# Turning Digital To Dollars With SEO

PURESEO

Prabin Yonzon

- SEO and Content Manager at Pure SEO

- Over 7 years of experience in digital marketing

- Specialisation in SEO and CRO

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About Pure SEO

- Founded in 2009 by Richard Conway
- New Zealand's #1 SEO agency in market share
- Deloitte 'Technology Fast 500 Asia Pacific Winner' – 2013 to 2018
- Service offerings
  - Search Engine Optimisation
  - Content Marketing
  - Conversion Rate Optimisation
  - Search Engine Marketing
  - Social Media Marketing
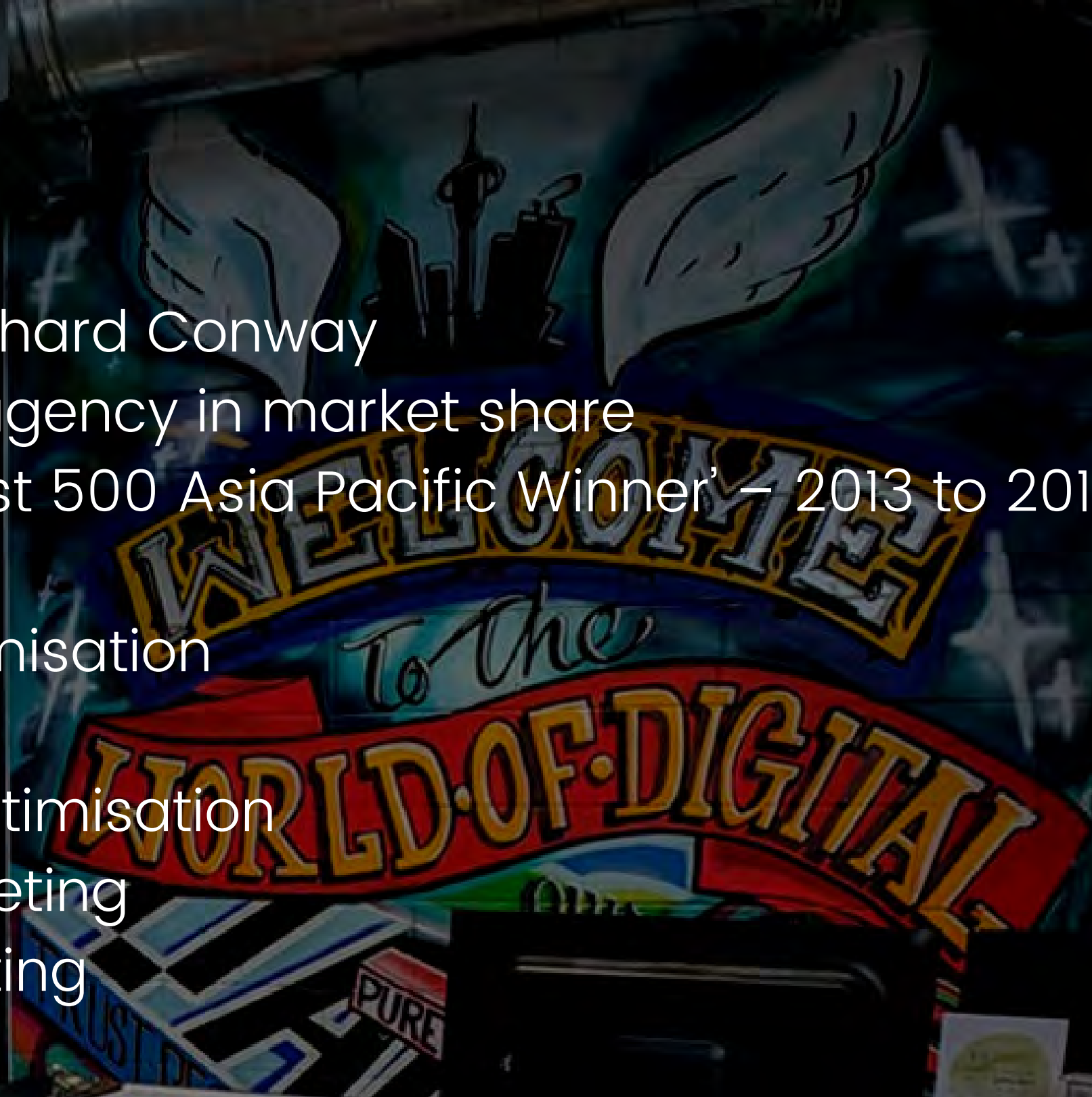
Today's Agenda

1 Introduction to SEO and its pillars

3 Optimising your website for search engines

2 Overview of important SEO elements

4 Q and A

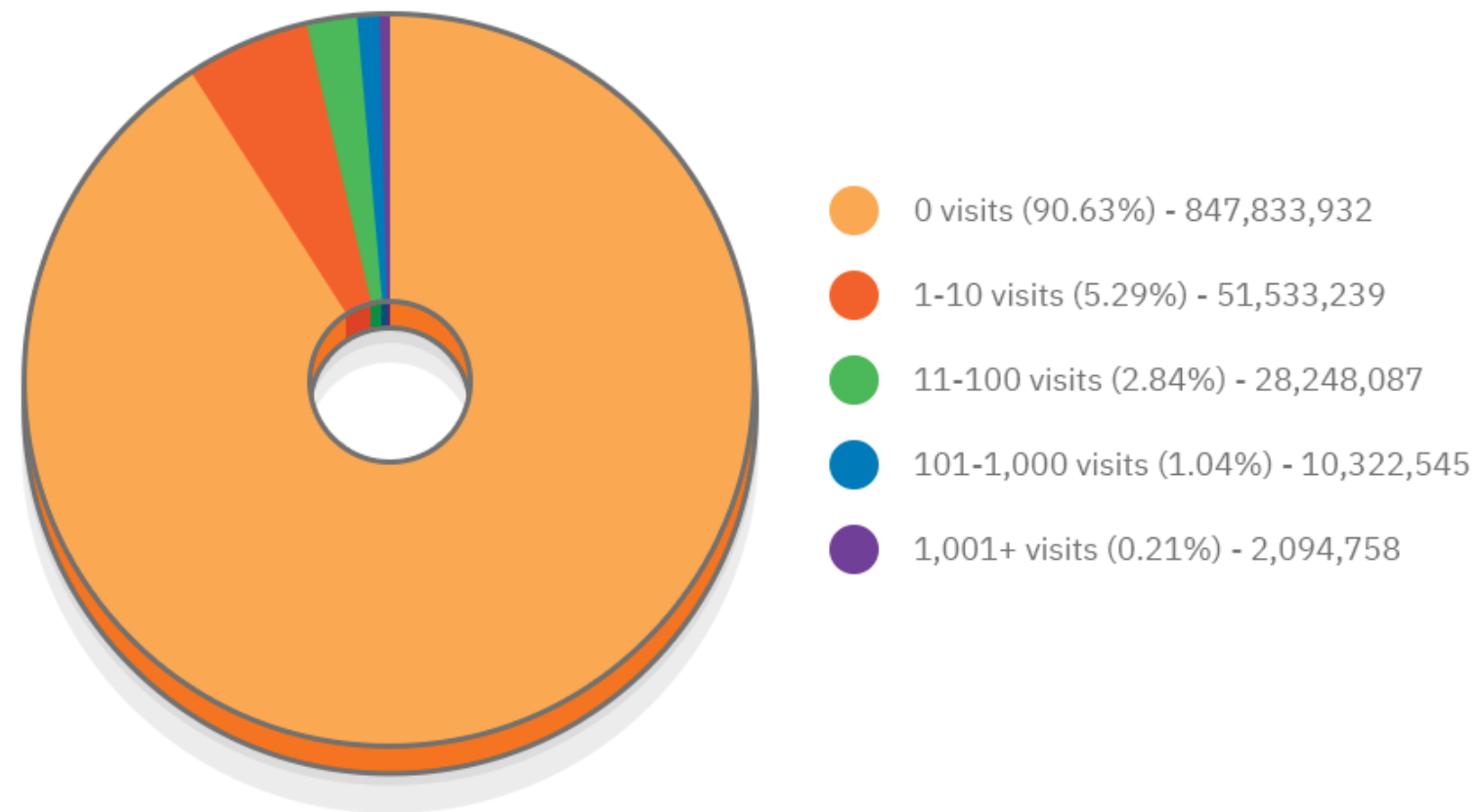# Introduction to SEO and its pillars

Let's begin.

