

**What is SEO and how to manage it yourself**

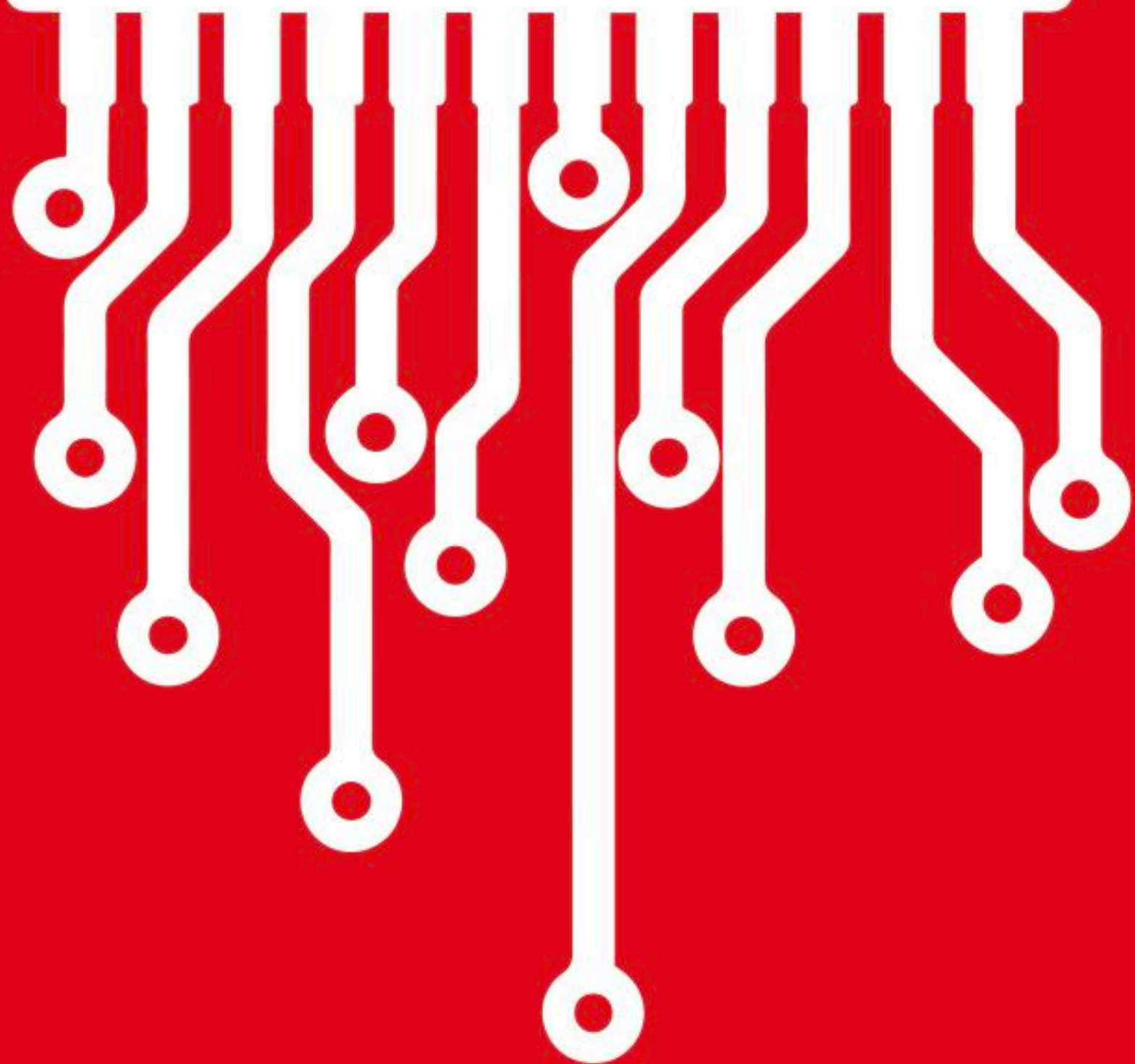




