NAVIGATING ONLINE GROWTH

brand house

MARKETING

What is SEO?

- SEO stands for Search Engine Optimization.

- SEO is what gets people to your website. It's what allows you to be found online.

- SEO can take years to build authority and ranking; it's one of the slowest marketing strategies to date. So don't put your SEO Optimization Strategy on the back burner!

- As we dive into SEO strategies further, we will focus primarily on optimizing your Google search ranking factors. Google is the #1 search engine used worldwide, with 95% of searchers on their platform.

4 Types of SEO

Local SEO

Optimizing anything on and outside your website for a specific local area.

Technical SEO

Applied to the technical side of your website to improve SEO, such as site indexing, crawling, speed, mobile friendliness, performance, etc.

Off-Page SEO

Anything outside your website that redirects traffic to your site, such as backlinks, social media pages, guest blogs, business listings like chamber websites, sponsorships, associations, etc.

On-Page SEO

Applied to your website's customer-facing front-side and development back-side, such as content, meta descriptions, title tags & alt tags, keywords, blogs, and more.

FACT CHECKED Less than **1%** of Google searchers go past the first page of the listings.

What's New in SEO?

In March 2023, Google updated its search algorithm to rank websites in search queries. That algorithm includes over 200 factors that impact a website's search listing placement.

We understand that Google's search ranking algorithm rewards websites that perform well.

It's important to frequently update your webpage with fresh, top-notch content. Build trust and authority by including external links, ensure mobile optimization, and keep your content relevant and up-to-date.

FACT CHECKED

53.3% of all website traffic comes from **organic search**.

Google ranks web pages, not websites.

FACT CHECKED

Google Search Algorithm's Key Ranking Factors

① Meaning & Intent
a. Ensure you're hitting on the topic of the search.
b. Does your website use the same language the searcher uses (think technical terms, etc.)
c. Does your location match the location the searcher is looking in or at, specifying your loyalty.

② Relevance
a. Does your website use any synonyms related to the keyword searched?

③ Quality
a. "We suggest focusing on ensuring you're offering the best content you can. That's what our algorithms seek to reward." - Google, 2019

④ Experience, Expertise, Authority, and Trustworthiness (EEAT)
a. Are you specialized in something? What content do you have that displays that?

⑤ User Experience
a. Fast load times.
b. Compatibility on mobile, tablet, & desktop.
c. Flexible on different browsers.

⑥ Context
a. Based on past searches, Google interprets what the searcher seeks. (Ex: Searching for Green Bay, when you recently searched for Green Bay Packers).

More Google Clues

On Google's web page for SEO basics, Google recommends asking yourself these questions:

① **Is my website showing up on Google?**
   a. This question refers to **Technical SEO** - Ensuring that Google crawls your website is extremely important. (Use Google Search Console)

② **Do I serve high-quality content to users?**
   a. Refers to the following:
      i. **On-Page SEO**: Offer original, high-quality, and engaging content regularly updated and engaging.
      ii. **Off-Page SEO**: Backlinks to your content/blog posts from other sites.

③ **Is my local business showing up on Google?**
   a. Refers to the following:
      i. **Local SEO**: Google Business Listing
      ii. **Off-Page SEO** with local business backlinks

④ **Is my content fast and easy to access on all devices?**
   a. a) Refers to **Technical SEO**: Performance, Image Size, Page Speed, and Mobile Friendliness

⑤ **Is my website secure?**
   a. a) Referring to **Technical SEO**: Using HTTPS and not HTTP
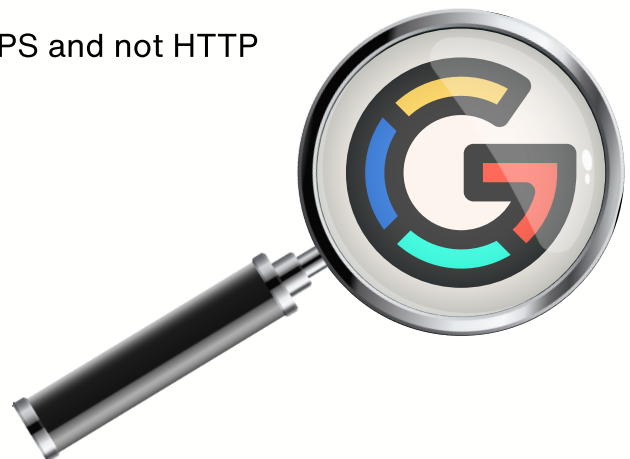
Local SEO Best Practices

Recap Local SEO: *Optimizing anything on and outside your website for a specific local area.*

01 Claim your Google Business Listing.

02 Optimize your Google Business profile.

1. Posts
2. Photos
3. Make sure your Google map pin is correctly placed
4. Fully-completed & regularly updated profiles
5. Reviews, reviews, reviews!!!

03 Increase local backlinks (chambers, sponsorships, etc.).

Ensure your business name, address, email, and phone number are up-to-date on local backlinks.

Include your physical address on your business's social media profiles.

