BIRTHDAY DO & BREW

Digital Marketing Conference & 20th Birthday Celebration

Mightybytes

Session Two

Advanced SEO Tactics

Presented by Ethan Spotts and Joey Weber

Session Agenda

1. SEO 101
2. Current state of SEO
3. Next level strategy

SEO 101

The Fundamentals

This is the foundation that you've all been working on and you're doing this work regularly.

SEO 101

You've started big, made great plans and have integrated across channels.

Business Goals

⬇

SEO Strategy

⬇

SEO Integration

Biz goals connect to SEO strategy which integrates with other channels.

Connect Keywords & Pages

# Searches	Term	Relevance	Volume	Total Score
1,025,908	search engine marketing	5	5	15
70,687	lead generation	5	5	15
49,309	lead	5	5	15
21,445	web site marketing	5	5	15
17,263	internet marketing online	5	5	15
11,083	sales lead	5	5	15
10,043	marketing software	5	5	15
9,942	internet marketing tool	5	5	15
9,805	internet marketing strategy	5	5	15
9,329	small business marketing	5	4	14
9,329	small business marketing	5	4	14
9,210	business lead	5	4	14
8,096	small business web design	5	4	14
7,282	search marketing	5	4	14
7,140	sales lead management	5	4	14
7,100	marketing tool	5	4	14
6,818	web site marketing strategy	5	4	14
6,477	small business web hosting	5	4	14
5,940	business opportunity lead	5	4	14
5,804	search engine marketing firm	5	4	14
5,426	ppc search engine internet marketing	5	4	14
5,320	search engine marketing services	5	4	14
5,238	marketing company	5	4	14

Sheet1 / Sheet2 / Sheet3

Ready

Digital Strategy & Consulting Services

Things move quickly in the digital world and it can be difficult to keep up. Mightybytes can help you create the right digital strategy for your organization.

For 20 years, we have solved business and digital marketing problems for hundreds of organizations, ranging from Fortune 100 companies to established educational institutions and large nonprofits. Our clients come to us with critical digital marketing questions that need answers, from how to make the best technology choices to content marketing advice and SEO best practices. We help them make smart strategic decisions that drive continued success and achieve clear marketing goals.

We know that every organization has different requirements, so we don't try to recycle the same digital strategy for everyone. Instead, we listen carefully, collect data, and analyze your needs. This allows us to provide each client with a digital strategy tailored for their specific marketing goals, messaging, and audience.

A successful digital strategy starts with a good foundation. We offer a range of services that align research, planning, and data analysis with digital strategy to reach your business goals:

- Discovery workshops
- Digital strategy consulting

Related Case Studies

You've got keywords you've researched and are aspiring to rank for...these keywords are connected to priority page that you want to drive users to and have them convert.

Page-by-page

Develop and track SEO efforts on priority pages

Keywords

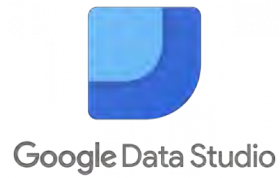Priority pages

Track SERPs

Track conversions

Quarterly SERP tracking of aspirational keywords connected to a priority page that you are also tracking conversions on.

Content marketing strategy across all digital channels. Integrate content marketing approach with SEO. Keywords and content themes in blogs. Keywords and priority pages in emails and social. Keywords and priority pages integrated with Adwords. Etc.

Report, test, and audit.

Report, test and audit your SEO work...regularly!

	March																						April																				May																	
	1	2	5	6	7	8	9	12	13	14	15	16	19	20	21	22	23	26	27	28	29	30	2	3	4	5	6	9	10	11	12	13	16	17	18	19	20	23	24	25	26	27	30	1	2	3	4	7	8	9	10	11	14	15	16	17	18	21	22	23	24

Reports
First March report
Second March report
First April report
Quarterly report
Annual report

Testing / Auditing
New keyword testing for top 1-5 pages
New keyword testing for top 6-10 pages
New keyword testing for top 11-15 pages
Quarterly audit for technical SEO

Optimize
Optimize for Featured Snippets
Optimize top landing pages
Quarterly optimization for technical SEO

You've got a schedule for reports, optimizations, tests and audits.

Using tools to track and report on data. Google Analytics and Google Search Console to review what's going on and how people are getting to your site. Google Tag Manager to track use and conversions. Google Data Studio to create dashboards and reports.

Regularly Audit & Update

404s

Broken Links

Redirects

Disavow low-quality links

Noindex

Missing H1

Slow load time

Missing canonical tags

5xx errors

Description too long

Overly dynamic URL

We recommend a quarter audit and clean-up of technical SEO issues.

Remember, you can drive millions of people to your page, but if they're not converting, it's not going to help your business.

Current state of SEO

The SEO landscape is different in 2018 than 2014. There are different opportunities and approaches.

Google's Goals Haven't Changed

Google Has Always Wanted to...

Deliver relevant results

Maximize Google revenue

Many things about SEO has changed, but some things haven't.

For example, Google has always had two fundamental goals: 1) Deliver highly relevant results, and 2) Maximize their own revenue.

