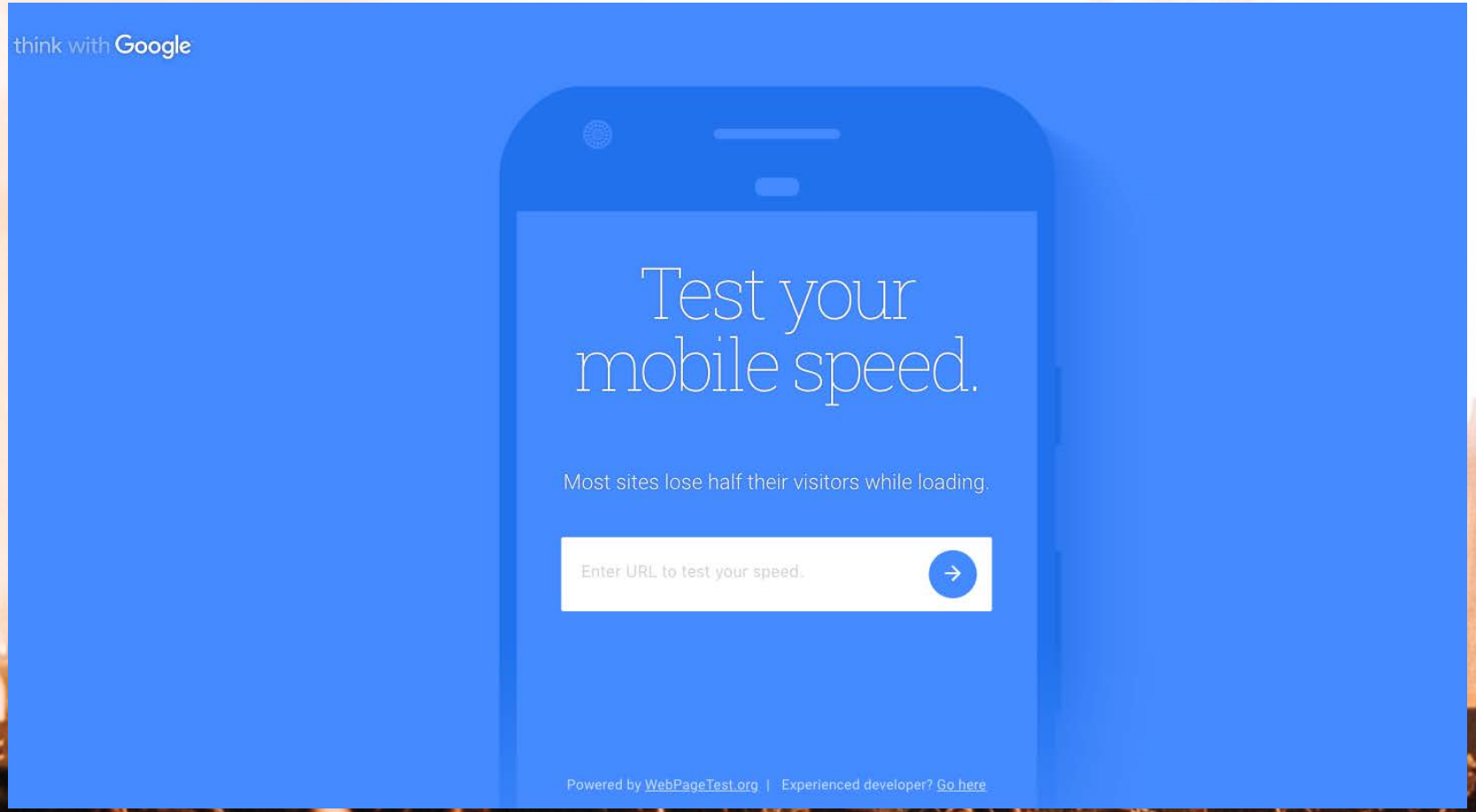
Think With Google



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bit.ly/3rVuGoS

Google's Mobile-First Indexing: Everything We Know (So Far)

Have questions about mobile-first indexing? This article consolidates everything we know about Google's mobile-first index.

Mindy Weinstein / August 2, 2021 / 12 min read

961 SHARES 19K READS

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Screamingfrog
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MAJESTIC
Google
SpyFu
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GTmetrix
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bit.ly/2SjCkX2

A Technical SEO Checklist for the Non-Technical Marketer

By Mindy Weinstein / September 10, 2018

1.1K SHARES 9.3K READS

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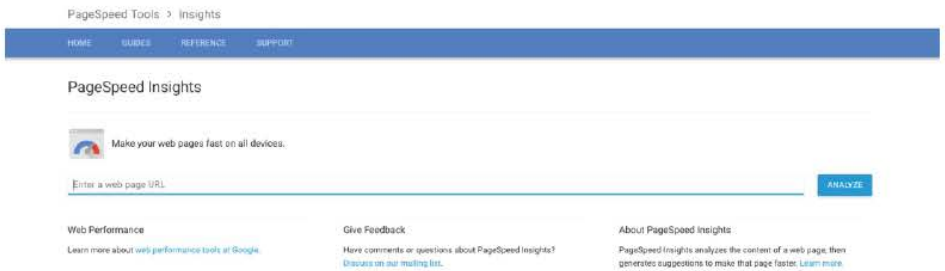
COMMON SEO ISSUES TO FIX