What is SEO?

Search Engine Optimisation (SEO) is the process of improving the quality and quantity of traffic to a website from Search Engine Result Pages (SERPs).

Importance of SEO

90.63% of pages get no organic search traffic from Google

Legend:
- 0 visits (90.63%) - 847,833,932
- 1-10 visits (5.29%) - 51,533,239
- 11-100 visits (2.84%) - 28,248,087
- 101-1,000 visits (1.04%) - 10,322,545
- 1,001+ visits (0.21%) - 2,094,758

[based on a study of over one billion pages in Ahrefs' Content Explorer index]

ahrefs

- 46% of all searches on Google are for a local business or local service (Search Engine Roundtable)

- 53.3% of all website traffic comes from organic search (BrightEdge)

- The #1 result in Google gets app. 32% of all clicks (Backlinko)

- HubSpot research shows that SEO leads have a 14.6% close rate [Referrals - 9%, Paid Search - 7%, Social Media - 4%, Outbound - 2%]
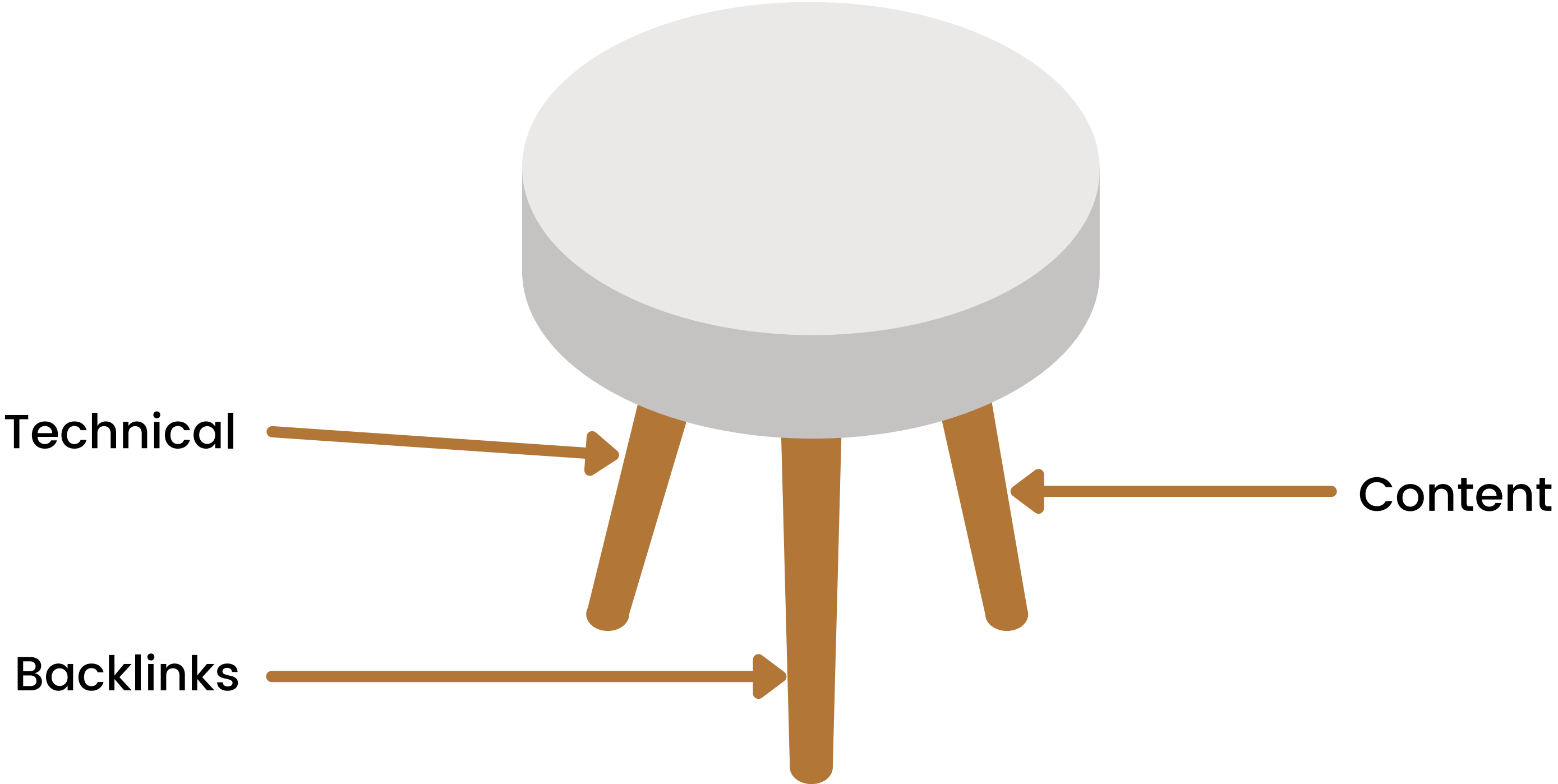
Pillars of SEO

