



Introduction to SEO

Jason George

Head of Business Development – Columbus UK

Helping businesses create modern workplaces since 1994.

Intro to SEO

Housekeeping

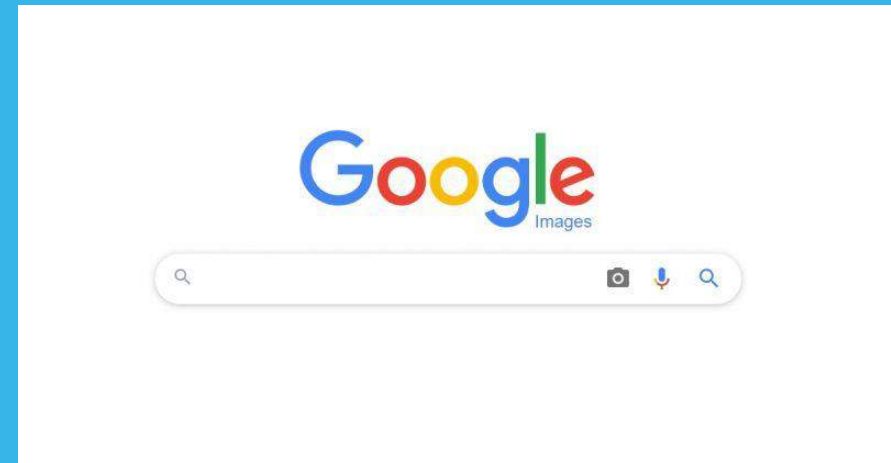
- Mute Audio
- Mute Video
- Screen View
- Participants
- Raise Hand
- Chat
- Reactions



About Today

What we are going to cover

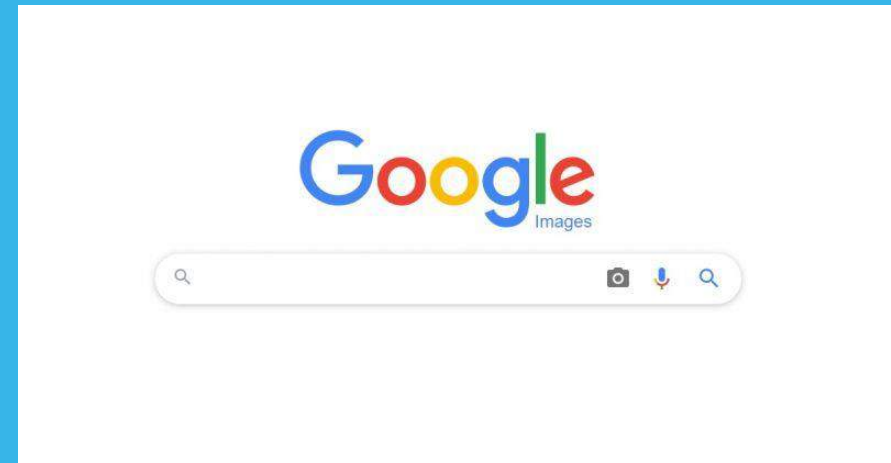
- SEO Background
- SEO facts
- Keywords & Topics
- SEO best practice
- Top Tips and free tools
- Useful Resources
- Q&A



About Columbus UK

Background

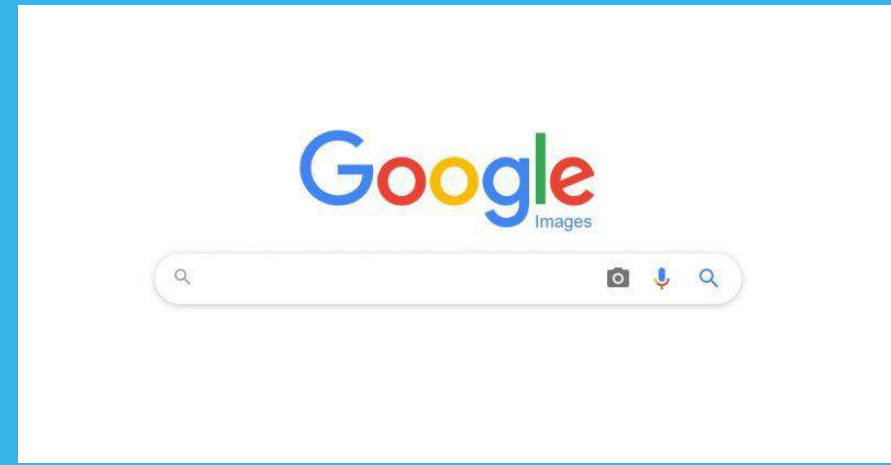
- What we do
- Where do we do it
- Our Post Covid-19 Business Strategy



About Columbus Digital

Born out of a desire to learn

- Underwhelming digital agency results
- Web site brought in-house
- A desire to understand & implement web development and SEO ourselves
- Learnt html, CSS and SEO
- Became WordPress Experts
- Now develop for customers

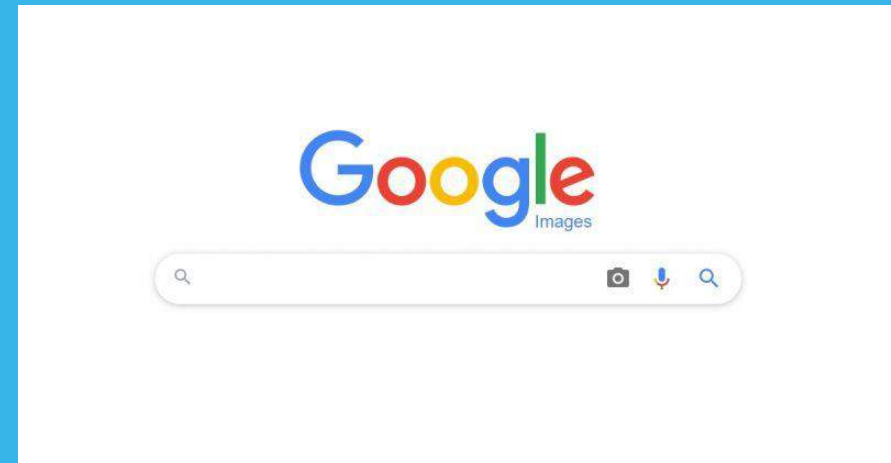


Intro to SEO

Why Search Matters

- SEO – Search Engine Optimisation

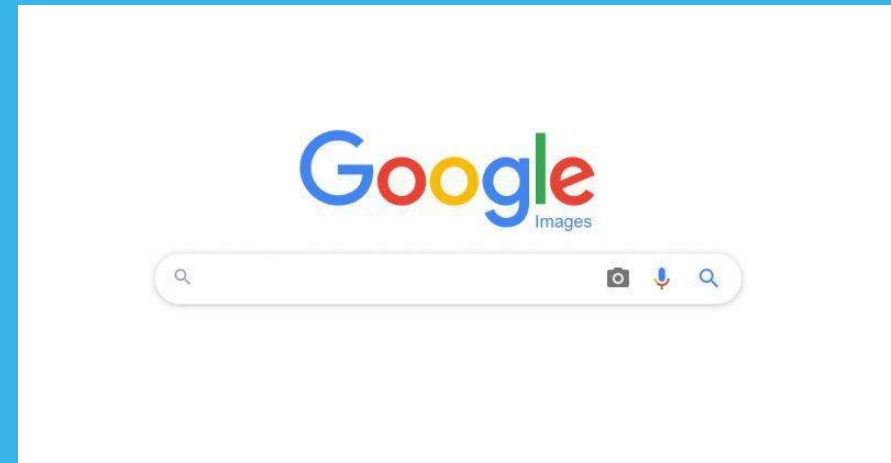
“The practice of increasing the quantity and quality of traffic to your website through organic search engine results.”



Intro to SEO

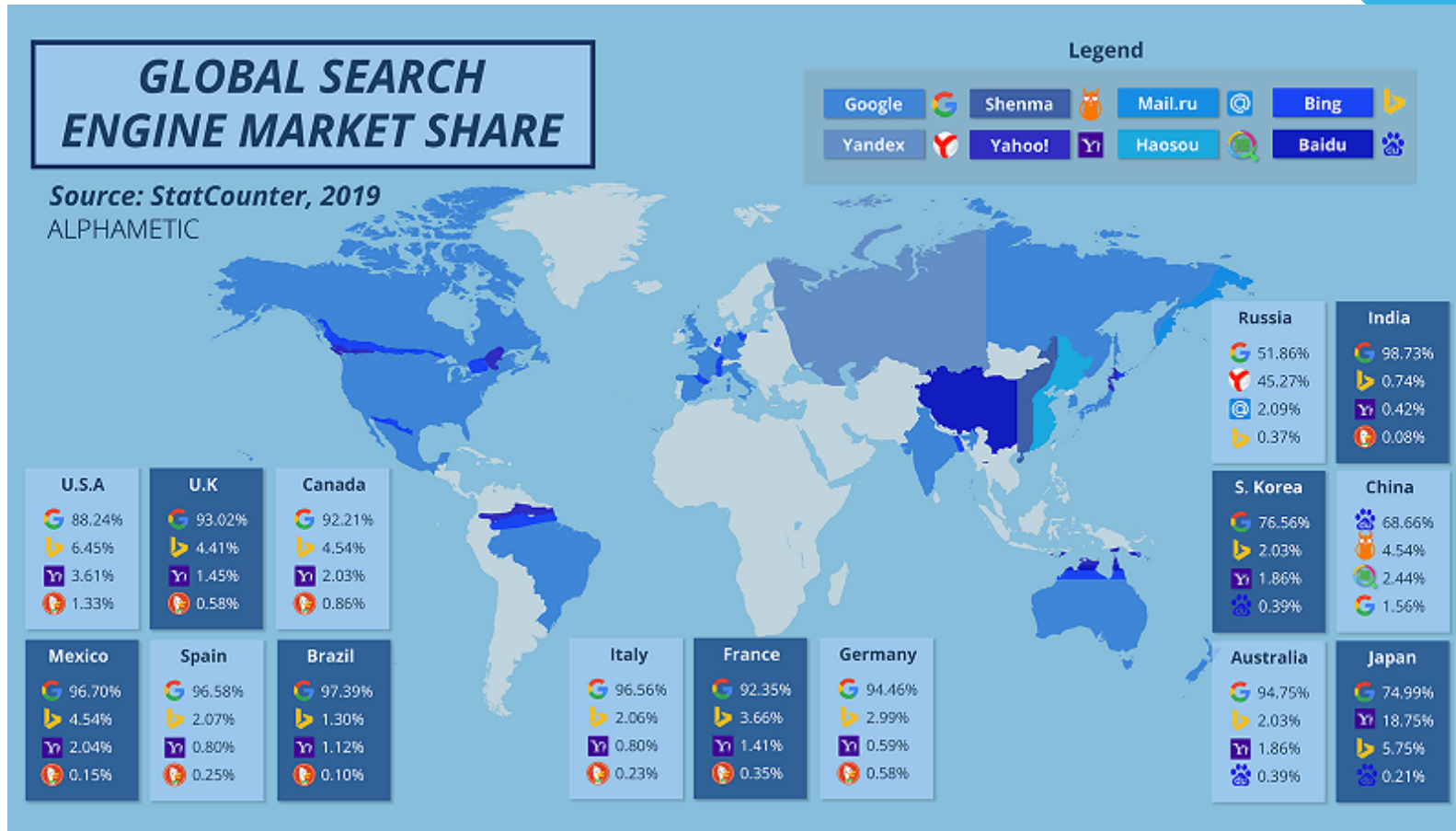
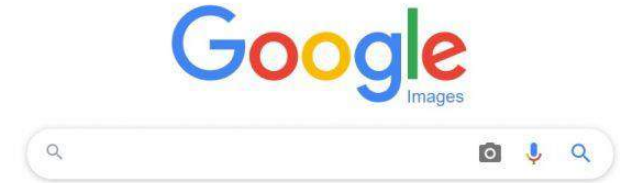
Types of Traffic