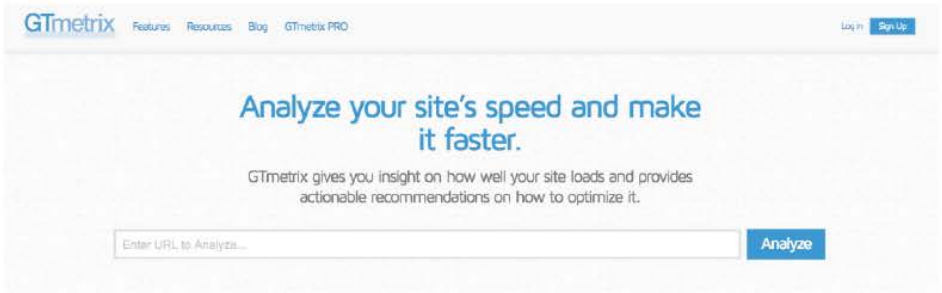
Good SEO depends on a solid website foundation, meaning you must address technical and on-page issues. Some of the most common problems encountered have to do with speed, un-optimized pages, broken links, and mobile friendliness. Below are instructions on how to check these items.

Page Speed

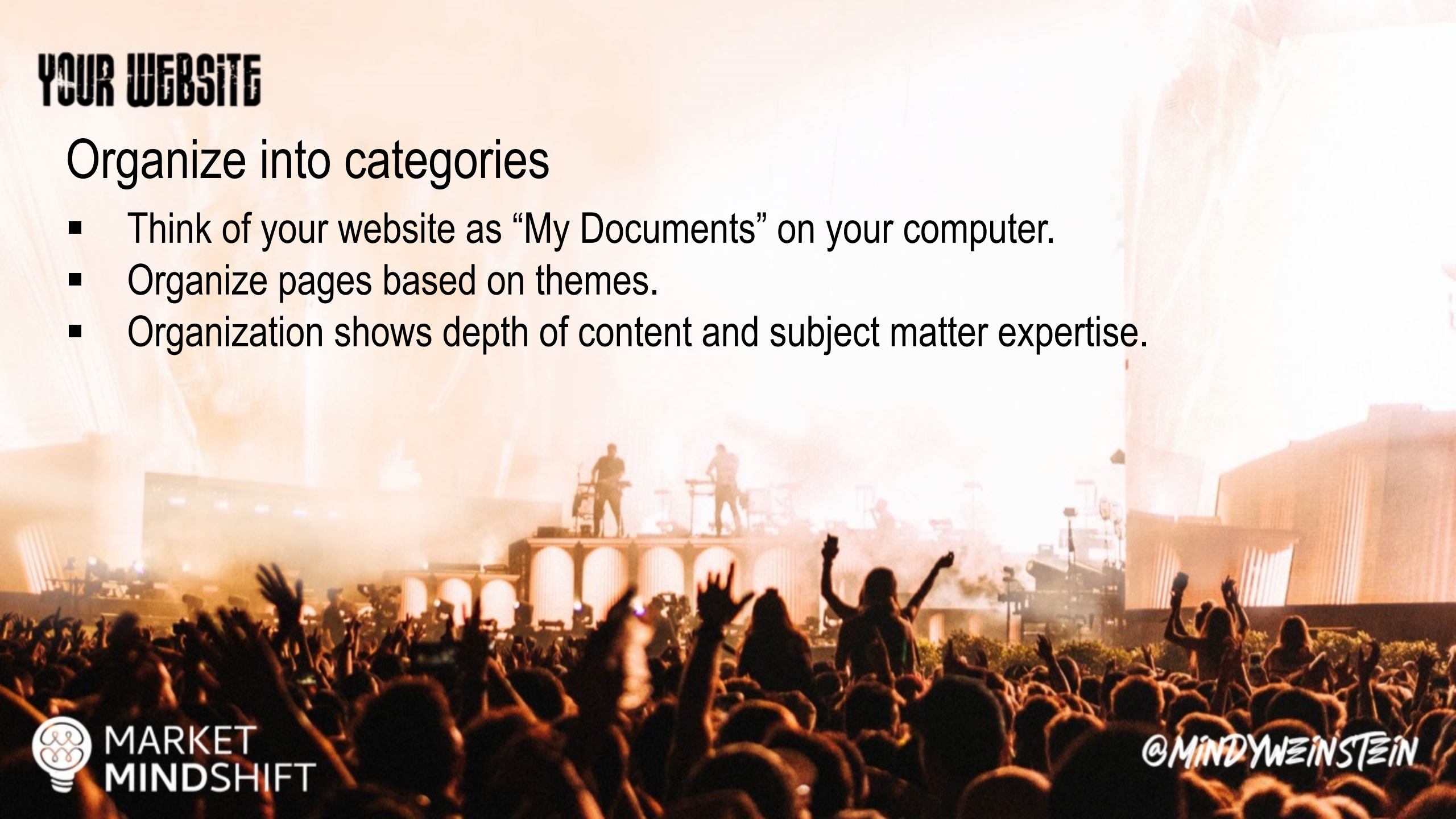
Speed is a factor in Google's ranking algorithm, which means the longer it takes your web pages to load, the more you are hurting yourself.

