



CLASS 02

Optimizing Your Website for Search Engines

Professor: Justin Champion

Inbound Certification
Brought to you by HubSpot Academy

A large, bold, orange number '1' is positioned on the left side of the image, serving as a section marker.

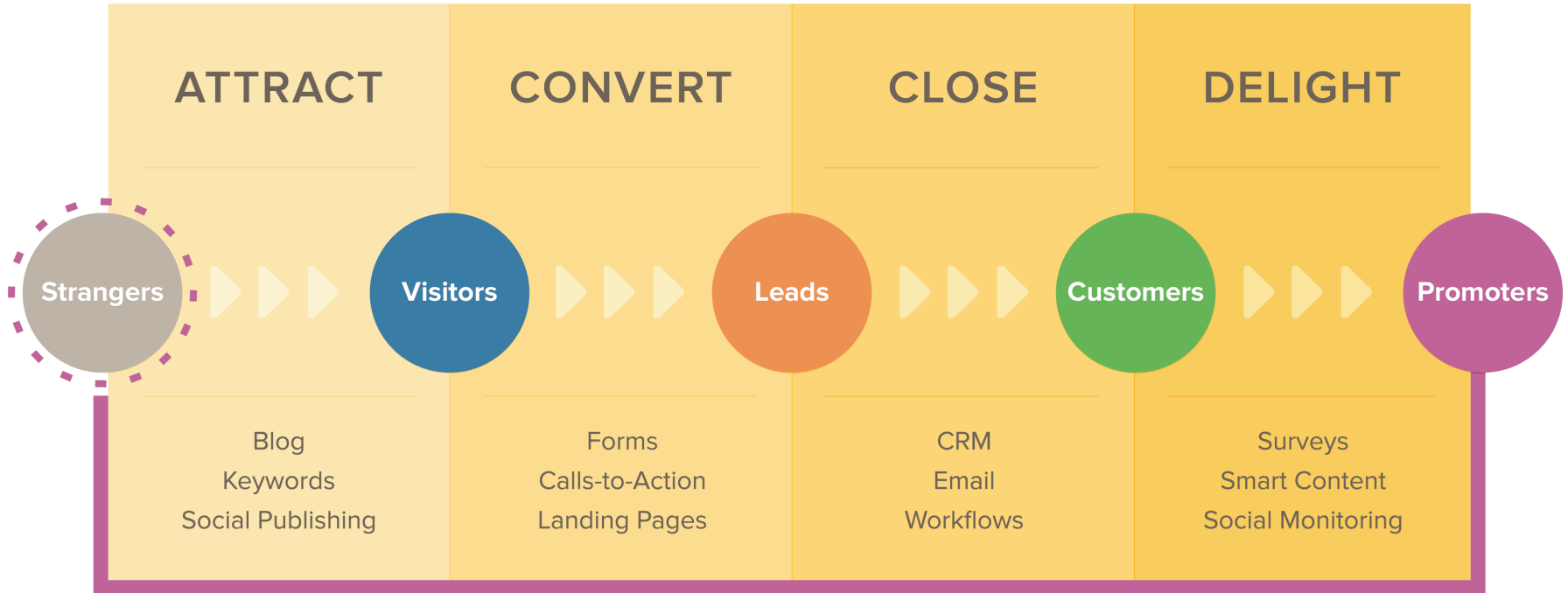
1

WHAT IS SEARCH ENGINE OPTIMIZATION?

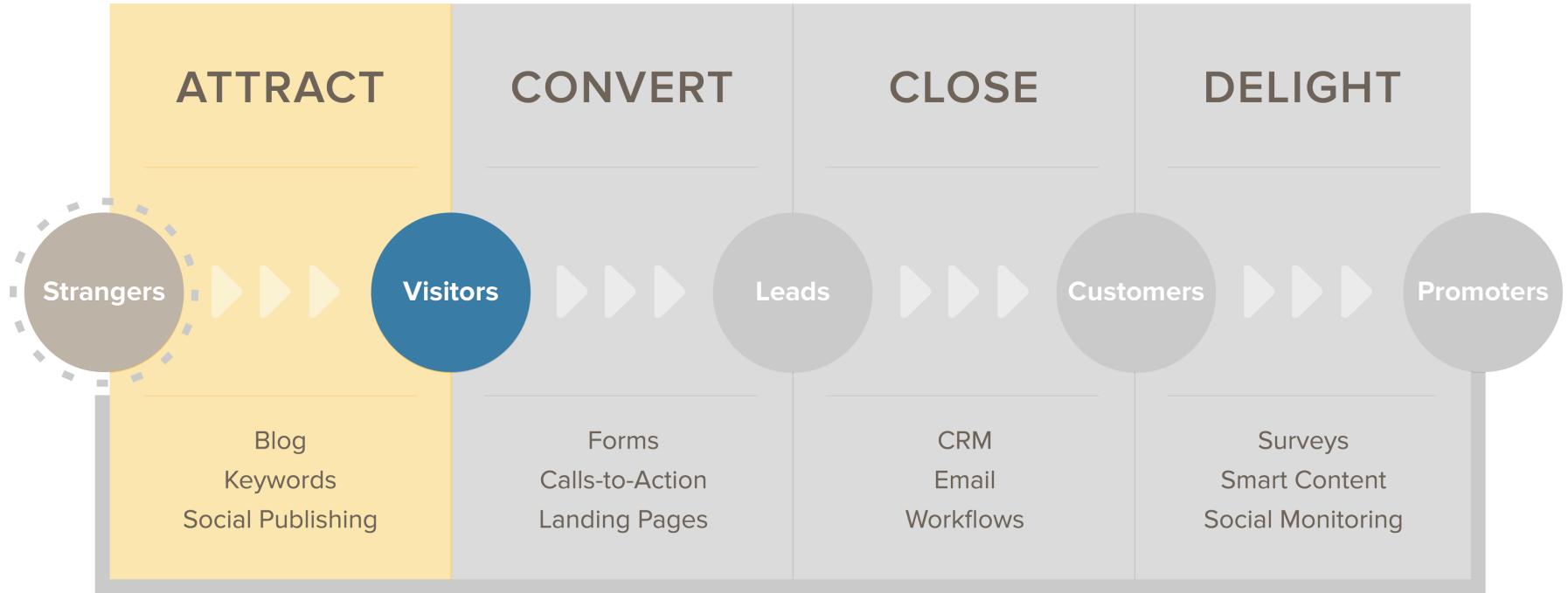
WHAT IS SEARCH ENGINE OPTIMIZATION (SEO)?

SEO is the process of improving your website so that it attracts more visitors from search engines.

Inbound Methodology



Inbound Methodology





How would someone
figure out how to
**build a tiny house
on wheels?**

Search engines need
to find the most
**relevant, useful,
trustworthy answers.**

They send “spiders” to crawl through
the web searching for that content.



Google






buy a tiny house

All Shopping Images News Videos More Search tools

About 16,400,000 results (0.43 seconds)

Shop for buy a tiny house on Google

Sponsored

 Little Cottage Company ... \$10,599.99 Wayfair	 Outdoor Living Today ... \$5,467.51 Wayfair S...	 Outdoor Living Today Cozy ... \$3,039.99 Wayfair	 Outdoor Living Today ... \$5,099.99 Wayfair	 8' Western Red Cedar ... \$7,119.95 SaferWholes...
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Small Tiny Homes for Sale - uppervalleytinyhomes.com
Ad www.uppervalleytinyhomes.com/ ▾
Buy Small Homes as Low as \$10,900. Small Homes Built Like a Home

Tiny House Design/Build - yestermorrow.org
Ad www.yestermorrow.org/tinyhouse ▾
Comprehensive 2-week course teaches Tiny House design/build in Vermont

5 Impressive Tiny Houses You Can Order Right Now - Curbed
www.curbed.com/2015/8/18/9929218/where-to-buy-tiny-houses ▾ Curbed ▾
Aug 18, 2015 - But sometimes, the best tiny house is the one that's all ready to go, with the floor plan and Remainder of purchase price is due upon delivery.

Tiny House Listings - Tiny and Small Homes For Sale
tinyhouselistings.com/ ▾
Browse or list tiny houses for sale or rent and find tiny house builders throughout the world.
Tiny House Listings - Tiny and ... - Tiny Houses For Sale by State - Tiny House Plans

Models - Tumbleweed Tiny House Company
www.tumbleweedhouses.com/pages/models ▾
ModelsWith wheels, traditional proportioning and archetypal form, these revolutionary RVs are designed to be portable while providing maximum comfort. S...

From that data, they create a list of **results**.

They rank the results in order of the popularity and authority of the websites.



Your goal is to be in the
top organic results.

