Getting Found Online

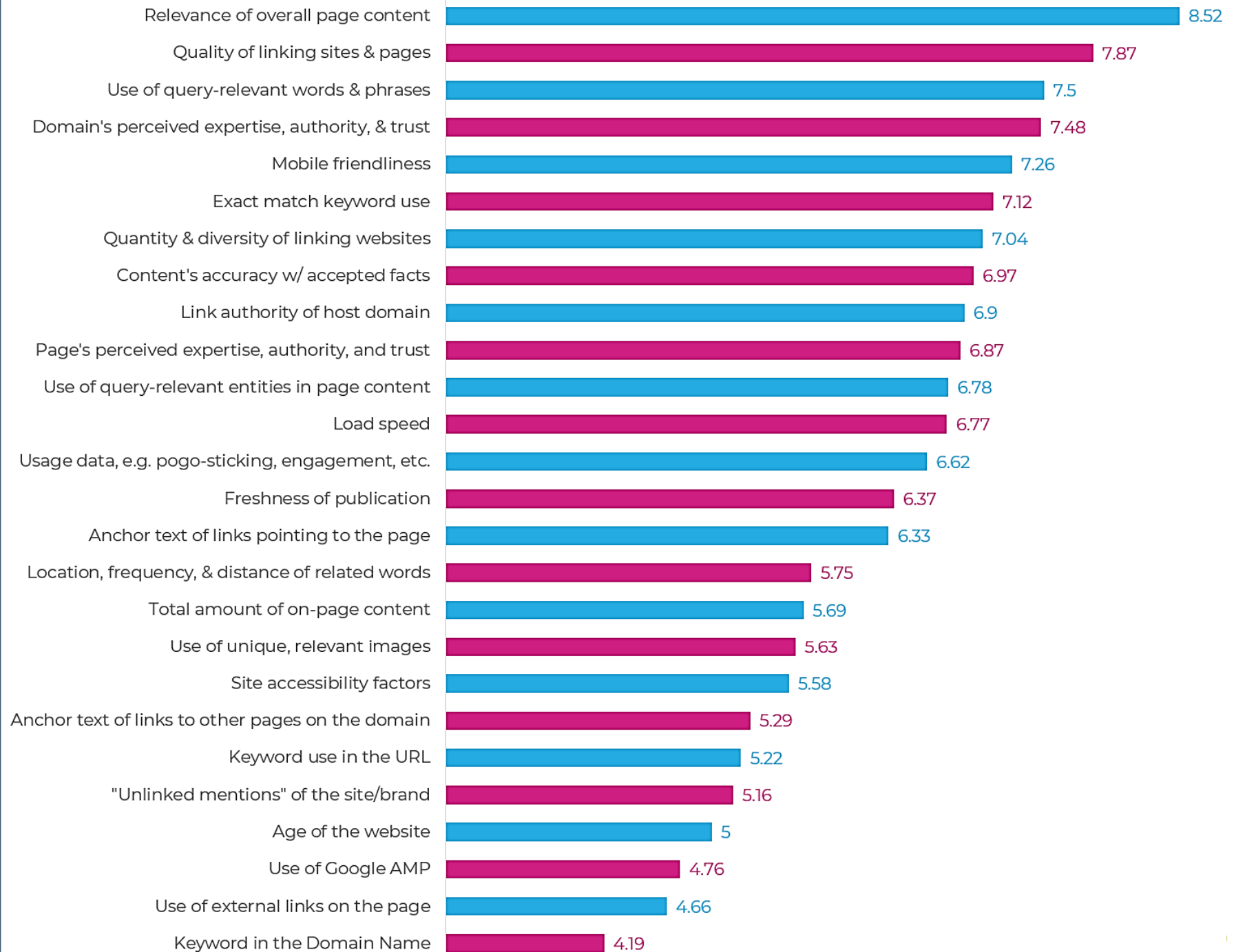## SEO Basics For Small Businesses

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Why does SEO matter?

