

### **On-Site SEO**

### Digital Marketing Strategist Uniquely Qualified to Help Business With Digital Marketing

### Dan Stratford

- Digital Marketing Since 1997
  - SEO
  - Adwords/PPC/Paid Search
  - Website Development
  - Social Media
- Product Development to Business Development
  - Dex Media \$28M to Over \$120M
  - LexisNexis Grew to Over \$10M/Year
  - C1 Partners Grew a \$1M Agency
  - Lawyermarketingexpert.com
- Strategic
  - Messaging Development
  - Results Based Strategy Development
  - Tracking Results at Conversion Level



## SEO Strategy Development



# Agenda

**On-Site SEO Summary** 

3



User Experience and SEO

**Technical SEO** 



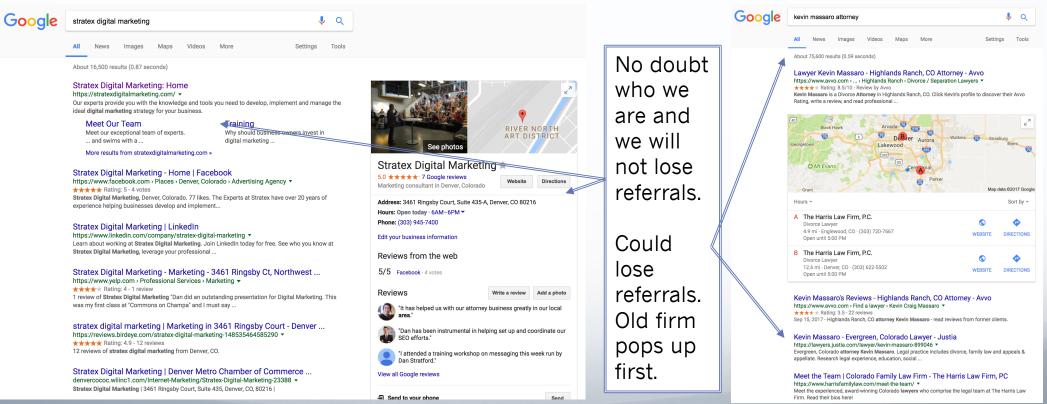
## **On-Site SEO**

- Everything on your site people see and read
- Everything on your site the search engines see and read
- This is converging more and more every day

# Results of Good Foundational SEO

### Good Foundation

### **Bad Foundation**



## **Engaging Messaging**

### **Components of Messaging Define Your Target Buyer Personas**

The ideal 80%: your most profitable customers.

Understand their psychographics-not just demographics

- Why do they buy?
- Why do they need your solutions?
- What do they value?
- What are their pain points?
- Where do they shop?
- What is their desired purchasing experience?
- What would they define as a "successful" purchase for solutions like yours?
- What are their objections and pet peeves?

There are usually between 1-3 personas for a small or medium sized organization, or division of a larger organization.

### **Engagement Message**

- What issue of your target customers will get their attention?
- What problem can you solve?

### Solution Message

• What are the criteria that must be met to address your target customers' problems?

### Your Value Proposition

- What is your solution and how does it address your clients' solution criteria?
- How are you different than your competitors?

### Value Message

- As a result of implementing your solution, how will their life be better than it was before?
- What metrics can the customer use to prove the value of your offering?

### More Time on Site

- Reading
- Visit Pages
- Watch Videos

### **More Conversions**

- Downloads
- Form Submissions
- Phone Calls

### **Better Customers**

- Happier Customers
- Better Reviews
- More Referrals

### **Higher Click Through Rates**

- Title Tags
- Description Tags

### **On-Site Factors**

### Home Page Content

- 1. Engagement Message?
- 2. Solution Message?
- 3. Company Positioning?
- 4. Testimonials?
- 5. Calls to Action?
- 6. Differentiator?
- 7. Video?
- 8. Enough Home Page Content?
- 9. Social Media Links?
- 10. Blog?
- 11. Trust Signals?
- 12. NAP (Name

Address, Phone)





