

Get your website found online



Thursday 11th June 2020

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30+ years technology experience
Internet, Web, Digital.



[@toowist](https://www.linkedin.com/in/stephenwhitelaw)



Aims

This session aims to equip delegates with a good understanding of: different forms of website traffic; how search engines work; the importance of keyword research and relevant content; improving search engine positioning's and monitoring performance.

About



Your name?

What is your business?

Current experience with search engines?

Expectations from today?



**JAN
2020**

DIGITAL AROUND THE WORLD IN 2020

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL
POPULATION



**7.75
BILLION**

URBANISATION:
55%

UNIQUE MOBILE
PHONE USERS



**5.19
BILLION**

PENETRATION:
67%

INTERNET
USERS



**4.54
BILLION**

PENETRATION:
59%

ACTIVE SOCIAL
MEDIA USERS



**3.80
BILLION**

PENETRATION:
49%



we
are
social



KEPIOS

**JAN
2020**

DAILY TIME SPENT WITH MEDIA

THE AVERAGE AMOUNT OF TIME EACH DAY THAT **INTERNET USERS AGED 16 TO 64*** SPEND WITH DIFFERENT KINDS OF MEDIA AND DEVICES

USING THE
INTERNET



we
are
social

6H 43M

USING
SOCIAL MEDIA



global
web
index

2H 24M

WATCHING
TELEVISION*



global
web
index

3H 18M

LISTENING TO MUSIC
STREAMING SERVICES



global
web
index

1H 26M

USING A
GAMES CONSOLE

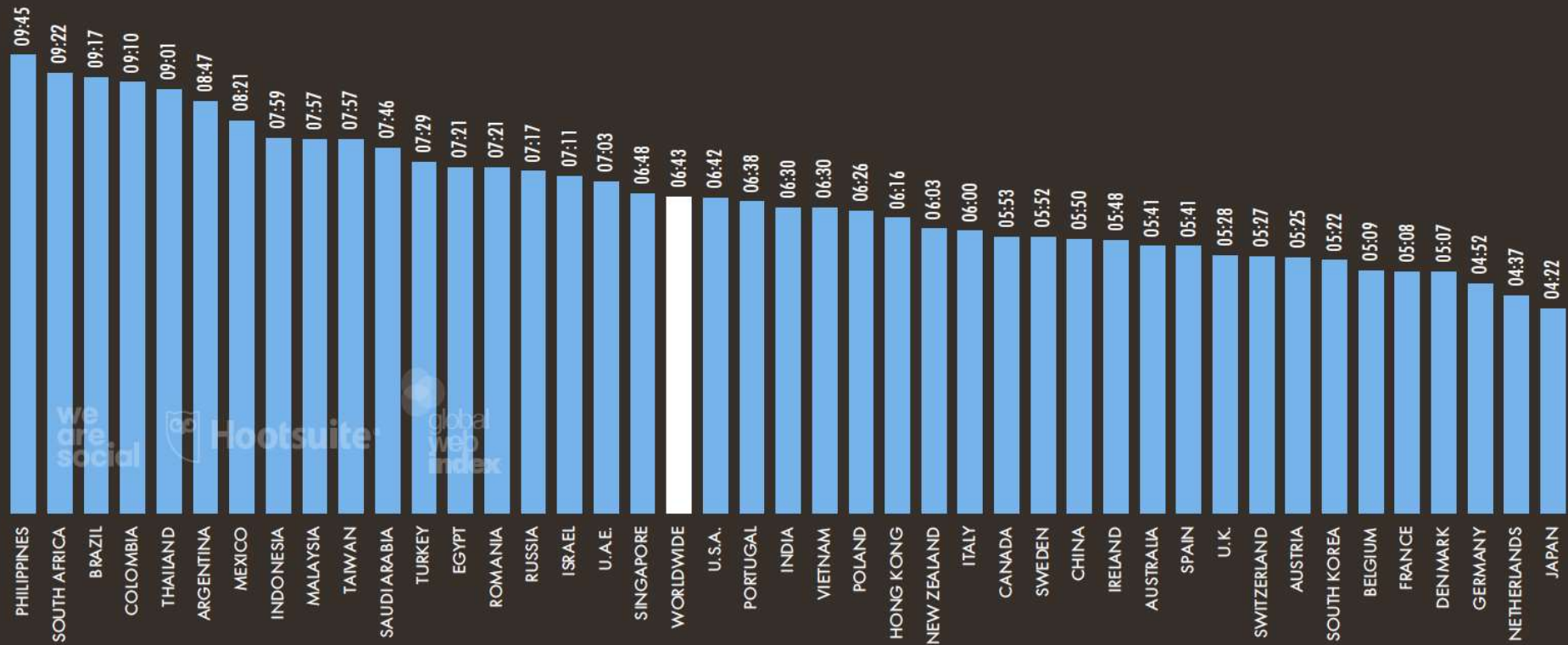


1H 10M

JAN
2020

TIME PER DAY SPENT USING THE INTERNET

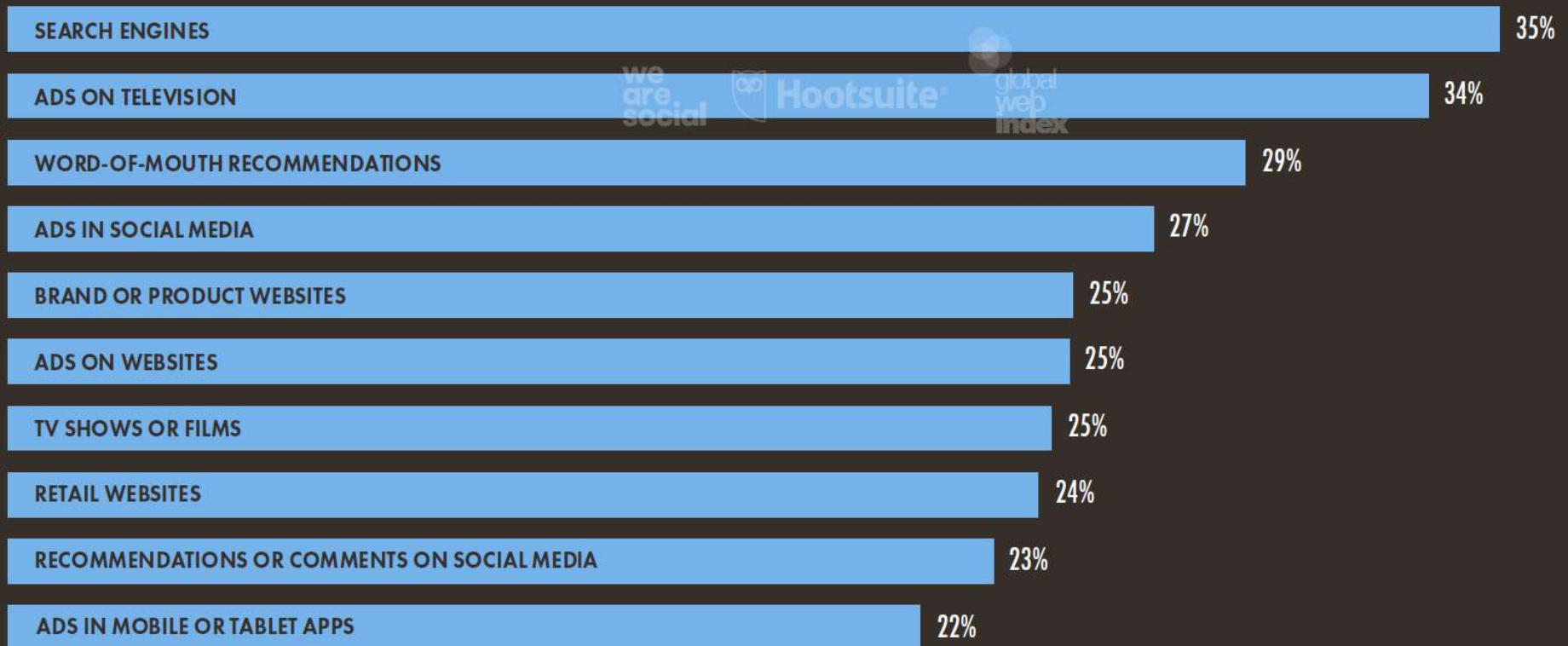
AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET EACH DAY ON ANY DEVICE



JAN
2020

SOURCES OF NEW BRAND DISCOVERY

PERCENTAGE OF **INTERNET USERS AGED 16 TO 64** WHO SAY THEY DISCOVER NEW BRANDS AND PRODUCTS THROUGH EACH MEDIUM OR ACTIVITY



E-commerce statistics

**25% of the worlds population
is shopping online**

**Online shopping predicted to
go to 50% by 2028 and 95%
by 2040**



Customer Journeys



How Search Works

Google



Subscribe

1,534 videos ▾

How Search Works
by Matt Cutts

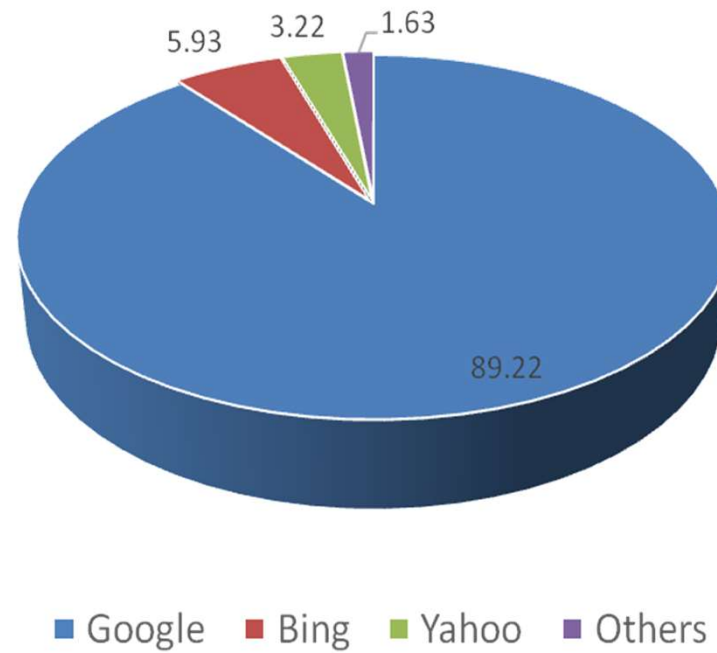


0:00 / 3:15



Search Engine Market Share

UK



Keep up to date with SEO

Learn and keep up to date with:

www.searchenginewatch.com



www.searchengineland.com



www.seomoz.org



www.searchenginejournal.com





how do you hide a body?

Google Search

I'm Feeling Lucky

Google

how do you hide a body?

Place it on page 2 of Google

**PAGE 2 OF
GOOGLE**

**AIN'T NOBODY GOT TIME
FO DAT**

Google search

Every day Google answers more than **six billion questions** from people around the globe in 181 countries and 146 languages

20% of the searches everyday have never been searched before



SEO Myths and Misconceptions

Free

One-off task

Black art

Immediate

Guarantees

Meta tag keywords

Keyword stuffing

Advertising



Traffic sources

- Search traffic
- Direct traffic
- Referral traffic
- Campaigns

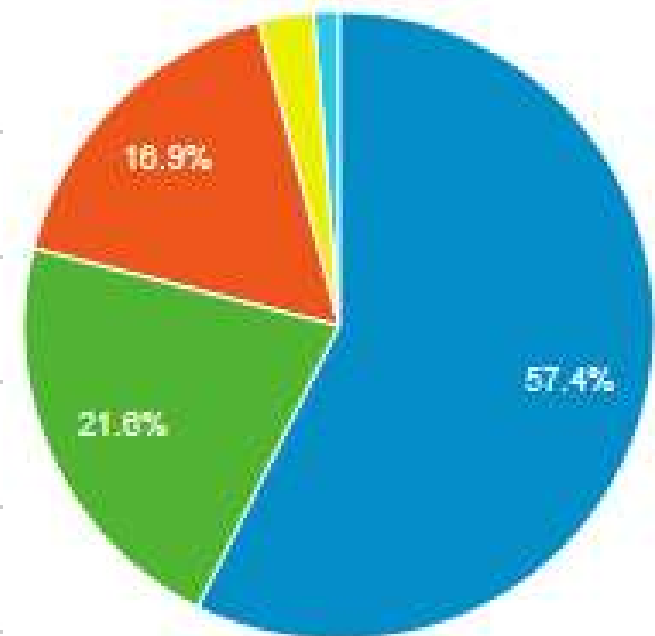
■ Organic Search

■ Direct

■ Referral

■ Email

■ Social



Search traffic

- Company / brand search
- Subject / keyword search



Search engine optimisation (SEO)

