

Website SEO: Get Found on Google

Thursday, November 24th, 2016

Agenda

- Introduction
- Definition and history
- How it all works
- Optimization done right
- Tools and tips
- Summary

Introduction

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Definition and History

Search Engine Optimization (SEO)

The process of creating or modifying online content in such a way as to maximize the ranking or position of your content on the search engine results page (SERP) based on your chosen keywords.



natural dog treats



All Images Shopping News Maps More Search tools

About 3,000,000 results (0.66 seconds)

Dog Treats w/DE by Earthworks Health - earthworkshealth.com

Ad www.earthworkshealth.com/Diatomaceous ▼
FDA Approved Diatomaceous Earth Wholesale Prices on all Products.

100% Natural Dog Treats - preenpets.com

Ad www.preenpets.com/ ▼
Tasty treats made from whole ingredients in our factory kitchen.

PEDIGREE Treats

Ad www.mypedigree.ca/Treats ▼
Nutritious Treats For All Types Of Dogs. Find Your Dog's Favorite Now!
Treats For Every Occasion · Treats For All Dog Sizes · Great Tasting
Pet Nutrition · Oral Care Importance · Pedigree Adoption Drive · Promotions

Compare Your Dog Treats - bluebuffalo.com

Ad www.bluebuffalo.com/ ▼
Visit BLUE to Take the True Blue Test to Compare Your Dog Treats.
Natural Ingredients · Healthy and Holistic
Brands: Milk-Bone®, Pup-Peroni®...
Store Locator · BLUE Health Bars™ Treats · BLUE Bites · BLUE Mini Bars · BLUE Bones

N/A Nothing Added | Healthy Natural Dehydrated Dog Treats

nothingadded.ca/ ▼
100% Canadian, healthy, natural dog treats – no grains, no fillers, no additives, no preservatives.
Shop Now. Monthly Special. Seasonal Gift baskets – great ...
Treats · Specials · Contact · N/A Nothing Added (USA)



Natural Dog Treats Canada | Shop Natural Chews, Rawhide, and ...

<https://www.homesalive.ca/dog/treats-chews/natural.html> ▼
Shop for natural and healthy dog treats and chews at Homes Alive Pet Centre. We ship our dog products across Canada from Lethbridge, AB.

Natural Dog Treats - Liver and Sweet Potato From Crump's Naturals

www.crumps.ca/ ▼
"Crumps" plural because we are a family owned business with more than a few Crumps taking time to make sure the product your dog or cat consumes is of ...

Definition and History

Keywords, keyphrases, and search terms

- **Plumber in smiths falls**
- **Coffee**
- **Taylor Swift songs**
- **Which is better iPhone of android**

Definition and History

How Ranking Happens...

Bots, crawlers, spiders, and a massive database.

Definition and History

Unfortunately (or fortunately), not like the “good old days.”

- In the early days of search, all that mattered was keyword relevance.
- “Black Hat” SEOs had a huge bag of tricks available to them.
 - Keyword Stuffing
 - “Invisible Text”
- The Google “shift” — relevance + quality

Definition and History

The Trust Factor

- How to determine the “Quality” of a page or site?
- Trust and Inbound links
- How I found my babysitter
- Medical peer reviews
- Alta Vista?
- Breaking from the pack

Definition and History

Black Hatters are a hearty bunch

- Cracking the Code
- The truth is...
- Google, Coke, and Col. Sanders
- Black and White
- Take a guess...
- Close is close enough

How it All Works

So what does Google want, anyway?

- From the very beginning... “Write for *people*, not the search engines!”

How it All Works

Black Hatters are a hearty bunch

- You want content? We've got content! (Start the Blog!)
- Enter the Panda
- You want links? We've got links! (Down on the farm)
- Enter Penguin

How it All Works

“The algorithms, they are a changin’”

- **Constant change**
- **Most of it tweaks, and most of it unannounced**
- **Penalties and improvements**
- **Oh, the irony...**
- **Hummingbird, Semantic Search, and Rank Brain**

How it All Works

So, again, what does Google want, anyway?

