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SEO ARTSKC WEBINAR
Hi, I’m Alyssa 👋

- Kansas City Native
- Lover of the arts
- I work for a big agency now, but I started out at a small firm that served mostly local businesses.
- Worked across social, search and content strategy.
STATE OF SEARCH
SEARCHERS ARE EVOLVING
THE TRADITIONAL SEARCH JOURNEY

- **Searcher needs information or to complete a task**
- **Desktop Device**
- **Standard search engine (Google, Bing, Baidu)**
- **Standard search engine results, 10 blue links**
Searcher needs information or to complete a task

USER

DEVICE

Mobile
Desktop Device
Tablet
Voice Assistant
Wearables?
Augmented?
Automotive?

ENGINE

Voice search (Siri, OK Google, Cortana)
Standard search engine (Google, Bing, Baidu)
Mobile app (Spotify, News, YouTube)
E-commerce (Amazon, Target)
Vertical engine (Yelp, YouTube)
Social engine (Facebook, Giphy, Pinterest)

RESULTS

Standard search engine results
SERP features and featured snippets
Images, videos and multimedia thumbnails
Local listings, maps, directions
Mobile apps, mobile content
Product and shopping results
Voice answers
Social content
Chatbot replies

THE MODERN SEARCH JOURNEY
SEARCH RESULTS ARE EVOLVING
In 2005:

- 10 blue links
- Indented site links
- Header to view images, videos, maps and news and shopping
In 2019:

- Paid search ads with sitelinks
- Brand site with indented sitelinks
- Local listings
- Top news stories
- Branded profiles on other sites
- Apple iTunes store with ratings & reviews
- Brand knowledge card
- Structured data
- Menu items with nutrition info
- Official social profiles
- Competitor brands
- Local emphasis on mobile devices
- Tweet callouts
- People also ask boxes
THE BUILDING BLOCKS OF SEO
THE 10 MOST IMPORTANT RANKING FACTORS

1. A Secure and Accessible Website
2. Page Speed (Including Mobile Page Speed)
3. Mobile Friendliness
4. Domain Age, URL, and Authority
5. Optimized Content
6. Technical SEO
   1. Perform a site crawl to see any elements “missing” or “errors” example: 404 errors or missing meta and title descriptions.
7. User Experience
8. Links
9. Social Signals
10. Real Business Information

Top Ranking Factors: https://optinmonster.com/seo-ranking-factors/
Screaming Frog Crawler: https://www.screamingfrog.co.uk/seo-spider/
Google Search Console: https://search.google.com/search-console/about
Page speed insights tool: https://developers.google.com/speed/pagespeed/insights/
Google Analytics: https://analytics.google.com/analytics/web/
ON PAGE FACTORS TO FOCUS ON

1. E-A-T.
2. Title Tag.
3. Meta Description.
4. Headlines
5. Header Tags
6. SEO Writing
7. Image Optimization
8. User Engagement
9. Keyword Cannibalization
10. Content Audit.

10 elements you should focus on: https://www.searchenginejournal.com/on-page-seo/
Content Optimization

Content must be relevant to both readers and search engines like Google get found online.

Search engine optimization (SEO) ensures that website copy is optimized to be found for important keywords when users search.

Basic SEO Checklist

1. **Conduct Keyword Research** - Understand what people search for on your topic.
2. **Write Copy That Answers Questions** - Fully answer the questions people ask search engines.
3. **Incorporate Keywords Naturally** - Write authentically and naturally, but incorporate important keywords.
4. **Optimize On-Page SEO Signals** - Optimize URLs, title tags, meta description tags, H1 and H2 tags, body copy, internal links, images and other assets on every new web page or blog article.
LOCAL SEARCH
THE IMPORTANCE OF LOCAL SEARCH

“Google, and the pandemic, have made GMB into the most important local marketing tool for SMBs and multi-location brands.”

- Greg Sterling of the Search Engine Journal
Optimizing your Google My Business listing:

1. Make sure you’re using relevant keywords in the correct places (including in your business name, if possible)
2. Choose the correct category or business type
3. Use Google Q&A and Google Posts features as much as possible to add depth and richness to your listing
4. Use photos that represent your business accurately and in a good light.
5. Encourage reviews.
6. Encourage link-building
7. Explore local business, organization, product and service schema.

Google My Business: https://www.google.com/business/
Optimizing for Local Search: https://www.brightlocal.com/learn/how-to-optimize-for-local-search/
KEYWORD RESEARCH TOOLS
KEYWORD + CONTENT DEVELOPMENT TOOLS

1. Answer the public: https://answerthepublic.com/
2. Keywords Everywhere: https://keywordseverywhere.com/
3. SEO Minion: https://seominion.com/

Publications To Follow:
• https://www.searchenginejournal.com/
• https://searchengineland.com/
• https://moz.com/blog
• https://neilpatel.com/blog/

Other resources:
• Schema: https://schema.org/
• ADA Compliance: https://searchengineland.com/seo-best-practices-support-ada-compliance-for-digital-accessibility-324279
THANK YOU