Patient Portal Donor Portal Locations

Home Getting Started About Services Success Finance Fertility Resources Contact

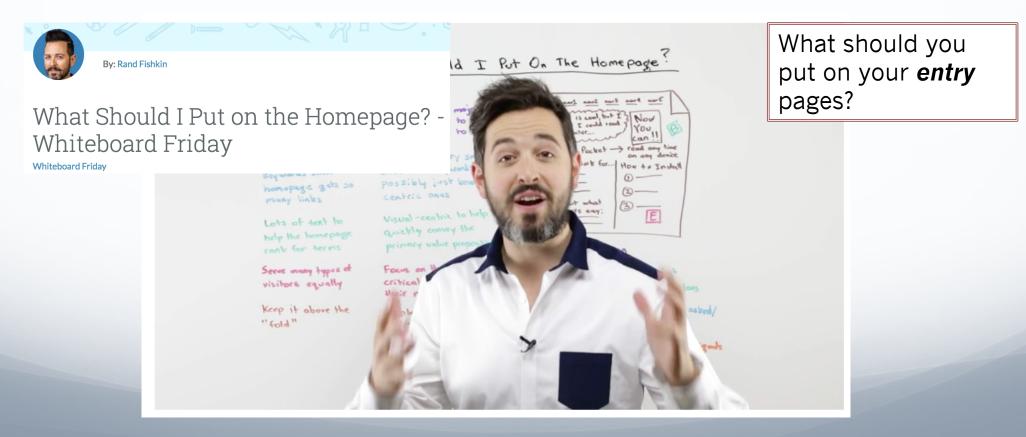


### AN ADVANCED FERTILITY CLINIC WITH **EXCEPTIONAL** SUCCESS RATES

You are more than just a statistic. At Conceptions Reproductive Associates of Colorado, we care for each patient in an environment of empathy and encouragement, focused on delivering exceptional success rates.

# **MOZ-White Board Fridays**

https://moz.com/blog/what-should-i-put-on-the-homepage-whiteboard-friday



## How do People Enter Your Site?

- Google brings back the most relevant pages.
- You need to put your best foot forward

# How do People Enter Your Site?

### Auto Accident Attorney Denver

#### Denver, CO Car Accident Lawyers | Bachus & Schanker Attorneys https://www.coloradolaw.net/practice-area/auto-accidents/ •

Aug 25, 2016 - Colorado **Accident** Law. Under Colorado law, the person who causes a **car accident** is financially responsible for all of the provable damages related to the **accident**. Typical damages following an **accident** may include damages to property (such as a **car**), and bodily injury (damage to the vehicle occupants themselves).

### Wrongful Death Attorney Denver

### Colorado Wrongful Death Lawyers | Bachus & Schanker Attorneys https://www.coloradolaw.net/practice-area/wrongful-death/ -

Aug 25, 2016 - If your loved one has been wrongfully killed in **Denver**, Colorado Springs or Fort Collins, contact **attorneys** Bachus & Schanker for a free ...

### Injury Attorney Denver

### Personal Injury Lawyer in Denver, CO | Bachus & Schanker Attorneys https://www.coloradolaw.net/denver-office/ -

For victims seeking personal **injury lawyers** in the **Denver**, Colorado area, Bachus & Schanker is located in the heart of **Denver**. We can help. Also serving ...



Wrongful death lawsuits or claims are generally filed through Wrongful Death attorneys by family members or beneficiaries of the person who died unnecessarily. Our Wrongful Death lawyers know that each state in the U.S. has enacted Wrongful Death laws that specifically address the rights that surviving family members will have if a Wrongful Death occurs in these dates. A Denver Colorado area Wrongful Death lawyer can help you understand these laws and your rights in a Wrongful Death Laim.