**You are who Google says  
you are**



# A little about me

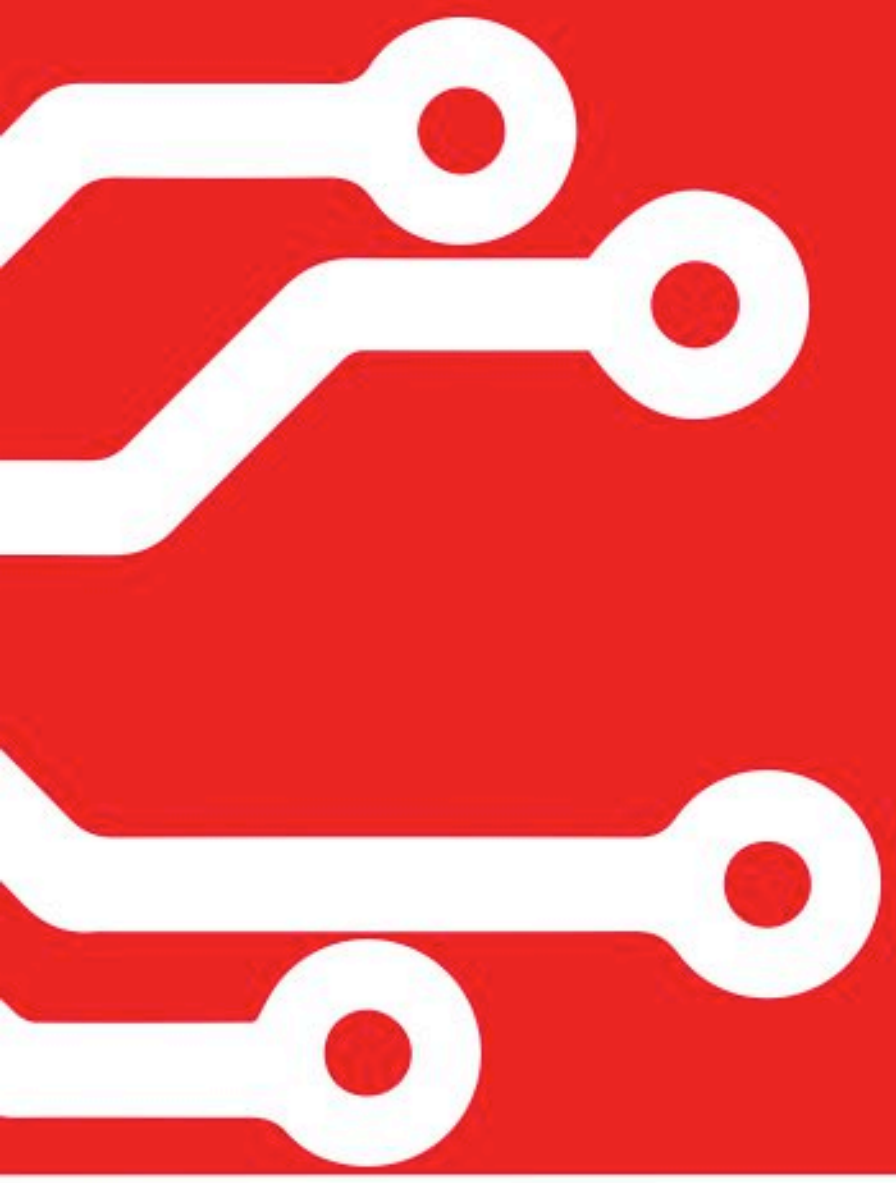