2 SEO STRATEGY AND BEST PRACTICES.

SEO STRATEGY

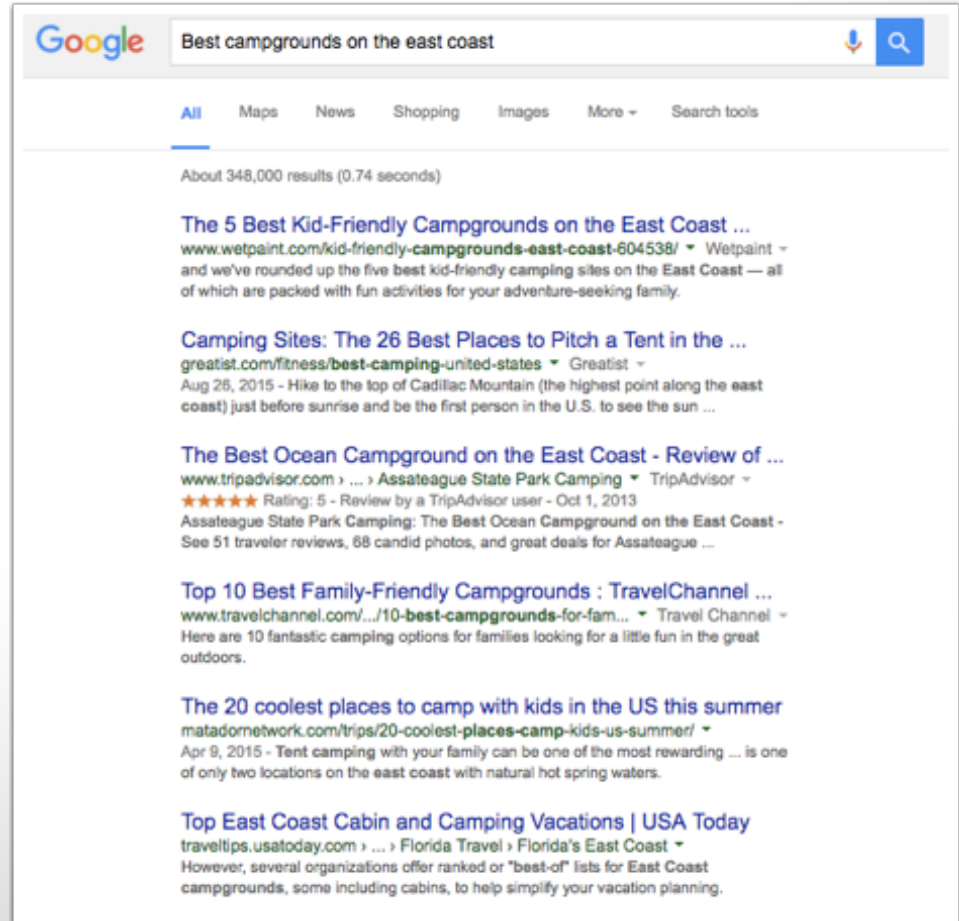
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- ☒ Create content around your keywords
- ☒ Optimize content around a primary keyword
- ☒ Promote your content
- ☒ Earn links to your content

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Keywords are the words typed into search engines.

They're the topics that searchers are trying to learn more about.



HOW TO DO KEYWORD RESEARCH

1. Make a list of keywords your buyer personas would search for.

Let's say your
business makes **smart
phone accessories.**

One of your buyer personas is a
teenager, Lanky Luke.





What are the
**common industry
questions** Luke
might have?

“Drying out a smart phone”



What questions might
Luke have **that your
company provides
solutions to?**

“Waterproof smart phone cases”

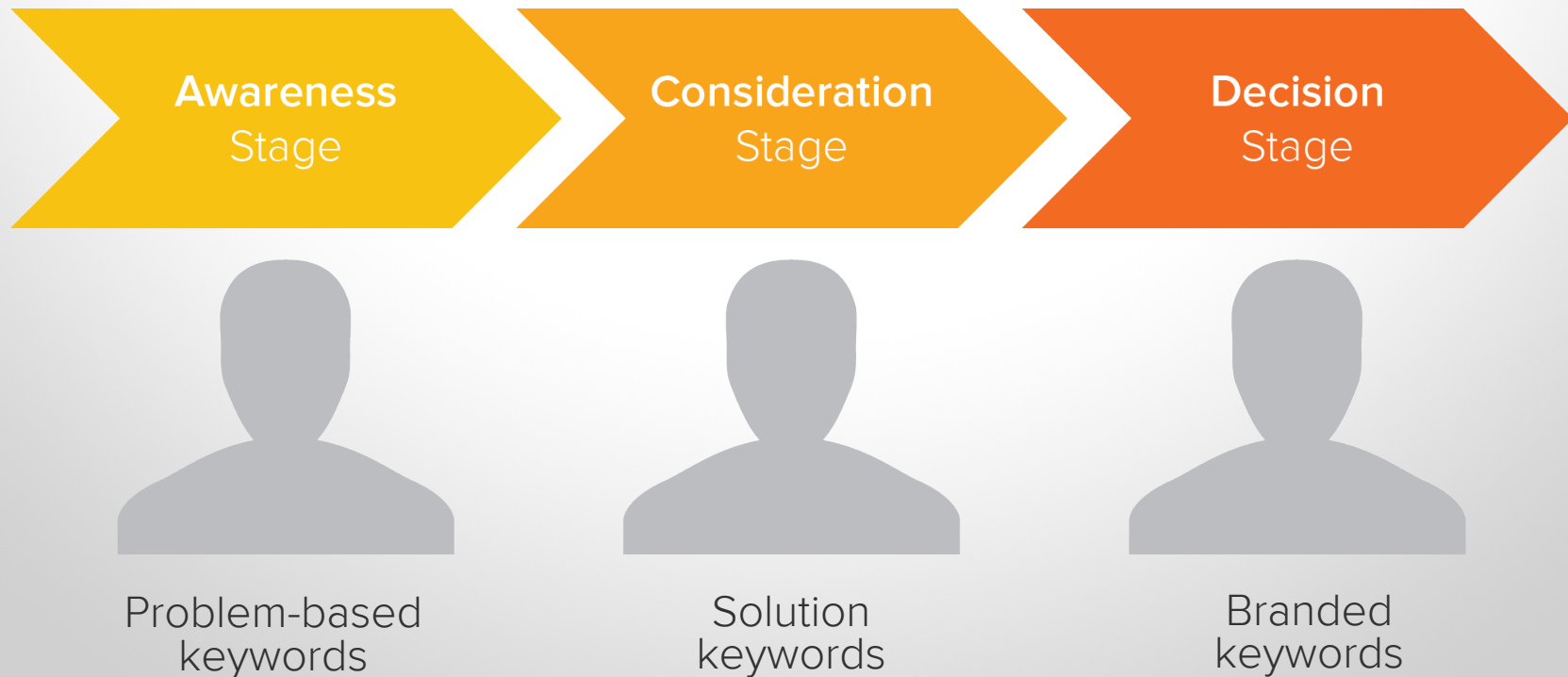


What questions might
Luke have **when**
deciding to buy your
waterproof case?

“Smart Phone Preserver case reviews”

THE BUYER'S JOURNEY

Categorize keywords by the stages of the buyer's journey.



The background of the slide is a dark blue-grey color, featuring a repeating pattern of small, light-grey lightbulb icons. These icons are arranged in a grid-like fashion, with some appearing slightly more prominent than others, creating a subtle texture.

Mimic the language
that your buyer personas use.

WHICH LANGUAGE WOULD LUKE BE MOST LIKELY TO USE IN A SEARCH?