- **Organic** - found in search
- **Paid** - PPC, display, remarketing, banner ads
- **Referral** - Social media, other sites, citations, affiliates
- **Direct** - visits with no referring website: Articles, white papers, case studies, guest blogs etc.



Intro to SEO

Global Search Engine Market Share



Intro to SEO

UK Market Share

Google: 93.02%

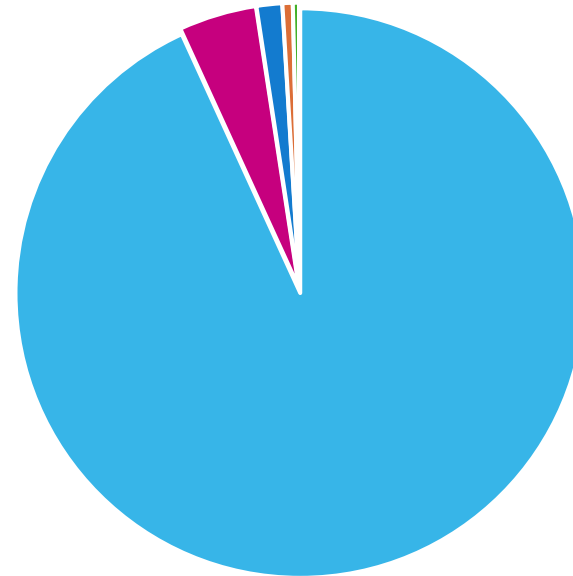
Bing: 4.41%

Yahoo!: 1.45%

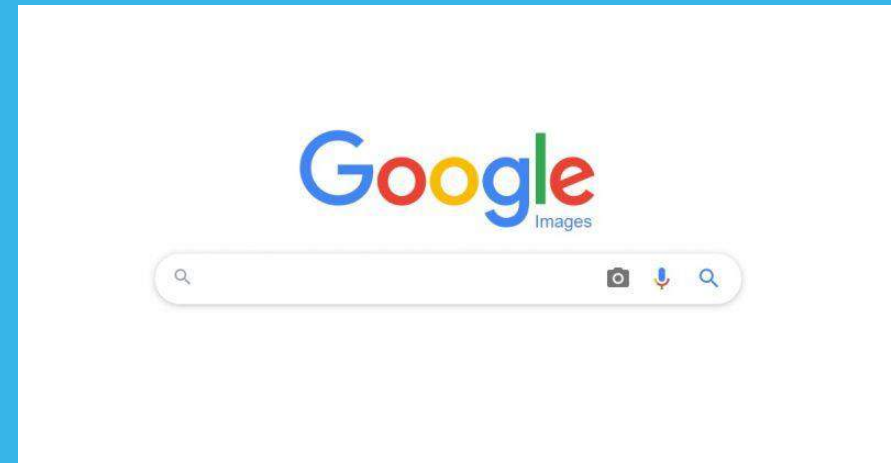
DuckDuckGo: 0.58%

Ecosia: 0.35%

Yandex: 0.03%



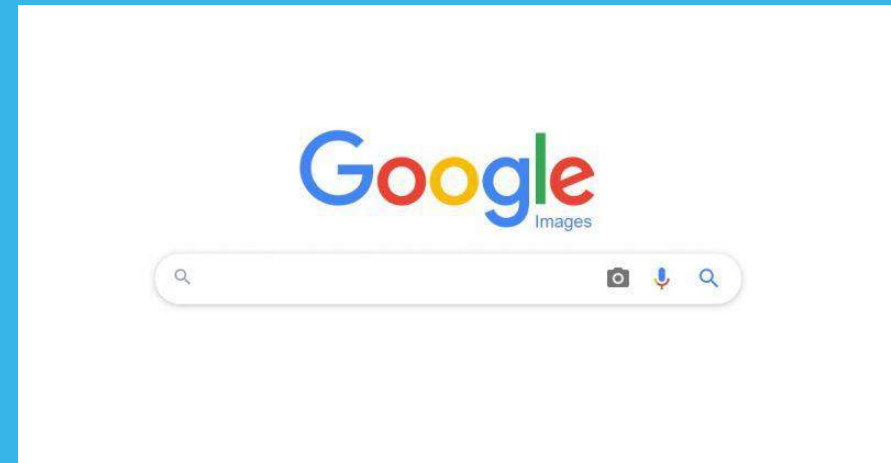
■ Google ■ Bing ■ Yahoo! ■ DuckDuckGo ■ Ecosia ■ Yandex



Why SEO Now?

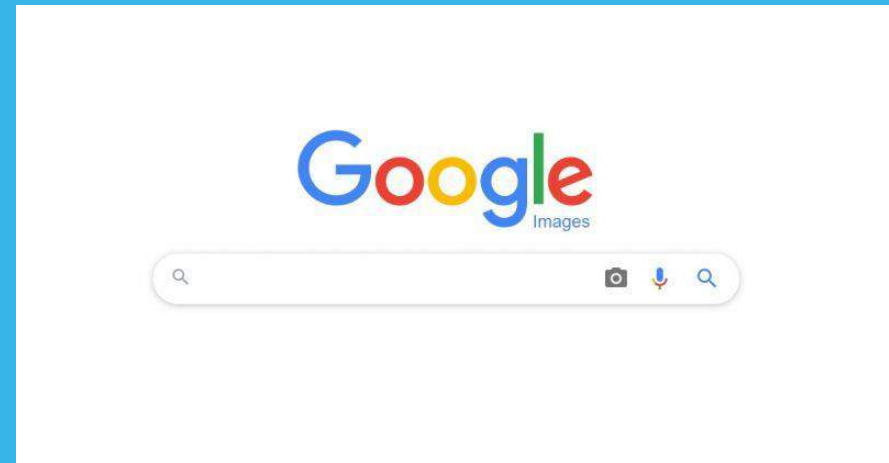
Your website is your new storefront

- The world around us is changing fast.
- People are looking for more information than ever
- They're looking for it online.
- Website traffic has remained consistently higher than pre-Covid averages for 10+ weeks straight.



Why SEO Now?

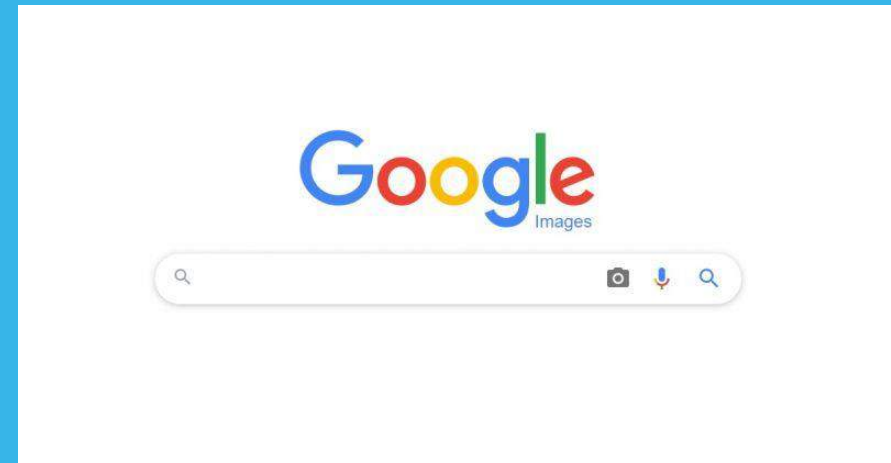
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Why Search Matters

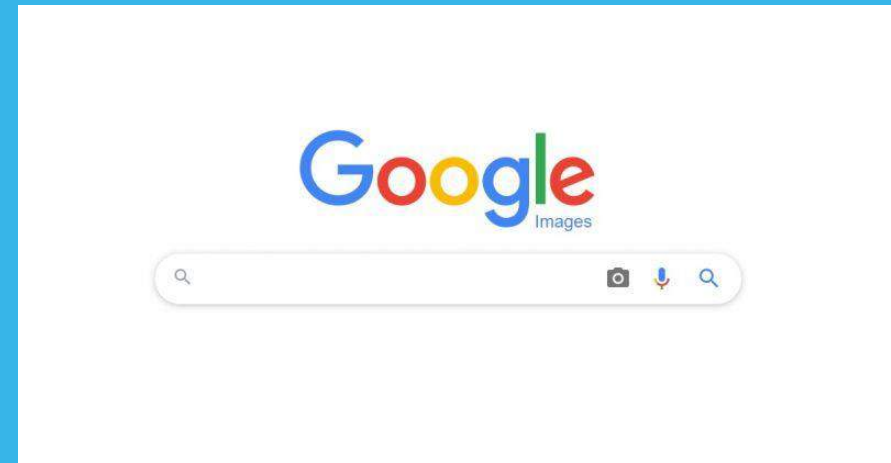
- Your addressable market is huge!
- 4.53 billion people now online.
- 58.8% of the world's population and growing
- Online growth will only accelerate due to Covid-19
- Your website plays a huge part in reaching your marketing goals
- Focus on your website matters more than ever



