FREE* On-Demand Workshop - SEO & Website Statistics

Tuesday 29 May 2018 6:30pm - 8:30pm

iTandCoffee, 34 High Street, Glen Iris VIC 3146, Australia

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This two hour workshop will introduce you to SEO and how to improve your Website traffic and conversion rates.

Search Engine Optimisation (SEO) affects the visibility of a website or a web page and ultimately affects how many people visit your website via a search engine result.

You probably receive hundreds of emails a month offering SEO services from countries far and wide.

Join Sue Ellson for this practical, example-based session where Sue outlines key SEO issues including, what SEO does and how it differs from Search Engine Marketing (SEM), essential SEO strategies, including black hat and white hat techniques, what you should pay for and what you can outsource.

You will also learn basic SEO techniques you can implement yourself which will be especially useful if you have a WordPress website.

Light refreshments will be provided. You will also receive a set of course notes to take home with you.

* This On Demand Workshop is FREE to businesses local to Boroondara only.

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1. Introductions

Your Name and Your Level of IT competency (low, medium, high)

Nature of website you wish to search engine optimise and your target audience

How much control you have over your current website and purpose from today

What you want to walk away with tonight (within reason!)

Sue Ellson BBus MIML MAHRI CDAA (Assoc) ASA MPC

Professional Experience

1982 Started work at Westpac in Adelaide
1987 Started digital literacy and training
1994 Moved to Melbourne from Adelaide
1994 Consulting – careers, business, marketing, training
2001 First website online NewcomersNetwork.com
2001 Member of the Australian Institute of Management
2003 Joined LinkedIn 13,500+ Connections, 900+ views/90 days, 200+ searches/7 days
2005 Member of the Australian Human Resources Institute
2008 Independent LinkedIn Specialist and Member of Melbourne Press Club
2010 Started GlobalMobilityNetwork.com
2012 Started CamberwellNetwork.com
2014 Teaching at the Centre for Adult Education
2015 Associate Member of Career Development Association of Australia
2015 Member of Australian Society of Authors
2016 Teaching at General Assembly and RMIT Short Courses
2016 Wrote and published three books –
 120 Ways to Achieve Your Purpose With LinkedIn
 120 Ways To Attract The Right Career Or Business
 120 Ways to Market Your Business Hyper Locally
2017 Teaching at Monash Training and Professional Development
2018 Answering questions on Quora.com – Top Writer 2018
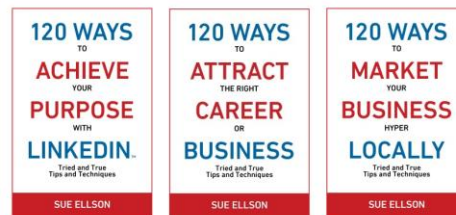
Voluntary Experience

1991 – 1992 Committee Member, Westbourne Park Netball Club
1991 – 1992 Fundraising Committee and Assistant Treasurer South Australian United Church Netball Association
1991 – 1993 Photographer Mitchell Park Football Club and Morphettville Park Football Club
1992 – 1993 Inaugural Secretary/Treasurer & Westpac Representative Australian Institute of Bankers South Australian Young Banker's Committee
1998 – 1998 Fundraising Committee Member, Templestowe Heights Pre School
1999 – 1999 Committee Member University of South Australia, Administrative Management Student and Staff Course
2001 – 2002 Committee Member, Cultural Tourism Industry Group
2001 – 2002 Promotions Executive and Deputy Chair, International Business Group Australian Institute of Management
2001 – 2002 Promotions Officer and President Templestowe Valley Pre School
2003 – 2007 Committee Member Victorian Community Committee for Harmony
2003 – 2009 Media, Communications and Committee Member Victorian Immigrant and Refugee Women's Coalition (VIRWC)
2004 – 2011 Parent Helper Scouts Australia (including two Jamborees and one Cuboree)
2007 – 2015 Convenor, International Human Resources Network Victoria Australian Human Resources Institute (AHRI)
2009 – 2012 Committee Member, Friends of Music Parent Helper Camberwell High School
2011 – 2012 Committee Member, Friends of Music Parent Helper Blackburn High School
2011 – 2014 Adviser and Facilitator, Camberwell Traders Association
2013 – 2014 Consultant to the Media Team St Paul's Anglican Church Canterbury
2013 – 2016 Volunteer Foster Carer RSPCA Victoria
2014 – 2015 Councillor Victorian State Council Australian Human Resources Institute (AHRI)
2001 – now Free Presentations, Training, Events for various organisations and Social Enterprises Newcomers Network & Camberwell Network

