Win Google’s Attention & Affection

PureVisibility.com

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Featured in: Ahrefs, Search Engine Land, Metro Times, Social Media Today, Detroit Free Press

EDOs face similar challenges…

Lots of content has been created over the years.

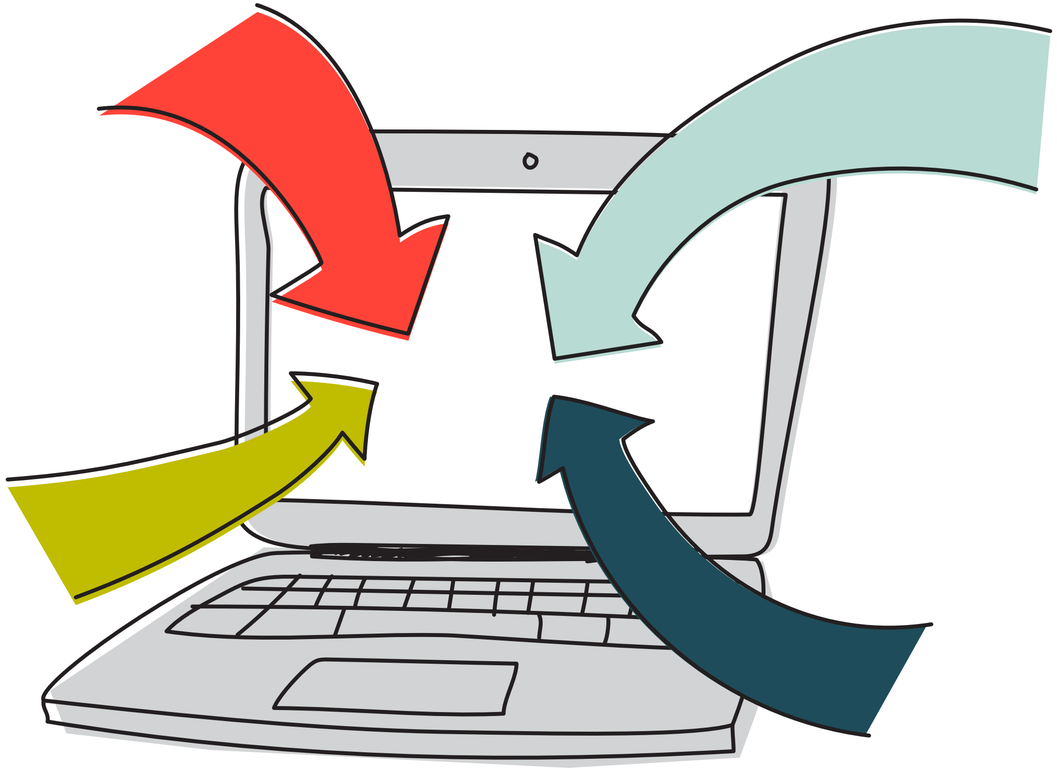
Technical issues have developed.

Homepage is crowded, providing a sub-par user experience.

EDOs are not fully capitalizing on their subject-matter authority.

…as a result of similar causes

- Many different personas being targeting
- Various redesigns over the years
- Multiple people adding and editing content on the site
- Multiple stakeholders having different priorities
- Changes in how search engines work
- Not taking advantage of link building and outreach in your marketing strategy

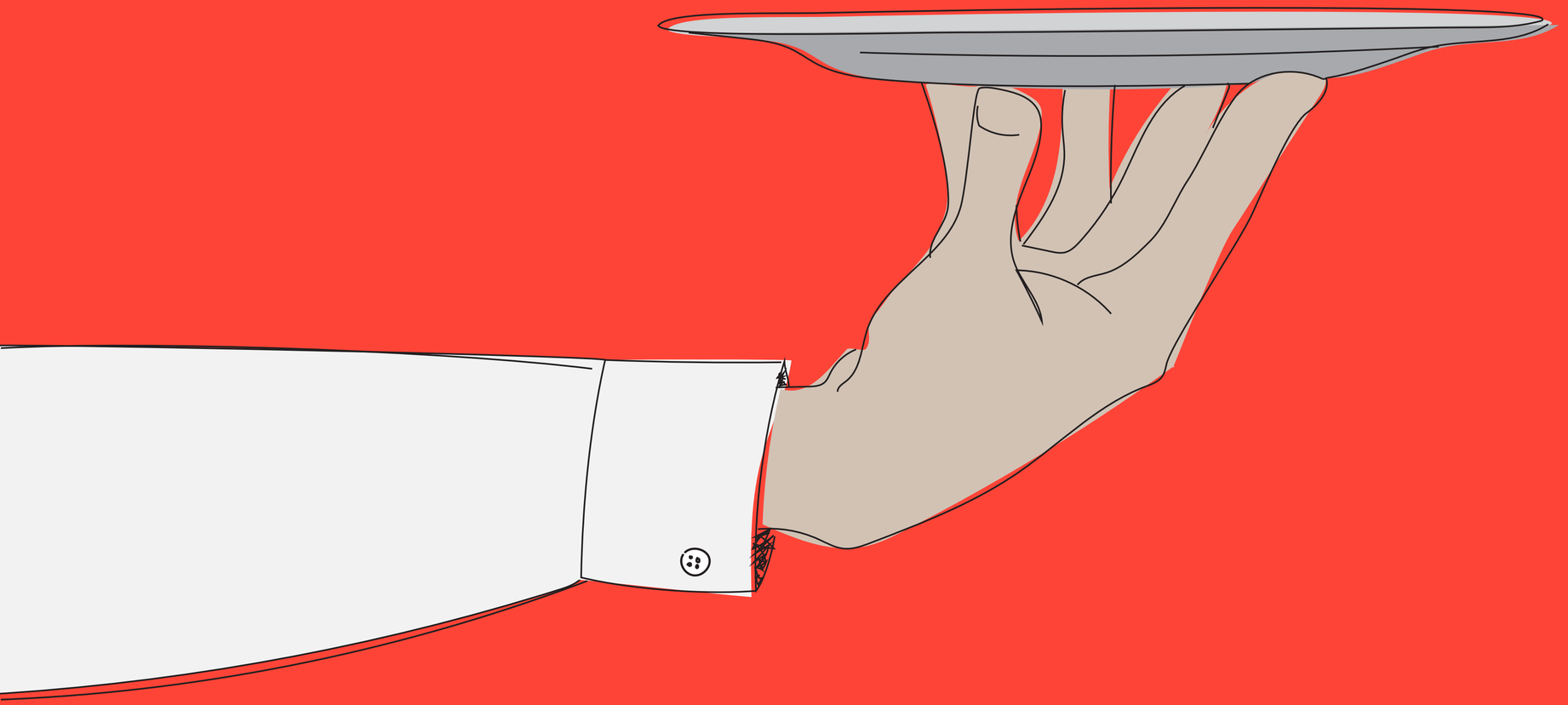


Addressing your challenges

The Pure Visibility method:

1. Perform a website visibility audit.
2. Create a detailed report of what's working, what's not, what can be improved.
3. Lay out a strategic roadmap of how to reach your goals and fix the issues.