High Quality Content

- Original, unique, and valuable content

- Up to date and fresh content

- Produce more than just text content

- Content structure

- Content length

Backlinks

- Number of referring domains & linking pages

- Authority of linking domain & page

- # of Links from Separate C-Class IPs

- Backlink anchor text

- Diversity of link types

- Link placement on a page

NUMBER OF REFERRING DOMAINS

TOTAL REFERRING DOMAINS

300

200

100

1 2 3 4 5 6 7 8 9 10

GOOGLE POSITION
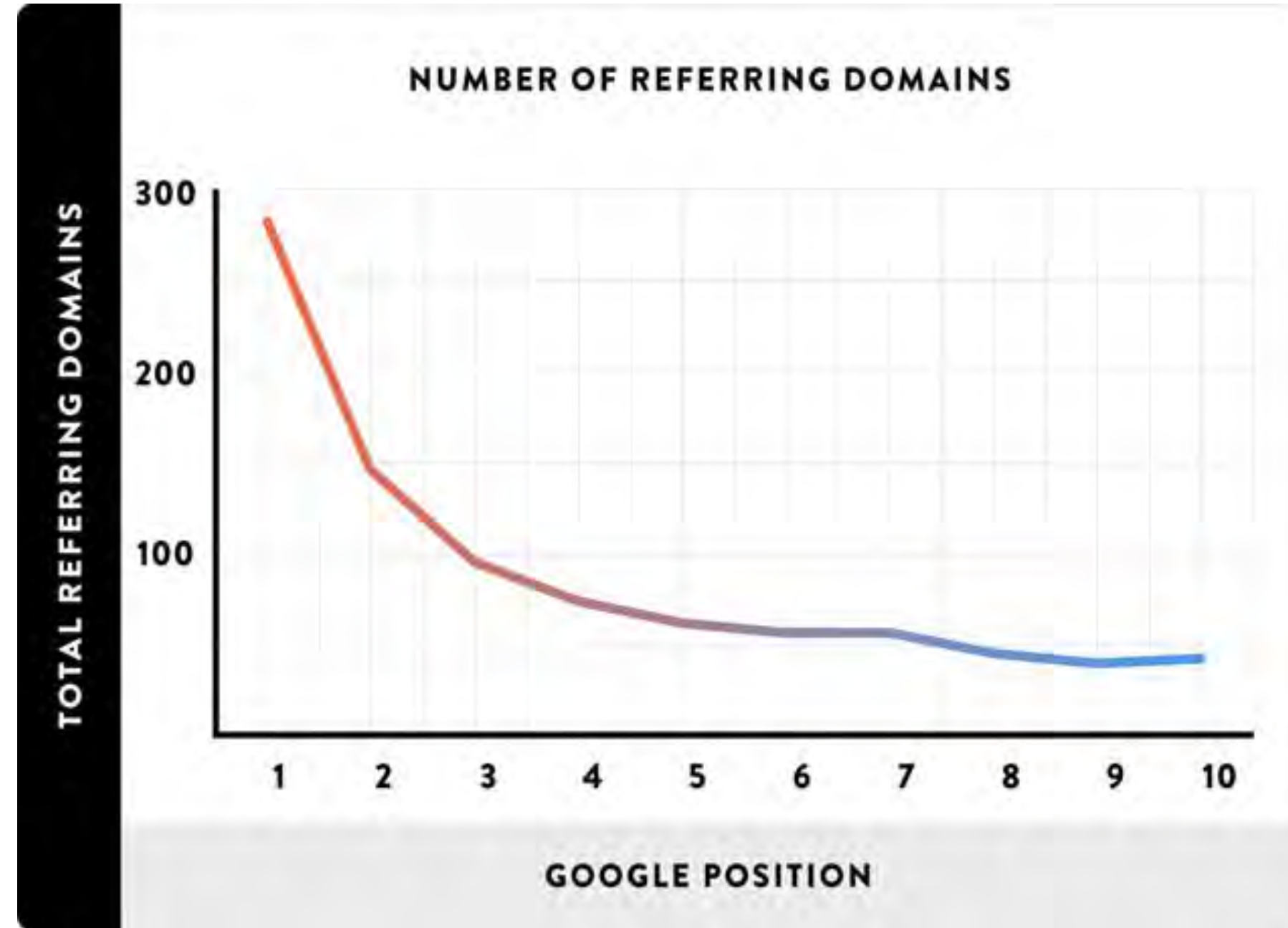
Technical SEO

- Website architecture

- Crawling and indexation

- URL structure

- Redirects

- Structured data

- Internal links
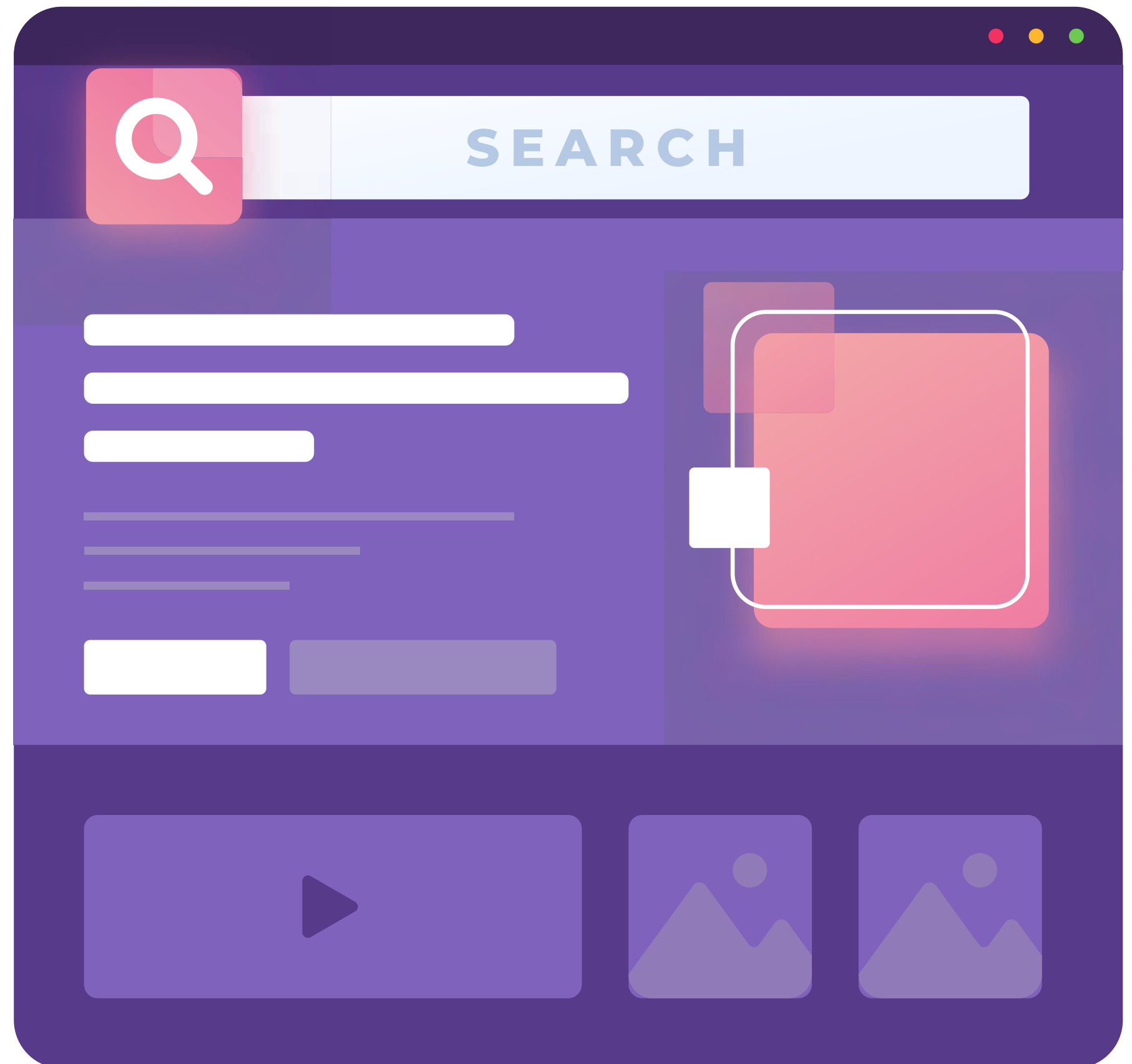
User Experience

- Simple, clear, and consistent website navigation

- Optimise for <u>Google Page Experience</u>

- Satisfy user intent

Core Web Vitals

Loading
Largest Contentful Paint (LCP)

Interactivity
First Input Delay (FID)

Visual Stability
Cumulative Layout Shift (CLS)

Mobile Friendly

Safe Browsing

HTTPS

No Intrusive Interstitials

Search signals for page experience
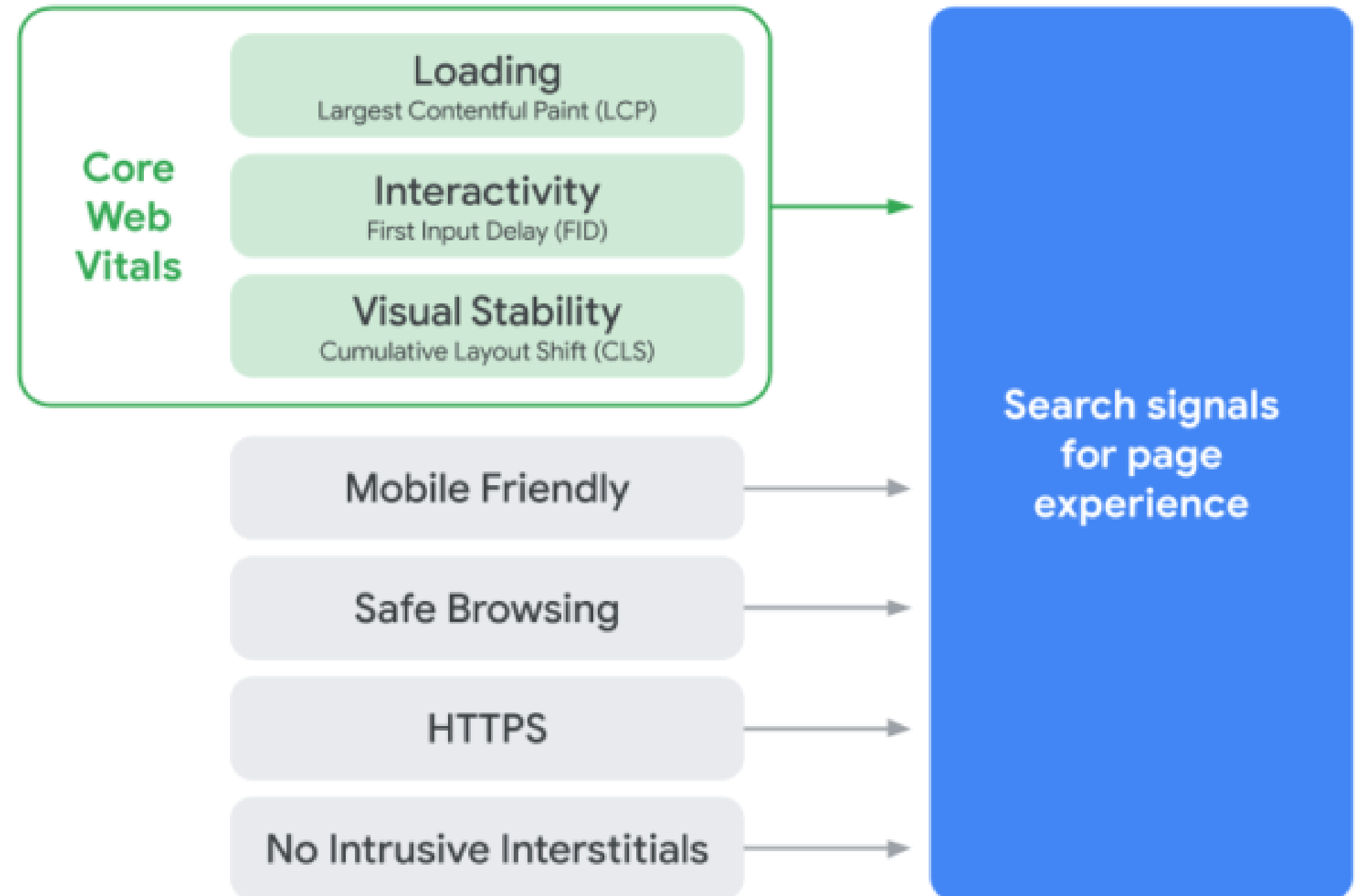
Optimising Your Website For Search Engines