How to succeed in business...

- **Happy and repeat customers**
- **Happy searchers**

How it All Works

So, again, what does Google want, anyway?

Three Stakeholders...

- **The Searcher**
- **Google**
- **The Marketer**

Optimization Done Right

From the very beginning... “Write for *people*, not the search engines!”

- “Drive the speed limit”

Optimization Done Right

The Three most important Factors:

- 1. Quality on-page content**
- 2. Inbound links**
- 3. Rank Brain (the future is now!)**

(via Nick Usborne)

Optimization Done Right

“Eventually, search engines may be able to check every site as a human would, but that is decades off and would no doubt require artificial intelligence.”

(Nick Smith, 2013)

Optimization Done Right

But what about the other 197?*

(*Allegedly)

Optimization Done Right

“ON-Page” things to get right:

- 1. Keywords**
- 2. Title and Description tags**
- 3. SEO friendly URLs**
- 4. Multimedia**
- 5. Linking**
- 6. Site load speed**
- 7. Long Content**

Optimization Done Right

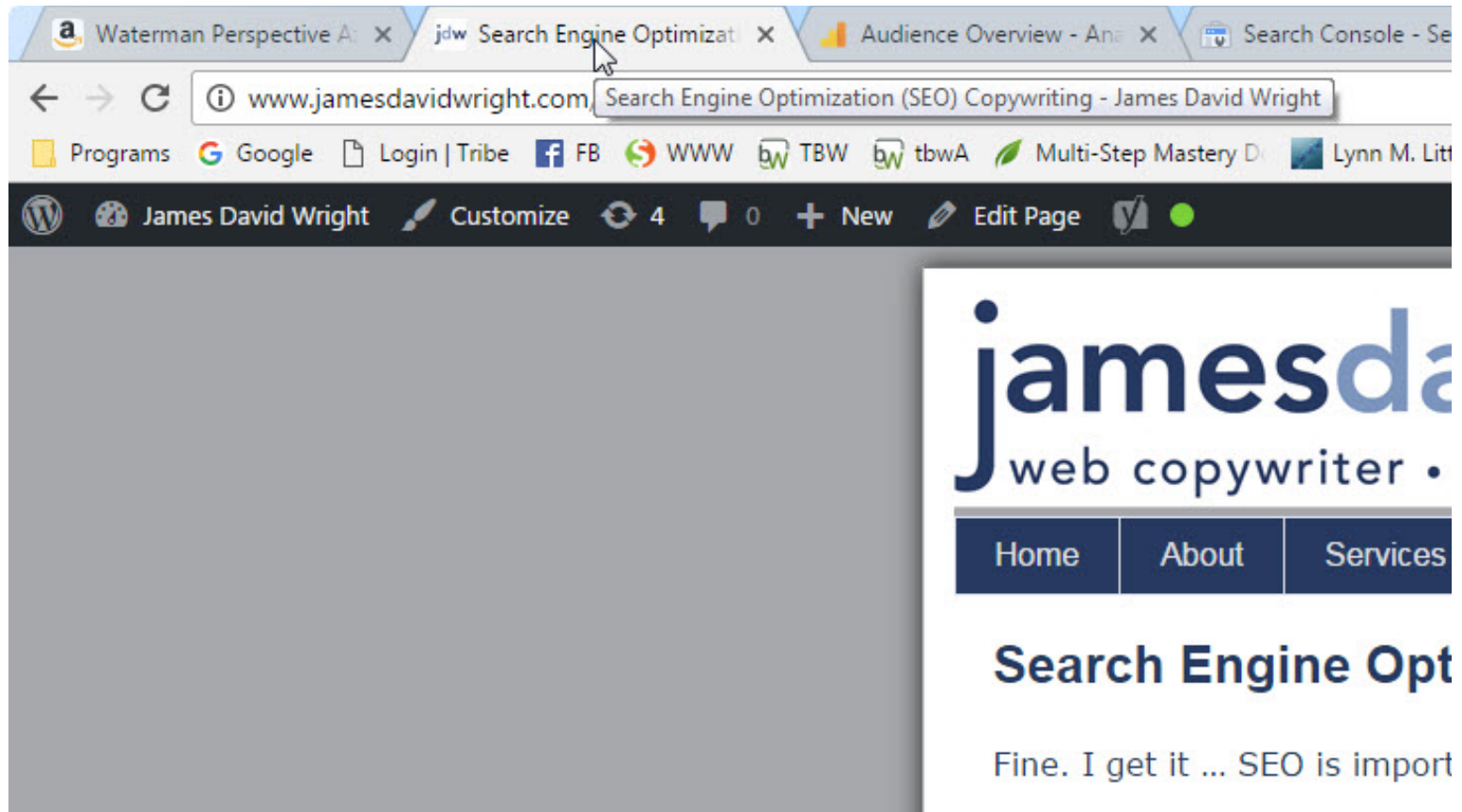
1. Keywords

- **Choose your keywords well**
- **Supply and Demand**
- **Chicago**
- **Get the language right**
- **Get in there early**
- **Titles, Headings, first paragraph**

Optimization Done Right

2. Title and Description Tags

- **Direct and Indirect**
- **Why these are so important**
- **How to “see” the Title tag**
- **How to get them in there**



