The Complete SEO Class

Michael Peggs

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For Today's Slide

www.marccx.com/slides

For a free SEO Audit, visit marccx.com/seo

AGENDA

1. Online Traffic Sources
2. Search Engines Explained
3. Keyword Research & Analysis
4. Onsite SEO
5. Offsite SEO
6. Link Building Strategies

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New & Noteworthy

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THE MOST IMPORTANT QUESTION IN THE WORLD
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The Most Important Question In The World

December 17, 2014

👁 24,310　👍 163　💬 48

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Google, I Quit!

Google, I Quit!
518,039 views 6 m...

Goodbye Google! Th...
at http://goo.gl/ve4d6...

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Google Search　I'm Feeling Lucky

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ARE YOU GOOD ENOUGH FOR GOOGLE?
a guide to getting in
MichaelPeggs.com

Are You Good Enough For Google?

November 4, 2014

👁 192,653　👍 2,5_3　💬 660

ONLINE TRAFFIC SOURCES

SEO

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Common online marketing campaign goals include:

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Increase Targeted Traffic

Increase Sales

Become an Authority

Establish Brand/ Business Presence

Manage Online Reputation

Today, we'll focus on
Traffic & Sales

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Where does **Traffic**, that converts into **Sales**, come from?

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1. Social Media Marketing
2. Search Engine Marketing
3. Search Engine Optimization

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Social Media Marketing

- Traffic from YouTube, Facebook, Twitter, Pinterest, etc.

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Social Media Marketing

- **LinkedIn** generated the highest visitor-to-lead conversion rate at **2.74%**, higher than Twitter (.69%) and Facebook (.77%).

LinkedIn Best Social Network for Lead Generation

SMM

Visit-to-Lead Conversion Rate	Twitter	Facebook	LinkedIn
	.69%	.77%	2.74%
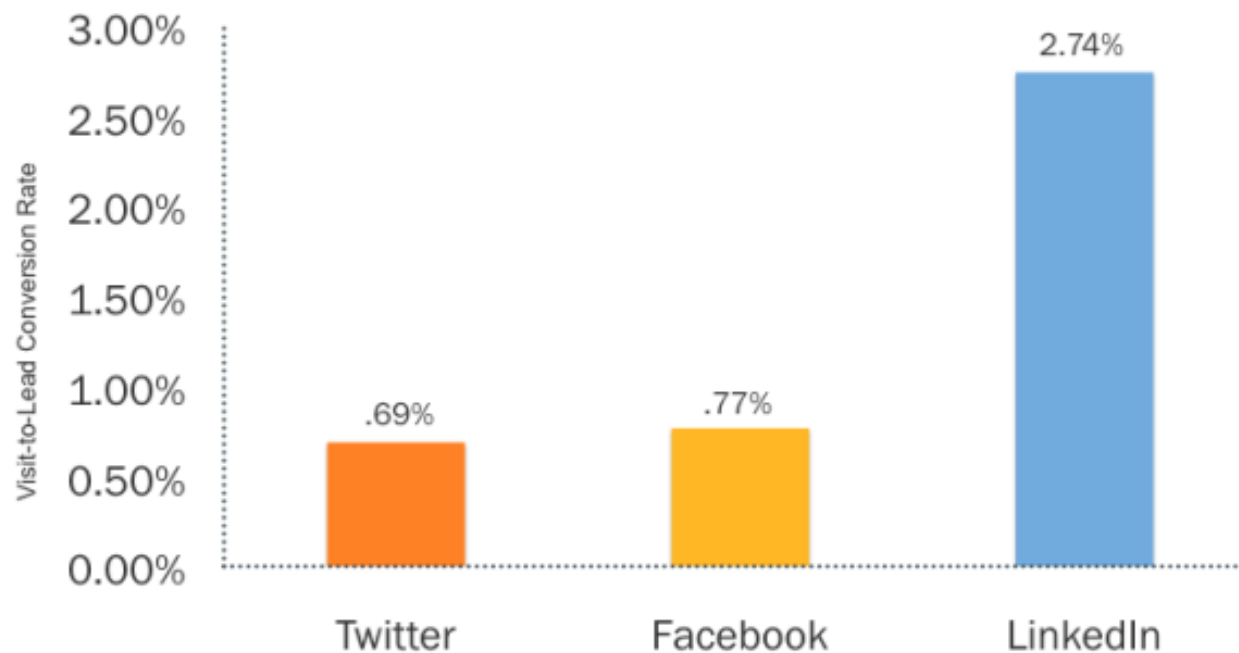
This study by HubSpot.com included 5,198 B2B and B2C businesses.