- Maximising a website's listing on a search engine results page for relevant words and phrases that may be used by searchers.
- Understand what words and phrases used by target audience



Web search engine

- Search information on the World Wide Web
- Web pages, images, videos, information and other file types
- Automated process
- Complex algorithms to determine rankings
- Entire site searchable
- Updates to site will be picked up



Examples

- google.co.uk
- uk.yahoo.com
- bing.com

Natural / organic vs. paid / sponsored

- Natural / organic – free
- Paid / sponsored – pay per click
- Preference for organic?

Google search results for "ipods". The page shows organic search results, including links to Amazon, Argos, and Tesco, all offering deals on iPods. The results are ranked by relevance, with the most relevant results appearing at the top.

Google search results for "ipods". The page shows organic search results, including links to Amazon, Argos, and Tesco, all offering deals on iPods. The results are ranked by relevance, with the most relevant results appearing at the top.

Yahoo! search results for "ipods". The page shows organic search results, including links to Amazon, Argos, and Tesco, all offering deals on iPods. The results are ranked by relevance, with the most relevant results appearing at the top.

Yahoo! search results for "ipods". The page shows organic search results, including links to Amazon, Argos, and Tesco, all offering deals on iPods. The results are ranked by relevance, with the most relevant results appearing at the top.

Bing search results for "ipods". The page shows organic search results, including links to Amazon, Argos, and Tesco, all offering deals on iPods. The results are ranked by relevance, with the most relevant results appearing at the top.

Bing search results for "ipods". The page shows organic search results, including links to Amazon, Argos, and Tesco, all offering deals on iPods. The results are ranked by relevance, with the most relevant results appearing at the top.

Positioning

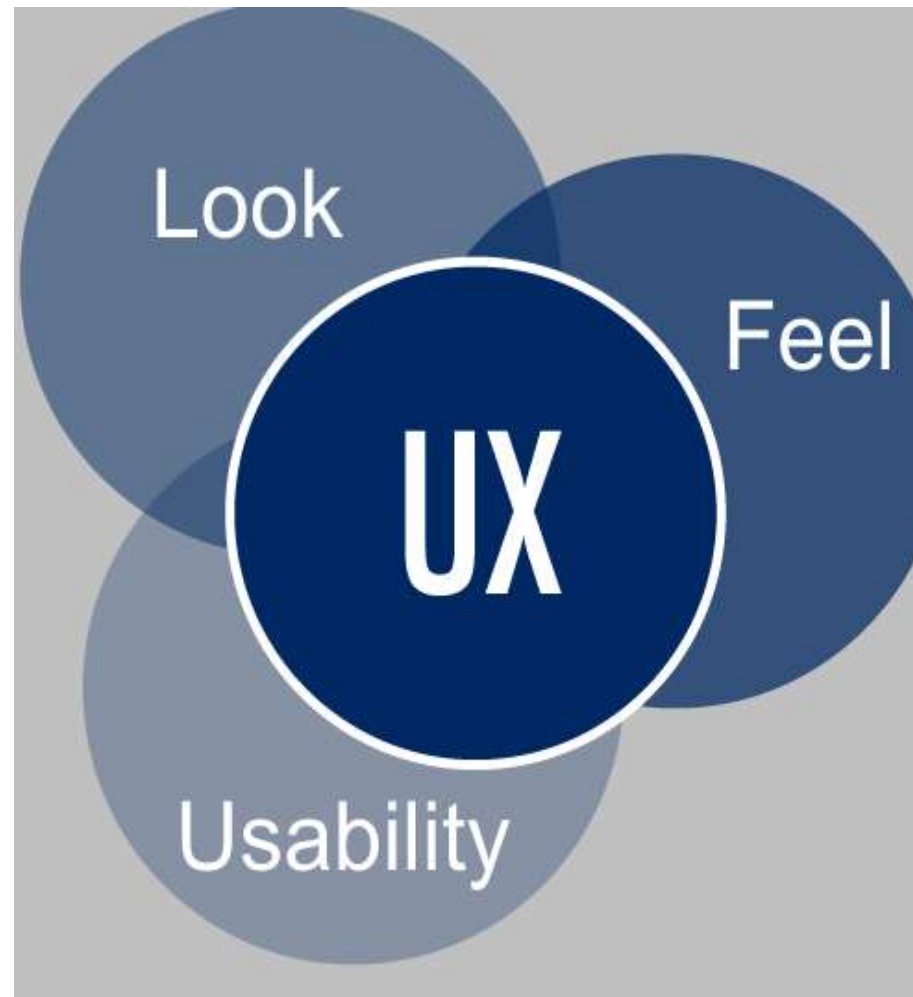


Search engine changes

- Complex algorithms
- Intellectual property – closely guarded
- Constant improvements
- Ever-changing landscape



User Experience (UX)



A poor user experience have you had one?



Good Practice User Experience considers....

1. User Centric Design – who are selling to?
2. Navigation – prioritise
3. Calls to Action
4. Search Functionality
5. Balance of text and images



Jakob Nielsen



Accessibility

1. Cookie consent
2. Level A accessibility compliance
3. Browsers
4. Screen Readers
5. Page load times - kept to a minimum



<https://developers.google.com/speed/pagespeed/insights>

GOOGLE



Google

“Google’s mission is to organise the world’s information and make it universally accessible and useful.”

Larry Page, Google co-founder and CEO, once described the “perfect search engine” as something that “understands exactly what you mean and gives you back exactly what you want.”



