



STRATEX
digital marketing

On-Site SEO

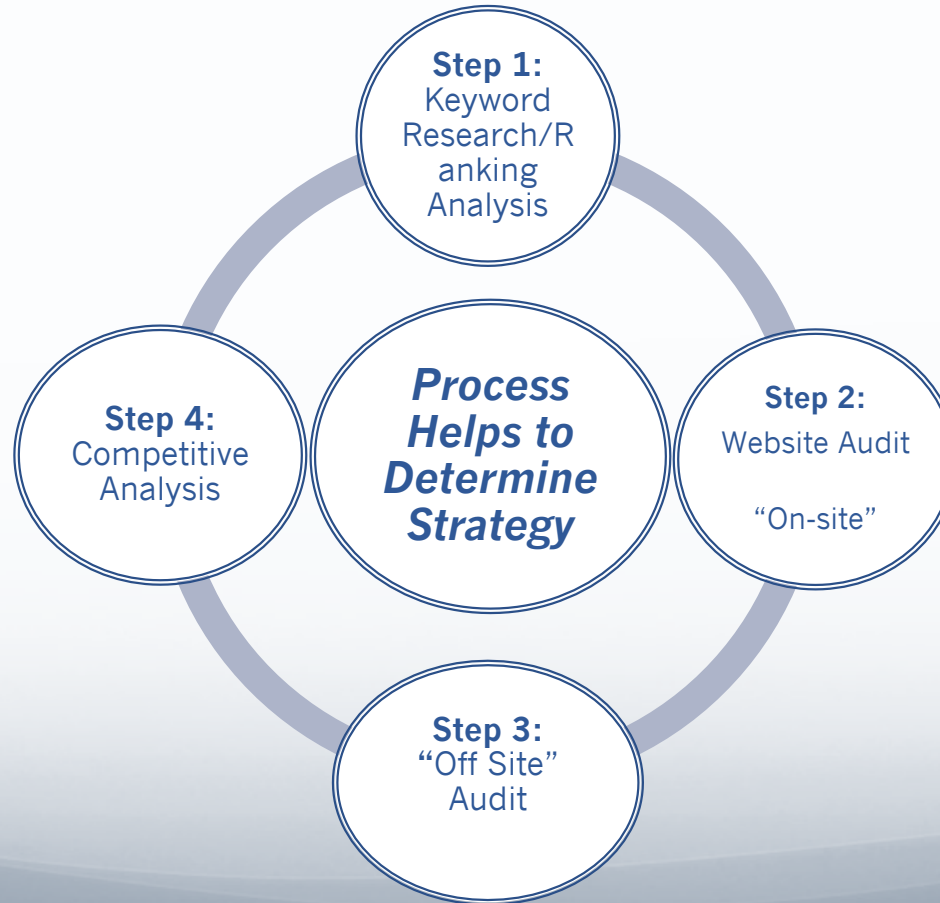
Digital Marketing Strategist

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

- 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

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



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

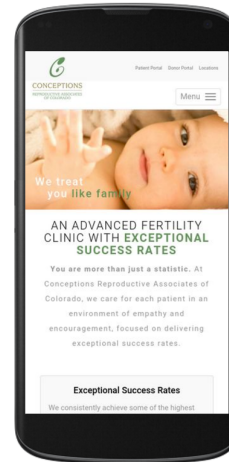
[Show how to fix](#)

✓ 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

The screenshot shows a Google search interface. The search bar contains the text "what is site markup?". Below the search bar, there are tabs for "All", "News", "Videos", "Images", "Shopping", "More", "Settings", and "Tools". The search results show "About 27,400,000 results (0.78 seconds)". The first result is a snippet about Schema markup, followed by a link to "How to Boost Your SEO by Using Schema Markup - Kissmetrics Blog". Below the search results, there is a "People also ask" section with several questions and answers related to schema and structured data.

Google what is site markup?

All News Videos Images Shopping More Settings Tools

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.

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

About this result • Feedback

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](https://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?