HubSpot

SEM

Social Engine Marketing

- Traffic from Pay Per Click (PPC) ads on Google AdWords, Bing Ads, etc.

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SEM

Social Engine Marketing

- The average cost per click in Google AdWords is between $1 and $2 on the search network.

- The most expensive keywords in AdWords and Bing Ads cost $50+ per click.

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Search Engine Optimization

- Traffic from Organic Search Results on Google, Yahoo, Bing, etc.

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Why SEO?

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SEO leads have a 14.6% close rate, while outbound leads (such as cold calls, direct mail, online advertising or print advertising) have a 1.7% close rate

Why SEO?

1.   Organic search leads have a 14.6% close rate, compared to 1.7% for outbound marketing leads

2.   81% of B2B purchase cycles start with web search (Earnest Agency, 2014.)

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Why SEO?

1. Organic search leads have a 14.6% close rate, compared to 1.7% for outbound marketing leads

2. 81% of B2B purchase cycles start with web search (Earnest Agency, 2014.)

3. On smartphones, conversion rates are 15 times higher from search than social. (Perform Insider, 2015)

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SEARCH ENGINES EXPLAINED

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Google = Search

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64%
Google

12.7%
YAHOO!

1.2%
Aol.

2015 U.S. SEARCH ENGINE MARKET SHARE
17.5 BILLION MONTHLY SEARCHES

bing
20.3%

Ask
1.7%

Logic Media
WEB DESIGN · ONLINE MARKETING

www.logicmediazone.com
desktop search data from comScore

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It's not enough to be ranked on Google.

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No. 1 Position in Google Gets 31% of Search Traffic