GOOGLE'S 200 RANKING FACTORS

The Complete List

$$(x-p)^2 + (y-q)^2 = r^2$$



Keyword research

To be found for “**hotel glasgow**”, “**hotel glasgow**” has to appear on your site

Understand what your customers call what you do

Understand what your customers search for

Fixed content vs. fresh content

Tools

Google Keyword Tool - adwords.google.co.uk/keywordtool

Wordtracker - wordtracker.com

Answer The Public – <http://answerthepublic.com>

UberSuggest - <https://ubersuggest.io>

SemRush - <https://www.semrush.com>



**Best Keyword
Research Tools**

Google Trends



THE FUTURE OF SEARCH



The future of search

What will search look like in the future?



QUIZ TIME!

Did you...

You used a smart speaker this morning?

or

Asked your phone for directions?

or

Asked your phone for weather?



WINDOWS 10 DESKTOP SEARCHES MADE BY VOICE



25%



The Voice Search Revolution

- Voice search isn't "the next big thing."
It's already here.
- And when you dig deeper, things get even more interesting...
- 25 percent of all Windows 10 **desktop** searches are done via voice.



Who Is Using Voice Search?

- Stone Temple Consulting found that the 35–44 age group has the biggest number of users.
- Users in the 25–34 age range were the most comfortable using voice search in public.

PERCENT OF ALL SEARCHES AS VOICE BY 2020



50%



Can You
Hear Me Now?

- Smart speakers are the next refrigerator – every home will have one. As more people search with smart speakers, marketers will need to adapt. Comscore expects that by 2020, 50 percent of all searches will be made by voice.

Why is voice search growing so fast?

Searching with
your voice is
3.7x faster than
typing, says Bing.

And humans are lazy ..



WHAT ARE THE REASONS YOU USE VOICE COMMANDS?



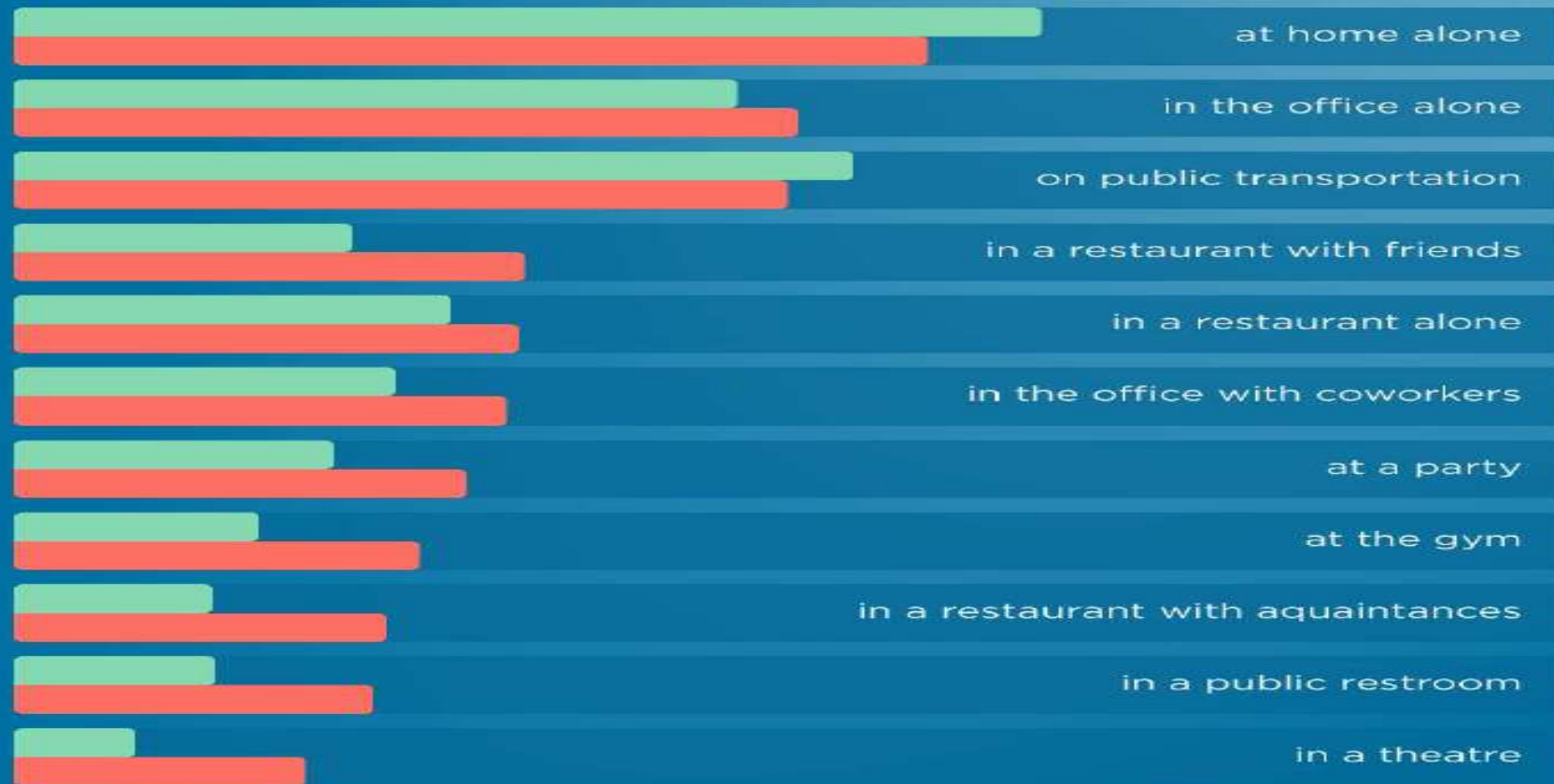
IN WHAT ENVIRONMENTS DO PEOPLE USE VOICE SEARCH?



2017



2018



0%

100%

The Battle

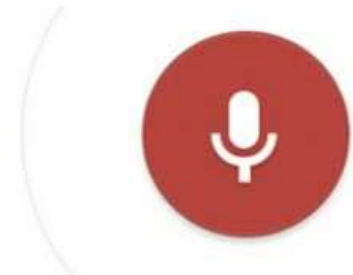


Privacy vs Data vs Dollars

Google is confusing us ..