1. Use Google PageSpeed Insights (https://developers.google.com/speed/pagespeed/insights/) and/or GTMetrix.com (https://gtmetrix.com/)





ORGANIZE YOUR WEBSITE


YOUR WEBSITE
Organize into categories
Think of your website as “My Documents” on your computer.
Organize pages based on themes.
Organization shows depth of content and subject matter expertise.
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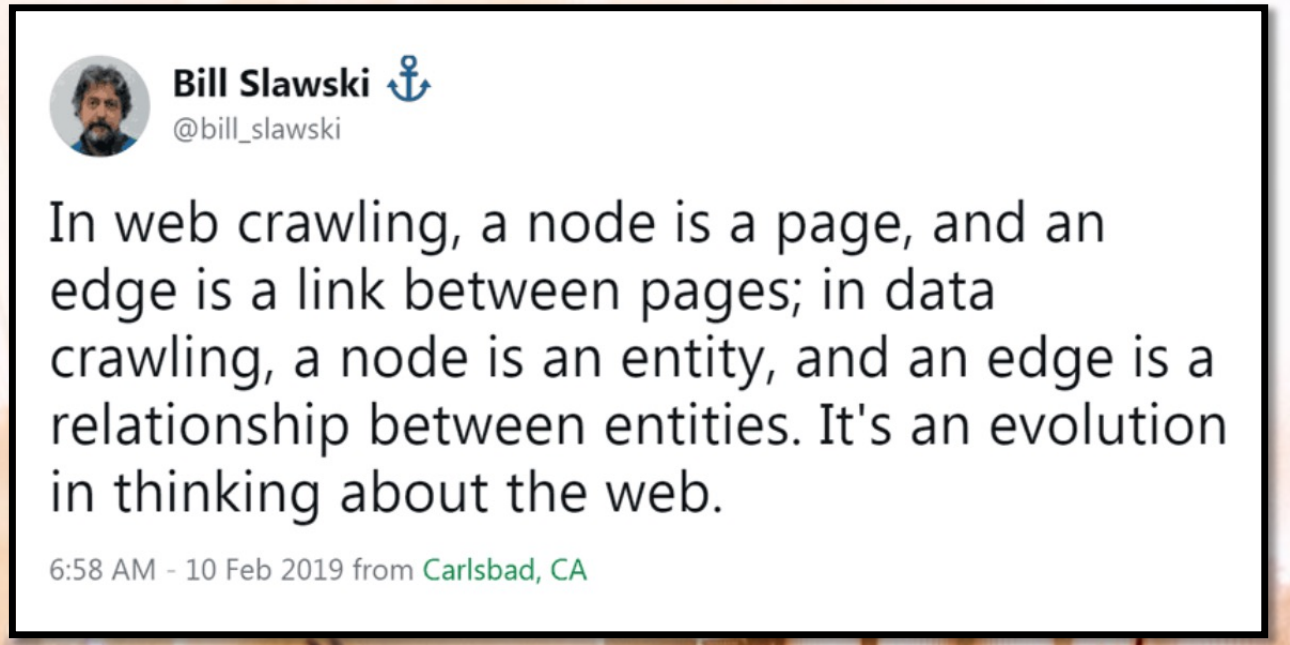
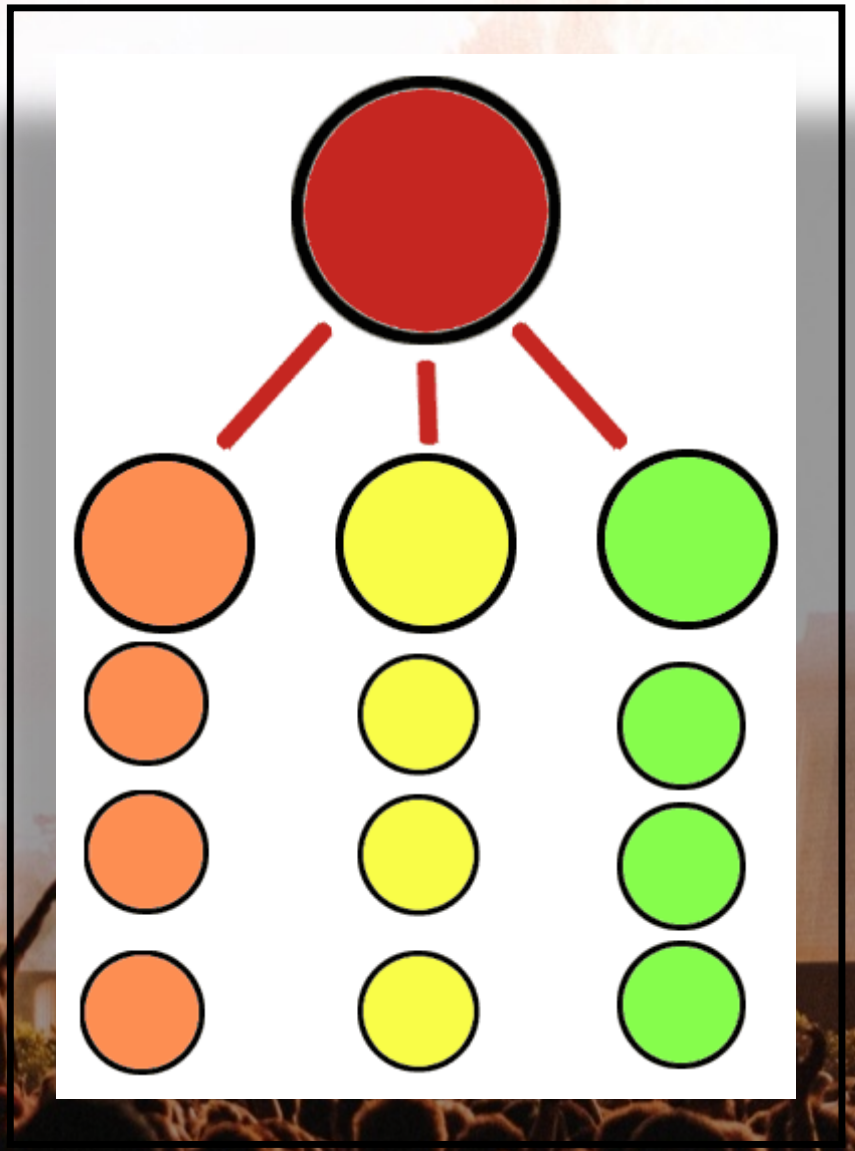
YOUR WEBSITE