No. 1 - 3 Positions in Google Gets 55% of Search Traffic

Source:
Moz, 2014

No. 1 - 10 Positions in Google Gets 72% of Search Traffic

Source:
Moz, 2014

Your Goal = No. 1 - 3

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1. User query

2. Suggested Keywords

3. Check Index

4. Rank Results

5. Google Crawler

6. Results Returned
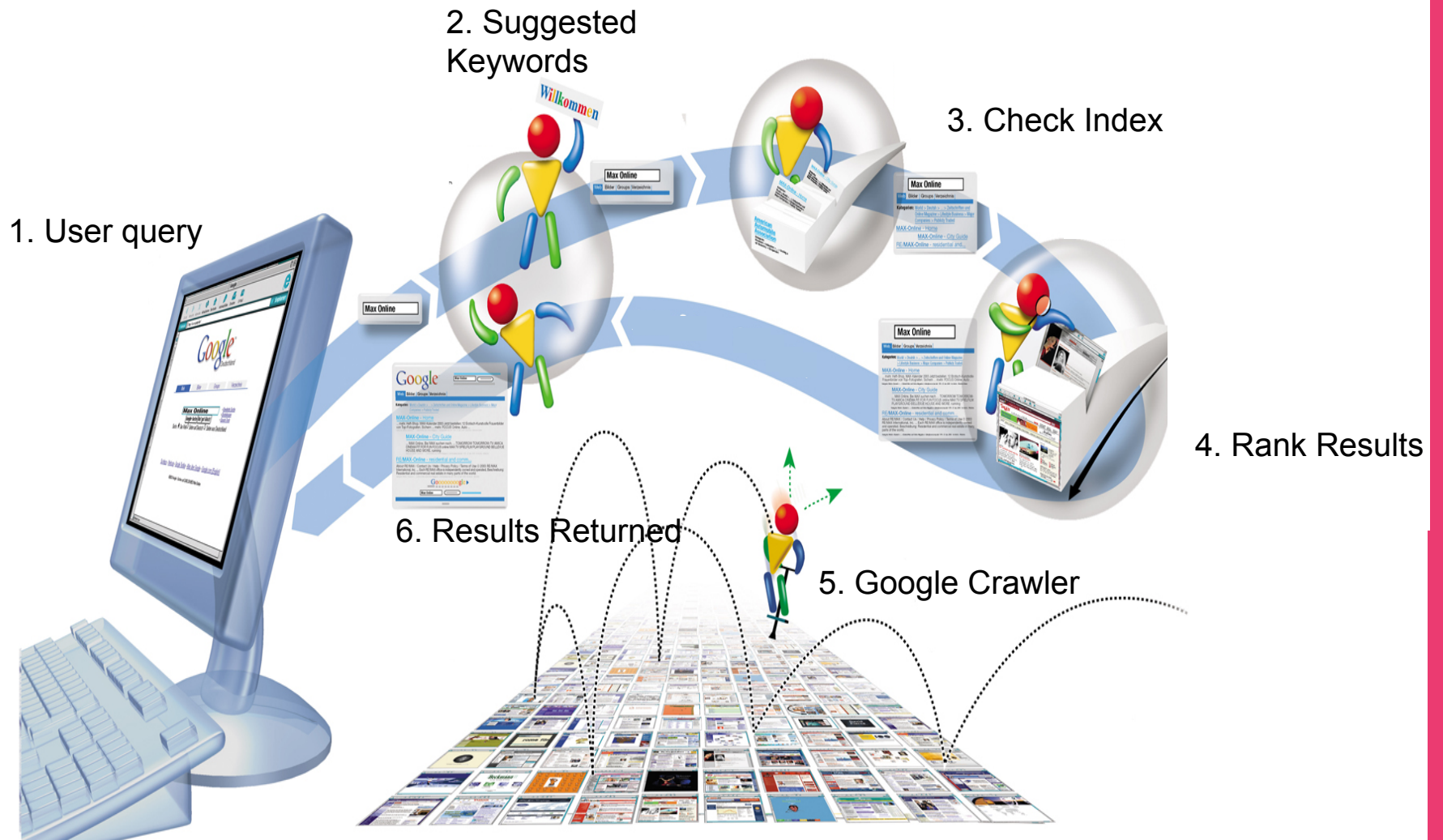
What is SEO?

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What is SEO?

The process of ranking a website, blog post, picture, etc. at the top of a search engine for a user's query.

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KEYWORD RESEARCH & ANALYSIS

SEO

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Quick Refresh

SEO is the process of ranking a website, blog post, picture, etc. at the top of a search engine for a user's **query**

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Query = Keyword

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Google

It begins with the keyword typed into a search box 🎤

Google Search   I'm Feeling Lucky

Ask Yourself…

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Ask Yourself…

What keywords are my target market likely to type into Google?

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Keyword Tools

1. Google WMT

2. Google Keyword Planner

3. SEM Rush

Within **Google Webmaster Tools** (GWT), the Search Analytics report shows search queries by individual keywords, revealing which pages on your website are ranking the highest for that keyword.

Search Console

🔒 Restricted Access

Help ▾   ⚙ ▾

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**	○ **Pages**	○ **Countries**	○ **Devices**	○ **Search Type**
No filter ▾	No filter ▾	No filter ▾	No filter ▾	Web ▾