OK GOOGLE





GOOGLE IS NOT OK



GOOGLE IS NOT OK



GOODBYE SIRI



GOOGLE IS NOT OK

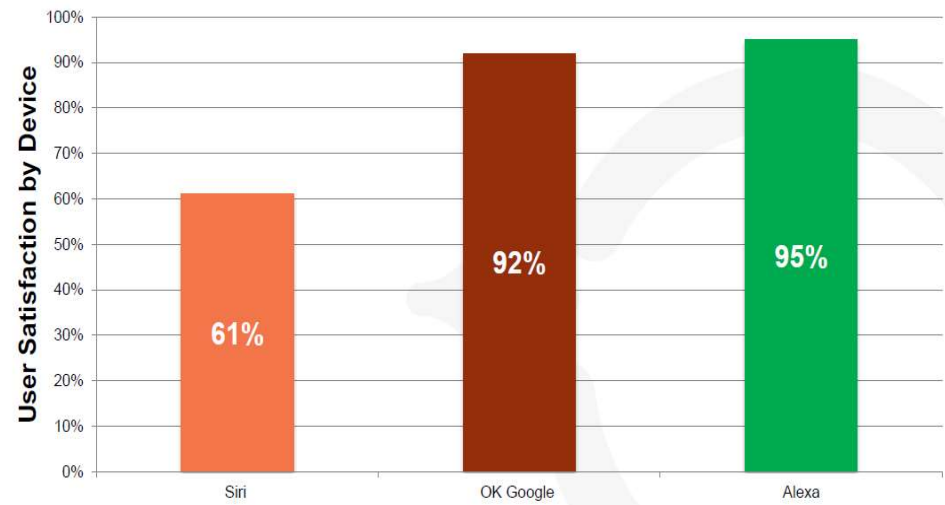


GOODBYE SIRI



ALEXA, HELLO

User Satisfaction



Global Home Smart Speaker Market Share



60%



20%



4%

Alexa is everywhere !!!





Alexa in cars now!



Amazon Devices with Alexa in them



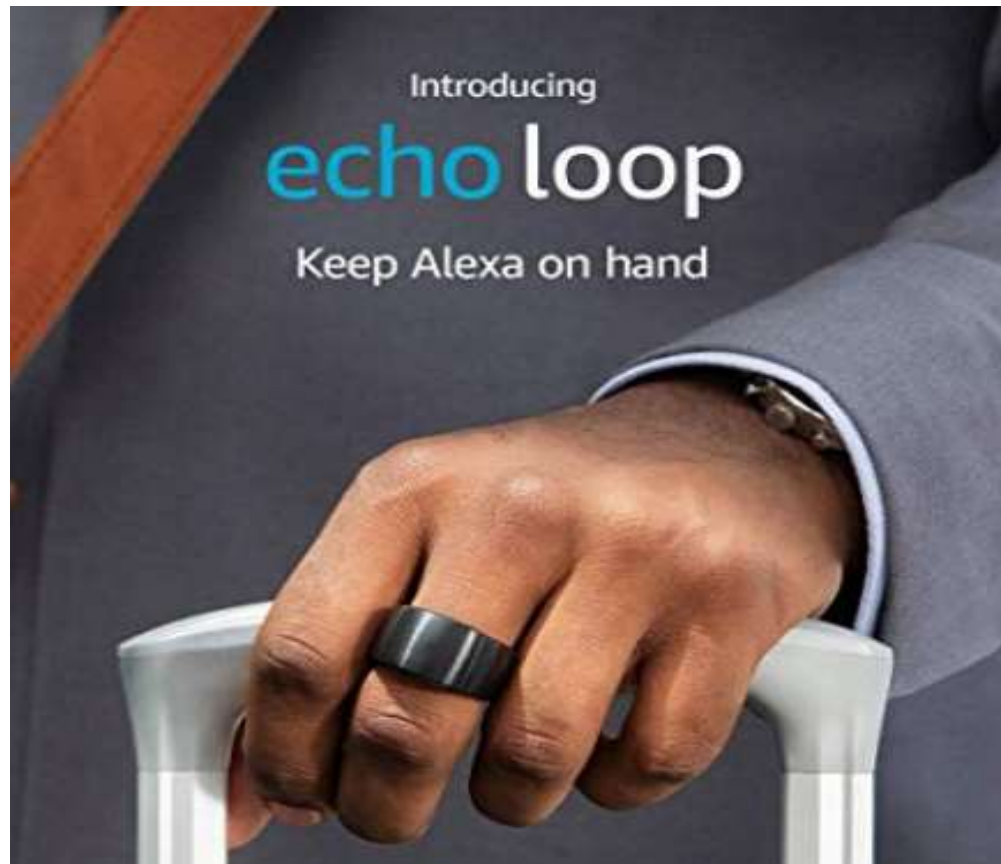
Amazon Devices with Alexa in them



Amazon Devices with Alexa in them



Amazon Devices with Alexa in them



In a microwave!



AmazonBasics Microwave, Small, 0.7 Cu. Ft, 700W, Works with Alexa

🔥 1 viewed per hour ★★★★★ 1 product rating

Condition: New

Quantity:

Last one
4 sold

US \$69.97

Approximately £54.69

Buy it now

Add to basket

👁 Watch this item

More than 79% sold

Free returns

Fast and safe
postage

Shop with confidence



eBay Money Back Guarantee
Get the item you ordered or your
money back. [Learn more](#)

Seller information

[steals_deals](#) (741 ★)