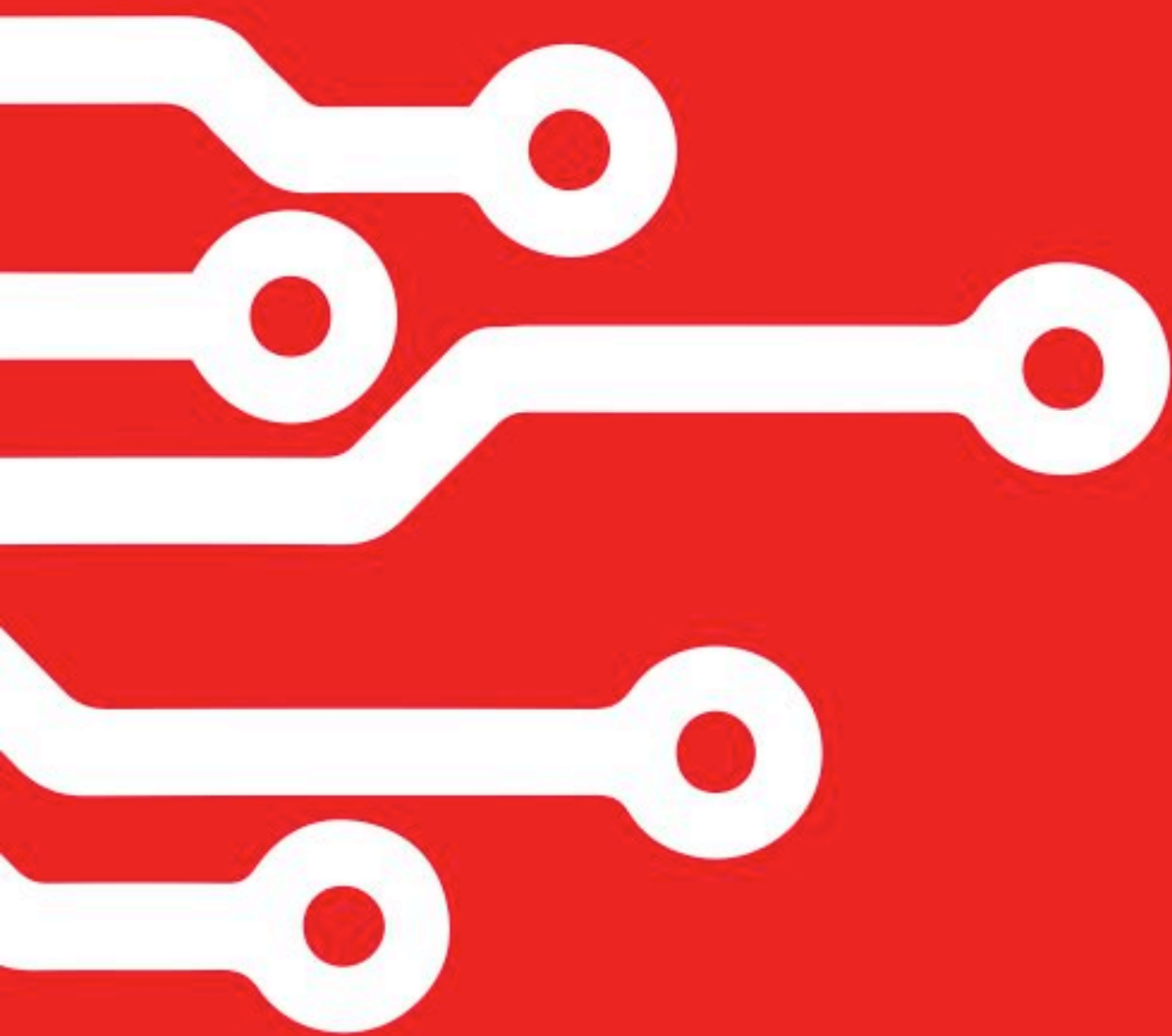
**What my  
friends &  
family think I  
do**