Nodes & edges





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Source: https://www.searchenginejournal.com/site-structure-seo/292803/

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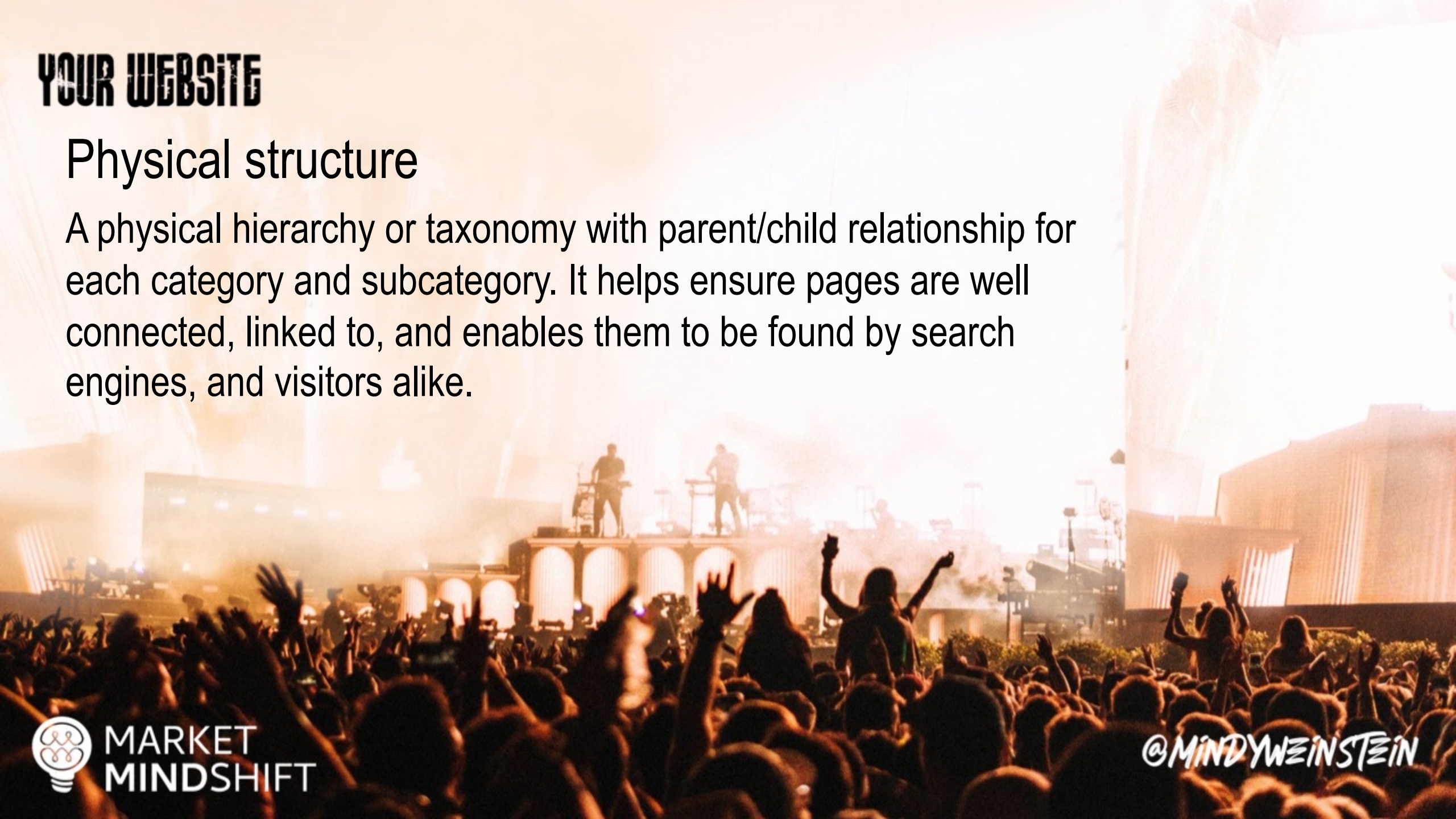
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Physical structure
A physical hierarchy or taxonomy with parent/child relationship for each category and subcategory. It helps ensure pages are well connected, linked to, and enables them to be found by search engines, and visitors alike.
