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

Step 1:
Keyword Research/ Ranking Analysis

Step 4:
Competitive Analysis

Process Helps to Determine Strategy

Step 2:
Website Audit

"On-site"

Step 3:
"Off Site" Audit

Agenda

1 On-Site SEO Summary

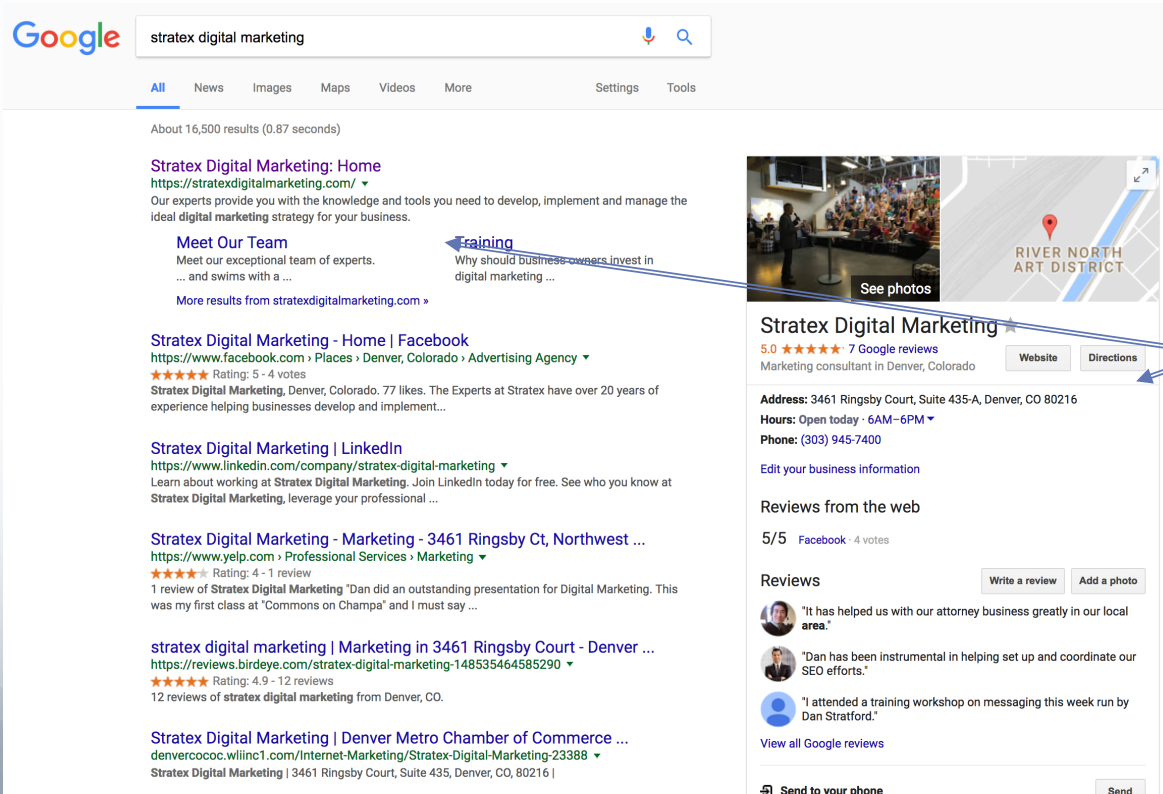**2** User Experience and SEO

3 Technical SEO

4 SEO Strategy

On-Site SEO

- Everything on your site people see and read

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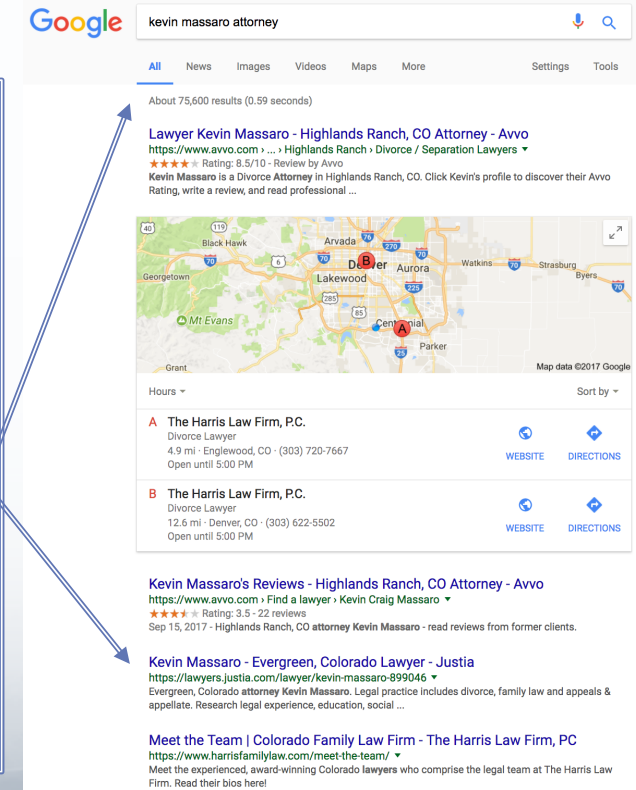
- This is converging more and more every day