- A. “Where is the iPhone liquid exposure device indicator”
- B. “Is there an iPhone water damage indicator”
- C. “How to tell if iPhone has water damage”
- D. “How to detect iPhone water damage”

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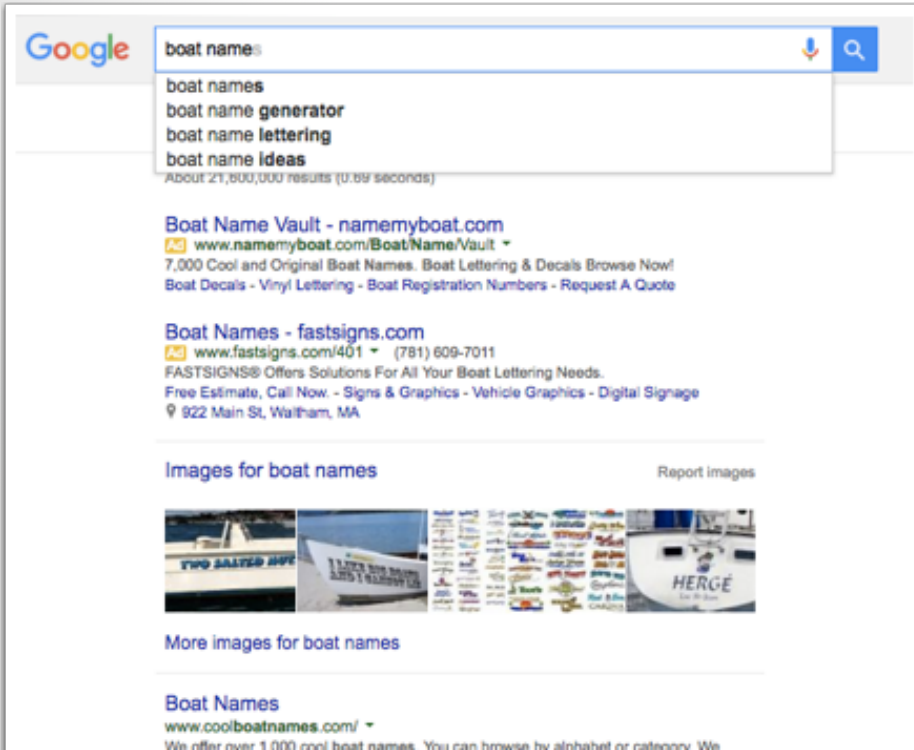
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- B. “Is there an iPhone water damage indicator”
- C. “How to tell if iPhone has water damage”
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HOW TO DO KEYWORD RESEARCH

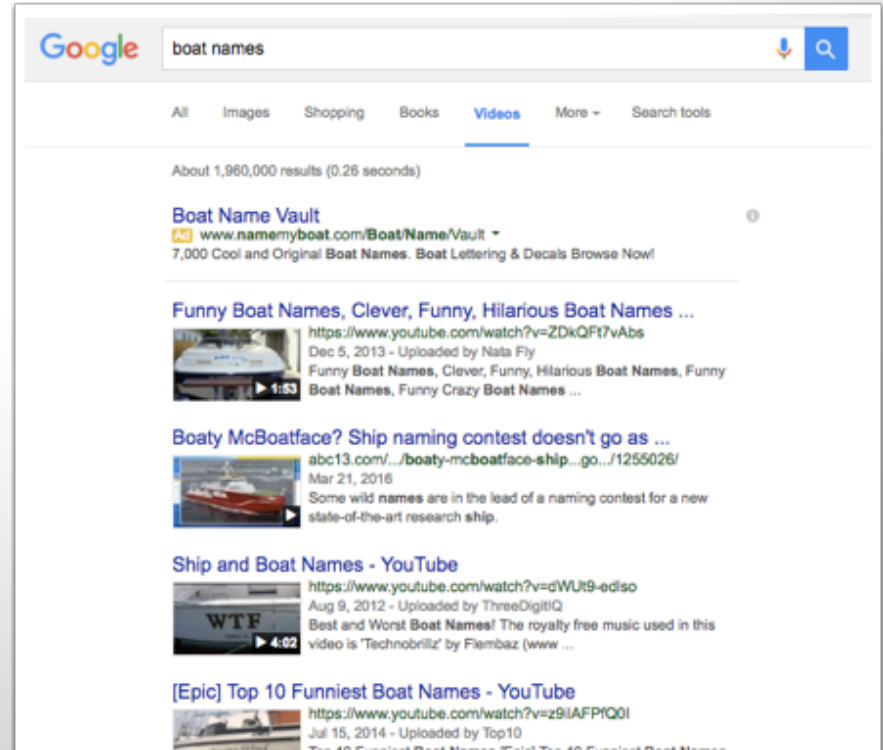
1. Make a list of keywords your buyer personas would search for.
2. Expand that list by searching the web for alternatives.

Expand your keyword list by searching the web for alternatives.

Type one of your keywords into a search engine and see what the results are.



Google search results for "boat names". The search bar shows "boat names" with a microphone icon and a search button. A dropdown menu displays suggestions: "boat names", "boat name generator", "boat name lettering", and "boat name ideas". Below the suggestions, it says "About 21,600,000 results (0.69 seconds)". The first search result is "Boat Name Vault - namemyboat.com" with a link to "www.namemyboat.com/BoatName/Vault" and a description: "7,000 Cool and Original Boat Names. Boat Lettering & Decals Browse Now! Boat Decals - Vinyl Lettering - Boat Registration Numbers - Request A Quote". The second result is "Boat Names - fastsigns.com" with a link to "www.fastsigns.com/401" and a description: "FASTSIGNS® Offers Solutions For All Your Boat Lettering Needs. Free Estimate, Call Now. - Signs & Graphics - Vehicle Graphics - Digital Signage 922 Main St, Waltham, MA". Below the results, there is a section for "Images for boat names" with a "Report images" link and a grid of image thumbnails. The first two thumbnails show boat names "TWO SALTED HOPS" and "I LOVE THE BOAT". Below the images, it says "More images for boat names". At the bottom, there is a section for "Boat Names" with a link to "www.coolboatnames.com/" and a description: "We offer over 1,000 cool boat names. You can browse by alphabet or category. We



Google search results for "boat names". The search bar shows "boat names" with a microphone icon and a search button. Below the search bar, there are tabs for "All", "Images", "Shopping", "Books", "Videos", "More", and "Search tools". The "Videos" tab is selected. Below the tabs, it says "About 1,960,000 results (0.26 seconds)". The first search result is "Boat Name Vault" with a link to "www.namemyboat.com/BoatName/Vault" and a description: "7,000 Cool and Original Boat Names. Boat Lettering & Decals Browse Now!". The second result is "Funny Boat Names, Clever, Funny, Hilarious Boat Names ..." with a video thumbnail and a link to "https://www.youtube.com/watch?v=ZDkQFt7vAbs". The third result is "Boaty McBoatface? Ship naming contest doesn't go as ..." with a video thumbnail and a link to "abc13.com/.../boaty-mcboatface-ship...go.../1255026/". The fourth result is "Ship and Boat Names - YouTube" with a video thumbnail and a link to "https://www.youtube.com/watch?v=dWUt9-ediso". The fifth result is "[Epic] Top 10 Funniest Boat Names - YouTube" with a video thumbnail and a link to "https://www.youtube.com/watch?v=z9IAFPtQ0I".

HOW TO DO KEYWORD RESEARCH

1. Make a list of keywords your buyer personas would search for.
2. Expand that list by searching the web for alternatives.
3. Determine which keywords people are using to find your site.

HOW TO DO KEYWORD RESEARCH

1. Make a list of keywords your buyer personas would search for.
2. Expand that list by searching the web for alternatives.
3. Determine which keywords people are using to find your site.
4. Decide which keywords you have the best opportunity to rank for.

“jackets” is a short or broad keyword.

It's harder to rank for because
there's a lot of competition around it
— and it's very general.



Red Sox jacket






Men's Wool **Red Sox jacket** size medium

Google men's wool red sox jacket size medium

All Shopping Images News Videos More Search tools

About 564,000 results (0.45 seconds)

Shop for men's wool red sox jacke... on Google Sponsored

 Men's Boston Red Sox ... \$134.99 MLB Shop	 Starter Boston Red Sox Gray ... \$129.99 FansEdge Special offer	 Men's Boston Red Sox ... \$129.99 MLB Shop	 G-III Sports by Carl Banks ... \$87.99 FansEdge Special offer	 Men's Boston Red Sox JH ... \$400.00 MLB Shop
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Boston Red Sox Jackets, Red Sox Track Jackets, Coats ...
shop.mlb.com/Boston_Red_Sox_Jackets ▾ MLB.com Official Store ▸
Mens Boston Red Sox Majestic Red 2015 Authentic On-Field Double Climate Full Zip Jacket. Sale: \$109.99 ... Men's Boston Red Sox Nike Navy Track Full Zip Performance Jacket Men's Boston Red Sox G-III Sports by Carl Banks Navy Red Line Wool Varsity Jacket Contact Us · FAQs · Help · Track My Order · Size Chart.

Men's Boston Red Sox Jackets - Buy Red Sox Winter Coats ...
shop.baseballhall.org/HOF_Boston_Red_Sox_Mens_Jackets ▾
Items 1 - 60 of 155 - Buy men's Red Sox baseball jackets, winter coats, zip ups, pullovers, ... Men's G-III Sports by Carl Banks Navy Boston Red Sox Red Line Wool Varsity Jacket Information; Gift Certificates · Corporate Info · Size Chart.

Boston Red Sox Jackets - FansEdge
www.fansedge.com/Boston_Red_Sox_Jackets ▾
Men, women and kids have access to a complete line of Red Sox coats and outerwear from top ... Nike Boston Red Sox Navy Track Full Zip Performance Jacket.

