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

Jim Wright
http://www.jamesdavidwright.com
jim@jamesdavidwright.com

http://www.jamesdavidwright.com/sbacSEO

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.

Google | 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 ...

5

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**

jamesdavid**wright**.com
web copywriter • online content specialist
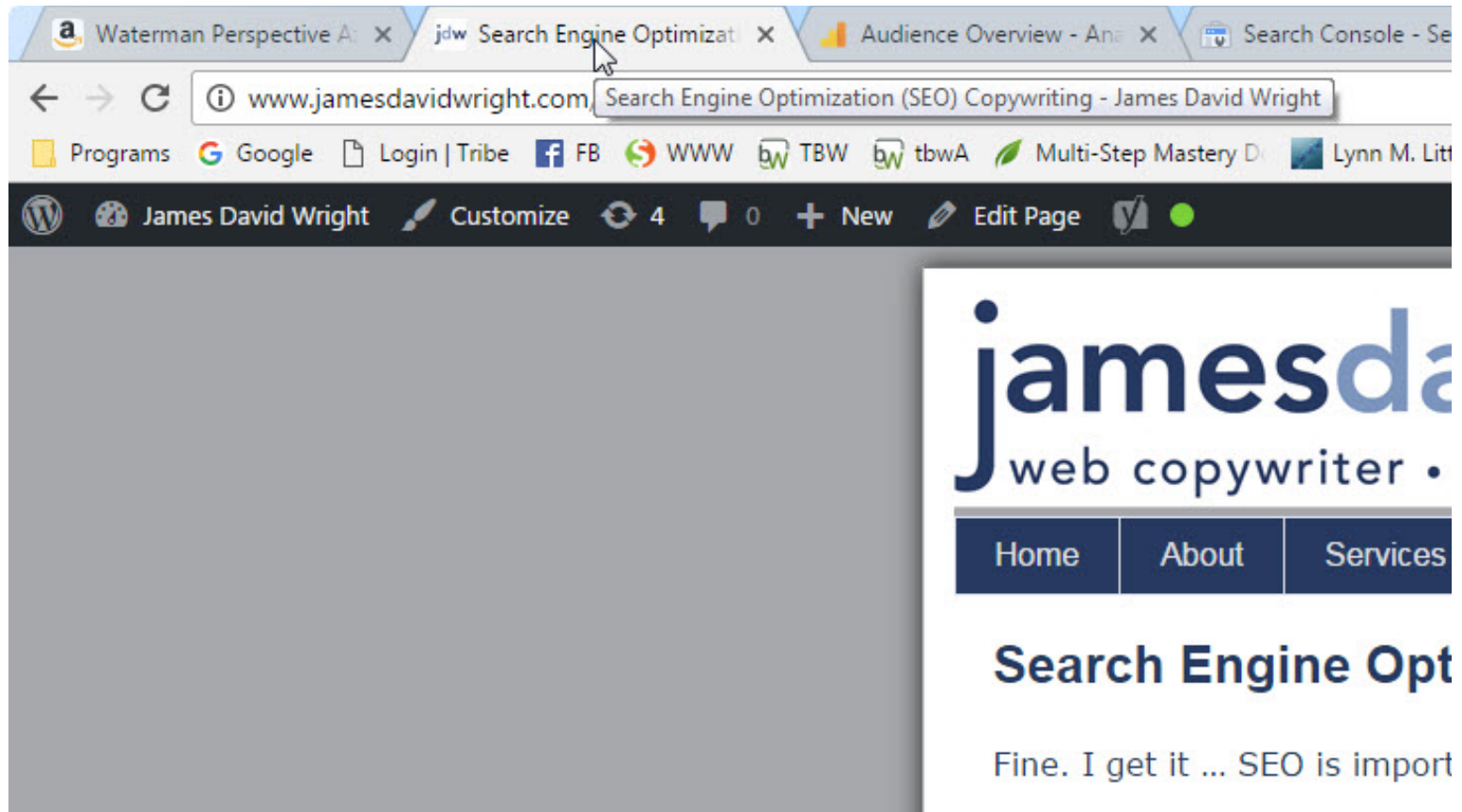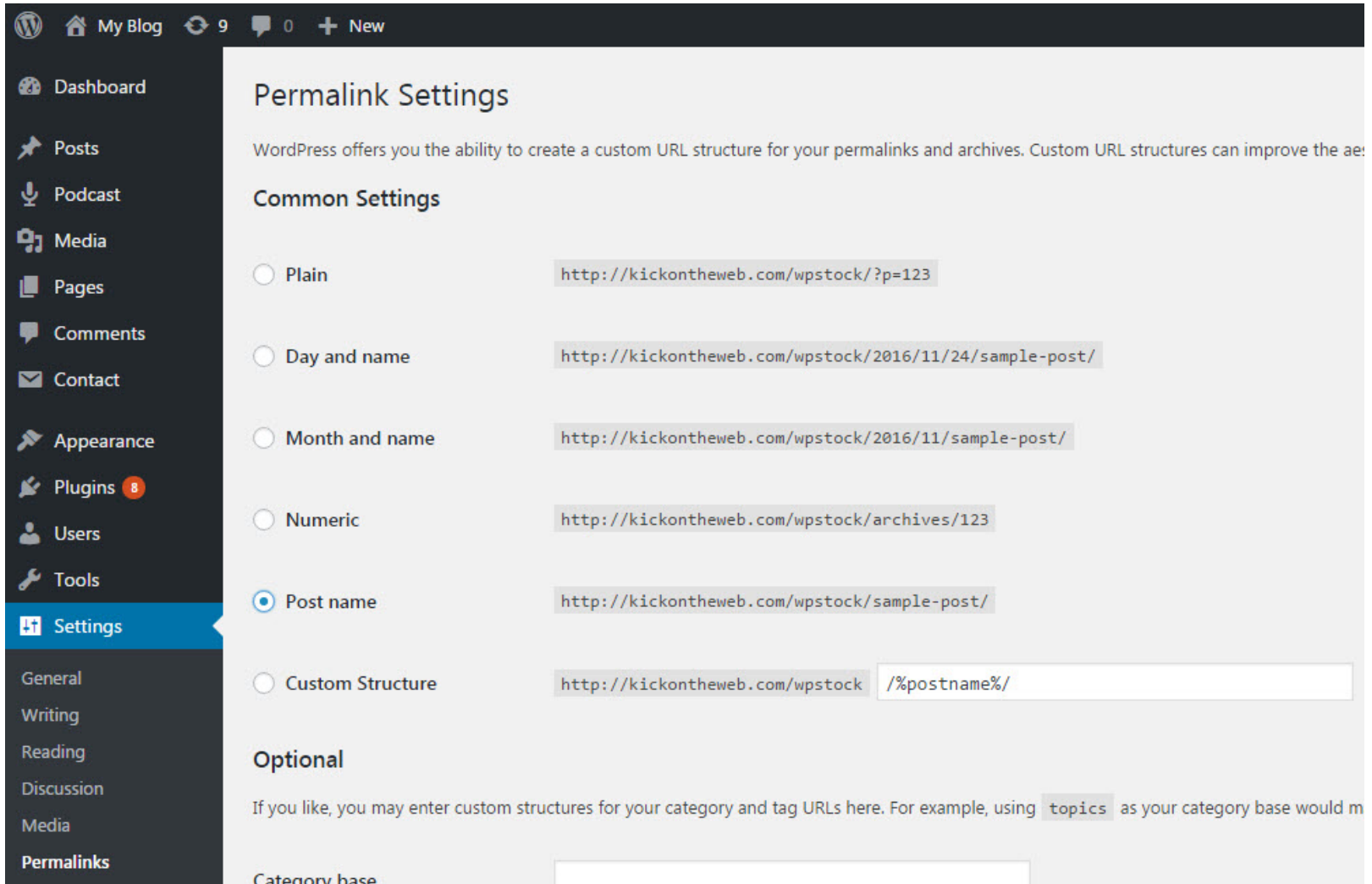
```
1  <!DOCTYPE html>
2  <html xmlns="http://www.w3.org/1999/xhtml" lang="en-US" xml:lang="en-US">
3  <head>
4  <meta charset="UTF-8" />
5  <meta http-equiv="X-UA-Compatible" content="IE=edge,chrome=1" />
6  <!-- Pro Framework 1.8.53 -->
7  <title>Search Engine Optimization (SEO) Copywriting - James 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
```

jamesdavidwright.com
web copywriter • online content specialist

Optimization Done Right

3. SEO Friendly URLs

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

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

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**

jamesdavidwright.com
web copywriter • online content specialist

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

Follow us on Twitter

Tweets by @hackshed

35

Optimization Done Right

3. Time

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

![jamesdavidwright.com — web copywriter • online content specialist](logo)