Results of Good Foundational SEO

Good Foundation

Google — stratex digital marketing

All · News · Images · Maps · Videos · More · Settings · Tools

About 16,500 results (0.87 seconds)

Stratex Digital Marketing: Home
https://stratexdigitalmarketing.com/
Our experts provide you with the knowledge and tools you need to develop, implement and manage the ideal **digital marketing** strategy for your business.

Meet Our Team
Meet our exceptional team of experts.
... and swims with a ...

Training
Why should business owners invest in digital marketing ...

More results from stratexdigitalmarketing.com »

Stratex Digital Marketing - Home | Facebook
https://www.facebook.com › Places › Denver, Colorado › Advertising Agency ▾
★★★★★ Rating: 5 - 4 votes
Stratex Digital Marketing, Denver, Colorado. 77 likes. The Experts at Stratex have over 20 years of experience helping businesses develop and implement...

Stratex Digital Marketing | LinkedIn
https://www.linkedin.com/company/stratex-digital-marketing ▾
Learn about working at **Stratex Digital Marketing**. Join LinkedIn today for free. See who you know at **Stratex Digital Marketing**, leverage your professional ...

Stratex Digital Marketing - Marketing - 3461 Ringsby Ct, Northwest ...
https://www.yelp.com › Professional Services › Marketing ▾
★★★★☆ Rating: 4 - 1 review
1 review of **Stratex Digital Marketing** "Dan did an outstanding presentation for Digital Marketing. This was my first class at "Commons on Champa" and I must say ...

stratex digital marketing | Marketing in 3461 Ringsby Court - Denver ...
https://reviews.birdeye.com/stratex-digital-marketing-148535464585290 ▾
★★★★★ Rating: 4.9 - 12 reviews
12 reviews of **stratex digital marketing** from Denver, CO.

Stratex Digital Marketing | Denver Metro Chamber of Commerce ...
denvercococ.wliinc1.com/Internet-Marketing/Stratex-Digital-Marketing-23388 ▾
Stratex Digital Marketing | 3461 Ringsby Court, Suite 435, Denver, CO, 80216 |

Stratex Digital Marketing
5.0 ★★★★★ 7 Google reviews
Marketing consultant in Denver, Colorado
[Website] [Directions]

Address: 3461 Ringsby Court, Suite 435-A, Denver, CO 80216
Hours: Open today · 6AM–6PM ▾
Phone: (303) 945-7400

Edit your business information

Reviews from the web
5/5 Facebook · 4 votes

Reviews
[Write a review] [Add a photo]

"It has helped us with our attorney business greatly in our local area."

"Dan has been instrumental in helping set up and coordinate our SEO efforts."

"I attended a training workshop on messaging this week run by Dan Stratford."

View all Google reviews

Send to your phone [Send]

No doubt who we are and we will not lose referrals.

Could lose referrals. Old firm pops up first.

Bad Foundation

Google — kevin massaro attorney

All · News · Images · Maps · Videos · More · Settings · Tools

About 75,600 results (0.59 seconds)

Lawyer Kevin Massaro - Highlands Ranch, CO Attorney - Avvo
https://www.avvo.com › ... › Highlands Ranch › Divorce / Separation Lawyers ▾
★★★★ Rating: 8.5/10 - Review by Avvo
Kevin Massaro is a Divorce **Attorney** in Highlands Ranch, CO. Click Kevin's profile to discover their Avvo Rating, write a review, and read professional ...

Hours ▾   Sort by ▾

A The Harris Law Firm, P.C.
Divorce Lawyer
4.9 mi · Englewood, CO · (303) 720-7667
Open until 5:00 PM
WEBSITE   DIRECTIONS

B The Harris Law Firm, P.C.
Divorce Lawyer
12.6 mi · Denver, CO · (303) 622-5502
Open until 5:00 PM
WEBSITE   DIRECTIONS

Kevin Massaro's Reviews - Highlands Ranch, CO Attorney - Avvo
https://www.avvo.com › Find a lawyer › Kevin Craig Massaro ▾
★★★ Rating: 3.5 - 22 reviews
Sep 15, 2017 - Highlands Ranch, CO **attorney Kevin Massaro** - read reviews from former clients.