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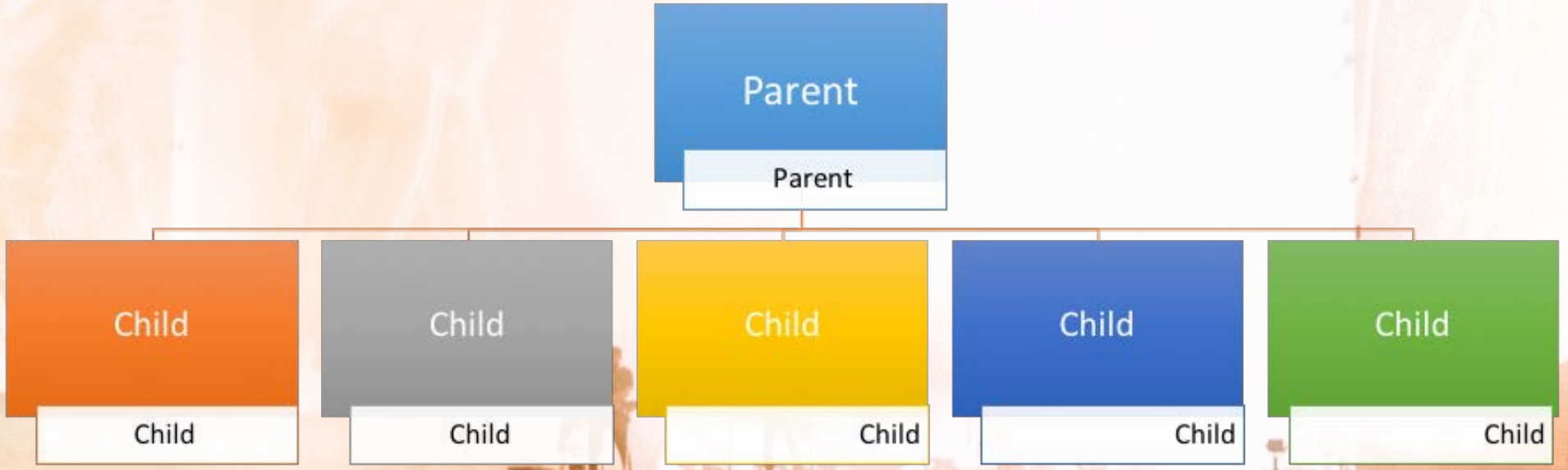
Physical structure



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- Infinity RS7
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- Floating FTS9

Decking Options

Ramps & Gangways

Sectional Docks

Wheel-in Docks

Floating Docks

Curve Dock

2019 BOAT SHOWS

f you are in the market for a new dock and lift
ystem be sure to visit your local ShoreMaster
dealer at one of the many upcoming shows.

