

Google SEO Overview

- ✓ Why you must take the "Natural" approach
- ✓ Understanding the "SEO Lottery" mentality
- ✓ How to properly set-up your Web Site
- ✓ Your Web Site Health
- ✓ OnPage Optimization Factors
- ✓ OffPage Optimization Factors
- ✓ Proper Link-Building Strategies
- ✓ Ongoing SEO Maintenance

The “Natural” SEO Approach

I only recommend “white hat” strategy. Google employs the smartest scientists in the world, you aren’t going to outsmart them.

Relevance, Engagement, and User Experience are all that matters. Keep those in mind and you will WIN the SEO game.

The "SEO Lottery" Mentality

Years ago, I came up with an outlook that I call the "SEO Lottery" process and it has always held true... the more content pages you have, the greater % of the Internet that you own, the more traffic you'll get.

What do the highest traffic sites in the world have in common? They have the most content pages across the Internet.

Using The Right Keywords

Ideally you want to put your efforts into creating content and getting Google rankings for KEYWORDS THAT WILL CONVERT.

*** Start testing traffic with AdWords. Find the conversion-producing keywords (even if you can't turn a profit). Then create & optimize content pages around those keywords.**

Your Web Site Needs A Sitemap

A sitemap is a little file that automatically gets updated that tells a search engine what pages and structure your site is made up of.

*It makes Google's job easier.

Highly recommended: "Yoast SEO"

WordPress plugin: <https://wordpress.org/plugins/wordpress-seo/>

Web Site Health Is Critical

- ✔ Your Google rankings are tied to your site's health!
- ✔ **Page Load Speed:** Should be under 5 seconds.
- ✔ **Pages Optimized For Mobile Browsers**
- ✔ **Low Bounce Rates**
- ✔ **No Duplicate Content**
- ✔ Your Google Analytics Code is on your pages
- ✔ Important Pages are indexed & others are not
- ✔ **No Over-Optimization:** links, KW stuffing, or abuse

Proper Page Indexing

You don't always want every page on your Web Site to be indexed by Google!

For pages that have very little value, add a NOINDEX meta tag.

"Resources" section has links to Google's NOINDEX help page and how to do it using the Yoast SEO plugin for WordPress.

Use 301 Redirect If You Move A Page

If you move a page to a different URL (especially if it was ranked and getting traffic) you'll want to use a "301 Redirect" command to tell Google it has moved or you will lose the value of the incoming links.

"Resources" section has a link to Google's 301 Redirect help page and explains how & when to use one.

Why Links Are So Important!

- ✔ Links to your site's pages are a major ranking factor.
- ✔ Links can come from another site or within your site.
- ✔ Quality is more powerful than quantity!
- ✔ "Anchor text" is the text that makes up the link.
- ✔ "Bad Links" can HURT how your pages rank.
- ✔ A "nofollow" link is how Google cuts down on abuse; links in Twitter posts, blog comments, paid links, and many other places are configured as "nofollow" links.

Social Sharing Signals

Pages shared on Social Media (and the engagement) affects how your pages rank in Google.

It's recommended that you use a "Social Sharing" plugin for WordPress. The Resources section has links to some different plugins you can choose from.

OnPage Optimization Factors

- ✔ **TITLE TAG:** Keywords + Other | Site Name
- ✔ **META DESCRIPTION:** Include keywords within well-written description of that page, include synonyms.
- ✔ **PAGE TITLE:** Usually the same as Title Tag (w/o SN).
- ✔ **URL:** keywords-in-your-page-URL.html
- ✔ **HEADING:** Title of blog post or larger text at top.
- ✔ **BODY COPY:** Include keywords & synonyms in copy.
- ✔ **IMAGE ALT:** keywords in the image tag.

Cross-Linking On Your Site

It's very important to cross-link to the different pages on your site!

Recommended to try and include 1-3 relevant cross-links within each blog post you make that link to other blog posts on your site. Vary the anchor text so you don't always use the same for certain links.

Create "Summary" Articles

A great way to create cross-links on your site is to occasionally post a "summary" article on your blog.

A summary article will list & describe many different blog posts you've made and will link to each one.

Getting Links From Other Sites

- ✔ Create AWESOME CONTENT and you will get links.
- ✔ Seek out "Guest Post" opportunities.
- ✔ Be open to doing INTERVIEWS with other sites.
- ✔ Create content with solid INDUSTRY RESEARCH.
- ✔ Create content that includes many influencers.
- ✔ Create great free tools for your industry.
- ✔ Create 'controversial' posts that get others talking.
- ✔ BE FIRST to write/rank for upcoming keywords/terms.

Linking Out Is Important

Your page rankings will benefit if you link out to other high quality, authority sites. Regularly link to and reference great resources in your content.

SEO Maintenance

- ✔ It's critical to continue to add NEW CONTENT
- ✔ Monitor your Page Loading Times
- ✔ Monitor your Page Bounce Rates
- ✔ Monitor Your Google Analytics code on other sites
- ✔ If certain pages aren't getting traction, NOINDEX.
- ✔ Monitor your Rankings & Traffic - if pages start to suffer, consider UPDATING the content.
- ✔ 80/20 Rule - add more content like what's working!