Kevin Massaro - Evergreen, Colorado Lawyer - Justia
https://lawyers.justia.com/lawyer/kevin-massaro-899046 ▾
Evergreen, Colorado **attorney Kevin Massaro**. Legal practice includes divorce, family law and appeals & appellate. Research legal experience, education, social ...

Meet the Team | Colorado Family Law Firm - The Harris Law Firm, PC
https://www.harrisfamilylaw.com/meet-the-team/ ▾
Meet the experienced, award-winning Colorado **lawyers** who comprise the legal team at The Harris Law Firm. Read their bios here!

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)

MOZ-White Board Fridays

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

By: Rand Fishkin

What Should I Put on the Homepage? - Whiteboard Friday

Whiteboard Friday

What should you put on your *entry* pages?

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).

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 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 ...

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

PageSpeed Insights

http://www.conceptionsrepro.com/   ANALYZE

| Mobile | Desktop |

64 / 100 Suggestions Summary

Should Fix:

Leverage browser caching

› Show how to fix

Eliminate render-blocking JavaScript and CSS in above-the-fold content

› Show how to fix

Consider Fixing:

Optimize images

› Show how to fix

Minify HTML

› Show how to fix

✅ 6 Passed Rules

› Show details

Download optimized image, JavaScript, and CSS resources for this page.

The results are cached for 30s. If you have made changes to your page, please wait for 30s before re-running the test.

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

Technical Stuff

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.
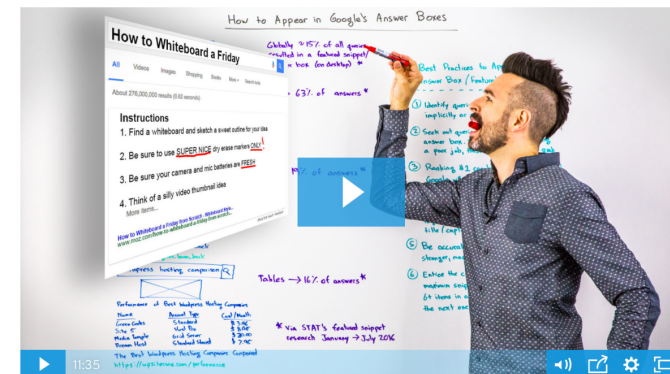
Site Structure – Support Keyword Targets
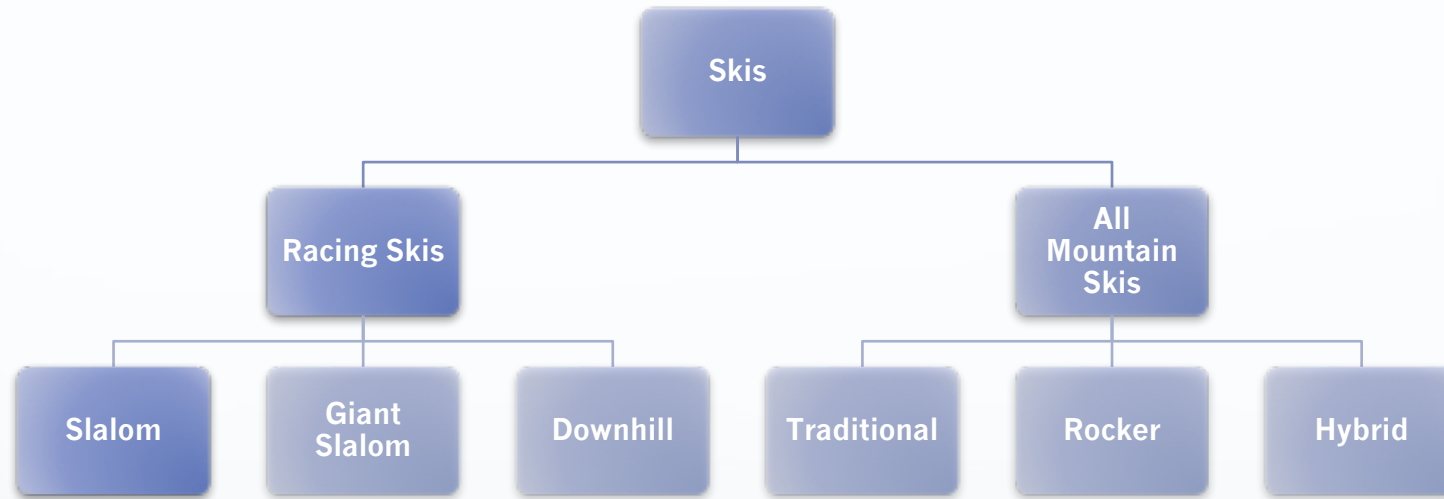
Local Note:
"Racing Skis" page may be www.domain.com/racing-skis-denver, but do not change navigation to "Racing Skis Denver"