NEW PRODUCTS

ShoreMaster is excited to announce the release of three new dock accessories: the Grace Air premium seating, Dockside Firetable and Dockside Basketball Hoop.

INFINITYTRACK

InfinityTrack dock accessories are the easiest way to customize your dock system! Attach and reattach dock accessories anywhere around the dock's edge with just a simple t-handle equipped bracket.

YOUR WEBSITE
Virtual structure
Created through internal crosslinking among related content utilizing keyword rich anchor text. This internal “promotion” helps increase SEO performance for any new category/ subcategory page.
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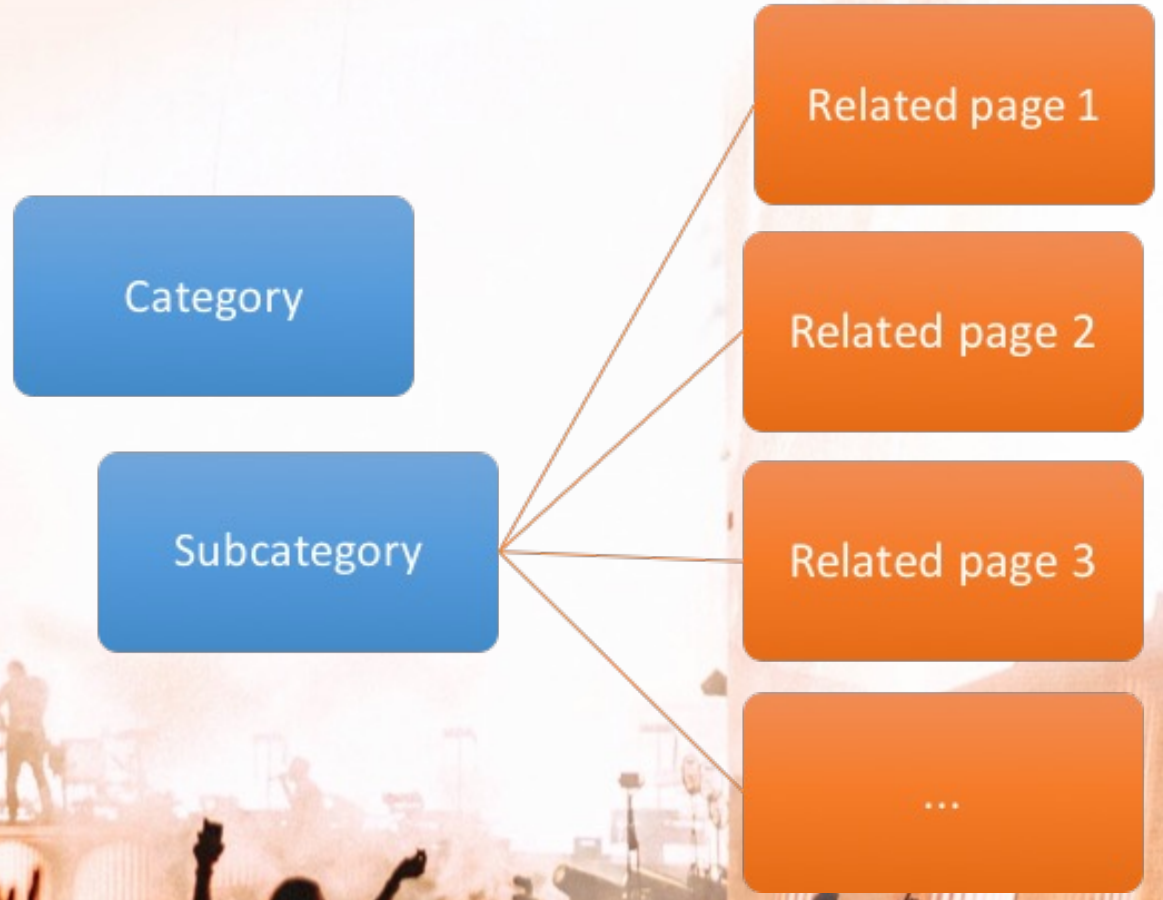
“If you tell search engines pretty clearly and directly, well this is my primary page, and from there you link to different categories and the categories link to different products, then it’s a lot easier for us to understand that if someone is looking for this category of product, this is that page that we should be showing in the search results.”

- John Mueller

Source: https://www.searchenginejournal.com/google-cautions-against-using-too-many-internal-links/412553/

YOUR WEBSITE

Virtual structure



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Virtual structure

How do we add the links to the page?