○ **Dates**

Nov 30 - Dec 27 ▾

Total clicks

18,412

Clicks

1,000

750

500

250

Update

11/3... 12/2/15 12/4/15 12/6/15 12/8/15 12/10/15 12/12/15 12/14/15 12/16/15 12/18/15 12/20/15 12/22/15 12/24/15 12/26/15
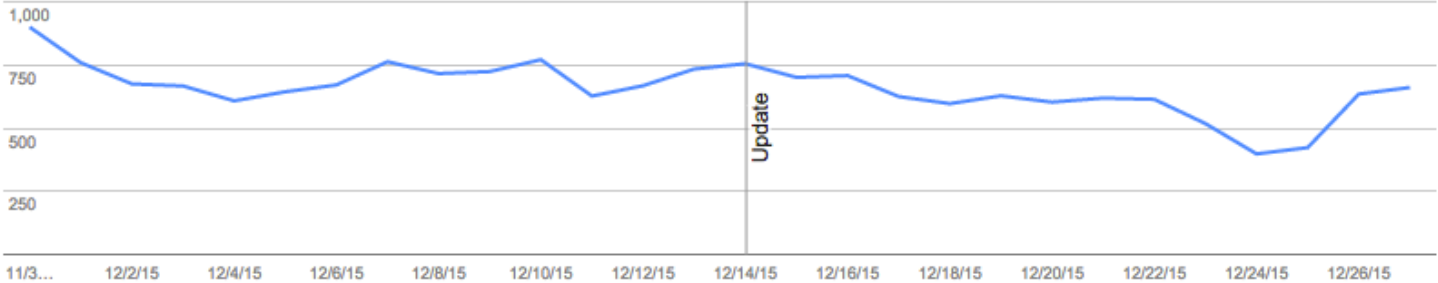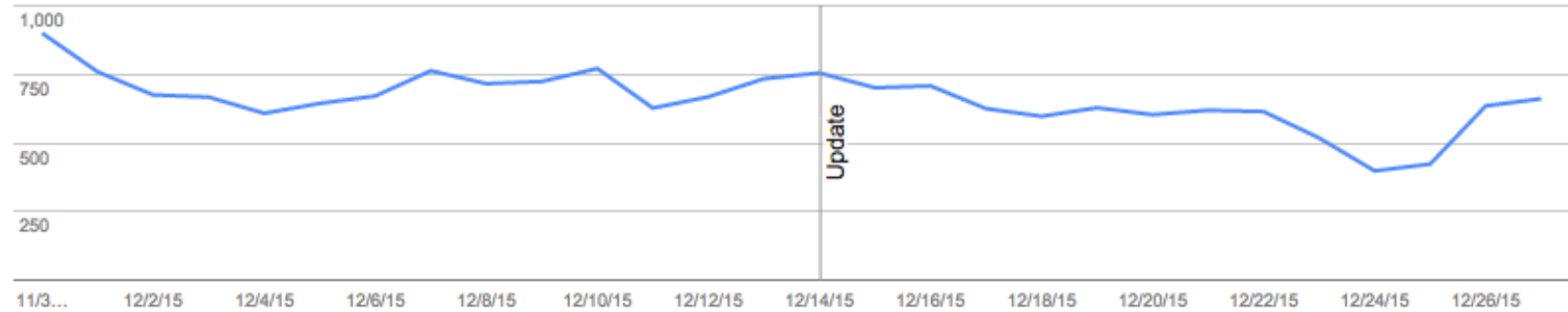
Clicks

	Queries	Clicks ▼	
1	⬛	272	»
2	⬛	199	»
3	best insoles ↗	127	»
4	oofos ↗	98	»
5	best shoe inserts ↗	89	»
6	sperry insoles ↗	74	»
7	best insoles for standing ↗	72	»
8	best insoles for standing all day ↗	71	»
9	thick insoles ↗	50	»
10	high arch support ↗	48	»
11	sole insoles ↗	45	»
12	orthotics for high arches ↗	45	»

To Get Started…

1. Sign up for GWT & verify site ownership

2. Navigate to the 'Search Analytics' report

3. Filter queries by Country, Device, Mobile vs. Desktop, Pages, etc.

Within **Google AdWords** (GA), the Keyword Planner tool identifies a keyword's growing (or shrinking) popularity so you can filter out low-volume searches, highly competitive and expensive keywords

Keyword Planner
Where would you like to start?

🔍 Find new keywords and get search volume data

▾ Search for new keywords using a phrase, website or category

Enter one or more of the following:

Your product or service

```
For example, flowers or used cars
```

Your landing page

```
www.example.com/page
```

Your product category

```
Enter or select a product category                                    ▾
```

Targeting ⑦   Customize your search ⑦

All locations	✎
All languages	✎
Google	✎
Negative keywords	✎

Keyword filters   ✎

Keyword options   ✎
Show broadly related ideas
Hide keywords in my account
Hide keywords in my plan

Before you begin

How to use Keyword Planner

How to see your organic data

Building a Display campaign? Try Display P

Keyword Planner

Add ideas to your plan

Your product or service

best insoles   [Get ideas] [Modify search]

<< Targeting ?