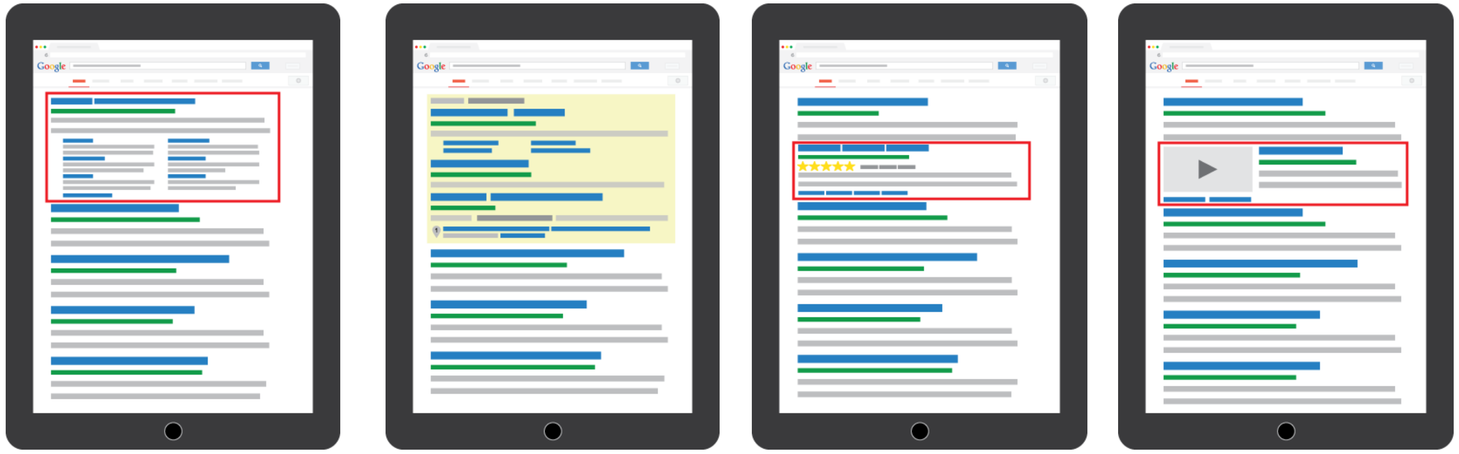
Google must always serve the best search results (page) to its users



SERP is an ever-evolving organism

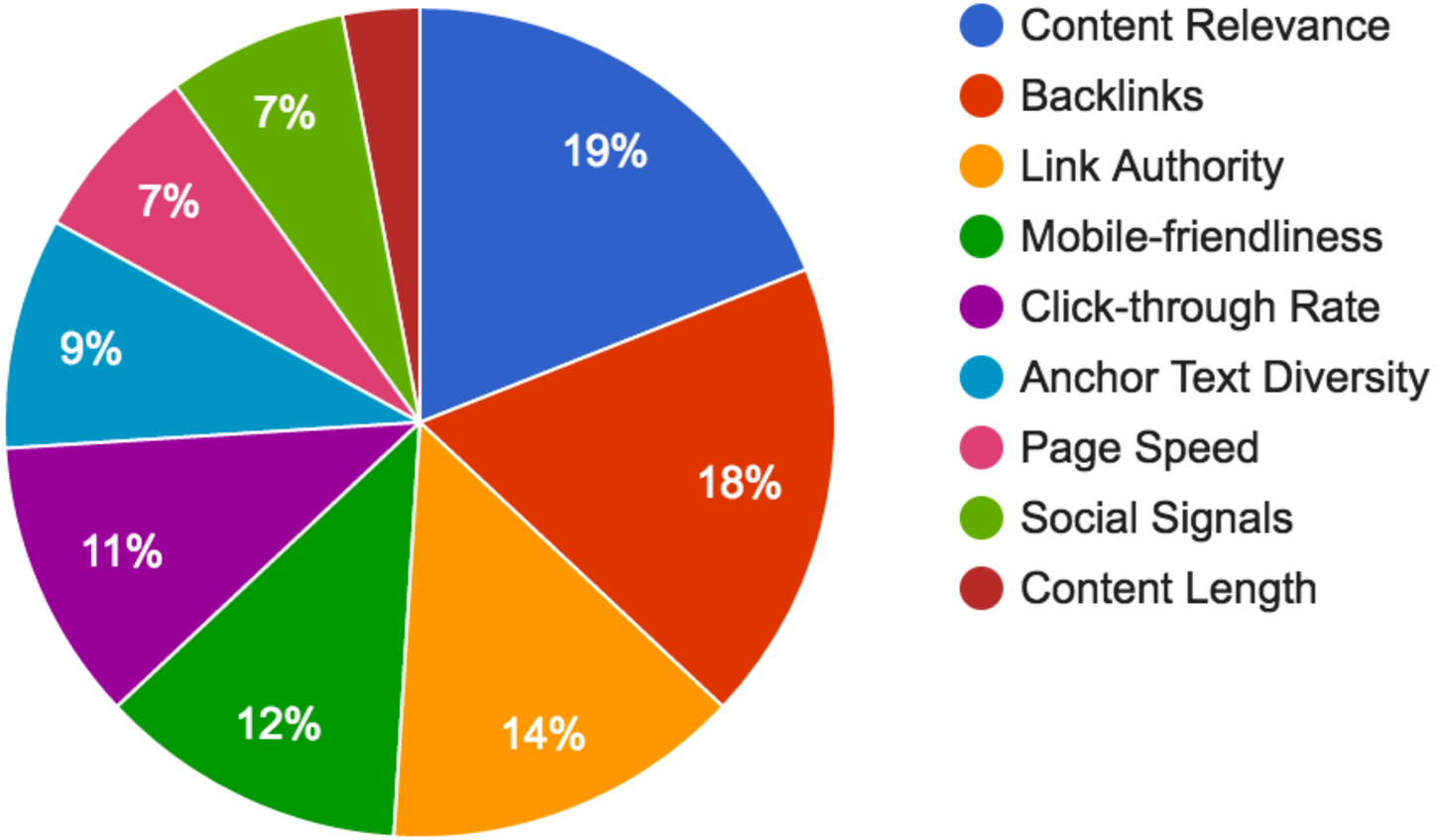
The landscape is constantly shifting.

- 2005 - Personalized Search
- 2008 - Google Suggest
- 2010 - Social Signals
- 2011 - Freshness Update
- 2011 - Query Encryption
- 2011 - Schema.org
- 2012 - Knowledge Graph
- 2013 - Hummingbird
- 2015 - RankBrain



Google ranking factors

Google ranks webpages using a complex algorithm comprised of more than 200 ranking factors.