2. True or False

1. To rank in Google, you need to use Google AdWords   T / F

2. You website needs to get as many backlinks as possible   T / F

3. You need to know about keywords to do SEO   T / F

4. Every article/blog you write needs to be re-published   T / F

5. Once you have SEO'd your website, you can relax   T / F

6. Search Engine Algorithms change frequently   T / F

7. Social media does not influence your website SEO   T / F

8. Content marketing can be an effective SEO strategy   T / F

9. Hiding content by using background colour text is ok   T / F

10. SEO is best left entirely to the experts in SEO   T / F

3. Black Hat versus White Hat SEO Techniques

Black Hat – may work right now, but it probably won't work in the future and if you do use it, you may have a big expense to remove it and to be re-indexed in Google (for example, dodgy backlinks)

White Hat – works now and in the future and is likely to provide ongoing value to your website (but it is still not guaranteed as the algorithms for search engine robots will always change)

4. Search Engine Optimisation (SEO)

The process of maximising the number of visitors to a particular website by ensuring that the site appears high on the list of organic results returned by a search engine.

5. Search Engine Marketing (SEM)

A form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages (SERPs) primarily through paid advertising.

6. PPC and CPM

PPC = pay per click (better value as action has occurred)

CPM = cost per 1,000 impressions (less value as may not be seen – wrong spot on screen or ad blocking software)

7. Traffic Optimisation or Conversion Optimisation

Do you want traffic only (vanity)?

Do you want conversions (results)?

8. Where do you start?

- Define your purpose – what are you trying to achieve?
- What are your Primary and Secondary Keywords?
- Who is your target audience and what are they searching for?

http://www.linkedin.com/pulse/how-choose-your-next-job-career-sue-ellson

Primary keywords:

In popular use with your exact target audience – ie music school or music teacher?

Secondary keywords:

Complement your primary keywords

- Related (piano, guitar)
- New (keyboard, hologram projecting soundboard!!)
- Old (ukulele, banjo)
- Descriptive (master tutor)
- Positioning (playing not just practicing)
- Culturally appropriate (safe and fun, friendly and professional)
- Standard (sheet music, playing practice, lessons, classes)

Target audience:

- Location
- Age range
- Socio economic status (education, income, lifestyle)
- General demographics (values system, faith, culture)
- Want Help or Want it Done? (or refer you to someone else?)

Competitor and collaborator analysis:

- What keywords are they using?
- How are you going to differentiate your enterprise?

Additional tools to help:

- Various social media platforms related to target audience
- Different types of technology considerations (voice activated search)
- Items that rank and add more value (labelled images, optimized videos, sticky content that is viewed longer, high authority links etc)

9. Essential Ingredients

Google Account:

- Google+ Person (connected to Gmail or another email address) https://plus.google.com
- Google Business Location https://business.google.com (Brand Account)
- Google Analytics https://google.com/analytics (installed with you having access to the account)
- Google Search Console / Webmaster https://google.com/webmasters

Access to your Website:

- Update and add content regularly
- Plugins or tools to help optimize every page or post
- Logical order for keeping old and new content (not delete old content but have it archived so that it is still effective)

Search Engine Optimised Content:

Every page or post on your website can perform well if you 'mark up' your content:

- An excellent Title (most important search feature)
- One Heading 1
- One or more Heading 2
- An image – with good file name ie emergency-procedures-red-fire-truck-300-225.jpg and Title and Alt Text set as title of page (if possible) and above 200x200 pixels to be picked up by social media
- 300 or more words
- Links, interlinks (other content in your site), external links (open in new tab), backlinks (you link to them and they link to you)
- Tags, keywords, meta description (include title) in SEO Snippets
- Call to action – what do you want them to do?
- Proof / check to confirm all done, save, publish

Bonus points for a video, audio, interactivity, old post that is updated, chosen from search results in the past etc

Make sure that all links work!