All locations	✎
All languages	✎
Google	✎
Negative keywords	✎

Date range ?

| Show avg. monthly searches for: Last 12 months | ✎ |

Customize your search ?

| Keyword filters | ✎ |

Keyword options ✎
Show broadly related ideas
Hide keywords in my account
Hide keywords in my plan

| Keywords to include | ✎ |

Search volume trends ⇕

Average monthly searches

2.4M
1.8M
1.2M
600K

Dec 2014   Mar   Jun   Nov 2015
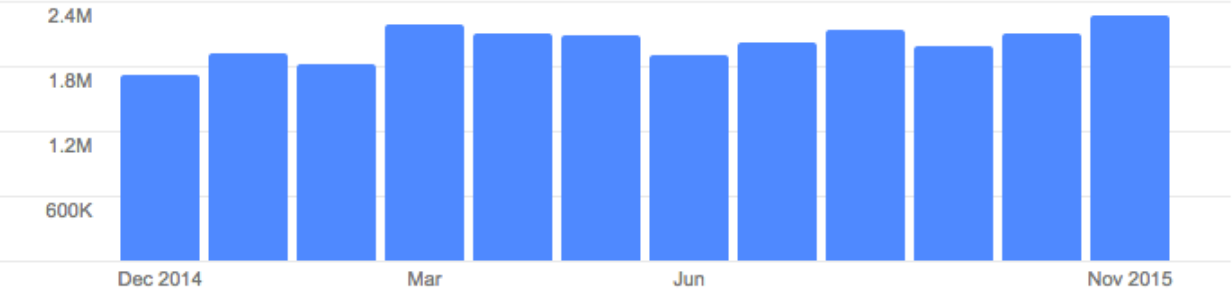
[Ad group ideas] | Keyword ideas   Columns ▾ |⌁ ⬇ Download Add all (70)

Ad group (by relevance)		Avg. monthly searches ?	Competition ?	Suggested bid ?	Ad impr.	Add to plan
Shoe Insoles (28) best shoe insoles, shoe insoles, insoles for s…	⌁	14,930	High	$0.95		»
Boot Insoles (13) best insoles for boots, best boot insoles, boo…	⌁	4,010	High	$1.49		»
Flat Insoles (14) best insoles for flat feet, insoles for flat feet, f…	⌁	9,300	High	$1.37		»

Add a
fro

+ Or st

Keyword Planner

Add ideas to your plan

Your product or service

best insoles

[Get ideas] [Modify search]

Targeting ?

All locations	✎
All languages	✎
Google	✎
Negative keywords	✎

Date range ?

| Show avg. monthly searches for: Last 12 months | ✎ |

Customize your search ?

Keyword filters ✎

Keyword options ✎
Show broadly related ideas
Hide keywords in my account
Hide keywords in my plan

Keywords to include ✎

Ad group: Shoe Insoles

← [⬇ Download] [Add all (28)]

Keyword (by relevance)		Avg. monthly searches ?	Competition ?	Suggested bid ?	Ad impr.	Add to plan
best shoe insoles	⬚	720	High	$1.16		»
shoe insoles	⬚	6,600	High	$1.04		»
insoles for shoes	⬚	2,400	High	$0.82		»
shoe insole	⬚	1,300	High	$0.92		»
best insoles for shoes	⬚	110	High	$0.76		»
shoes with removable insoles	⬚	390	High	$1.35		»
best shoe insole	⬚	110	High	$1.15		»

Add ad
fro

+ Or sta

To Get Started…

1.   Sign up for Google AdWords

2.   Navigate to the Keyword Planner tool and insert a list of keywords, your landing page or your product category/industry

3.   Include targeting by country, language and search engine, google.com vs. google.co.uk (Optional)

4.   Review the search volume, competition and suggested CPC per keyword.

5.   Add keywords to your Organic or Paid search campaigns

For competitive keyword research, **SEM Rush** shows you organic and paid keywords that your competition is targeting organically and paid

🏠 **Dashboard** ◄

Domain Analytics ⌄

Keyword Analytics ⌄

Projects ⌄

My Reports BETA

🖼 Online demo

◎ SEOquake for
Google Chrome

📢 Join our Affiliate Program

📋 Order custom database or report

{} Have you seen our new
customizable API format?

| All Reports ⌄ | http://www.superfeet.com/ | ✕ | **Search** |

Your projects **+**

Dashboard

Overview

Enter your domain   **Add domain**

Add your domain and analyze the keyword history data for the last year. The report also contains organic keywords, Ads keywords, SE traffic and Ads traffic. The same data is also available about your competitors - try adding your competitor's website, choosing a database, and tracking what they do!