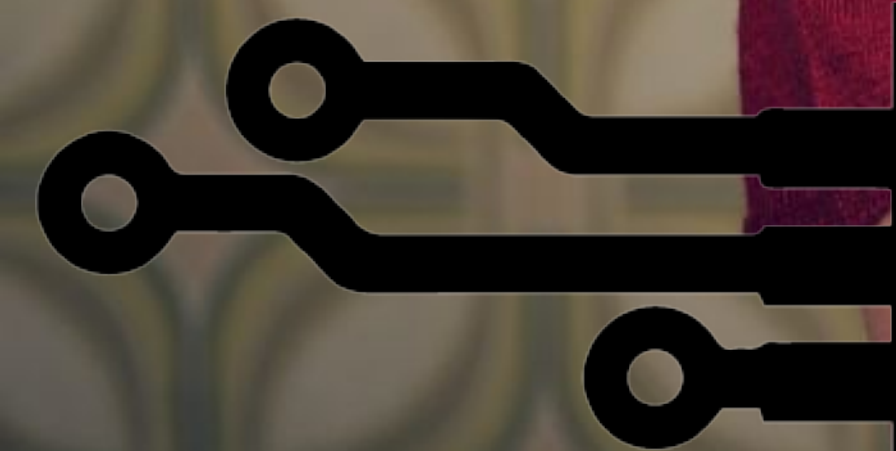
# What I actually do







**What is SEO**



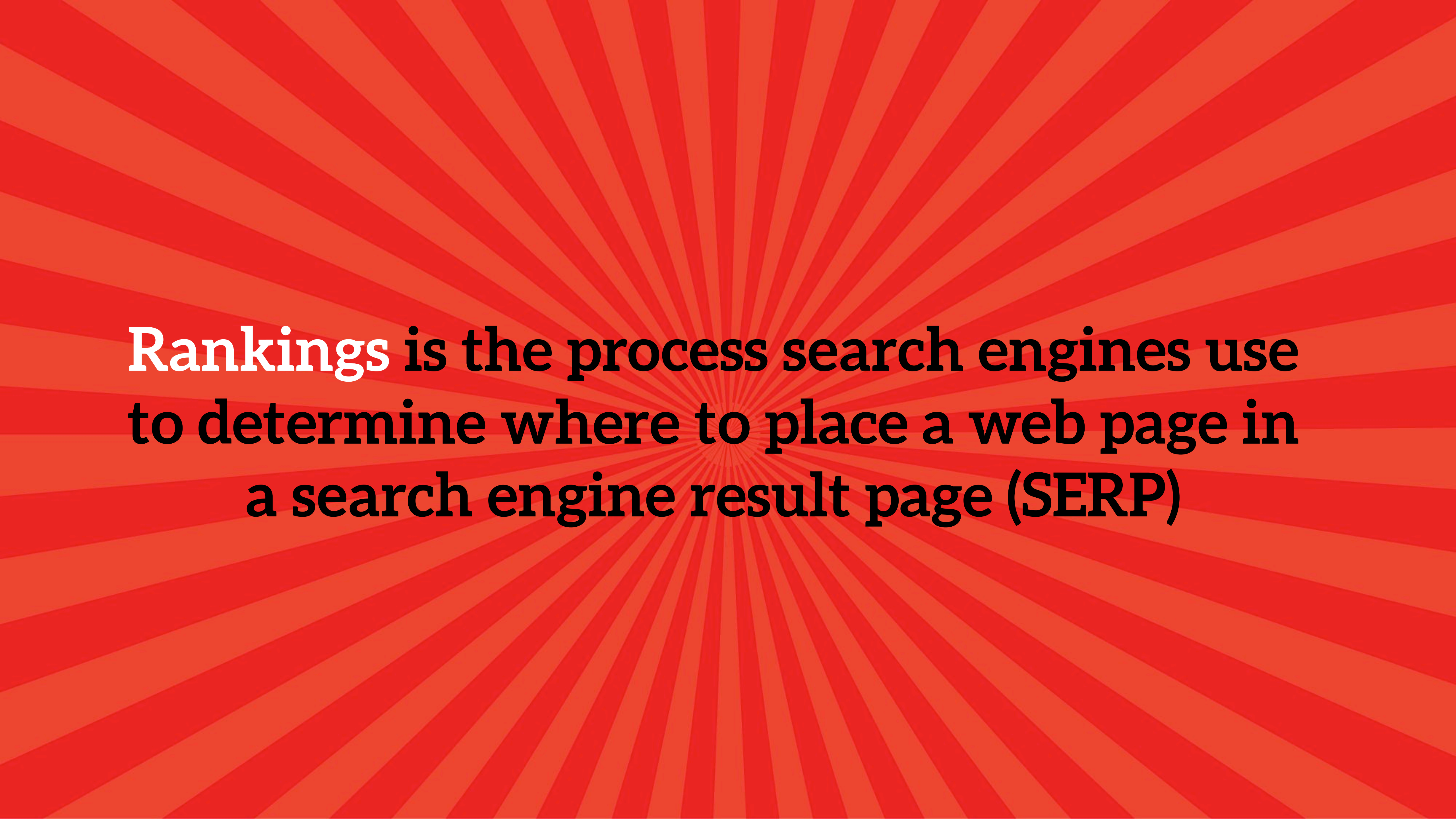


The background of the slide is a vibrant red sunburst pattern. The rays originate from a central point and radiate outwards, creating a sense of energy and focus. The rays are of varying lengths and thicknesses, creating a dynamic, textured effect.