10. Check Where You Are At Now

Done any analysis lately? Try the free options only at this point

https://www.semrush.com

https://website.grader.com (HubSpot emails are very informative)

https://moz.com/free-seo-tools

11. What Do You Need To Optimise?

Remember that for your website to 'work' you need to think about:

1. Location
2. Business Name
3. Your Name
4. Keywords
5. Activity (website and social media)
6. Reach (your content and other content on reputable sites)

Examples:

1. LinkedIn Camberwell
2. Camberwell Network
3. Sue Ellson
4. LinkedIn Specialist
5. Number of pages in search results
6. Quality of pages in search results

Goals:

Get your site indexed – see '120 Ways Publishing'

Get your site in Google Answers – see 'Spectrum Analysis'

12. White Hat Search Engine Optimization (SEO) Techniques

The good news is that there will always be 'white hat' techniques that will stand the test of time and search engine algorithms and updates to help you appear on the first page of organic search results.

These principles are not guaranteed either right now or in the future, but so far, they have stood the test of time:

- including your location name in your content (and an interactive map)
- including keyword specific content that is user friendly
- regularly updating and adding new content
- including interlinks (within your website), external links (especially to high authority and high ranking websites), genuine backlinks (to your website) and reciprocal links (where you link to a website and they link to you) - but not too many in relation to the amount of text on your website
- content that is marked up appropriately
- content that is shared on high ranking and high authority websites

As you can see, all of these suggestions are based on the written word with the goal of providing the viewer (customer) with a great user experience.

More search engine queries are now being spoken rather than typed, so a key element of future search engine optimized content will be making sure that your content answers spoken questions (called conversational queries) rather than typed word based queries.

At present, the word or identification content within images, audio files and videos is not fully indexed in search engines, but I believe that all of this content will be indexed in the very near future (at present, the descriptions for these objects are used but they are usually very brief).

Once this type of comprehensive search is enabled, the internet will be able to use machine learning, artificial intelligence and advanced insight based predictions to deliver even better automatic and natural style search results.

Essentially, your content needs to be search engine friendly and compliant - authentic, relevant, valuable to the viewer and for the benefit of your business, actionable.

13. Search Engine Ranking Factors

Google (96% of searches), Bing, Yahoo and other search engines will never tell you exactly how their algorithms assess website search engine results (or even whether or not your site will be indexed and available in search results).

As most searches are currently completed with Google, I encourage you to visit https://www.google.com.au/insidesearch/howsearchworks/algorithms.html for a more comprehensive outline of some of the current criteria being considered when ranking your website.

You may also like to think about:

- the popularity of your website (compared to others in your niche - revisit your competitor analysis information)
- how long people stay on your website when they click a link to your website from a search engine results page (SERP)
- the credibility of your website (this assumes that people will spend at least 30 seconds or more on your website)
- the actions your website inspires (do visitors dig deeper and complete transactions?)
- how well your website converts (if people go to the shop page, do they buy?)
- how quickly they go through to a completed transaction (if instructions are simple and easy to understand, if buttons say 'Call, Buy, Register or Subscribe' rather than 'Submit')
- making it quick and easy to complete processes (by pre-ticking relevant boxes)
- choosing a relevant domain name (register as early as possible, even if you don't plan to publish immediately, but do not worry about an exact keyword match domain name as these do not guarantee selection - which also means you do not necessarily need to register every other variation of a domain name - but do a risk assessment before making a final decision)
- nominating the country where you are trying to attract the most search results (this can be done via the country code in the domain name (for example .co.uk for the United Kingdom) or by nominating the target country in the Google Search Console / Google Webmaster Tools at https://www.google.com/webmasters
- making sure your website loads quickly (in less than two seconds - for every second after two seconds there is a significant drop off in the amount of time the person stays on the website)
- ensuring your website is optimized for mobile devices (check out the Accelerated Mobile Pages Project at https://www.ampproject.org)
- securing some initial traffic by either paying for advertisements or utilizing other influencers, publications or networks to visit your website

14. Content Marketing Strategies That Work

I have personally found that my 'old' content regularly resurfaces to the top of search engine results because the search engines have identified that the content has:

- generated engagement (click throughs, shares etc)
- been viewed for a specific duration (multiple seconds or minutes)
- been helpful (and not made the viewer bounce back to other search engine results)
- loaded quickly (because images were re-sized and the on-page formatting was appropriate)
- been re-visited as well as viewed just once
- been featured on other websites and online platforms, newsletters etc
- been found via a direct link from somewhere else like forums, groups etc
- been constantly added to (or updated) over time
- been formatted appropriately so that it is scan-friendly, broken up into useful sections with headings, bullets, numbering, images, videos etc.