Boston Red Sox Jacket - Red Sox Windbreaker, Track ...
www.fanatics.com/MLB_Boston_Red_Sox_Jackets ▾
Boston Red Sox Majestic Men's On-Field Training Half Zip Pullover Jacket - Red ... Boston Red Sox G-III Sports by Carl Banks Red Line Wool Varsity Jacket -.

“men’s wool Red Sox jacket size medium” is a **long-tail keyword**.

It’s easier to rank for because it’s more specific and targeted.

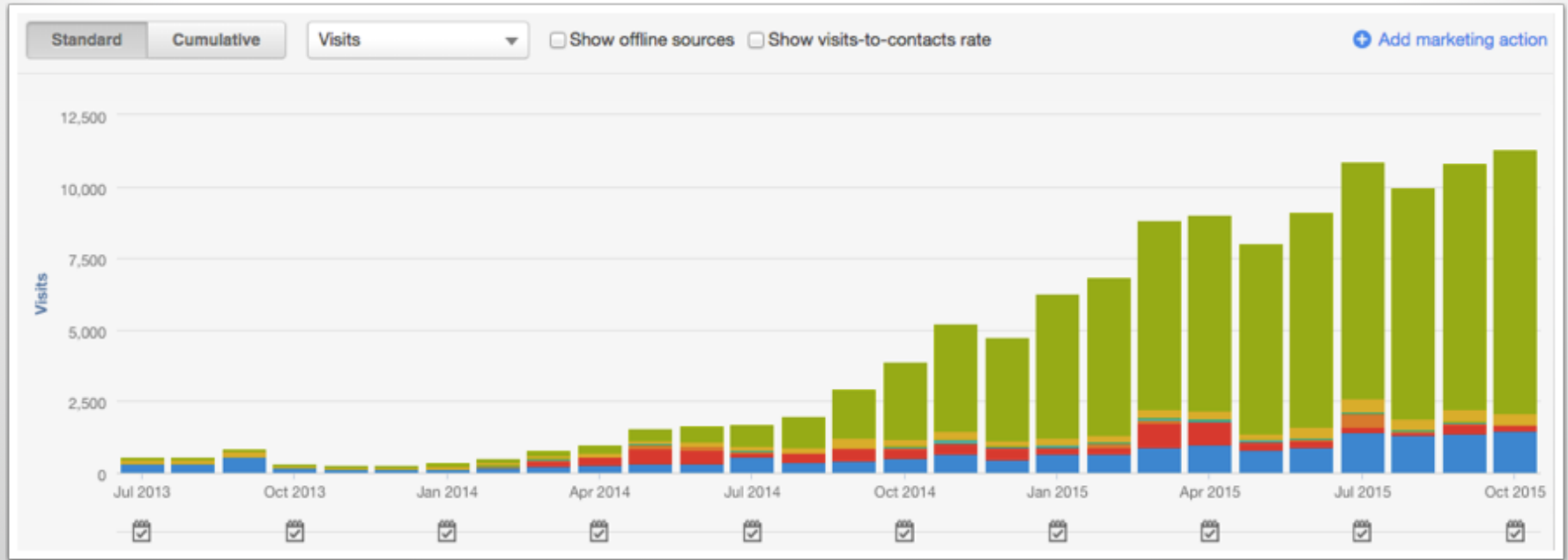
WHY OPTIMIZE FOR LONG-TAIL KEYWORDS?

- The best way to rank for a primary term is to be specific and make it a long-tail keyword.
- When you optimize for a long-tail keyword, you're also optimizing the page for the broad keyword.

Drill down into your **keyword analytics**.

Look at your current rank for the keyword, how many monthly searches it gets, and what the competition or difficulty level is.

<input type="checkbox"/>	Actions ▾	All Keywords ▾	From all campaigns ▾
Sorted by:	Rank ▾		Showing: Monthly Searches ▾ Rank ▾ Difficulty ▾
<input type="checkbox"/>	fifth season travel Added Apr 16 2014	Low	1 68
<input type="checkbox"/>	fifth season adventure Added May 7 2014	Low	1 11
<input type="checkbox"/>	fifth season travel package Added May 13 2014	Low	1 86
<input type="checkbox"/>	fifth season Added May 12 2014	1,600	28 ▼ 38
<input type="checkbox"/>	off-site team building Added Jun 18 2014	Low	88 ▲ 26



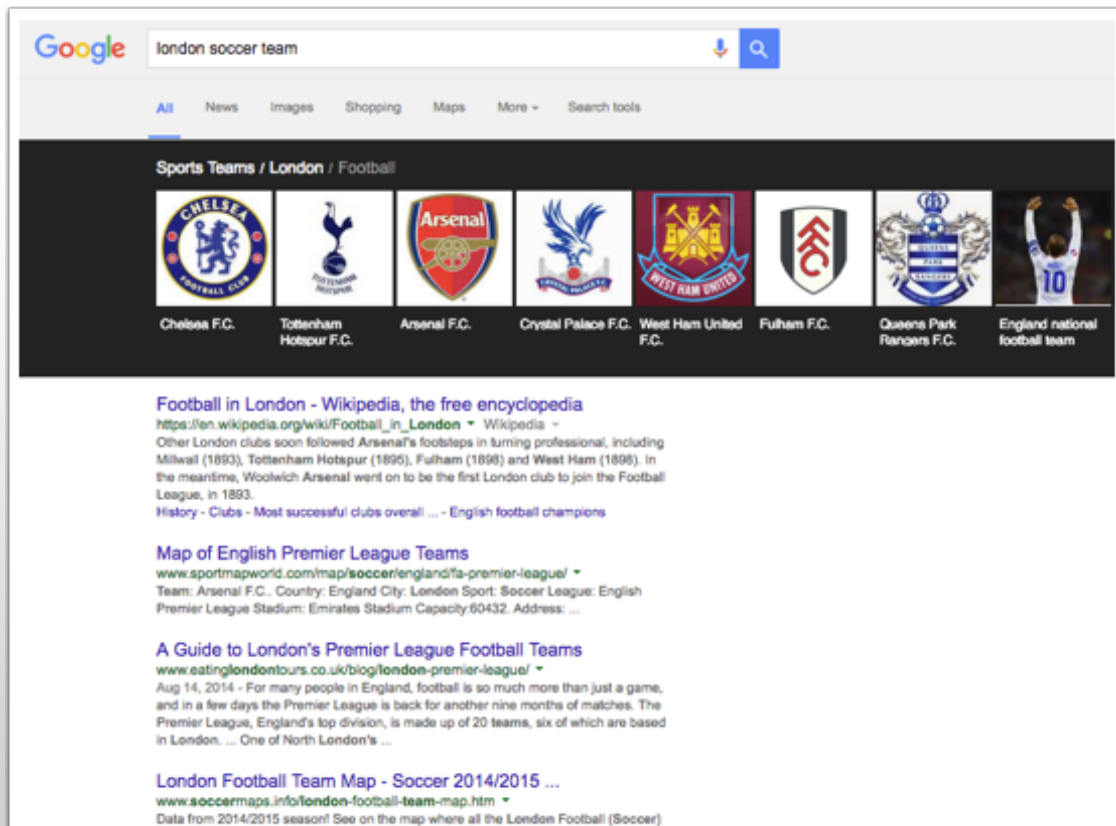
Numbers don't lie—the proof is in the data.

SEO STRATEGY

- ☒ Do keyword research
- ☒ Create content around your keywords
- ☒ Optimize content around a primary keyword
- ☒ Promote your content
- ☒ Earn links to your content

Search engines are getting **smarter and smarter**.

They don't just understand keywords – they try to understand a searcher's intent.



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HOW TO OPTIMIZE A PAGE

- Optimize the page around a primary keyword
- Include relevant links with the content
- Promote a good user experience
- Optimize your website for mobile

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Add the keyword to the **page title and URL**.

If editing a live page, set up a 301 Redirect that will direct the old URL to the new one, sending people seamlessly to the right page.

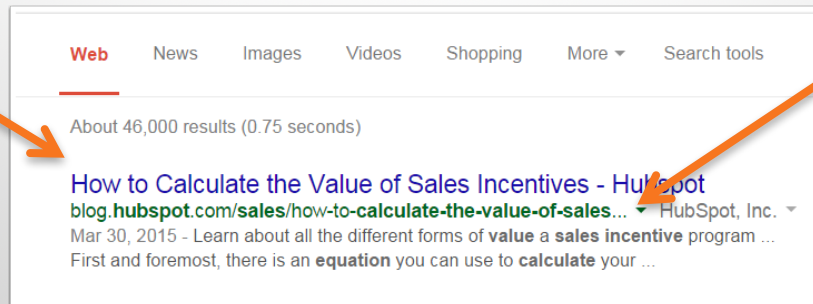


Is it in the
page title?