**At it's core SEO dictates  
two things ...**

**Rankings and Visibility**





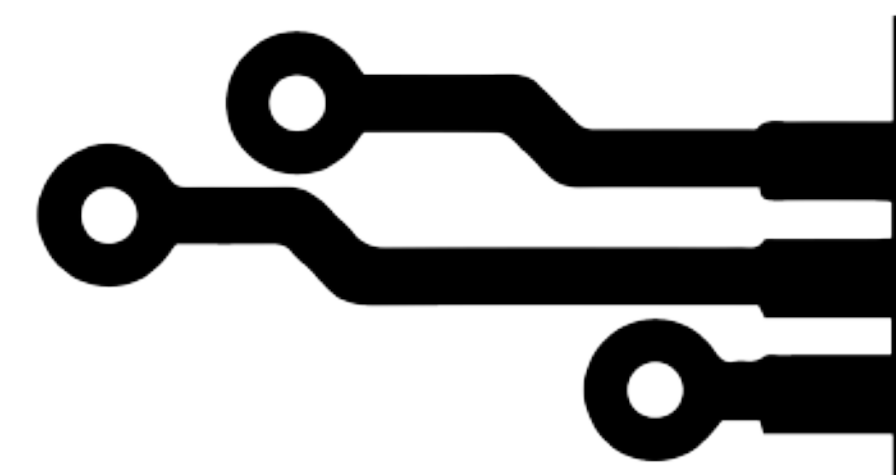
**Rankings** is the process search engines use to determine where to place a web page in a search engine result page (SERP)



The background of the image is a vibrant red sunburst pattern. Numerous thin, light red lines radiate from a central point, creating a starburst effect that fills the entire frame. The lines are evenly spaced and extend to the edges of the image.

**Visibility** determines how prominent a website is in a search result





**How does Google know to rank a page?**





**Google tries to provide users with the most relevant answer to a question asked**



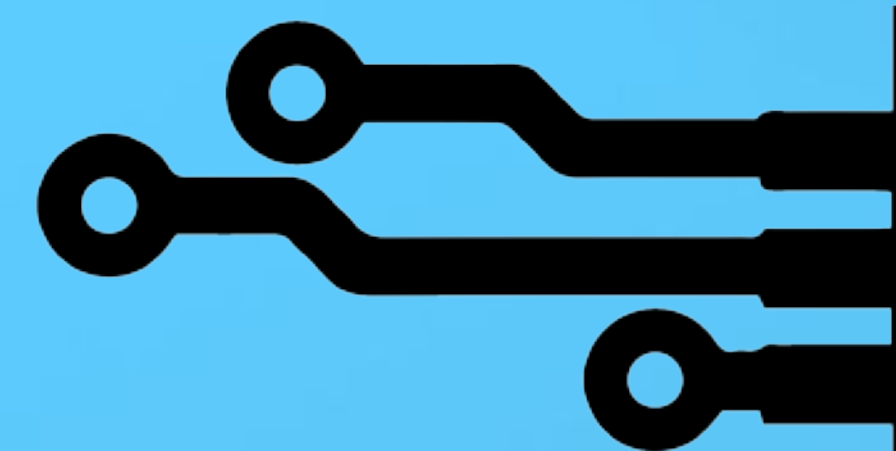


# How does Google know to rank a page

To deliver the right information to users, Google relies on two factors:

- **Relevancy between the search and the content on a page.**
  - Search engines assess the query through various factors like topic or keywords.
- **Authority**
  - This is measured by a website's popularity on the Internet. Google assumes that the more popular a site is, the more valuable the content to readers.





**Three components to a strong SEO strategy**



**To optimise your site, you need to improve in  
three areas:**

**1. Technical website setup**

**2. Content**

**3. Links**





# 1. Technical set up





# **Technical set up (onsite optimisation)**

**For your website to rank three things need to happen**

- 1. Google needs to find your site**
- 2. Then it needs to scan to identify topics and keywords**
- 3. Google adds them to the database of context. This way Google can display your site for relevant queries**

On site optimisation ensures your website and pages allow Google to scan and index them without any problems.