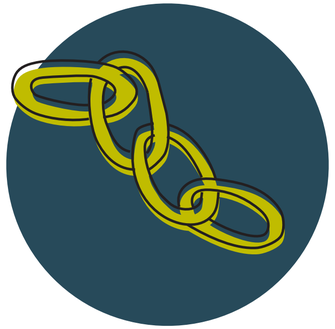
Top 3 ranking factors

Content

- On-page structure
- Relevance, topic coverage
- Depth, freshness

Technical

- Crawl
- Index
- Web page delivery



Links

- Natural, relevant
- Authority
- Brand citations

What does this mean for EDOs?

Common content issues

- Content doesn’t serve user needs (their quest for specific info)
- Content does’t serve our business goals
- Duplicate and/or thin content (tags, category pages)
- Keyword cannibalization

How to address content issues

Content doesn’t serve user needs or business goals

How do we know?

- Low traffic, engagement or conversions

What do we do?

- Understand your audience: define personas and their varying need states.
- Use Google Analytics to uncover most popular pages based on ranking keywords, traffic, engagement.
- Have one clear purpose for each page on the site, supported with a relevant and well-thought CTA.

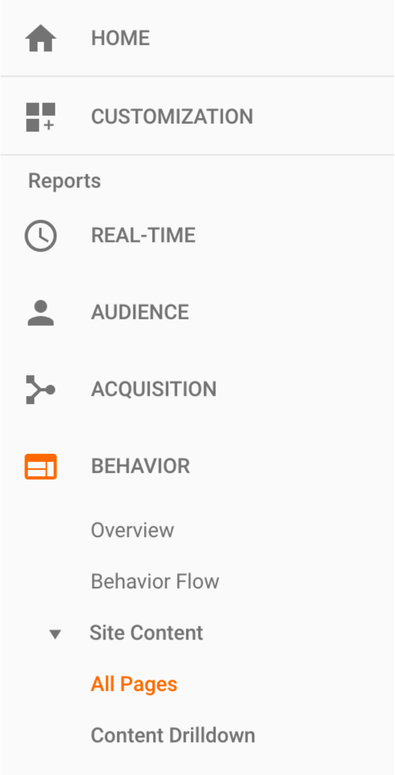
Personas and need states

- Look at Analytics
- Survey email list
- Facebook Insights
- Nielsen Prizm data
- Interview current clients/citizens

Name	Jeff	Joanne	Martina	Nigel
Picture				
User Story	Believes in the power of HCD and wants to succeed, but doesn't have a ton of resources. Works in engineering.	B.S. political science, works in gov't sector, program manager oppressed by heirarchy with not many resources	Self-employed thought leader who wants to gain confidence and grow her audience.	Has done a lot of things in his career; wants to use his experiences to help others
User Needs	Practical tools, something that works with agile	Something task focused she hasn't seen before that will benefit her.	Something she can do herself and use to grow her audience.	A way to share his knowledge with others and help them.
Demographics				
Income				
Employment Level	Professional	Management	Self-Employed	Portfolio Career
Age Range	31	45	45	48