Is it in the URL?

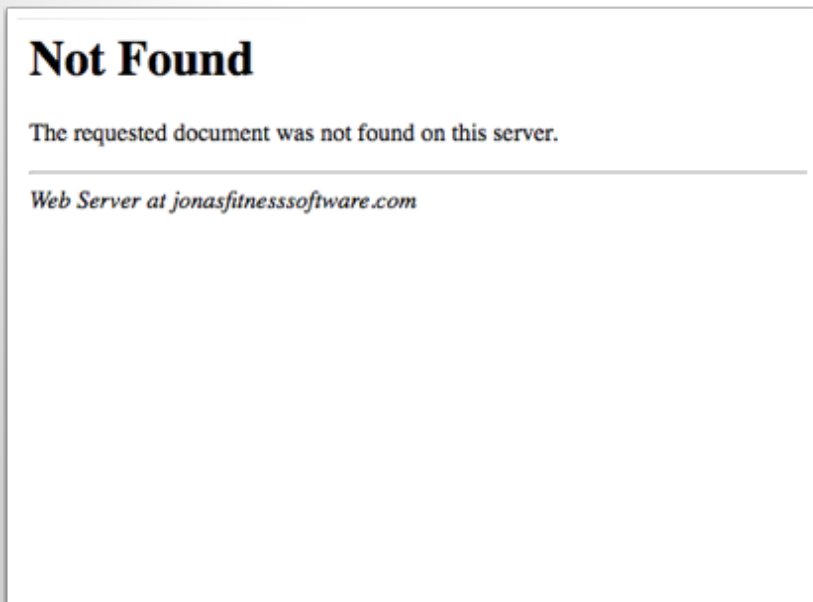
(mybusiness.com/long-tail-keyword)

If a website page, use a pipe:
Primary Keyword | Company Name



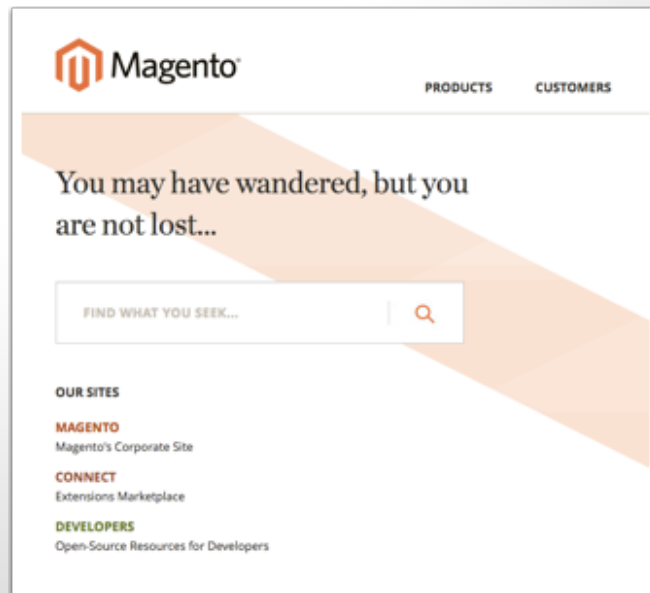
A custom 404 error page will provide a **seamless navigation experience.**

Standard 404 error page (ew!)

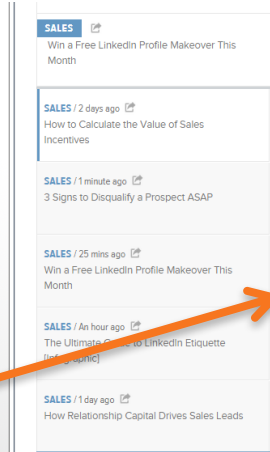


VS

Custom 404 error page



Add the keyword to the body, headers and image alt-text.



Is it used naturally
in the body?



Is it in the image
alt-text?

There is a definite connection between sales incentives and a profitable return of investment (ROI), but it's often more than just hard results. Many times, there are intangible benefits that are difficult to measure, but just as valuable.

The Magic Equation

First and foremost, there is an equation you can use to calculate your ROI, and it's not a difficult one. Essentially it's this:

Profit less Cost of Investment equals ROI.

For example, if the profit of a sales incentive program is \$5 million, and the cost of the incentive investment is \$1.5 million (in cash, merchandise or travel vouchers), then the ROI is \$3.5 million. That's the simple equation, and simple is often best.

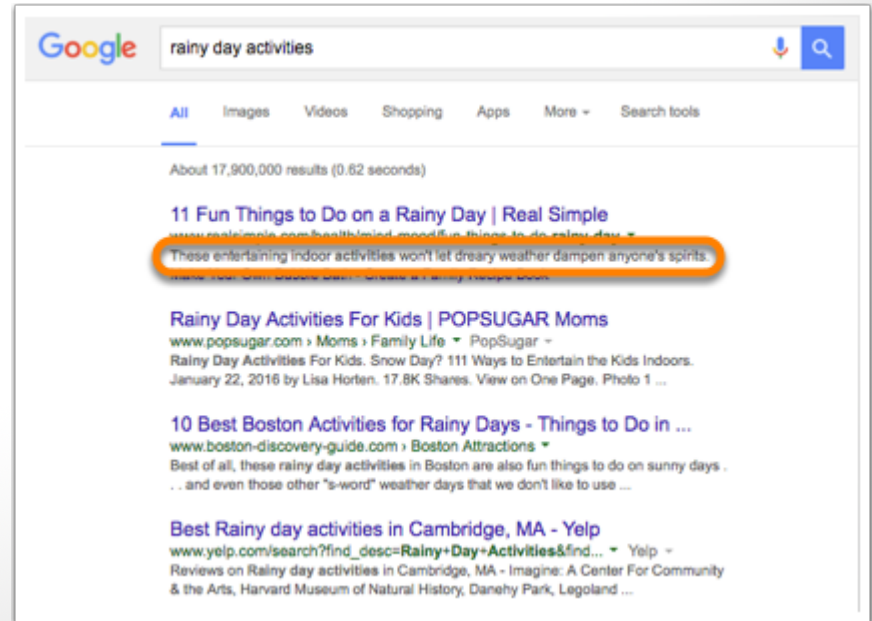
Sort Out Your Incentives

Once you have decided that sales incentives will bring a profit, you'll need to decide what form those incentives will take. Many employees prefer cash rewards, often in the form of a bonus, but merchandise rewards such as gift cards are also a good idea. It's easy to calculate the ROI

Is it in the headers?

Place the primary keyword in the meta description.

Each page should have a unique meta description, no more than 160 characters.



HOW TO OPTIMIZE A PAGE

- Optimize the page around a primary keyword
- Include relevant links with the content
- Promote a good user experience
- Optimize your website for mobile

Where Marketers Go to Grow

Marketing

MARKETING

15 Examples of Great Mobile Website Design

SALES

3 Signs to Disqualify a Prospect ASAP

AGENCY

Should Your Agency Get Into the Sales Enablement Game?

MARKETING / 5 days ago

15 Examples of Great Mobile Website Design

MARKETING / 2 hrs ago

HubSpot Goes #DeskFree, Pioneering the Next Frontier of Workspace Collaboration

MARKETING / 4 hrs ago

9 Google Drive Tips You'll Wish You Knew All Along

MARKETING / 18 hrs ago

This Guy Got Drunk and Critiqued Our Website. Here's What He Had to Say.

MARKETING / 1 day ago

A Helpful Guide of Public Speaking Tips [Infographic]

March 27, 2015 // 8:00 AM

15 Examples of Great Mobile Website Design

Written by [Rachel Sprung](#) | @rsprung



Now more than ever, businesses are [focusing on creating delightful mobile website experiences](#). After all, [80% of Internet users are using smartphones to search online](#).

What's more, marketers are gearing up for a big change Google plans to make to their algorithm starting on April 21, 2015. [Google wrote in their official blog](#) that they will be "expanding our use of mobile-friendliness as a ranking signal," and their update should have a significant effect on marketers.

When Google makes this change, [it will have a bigger impact than Panda or Penguin](#). To put that in context, their Panda update impacted only about 12% of queries, and Penguin affected about 4% of mobile and desktop queries.