This re-purposing of content hasn't happened automatically. The content has been featured on my own websites but also on other high profile websites and from time to time, I send out a reminder about the content being 'popular' so it gets a renewed boost.

What I like about a content marketing strategy for a well designed website is that with a good content road map and a consistent approach to providing value to users (visitors) over time, you can help search engines deliver great results.

I encourage you to think of multiple factors when creating your content:

- dynamic content (relevant right now and perhaps aligned with a current topic)
- evergreen content (relevant on an ongoing or lifetime basis and always topical)
- indexable content (published now but sorted or archived logically so it remains accessible over time but remains historically useful)

As a business, you need to work out what sort of content is going to be added on an ongoing basis. At the most basic level, this includes text, images (including infographics), audio and video.

Over time, I believe that other technologies will also be part of the multimedia content mix - presentations, animations, virtual reality, games, apps, simulations - in fact any form of digital media or interactive technology.

Content Marketing tips at https://www.jeffbullas.com/rules-for-successful-content-marketing (be warned about pop-ups!)

15. Amplifying The Value And Conversions From Your Content

Regardless of what type of content you produce and publish, responding to a current issue allows you to generate dynamic content - it is relevant and current right now. If it is extremely topical or clever, it may also go viral.

Producing evergreen content allows you to get value from your content today, tomorrow, next week, next year etc. - essentially over a lifetime.

By having a logical system for adding your content so that it can be easily sorted, indexed and found over time allows your older content to continue to perform well long after it has been published.

It is also a good idea to think about how you can optimize your content on both your website and anywhere else that you publish information. If you want to maximize the opportunities for your business, you need to identify what has worked well and then amplify its impact.

For example, one of my longest clients has one particular post on her website that performs better than any other page or post - even better than her Home, About and Contact pages combined. After discovering this fact, we reviewed the content on this post and updated the post to help convert visitors to paying clients.

We discovered that the reason the post wasn't converting visitors to leads was because the entire visitor question was answered in the post. To convert the post to a lead generation tool, we adjusted the content to think about other ways we could help the visitor who had discovered this post. We did not remove the valuable and useful content, we just increased the included value, created a much more relevant call to action and provided more effective actionable suggestions.

Now that we know how valuable this post is, we can extend its value by trying to re-share it through online platforms and make the post even more relevant for the high performing search result and similar search queries.

If you are just starting out in business, I encourage you to start with adding content to your website on a regular basis and broadcasting the details of that new content through various channels - social media, email newsletters, online platforms (especially Google+) etc and also share it with key individuals who are willing to pass it on to their networks.

Generating engagement and community discussion takes time so this may not happen immediately after posting if you are just starting out. But you need to build up a great back catalogue of good quality and well distributed content. If you can

encourage people you know to Like, Comment or Share the content soon after you have posted it on online platforms, that will help.

Likewise, if your content does hit a nerve and performs well, consider redistributing it with a different introduction or message. You do not need to respond to every 'Like' but if you can respond to every Comment or Share, this will be viewed favorably by online platform algorithms.

This particular technique has been proven by another man I met who had amassed over one million Facebook Page Likes for his Korean Pop Music enterprise. To maintain the level of community conversation, conversions and responsiveness to comments and shares on his Facebook Page, he had 80 people across the world dedicated to the task of responding to Comments and Replies as quickly as possible.

He would always encourage his highly engaged community to visit his website where he had special offers, a shop and various techniques to add visitors to his business database. He generated a very healthy income with this methodology - but as I have mentioned, it took 80 people to maintain this lead generation funnel.

The risk of this particular strategy is that if the Facebook algorithms change, his strategy could become redundant overnight - or he may be required to 'pay to play' to maintain the momentum. If his payments continued to generate an income, you could argue that he could just continue - but I like to manage risk and not be at the mercy of any platform or process that is susceptible to significant change. The principle of creating regular content and distributing it effectively is the essential lesson here. If it performs well, do what you can to amplify its effect.