Content audit using Google Analytics

- Google Analytics > Behavior > Site Content > All Pages
- Export to CSV

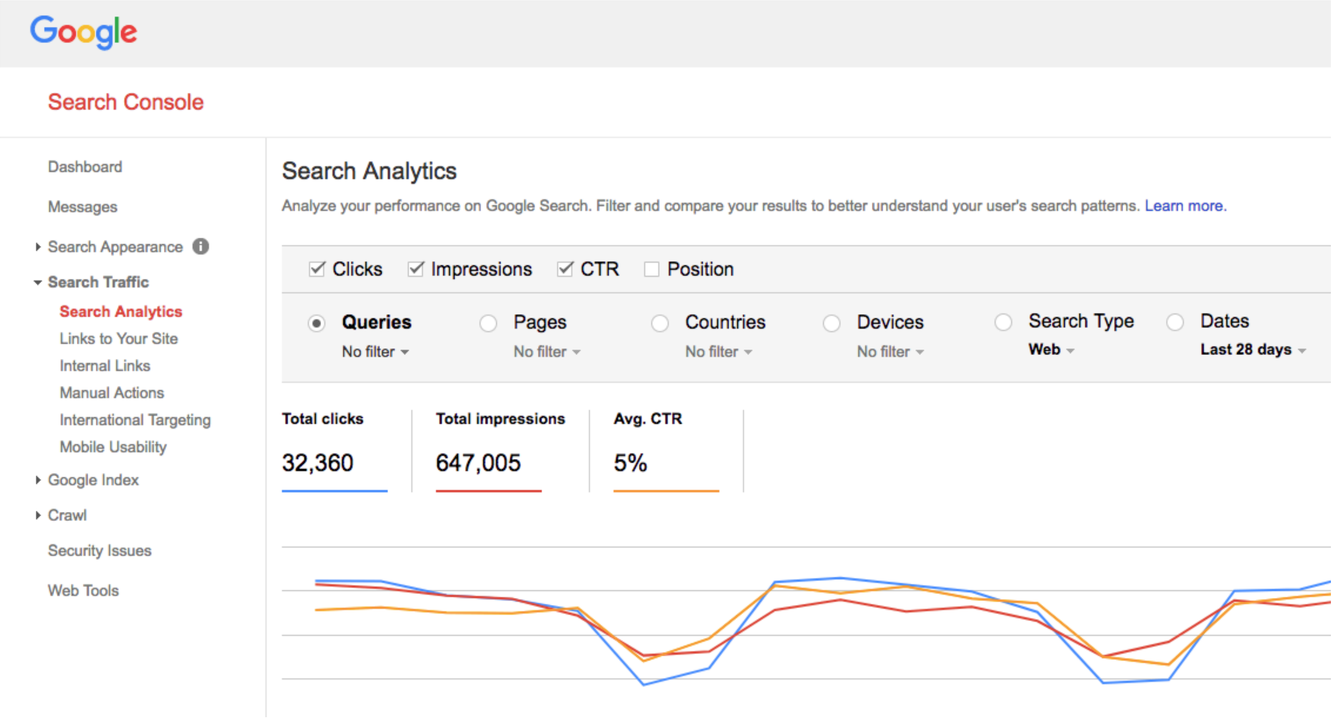


	A	B	C	D	E	F	G	H
1								
2	**Top Pages by Pageviews** (organic traffic 10/1/2016 - 5/14/2017)							Green = Optimizati
3								
4	**Page**	**Pageviews**	**Unique Pageviews**	**Avg. Time on Page**	**Entrances**	**Bounce Rate**	**% Exit**	**Entrance/UPV**
5	/index.html	114,045	88,420	0:01:24	78,368	38.26%	34.86%	89%
6	/wireless-rf/lora.html	40,340	30,123	0:01:31	18,908	41.72%	31.26%	63%
7	/wireless-rf/internet-of-things/what-is-lora/index.html	31,566	27,594	0:04:13	22,342	74.97%	69.90%	81%
8	/contact/index.html	27,012	20,782	0:02:19	7,458	62.27%	50.02%	36%
9	/wireless-rf/internet-of-things/index.html	26,809	20,532	0:01:34	9,422	44.73%	30.91%	46%
10	/wireless-rf/index.html	20,446	14,257	0:00:38	2,058	27.31%	10.41%	14%
11	/wireless-rf/rf-transceivers/sx1272/index.html	17,816	14,457	0:03:00	11,271	68.13%	59.59%	78%
12	/wireless-rf/rf-transceivers/sx1276/index.html	14,949	12,296	0:03:17	9,053	69.86%	60.20%	74%
13	/wireless-rf/starter-kits.html	13,319	10,265	0:01:32	1,267	47.59%	22.84%	12%
14	/products/index.html	12,163	9,281	0:00:53	5,015	26.06%	21.47%	54%
15	/wireless-rf/rf-transceivers/index.html	11,491	7,442	0:00:57	1,565	38.21%	16.44%	21%
16	/power-management/wireless-charging-ics/index.html	10,775	6,175	0:01:58	3,346	52.48%	33.33%	54%
17	/circuit-protection/esd-protection/index.html	10,226	6,610	0:01:02	3,612	59.33%	34.81%	55%
18	/wireless-rf/internet-of-things/lora-applications/briefs	10,073	7,610	0:02:59	2,082	45.81%	38.35%	27%
19	/company/index.html	9,622	7,507	0:01:45	2,339	47.22%	41.00%	31%
20	/wireless-rf/rf-transceivers/sx1301/index.html	9,269	7,385	0:03:13	5,248	59.28%	50.76%	71%
21	/careers/index.html	8,762	6,741	0:01:44	3,243	64.05%	58.27%	48%
22	/circuit-protection/What-is-ESD-Protection/index.html	8,469	7,670	0:01:46	6,906	82.77%	77.55%	90%
23	/circuit-protection/index.html	8,153	5,120	0:00:47	1,460	51.78%	18.41%	29%
24	/wireless-rf/rf-transceivers/sx1278/index.html	7,990	6,651	0:03:15	5,147	70.70%	60.83%	77%
25	/applications/index.html	7,626	5,410	0:00:43	360	27.22%	12.72%	7%
26	/apps/product.php?pn=SX1272	7,495	5,980	0:02:27	512	62.89%	39.64%	9%
27	/lora/ecosystem/index.html	6,078	5,296	0:03:11	4,283	71.59%	65.07%	81%
28	/broadcast-video/index.html	5,903	3,708	0:00:38	444	28.15%	12.03%	12%
29	/wireless-rf/internet-of-things/what_is_lora.html	5,460	4,162	0:02:53	1,104	60.24%	40.37%	27%
30	/power-management/index.html	5,154	3,572	0:00:42	410	33.66%	12.98%	11%
31	/apps/product.php?pn=SX1301	5,146	3,769	0:02:09	388	61.08%	28.72%	10%
32	/power-management/pwm-controllers/index.html	5,086	3,934	0:01:16	3,578	70.49%	60.03%	91%
33	/apps/product.php?pn=SX1276	4,966	4,036	0:02:45	563	77.80%	44.28%	14%
34	/wireless-rf/lora-geolocation	4,455	3,634	0:03:06	2,550	62.76%	57.89%	70%
35	/optical/index.html	4,312	2,736	0:00:45	323	36.22%	17.16%	12%
36	/wireless-rf/internet-of-things/lora_case_studies.php	3,222	2,008	0:02:43	686	52.62%	33.80%	34%
37	/community/index.html	3,202	2,398	0:01:41	281	52.50%	28.83%	12%
38	/devtools	3,151	2,411	0:00:28	125	13.60%	6.60%	5%
39	/broadcast-video/sdi-serdes/index.html	2,971	1,876	0:00:22	228	18.86%	5.39%	12%
40	/power-management/wireless-charging-ics/wireless-charging-system/index.html	2,948	1,982	0:01:56	403	55.83%	27.99%	20%
41	/apps/form_request/index.php?req=onlyinfo	2,791	1,837	0:03:22	133	42.86%	34.36%	7%
42	/power-management/switching-regulators/index.html	2,787	1,725	0:00:58	563	47.60%	19.91%	33%
43	/wireless-rf/internet-of-things/getting_started.php	2,712	1,905	0:02:57	457	61.05%	42.37%	24%
44	/touch-interface/capacitive-touch-controllers/index.html	2,674	1,876	0:01:01	961	48.70%	28.20%	51%
45	/design-support/circuit-protection-app-notes.html	2,650	1,632	0:01:31	238	47.90%	20.49%	15%
46	/broadcast-video/sdi-serdes/deserializers/index.html	2,580	1,678	0:00:58	426	33.10%	13.14%	25%
47	/wireless-rf/internet-of-things/lora-applications/networks	2,553	2,036	0:00:58	205	41.08%	19.23%	10%
48	/powerline-communications/index.html	2,518	1,876	0:01:14	683	50.37%	27.80%	36%
49	/circuit-protection/low-capacitance/index.html	2,467	1,207	0:00:44	269	29.74%	8.88%	22%

Using GSC to improve CTR

Login to Google Search Console: Google.com/webmasters/tools

1. Search Traffic > Search Analytics
2. Select Clicks, Impressions, CTR
3. Sort by Impressions



Using GSC to improve CTR

Make note of Queries with high impressions but low click-through-rate.

These are opportunities for on-page optimization.

They're already showing up in Google for those particular queries, but the Title tag and Meta description need to be improved.

Click each row and select the Page and ask yourself how you can make the language more enticing or add CTAs to encourage people to click on your result (vs. your competitor's)

	Queries	Monthly Volume	CPC	Competition	Clicks	Impressions ▼	CTR
1	[redacted]	40,500	$0.10	0.02	9,538	27,604	34.55%
2		0	$0.00	0	2	16,459	0.01%
3	[redacted]	0	$0.00	0	168	10,523	1.6%
4	outsourcing	301,000	$1.80	0.08	40	9,868	0.41%
5	it outsourcing	8,100	$9.37	0.55	26	6,142	0.42%
6	custom software development	3,600	$34.35	0.38	17	3,358	0.51%
7	[redacted]	0	$0.00	0	100	2,611	3.83%
8	grc	74,000	$2.55	0.11	9	2,024	0.44%
9	wfm	60,500	$2.83	0.08	21	2,011	1.04%
10	[redacted]	0	$0.00	0	40	2,009	1.99%

How to address content issues

Duplicate
and/or
thin content
(tags, categories)

How do we know?

