

# SEO Tips that (still) work in 2016



**BRUCE JACKSON**

**SEOCOACH**

Lassen Sie sich finden!

# SEO Agenda



1. Why do you need SEO?
2. How does Google rank Sites?
3. What (still) works in 2016?
4. Useful tools / WordPress plugins
5. My SEO “Top 8”

# Why do you need SEO?



- 1991 first website to 1 billion in 2014
- At least 500 new websites every minute!
- 1995 -> 1900 users / website  
2015 -> only 3 !!
- 2.3 million Google searches / second
- <in 2013 every minute>

# How does Google rank Sites?



- Google uses more than 200 ranking factors
- 100's of changes each year in Algorithm

# AdBlockers



- Disable AdBlockers when doing SEO work or testing your website !
- They often block Analytics as well as AdWords and other Google Services
- You won't see what (most) Users will see!!
- Use “incognito” Mode in Browser

# Search Results in 2016



## Search Results Changes

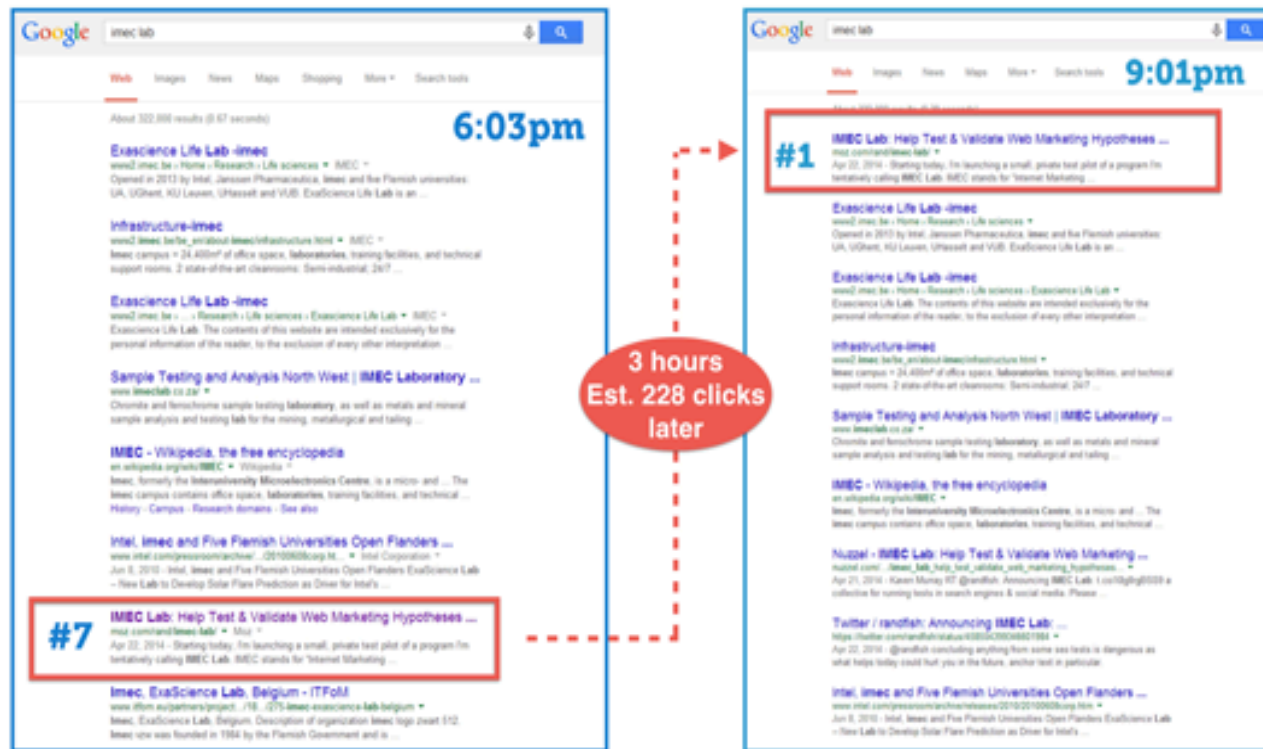
- 4 Ads at top of results and none on right
  - Fewer Organic results above fold – Ads in positions 3-4 more expensive!
- Fewer Local Map results
  - 3 instead of 7 since August 2015!!
- Featured Snippets
  - Answer user questions: “what is...” “how to...”
  - Be the “best answer”

[<Results Examples>](#)

# What (still) works in 2016?



## Click-through-rate **does** affect Google's search rankings



# Improve Click-Through-Rate



Use that to your advantage!