TELL US WHAT HAPPENE

PHONE NUMBER

EMAIL

## Technical Stuff

Domain Name

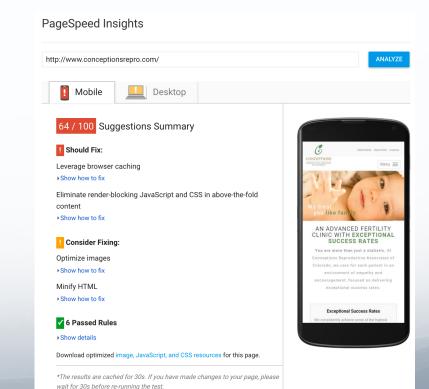
- Keyword Stuff or
- Not to Keyword Stuff?
  URLs
- Keywords
- Structure
- ''\_''

Titles & Description Tags

- Unique
- Keywords Messaging
  Picture Names
- Alt Tag
- File Names
  SSL
  Site Speed
  Duplicate Content

Tools

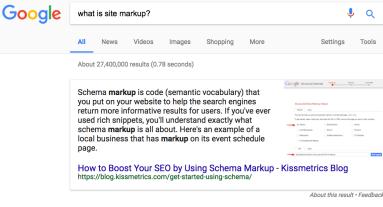
- Google Search Console
- Google Search Results



## **Technical Stuff**

### Site Markup

- Local
- Use Structured Data Markup for:
- Navigation Breadcrumbs
- Business & Organization
  Information
- Events
- People
- Products
- Individual Reviews
- Aggregated Review Scores
- Critic's Reviews
- Music
- Movies
- Software
- Videos
- Articles



### People also ask What is a schema in SEO? Schema is a type of microdata that makes it easier for search engines to parse and interpret the information on your web pages more effectively so they can serve relevant results to users based on search queries.

#### How to Use Schema Markup for SEO: A Beginner's Guide www.wordstream.com/blog/ws/2014/03/20/schema-seo

#### Search for: What is a schema in SEO?

What is a rich snippets?	/
What is the meaning of structured data?	/
What is microdata schema?	/
Is big data structured or unstructured?	/
What is the difference between structured and unstructured data? $\hfill \lor$	/
Is XML structured or unstructured?	/
What is unstructured data?	/
What is Cloud Computing and Big Data?	/
What is big data analysis?	/
What is the use of Hadoop technology?	/

### **Technical Stuff** Q

Google

what is site markup?

Tools Videos Images More Settings

About 27,400,000 results (0.78 seconds)

Schema markup is code (semantic vocabulary) that you put on your website to help the search engines return more informative results for users. If you've ever used rich snippets, you'll understand exactly what schema markup is all about. Here's an example of a local business that has markup on its event schedule page.

Google Stractured Data Ma

#### How to Boost Your SEO by Using Schema Markup - Kissmetrics Blog https://blog.kissmetrics.com/get-started-using-schema/

About this result • Feedback

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#### People also ask

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How to Use Schema Markup for SEO: A Beginner's Guide www.wordstream.com/blog/ws/2014/03/20/schema-seo

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What is big data analysis?	
What is the use of Hadoop technology?	

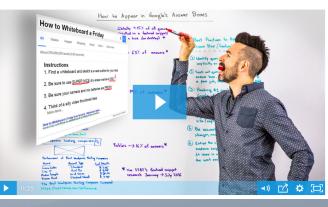
On-Page SEO in 2016: The 8 Principles for Success - Whiteboard Friday On-page SEO | Whiteboard Friday

On-page SEO is no longer a simple matter of checking things off a list. There's more complexity to this process in 2016 than ever before, and the idea of "optimization" both includes and builds upon traditional page elements. In this Whiteboard Friday, Rand explores the eight principles you'll need for on-page SEO success going forward.