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Why Search Matters

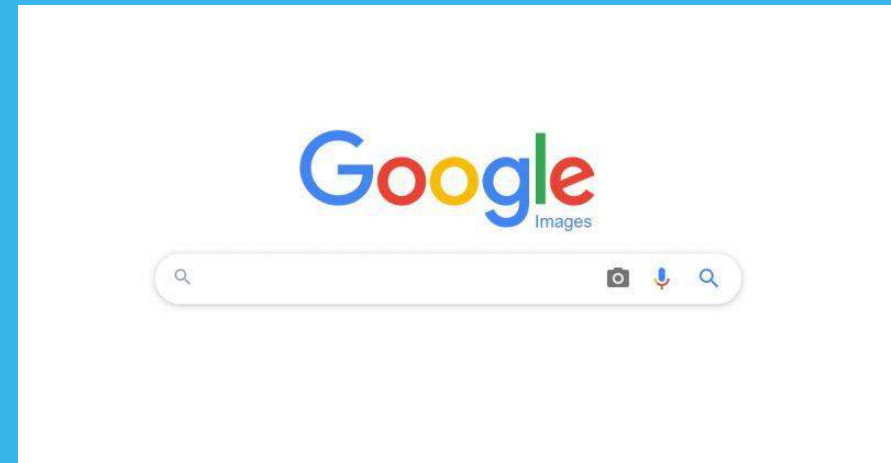
- 81% of people perform some type of online research before making a large purchase
- For every click on a paid result in Google, there are 11.6 clicks on organic results.
- 70-80% of users ignore the paid ads, focusing on the organic results
- 35% of product searches start on Google. (eMarketer)



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Why Search Matters

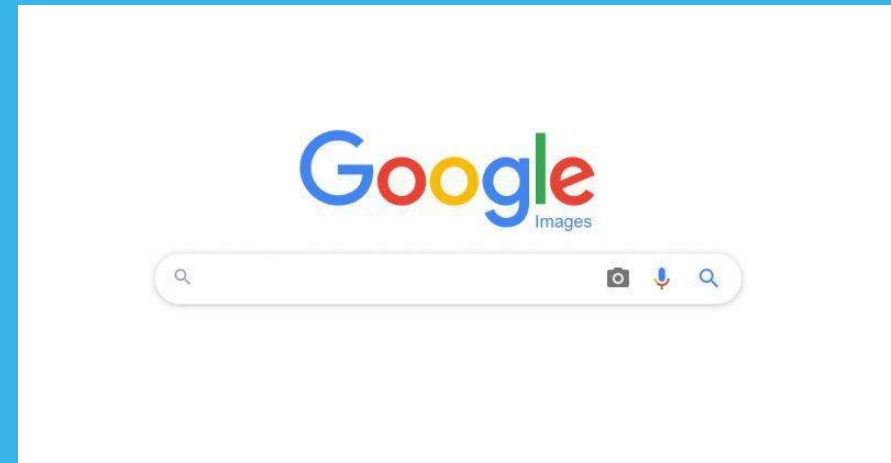
- 75% of people never scroll past the first page of SERPS.
- 34% of "near me" searches result in store visits.
- Organic Google results with 3 to 4 words in the title drive higher Click Through Rates than organic results with 1 to 2 words in the title.



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Why Search Matters

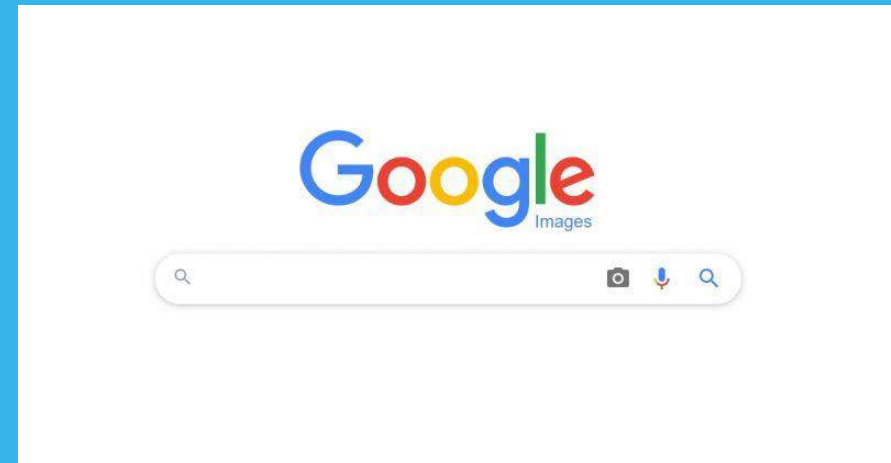
- 93% of online experiences begin with a search engine.
- 3.5 billion Google searches are made every day. (Internet Live Stats)
- Every year, somewhere between 16% and 20% of Google searches are new. (Internet Live Stats)
- [Temperature Screening Smartphones](#)



Why SEO Now?

SEO, performance and usability are vital in a post Covid-19 world...

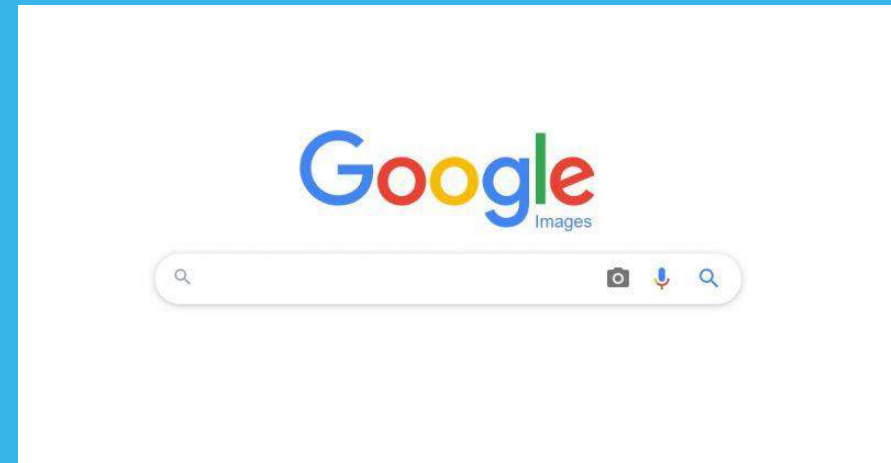
- Between 2015 and 2020...
- The overall grade average has only improved 16% in 5 years
- Performance has actually decreased by 17%
- In 2020... The average website grade is a D+ (67 out of 100) (source: HubSpot)
- Why?



Intro to SEO

Types of SEO

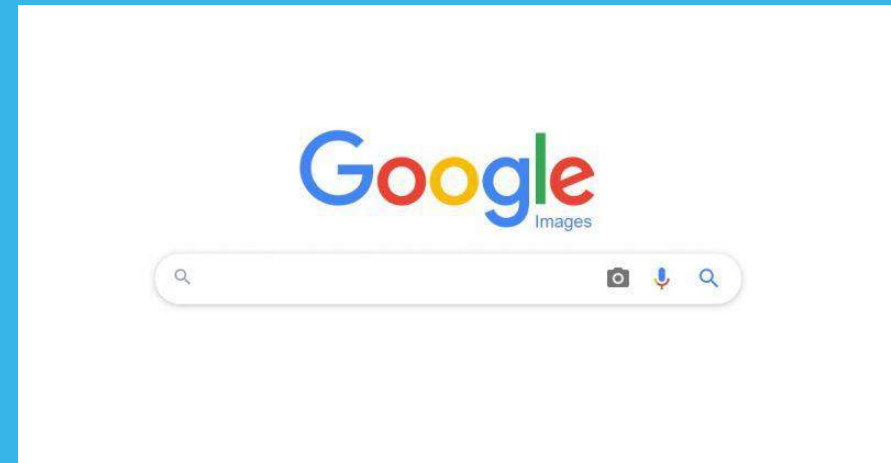
- **On Page SEO** – keywords, meta tags, alt text , headings etc
- **Technical SEO** - speed, mobile friendly, indexable, schema data, security
- **Off Page SEO** - Building backlinks, creating blog posts for other websites linking to yours, PR, online articles not on your website, directory listings etc



Intro to SEO

Most Important Ranking Factors

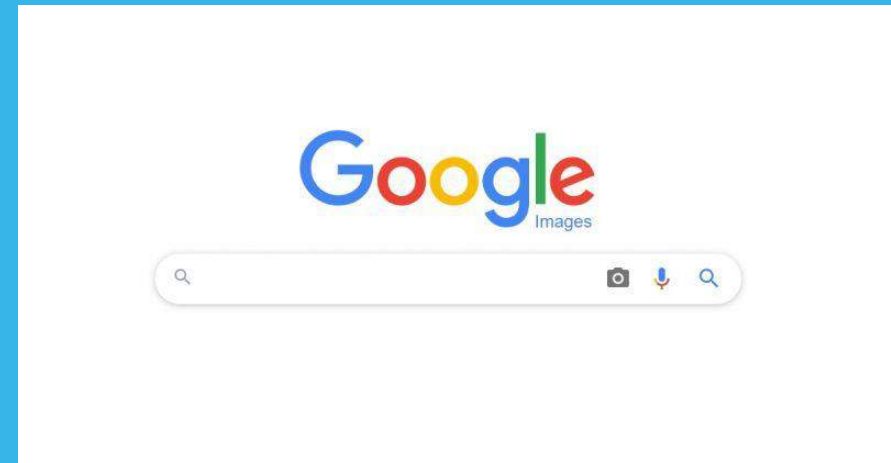
	Ranking Factor	Importance
1	Web Site Architecture	Important
2	Domain Security	Very Important
3	Backlinks	Crucial
4	Topic Authority	Very Important
5	Keyword Intent	Crucial
6	Content Structure	Important
7	Meta Tags	Important
8	Page Speed	Important



Intro to SEO

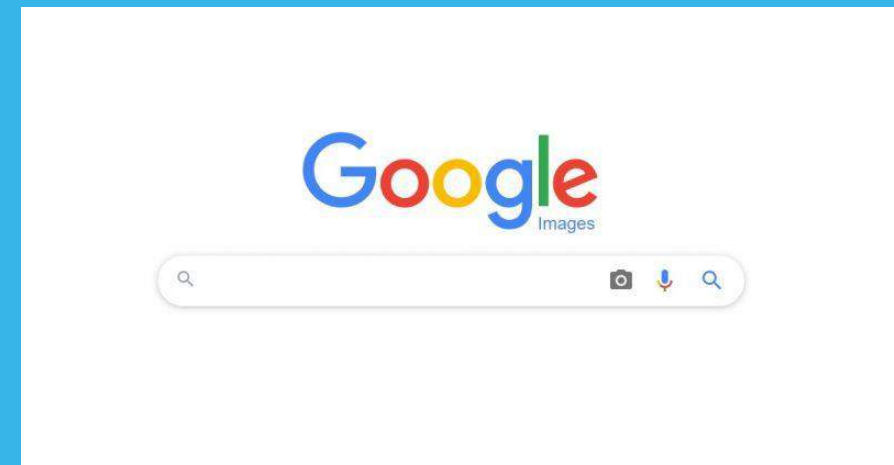
What does Google want to see?