- Create compelling Page Titles / Meta Descriptions
- Optimise for long clicks
  - Create interesting Content
  - Add images and videos



## Simple Tricks that work



- Pages with one image rank better than those with none!
- Longer pages rank better than shorter ones
  - Top ranking pages average 1800+ words
  - Be the “best Answer”
- Outgoing links help ranking!

# URL / Page Title



These elements important for user experience and SEO

- **Keywords ARE critical in Title and URL**
  - Think of the Title tag as an advertising headline
  - Add “emotional” words to encourage clicks (best, cheapest...)
  - Keep the title tag to 55 -60 characters or less
  - Include location on contact pages
- **Title should be UNIQUE**

# Speed - faster is always better



- FAST is important for Google ranking and users
- Nearly 50% of users abandon after 4-6 sec
- Minimize images – major culprit
- Install a caching plugin & TEST repeatedly
  - <http://gtmetrix.com/>
  - <http://tools.pingdom.com/fpt/>

# Image SEO



- Image Filename should include keywords
- “alt” Text should include readable description of image
  
- Optimize images for performance
  - Make sure they are not scaled!
  - Use the correct format and compression

# "Mobilegeddon 2" is coming this month



- Non-“mobile-friendly” websites will LOSE again
  - Lost ~12% traffic last time
  - 44% of fortune 500 companies are not mobile friendly
  - 47% of SMB Websites in USA failed test
- Don't block CSS / Javascript
- Test your site NOW
  - [www.google.com/webmasters/tools/mobile-friendly](http://www.google.com/webmasters/tools/mobile-friendly)

## Overrated / Hype



- **Google is pushing SSL**
  - Will reduce performance
  - Wait for PHP 7 / HTTP2 rollout
  - New websites should use https://
- **RankBrain**
- **Accelerated Mobile Pages (AMP)**

# WordPress Plugins for SEO



- **Yoast SEO is still #1**
  - Free version enough for most users
- **WP Fastest Cache**
  - Easy-to-use caching plugin that works well

# My SEO “Top 8”



1. Good Keywords (think like user)
2. Create compelling Page Titles / Meta Descriptions
3. Interesting, user-focused content
4. Include image with “alt” Text
5. Add useful, outgoing links
6. Optimise Page Speed
7. Optimise for Mobile
8. External links to your website (most important!)



# Google Tools



- **Mobile friendly Test**
  - <https://www.google.com/webmasters/tools/mobile-friendly/>
- **Speed Test / Optimisation Tips**
  - <https://developers.google.com/speed/pagespeed/insights/>
- **Google Analytics**
  - Track traffic, events (downloads, newsletter signup)
- **Google Webmaster Tools (“Search Tools”)**
  - Check all pages are indexed! Submit your sitemap
  - Check “Mobile Friendly” Rating
  - Check keyword traffic, impressions and CTR

# Penguin-Safe Links



- Professional
  - <http://firmen.wko.at/>
  - <http://www.praxisplan.at/>
- Regional
  - Google Maps / “My Business” (especially for mobile search)
  - Local Government : [www.wien.gv.at](http://www.wien.gv.at)
- Top quality directories (still)
  - [www.tupalo.at](http://www.tupalo.at) [www.yelp.at](http://www.yelp.at) [www.herold.at](http://www.herold.at)
- Competitors top Links
  - Search Google for “[www.domain.at](http://www.domain.at)”

# Useful SEO Information



- **Google SEO Guidelines**

- <http://static.googleusercontent.com/media/www.google.com/en/webmasters/docs/search-engine-optimization-starter-guide.pdf>
- <https://yoast.com/articles/wordpress-seo/>

- **Reliable SEO Blogs**

- <http://moz.com/blog>
- <http://searchenginewatch.com/seo>

# Sources



- **Internet Statistics**

<http://www.internetlivestats.com/total-number-of-websites/>

- **Experiments**

<http://www.slideshare.net/randfish/mad-science-experiments-in-seo-social-media/>

- <http://backlinko.com/search-engine-ranking>

- <http://seosherpa.com/seo-experiments/>

# Thanks for your attention



## QUESTIONS?

DOWNLOAD SLIDES:

Google “VIENNA WORDPRESS SEO TIPS 2016”

# SEOCOACH

*Lassen Sie sich finden!*