Search....

Understand Your Target Customers & Market
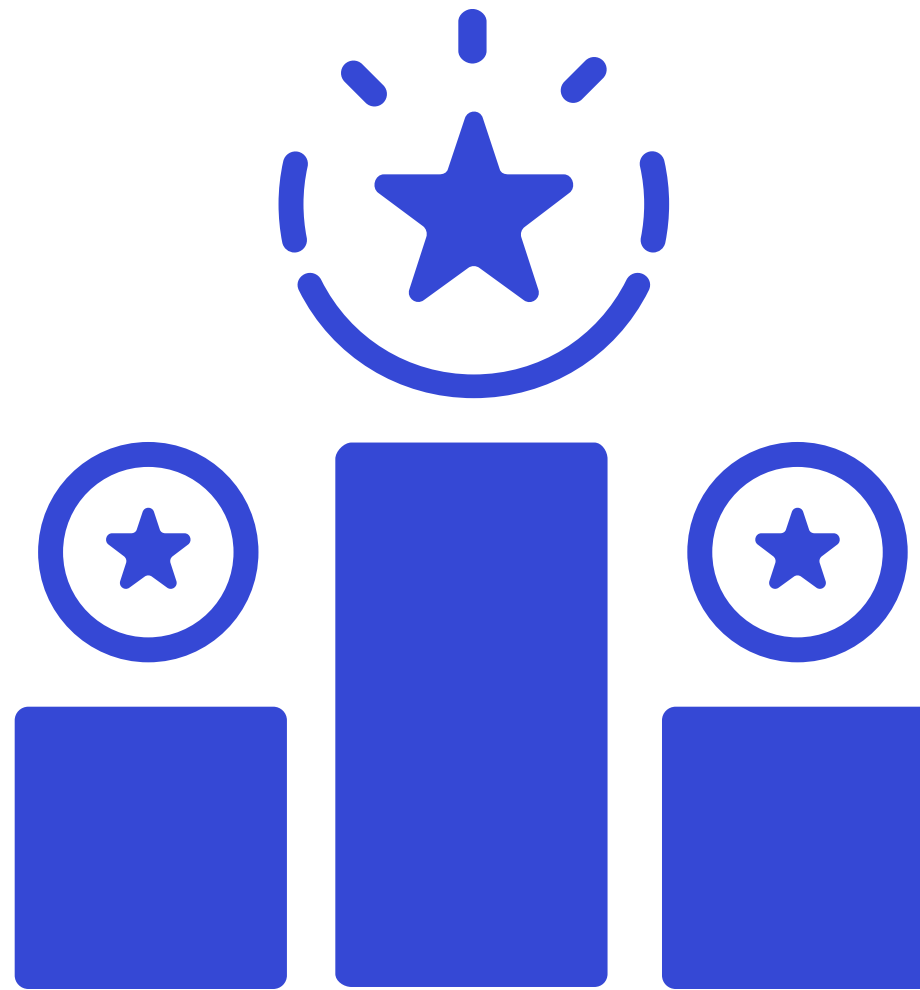
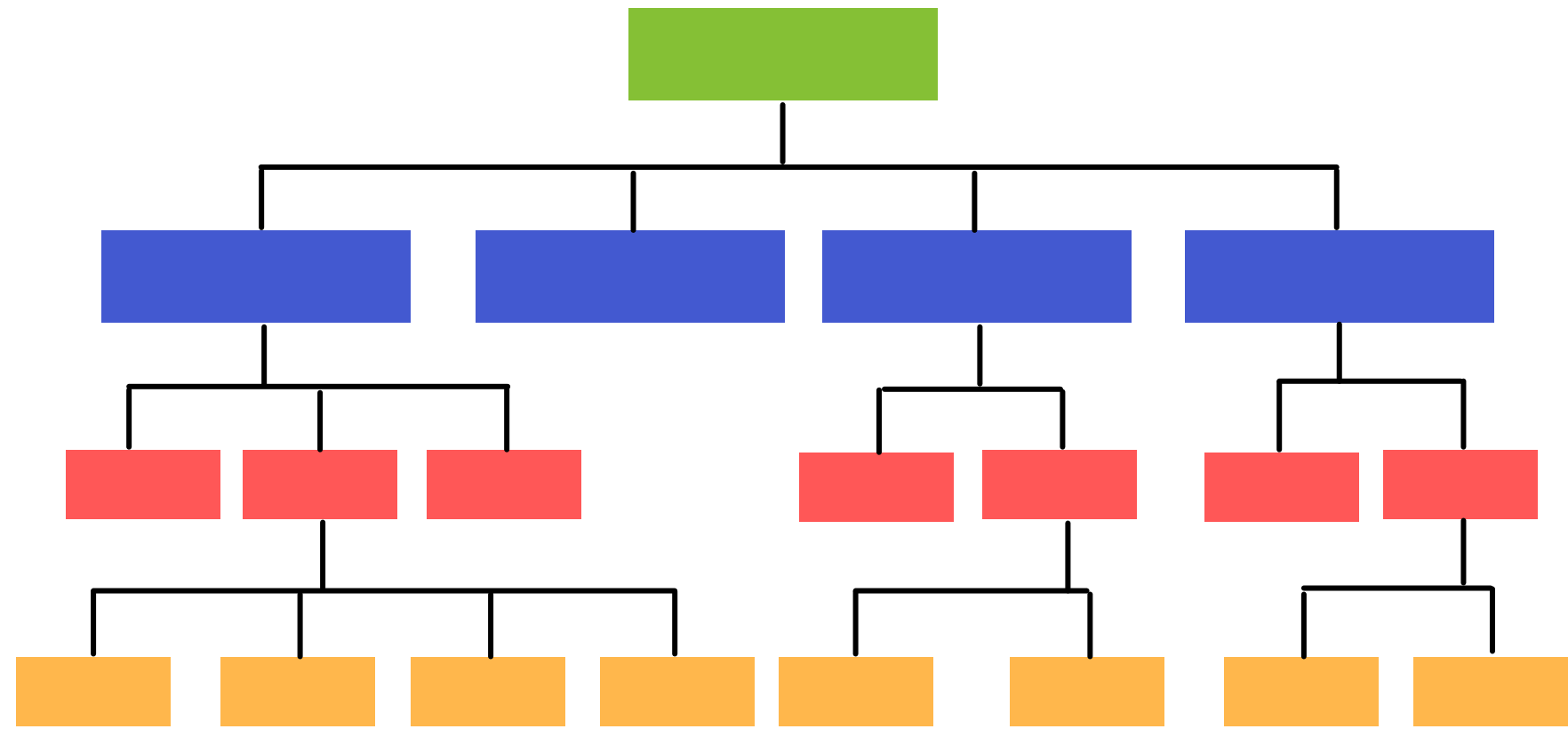What are users
searching for?