Google's __Methods__ Have Changed

More Search Features
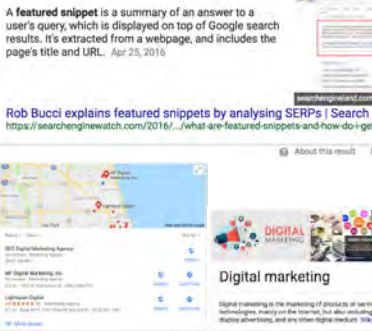
Multi-Device Behavior

Advanced Algorithms

Google's goals haven't changed but their methods for achieving them have. They have rolled out more search features, are adjusting due to users multi-device behavior, and are deploying advanced algorithms build on increasingly sophisticated artificial intelligence and machine learning.

How do you hit a moving target?

Algorithm always changing...more opportunities beyond organic results with Featured Snippets, Local, Answer Boxes, Adwords at top of page and Adwords at bottom of page.

Shift your thinking about how you fit in and how you could stand out in search results.

Crowded landscape...where can you best fit in? How can you adjust? Where can you supplement your SEO with ads, improved local, target featured snippets, etc.

Next Level Strategy
User-Centric SEO

SEO is a complicated field and there are many possible approaches. Mightybytes believe the most resilient approach to SEO doesn't start with keywords, it starts with your users.

New SEO Mindset:

Google wants what your users want...

...so start with users

Google wants what your users want. Google hates what your users hate. Google's getting really good at determining the difference. So anchor your SEO strategy, tactics, and decisions in with your users.

Popups & Penalties

Don't you hate this?

Everyone does

So Google penalizes

x   x

AGGRESSIVE
PROMOTION

YES! I'M SMART!

No, I'm dumb

Users hate when websites put blockers between them and the content they're looking for. So, Google has explicitly penalized automatic pop-ups and interstitials that prevent visitors from viewing the page content. Think, if a user would be bothered by something Google will be too.

Site Speed

Doesn't this bother you?

It bothers everyone

Google wants you to optimize your site for speed

Users hate it when a website takes a long time to load. So does Google. Page speed is a direct ranking factor. Page speed is also correlated with other important ranking factors like time on site, incoming links, and shares. People like faster sites. This isn't just for desktop. Mobile page speed is becoming an increasingly important ranking factor.

Security and SEO

Google doesn't trust sites without https (SSL Certificate)

They are already telling you

Non-secure login forms trigger the new **Not Secure** UI treatment.
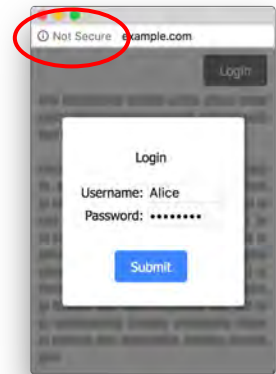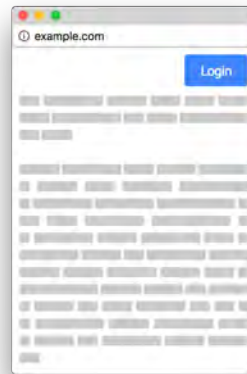
Google prefers sites that encrypt communication between server and site. Security and data privacy will continue to be important to Google as the public, media, and governments continue scrutiny due to recent geopolitical events. They're already clearly [communicating the importance in the url bar](#).

Security and SEO

Google trusts sites that protect user data and server communication

Instead, prefer secure login forms.
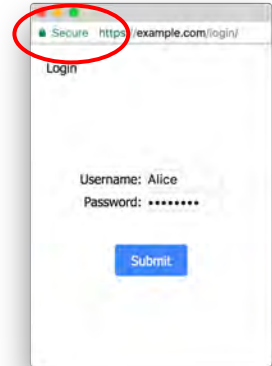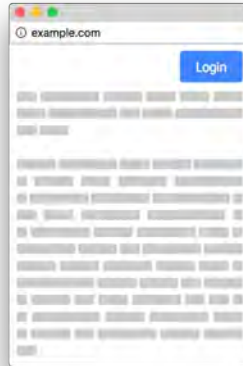
Security and SEO

WARNING: Google will be showing "Not Secure" for _all_ pages without a security certificate eventually

It affects SEO for _all_ pages today

An SSL Certificate appears to be [moderately correlated with rankings](). SEO experts expect security to become an increasingly important factor.

Mobile-first Indexing

Did you know that more than 60% of US Google searches happen on mobile?
Google does.

Their rankings prioritize mobile search behavior over desktop behavior

When's the last time you explored your site on your phone?

[60% of US Google searches happen on mobile](#). Prioritize mobile optimization.

Mobile-first Indexing

"Mobile-friendly" isn't just about responsiveness

It's also about
- Reliability
- Speed
- Flexibility across devices
- Flexibility across data connections

Consider exploring AMP (Accelerated Mobile Pages) and
PWA (Progressive Web App) techniques to supercharge

"Mobile friendly" isn't just about how it looks. It's also about performance. Consider AMP (Accelerated Mobile Pages) and PWA (Progressive Web App) techniques to optimize performance.

Local SEO

Google knows where you are. Location matters.