- Your site should demonstrate expertise with great quality, useful content
- For you to demonstrate you are an authority in your chosen area
- Demonstrate you are trustworthy
- For your page titles, headings and content to be easily indexed and focussed on a single product or service, so it can index your page accurately ([On site SEO](#))



Intro to SEO

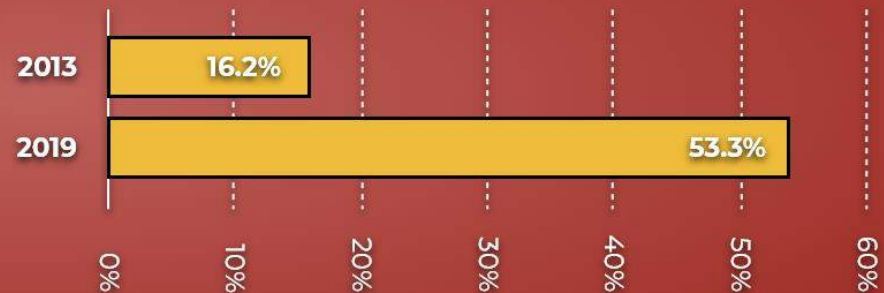
Why Mobile Matters



MOBILE TRAFFIC

↑ up **222%**
IN THE LAST 7 YEARS

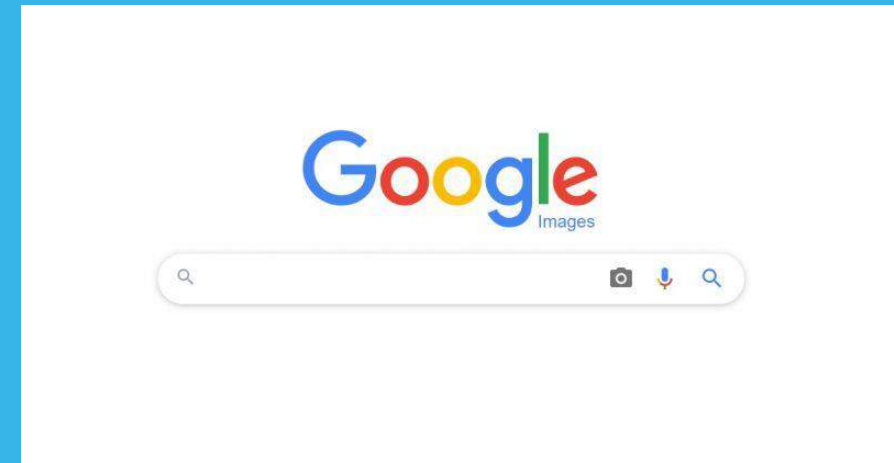
Combined Traffic Worldwide 2013 vs 2019



Share of Traffic

Intro to SEO

Why Mobile Matters



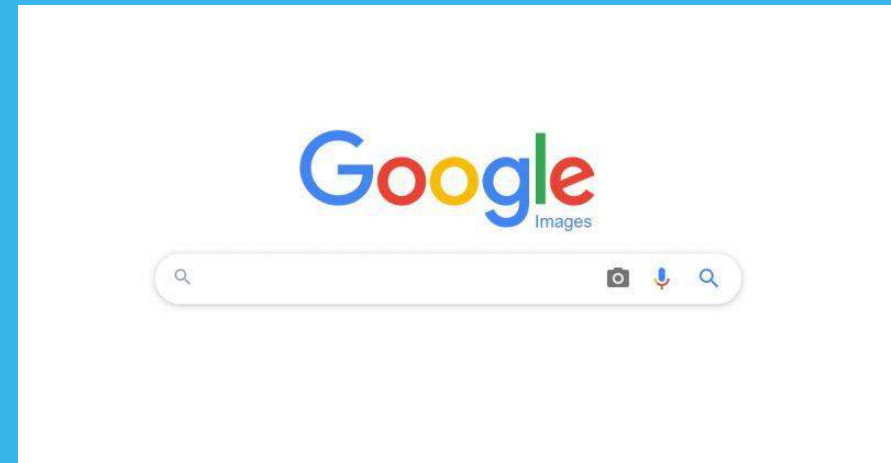
Internet Usage Worldwide October 2009 - October 2016



Intro to SEO

Why Video Matters

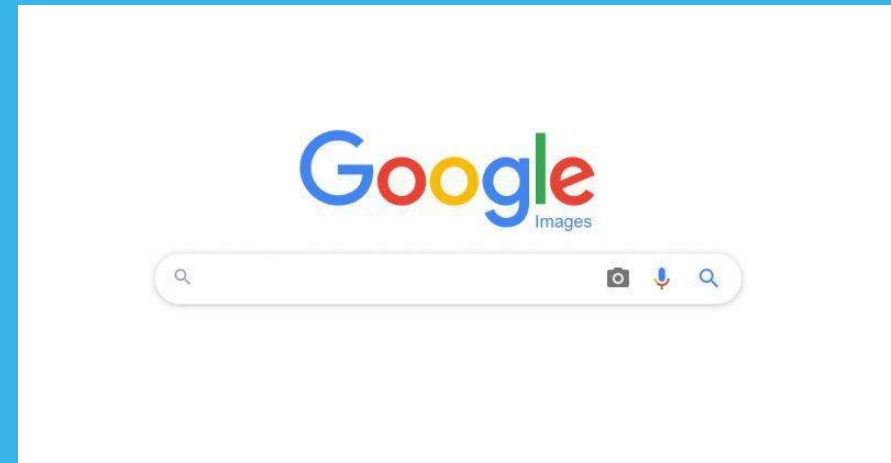
- A video on your homepage will double the chances to show up on Page 1 of Google
- A video can help keep visitors on your site and this will be seen as a ranking factor
- YouTube is the second largest search engine
- YouTube dominates Google's SERP
- Videos have a 41% higher CTR than text.



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Why Location Matters

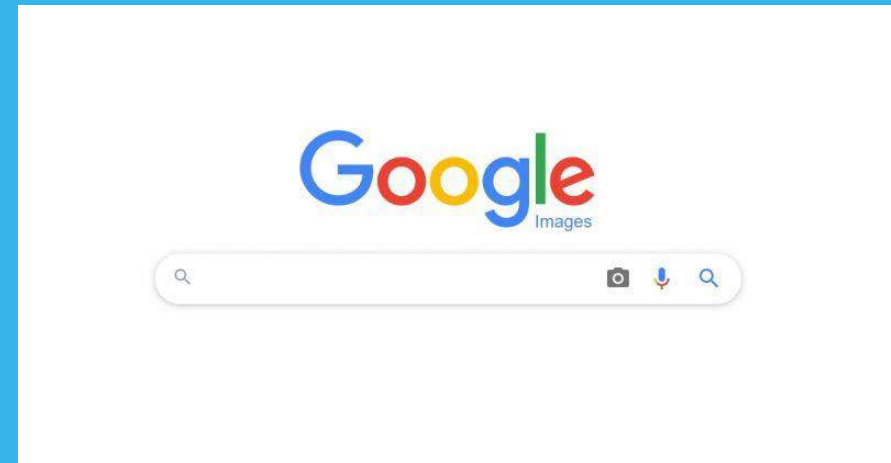
- **Travel Time** is a Metric for Google's ranking
- The physical time it takes for someone to get from a location to an event/place/business he/she is interested in
- Proximity comes first not just in our day to day lives but in SERPs
- Sites that are not as optimised as your own will rank ahead of you if they are closer to the user.
- **What's the solution? Google My Business & Local Directories**



Intro to SEO

Content Creation is key

- **Inbound marketing** focuses on attracting the right people to your company.
- One of the best ways to do this is by creating content through blogging.
- To come up with content that will attract the right visitors to your website, you should know your buyer persona.
- Once you know your audience, you can create content that will attract them to your website.

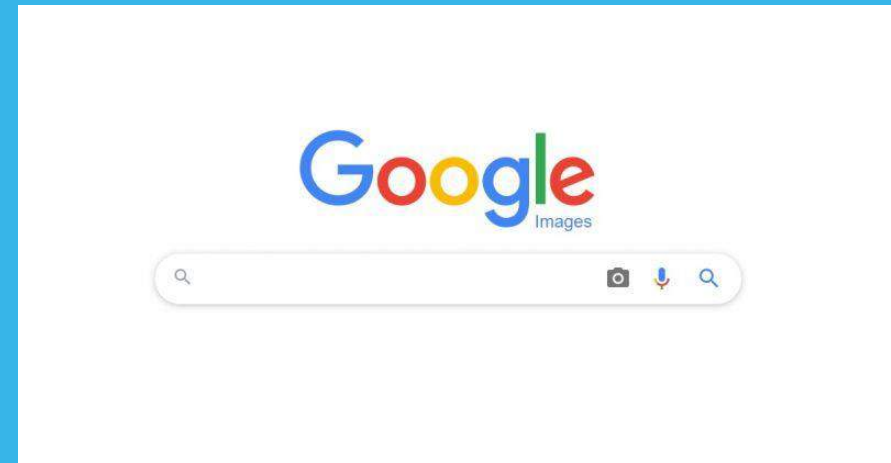


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Content Creation Plan

But how do you write a good blog post that will attract the right audience?