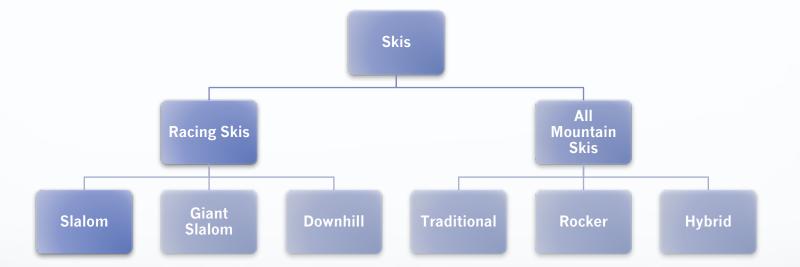


### How to Appear in Google's Answer Boxes -Whiteboard Friday Advanced SEO | Search Engines | Whiteboard Friday

Featured snippets are the name of the rankings game. Often eclipsing organic results at the top of the SERPs, "ranking zero" or capturing an answer box in Google can mean increased clicks and traffic to your site. In today's Whiteboard Friday, Rand explains the three types of featured snippets and how you can best position yourself to grab those coveted spots in the SERPs.



### Site Structure – Support Keyword Targets



### Local Note:

"Racing Skis" page may be <u>www.domain.com/racing-skis-denver</u>, but do not change navigation to "Racing Skis Denver"

# Mapping Keywords

- 1. Does Google already like one of your pages for the keywords?
- 2. Group 5-8 of related keywords to specific pages.
- 3. Do you need a new page?
- 4. Map out each page

URL ORIGINAL	http://www.autoshop.com/brake- tire-service
URL EDITS	No Update Necessary
TITLE TAG ORIGINAL	Brake Service   Autoshop Auto Service
TITLE TAG EDITS	Brake Repair in Arvada and Lakewood, CO   <u>Autoshop</u> Auto Service
DESCRIPTION ORIGINAL	Need to repair or service your vehicle's brakes? Our specialists can help you find out! Trust our family & team of experts to keep you safe on the road!
DESCRIPTION EDITS	Keeping you and your vehicle safe on the road — Pickering's Auto Service provides brake repair services to Arvada and Lakewood motorists.
KEYWORDS ORIGINAL	brake service, brake repair arvada
KEYWORDS EDITS	Brake service lakewood, brake repair arvada
H1 ORIGINAL	<h1>: Lakewood and Arvada / Westminster Auto Repair</h1>
H1 EDITS	Brake Repair Services in Arvada, Lakewood & Westminster

### **KEYWORD MAP**

We have mapped your keywords to the appropriate pages on your website. This will determine which pages we are to rank according to the keywords you have chosen.

Keyword	URL					
Arvada auto repair						
Arvada car repair shops						
auto repair in Arvada						
Arvada, CO auto car repair service						
Arvada auto repair service	http://www.autochon.com/					
car repair shops Arvada	http://www.autoshop.com/					
car maintenance shop Arvada, CO						
auto service Arvada, CO						
Arvada auto shop						
auto repair Arvada, CO	-					
Arvada, CO brake shop						
brake repair Arvada, CO						
brake repair in Arvada	http://www.autoshop.com/brake-tire-service					
brake repair services Arvada						
brakes Arvada						
towing service Arvada						
towing Arvada, CO						
Arvada towing	http://www.autoshop.com/towing-service					
Arvada towing service						
towing services in Arvada						
arvada alignment						
alignment arvada	NEW PAGE, http://www.autochap.com/whool_="compact/					
alignment arvada co	NEW PAGE: http://www.autoshop.com/wheel-alignment/					
wheel alignment arvada						
alignment locations arvada						

## How much content?

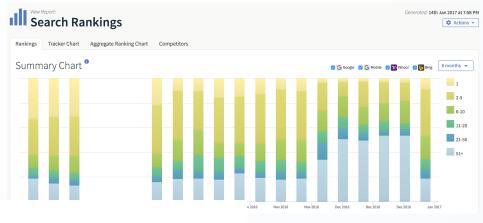
2416 Words: The Average Word Count of Top Ranked Searches

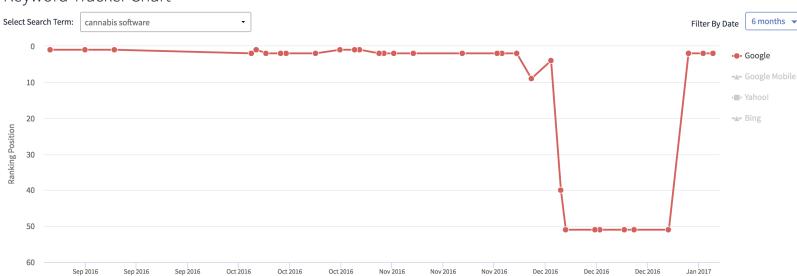
http://www.copypress.com/blog/4-statistics-everyblogger-should-know-about-content-word-count/