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 | Autoshop 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 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.

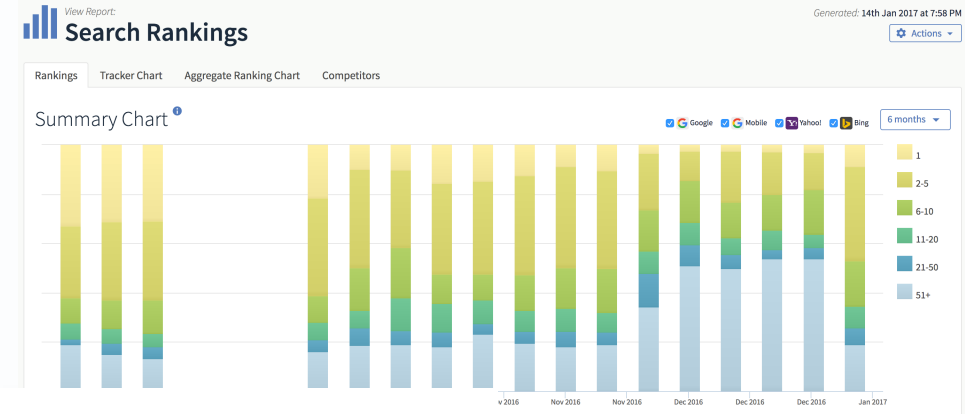| Keyword	URL
Arvada auto repair	
Arvada car repair shops	
auto repair in Arvada	
Arvada, CO auto car repair service	
Arvada auto repair service	http://www.autoshop.com/
car repair shops Arvada	
car maintenance shop Arvada, CO	
auto service Arvada, CO	
Arvada auto shop	
auto repair Arvada, CO	
Arvada, 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	
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-every-blogger-should-know-about-content-word-count/

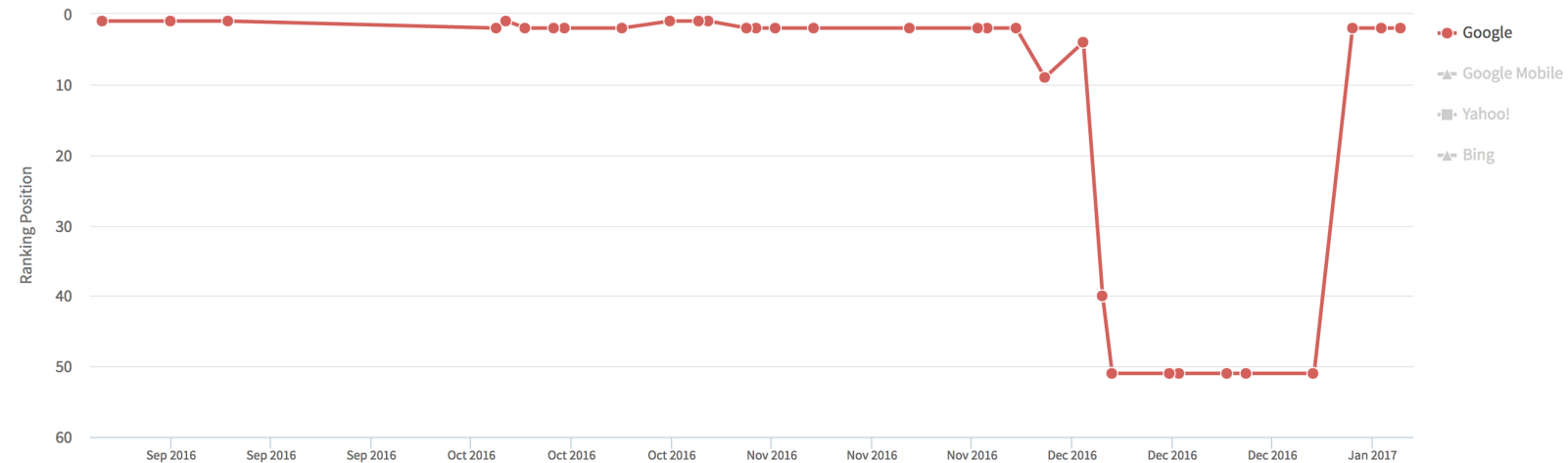- Competitive Analysis
- Chunks
- Bullets
- Calls to Action Throughout

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.