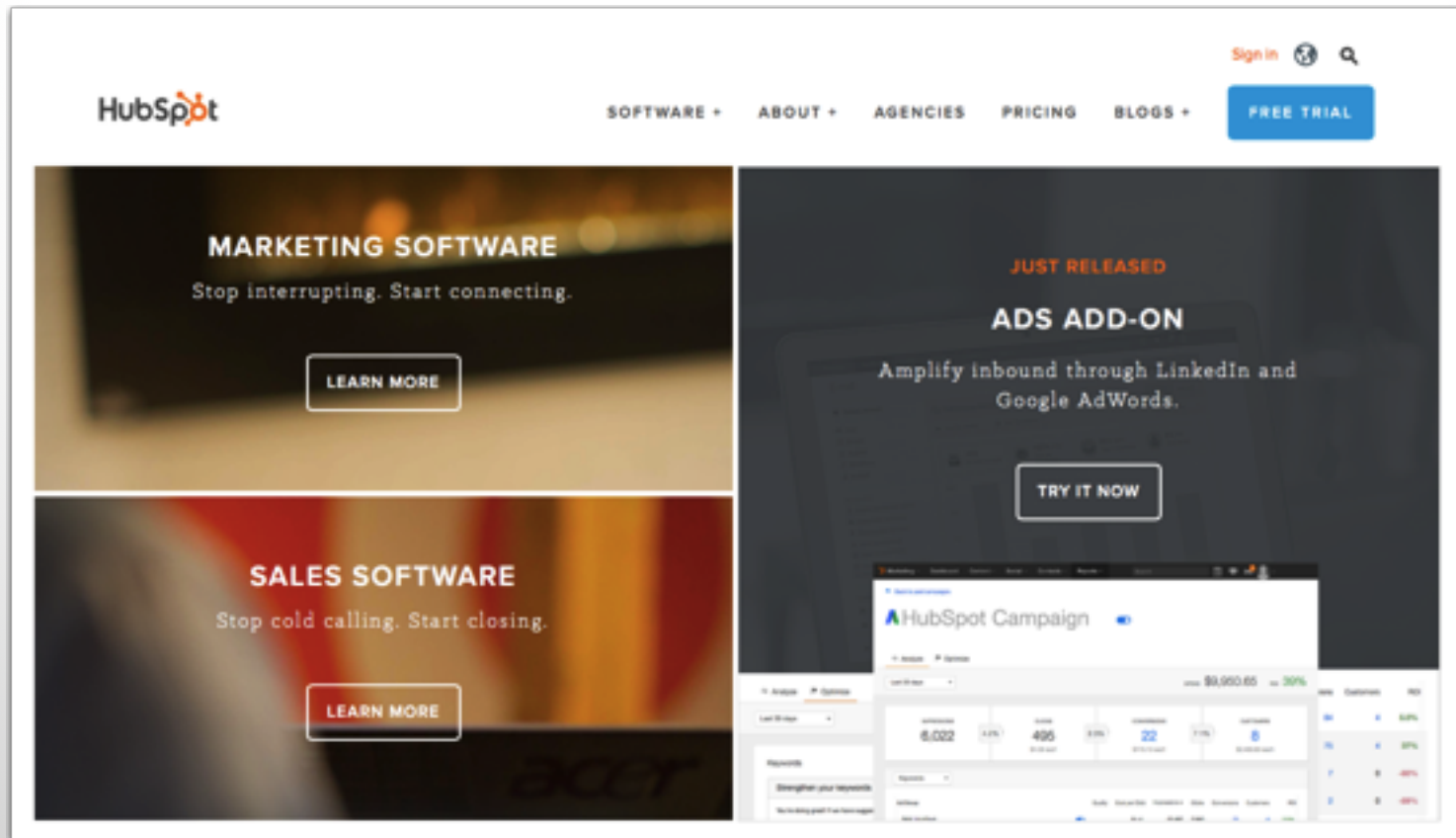
In other words, if you haven't been focusing on [improving your mobile experience](#), you'd better prioritize it now, or your search ranking might suffer. According to a [Search Engine Land article](#) about the update, there will be "no degrees of mobile friendliness" -- your site will either be judged as mobile-friendly ... or not.

Include relevant internal and external links within the content.

Hyperlink text with keywords that you'd like to rank for.

HOW TO OPTIMIZE A PAGE

- Optimize the page around a primary keyword
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- Promote a good user experience
- Optimize your website for mobile



Promote a **good user experience.**

Make sure your website is intuitive and easy to browse.

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The background of the slide is a dark blue-grey color with a repeating pattern of small, light-grey lightbulb icons. The lightbulbs are arranged in a grid-like fashion, with some slightly offset from others, creating a subtle texture.

80%

of internet users own a smartphone.



Optimize your website for **mobile**.

Make sure your website pages can be easily viewed on any screen size.

SEO STRATEGY

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Sell Like a Celebrity: An Insider's Look at the Gifting Industry

Written by Jami Oetting | @jamioetting



There are two women who can cause websites to crash, phones to ring incessantly, and bidding wars to begin.

Kate Middleton and Michele Obama reign when it comes to driving fashion commerce. The Duchess's choice in apparel spurred one brand's reintroduction of an item long gone from the shelves. It's reported that her style choices have brought \$1.5 billion into the British economy. Crew devised an entire strategy, including publishing custom web pages and investing in PPC ads, around the First Lady's appearance on the *Tonight Show*.

This type of spark is what many brands are looking for when they invest in celebrity marketing and product placement.

Paying for a celebrity endorsement is one route -- a path that could cost anywhere between

Search engines follow links between pages to **see how they're related to each other.**

Links coming into your website are called "inbound links". They help search engines analyze how authoritative your website is.

Not all links are **created equal.**



Build **relationships.**

Make connections with authoritative sites and industry thought leaders.

Create content with
**input from industry
thought leaders.**

They'll share the content, giving you
new visitors and a new link.

9 Experts Predict What Will Transform Sales in 2015

Written by [Emma Snider](#) | @emmajs24



SHARE

155

Tweet

33

Like

110

Share

✉

As the saying goes, the best way to predict the future is to create it. Yes, but before we create it, can we get a little head's up as to what we should be doing?

With 2014 almost behind us, it's time to start ramping up for the new year. 2015 represents a clean slate to sales organizations -- a time to start new initiatives. But what those initiatives should be can sometimes be a bit tricky to determine.

To provide you with some direction, we asked nine sales experts to give us their thoughts on what's coming down the pike in 2015. There are a few clear trends in the responses which savvy sales leaders will hop on to start crafting a bright future. Make them your [new year's resolutions](#).

So without further ado, what will be big in 2015?

1) [Craig Rosenberg](#), co-founder and chief analyst, TOPO Inc.

"Technology. We have reached phase two of the Sales 2.0 movement. Early on in the movement, early adopters got a bunch of applications. Some added value, and some didn't. Bottom line -- adoption was sub-optimal, and as a result, so was ROI. Now sales knows how to buy and implement technology. A true rise of the machines has happened and 2015 will be a manifestation of this."

CREATE CONTENT WITH INPUT FROM INDUSTRY THOUGHT LEADERS

- Create a “best-of” or resources list
- Interview an industry thought leader
- Write crowdsourced content
- Ask an industry thought leader to write the forward or give a quote for an ebook

Set up a page on the **top online directories.**

Directories are websites like Yelp, YP (Yellow Pages), and local chambers of commerce.

yp Find People • Advertise With Us Sign In • Join

Get your heartbeat up

What do you want to find? near

yp + BBB
MAKE A DECISION YOU CAN TRUST

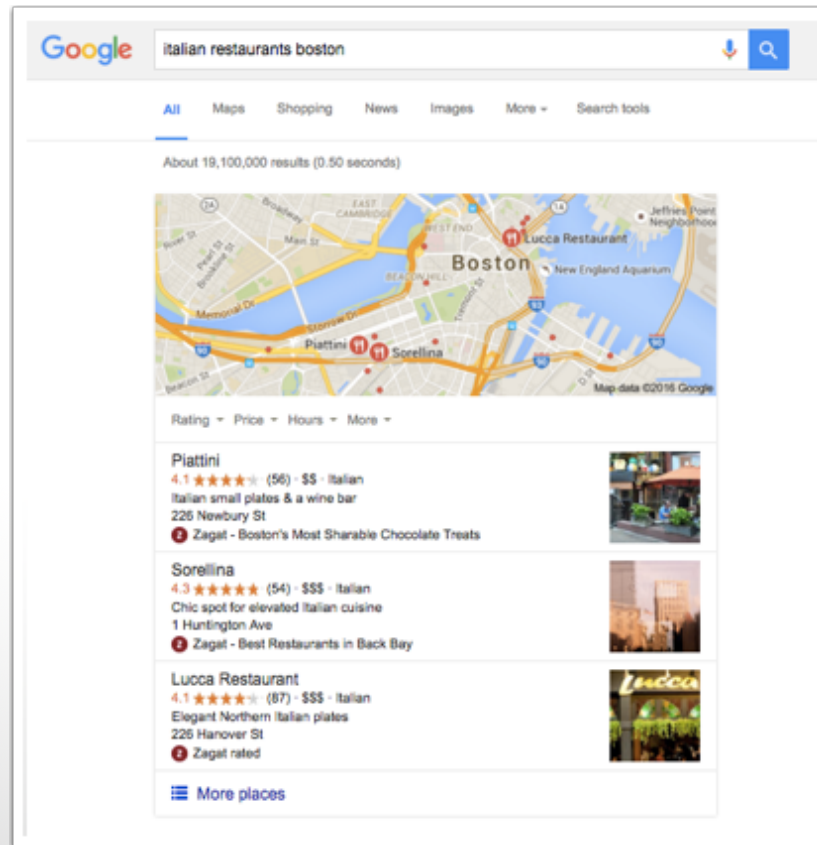
We know finding a provider is hard so we've added Better Business Bureau ratings for over a million service providers to help you make the right decision.