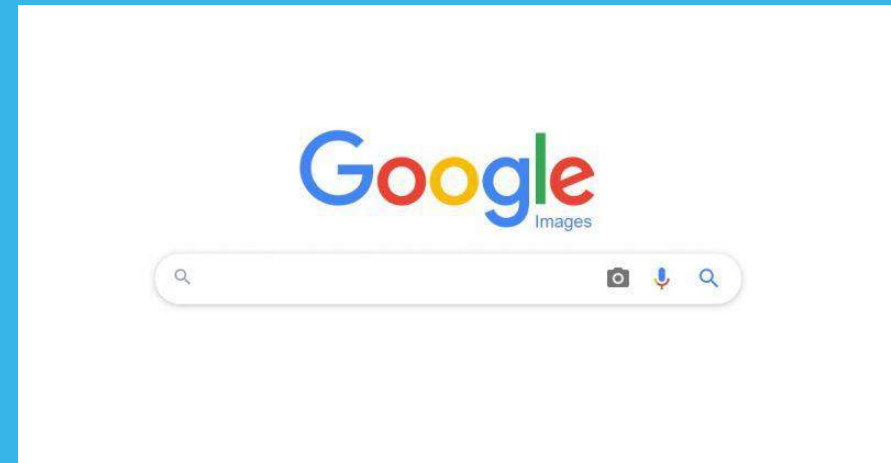
- **Identify your buyer persona:** Find out more about your audience, from job title to pain points.
- **Conduct SEO research:** Learn what your audience is searching for on search engines so you provide the right content.
- **Write a draft:** Begin by drafting a post that answers your audience's questions.
- **Publish:** Publish your post on your blog.
- **Promote:** Promote your blog post on social media and email newsletters to generate traffic. The more traffic your post generates, the higher it will rank in search engines.



Intro to SEO

Topic Expertise

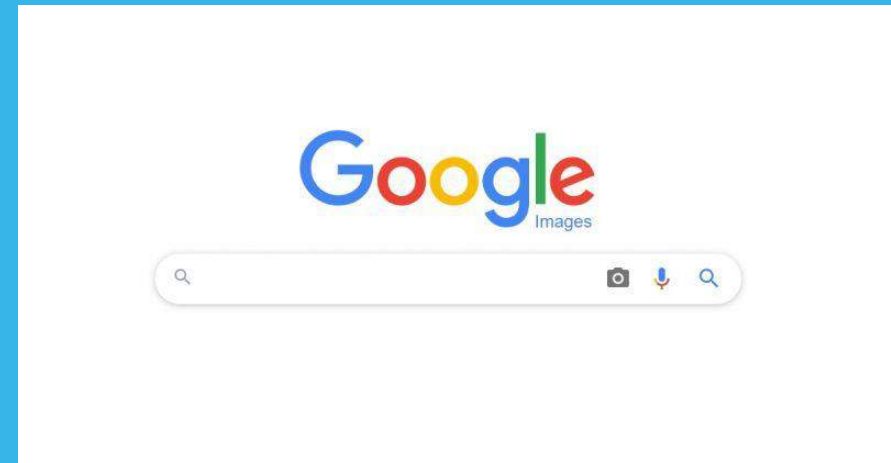
- Ranking higher in Google will increase the organic traffic to your site.
- Google favours sites that are known to be topic experts on the subject matter they're writing about.
- You can use the **pillar/topic cluster model**
- To be seen as an expert, you can create a pillar page, which is essentially a longer blog post that broadly covers all aspects of a topic.
- Then, you write "cluster content," or supporting blog posts, targeting long tail keywords that show you've covered a topic exhaustively.



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Why are keywords important?

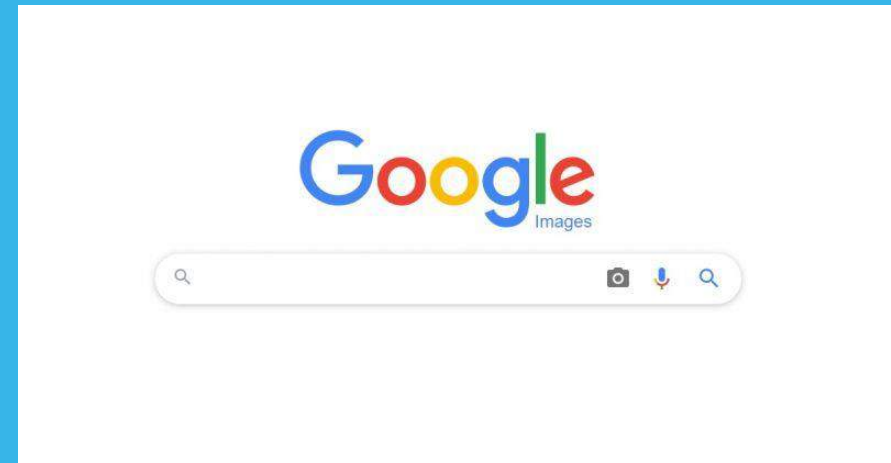
- If you can understand what users, who are looking for your businesses products and/or services, are typing into the search engines to find you, then you can tailor your website pages to attract these searchers and generate more business.
- How do you achieve this? [Keyword Research](#)



Intro to SEO

Keywords

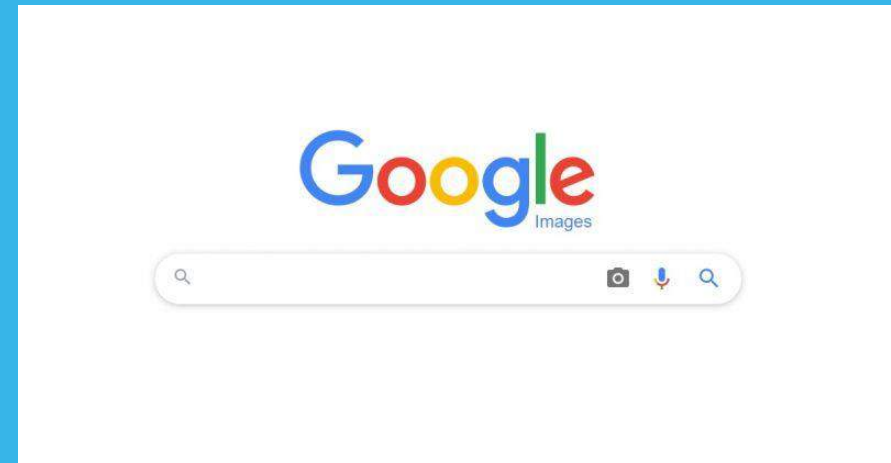
- A Keyword is the word or words a user types into their chosen search engine to get a list of results that match what they are looking for. Known as a “[search query](#)”.
- The results of your search are called a [SERP](#), [Search Engine Results Page](#). The default is 10 results but you can set this in Google to any number.



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Keywords

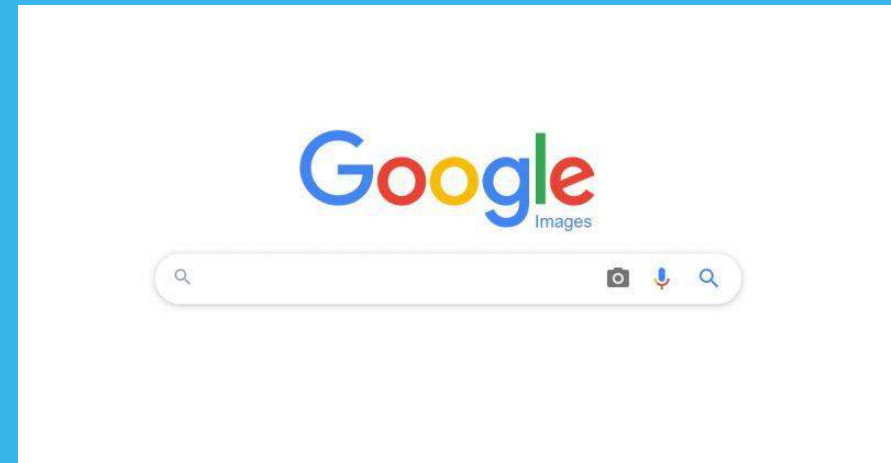
- Typically 1-5 words.
- Called a keyword regardless of the number of words in the search
- Long tail keywords are usually 3 words or more
- Find out more here
<https://moz.com/learn/seo/what-are-keywords>



Intro to SEO

Types of keywords

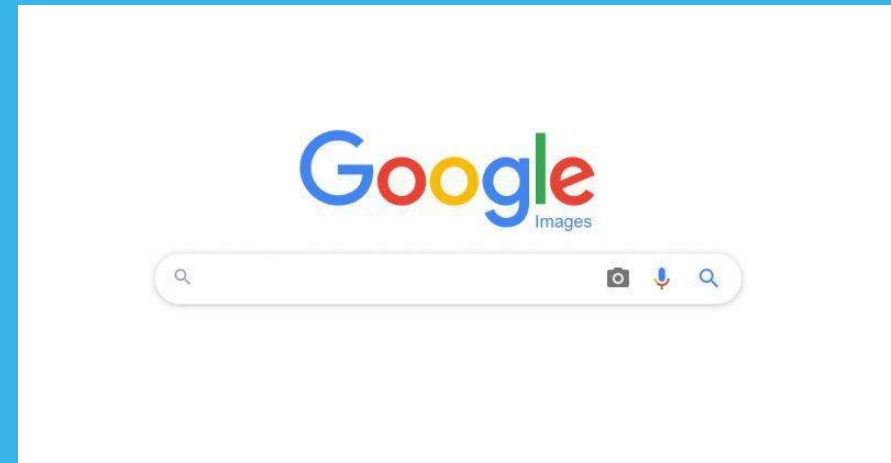
- **Informational queries.** “Who wrote Harry Potter”
- **Navigational queries.** Such as “Columbus UK” to find their website, offices, or people.
- **Transactional queries.** The searcher wants to take an action, buy something, book something, watch a video, download a book, etc.
- **Commercial investigation.** Compare products or services.
- **Local queries.** Looking for something locally, coffee shop, restaurant, hairdresser, etc.