99.1% Positive Feedback

♡ Save this seller

Contact seller

Visit Shop

See other items

SAMSUNG

QuickDrive™
with AddWash™



















Google versus Alexa



Alexa Skills

Alexa Skills Store for travel

 <p>National Rail National Rail Enquiries</p> <p>"Alexa, launch National Rail."</p> <p>"Alexa, ask National Rail to check my train."</p>	<p>★★★★☆ ~ 1,477</p> <p>Available instantly on your connected Alexa device.</p> <p>Description Enhance your train travel experience with the National Rail skill for Alexa. You can easily plan and stay in the know for your train travel needs using your voice. With real-time departures and... more</p>	 <p>Uber Uber Technologies, Inc.</p> <p>"Alexa, ask Uber to request a ride."</p> <p>"Alexa, ask Uber to call me an Uber LUX from work."</p>	<p>★★★★☆ ~ 88</p> <p>Available instantly on your connected Alexa device.</p> <p>Description Get a reliable ride in minutes with the Uber skill. Simply say AskAlexa and Uber for a ride/Uber and an UberX will be there in minutes. If you would like a different car type, you can say things like... more</p>
 <p>Ryanair Ryanair</p> <p>"Alexa, open Ryanair."</p> <p>"Alexa, ask Ryanair to find me a flight."</p>	<p>★★★★☆ ~ 17</p> <p>Available instantly on your connected Alexa device.</p> <p>Description Ryanair is Europe's cheapest airline, serving 151m p.w. on more than 1,800 daily flights from 86 bases, connecting over 200 destinations in 33 countries on a fleet of over 400 Boeing 737 aircraft... more</p>	 <p>UK Driving Time Jovial</p> <p>"Alexa, ask driving time how long will it take to get to London from Bristol?"</p> <p>"Alexa, open driving time"</p>	<p>★★★★☆ ~ 57</p> <p>Available instantly on your connected Alexa device.</p> <p>Description Ask Alexa how long it will take you to drive between locations in the UK... more</p>
 <p>Jet Lag Remedies Nerv</p> <p>"Alexa, Ask Jet Lag remedies"</p> <p>"open jet lag remedies and give me some remedies for jet lag"</p>	<p>Available instantly on your connected Alexa device.</p> <p>Description Jet Lag Remedies is a new app that helps you overcome jet lag. It's all and you will have various remedies that you can try to overcome jet lag. Make this skill to help you make your jet lag quick and painless... more</p>	 <p>Bus Info Freeside</p> <p>"Alexa open Bus Info"</p> <p>"Alexa ask Bus Info for my next buses"</p>	<p>★★★★☆ ~ 235</p> <p>Available instantly on your connected Alexa device.</p> <p>Description Bus Info is the new app: improved version of this skill... more</p>
 <p>London Tube Henry McLean</p> <p>"Alexa, open London Tube"</p> <p>"Central line"</p>	<p>★★★★☆ ~ 16</p> <p>Available instantly on your connected Alexa device.</p> <p>Description Welcome to the London Tube Skill for Alexa. This skill allows you to quickly check the status of any London Tube line before leaving the house... more</p>	 <p>Eurostar Eurostar</p> <p>"Alexa, open Eurostar"</p> <p>"Alexa, ask Eurostar to plan a trip"</p>	<p>★★★★ ~ 5</p> <p>Available instantly on your connected Alexa device.</p> <p>Description Whether you're planning a holiday or getting ready to catch your train, this skill will help you on your way... more</p>
 <p>London bus stops Nikola</p> <p>"Alexa ask bus stop for updates"</p> <p>"Alexa ask bus stop to setup"</p>	<p>★★★★☆ ~ 27</p> <p>Available instantly on your connected Alexa device.</p> <p>Description This Alexa skill helps you to schedule your time before you leave home. It's remember bus stop you use and gives you update every time you say... more</p>	 <p>Bus Times Freeside</p> <p>"Alexa open Bus Times"</p> <p>"Alexa ask Bus Times for my next bus"</p>	<p>★★★★☆ ~ 36</p> <p>Available instantly on your connected Alexa device.</p> <p>Description Introduction... more</p>
 <p>UK Trains Charmia</p> <p>"Alexa, open u.k. trains"</p> <p>"Alexa, ask u.k. trains for times"</p>	<p>★★★★☆ ~ 13</p> <p>Available instantly on your connected Alexa device.</p> <p>Description This skill will give you details in arrival times, destination, platform number from a selected train station... more</p>	 <p>easyJet easyJet</p> <p>"Alexa open easyJet."</p> <p>"Alexa ask easyJet for flight status from London Gatwick to Rome."</p>	<p>★★★★☆ ~ 25</p> <p>Available instantly on your connected Alexa device.</p> <p>Description Get the latest arrival and departure information of your easyJet flight without lifting a finger... more</p>
 <p>Ripple Bitcoin Ticker (XRP/BTC) Nervouse</p> <p>"Alexa open ripple bitcoin ticker"</p> <p>"Alexa ask ripple bitcoin ticker for an update"</p>	<p>Available instantly on your connected Alexa device.</p> <p>Description A Ripple (XRP) ticker to provide the current price in Bitcoin (BTC)... more</p>	 <p>London Local Bus Jony Gleson</p> <p>"Alexa, ask bus stop when is the next 157 bus"</p> <p>"Alexa, ask bus stop when is the next southdown 156 bus"</p>	<p>★★★★☆ ~ 17</p> <p>Available instantly on your connected Alexa device.</p> <p>Description Find out when the next bus is leaving from your closest London bus stop... more</p>
 <p>4NextBus Zelley Ltd</p> <p>"Alexa ask four next bus from stop number 47"</p> <p>"Alexa ask four next bus from stop 47"</p>	<p>★★★★☆ ~ 48</p> <p>Available instantly on your connected Alexa device.</p> <p>Description This skill tells you the next Dublin (Ireland) from your chosen bus stop... more</p>	 <p>London Tube, DLR and Tram - Flash Briefing Brent Hunter</p> <p>"Alexa, what's my Flash Briefing"</p> <p>"Alexa, what's in the news"</p>	<p>★★★★☆ ~ 4</p> <p>Available instantly on your connected Alexa device.</p> <p>Description Flash Briefing: Quickly get the current status of the London Tube network, including DLR and tram lines... more</p>

ON-SITE FACTORS

Link structure

- Follows available links to fetch all content
- Orphan pages



Page content

- Write for users, not search engines
- All (indexable) content read
- Title tag
- Description tag
- Heading tag(s)
- Content
- Alt tag(s)
- Page name