Is XML structured or unstructured?

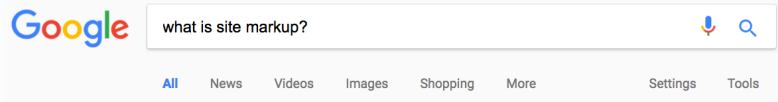
What is unstructured data?

What is Cloud Computing and Big Data?

What is big data analysis?

What is the use of Hadoop technology?

Technical Stuff



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

[On-page SEO](#) | [Whiteboard Friday](#)

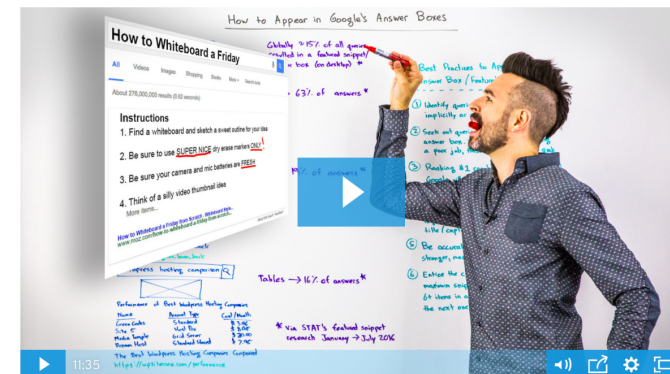
On-page SEO is no longer a simple matter of checking things off a list. There's more complexity to this process in 2016 than ever before, and the idea of "optimization" both includes and builds upon traditional page elements. In this Whiteboard Friday, Rand explores the eight principles you'll need for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



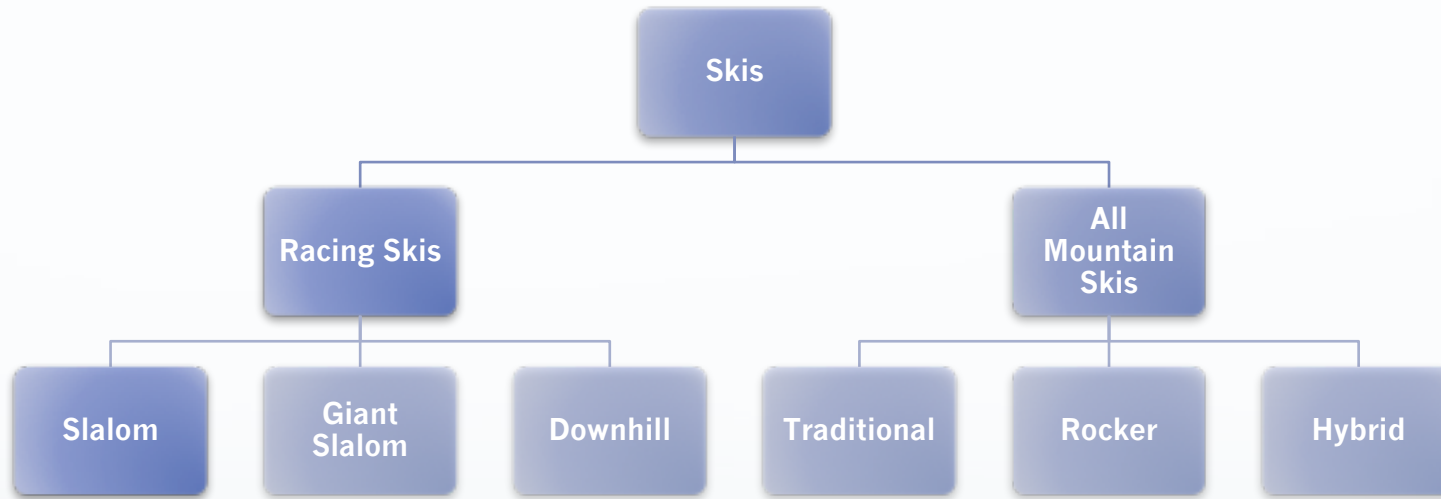
How to Appear in Google's Answer Boxes - Whiteboard Friday