# Other technical aspects that come into play:

- **Website navigation & links**
  - **Google can't see images, make sure all links are text only**
- **URL structure**
  - **Keep URLs short, include main keyword for optimisation**
- **Page speed**
  - **Load time is an indicator of quality**
- **Dead links, broken redirects**
  - **Both provide poor user experience & impact your rankings**
- **Duplicate content**
  - **Makes it difficult for Google to know who to display,**





## 2. Content







## 2. Content

**From an SEO viewpoint content is what helps you gain visibility**

- 1. Content is what people want when they search. The more you publish the better the chances of you increasing your visibility**
- 2. Google uses content to figure out how to rank a page**

**Analysing page length & structure helps Google determine content quality.**



# Other content keyword considerations

- **Keyword research**
  - **Understanding what words or phrases your clients are searching for**
- **Keyword optimisation**
  - **Including your keyword in your title**
  - **URL should also include a keyword**
  - **H1 tag**
  - **Meta title & meta description needs keyword**
  - **Image titles**
- **Semantic keywords**



# Other non keyword related considerations

- **External links**
  - **Linking to relevant pages on the topic helps Google to determine the topic better**
- **Internal links**
  - **Show semantic connections between topics**
- **Content length**
  - **Typically longer content ranks better**
- **Dwell time**
  - **Using things like video & images entices readers to stay longer which is a sign of quality**





# 3. Links





## 3. Links

Focus on good quality links & keep the following 3 things in min

1. Sites considered an 'authority' will carry a higher link value
2. The relevance of the topic link will carry more authority
3. Links from more trustworthy sites carry a higher rating



# Link building continued

There are a few categories to consider when thinking about link building

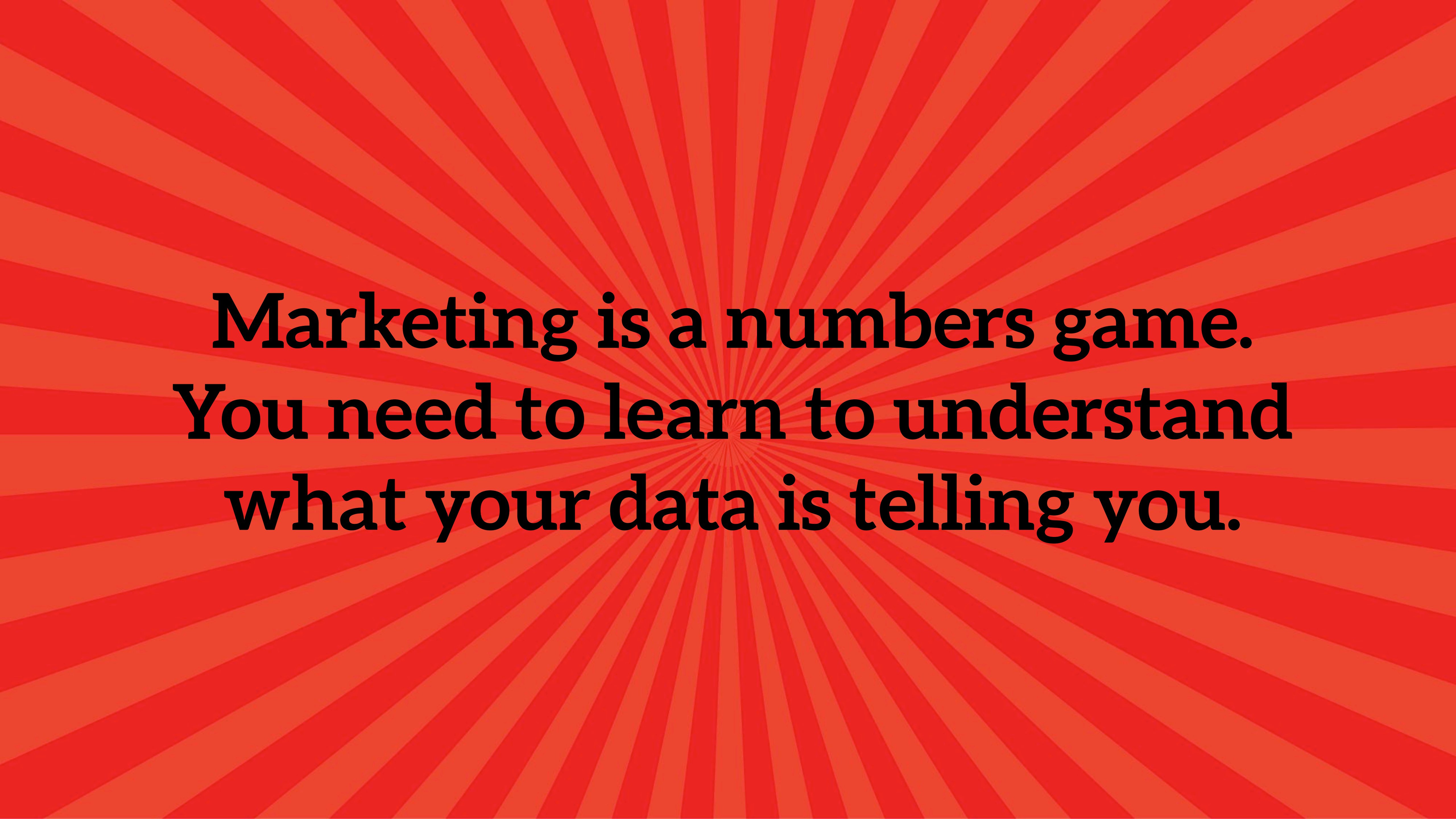
- **Organic links**
  - These come from others who reference your content 'organically'
- **Outreach**
  - Contacting other businesses requesting a link to particular content
- **Guest posting**
  - Blogs or articles posted on a third party site