16. Developing Viral Content And Conversions

Have you ever noticed that the most popular content that gets shared around online platforms is usually a positive message that evokes a strong emotional reaction? You may have also noticed that it is:

- witty, funny or a little bit unusual

- visually appealing (usually includes an image or an image with text or video)

- it appears very genuine (perhaps including numbers, facts, statistics or a quote from someone with authority)

- it could be something ground-breaking, particularly innovative, controversial or distinct in a unique way

- it triggers off a reaction with your target audience and then they instantly react or respond by commenting or sharing

- it responds to hard data and facts as to what people are genuinely interested in (there is a joke that the internet will always be about 'cats' - and of course who can resist a baby or a cute animal doing something funny?)

- it is easy to view, share and re-distribute (and this process is usually very quick too and strategically located for ease of use)

- it provides value in the form of information, education or entertainment

- it is memorable and persuasive in its own right and the viewer feels compelled to share the experience with others, especially if it triggers a surprise

- there is an element of story (relatable) or interactivity (participation) that helps engage the viewer

It would be easy to think that generating something that goes viral is the key to business success - however, that is like being a musician who is just a one-hit-wonder.

If you want to drive conversions rather than just traffic, you need to consistently provide content that has the potential to be viral but also actionable.

At the end of the day, making something popular is good for your vanity, but it is not necessarily good for your business.

Viral content needs to provide value and the call to action that accompanies the content needs to be congruent and aligned. If you create a great video and then say - "buy this product right now," it may not necessarily work. But if you trigger an emotion that makes the person want to buy the product, all you need to do is provide the call to action that will facilitate the person's choice with the transaction - "choose your favorite color now."

To test out ideas on what could go viral, look at what has gone viral in the past. Again, there is no need to reinvent the wheel - borrow concepts and ideas from others (but don't imitate exactly as you will look like a cheapskate and a copy cat). Experiment and see what works depending on the nature of the content, the time of day that you share it, the locations where you share it and so on.

Also consider the language that you use. Try incorporating hypnotic and persuasive words that can encourage a person to take action. You can also add a level of credibility by associating with a brand or person that is well known and respected - and if you want a hyper local flavor, personalize it to focus on your context or location.

To really assess the virality of your content, you may like to use additional testing and measuring tools. You can track how many click throughs have been generated via traditional Google Analytics but there are also many other online tools that can:

- track your links

- track the profile of other viral links

- reveal trending topics

- provide keyword suggestions

- measure click engagement and bounce rates

- provide details of backlinks to content

- export analytics data

- operate as an internet browser extension and provide on-screen information

If you have a 'mid way' option before the final conversion, you could track how many people engage with the first stage (pop up subscribes, notifications, survey results, engagement with incentives etc).

Viral content can also be manufactured with a helping 'paid' hand. You may like to sponsor a post and have it re-distributed automatically more than once to your defined target audience. A post that was missed on the first view may generate engagement if it is seen several times.

For example, I regularly find that a previously popular quote or video regularly re-appears in my news feed from different friends days, weeks or even months after I saw it for the first time. I may not share it the first time I see it, but I am sometimes tempted to share it after I have seen it three times.

When sponsored content first appeared in news feeds, it was often automatically dismissed - but now that sponsored content is often targeted at people who are genuinely interested in the topic, the rate of conversion is increasing.

To sum up, viral content aims to automatically encourage the viewer to share it amongst their network and it has the potential to significantly increase the overall reach of your content - with or without your involvement.

17. Sending The Right Signals

In the past, a great deal of marketing was based on demographic information which grouped people into certain categories based on specific sections of the population.

With the explosion in data that is now collected through so many different sources, more and more marketing is based on data analysis which is used to predict a person's behavior (or possible interests).

Cookies, tracking pixels and platform algorithms are constantly collecting and assessing data to help generate relevant user experiences. Search engines are constantly assessing whether or not what you find works for you, if it is true editorial content rather than advertorial content, what your overall intent is with a search and how popular certain results perform over time.

So as a business, you need to be aware of how your behavior is affecting your results and how you can use these tools to attract your target audience.

For example, if you want to see how your website is performing in search results for your keywords, you really need to be able to complete a search from your 'target audience' person's device. Your search results could easily be skewed by your past online behavior.