- Content on page with anchor text links
- Dynamic widget to display links

YOUR WEBSITE
Create content categories
Know your keywords
Crawl your website
Select your landing page
Organize your pages
Decide on physical or virtual structure
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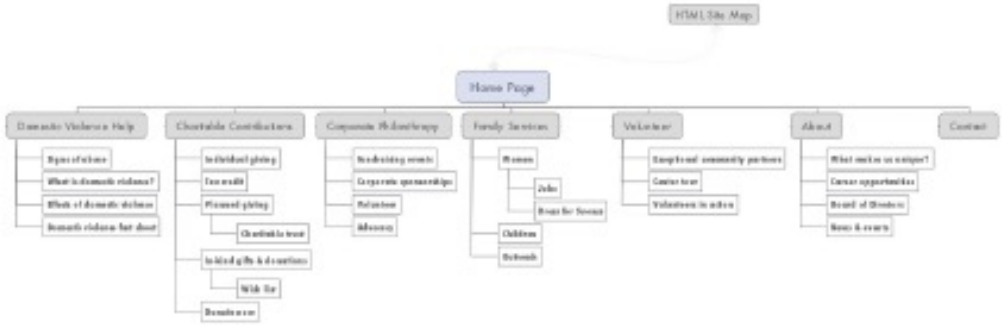
WEBSITE STRUCTURE

One of the best ways to generate more traffic and show Google that your website contains helpful information is through themes. However, there has to be a strategy when creating these themes, which leads to website structure. You need to think of your website like a book filled with chapters. Each of the categories represents a chapter and your job is to fill that chapter with relevant information. The content also has to be linked together, just like you would segment a book based on chapters and sub sections. This will show your potential customers and the search engines what your website is about and will build your topical density.

The ideal website structure would look similar to the following, which was created for a domestic violence center:



OPTIMIZE YOUR WEBSITE

YOUR WEBSITE

On-Page SEO Guide

Download: Searchenginejournal.com/on-page-seo/

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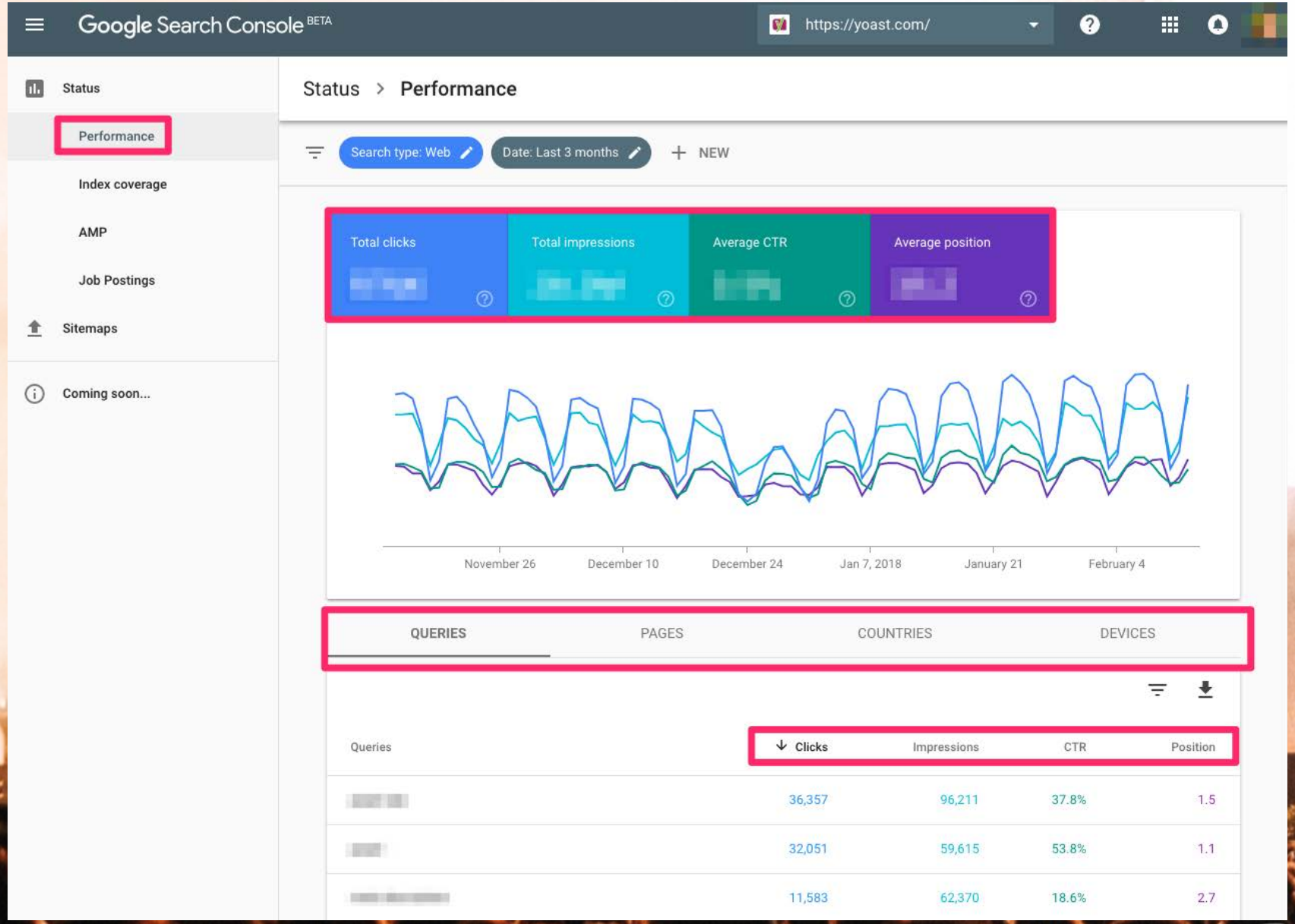
Google Search Console