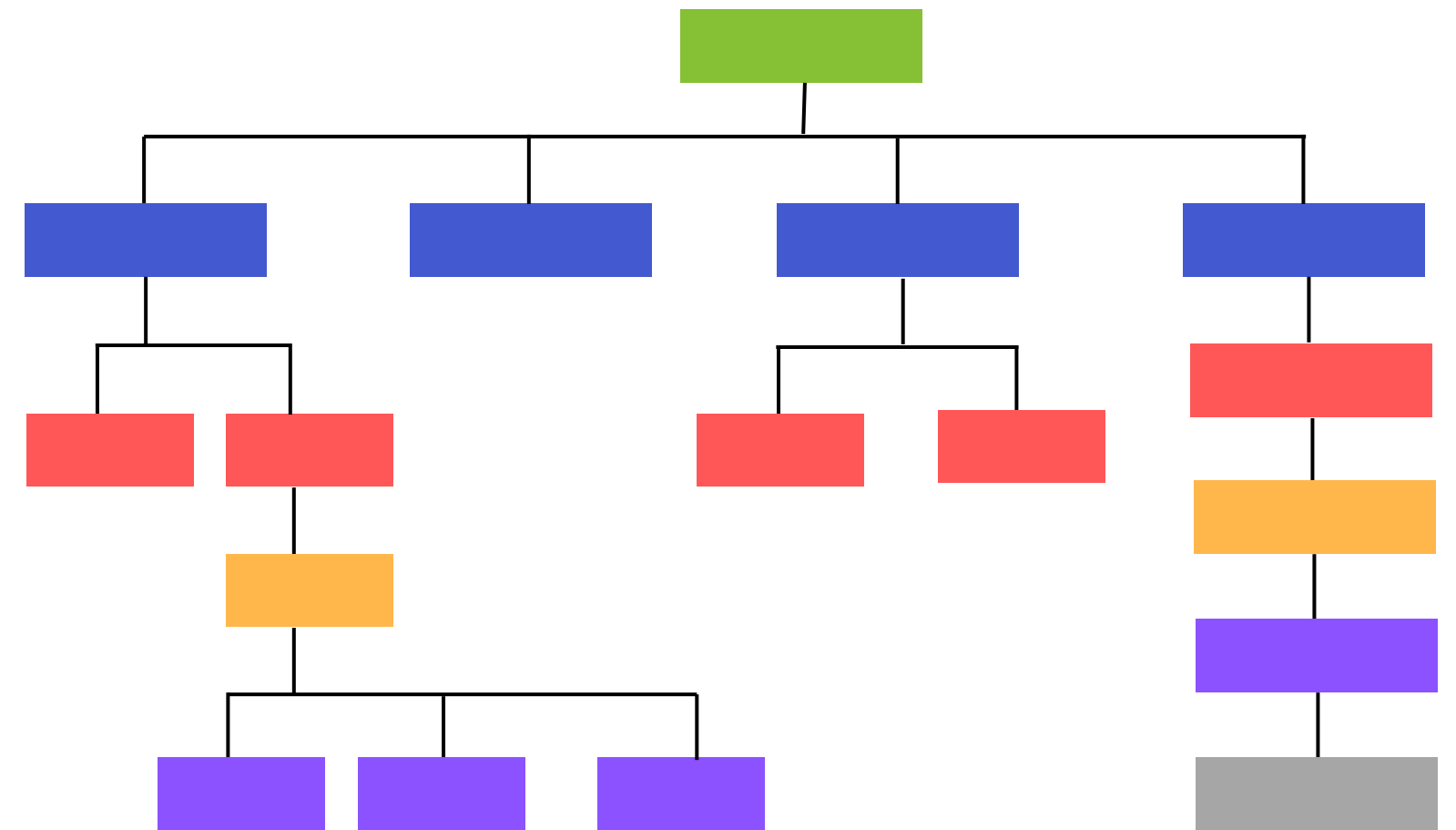What is the competition
like?

Choose easy fights to
start with.

Ensure Your Website Architecture Is Optimal

Example of good website architecture

Example of poor website architecture

Don't Ignore The Basics

Page Title
- descriptive and concise
- focus keywords, avoid stuffing
- 65-70 characters long
- always include brand name
- unique for every page

Meta Description
- focus keywords, avoid stuffing
- complete sentences
- 155-160 characters
- unique for every page
- end with a "Call to Action"
- create urgency

Headings
- only 1 H1 per page
- use multiple subheadings
- follow hierarchical order from H1 to H6
- use focus keywords, avoid stuffing
- keep heading tags consistent

Images
- assign a descriptive and meaningful file name
- always compress the images
- assign a descriptive and meaningful alt text
- explicitly specify height and width

Seven Focus Areas for Successful Link Building (Updated)

- Gain High-Quality Authoritative Links. ...
- Relevancy of a Site. ...
- Link Building Through Outreach. ...
- Link Building Anchor Text. ...
- Targeting Broken Links. ...
- Avoid Buying Spammy Links and Unnatural Links. ...
- Creating Link-Worthy Content.

8/10/2021

https://pureseo.com › ... › Blog › SEO

Seven Focus Areas for Successful Link Building (Updated)