[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	http://www.autoshop.com/
Arvada car repair shops	
auto repair in Arvada	
Arvada, CO auto car repair service	
Arvada auto repair service	
car repair shops Arvada	
car maintenance shop Arvada, CO	
auto service Arvada, CO	
Arvada auto shop	
auto repair Arvada, CO	
Arvada, CO brake shop	http://www.autoshop.com/brake-tire-service
brake repair Arvada, CO	
brake repair in Arvada	
brake repair services Arvada	
brakes Arvada	
towing service Arvada	http://www.autoshop.com/towing-service
towing Arvada, CO	
Arvada towing	
Arvada towing service	
towing services in Arvada	
arvada alignment	NEW PAGE: http://www.autoshop.com/wheel-alignment/
alignment arvada	
alignment arvada co	
wheel alignment arvada	
alignment locations arvada	

How much content?

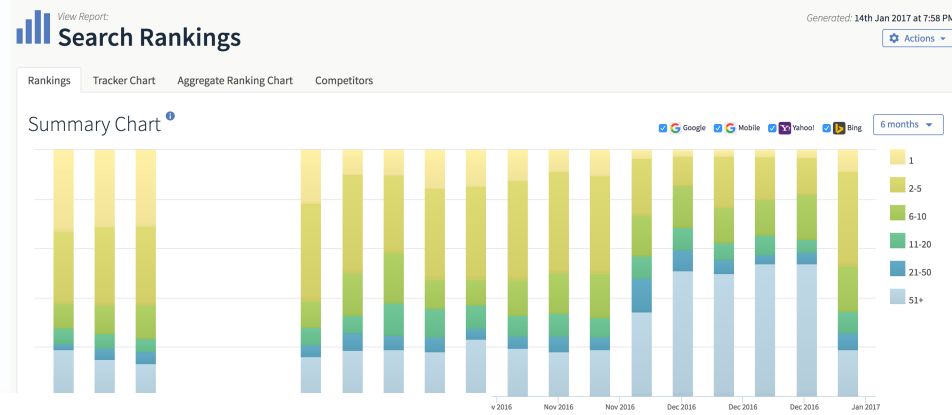
2416 Words: The Average Word Count of Top
Ranked Searches

<http://www.copypress.com/blog/4-statistics-every-blogger-should-know-about-content-word-count/>

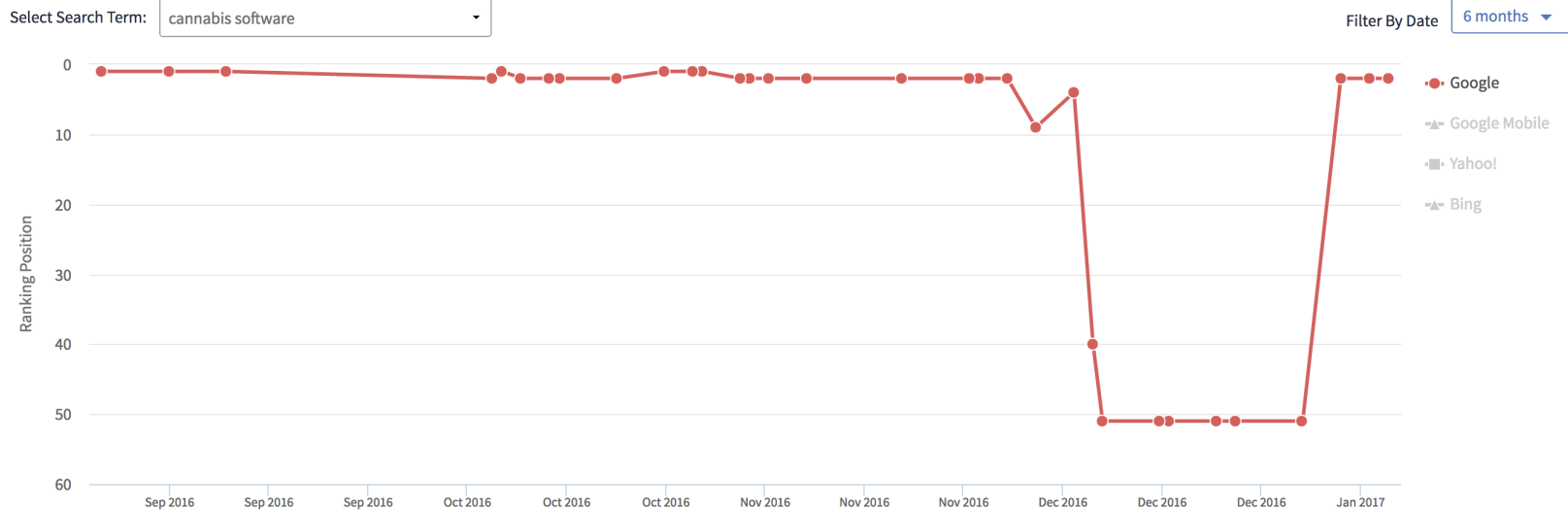
- Competitive Analysis
- Chunks
- Bullets
- Calls to Action Throughout