Search Rankings

View Report:
Generated: 14th Jan 2017 at 7:58 PM

Rankings | Tracker Chart | Aggregate Ranking Chart | Competitors

Summary Chart

☑ Google ☑ Mobile ☑ Yahoo! ☑ Bing   6 months ▾

1
2-5
6-10
11-20
21-50
51+

Keyword Tracker Chart

Select Search Term: cannabis software ▾

Filter By Date   6 months ▾

Ranking Position

●▬● Google
▲▬▲ Google Mobile
■▬■ Yahoo!
▲▬▲ Bing

Sep 2016   Sep 2016   Sep 2016   Oct 2016   Oct 2016   Oct 2016   Nov 2016   Nov 2016   Nov 2016   Dec 2016   Dec 2016   Dec 2016   Jan 2017

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"
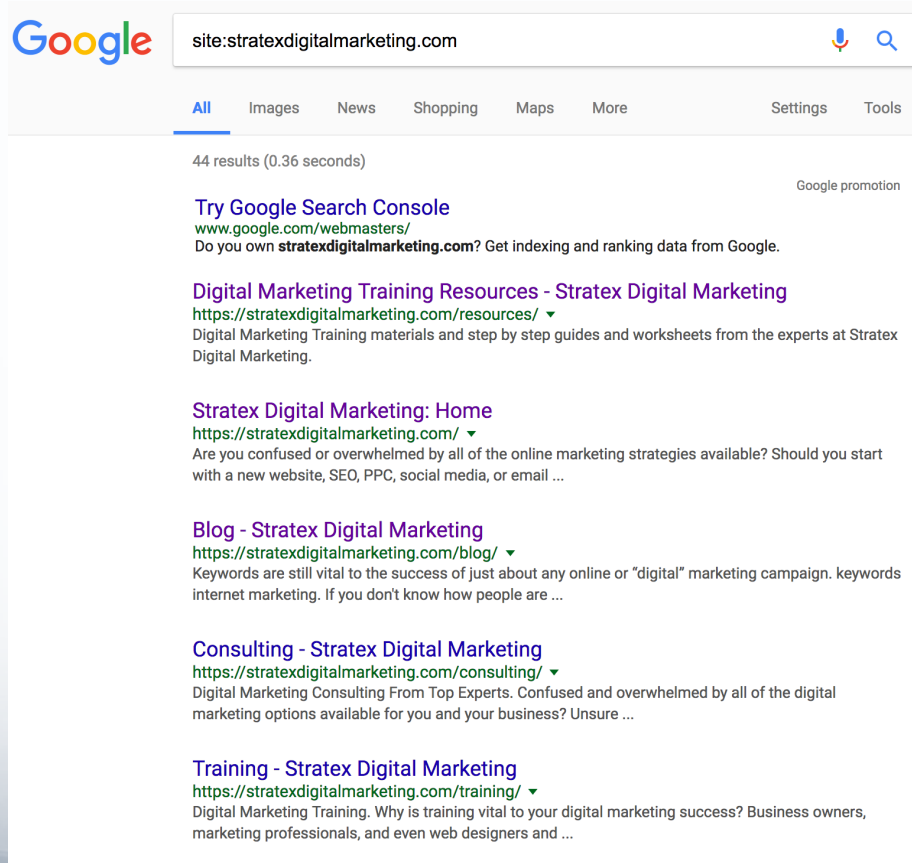
- On what topics should you blog?

- 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: https://developers.google.com/speed/pagespeed/insights/
- Thin Content Checker (Panda):
  https://robhammond.co/tools/panda
- Duplicate Content Checker:
  http://www.siteliner.com/
- Mobile Friendly:
  https://search.google.com/search-console/mobile-friendly
- Number of Indexed Pages:
  Google Search: site:domain.com

Indexed Pages:

See how many
pages.
See your title
and meta data

Reach Out

- Dan Stratford
- dan@stratexdigitalmarketing.com
- Cell: 720-985-7945
- StratexDigitalMarketing.com
- 3461 Ringsby Court, Suite 435
- Denver, Colorado 80216