FACT CHECKED ✓

92.96% of global traffic comes from Google Search, Google Images, and Google Maps.

Off-Page SEO Techniques

Off-Page SEO = *Anything outside of your website that brings you more traffic.*

01 **Backlink Building:**
Get other websites to link to pages on your website.

02 **Content Marketing:**
Social Media, Digital News Articles and Press Releases, Guest Posting, Podcasts, and YouTube Videos

03 **Events & Influencers**

04 **Local SEO**

FACT CHECKED ✓

SEO drives **1,000%+ more traffic** than organic social media.

Technical SEO Best Practices

Developer side of your website, such as indexing your website with Google, security, speed, crawlability, and more.

Google's search ranking process is split into 3 stages: **Crawling, Indexing, and Ranking.**

01 Use Google's PageSpeed Insights to check that your website scores well in SEO, Best Practices, Accessibility, and Performance for mobile and desktop views.

- **Tip:** Make it a goal to score 70% or higher in all categories.
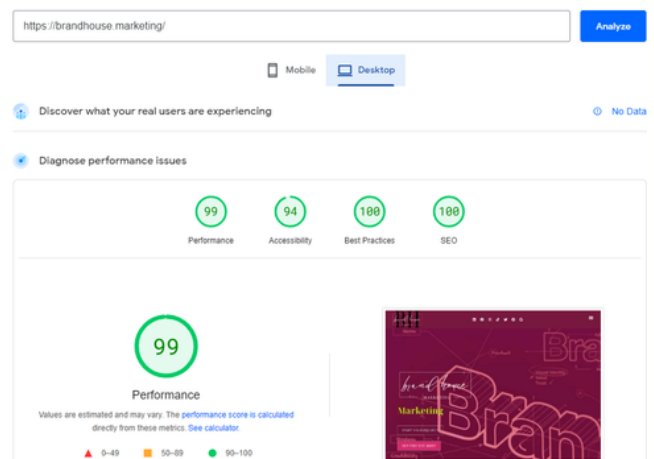
02 Set up Google Search Console on your website and submit your sitemap for indexing.

- **Tip:** Set up Google Analytics GA4 on your website and connect it to Google Search Console so they also talk.

03 Make sure the target keyword for each webpage is used once in the page title tag (website code).
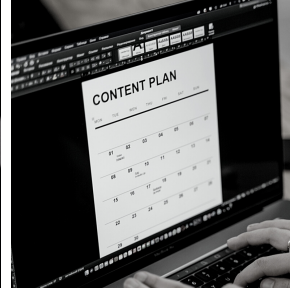
04 Use HTTPS, not HTTP.

QUICK TIPS

Be sure to check Google Analytics to discover what device your visitors are using and prioritize that view first.

On-Page SEO Techniques
Anything applied to the web page (front and back).

01
Internal Links
- Link to your other web pages.

02
URL
- Be concise.
  (Ex: brandhouse.marketing/blog/seo)

03
Title Tags
- Keep them short at 70 characters, descriptive, and include the keyword(s).

04
Meta Descriptions
- 160 characters, unique selling proposition or addressing search query, and include the keyword(s).

05
Keywords

06
Content

07
Page Load Times (Speed)

08
External Linking
- Don't be afraid to link to external sites, especially if they are authorities in their space. (Ex: Governmental Bodies, Studies, High Ranking Blogs, Nationally Ranked Products or Services, Associations, and more.)

09
Optimize Images
- Use descriptive but short alt tags, and use keywords.
- Use dashes between words in image titles.
- Size matters! Compress your images for faster page load speed.

10
Mobile-Friendliness
- Google just updated their mobile ranking, so take a look!

On-Page SEO Best Practices

Anything applied to the web page (front and back).

01

H1 Headline
- Make sure the target keyword is used once in the page's headline.

02

Keywords
- The target keyword is used at least once in the body text.
- Don't overstuff the content with keywords; focus on adding value.

03

Content is King
- Google loves deep content. If your page is 1500 words or more, several versions of the keyword will likely be in the body.
- Beyond adding detail and keyword relevance, look for ways to improve the experience for your reader.
- Make the page more visual and scannable.
- Embedded video and images to increase your on-page engagement rate.
- Format your content with sub-headers, bolding, italics, bullets, and numbered lists.
- Include contributor quotes, research data stats, and examples.
- Images (especially charts and diagrams)

04

Internal & External Links
- Add support for the claims in the copy and promote your other pages.
- Use a minimum of 2 internal and external links per page each.
- Always have your links open to a new tab and never on the same tab.

QUICK TIPS
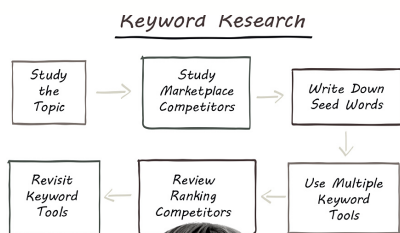
Keyword Competition is the most common reason a page doesn't rank for a given phrse. The page simply has no chance of ranking, because it is not in the same range of authority as the other pages that rank.