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Feedback

[BROWSE YP](#) [Find People](#) [Featured Collections](#) [Restaurants](#) [Automotive](#) [Home Improvement](#) [Health & Wellness](#) [Attorneys](#)

Featured Collections



If location-specific, create a **Google+ Local Listing Page**.

This will tie your business to a specific location, which Google will use in its search results.



3 WHAT DOES A SUCCESSFULLY OPTIMIZED WEBSITE PAGE LOOK LIKE?

Never lose a
customer to an
unanswered
question again.





60%

increase in monthly leads in the first two months.

The background of the entire slide is a dark blue-grey color, overlaid with a repeating pattern of small, light-grey lightbulb icons. These icons are arranged in a grid-like fashion, with some appearing slightly more prominent than others, creating a subtle texture.

55%

increase in social media traffic in the first two months.

The background of the entire slide is a dark blue-grey color, overlaid with a repeating pattern of small, light-grey lightbulb icons. These icons are arranged in a grid-like fashion, with some appearing slightly more prominent than others, creating a subtle texture.

10%

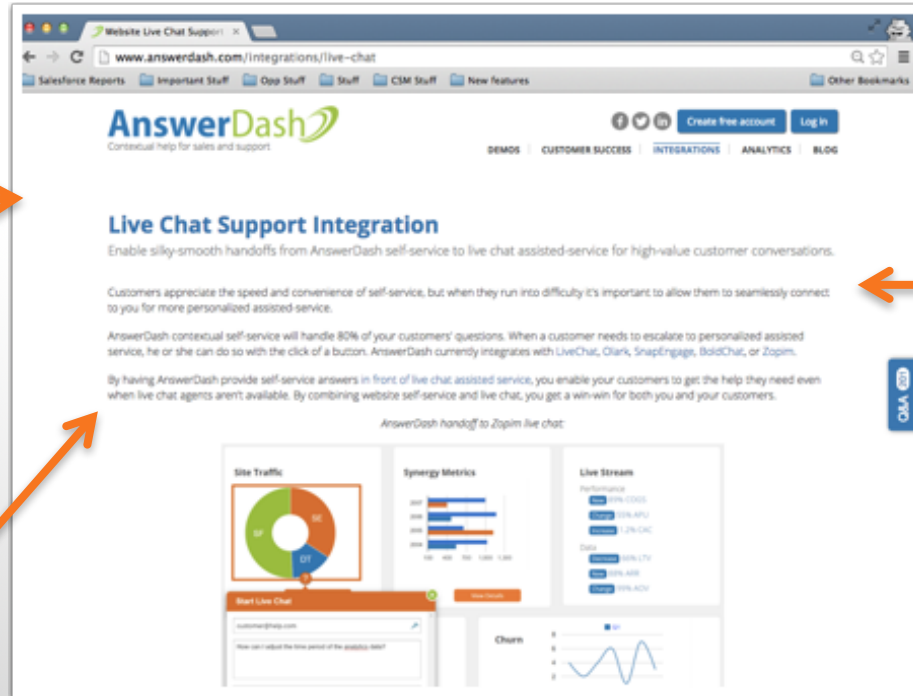
increase in website traffic in the first two months.

Did they pick **the right keyword**?

Addressing a topic their buyer persona wants to learn about



Using natural language and variations of the keyword



Mimicking the language of their buyer persona

Have they **optimized the page** around the keyword?

Page title

URL

Body

Image alt-text

The screenshot shows a web browser window with the URL www.answerdash.com/integrations/live-chat. The page title is "Live Chat Support Integration". The page content includes a description of the integration, a list of supported chat services, and a dashboard with various charts and graphs.

Page title: Live Chat Support Integration

URL: www.answerdash.com/integrations/live-chat

Body:

Enable silky-smooth handoffs from AnswerDash self-service to live chat assisted-service for high-value customer conversations.

Customers appreciate the speed and convenience of self-service, but when they run into difficulty it's important to allow them to seamlessly connect to you for more personalized assisted-service.

AnswerDash contextual self-service will handle 80% of your customers' questions. When a customer needs to escalate to personalized assisted service, he or she can do so with the click of a button. AnswerDash currently integrates with LiveChat, Olark, SnapEngage, BoldChat, or Zopim.

By having AnswerDash provide self-service answers in front of live chat assisted service, you enable your customers to get the help they need even when live chat agents aren't available. By combining website self-service and live chat, you get a win-win for both you and your customers.

AnswerDash handoff to Zopim live chat:

Site Traffic:

Year	SE	OT
2017	100	100
2018	200	200
2019	300	300
2020	400	400

Synergy Metrics:

Metric	Value
2017	100
2018	200
2019	300
2020	400

Live Stream:

Metric	Value
Performance	100% COGS
Change	10% APU
Revenue	1.2% CAC
Data	100% LTV
Cost	10% AOV
Churn	10% ACV

Churn:

Year	Churn
2017	100
2018	200
2019	300
2020	400

Are they **linking** to other sources?

Internal link to another page

The screenshot shows the AnswerDash website with the URL www.answerdash.com/integrations/live-chat. The page title is "Live Chat Support Integration". The main text describes how AnswerDash integrates with various live chat services. A red box highlights the text "LiveChat, Olark, SnapEngage, BoldChat, or Zopim", with an arrow pointing to it from the right. Another red box highlights the text "in front of live chat assisted service", with an arrow pointing to it from the left. Below the text are three analytics dashboards: "Site Traffic" (a donut chart), "Synergy Metrics" (a bar chart), and "Live Stream" (a table of performance metrics). At the bottom, there is a "Start Live Chat" button and a "Churn" line graph.

AnswerDash contextual self-service will handle 80% of your customers' questions. When a customer has a question, they can click on the "Live Chat" button in the bottom right corner of the page. This will open a live chat window in front of live chat assisted service, you enable your customers to get the help they need even when live chat agents aren't available. By combining website self-service with live chat, you get a win-win for both you and your customers.

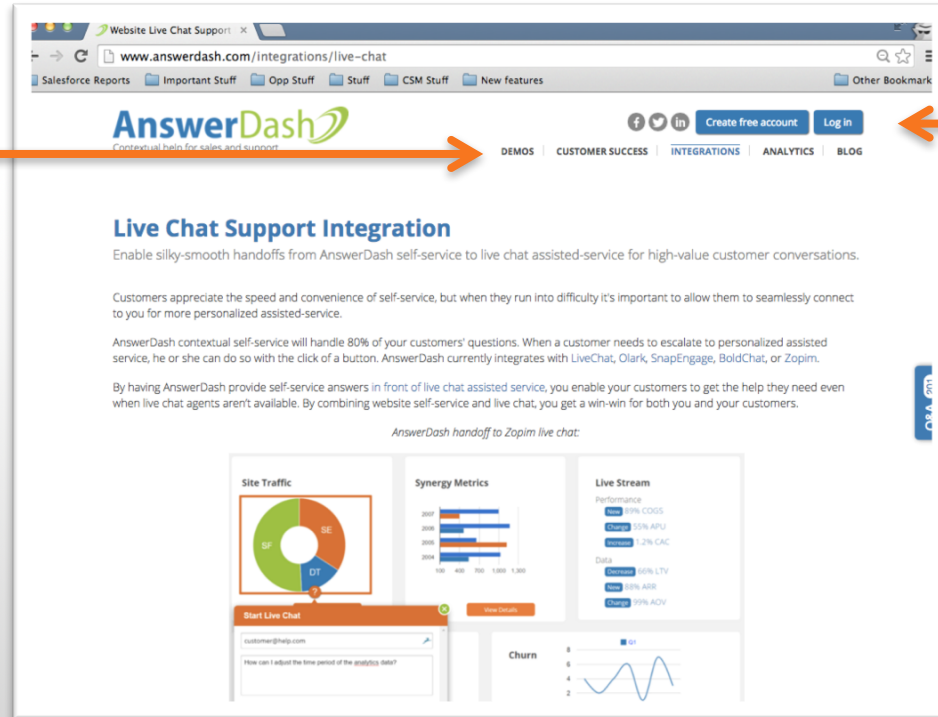
AnswerDash handoff to Zopim live chat:

Metric	Value
Site Traffic	100%
Synergy Metrics	100%
Live Stream	100%

External links to outside resources

Are they offering a **good user experience**?

