

Optimizing Your Website and Identifying Quality Content for SEO



CHRIS EDWARDS



@ChrisEdwardsCE

A Little About Me

- Creating websites for over 16 years.
- Performing SEO for 10 years.
- Working with WordPress for 5 years.
- Built or managed the build of over 800 websites.
- Performed SEO and built program used on over 450 SEO clients.
- Currently Director of Technology for an agency.



Why Optimize?



On average, **71.33%** of searches result in a page one organic click. Page two and three get only **5.59%** of the clicks. On the first page alone, the first 5 results account for **67.60%** of all the clicks and the results from 6 to 10 account for only **3.73%**.

*Data from moz.com



Why Optimize?



CHRIS EDWARDS



@ChrisEdwardsCE

On Page Key Factors

- Page Load Time / Performance
- Strong Information Structure Through HTML5
- Linking Structure of Internal Links
- Relevant Content

Page Load Time / Performance

- Find a good host. Either build your own or use a service
- Use a good caching plugin. BE CAREFUL
- Use a CDN
- Optimize images
- Proper theme

Strong Information Structure

- Use HTML5 sectioning elements to organize content
- Sectioning elements: `<header>`, `<footer>`, `<main>`, `<article>`, `<section>`, `<aside>`

Internal Linking Structure

- More links the better
- Link deep
- Avoid top-level links
- Anchor text
- Interlink blog posts

Create Relevant Content

- Write relevant content utilizing a main keyword for each page. Keep this content natural.
- Do not keyword stuff.
- Create FAQ's, blog articles, company history, high level and detailed product pages, neighborhood pages, etc.



Identifying & Creating Quality Content

- Identify what to write about.
- Create a Title and Meta Description that will be clicked.
- Engage with your audience and invite to comment.
- Use existing content to identify new topics to write about.

Writers block. What to write about?

- Frequent questions you are asked.
- Solutions to problems you had to solve.
- Questions you have thought about.
- Things you do on a normal basis.
- How-To's for your industry or craft.

How To Make Your Content Quality

- See what is already out there. Is yours more up to date? Do they lack clarity? Are they tough to find? Spread out?
- Give enough information out for DIYers but not all your trade secrets.
- Write to help others, not promote. You will get business.

Increase CTR with a Great Title & Description

- You worked too hard to beat the computer (Google), don't let a human skip you over.
- Catch their attention. Answer their question but leave them wanting more.

Which Would You Click?

List of QR Code Readers for iPhone, Android, Windows ... ✓

www.708media.com › QR Codes ▾

Dec 6, 2010 - A list of the best **QR code readers** for iPhone, Android, Blackberry and Windows Phone 7. These **QR code readers** have been hand picked by ...

Bar Code Scanners | Bar Code Readers | Barcode ... ✓

www.intermec.com/products/bar_code_scanners/ ▾ Intermec ▾

Intermec's family of handheld barcode scanners addresses the needs of users in virtually every scanning environment. Intermec has the right bar **code scanner** ...



Great Title Tags

- No more than 50-60 characters to avoid “...”
- Keywords towards the front
- Make it engaging, i.e. “Build A Blog Without Any Code Knowledge”
- If you have a well known brand, use it!



Moz's Ingredients for a Worthy Title Tag

- Curiosity
- Benefit
- Emotion
- Tangible
- Appearance
- Sound
- Expectation

Great Title Tag Templates

- How To ...
- Top X ...
- List of ...
- X Easy Steps to
- Create ... In X Minutes



Great Descriptions

- Work the keyword in at least twice.
- Make it readable.
- Should be 2 short sentences that add to someones curiosity. Answer part of their question but no all.
- Keep under 156 characters.

Engagement

- Invite readers to comment.
- Ask a question and instruct readers to answer below.
- Use an easy to use commenting platform that allows guest posts.
- Respond back quickly.
- Tip: They're giving you free extra SEO content ;-)



Circle Back

- Use Webmaster tools to see what search terms your content is showing up under. Identify missed opportunities.
- Review comments and write new articles to address questions.
- Review popular articles and create new sub articles to expand on topics. Crosslink these articles with internal links on the original article.



CHRIS EDWARDS



@ChrisEdwardsCE

Thanks For Listening!

Slides will be made available on
my website by Friday afternoon

ChrisEdwards.me
me@chrisedwards.me



CHRIS EDWARDS



@ChrisEdwardsCE