- 80% of consumers use search engines to find local businesses

- 50% of clicks are on the #1, 2 or 3 results

- #1 on Google gets twice as many clicks as #2

What this session will cover

- **Factors influencing search results**

- **Keyword research**

- **Basic website optimisation**

- **Google My Business**

- **Links**

- **Reviews**

Google Ranking Factors

Factor	Value
Relevance of overall page content	8.52
Quality of linking sites & pages	7.87
Use of query-relevant words & phrases	7.5
Domain's perceived expertise, authority, & trust	7.48
Mobile friendliness	7.26
Exact match keyword use	7.12
Quantity & diversity of linking websites	7.04
Content's accuracy w/ accepted facts	6.97
Link authority of host domain	6.9
Page's perceived expertise, authority, and trust	6.87
Use of query-relevant entities in page content	6.78
Load speed	6.77
Usage data, e.g. pogo-sticking, engagement, etc.	6.62
Freshness of publication	6.37
Anchor text of links pointing to the page	6.33
Location, frequency, & distance of related words	5.75
Total amount of on-page content	5.69
Use of unique, relevant images	5.63
Site accessibility factors	5.58
Anchor text of links to other pages on the domain	5.29
Keyword use in the URL	5.22
"Unlinked mentions" of the site/brand	5.16
Age of the website	5
Use of Google AMP	4.76
Use of external links on the page	4.66
Keyword in the Domain Name	4.19

Keyword Research

What are your potential customers typing into Google?

Find out with Ubersuggest:

neilpatel.com/ubersuggest

Basic website optimisation

Page Titles

- They tell people & search engines what the page is about

- Should include relevant keywords in a natural way

- They encourage people to click through to your site

Page Titles

In search results →

Granny Flats Sydney | Expert Builders, Approvals & Designs

www.grannyflatapprovals.com.au/ ▼

Build with the **Granny Flat** Experts across **Sydney** & greater NSW. Quality **Designs**, Approvals & Quality Construction. Call 1300 205 007 for Turn-Key Prices!

In a Facebook post →

Granny Flats Sydney | Expert Builders, Approvals & Designs

Build with the Granny Flat Experts across Sydney & greater NSW. Quality Designs, Approvals & Quality Construction. Call 1300 205 007 for Turn-Key Prices!

GRANNYFLATAPPROVALS.COM.AU

Page Title Guidelines

- Include main keyword/s near beginning

- Put your brand at the end

- Balance between human/robot readers!

- Approx. 60 character limit

Meta Description

- Doesn't impact rankings – write for humans!

- One of the most important click-through elements

- Approx 155 character limit

Page Descriptions

In search results →

Granny Flats Sydney | Expert Builders, Approvals & Designs
www.grannyflatapprovals.com.au/ ▼
Build with the **Granny Flat** Experts across **Sydney** & greater NSW. Quality **Designs**, Approvals & Quality Construction. Call 1300 205 007 for Turn-Key Prices!

In a Facebook post →

Granny Flats Sydney | Expert Builders, Approvals & Designs

Build with the Granny Flat Experts across Sydney & greater NSW. Quality Designs, Approvals & Quality Construction. Call 1300 205 007 for Turn-Key Prices!

GRANNYFLATAPPROVALS.COM.AU

Writing a Meta Description

Put yourself inside your ideal customer's head

- What are they looking for?
- What makes you different?
- What will entice a click?

Headings

- The main (H1) heading on each page should ideally feature your main keyword

- Secondary keywords can be covered in sub-headings (H2, H3)

Content

- Short & punchy enough to be engaging

- Long enough to be informative, relevant to the query & provide some 'meat' for search engines

- Focus on human readers first & foremost!

- Don't overdo keywords – use natural variations

Squarespace & Anaconda examples >

Images

- Keep file size as small as possible
- Use keywords in alternative text
- Use keywords in file names
- Be descriptive & natural

Attachment Details

Edit Image

File name: vintage-typewriter-scaled.jpg
File type: image/jpeg
Uploaded on: 9 March 2020
File size: 242 KB
Dimensions: 2560 by 1703 pixels

Alternative Text: vintage typewriter

Describe the purpose of the image. Leave empty if the image is purely decorative.

Title:

Caption:

Description:

Uploaded By: Steve

Copy Link:

Required fields are marked *

Name, Address, Phone (NAP)

- Include this on your contact page and in your footer

- Use <u>exactly</u> the same formatting everywhere on the web

- e.g. 1/123 Main St vs Unit 1, 123 Main Street

- e.g. (02) 4782 1234 vs 02 4782 1234

Mobile Friendly & *FAST*

- Is your website mobile friendly?

  search.google.com/test/mobile-friendly

- Is your website *fast*?

  developers.google.com/speed/pagespeed/insights/

Google My Business

Google My Business

- Visit business.google.com and log in with your Google account

- Is your business listed?