Title tag

- Ability to specify page title
 - `<title>" ... "</title>`
 - Less than 70 characters
 - Displayed on results page
 - Optimisation vs. sales vs. call to action
 - Page specific
-
- Primary Keyword - Secondary Keyword | Brand Name
 - Brand Name | Primary Keyword and Secondary Keyword

`<Title/>`

Description tag

- Ability to specify page description
- `<meta name="description" content=" ... " />`
- Roughly 155 characters
- Displayed on results page
- Optimisation vs. sales vs. call to action
- Page specific
- Not a ranking factor since 2009



Heading tag

- Ability to specify section / paragraph heading
- `<h1>` ... `</h1>`
- `<h1>` to `<h6>`
- “Welcome” and “Homepage”

This is H1 Tag

This is H2 Tag

This is H3 Tag

This is H4 Tag

This is H5 Tag

This is H6 Tag



Most important

Least Important



Content

- Write for users, not search engines
- Write for the web
- & <i> vs. &
- Primary and secondary keywords
- Keyword stuffing
- Readability
- Duplicate content



Alt tags

- Ability to specify image description
- ``
- Image search
- Image file name



Prada Shoulder Bag BR3601 - Light Brown



Code: PR655
Brand: Prada
Price: ~~\$1,599.00~~
Sale Price: **\$799.00**
Availability: within 24-48 Hrs
[Add to Cart](#)



The page overall

- Be hyper-relevant to a specific topic (usually a product or single object)
- Include subject in title tag
- Include subject in URL
- Include subject in image alt text
- Specify subject several times throughout text content
- Provide unique content about a given subject
- Link back to its parent page
- Link back to its homepage

Creating content

- Fresh content
- Write for users, not search engines
- Blog, news, articles, guides, tips
- Demonstrate your expertise
- Unique content
- On-going task



Resources

- blog.hubspot.com/marketing/free-content-marketing-tools-list
- hubspot.com/blog-topic-generator

Content

Fixed content

- Who we are
- What we do
- Contact details

Fresh content

- Blog
- Latest News
- Articles
- Guides
- Insights

Dynamic content

- Latest updates
- Tweets / Facebook updates
- Featured items
- Upcoming events
- Most popular
- Related items

OFF-SITE FACTORS

Backlinks

- PageRank
- Referring traffic
- Paid vs. free vs. organic
- Link building
- Share worthy content
- Anchor text
- On-going process



Sources of links

- Complementary sites
- Blogs
- Forums
- Directories
- Spam links

Tools

- linkpopularity.com



Social signals

- Number of fans / followers
- Account activity
- Age of accounts
- Mix of messages
- Links





TECHNICAL CONSIDERATIONS

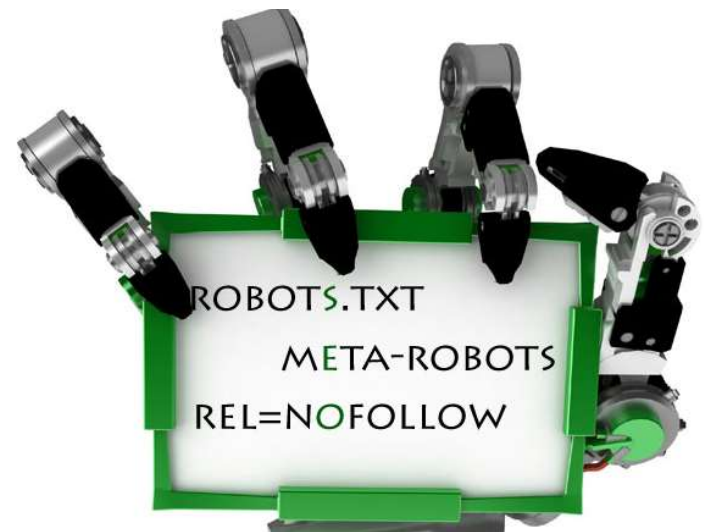
XML Sitemaps

- Ability to confirm all site content
- File containing list of all page URLs
- Automatic generation
- `domain.com/sitemap.xml`
- Register with Google via Webmaster Tools



Robots.txt

- Ability to talk to robot
- Block access to specific files and directories
- Robots.txt generator via Webmaster Tools



Canonical domains

- Ensure single instance of site
- Include www?
- 301 redirects
- Additional domains



General

- Hosting
- Broken links
- Custom 404 error page
- Clean and error free code

Tools

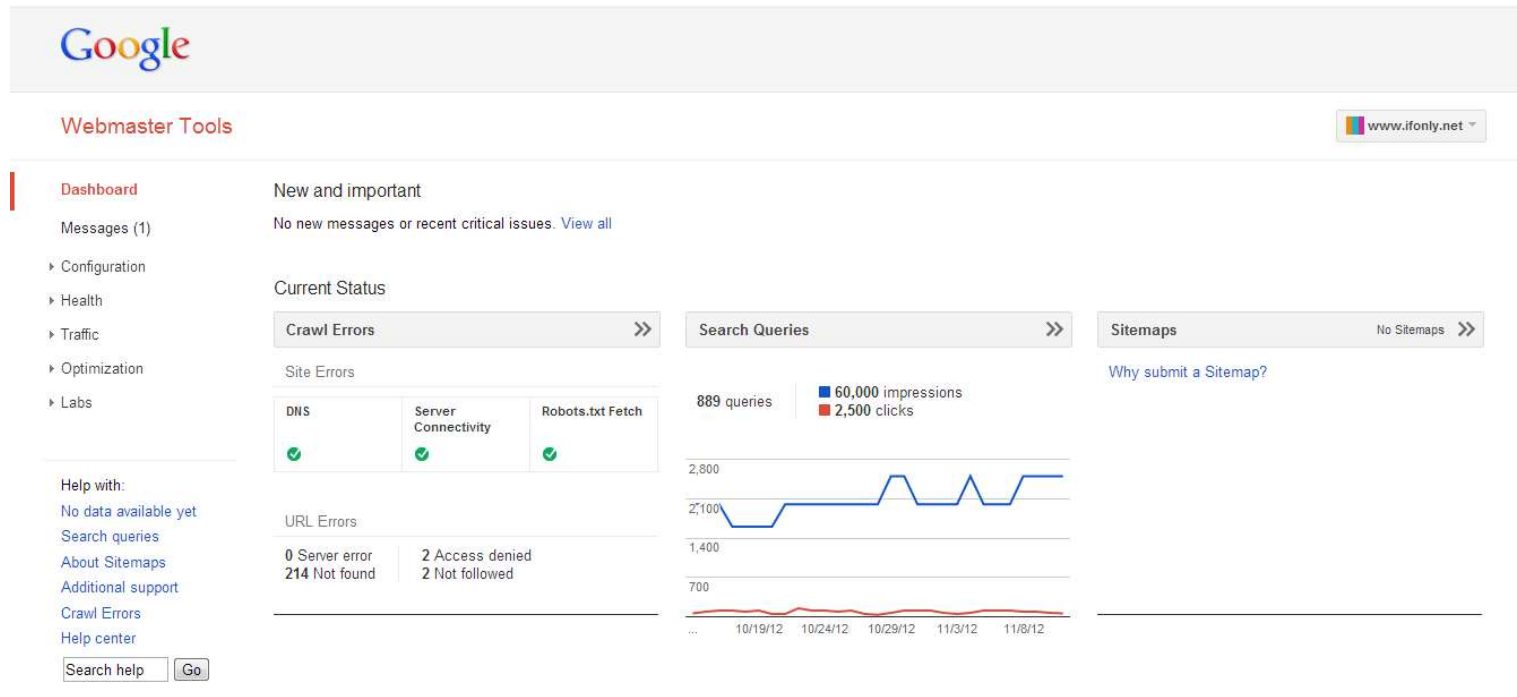
- validator.w3.org
- jigsaw.w3.org/css-validator
- validator.w3.org/checklink