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.



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”

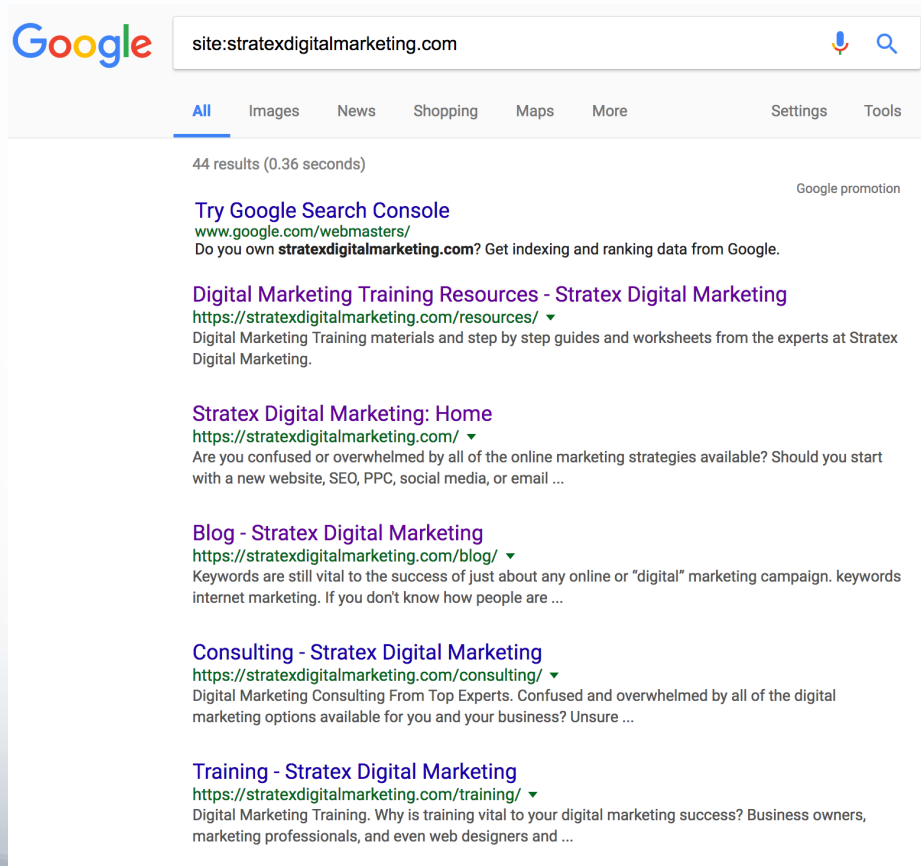
- On what topics should you blog?
- What questions do you hear?
- What questions are you emailed?
- Keyword researched questions
- Create an editorial calendar
- Update events in between as they happen
- Add and name pictures
- Internally link to keywords to related pages

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: <https://developers.google.com/speed/pagespeed/insights/>
- Thin Content Checker (Panda):
<https://robhammond.co/tools/panda>
- Duplicate Content Checker:
<http://www.siteline.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



Google

site:stratexdigitalmarketing.com

All Images News Shopping Maps More Settings Tools

44 results (0.36 seconds)

Google promotion

Try Google Search Console
www.google.com/webmasters/
Do you own **stratexdigitalmarketing.com**? Get indexing and ranking data from Google.