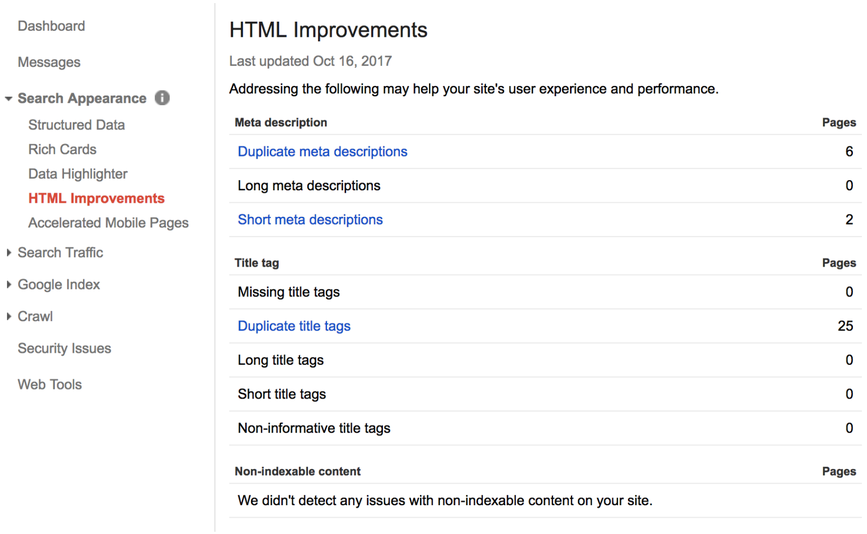
- By performing a site crawl (Screaming Frog)
- View page source on the /tag or /category page to see if they are set to INDEX

What do we do?

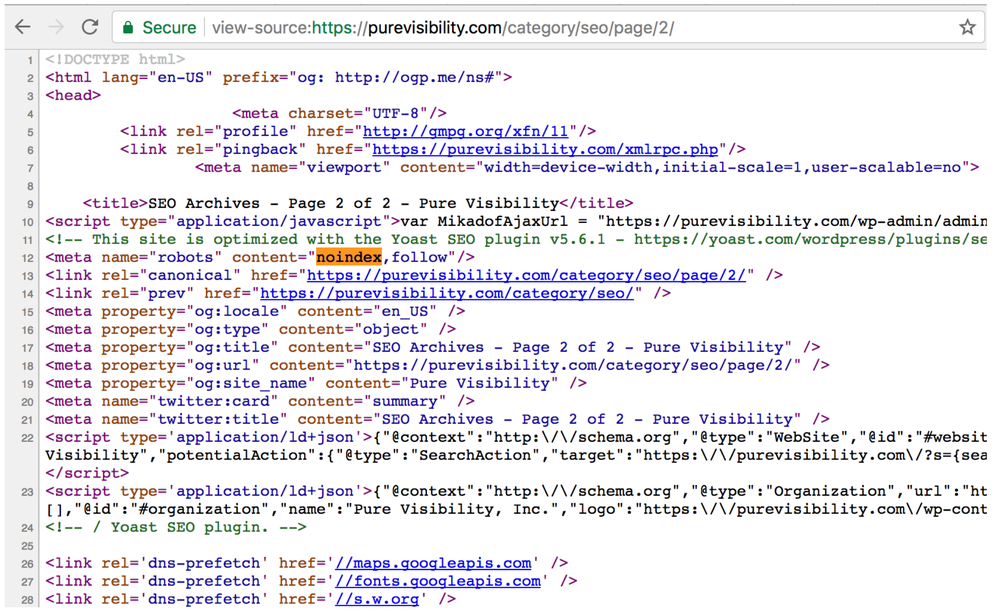
- Change page source to NOINDEX.
  -or-
- Add more content to the /category page so it's not just a list of blog posts that are in that category.

Eliminating duplicate content

- Crawling tools, like Screaming Frog, will list duplicate content pages.
- In GSC > Search Appearance > HTML Improvements, we can see a list of duplicate, missing, or improper title tags and meta descriptions.



- CMSs, like WordPress, will create “junk” pages (such as /tags and /categories). These should be periodically reviewed and are best to NOINDEX.



Enhancing thin content

- Thin content is a low-quality page that adds little to no value to the reader.

- Google Panda update is now baked into the main algorithm (checks for this in real-time)

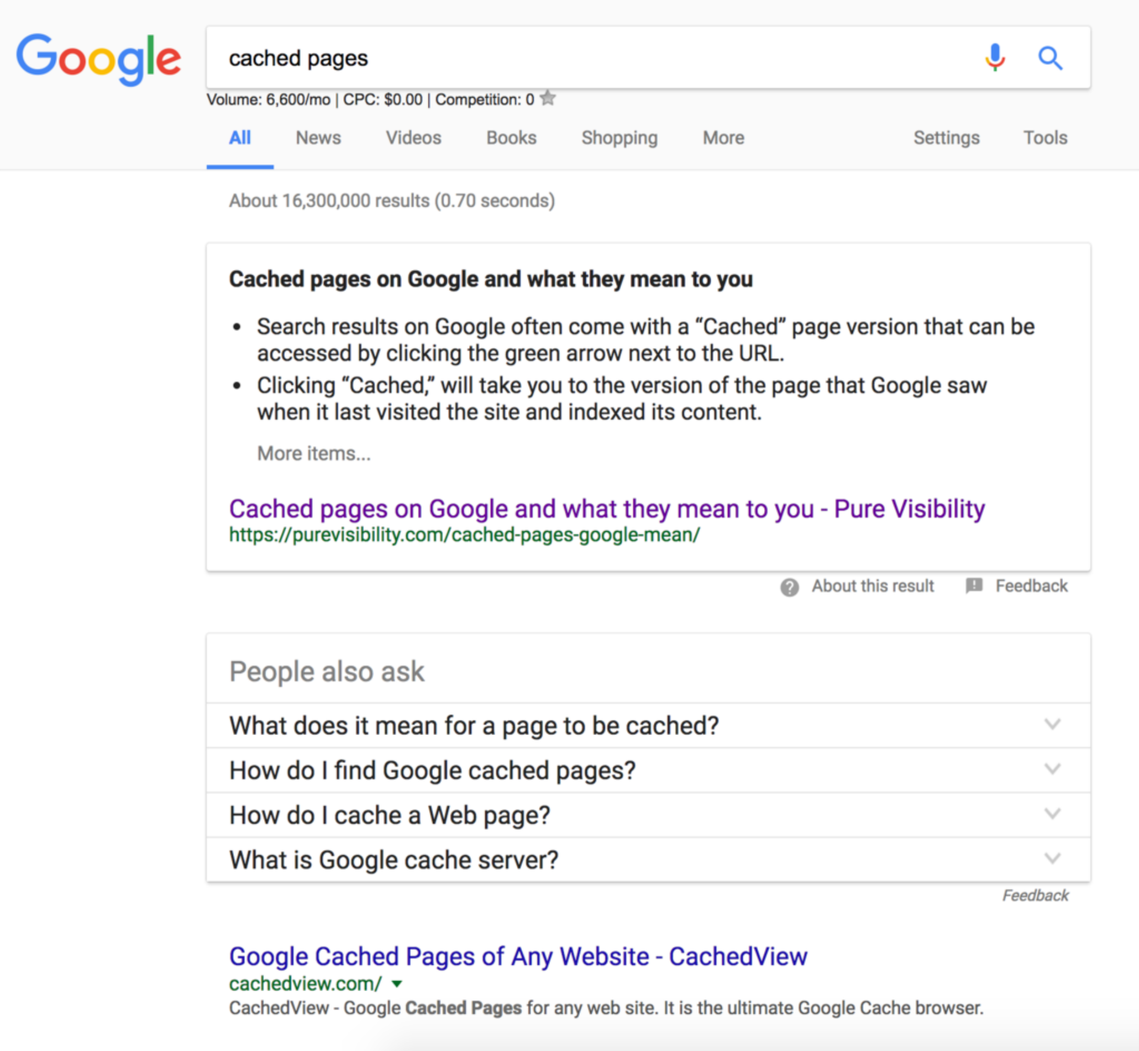
- Review your site's content and ask yourself:
  "Is this high-value?"
  "Does it solve my visitor's problems"
  "Would a search engine rank this on Page 1 for its main keyword?"