News

29 Dec. 15   Our Hungari
23 Dec. 15   SEO Ideas: S
17 Dec. 15   Meet the Ne
11 Dec. 15   Site Audit: U
              Delay
08 Dec. 15   My Reports:
              Reports

View all news ›

Your Recent Searches

SEO	Positions for marccx.com on Google USA
SEO	Positions for marccx.com on Google USA
SEO	Positions for marccx.com on Google USA
Overview	Url Overview for http://www.marccx.com/ on Google USA
SEO	Positions for marccx.com on Google USA

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🏠 **Dashboard**

Domain Overview ▾   http://www.superfeet.com/   ✕   **Search**   Your projects +

Domain Analytics ︿

Overview

Organic Research   6.6K

Backlinks   4.3K

Advertising Research   1.1K

PLA Research   500

Video Advertising BETA

Display Advertising BETA   4

Entire menu

🇺🇸 US GOOGLE   🇬🇧 UK GOOGLE   🇩🇪 DE GOOGLE   🇫🇷 FR GOOGLE

Other Countries
26 more... ▼

Back to the old design of the URL Overview Report

⊘ http://www.superfeet.com/   🖥 Desktop   📱 Mobile

URL Overview Report for google.com database ⓘ

Ranks

Domain vs. Domain

Charts

Keyword Analytics ﹀

Projects ﹀

My Reports BETA

📺 Online demo

● ORGANIC SEARCH

0 TRAFFIC

| Keywords | 0 |
| Traffic Cost | $0 |

● PAID SEARCH

580 TRAFFIC

| Keywords | 345 |
| Traffic Cost | $655 |

● BACKLINKS

3.6K TOTAL BAC

| Referring Domains | |
| Referring IPs | |

HTTP://WWW.SUPERFEET.COM/ VS SUPERFEET.COM   ●●● http://www.superfeet.com/   ●

100   100   100

50   50   50

0   0   0
  Organic Organic Organic   Paid   Paid   Paid
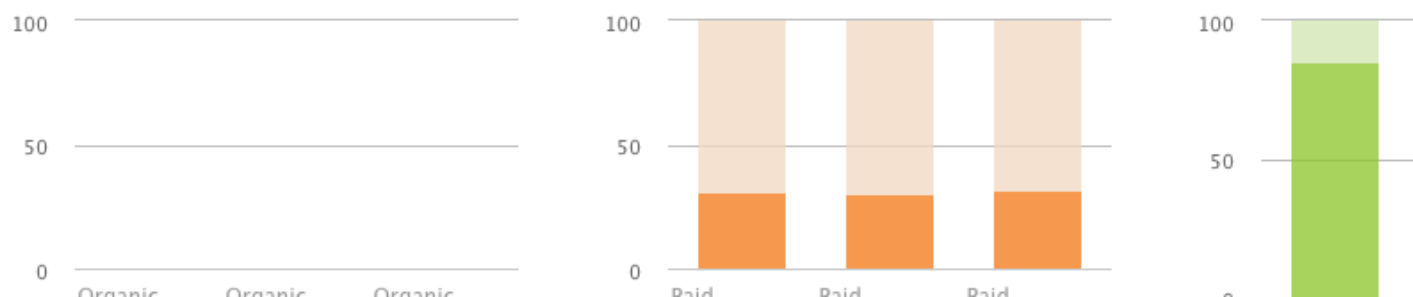
ORGANIC SEARCH POSITIONS 1 - 100 (6,682) ⓘ

