

Take Your SEO To The Next Level



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SEOCOACH

Lassen Sie sich finden!

Take Your SEO To The Next Level



1. Optimize Your Google My Business Listing
2. Check your website in Google Search
3. Improve Click-through-rate (CTR)
4. Increase visitor "time on page"
5. Improve page speed
6. Internal Links to improve Engagement
7. Multiple pages ranking for same keyword
8. What is new in Google Search ?

Optimize Your Google My Business Listing



- **Add sub-categories!**
 - Find all categories used by competitors for your keywords
- **Rethink your business name** 😊
- **Fill out description field**
 - write long descriptions with formatting and links
- **Get reviews and respond to them!**
 - add a request, with link to Google Reviews in invoice email

Optimize Google My Business ...



- Add new photos regularly
- Add your products and/or services
- Seed your own Q&A section
 - Make a list of the most frequently asked questions your business gets. Then ask, answer, and upvote your answer on your own profile
 - Google encourages this!

Regularly check your website in Google Search



- Search for your company name
 - Are you in position #1?
 - Are competitors bidding AdWords for your name?
- Site:domain.at
 - How many pages are found? Is this correct?
 - Are your titles and descriptions OK?

Regularly check your competitors...



- Search your top keywords
 - Which special features are shown?
 - ✦ Can you show up for these?
 - Install MozBar in browser to compare your competitors strengths
 - Who are your top competitors?
 - ✦ Check their ads to find keyword focus!
 - ✦ Search „site:competitor-domain.com“ in Google
 - how many pages?
 - filter by date to see if they are active

Increase Click-through-rate (CTR)



- Google is crowding out the organic search results with Ads, Answer Boxes, Carousels, “People also ask”, and more.
- Usual 10 results reduced to just 7 on over 18% of Google searches in 3Q 2020!
- To stand out in the SERPs, your result needs to scream “**click me!**”

Increase Click-through-rate (CTR)



- Include Your Keyword in your URL
- Optimise your titles
 - include Keyword
 - for local SEO include location(s)
 - Be creative: numbers, (...), emojis
- Create a meta-description for important pages

Increase visitor "time on page"



- Use unique images
- Use animated images
- Add videos
- Add Table of Contents section to longer pages
 - Plugin “Easy Table of Contents”
- Add one call-to-action on each page

Improve page speed

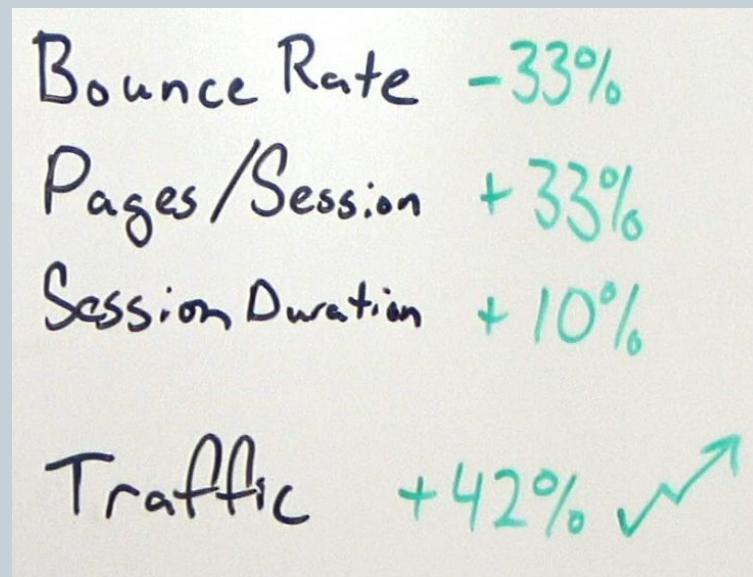
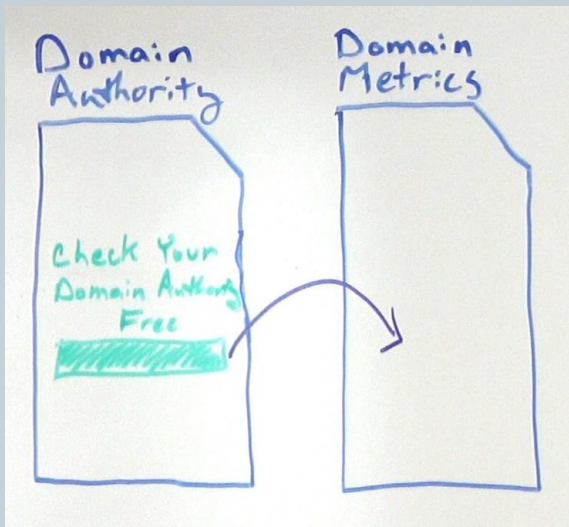


- Page Speed = Core Web Vitals metrics
- Part of Google's "page experience" score
 - Others: Responsive, https, safe, no interstitials
- Officially a [ranking factor](#)
- See real user data in Search Console
- <https://developers.google.com/speed/pagespeed/insights/>

Internal Links to improve Engagement



- Add internal links to relevant content on your site that relates to current post
- This can improve user engagement, time-on-site and very often ranking & traffic!



Watch this Video! <https://moz.com/blog/maximize-internal-links>

Internal Links to improve Engagement



- The more organized your internal linking structure is, the easier it is for search engines (and users) to find what they're looking for.
- Create Topic Clusters (Silos)
- First define your Pillar Pages (= Cornerstone Content)
 - [Permalink Manager Plugin](#)

Multiple pages ranking for a Keyword



- Add internal links from 2nd page to desired page
 - This can show which is preferred page. Add context for users „Updated in 2020: link“
- Merge the 2 pages into one better page, if similar content
 - Delete older, invalid content
 - 301 redirect the other page, or both of them, to the new URL
- Noindex low value pages
 - Blog category and tag pages

Google Search Changes



- March 2021 mobile indexing for ALL sites
 - ~~mobile first~~ **mobile only !!**
- May 2021 Core Web Vitals metrics ranking factor
- Google's BERT / DeepRank improving fast
 - Natural Language Processing
 - Long Tail / Passage Indexing

More Information



- **Interesting Posts**

- <https://www.searchenginejournal.com/wordpress-add-emojis-title-tags-meta-descriptions/383008/>
- <https://moz.com/blog/maximize-internal-links>
- <https://samuelschmitt.com/topic-cluster/>

Thanks for your attention!



QUESTIONS?

SLIDES DOWNLOAD

<https://www.seocoach.at/next-level-talk>

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