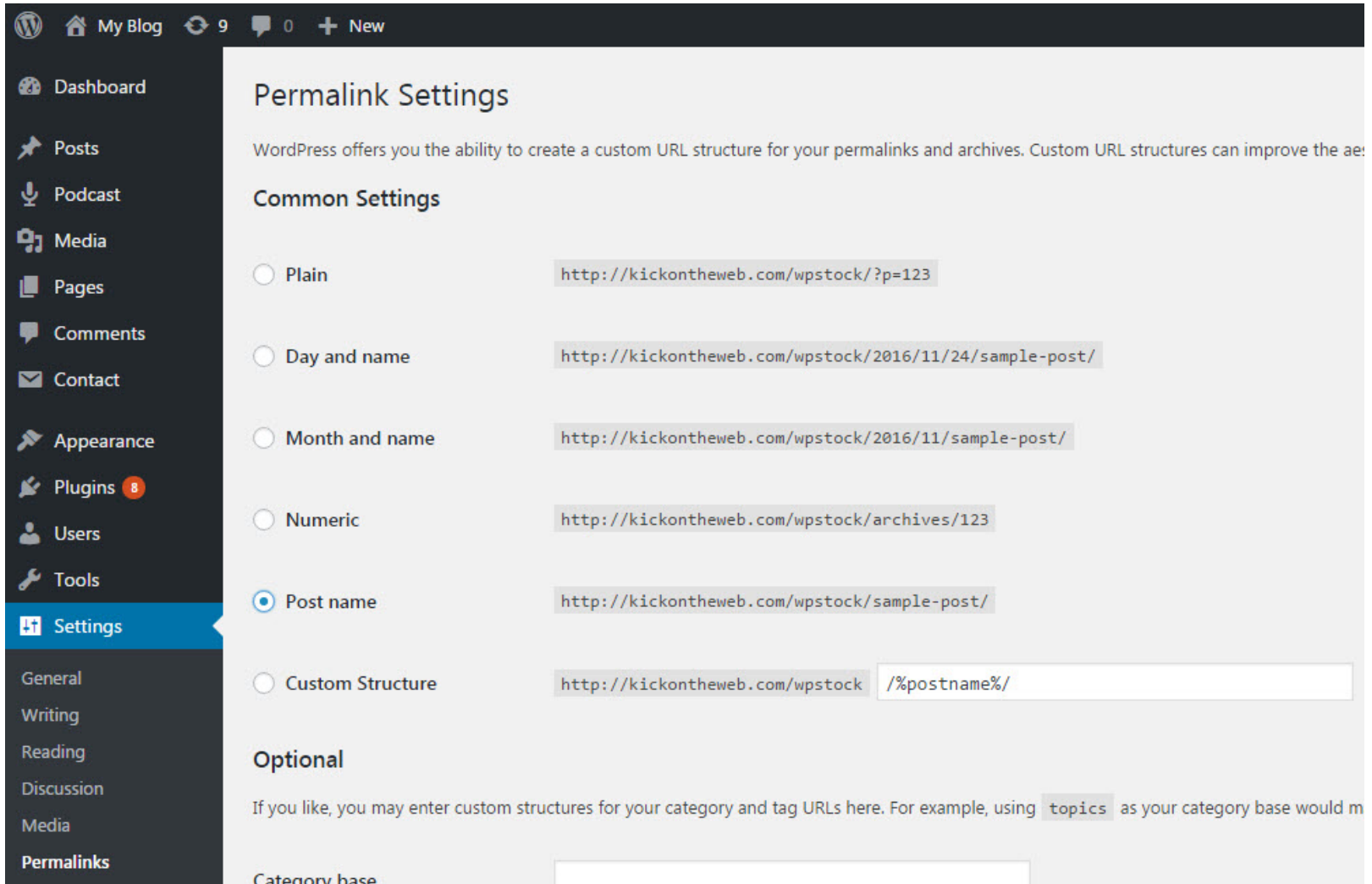
```
1 <!DOCTYPE html>
2 <html xmlns="http://www.w3.org/1999/xhtml" lang="en-US" xml:lang="en-US">
3 <head>
4 <meta charset="UTF-8" />
5 <meta http-equiv="X-UA-Compatible" content="IE=edge,chrome=1" />
6 <!-- Pro Framework 1.8.53 -->
7 <title>Search Engine Optimization (SEO) Copywriting - James David Wright</title>
8 <meta name="viewport" content="width=device-width, initial-scale=1.0"/>
9 <link rel="pingback" href="http://www.jamesdavidwright.com/xmlrpc.php" />
10 <!--[if lt IE 9]><script src="//html5shiv.googlecode.com/svn/trunk/html5.js"></script><![endif]-->
11 <!--[if IE 7]><link rel="stylesheet" href="http://www.jamesdavidwright.com/wp-content/themes/proframework/cs
12 <link rel="shortcut icon" href="http://www.jamesdavidwright.com/wp-content/uploads/2011/12/JDWi.png" />
13
14 <!-- This site is optimized with the Yoast SEO plugin v3.4.2 - https://yoast.com/wordpress/plugins/seo/ -->
15 <meta name="description" content="Search Engine Optimization (SEO) Copywriting is the process of creating yo
16 <meta name="robots" content="noodp"/>
17 <link rel="canonical" href="http://www.jamesdavidwright.com/seo-copywriting/" />
18 <link rel="publisher" href="https://plus.google.com/u/0/b/113755755070279233776/" />
19 <meta name="twitter:card" content="summary" />
20 <meta name="twitter:description" content="Search Engine Optimization (SEO) Copywriting is the process of cre
21 <meta name="twitter:title" content="Search Engine Optimization (SEO) Copywriting - James David Wright" />
22 <meta name="twitter:site" content="@jdwcom" />
23 <meta name="twitter:creator" content="@jdwcom" />