# What to monitor & track



The background of the image is a vibrant red sunburst pattern. It consists of numerous thin, radiating lines that originate from a central point and extend towards the edges of the frame, creating a dynamic, energetic feel. The lines are evenly spaced and cover the entire area.

**Marketing is a numbers game.  
You need to learn to understand  
what your data is telling you.**



**Measuring SEO success means tracking data about traffic, engagement, & links. the most common measurements are:**

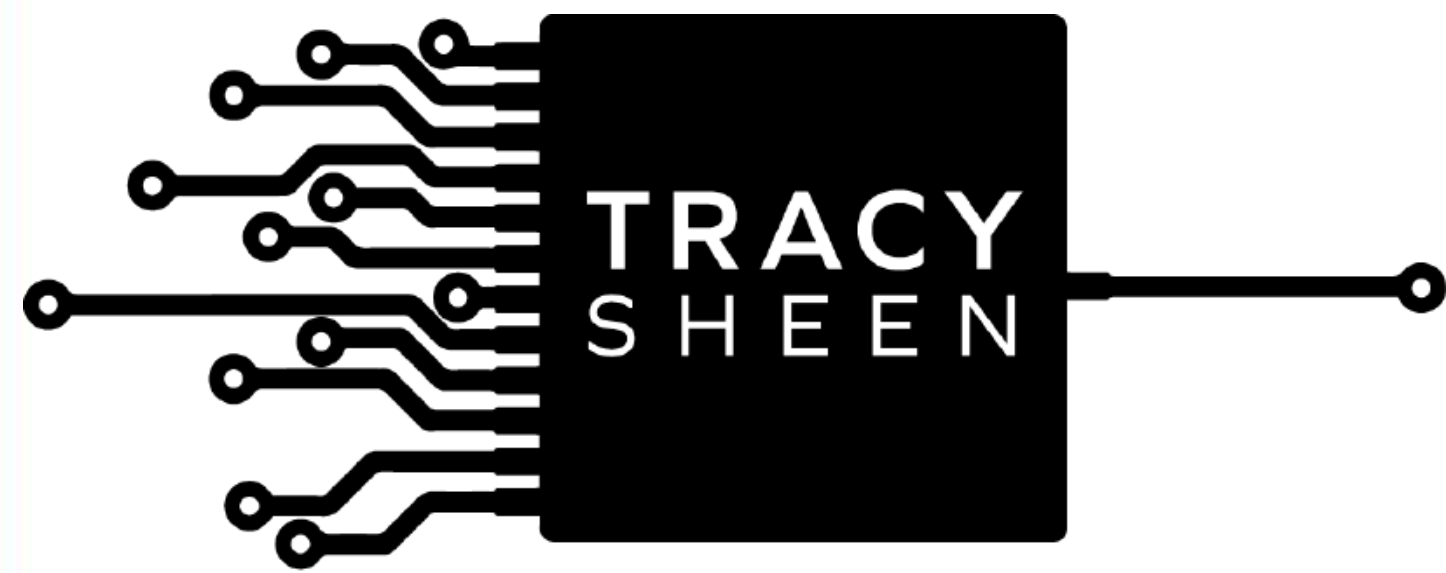
- **Organic traffic growth**
- **Keyword rankings**
- **Conversions from organic traffic**
- **Average time on page and the bounce rate**
- **Top landing pages attracting organic traffic**
- **Number of indexed pages**
- **Links growth (including new and lost links)**