Use SEO Reverse Engineering

##UberSuggest Top Tip##

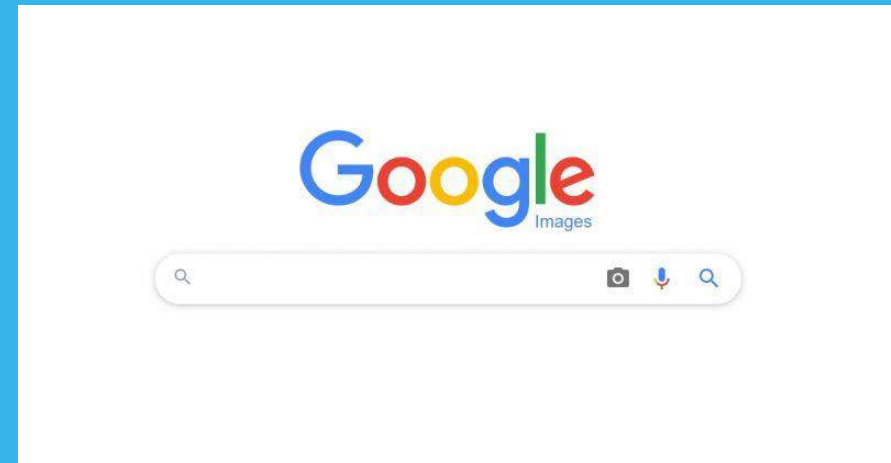
- Type in your biggest competitor's domain name and "search"
- Click on "top pages".
- Select a page and click on the "view all" button under "Estimated Visits"
- You'll see a big list of keywords that drive traffic to that specific page.
- Export the keywords and create a master list of keywords you want to go after.
- To get the traffic from your competition you'll have to produce better content than them.
- Create something that is more in-depth and contains the keywords they are also ranking for, you'll start seeing your Google traffic go up over time.



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Google SEO Services

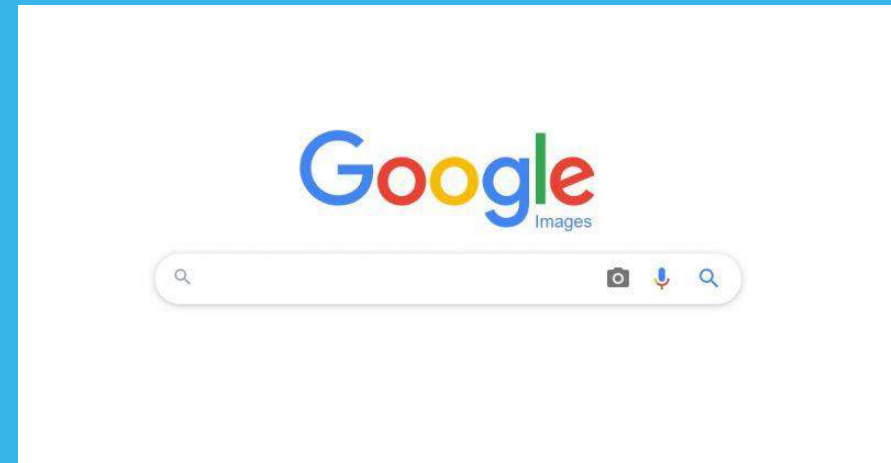
- [Google Analytics](https://analytics.google.com/)
<https://analytics.google.com/>
- [Google Search Console](https://search.google.com/search-console)
[https://search.google.com/search console](https://search.google.com/search-console)
- [Google My Business](https://www.google.com/intl/en_uk/business/)
https://www.google.com/intl/en_uk/business/
This is a free business listing on Google
- [Google Ads](#) (Use the keyword tools)



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Google Analytics

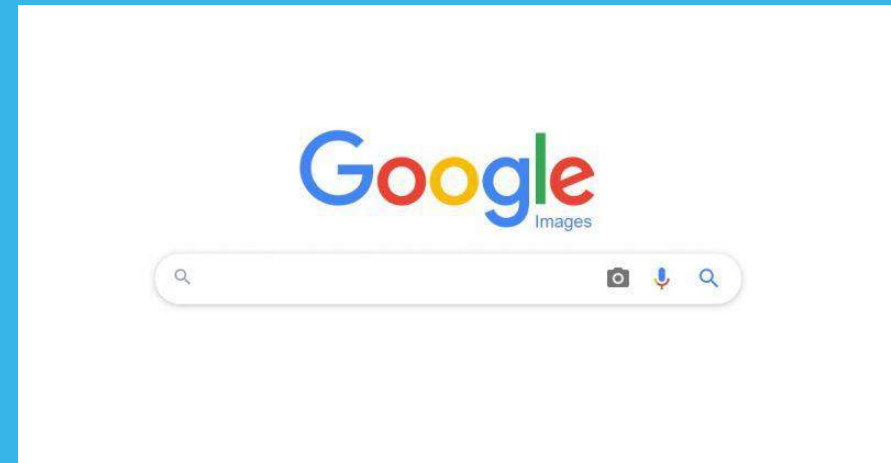
- Who is visiting your site
- How many visitors you're getting
- How they're getting to your site
- How much time they're spending on your site
- Where your visitors are coming from



Intro to SEO

Google Search Console

- Formerly known as Google Webmaster Tools
- Geared more toward internal information
- Who is linking to you
- Check for site errors, malware or other problems on your site
- Which keyword queries your site is appearing for in search results.
- Link GA and GSC for additional reports



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Keyword Research

Google auto fill <https://google.co.uk>

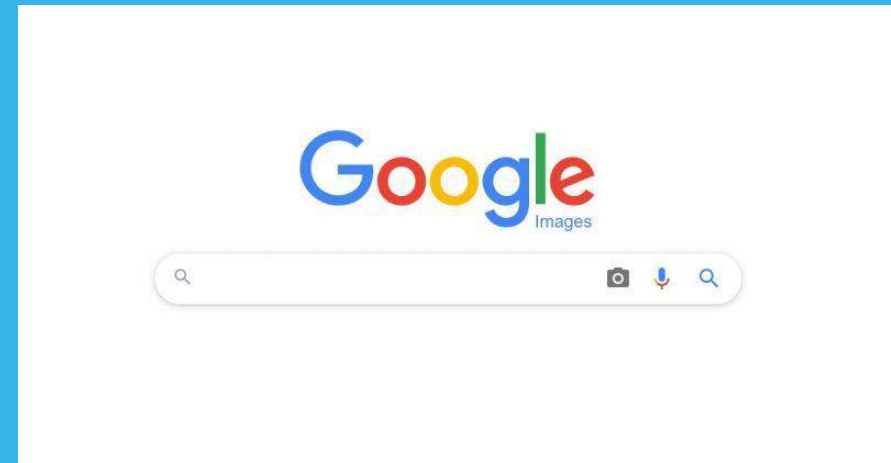
Google Keyword Planner <https://ads.google.com>

Google Search Console
<https://search.google.com/search-console/>

Google Trends <https://trends.google.com>

Ubersuggest
<https://app.neilpatel.com/en/ubersuggest/>

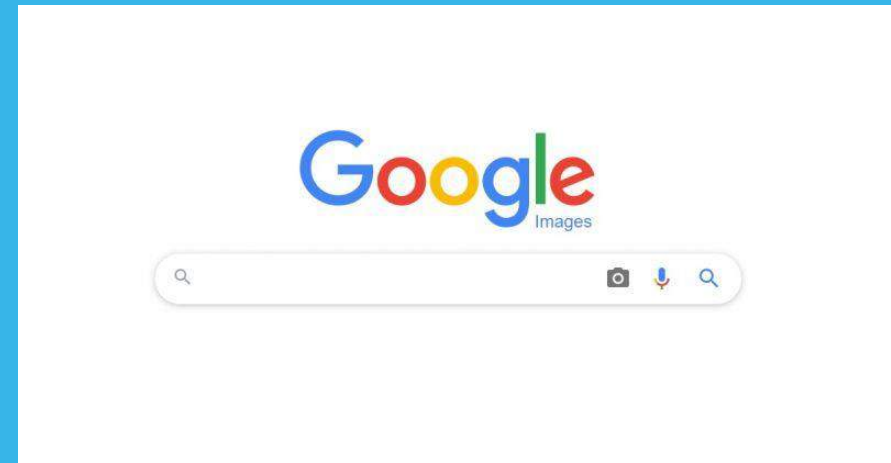
Answer the public, great for finding questions
searchers want answered <https://answerthepublic.com/>



Intro to SEO

Why are Backlinks important?

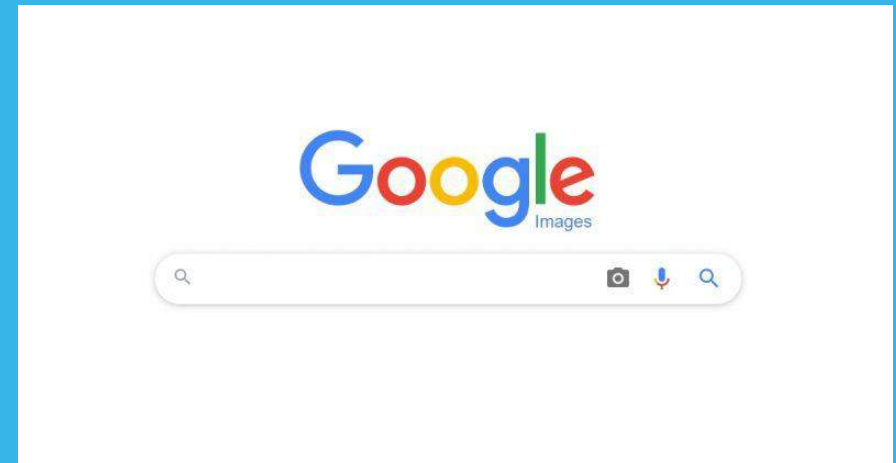
- A backlink (also called an inbound link) is a link that comes from another website to yours.
- The link could be placed in a text, on an image, or as a button.
- As long as the source is a different website, all of these connections count as backlinks.
- In SEO, backlinks are very important because they are one of the most important ranking factors for every major search engine out there.