Enhancing thin content

- Brainstorm how you can expand the topic coverage.
- Search wikipedia.org for your topic to get ideas of sub-topics or categories.
- Use answerthepublic.com to find how people are searching, what questions they use—incorporate this into your content strategy.
- Look at auto suggestions in search
- Review related searches in the results

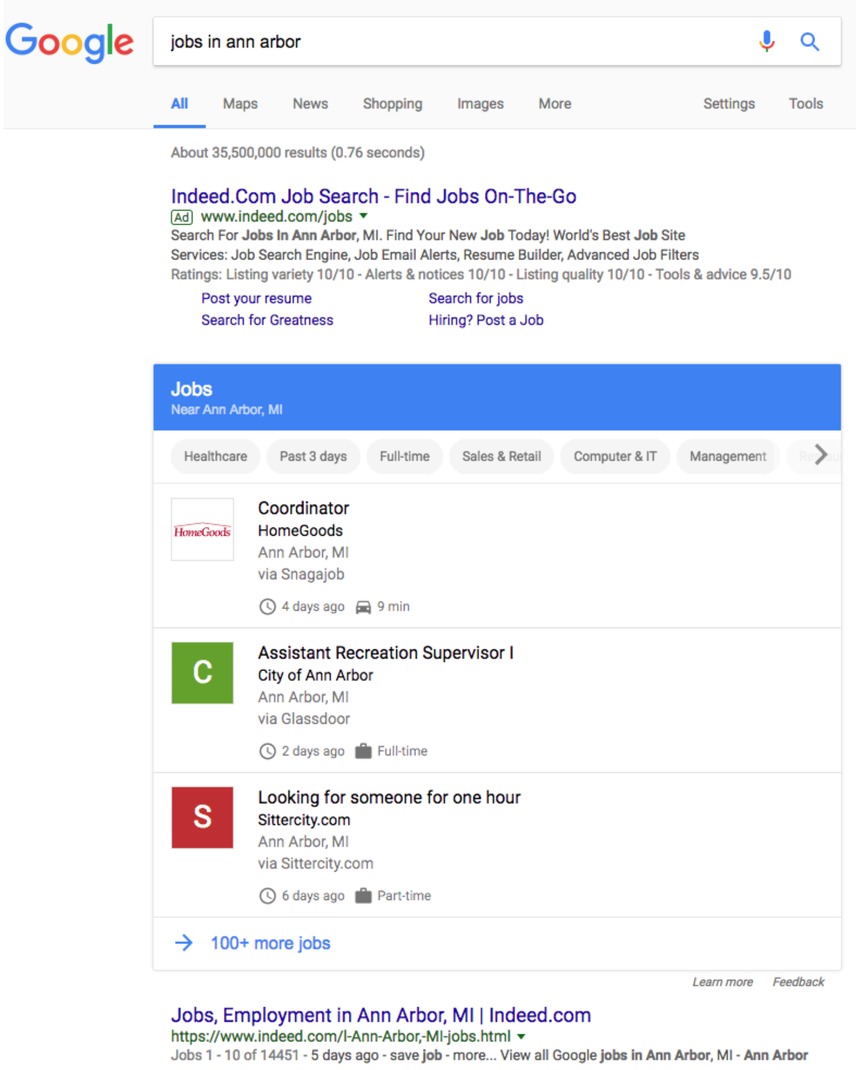
Featured snippets

- How to get your page “featured”:
- Use AnswerThePublic.com to find long-tail questions people are searching for.
- Directly answer the question in a sentence or two.
- Create in-depth content to address related questions.
- Format your content using bullets, lists, numbered steps, JSON-LD markup (schema).