TOOLS

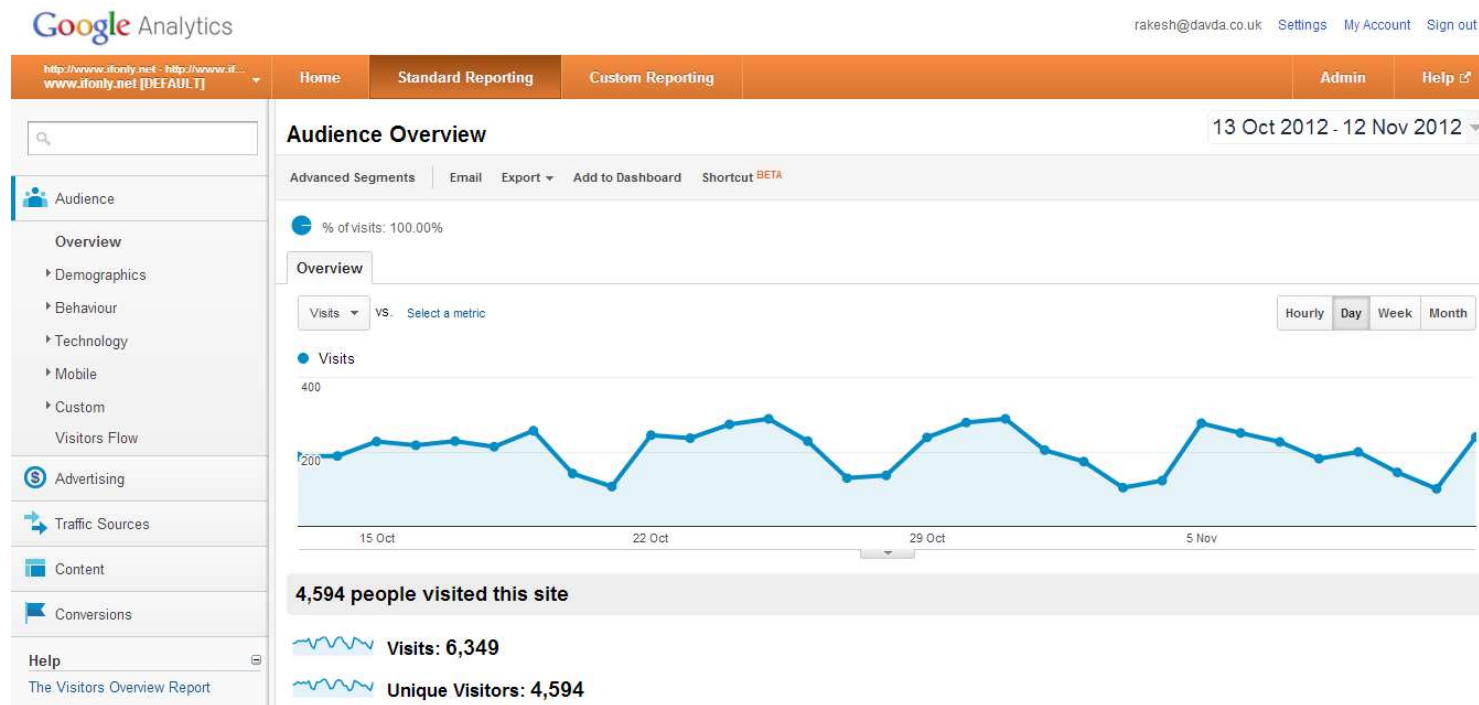


Google Webmaster Tools

(Now called the Search Console)



Google Analytics



Additional tools

- Bing Webmaster Tools
- Page speed test tools
- moz.com/blog/100-free-seo-tools



Inbound Marketing / Marketing Automation Tools

hubspot.com

uk.marketo.com

pardot.com

eloqua.com

If all else fails with SEO... then ...



감사합니다 Natick
Grazie Danke Ευχαριστίες Dalu
Thank You Köszönöm
Спасибо Dank Tack
谢谢 Merci Gracias
Seé ありがとう
Obrigado

www.linkedin.com/in/stephenwhitelaw

@toowist



LESSONS
LEARNED

Key Takeaways

1. Create a blog on your website with content that is:
 - a. Unique
 - b. Relevant
 - c. Up to date
2. Register with Google My Business (& post)
3. Setup and Google Analytics and Google Search Console
4. Create a digital marketing calendar and plan