24 <!-- / Yoast SEO plugin. -->
25
```


Optimization Done Right

3. SEO Friendly URLs

http://kickontheweb.com/?page_id=136

<http://kickontheweb.com/winter-camping-tips>



The screenshot shows the WordPress dashboard's 'Permalink Settings' page. The left sidebar contains navigation links: Dashboard, Posts, Podcast, Media, Pages, Comments, Contact, Appearance, Plugins (with a red badge showing 8), Users, Tools, and Settings (highlighted in blue). Under 'Settings', sub-links for General, Writing, Reading, Discussion, Media, and Permalinks are visible. The main content area is titled 'Permalink Settings' and includes an introductory paragraph: 'WordPress offers you the ability to create a custom URL structure for your permalinks and archives. Custom URL structures can improve the ae...'. Below this is the 'Common Settings' section, which lists five radio button options with corresponding URL examples: 'Plain' (http://kickontheweb.com/wpstock/?p=123), 'Day and name' (http://kickontheweb.com/wpstock/2016/11/24/sample-post/), 'Month and name' (http://kickontheweb.com/wpstock/2016/11/sample-post/), 'Numeric' (http://kickontheweb.com/wpstock/archives/123), and 'Post name' (http://kickontheweb.com/wpstock/sample-post/). The 'Post name' option is selected. The 'Custom Structure' option is also present, with a text input field containing '/%postname%/'. The 'Optional' section follows, with a paragraph: 'If you like, you may enter custom structures for your category and tag URLs here. For example, using topics as your category base would m...'. The 'Category base' label is visible at the bottom of the page.