Tools and Tips

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

Enter keyword

| 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 mountrain	521	17	5.12	80.81
mountain bike photos	515	13	4.83	81.58

Google

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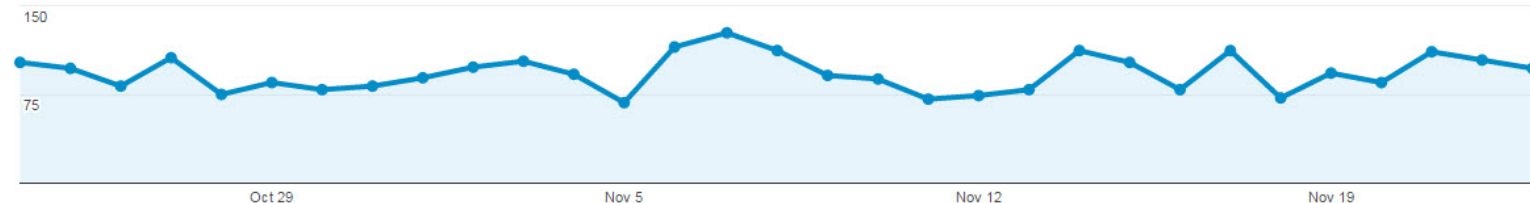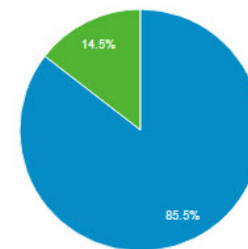
- Dashboard
- Messages
- ▸ Search Appearance ⓘ
- ▾ Search Traffic
  - **Search Analytics**
  - Links to Your Site
  - Internal Links
  - Manual Actions
  - International Targeting
  - Mobile Usability
- ▸ Google Index
- ▸ Crawl
- Security Issues
- Other Resources

Search Analytics

Analyze your performance on Google Search. Filter and compare your results to better understand your user's search patterns. Learn more.
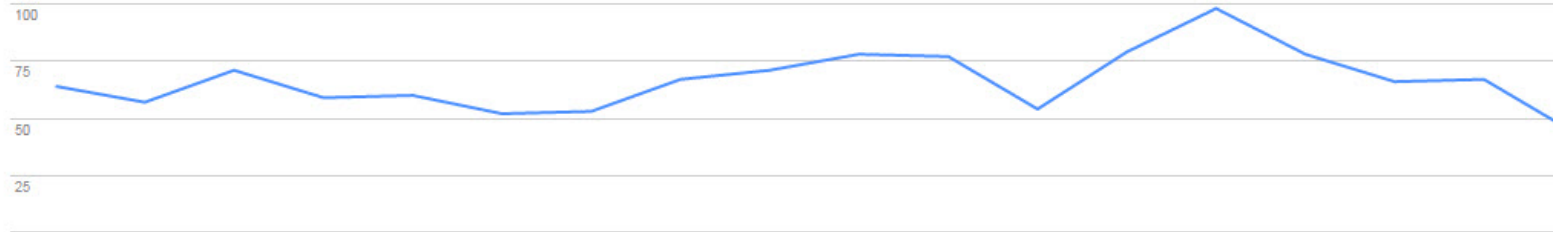
✓ Clicks	☐ Impressions	☐ CTR	☐ Position

● **Queries** No filter ▾	○ Pages No filter ▾	○ Countries No filter ▾	○ Devices No filter ▾	○ Search Type **Web** ▾	○ Dates **Last 28 days** ▾

Total clicks

1,850

Clicks

100

75

50

25

	Queries
1	learn electronics ⧉
2	learn electronics online ⧉
3	learning electronics ⧉
4	how to learn electronics ⧉
5	learning electronics online ⧉

jamesdavidwright.com
web copywriter • online content specialist

Google   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 ralationship 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, ...

Yoast SEO

● 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.**

jamesdavidwright.com
web copywriter • online content specialist

Thank You!

jamesdavidwright.com/sbacseo