Filter by keyword 🔍   Filters   ➤ Export

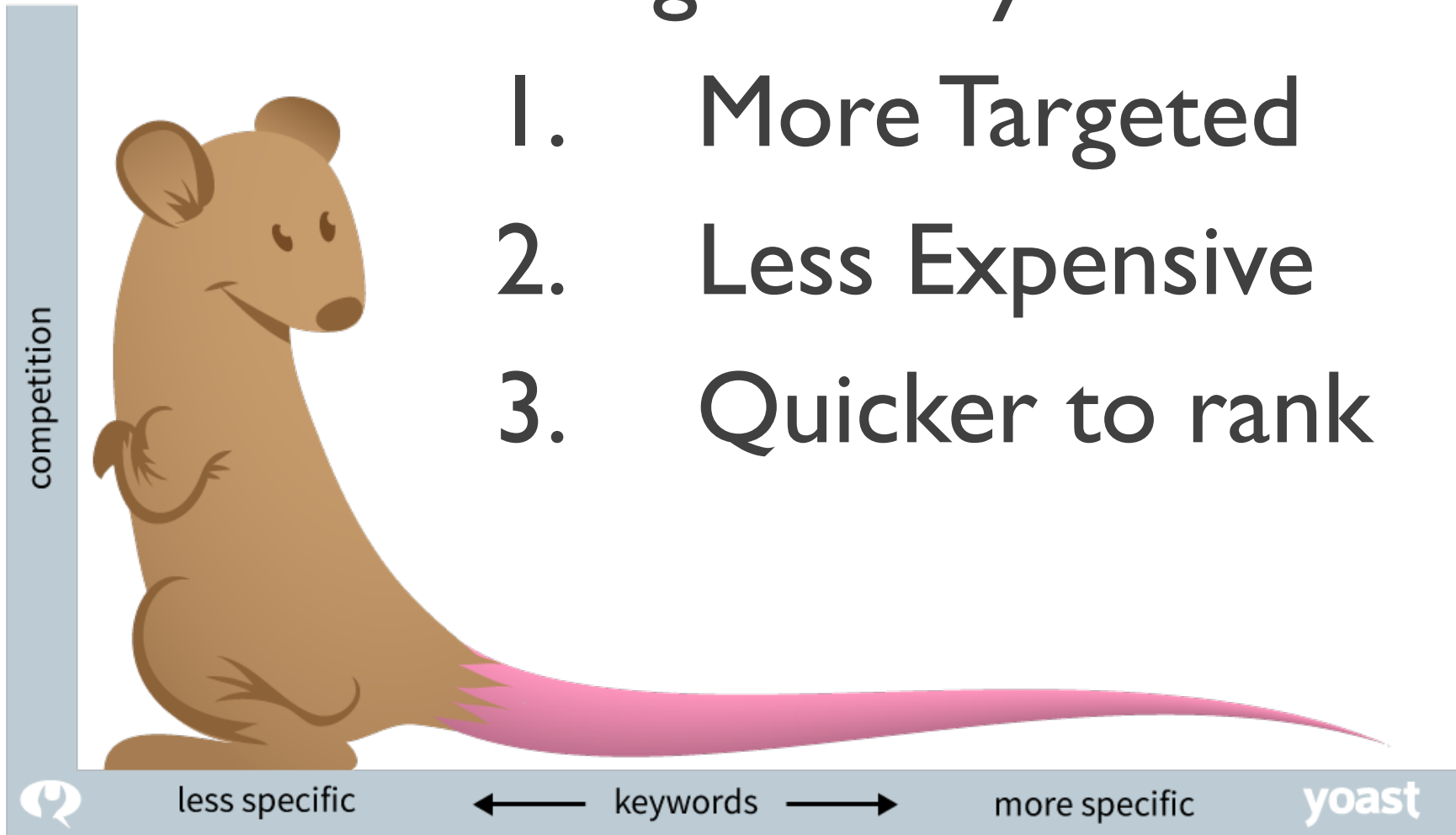| Keyword	Pos.	Volume	CPC (USD)	URL	Traffic %	Costs %	Com.	Results	Trend	SERP	Last Update
cycling footbeds	1	30	1.27	↗ www.superfeet.co...ycling	0.03	0.03	0.82	147,000	📊	▤	5 days ago
superfeet cork	1	10	0.00	↗ www.superfeet.co...rk-vac	< 0.01	0.00	0.56	29,000	📊	▤	Nov 2015
cycling shoes insoles	1	20	1.13	↗ www.superfeet.co...ycling	0.02	0.02	1.00	853,000	📊	▤	4 days ago
superfeet cycling	1	20	0.00	↗ www.superfeet.co...ycling	0.02	0.00	0.35	180,000	📊	▤	1 day ago
superfeet supination	1	30	2.97	↗ www.superfeet.com/en-us/help	0.03	0.08	0.35	48,000	📊	▤	5 days ago
where can i buy superfeet insoles	1	40	1.51	↗ www.superfeet.co...locate	0.04	0.06	0.98	150,000	📊	▤	21 Dec 2015
which superfeet to buy	1	30	0.00	↗ www.superfeet.com/en-us/help	0.03	0.00	0.13	309,000	📊	▤	4 days ago
superfeet insoles stores	1	10	0.81	↗ www.superfeet.co...locate	< 0.01	0.00	0.94	259,000	📊	▤	Oct 2015
bike shoe insoles	1	30	1.13	↗ www.superfeet.co...ycling	0.03	0.03	1.00	1,120,000	📊	▤	5 days ago