Job listings in search results

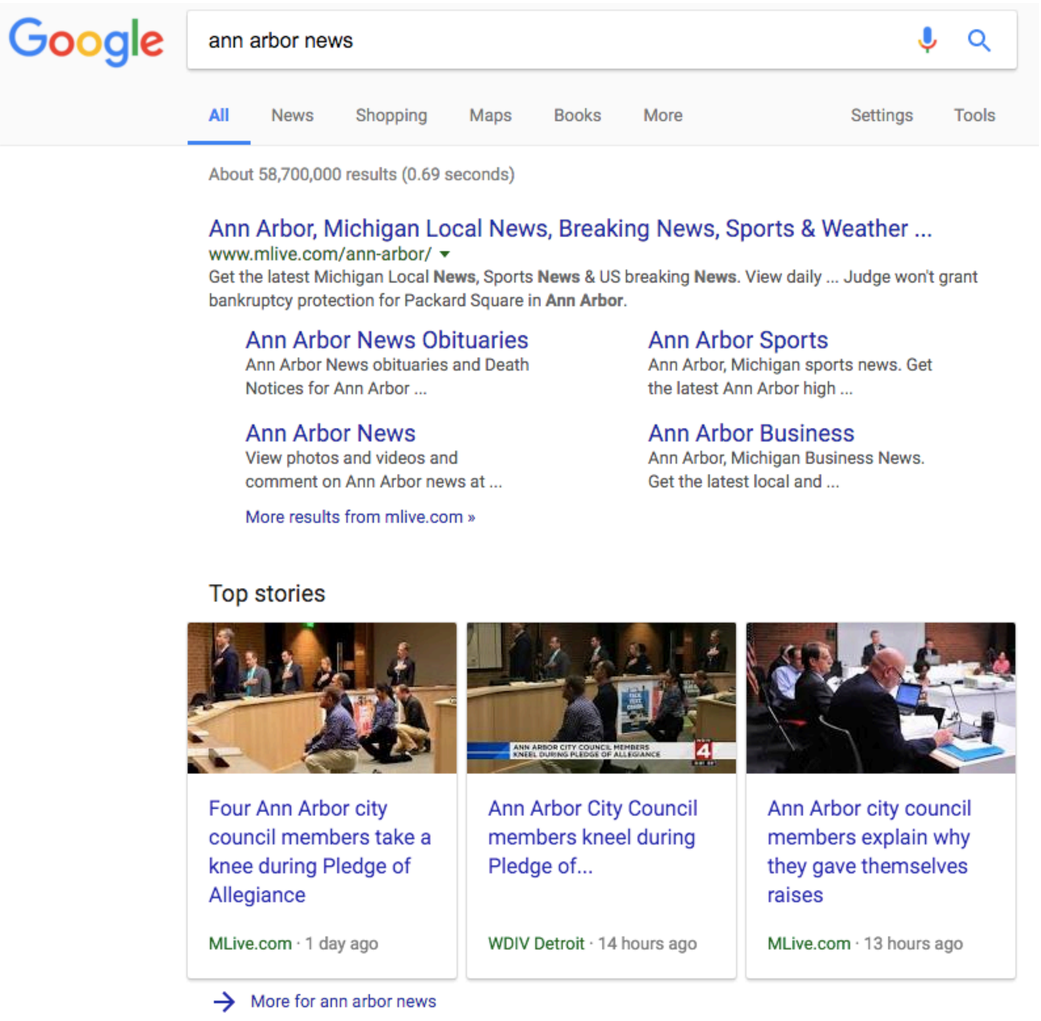
- Above-the-fold real estate being taken away.
- Adopt new tools available to you.
- Being an early adopter will keep you ahead of the competition.
- Follow the user, don’t chase the algorithm.
- On your site, use the structured data markup to tag your Job post listings.



How to optimize for Google News

- Google News has its own algorithm:
  - Site must publish a new post every 2 days
  - Create special Google News sitemap
  - Important aspects: trustworthiness of the source, up-to-date, article length

- Use the tag “news_keywords” to include 5-10 keywords
- Optimize text & images:
  - Encourage clicks by creating unique, concise H1 tag, using target keywords
  - Optimize images with keywords in the image title and alt tags.



How to optimize for Video results

- The vast majority of videos integrated in search results are from YouTube (89% on desktop) — build your brand presence.

- Optimizing videos can help you gain exposure in Google search results as well as on YouTube.com (the 2nd largest search engine)

How to optimize videos:

- Create an enticing and “clickable” thumbnail
- Use keywords in the Title and intriguing language to encourage click-throughs
- Use the Description to provide a detailed summary about the video content
- Tags on YouTube still play an important role
- Use subtitles in the video (Google is much better at interpreting and evaluating text content vs. audio-visual).
- Motivate your viewers to interact by liking and commenting.
- Additionally, the actual play length of the video is important for Google’s evaluation.

Common technical issues

- Duplicate content (preferred domain not set)
- Page loading speed
- Unoptimized on-page elements (titles, meta, h1)
- Poor information architecture, complicated main navigation

How to address technical issues

Duplicate Content

How do we know?

- Type into a browser www.example.com, http://example.com, and https://example.com (all should redirect to one)
- If not, add rel = canonical tag to help crawlers understand these aren't duplicate pages.

```
<!-- ========= Meta Tags========= -->
<meta http-equiv="Content-type" content="text/html;charset=UTF-8">
<meta charset="UTF-8">
<link rel="canonical" href="http://example.com">
<meta id="view" name="viewport" content="width=device-width, initia
<meta name="apple-mobile-web-app-capable" content="yes">
<title>National SEO Expert</title>
```

What do we do?

- Make sure to add all "versions" of your website in Google Search Console and select the "preferred version."

Specify a preferred domain:

1. On the Search Console Home page, click the site you want.
2. Click the gear icon ⚙, and then click **Site Settings**.
3. In the **Preferred domain** section, select the option you want.

How to address technical issues

Page loading speed

How do we know?

- Use Google's PageSpeed Insights, GTMetrix and Pingdom

What do we do?