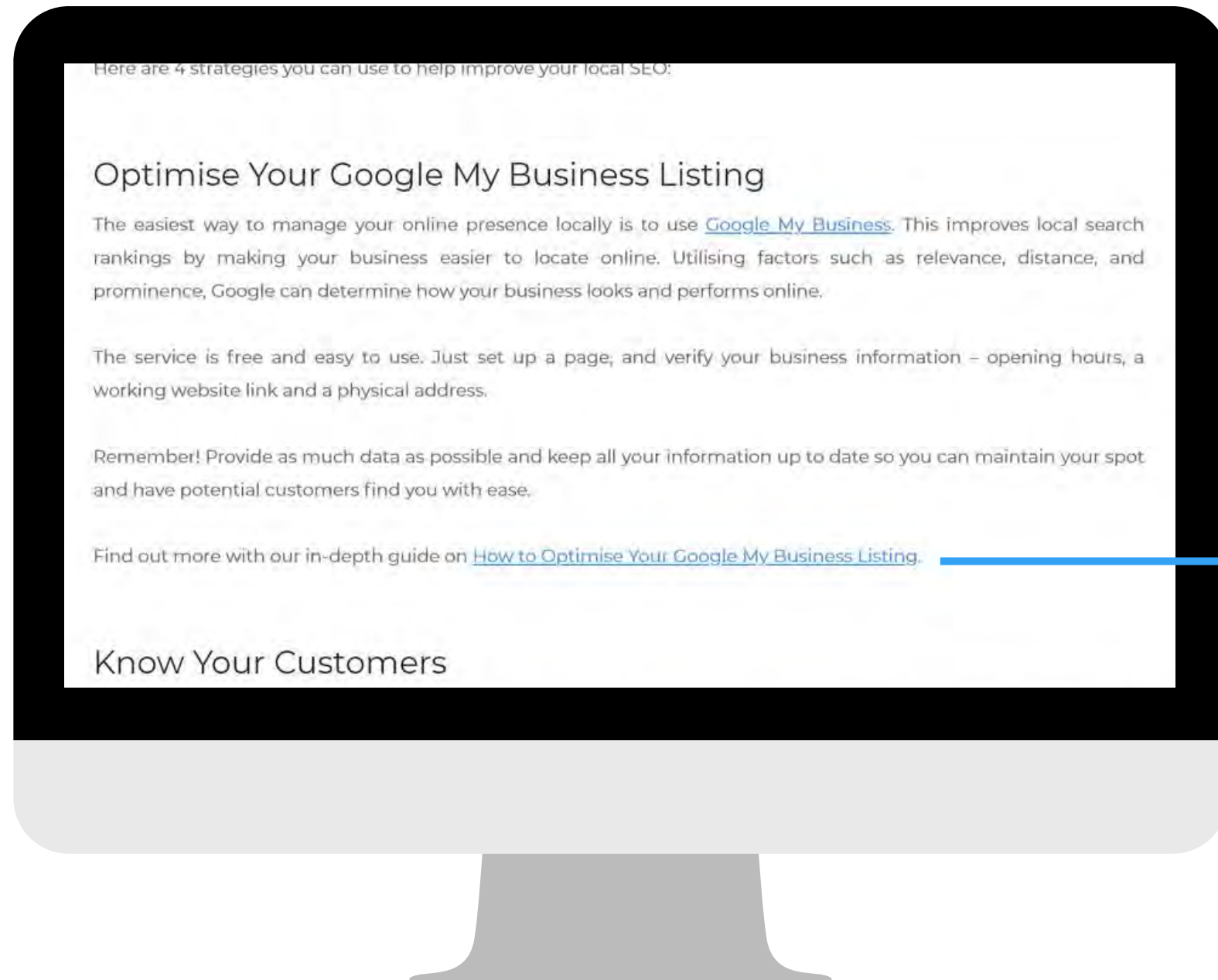About featured snippets · Feedback

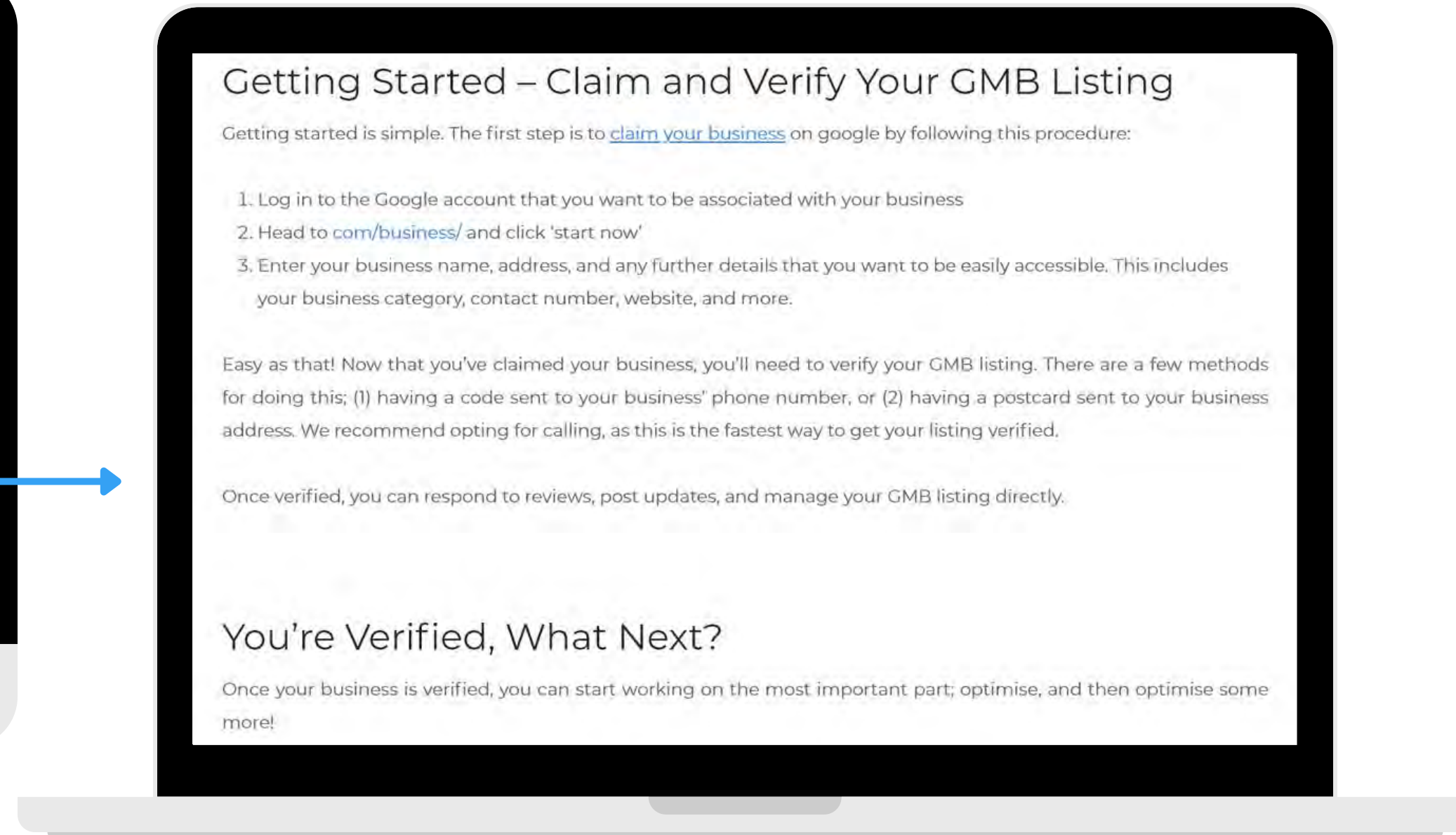# Internally Link Relevant Pages

- Make website navigation easier.

- Associate pages of the same website together.

- Help search engines discover the important pages of a website.

- Distribute the link juice of the page throughout the website.

Internally Link Relevant Pages

Here are 4 strategies you can use to help improve your local SEO:

Optimise Your Google My Business Listing

The easiest way to manage your online presence locally is to use Google My Business. This improves local search rankings by making your business easier to locate online. Utilising factors such as relevance, distance, and prominence, Google can determine how your business looks and performs online.

The service is free and easy to use. Just set up a page, and verify your business information – opening hours, a working website link and a physical address.

Remember! Provide as much data as possible and keep all your information up to date so you can maintain your spot and have potential customers find you with ease.

Find out more with our in-depth guide on How to Optimise Your Google My Business Listing.

Know Your Customers

Getting Started – Claim and Verify Your GMB Listing

Getting started is simple. The first step is to claim your business on google by following this procedure:

1. Log in to the Google account that you want to be associated with your business
2. Head to com/business/ and click 'start now'
3. Enter your business name, address, and any further details that you want to be easily accessible. This includes your business category, contact number, website, and more.

Easy as that! Now that you've claimed your business, you'll need to verify your GMB listing. There are a few methods for doing this; (1) having a code sent to your business' phone number, or (2) having a postcard sent to your business address. We recommend opting for calling, as this is the fastest way to get your listing verified.

Once verified, you can respond to reviews, post updates, and manage your GMB listing directly.

You're Verified, What Next?

Once your business is verified, you can start working on the most important part; optimise, and then optimise some more!