- If not, follow the steps to get listed

- Then... optimise!

Bing Places

- Visit bingplaces.com & follow the steps as per Google My Business

- You may get the offer to import your listing & sync data from Google

Apple Maps

- Visit mapsconnect.apple.com

- You need an Apple ID to add a business

- Follow the steps to add your business

Local Directories

- Only list your website on good quality sites

- Google your product or service + your location to see some high-ranking directories relevant to your industry

- YellowPages, TrueLocal, Yelp, WordOfMouth are good general business directories

Local Links

- Relevant local websites and organisations

- Chambers of Commerce, Industry Associations?

- Local member organisations?

- Local sponsorships?

- Related / complementary businesses?

- Mentions in local papers & other local sites

Some Good Local Opportunities

- bluemts.com.au + Fresh Air Daily

- Blue Mountains Gazette

- visitnsw.com / sydney.com (via Australian Tourism Data Warehouse – atdw.com.au)

- visitbluemountains.com.au
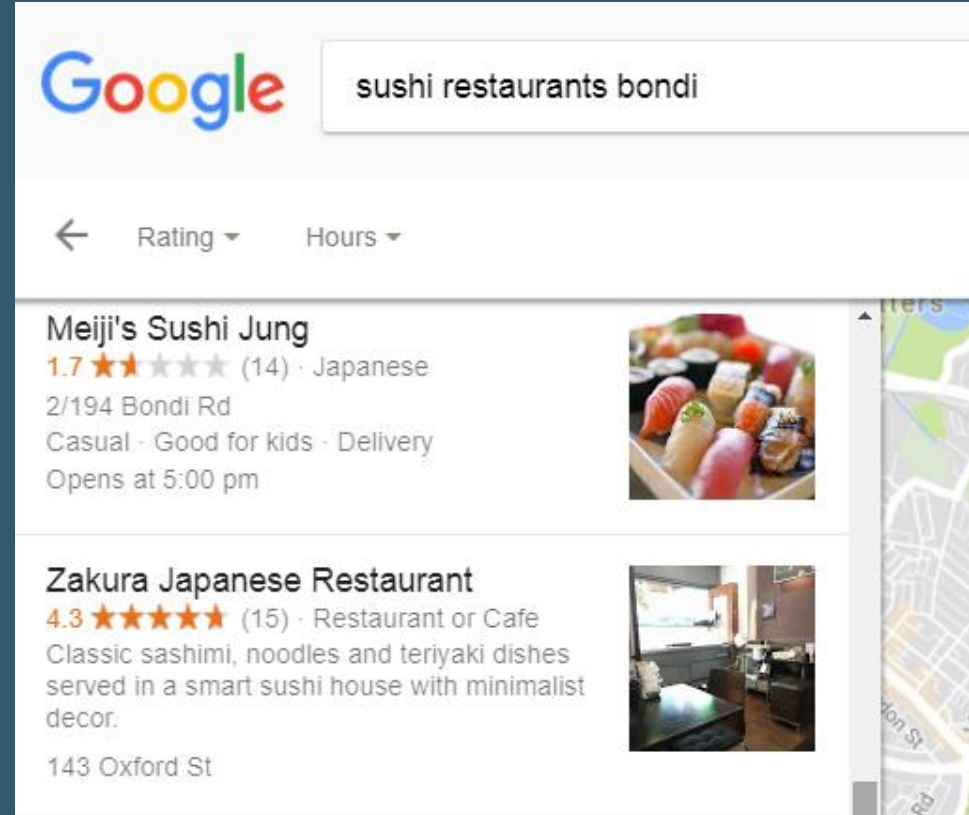
- mtnsmade.com.au

Pro Tip

- **Find out who links to your competitors!**

Ubersuggest

Reviews

- Online reviews are very powerful

Ask customers to review you

- In person, on your site or in a follow-up email

- Be awesome & the reviews will be too

- Deal with bad reviews professionally

- Give customers a choice of places to review you:

    - Google, Facebook, TrueLocal, YellowPages etc

- Embed the reviews on your website!

Questions?

Thank you!

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