If you want to add cookies, tracking pixels and measurement tools that can track behavior on your online real estate for your business, you can then make decisions about what to do in the future in direct correlation to your target audience's behavior (but make sure you abide by https://www.oaic.gov.au/agencies-and-organisations/business-resources/privacy-business-resource-21-australian-businesses-and-the-eu-general-data-protection-regulation.

For example, if you have a Facebook pixel on your website that calculates that a certain person has visited your website, you can then create an advertisement that will appear in that person's news feed (without you ever knowing the details of the actual person who visited your website). This is a great way to reinforce an experience the person received when they visited your website, particularly if it is related to a particular page of your website (for example, a special upcoming event).

Naturally the type of signals that are being monitored and the types of activities that can be generated from these signals will constantly change over time. For now, I just want to encourage you to think about your own online behavior and the behavior of your target audience and assess how being able to understand the concept of signals can be used to tailor your hyper local marketing activities.

Once you understand the signals concept, it may be necessary for you to consult an expert to install these tools and make appropriate recommendations on how to best utilize the data you collect and optimize your conversion ability. You may also like to re-assess how you behave online as it is also affecting your online experience.

You may decide to regularly clear your browsing history and cookies, sign out of your online accounts when searching online and view content in your internet browser in incognito mode. Alternatively, you may like to leave everything turned on so that the content you see is more automatically tailored to your interests based on your previously transmitted signals.

18. Links Strategy

- always complete your online platform profiles and make sure that you are linking to your business website

- add the details of any other links you have online to your website, to your Google+ profile and anywhere you can list multiple websites

- keep your other online platform profiles up to date (for example your professional membership profile). As a member, you are usually reminded to pay your membership fee but you may forget to fill out your online profile. If your professional membership does not currently offer a website link, ask them to make one available

- source local websites where you can add a link to your website - in particular local online directories, business listings and local government records

- look for local industry groups, trader associations, regional networks etc and see if you can participate and establish a link on their website

- consider aggregator or portal websites (for location and context), especially if they are good quality websites and/or offer a free listing. These are particularly relevant for certain industries, in particular accommodation, tourism, hospitality etc

- consider local business networks or community groups that offer an online presence as well as events and activities

- look for local media - radio, newspapers, television, online magazines, podcast programs etc and see if they offer either a free or paid listing

- see if local classified advertisement resources offer links as well as advertisements

- if you enter any awards and are a finalist, link to this notification

Your priority should be to constantly look for linking opportunities, particularly reciprocal links that are related to your business purpose and values (not just links for the sake of links). Links will be particularly valuable if they are located on a website that is:

- closely related to your context or location (even more value if the keywords are similar)

- a high authority website

- a highly ranked website

- a highly search engine optimized website

- influential in its own right

- part of a diverse group of websites with relevant links

- well established with a good performance track record

- well indexed in search engines

- popular, reliable and regularly appears in search results

- able to generate conversions - for their own enterprise and yours

- regularly updated

Likewise, you can offer a similar value to other enterprises if your website meets these criteria as well.

If you have decided to ask another enterprise to link to your website, you need to think about the most appropriate way to ask for the link.

A lot of people do not like to be 'sold' to. The idea of telling the person that this will be great for you if you link to me via email is probably not the best way to get started.

You need to really assess the situation and make sure that you understand the nature of their enterprise, their target audience and their values. Once you have this understanding, you need to personalize your request and clearly explain the benefits and value to their enterprise of providing the link. It also needs to be their decision in the end and you need to be polite throughout the process, even if they say no.

If you have asked for a link, make an effort to also link to that enterprise on your website - that way you can both benefit from a reciprocal link. Even if the other person or enterprise decides not to link to you, you can still link to them because there is still search engine value from a link to another relevant website.

19. Improving Overall Online Performance

So what should you be aiming for on your website? Here are some basic goals according to David Jenyns:

- website speed (the time it takes to load) - less than four seconds

- bounce rate (the percentage amount before they leave) - less than 55%

- time on your website - greater than two minutes

- pages per visit to your website - more than two pages

If your website is not currently achieving these results, don't panic. However, now that you understand these metrics, you can consider ways to achieve these results in the future.