https://pureseo.com/nz/blog/seo/local-seo/local-seo-explained

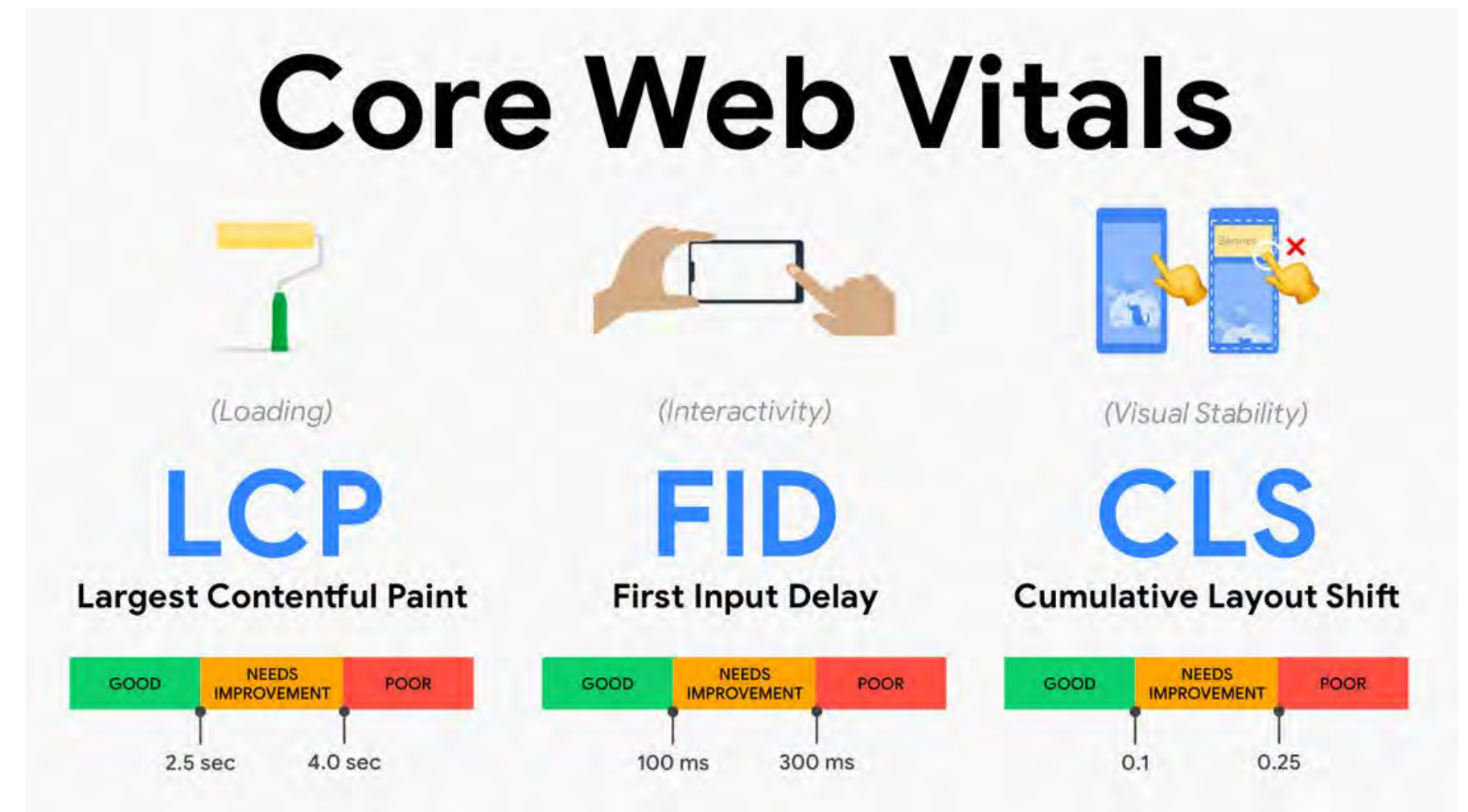https://pureseo.com/nz/blog/seo/how-to-optimise-google-my-business-listing

Page Experience Will Affect Ranking

- Mobile Usability
- HTTPS Status
- Safe Browsing
- Intrusive Interstitials
- Core Web Vitals
  - LCP
 - FID
  - CLS

Core Web Vitals

(Loading)

LCP
Largest Contentful Paint

GOOD	NEEDS IMPROVEMENT	POOR

2.5 sec   4.0 sec

(Interactivity)

FID
First Input Delay

GOOD	NEEDS IMPROVEMENT	POOR

100 ms   300 ms

(Visual Stability)

CLS
Cumulative Layout Shift

GOOD	NEEDS IMPROVEMENT	POOR

0.1   0.25

Improve LCP

- Convert your photos to modern formats like AVIF, JPEG 2000, JPEG XL, or WebP.

- Compress images to reduce their bandwidth.

- Lazy load images when possible.

- Use responsive images

- Use video as an alternative to GIFs.
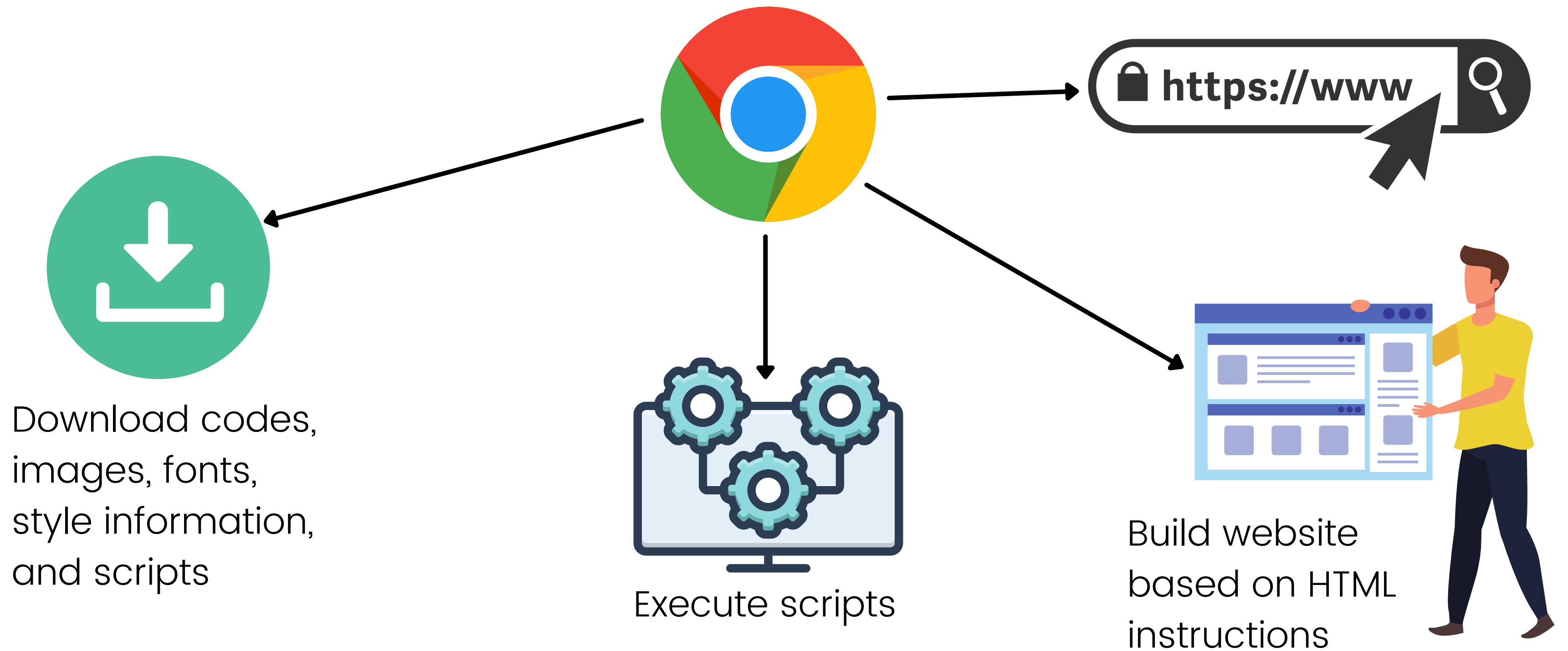
- Server resources over CDN

Improve FID

(Interactivity)

