SEO & More: How to Get Better Results from the Web

(This document is available at www.vangsness.com/events)

SEO – On Page

How search engines work

Crawl websites

Index the content

Serve results to searchers

Check to see if your pages are in the Google index:

Google search console

Or, go to Google and enter: site:yourdomainname

Determine your SEO goals

New customers, new members, sell produsts, sign up for newsletters etc.

University of Chicago Track Club Results
http://www.vangsness.com/sites/default/files/uctc.pdf

How Do You Set Smart SEO Goals for Your Team/Agency/Project? - Whiteboard Friday
12 minute video by: Rand Fishkin May 25th, 2018
https://moz.com/blog/smart-seo-goals

Look at competitor sites using site evaluation tools and SEO tools

Tools to extract site details:

Screaming Frog SEO Spider free version download, run as an app https://www.screamingfrog.co.uk/

Beam Us Up free download: http://beamusup.com/

Tools to evaluate site quality:

Hubspot   https://website.grader.com/

Nibbler   https://nibbler.silktide.com/en_US

Determine your Keywords

Keyword usage in the past with Meta Tag Keywords

Keywords can be one word or a phrase

Keyword tools

- Google Adwords tool: https://ads.google.com/home/tools/keyword-planner/

- Google Trends: https://google.com/trends/

- Seobook.com keyword density analyzer http://tools.seobook.com/general/keyword-density/

Hubspot article on keywords: https://www.hubspot.com/internet-marketing-tips/detailed-keyword-tips

Caution: Too many keywords on a page is called keyword stuffing and a problem

Importance of keywords

>Web address (URL), page title, page description, H1, H2, image alt tags
>
>[Page Title & Description Guide](#) by Joe Vangsness
>
>http://www.vangsness.com/sites/default/files/pagetitledescription.pdf
>
>New development: https://Schema.org

WordPress SEO plugin options:

>Yoast SEO https://yoast.com/wordpress/plugins/seo/
>
>All-In-One SEO https://wordpress.org/plugins/all-in-one-seo-pack/

Google developments

>Google My Business (formerly Google Local, Google Places)
>
>Google local 3 pack
>
>People also ask
>
>People also search for
>
>Featured snippet
>
>Google Maps

Learn more

>Tom Dupuis, WordPress SEO Consultant https://onlinemediamasters.com/
>
>Several WordPress SEO tutorials, guides & videos – free
>
>Tom Dupuis, WordPress SEO Video: The Ultimate Tutorial (1 hour 43 minutes)
>
>https://www.youtube.com/watch?v=gNSnLvnHETA
>
>Hubspot article on keyword development
>
>https://www.hubspot.com/internet-marketing-tips/detailed-keyword-tips
>
>SEO Ranking Factors Checklist by Optinmonster https://optinmonster.com/seo-ranking-factors/
>
>Is SEO Best Practice the Enemy of Success? Helen Pollitt Helen Pollitt / July 25, 2019
>
>https://www.searchenginejournal.com/seo-best-practice-enemy-success/315899/#close

SEO - Off Page   (aka Link Building or Backlinks)

>Nofollow links vs Dofollow links
>
>Link value: to search ranking, to visitors
>
>Backlink checking tools for checking yours or your competitors:
>
>https://smallseotools.com/backlink-checker/
>
>https://ahrefs.com/backlink-checker
>
>Local business information in directories - Whitespark & other services
>
>https://whitespark.ca/

Some sites I have seen with a high value

  About.Me

  Meetup.Com

  Thomasnet.Com For Manufacturers

Give testimonials to businesses you value and ask them to show your url

Check for websites that have directories of businesses like yours

Content Marketing

Check out: Link Building in 2019 by Sandeep Mallya https://www.99signals.com/high-quality-backlinks/

BEYOND SEO

Web Strategy chart by David Meerman Scott & Blue Wire Media
https://www.davidmeermanscott.com/hubfs/documents/Marketing_Strategy_Template.pdf

California as an island
https://i.redd.it/yci2d7z7qk711.jpg

Internet Marketing Strategy
- Get visitors to the site
- Engage them
- Convert to prospects or customers
- Keep them
- Turn customers into evangelists

Internet Marketing Strategy chart with examples
http://www.vangsness.com/sites/default/files/internetmarketingstrategy.pdf

Joe Vangsness
www.vangsness.com
jv@vangsness.com
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