To Get Started…

1. Signup for SEM Rush

2. Enter your competitors URL and select search engine (google.com vs. google.co.uk) and specify device (desktop vs mobile)

3. Review Organic & Paid Search Rankings

4. Set-up and track your keyword rankings

One more word on keywords…
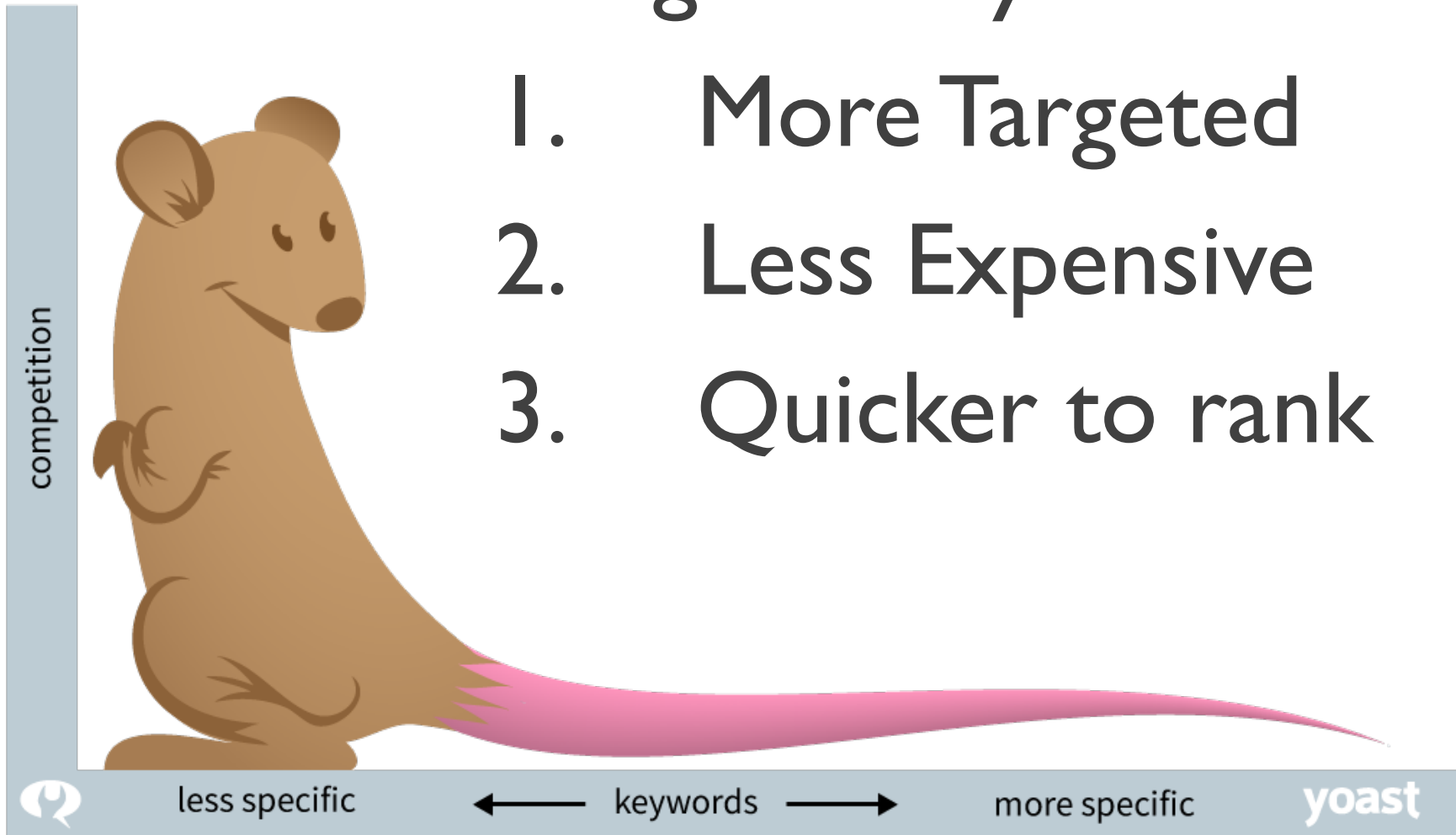
ONSITE SEO

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