FID

First Input Delay

| GOOD | NEEDS IMPROVEMENT | POOR |

100 ms   300 ms
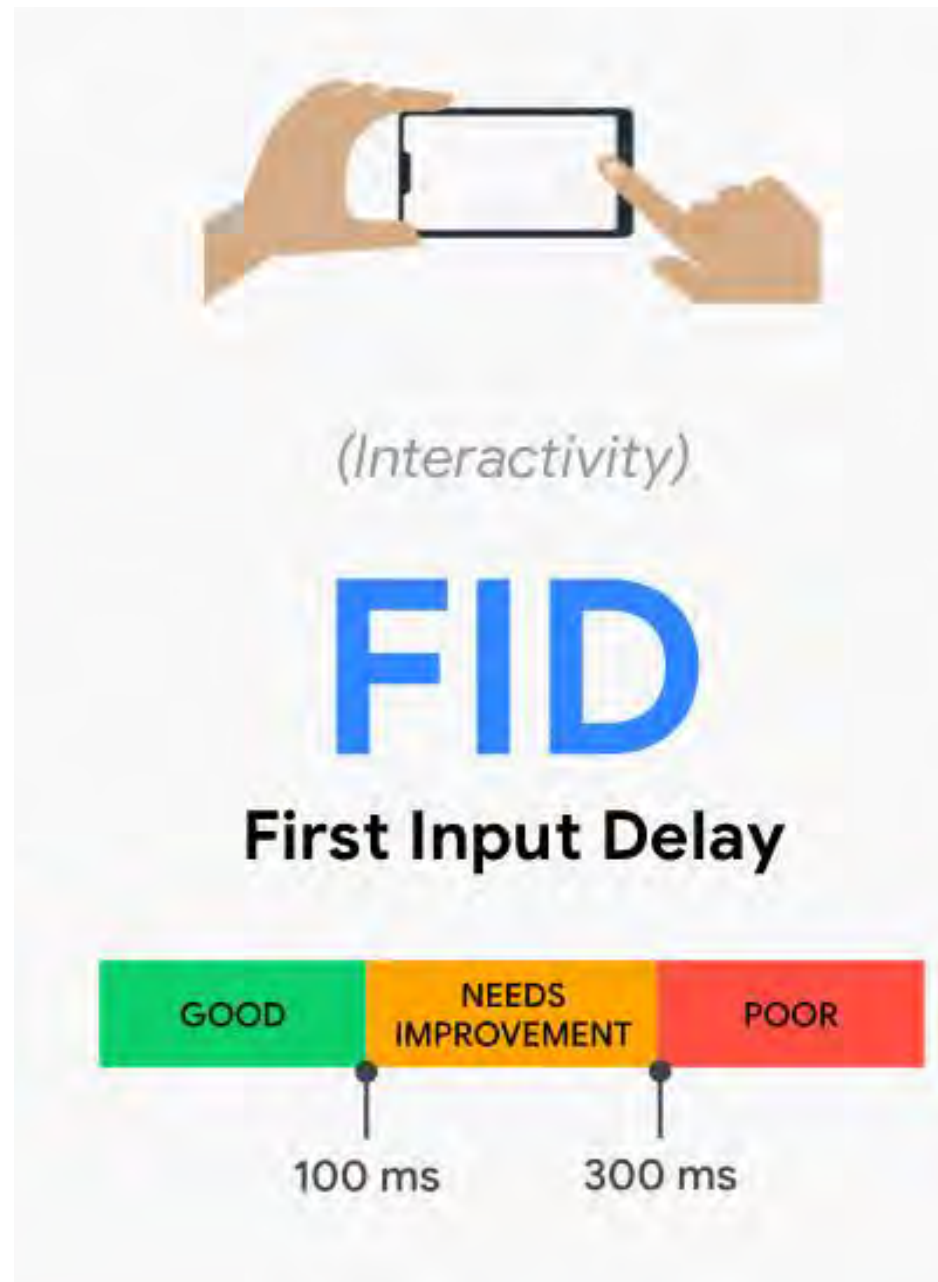
- Minimise main-thread work by using Defer and Async HTML attributes when possible

<script defer src="/script-async-defer/long.js"></script>

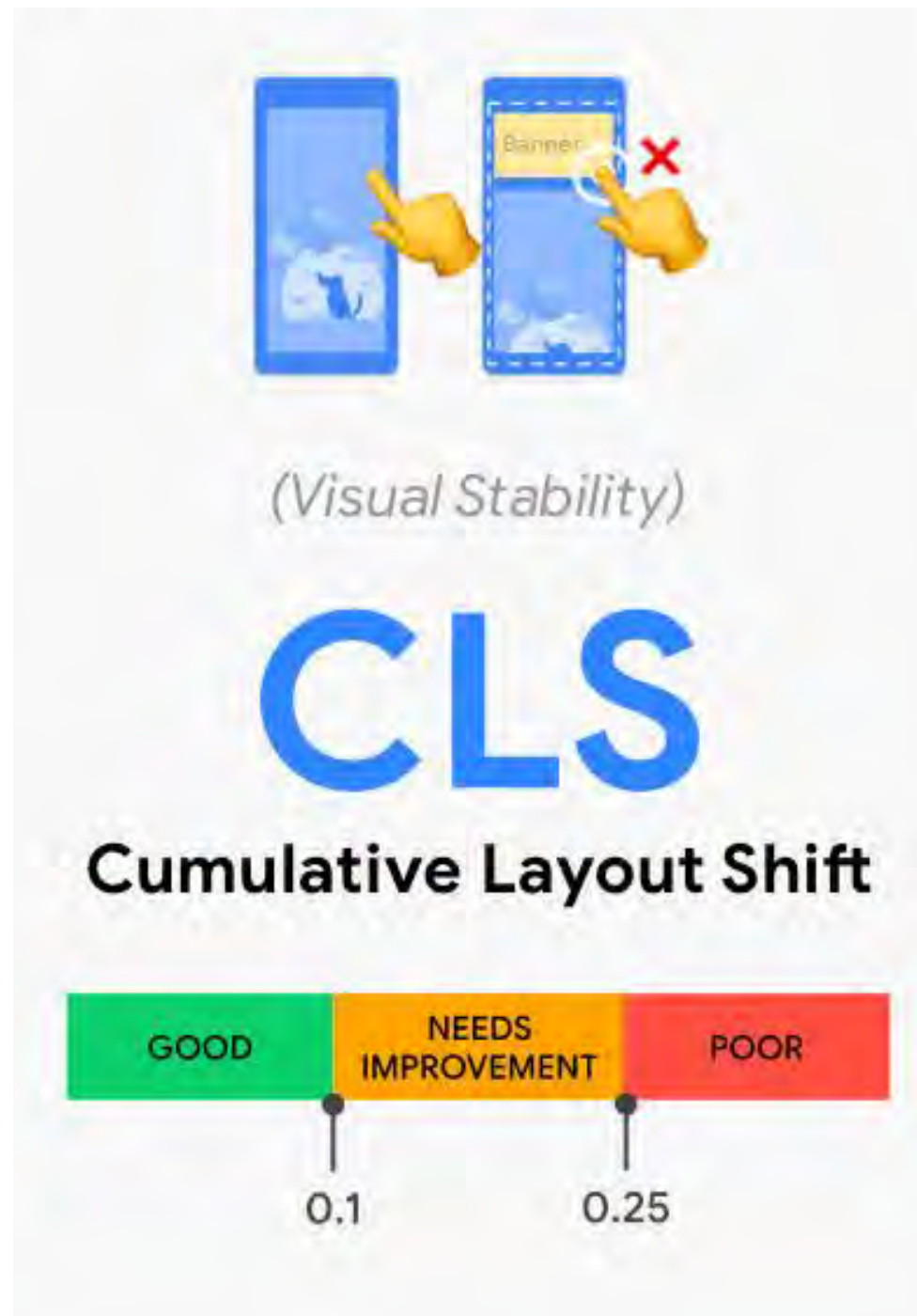<script async src="/script-async-defer/small.js"></script>

How browser works...

Download codes, images, fonts, style information, and scripts

Execute scripts

Build website based on HTML instructions

Improve CLS

(Visual Stability)

CLS

Cumulative Layout Shift

GOOD | NEEDS IMPROVEMENT | POOR

0.1   0.25

- Assign dimensions to your images

```
<img src="your_image.jpg" alt="Image alt text" width="500" height="600">
```

- Assign dimensions to ads, embeds, and iframes

```
<iframe src="demo_iframe.htm" height="200" width="300" title="Iframe Example"></iframe>
```

- Preload web fonts to avoid FOIT/FOUT
    FOIT - Flash Of Invisible Text
    FOUT – Flash Of Unstyled Text

```
<link rel="preload" href="fonts/cicle_fina-webfont.woff2" as="font" type="font/woff2" crossorigin>
```

New Zealand Government Economic Support Package

If you are registered with Regional Business Partners Network, apply for funding today!

Pure SEO can help with:

- Online growth strategy
- Google Ads setup with Shopping + management
- Social Media Marketing
- SEO services to grow website traffic
- Email Marketing
- Website design + build

https://pureseo.com/covid-19