Intro to SEO

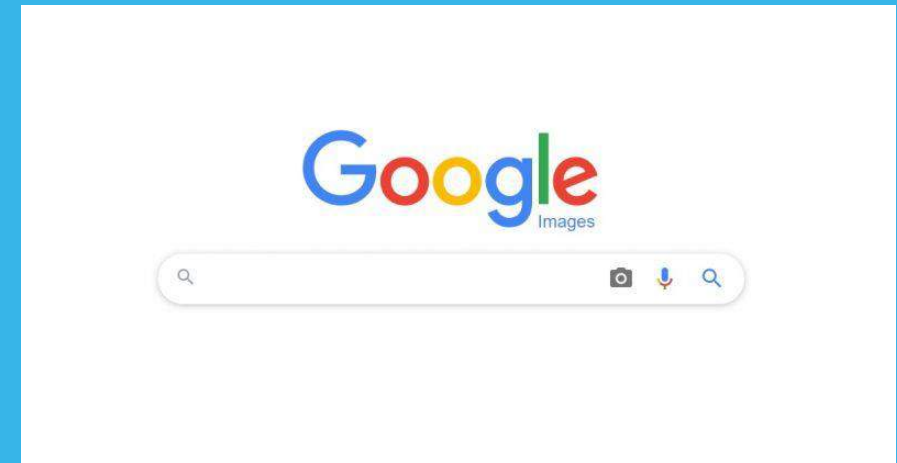
Why are Backlinks important?

- Earning high-quality backlinks is probably the most challenging part of SEO.
- That's because a link to another website is more than *just* a link
- It's a vote of confidence, a recommendation, a way for publishers to say to their readers: "Here's a source I trust. Go check it out yourself."
- [How do you achieve this?](#)



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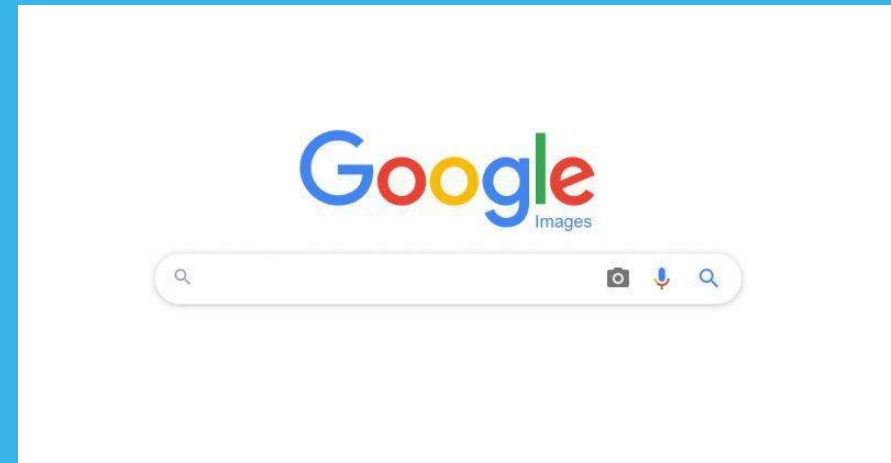
Mozlow's Hierarchy of SEO Needs



Intro to SEO

On Page SEO Ranking Factors

- SEO page title or just page title depending on platform
- META description
- URL (Uniform resource Locator)



Intro to SEO

On Page SEO Ranking Factors

- The SEO page title - the most important field for getting your web pages indexed correctly
- The first thing the Google crawler sees
- Should describe the page content
- Should include the target keyword phrase
- You should have just one H1 on all pages
- The content of your H1 should have a strong synergy with the page title
- The target keyword phrase should be mentioned at least once and in first paragraph

Focus keyphrase ?

Cat S61 Smartphone

Google preview

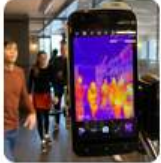
Preview as:

Mobile result Desktop result

<https://www.columbusuk.com/cat-s61-smartphone-...>

Cat S61 Smartphone provides role in COVID-19 temperature screening

Cat S61 Smartphone with FLIR mobile phone thermal imaging technology is ideal for post COVID-19 lockdown elevated temperature screening. Find out more.



Edit snippet

SEO title Insert snippet variable

Title Page

Slug

cat-s61-smartphone-mobile-phone-flir-thermal-imaging-system

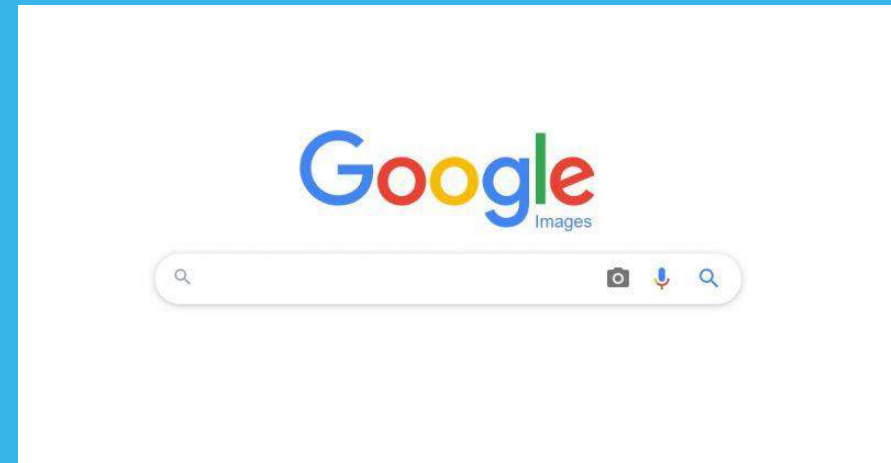
Meta description Insert snippet variable

Cat S61 Smartphone with FLIR mobile phone thermal imaging technology is ideal for post COVID-19 lockdown elevated temperature screening. Find out more.

Intro to SEO

Improving your Click Through Rate

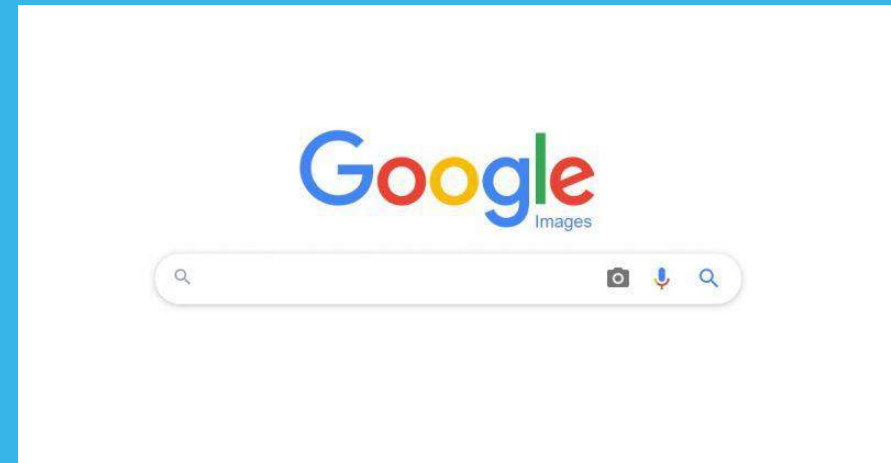
- Meta Description - It's your sales pitch
- It has to sell your product or service without being too pushy
- It needs to reflect and connect with what was in the searcher's mind when they typed in their keyword phrase
- A great meta description will get you more clicks even if you're not in the top 3 or 4 results
- Aim for 150 characters in length including spaces



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Where do you add title & meta?

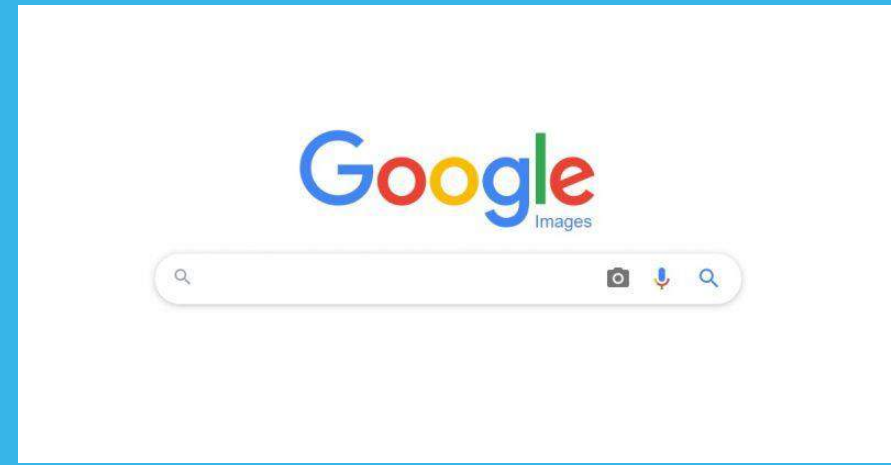
- Content Management Systems
- DIY Platforms
- Editor within Pages
- [WordPress Demo](#)
- [SEO Plugins \(Yoast\)](#)
- Make sure you have an XML sitemap on your website. Re-index using Google Search Console.



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URL's

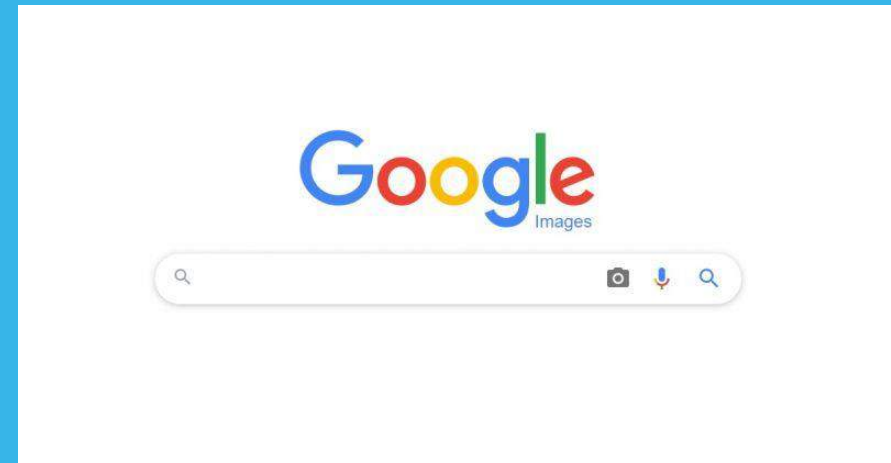
- Google shows the URL in it's search results pages, so it needs to be relevant
- If you can name your page URLs intelligently it helps with Googles understanding of the page.
- Apply the keyword research to your URLs.
- Be careful changing URLs after your site is live.