These are the low hanging fruit:

- ❏ Complete profile on google.com/business/
- ❏ Secure listings on relevant directories
    - ❏ Yelp, Travel Advisor, relevant industry directories
- ❏ Eliminate duplicate listings
- ❏ Complete all available fields in profiles
- ❏ Ask happy clients to leave reviews

It's easier to compete for local SEO. Some low hanging fruit include optimizing google.com/business/ profile, secure and optimize listings on relevant directories, and ask happy clients to leave reviews.

SEO & Accessibility

Designing for **accessibility** is the same as designing with best practices **even if no disabled individuals access your site.**

3 Examples (there are dozens):
- Write in plain English
- Use subtitles/transcripts
- Use a linear, logical layout

Designing for users who are D/deaf or hard of hearing

Do...		Don't...	
write in plain English	Do this.	use complicated words or figures of speech	
use subtitles or provide transcripts for videos	CC	put content in audio or video only	
use a linear, logical layout		make complex layouts and menus	

Designing for accessibility, forces best practices. For example:
- Plain English converts better than jargon or complicated words.
- Subtitles and transcripts give users the opportunity to digest content in their preferred medium. Gives something for Google to more easily pick up for SEO. Allows video content to be consumed when the volume's off (80% of videos on facebook are watched without the sound on)
- Linear logical layouts convert better. They allow visitors to find what they're looking for more efficiently. They remove roadblocks.
- [See more](#)

SEO & Sustainability

Designing for **sustainability** is the same as designing with best practices **even if energy efficiency is not a priority for you.**

Sustainable Web Design Means:
- Require fewer steps before users can find what they're looking for
- Proper responsive design minimizes pinching, zooming, and difficulty
- Speedy websites require fewer resources & server requests

New keyword approach

- What would people type into a search engine?
- What content categories are natural for your business to produce?
- Use core keywords & content across all digital platforms (web, social, SEM, etc.).

Think what your users would type into a search engine. Start there vs. keyword research.

Link Building in 2018

Don't "do link building"

- Google hates unnatural links
- Be careful with links you control (link naturally from other sites, social profiles, directory profiles)
- Be careful with links that scale ("powered by x" links may hurt)
- Never ask others for specific link text
- Don't link externally in footer

Link Building in 2018

Do natural distribution

- Google *loves* genuine links
- Focus on content distribution (vs. asking for links)
- Outreach is key; Get the right eyeballs on your content
- Build real life relationships with your distribution network
- Think "amplification" – who will help amplify this and why?

Get featured in media

Great PR leads to SEO Wins
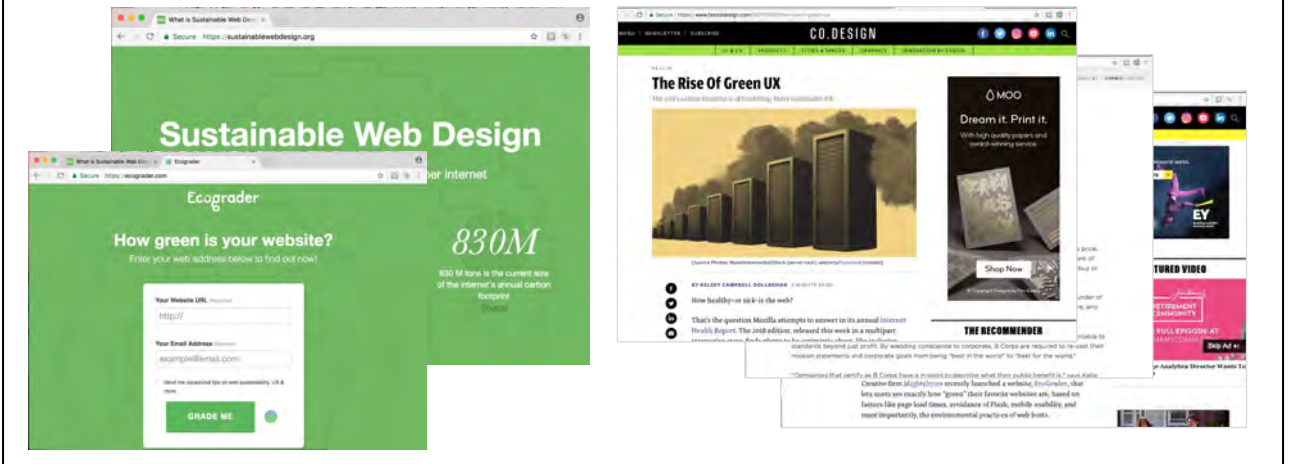
For sustainability, Mightybytes created ecograder.com and sustainablewebdesign.org. Both properties have lead to media mentions.

Think about rankings AND user behavior

Learn about your users

Prioritize optimizing for users.

By learning about your users, you can create the content that they'll love and share. Google loves that.

Look here:

- Google Analytics
- Google Search console
- Replies to email marketing
- Customer service
- Sales
- User interviews
- Usability testing
- Onsite live chat
- Industry review sites
- Social media

Thanks!

Mightybytes

"Better digital solutions for people and planet."

Certified
B
Corporation

Mightybytes.com

Ecograder.com

SustainableWebDesign.org