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Source: https://yoast.com/beginners-guide-to-google-search-console/

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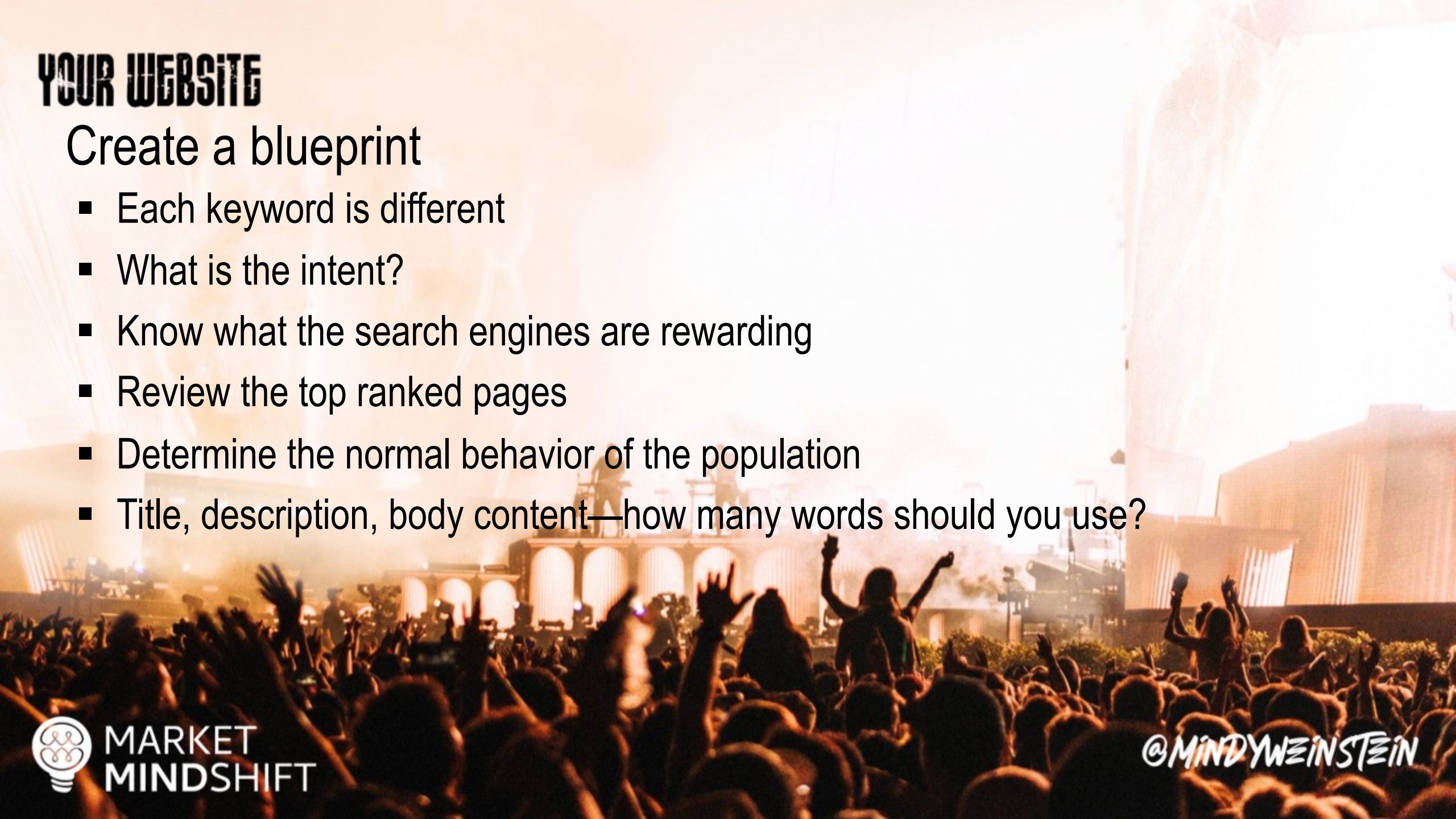

Create a blueprint

- Each keyword is different
- What is the intent?
- Know what the search engines are rewarding
- Review the top ranked pages
- Determine the normal behavior of the population
- Title, description, body content—how many words should you use?