- Competitive Analysis
- Chunks
- Bullets
- Calls to Action Throughout

# Enough Page Content?

Case Study of Importance of Content: Site went on java-script based platform. Google Could not read the site-even with the "pre-render" solution installed. Fixed the site and rankings recovered.





### Keyword Tracker Chart

# How "Fresh"

- How often should you blog?
- On what topics should you blog?

- 1-2 Times for "freshness" signal
- More than 4 times a week can be over kill
- Blogging brings in more long tail traffic
- Brings in more **TRAFFIC**

# How "Fresh"

- On what topics should you blog?
- What questions do you hear?
- What questions are you emailed?
- Keyword researched questions
- Create an editorial calendar
- Update events in between as they happen
- Add and name pictures
- Internally link to keywords to related pages

# **On-Site Tools**

- Google Search Console (Formerly Webmaster Tools)
  - Keywords
  - Site Health
  - Errors
  - Much More
- Google Analytics
  - What pages get most of your traffic?
  - Setup goals
    Which pages convert
- Site Speed Checker: <u>https://developers.google.com/speed/pagespeed/insights/</u>
- Thin Content Checker (Panda):
  <u>https://robhammond.co/tools/panda</u>
- Duplicate Content Checker: <u>http://www.siteliner.com/</u>
- Mobile Friendly: <u>https://search.google.com/search-console/mobile-friendly</u>
- Number of Indexed Pages: Google Search: site:domain.com

# Indexed Pages:

See how many pages. See your title and meta data Google

II	Images	News	Shopping	Maps	More	Settin	gs	Tools
4 re:	sults (0.36 se	conds)						
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	Try Google Search Console www.google.com/webmasters/ Do you own lawyermarketingespert.com? Get indexing and ranking data from Google.								
	Lawyer Marketing – Lawyer Marketing Expert Attorney Advocate lawyermarketingexpert.com/ Lawyer Marketing Expert Blog Is where you get honest & sound answers about law firm marketing. Talk to Dan Stratford & avoid the mistakes other lawyers do.								
				Lawyer M					

Iawyermarketingexpert.com/consulting-services/ \* Lawyer Marketing Expert Blog's Dan Stratford offers consulting services for lawyers. Let Dan map out a strategy to make your site more profitable.

### Contact Dan Stratford – Lawyer Marketing

Call 720-985-7945 today to speak to Dan Stratford, or complete the form below and Dan will get back to you within one business day.

#### Lawyer Marketing Blog - Lawyer Marketing

lawyermarketingexpert.com/blogging/ \* This blog is full of excellent advice and recommendations for law firm marketing (ironically, one thing that a law firm blog cannot do on a blog, is provide advice).

#### Business – Lawyer Marketing

lawyermarketingexpert.com/business/ \* The Vital First Step Towards SEO or Any Law Firm Marketing · What are the steps to developing a search marketing strategy for...Law and Social Media ...

#### Law Firm SEO – Lawyer Marketing

lawyermarketingexpert.com/law-firm-seo/ Lawyer Marketing Expert Blog is the authority in law firm SEO. Learn why corporate law, personal injury, & family atomeys trust Dan Stratford.

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lawyermarketingexpert.com/about-our-experts/ \* Lawyer Marketing Expert Blog's Dan Stratford is a law firm SEO provider like no other. Discover his expertise in Internet marketing today.

### **Reach Out**

- •Dan Stratford
- dan@stratexdigitalmarketing.com
- •Cell: 720-985-7945
- <u>StratexDigitalMarketing.com</u>
- •3461 Ringsby Court, Suite 435
- •Denver, Colorado 80216
- bit.ly/StratexFreeResources