I would also suggest that your website should be:

- maintaining or increasing the number of visits all of the time

- converting a reasonable (and increasing) percentage of visitors into clients / customers

- seeking feedback from visitors as to how to improve their user experience (UX)

- kept fresh and interesting over time (reviewed at least every two years)

- building and earning a consistent reputation over time (where your content is referenced in multiple quality locations)

20. Website Ranking Threats

If you are competing in an area where there is a high level of competition and a high number of searches for your specific products and services, naturally it will be a little more difficult to attract an audience via organic search results. In this case, you will need to provide an A Grade experience at all times and constantly improve your offering to rank well.

If you are in a more specific niche (ideally with a high frequency of searches but a low level of competition), there are still some other threats to your success:

- if you are paying for advertisements and your target audience is using ad-blocking software to prevent ads appearing in their search results

- if you are relying on generic keyword searches only and sophisticated target audience viewers are using Boolean search operators (", AND, OR, NOT etc)

- if you are not incorporating voice activated searches (sent through an internet browser or directly into a mobile or desktop device where the search results can be found either within the device or somewhere on the internet, in an app etc)

- if your statistics do not improve over time. For example, you do not make any effort to increase your traffic, lower your bounce rate, add new content regularly etc

- you do not have a significant and regularly used external presence on online platforms, social media or other websites

- your content remains static and does not go viral at any time

- a significant competitor comes in with a more effective approach

- future game changers in the online world (nothing stays the same forever)

If you would like to generate independent results directly from search engines (not associated with any other hyper local or referral marketing techniques), you need to

remember that most click throughs will go to the top two or three results on the first page of search engine results.

There has been a bit of a joke circulating from an anonymous contributor, "Where do you hide a dead body? On the second page of search results because nobody looks there." Statistically, this is very true! As a business, you cannot possibly know everything that is changing in the online world, but if significant shifts do occur, you need to be willing to respond and adjust your presence accordingly.

21. Reviews

Reviews are becoming a lot more critical – so you need to develop your own Reviews Strategy for securing more online reviews (preferably on places like Google or Facebook or your industry Review website – ie Urban Spoon for restaurants)

Create your Place ID at https://developers.google.com/places/place-id

City of Boroondara via https://search.google.com/local/writereview?placeid=ChIJWU56R4VB1moRr3f4654Ar80

Sue Ellson via

https://search.google.com/local/writereview?placeid=ChIJLTSb4wRB1moRgR2NH-CZzKQ

I have also created a page on my website https://sueellson.com/reviews that also comes in Google for 'Sue Ellson reviews' search query.

At the end of the day, you may be better off focusing on referral opportunities rather than SEO as the main strategy for sourcing results.

22. Extra Tools and Information

Subscribe to Saijo George https://tldrmarketing.com (Melbourne based)

https://www.melbourneseoservices.com David Jenyns - author of Authority Content

https://stewartmedia.com.au Jim Stewart – video blogs for years

https://localseochecklist.org – lists items for you to consider updating

https://www.meetup.com/en-AU/Melbourne-SEO – Meetup Group South Melbourne

https://moz.com – well known for various free and paid tools

https://www.semrush.com – paid comprehensive research tool

https://checkpagerank.net/index.php – check page rank (also clues what else to do – but a very old metric)

https://developers.google.com/speed/pagespeed/insights - to test your website page speed

http://www.copyscape.com – search for copies of your page on the web

https://archive.org/web - look at old versions and preserve copies of your content

23. What to do now?

Review your website process for conversion and results

Review your website for basic SEO (SEO Audit)

Select the most effective strategies moving forward (regular search engine optimized content that is shared through various sources) – remembering that SEO may not be the best option for your overall results in the beginning

Decide what you will do (content, relationships etc) and what you will outsource (after understanding and confirming what is on offer and what you are paying for with written reports i.e. updated techniques and reviews, website speed, keywords research)

24. Special Offer

- Best SEO Tips Currently Using

- Invitation to connect on LinkedIn

- These notes emailed to you

- Win the book '120 Ways To Market Your Business Hyper Locally'

Provide your email to sueellson@sueellson.com

25. Provide a review and win a book!

https://search.google.com/local/writereview?placeid=ChIJLTSb4wRB1moRgR2NH-CZzKQ

https://sueellson.com/reviews

https://120ways.com/books/120-ways-to-achieve-your-purpose-with-linkedin-sue-ellson

https://120ways.com/books/120-ways-to-attract-the-right-career-or-business-sue-ellson

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