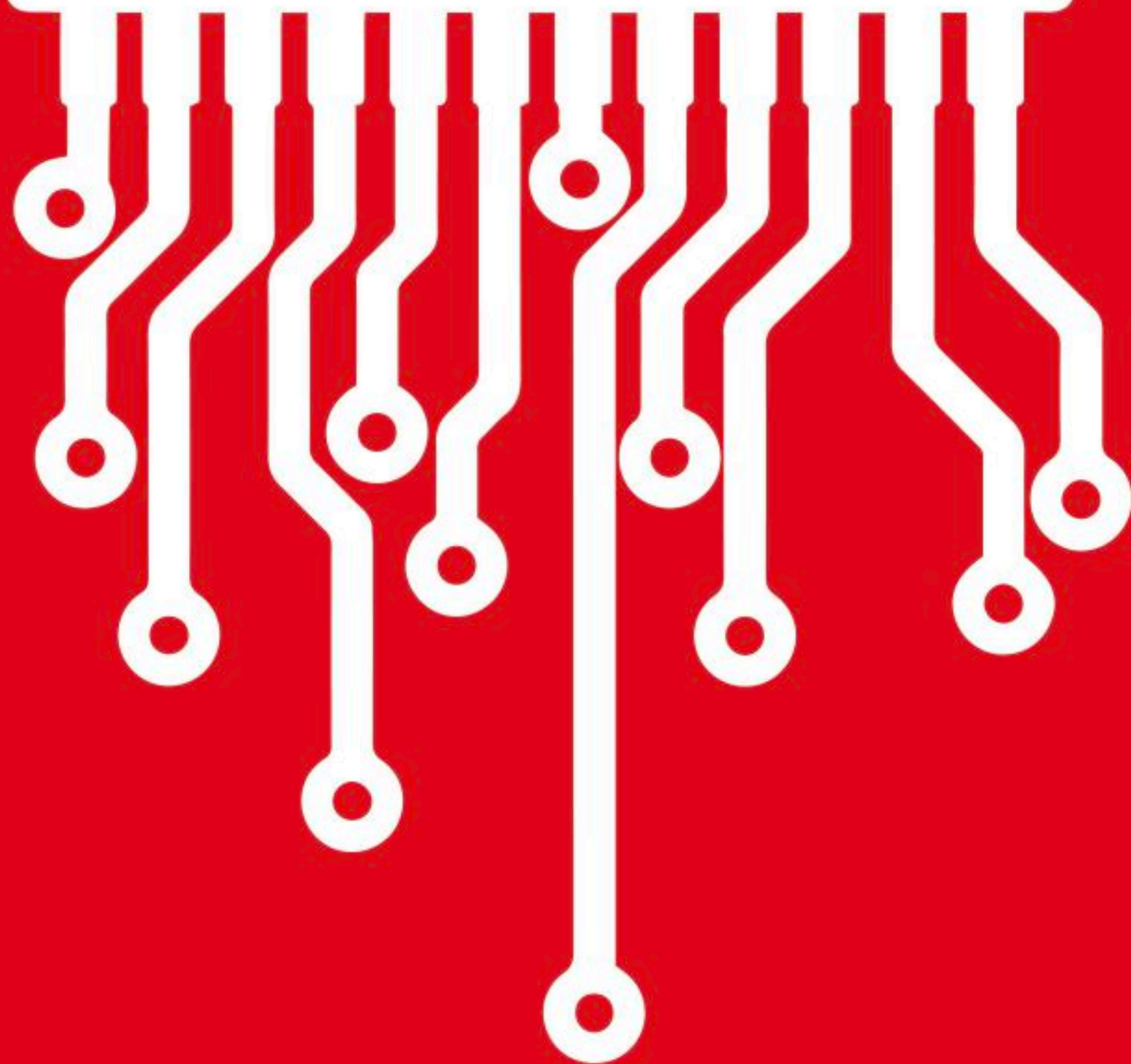


**Challenge**





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