Clear navigation



Clear next steps

Did they pick **the right keyword**?

Addressing a common topic their buyer persona might want to learn about

Mimicking the language of their buyer persona

Focusing on a long-tail keyword

Using natural language and variations of the keyword



Have they **optimized the page** around the keyword?

Page title

URL

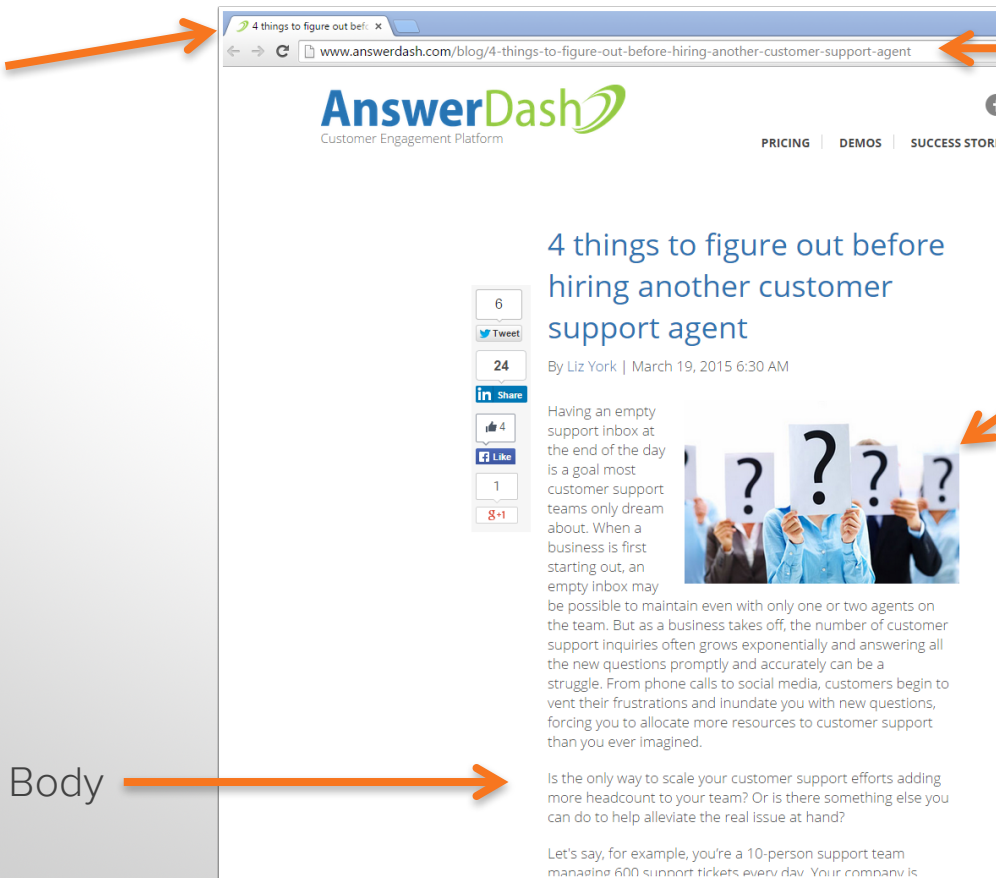


Image alt-text

Body

Are they **linking to other sources**?

Internal link to
another blog post

3. Can you improve the user experience on your website or web app?

If you notice the bulk of your questions relate to a certain page or section of your website, such as your billing page, [improve the experience](#) on that page. Think of your support tickets as customer feedback. How can you improve the experience so no future visitor would have to ask the same question again? Could you add more information or modify the existing content so that is more relevant and more helpful?

4. Could you help your customers better help themselves through website self-service?

Customers can usually find answers to questions for themselves when self-service is implemented well and is relevant to your customers' questions. A bonus: It is also very, very cheap! [Forrester estimates](#) on average, a customer service phone call costs a company \$12 and up, a live chat costs \$5, an email costs \$2.50, but customer self-service only costs \$0.10 per incident. Website self-service can resolve a large percentage of the common questions your customers have without taking any time from your support team.

External link to an
outside resource

Are they **promoting** their content?

Social sharing
buttons

AnswerDash
Customer Engagement Platform

PRICING | DEMOS | SUCCESS STORIES | **INTEGRATIONS** | ANALYTICS | BLOG

4 things to figure out before hiring another customer support agent
By Liz York | March 19, 2015 6:30 AM

Having an empty support inbox at the end of the day is a goal most customer support teams only dream about. When a business is first starting out, an empty inbox may be possible to maintain even with only one or two agents on the team. But as a business takes off, the number of customer support inquiries often grows exponentially and answering all the new questions promptly and accurately can be a struggle. From phone calls to social media, customers begin to vent their frustrations and inundate you with new questions, forcing you to allocate more resources to customer support than you ever imagined.

Is the only way to scale your customer support efforts adding more headcount to your team? Or is there something else you can do to help alleviate the real issue at hand?

Let's say, for example, you're a 10-person support team

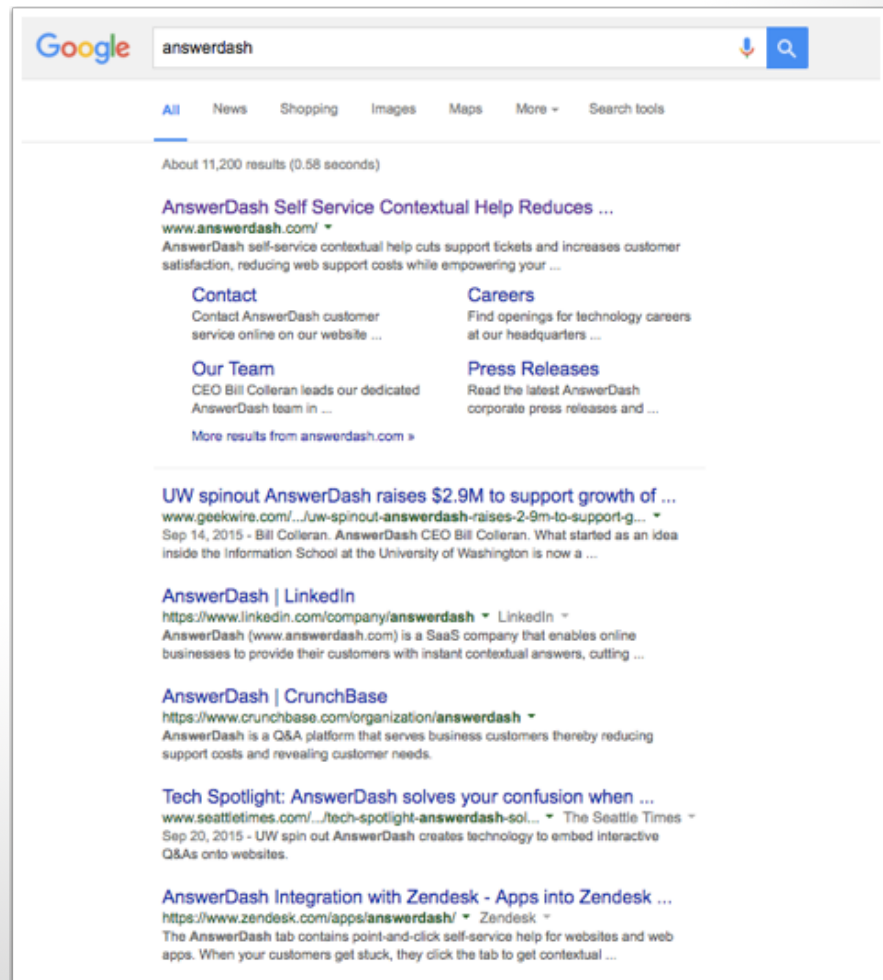
Recent Posts

- Customers want to get things done, not talk to you about it
- 4 things to figure out before hiring another customer support agent
- The problem with your knowledge base is not content, it's experience
- Why you should stop writing new help content for your knowledgebase—and what to do instead
- How PetHub reduced customer service escalations by 67 percent with AnswerDash self-service

Social following
buttons

Are they earning inbound links?

They have other websites linking to
them – looks like it!



THANK YOU.