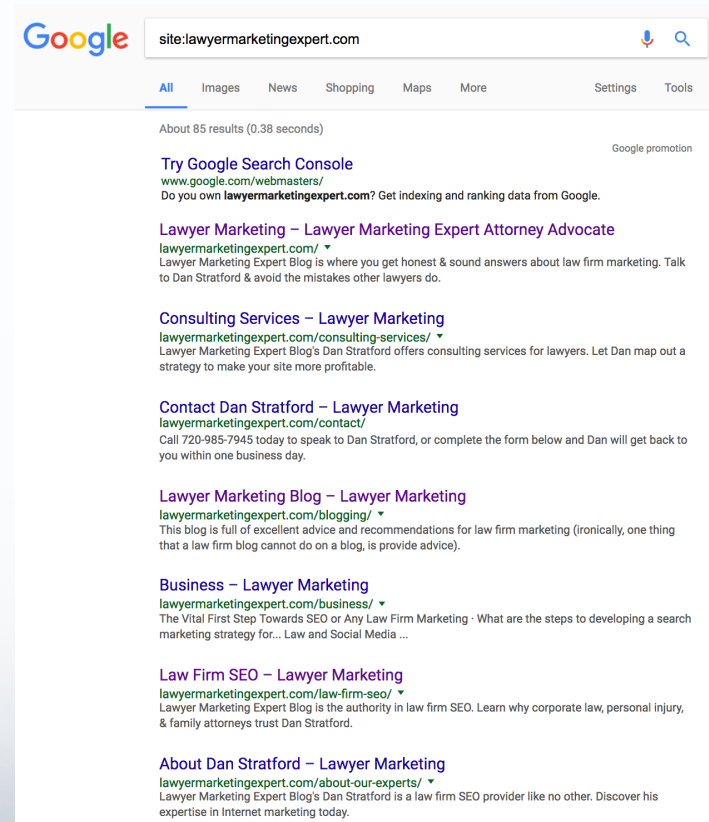
Digital Marketing Training Resources - Stratex Digital Marketing
<https://stratexdigitalmarketing.com/resources/> ▼
Digital Marketing Training materials and step by step guides and worksheets from the experts at Stratex Digital Marketing.

Stratex Digital Marketing: Home
<https://stratexdigitalmarketing.com/> ▼
Are you confused or overwhelmed by all of the online marketing strategies available? Should you start with a new website, SEO, PPC, social media, or email ...

Blog - Stratex Digital Marketing
<https://stratexdigitalmarketing.com/blog/> ▼
Keywords are still vital to the success of just about any online or "digital" marketing campaign. keywords internet marketing. If you don't know how people are ...

Consulting - Stratex Digital Marketing
<https://stratexdigitalmarketing.com/consulting/> ▼
Digital Marketing Consulting From Top Experts. Confused and overwhelmed by all of the digital marketing options available for you and your business? Unsure ...

Training - Stratex Digital Marketing
<https://stratexdigitalmarketing.com/training/> ▼
Digital Marketing Training. Why is training vital to your digital marketing success? Business owners, marketing professionals, and even web designers and ...



Google

site:lawyermarketingexpert.com

All Images News Shopping Maps More Settings Tools

About 85 results (0.38 seconds)

Google promotion

Try Google Search Console
www.google.com/webmasters/
Do you own **lawyermarketingexpert.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.

Consulting Services – Lawyer Marketing
lawyermarketingexpert.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
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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 attorneys trust Dan Stratford.

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