In other words, the "keyword difficulty" is too high for you to target. Consider topics and phrases related to the keyword, this is called Semantic SEO.

On-Page SEO Studies

- Orbit Media surveyed 1,000 bloggers who reported their Google Analytics engagement rating based on the number of images included on their blogs.

- The benchmark of 26% indicates the average results bloggers had from visual marketing.

- The study found that bloggers who use more images are far more likely to report longer dwell time on their pages, resulting in better engagement ratings from visual marketing. Therefore, because Google uses engagement rate as a key metric, including several images on a webpage, it has been shown to improve search rankings by increasing dwell time to encourage them to stay on the page longer.

- Most bloggers report using 2-3 images per post and need more. Make sure to capitalize on where they are missing out.
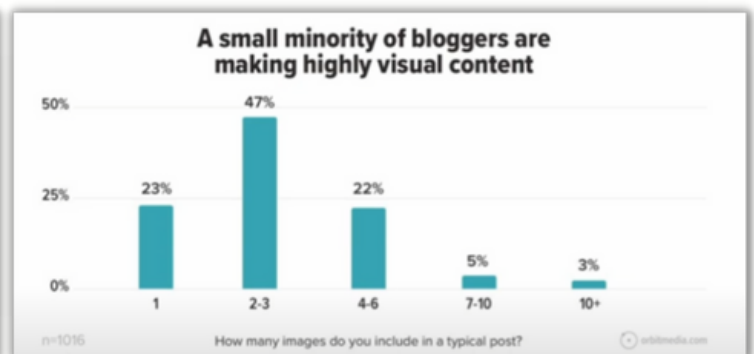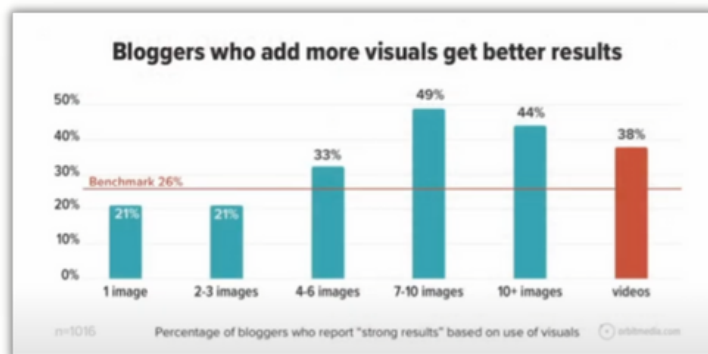
Google Analytics is Your Friend

- Previously, on Google Universal Analytics (UA - the old version of Google Analytics), bounce rate was a factor of search ranking on their old algorithm. With the launch of GA4 and the new algorithm, Google recently said bounce rates no longer matter. In fact, Google doesn't provide bounce rate metrics by default in GA4 dashboards and instead focuses on engagement.

- Many of the high-ranking websites have bounce rates of 90-95%.

- The average GA4 engagement rate is 55%; aim for that score or higher on your most important pages.

SEO Tools

- Yoast
- SEMRush
- Ahrefs
- Screaming Frog
- Moz
- AI to Help with Content Writing
- Google Search Console
- Google Analytics - GA4
- Google Business
- Google PageSpeeds Insights
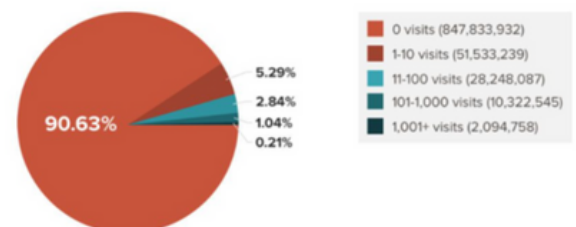- Google Keyword Planner
- Answer the Public

So How Does Your Website Rank?

Ahrefs published a famous study that found that 90.63% of pages don't get any traffic from Google searches. So many businesses need to optimize their website's SEO strategy to drive more customers to their website.

You can do plenty of things about it, but you first need to understand why your page doesn't rank and find the specific reasons. Many free and paid tools, such as Google Search Console, SEO audit software, keyword planning platforms, and many more, are available to help uncover where your website is struggling in search ranking.

Brand House Marketing offers a **complimentary SEO Audit**, where our SEO Specialists will review your audit with you and recommend where to improve your SEO marketing strategy.

90.63% of pages get no organic search traffic from Google.

- 0 visits (847,833,932)
- 1-10 visits (51,533,239)
- 11-100 visits (28,248,087)
- 101-1,000 visits (10,322,545)
- 1,001+ visits (2,094,758)

5.29%
2.84%
1.04%
0.21%
90.63%

Based on a study of over one billion pages in Ahref's Content Explorer Index

ahrefs

Thank You!

With a perfect blend of traditional marketing wisdom and modern digital techniques, we offer sustainable strategies and timeless practices that give your business a competitive edge.

Brand House Marketing's team of SEO experts understands the evolving landscape of search engine algorithms and uses that knowledge to optimize your web presence.

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