Optimization Done Right

4. Multimedia

- **Mostly Indirect**
- **Increases other factors**
 - **Engagement**
 - **Time on site**
 - **Sharing**

Optimization Done Right

5. Linking

- **Be a good link neighbour**
- **Outbound links**
- **Internal links**

Optimization Done Right

6. Site Load Speed

- **Direct and Indirect**
- **A little bit of the code!**
- **Annoys both Google and Humans alike!**
- **An easy win... Images**

Optimization Done Right

Image tips...

- **Direct and Indirect**
- **Size 'em up**
- **DSC_4128.jpg vs. tinyblackpoodle.jpg**
- **Use the ALT tag**
- **Image search**

Optimization Done Right

7. Long Content

- More isn't necessarily better
- Don't forget the big "Q"
- Would [Insert name here] publish this?

Optimization Done Right

“OFF-Page” things to get right:

- 1. Inbound links!**
- 2. Inbound links!!**
- 3. Time**

Optimization Done Right

1. Inbound Links

- **Quality inbound links**
- **Natural inbound links**
- **Trusted inbound links**
- **Beware the Penguin!**

Optimization Done Right

2. Inbound Links

- Pay attention to it
- Outreach

Creating a Spotify remote with an Arduino and LCD Shield



This one is for the Spotify people. We've created a small project that makes use of the Arduino and LCD Keypad shield to create a Spotify remote control. This will show the current playing song as well as adding Play/Pause, Prev and Next functionality to it.

Check out the quick YouTube video at the bottom of this page.

The remote is made from a VB.NET application that listens on a select COM port for commands, it also broadcasts the current playing song via the COM port to the Arduino.

You could add a Bluetooth module to this ([described in our previous article here](#)) to make it completely wireless, which would be really cool.

[Click here to read more.](#)

April 13, 2014 in [Arduino](#), [Microcontrollers](#), [Programming](#).

Communicating wirelessly with the Arduino via VB.NET and Bluetooth



This is something that really interests us, connecting your Microcontrollers up to some sort of GUI in order to control it. This small project was originally just connected using a USB Cable (but that was boring!).

We have connected up a HC-06 Bluetooth module to an Arduino and are able to

Bookmarks

[Arduino.cc](#)

[Dangerous Prototypes](#)

[Hackaday](#)

[Hacked Gadgets](#)

[Learn Electronics Online](#)

[Raspberry Pi](#)

[Steve's Ramblings](#)

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Optimization Done Right

3. Time

- **Slow and steady wins the race**
- **Google's bad breakup?**

Tools and Tips

- 1. Keyword Tools**
- 2. Google Analytics**
- 3. Search Console**
- 4. Site:**
- 5. Ahrefs**
- 6. Yoast**

Q Enter keyword

Time period

Territory

mountain bike

Monthly average

Global

Add to search: upland cycle volcano bike all-terrain bicycles alpine bicycle highland bike mountain moto bmxr

1000 keyword suggestions

SAVE...

EXPORT



- + Volume...
- + Competition...
- + IAAT...
- + KEI...
- + Questions...