- Compress images, Setup browser caching, Server-side optimization

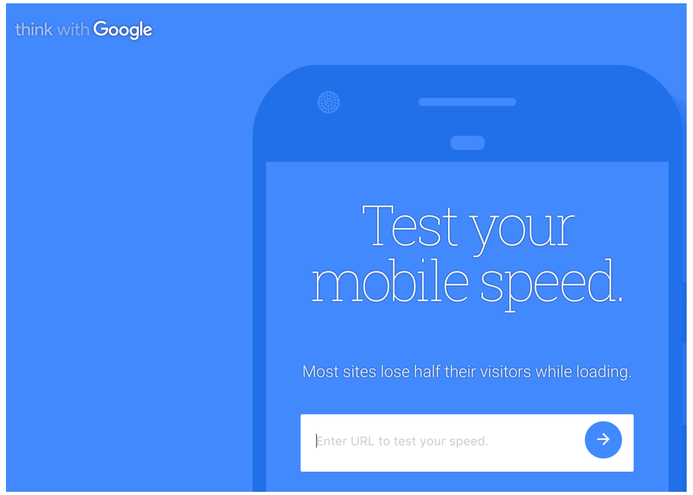
Page loading speed

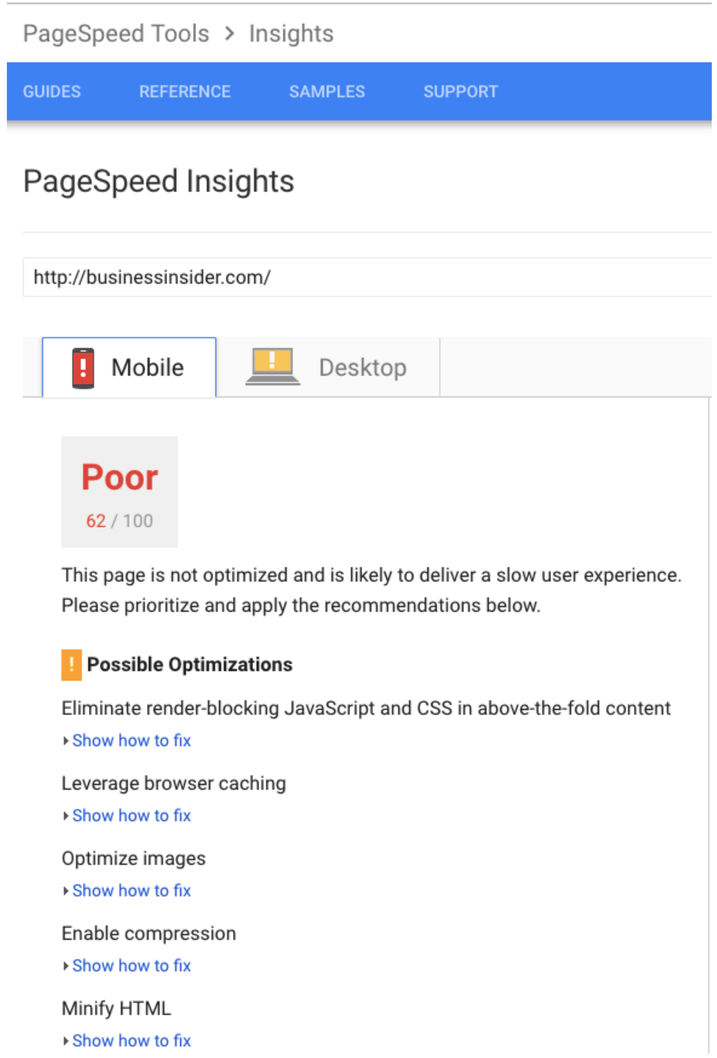
- Page speed is a ranking factor (and has been since 2010)

  https://webmasters.googleblog.com/2010/04/using-site-speed-in-web-search-ranking.html

- Use Google's PageSpeed Insights to see how your page stacks up to best practices

- Use TestMySite.ThinkWithGoogle.com to see how your site renders on mobile (3G network) also compares your site to the industry average.





Page loading speed

- Use GTMetrix for more detailed analysis
- Try to minimize number of requests and lower total page size
- Compress images
- Leverage browser caching

Performance Scores

PageSpeed Score	YSlow Score
F (29%)	F (47%)

Page Details

Fully Loaded Time	Total Page Size	Requests
31.1s	5.50MB	532

PageSpeed | YSlow | Waterfall | Timings | Video

RECOMMENDATION	GRADE	TYPE	PRIORITY
Minimize redirects	F (0)	CONTENT	HIGH
Enable Keep-Alive	F (0)	SERVER	HIGH
Serve scaled images	F (0)	IMAGES	HIGH
Leverage browser caching	F (0)	SERVER	HIGH
Serve resources from a consistent URL	F (0)	CONTENT	HIGH
Defer parsing of JavaScript	F (0)	JS	HIGH
Minimize request size	F (0)	CONTENT	HIGH
Specify a cache validator	F (30)	SERVER	HIGH
Combine images using CSS sprites	F (38)	IMAGES	HIGH
Optimize images	F (44)	IMAGES	HIGH
Minify JavaScript	B (80)	JS	HIGH
Prefer asynchronous resources	B (83)	JS	MEDIUM
Specify image dimensions	B (83)	IMAGES	MEDIUM
Avoid bad requests	A (92)	CONTENT	HIGH
Optimize the order of styles and scripts	A (92)	CSS/JS	HIGH
Minify HTML	A (94)	CONTENT	LOW
Enable gzip compression	A (97)	SERVER	HIGH
Specify a character set early	A (99)	CONTENT	MEDIUM
Minify CSS	A (99)	CSS	HIGH
Specify a Vary: Accept-Encoding	C (78)	SERVER	LOW

Google AMP

What is it?

- Accelerated Mobile Pages
- Free, open-source framework
- Allows you to create mobile pages that deliver content quickly

AMP

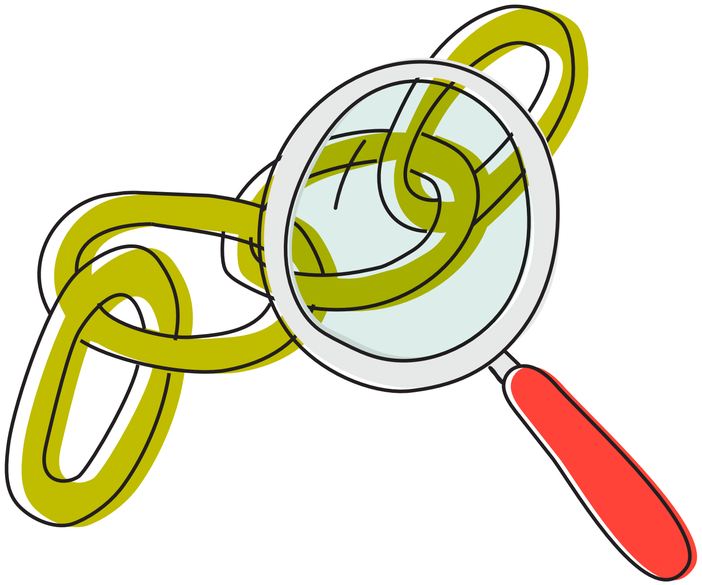
AmpProject.org

What are the benefits?

- It speeds up website load time
- It increases mobile ranking
- It improves server performance

Common backlinking issues

- Not enough authoritative links pointing to your site
- Not taking advantage of the relationships you have
- Not integrating your PR strategy with SEO strategy



How to find your backlinks

- Install MozBar browser extension to review site’s domain authority
- Review Google Search Console > Sites Linking to You
- Use a tool such as Ahrefs, OpenSiteExplorer or Majestic

Solutions to acquire backlinks

- Use Ahrefs to find broken backlinks (links from external sites pointing to old or deleted URLs on your site)
- Set up Google Alerts for your keywords or brand name
- Have partners and businesses link to you
- Guest blog on industry-related publications
- Media relations (build relationships, help journalists source quotes, use HARO)
- Targeted content development and influencer outreach

Strategies for staying competitive

Adapt with the environment

- Google has proven it's a constantly shifting, evolving landscape
- Keep up-to-date with industry announcements, but don't "chase the algorithm" — don't adopt something just because it's the latest and greatest — always ask yourself "How will this benefit my audience?"

Stay agile.

- Don't limit yourself. Don't make significant changes to your website or marketing that could limit your dexterity or ability to pivot if needed.

Take advantage of small tweaks.

- Most websites don't use Schema (though it's been available since 2011).
- Optimize your content/layout to try to get into featured snippets.
- Recognize YouTube is the second largest search engine.
- Make "how to" videos, use compelling data points, tell a compelling story.

In conclusion…

- Understanding what Google is looking for is only half of the equation.
- If we rank well and get the traffic, we still need to satisfy user intent and convert the visit into action.
- We need to know how different components of a website stack up and influence one another.
- Auditing a site allows us to see exactly where the problems are so they can be addressed efficiently and effectively.

“Google only loves you when you love everyone else first.”

- Wendy Piersall

Thank you!

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734.213.8100, x117

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WBENC