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Technical SEO

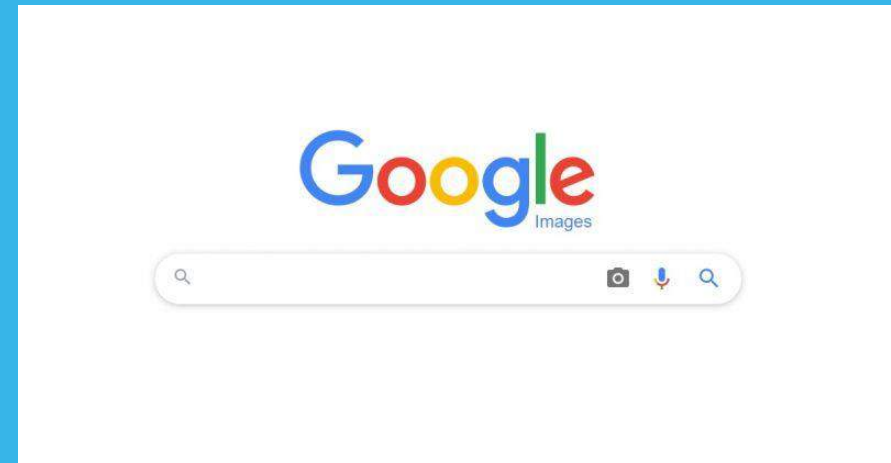
- **SSL and https** (trust, security & ranking factor)
- **Mobile compliant** and mobile user friendly
- Your site must load in under 3 seconds, under 2 seconds is ideal
- **Images** which are a leading culprit for slow loading pages. Make sure they are optimised!



Intro to SEO

Speed Testing Tools

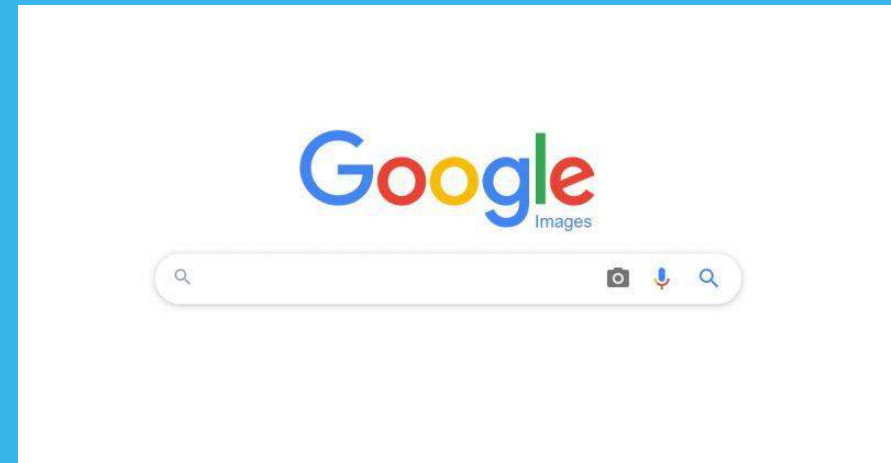
- <https://tools.pingdom.com/> - Select a UK server
- <https://www.uptrends.com/tools> - Several tools in one, a great free option.
- <https://www.fastorslow.com/> - Covers all countries in one pass. Just released April 2020.



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Free Search Ranking Tools

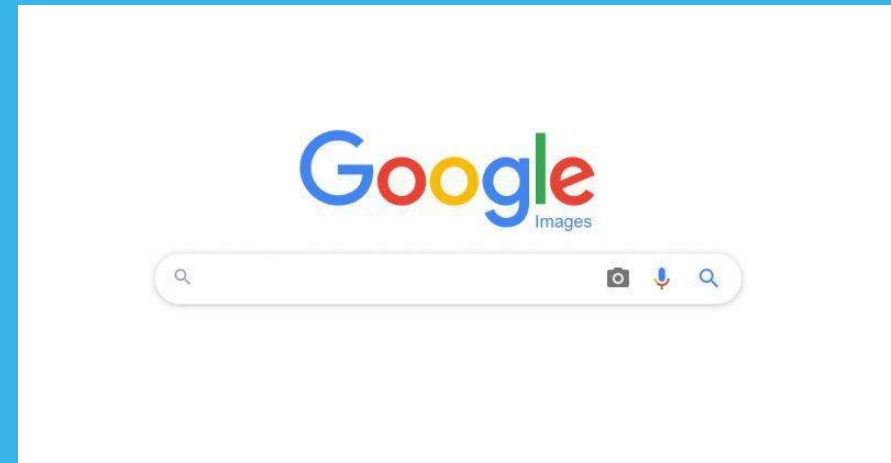
- <https://app.neilpatel.com/en/ubersuggest/>
- <https://www.thehoth.com/search-engine-rankings/>
- <https://www.authoritylabs.com/free-tools/rank-checker/>
- <https://www accuranker.com/rank-tracker>



Intro to SEO

Content Best Practice Reminder

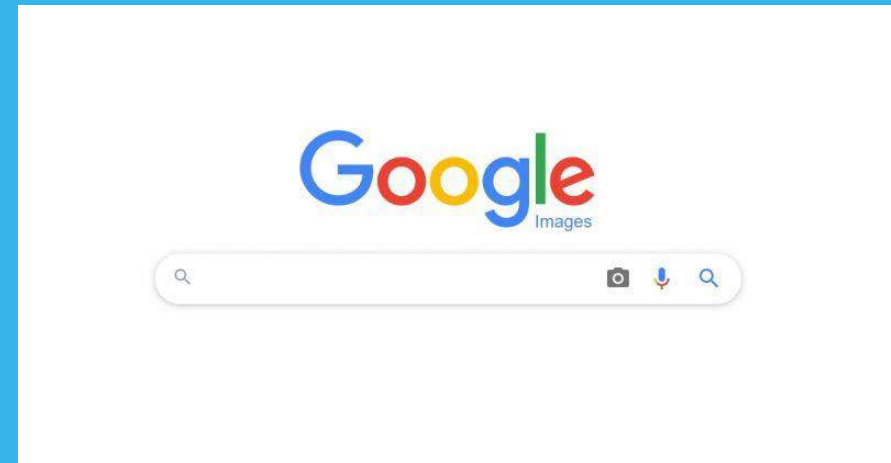
- [Use keywords strategically](#) - Include text on your site (including page titles and descriptions) that matches the search terms people will use to find sites like yours.
- [Structure your content](#) - Structure your pages with headings to keep your text skim-friendly and help search engines navigate your content.
- [Add alt text to images](#) - In addition to increasing accessibility for visitors who use assistive screen readers, alt text also helps search engines identify the content of a page.



Intro to SEO

Content Best Practice

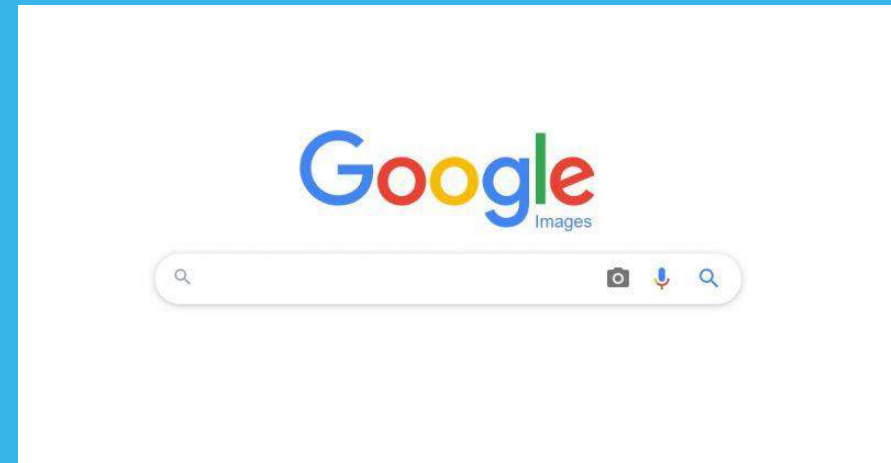
- **Add social sharing images and SEO descriptions** - As you add new pages to your site, give them social sharing logos and SEO descriptions.
- **Give your images readable file names** - Image file names may also be used as alt text. Follow our best practices when creating your image file names.
- **Add tags and categories** - Organize your blog posts, products, gallery images, and other content with tags and categories to help visitors navigate your site.



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- [Link to your site's content](#) - where it's relevant, use content links to connect the pages on your site to each other.
- [Customise URL slugs](#) - as you add pages, ensure their URLs reflect the content of the page.
- [Keep your pages nimble](#) - to ensure your site loads well, we recommend keeping images under 200Kb



Other Resources

Useful tools, training and downloads

- [Moz.com](#) - Beginner's Guide to SEO
- [Google Analytics](#) – <https://analytics.google.com>
- [Uptime Robot](#) for alerts if your site goes offline - <https://uptimerobot.com/>
- [Hotjar](#) (free version) behaviour analysis - <https://www.hotjar.com/>

Traditional web analytics tools help you analyse traffic data. But numbers alone can't tell you what users really do on your site



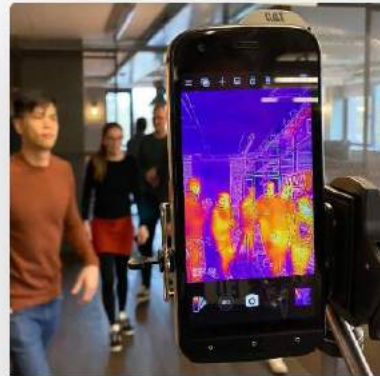
Thank you

Columbus UK Support

- Free Beginners Guide to SEO
- Free SEO Site Audit
- Leave your details in chat



COVID-19 Support Updates from Columbus UK



Business Mobile COVID-19

Cat S61 Smartphone provides role in COVID-19 temperature screening



COVID-19 Remote Working

Remote Working – how is it going for you?

Supporting our customers with Remote Working Technology and Communication Services As we near the end of the second week of lockdown and transition to remote working, we'd like to wish you, your families and your businesses all the



Collaboration Tools COVID-19

Remote Working Unified Communications

Remote working services from Columbus UK help bring teams together

Switch to remote working services quickly with Columbus UK This week has seen seismic and unsettling changes for everyone in the UK and what really matters now is how we calmly and

Intro to SEO

Summary

- Discover the opportunity with keyword research
- Applying the keyword research to your website to get higher search rankings and attract more of the traffic
- Become an expert with emphasis on topics
- Measure the results, search engine rankings and traffic to your site

Thank you

Get in touch

Jason George

Columbus UK

0333 240 7755

07855 956775

jason.george@columbusuk.com

www.columbusuk.com

[LinkedIn](#)



Q&A

Let us know if you have any questions