Keyword	Volume	IAAT	Comp.	KEI
mountain bike gear	22034	22	5.41	89.47
29 mountain bike	11040	28	5.7	87.53
mountain bike	8499	2638	15.3	73.19
alljjang29 29 mountain bike	4521	-	-	-
mountain bikes	3177	380	10.04	76.59
dabomb mountain bike gear	690	-	-	-
bike mountain	521	17	5.12	80.81
mountain bike photos	515	13	4.83	81.58

Search reports & help

Audience Overview

Oct 24, 2016 - Nov 23, 2016 ▾

Email Export ▾ Add to Dashboard Shortcut

All Users
100.00% Sessions

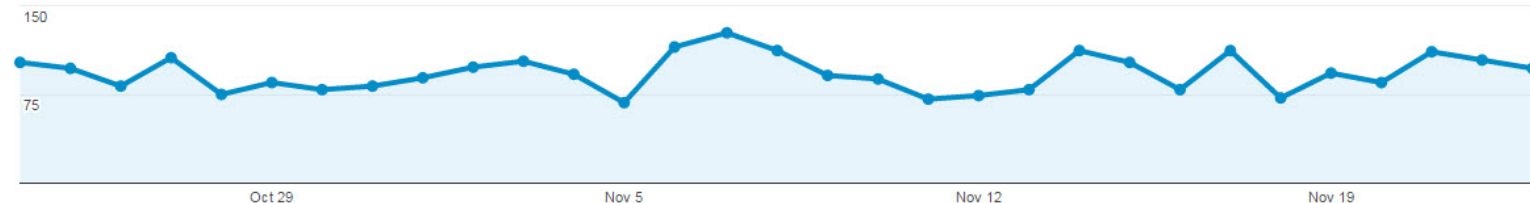
+ Add Segment

Overview

Sessions ▾ vs. Select a metric

Hourly Day **Week** Month

Sessions



Sessions

2,882

Users

2,508

Pageviews

20,266

Pages / Session

7.03

Avg. Session Duration

00:02:35

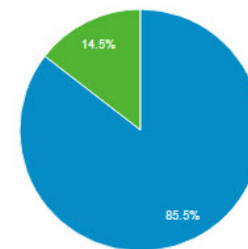
Bounce Rate

1.73%

% New Sessions

85.36%

■ New Visitor ■ Returning Visitor



- Dashboards
- Shortcuts
- Intelligence Events
- Real-Time
- Audience
 - Overview
 - Active Users
 - Cohort Analysis **BETA**
 - User Explorer
 - Demographics
 - Interests
 - Geo
 - Behavior
 - Technology
 - Mobile
 - Custom
 - Benchmarking

- Dashboard
- Messages
- Search Appearance ⓘ
- ▾ Search Traffic
 - Search Analytics**
 - Links to Your Site
 - Internal Links
 - Manual Actions
 - International Targeting
 - Mobile Usability
- Google Index
- Crawl
- Security Issues
- Other Resources

Search Analytics

Analyze your performance on Google Search. Filter and compare your results to better understand your user's search patterns. [Learn more.](#)

Clicks Impressions CTR Position

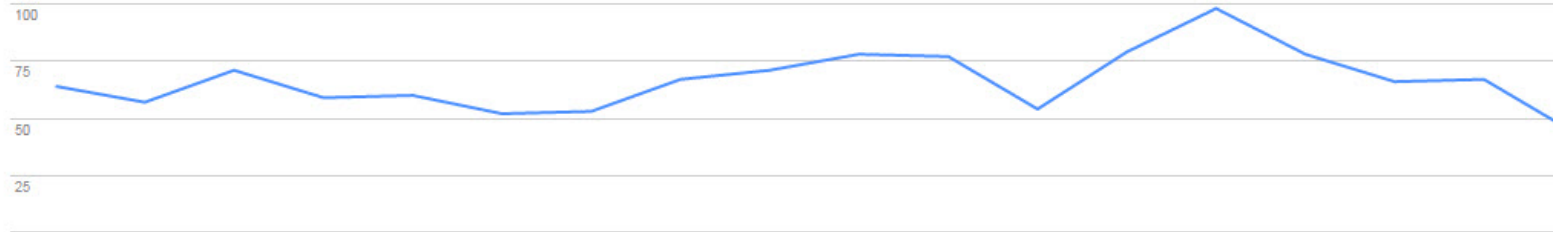
Queries Pages Countries Devices Search Type Dates

No filter ▾ No filter ▾ No filter ▾ No filter ▾ **Web** ▾ **Last 28 days** ▾

Total clicks

1,850

Clicks



Queries

- learn electronics ↗
- learn electronics online ↗
- learning electronics ↗
- how to learn electronics ↗
- learning electronics online ↗



site:learnelectronicsonline.com



All Images News Shopping Maps More ▾ Search tools

About 40 results (0.18 seconds)

Google promotion

Try Google Search Console

www.google.com/webmasters/

Do you own **learnelectronicsonline.com**? Get indexing and ranking data from Google.

Learn Electronics Online | Easily master the basics of electronics ...

www.learnelectronicsonline.com/ ▾

Your online resource for learning electronics! The goal of this site is to provide you with an easy and fun way to learn all you want about electronics. Whether you ...

Ohm's Law - Learn Electronics Online

www.learnelectronicsonline.com/ohms-law/ ▾

Learn about Ohm's Law, one of the most fundamental laws in electronics, which defines the relationship between Current, Voltage, and Resistance.

Frequently Asked Questions ... | Learn Electronics Online

www.learnelectronicsonline.com/faq/ ▾

Who is this site for? Anyone who wants it! If you have a desire to learn the basics of electronics, this site is for you! Doesn't matter whether you're a student, ...

learnelectronicsonline.com

.domain/

Explore

Settings

Overview

Backlink profile

Backlinks

New | Lost | Broken

Referring domains

New | Lost

Anchors

Top referring content

Referring IPs

Organic search

Organic keywords

New | Movements

Top pages

Competing domains

Competing pages

Content gap

Pages

Best by links

Best by links' growth

Best by shares

Top content

Outgoing links

Linked domains

Anchors

Broken links

Paid search

PPC keywords

learnelectronicsonline.com

Ahrefs Rankⁱ

25,441,956

URⁱ

9

DRⁱ

37

Backlinksⁱ

319

Live 311

Referring domainsⁱ

36

Live 32

Organic keywordsⁱ

348 -1

Organic trafficⁱ

1.0K +116

Paid keywordsⁱ

0

Backlink profile

Organic search

Paid search

Content overview

Ahrefs Rankⁱ

Past 3 months

Today	25,441,956	↑ 1,976
avg 7 days	25,471,873	↑ 133,812
avg 1 month	26,421,143	↑ 1,275,541
avg 3 months	27,815,048	↓ 4,834,535



Referring domains LIVE INDEXⁱ

All time | **One year** | Last 30 days



Referring pages LIVE INDEXⁱ 295ⁱ

Fresh indexⁱ

Live indexⁱ

Crawled pagesⁱ

0

Referring domains

dofollow	36	100%
.gov	20	56%
.edu	0	0%
.com	0	0%
.net	28	78%
.org	2	6%
	1	3%

Referring pages

295

Referring IPs

40

Referring subnets

36

Backlinks

Dofollow	319	100%
Nofollow	274	86%
	45	14%
Text	319	100%



Readability

Keyword: SEO +



Snippet editor ?

Snippet preview

Search Engine Optimization (SEO) Copywriting - James David Wright

www.jamesdavidwright.com/seo-copywriting/

Search Engine Optimization (SEO) Copywriting is the process of creating your content page to increase the odds of ranking higher in search results.

Edit snippet

SEO title

%%title%% - %%sitename%%

Slug

seo-copywriting

Meta description

Search Engine Optimization (SEO) Copywriting is the process of creating your content page to increase the odds of ranking higher in search results.

Close snippet editor

Focus keyword ?

SEO

Analysis ?

- No images appear in this page, consider adding some as appropriate.
- The focus keyword appears in the first paragraph of the copy.
- The keyword density is 0.8%, which is great; the focus keyword was found 5 times.
- The meta description contains the focus keyword.

Summary

Important Take-Aways...

- 1. Focus on quality on-page content**
- 2. Attract trusted inbound links**
- 3. Write for the *Human*, not the search engine**
- 4. Don't over-SEO!**
- 5. Want what Google wants—a pleasant search experience.**

Thank You!

jamesdavidwright.com/sbacseo