CLASS 02

Optimizing Your Website for Search Engines

Professor: Justin Champion

Inbound Certification

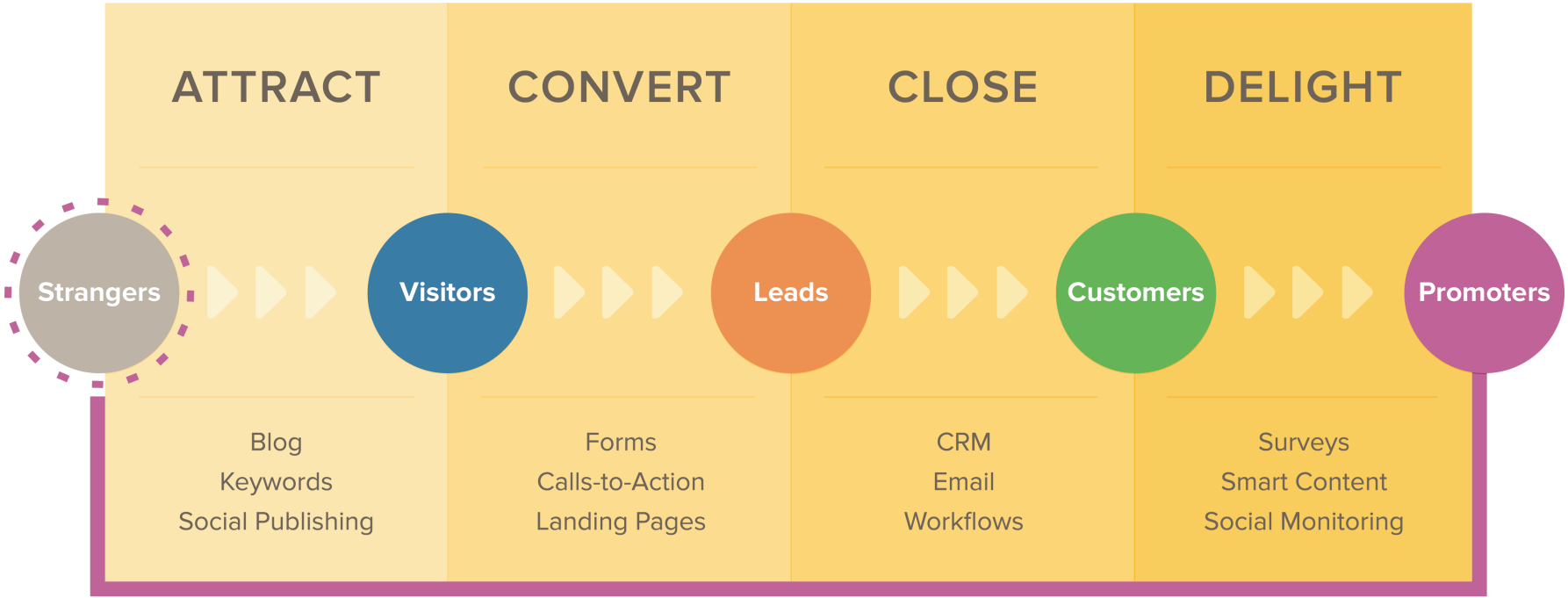
Brought to you by HubSpot Academy

1 WHAT IS SEARCH ENGINE OPTIMIZATION?

WHAT IS SEARCH ENGINE OPTIMIZATION (SEO)?

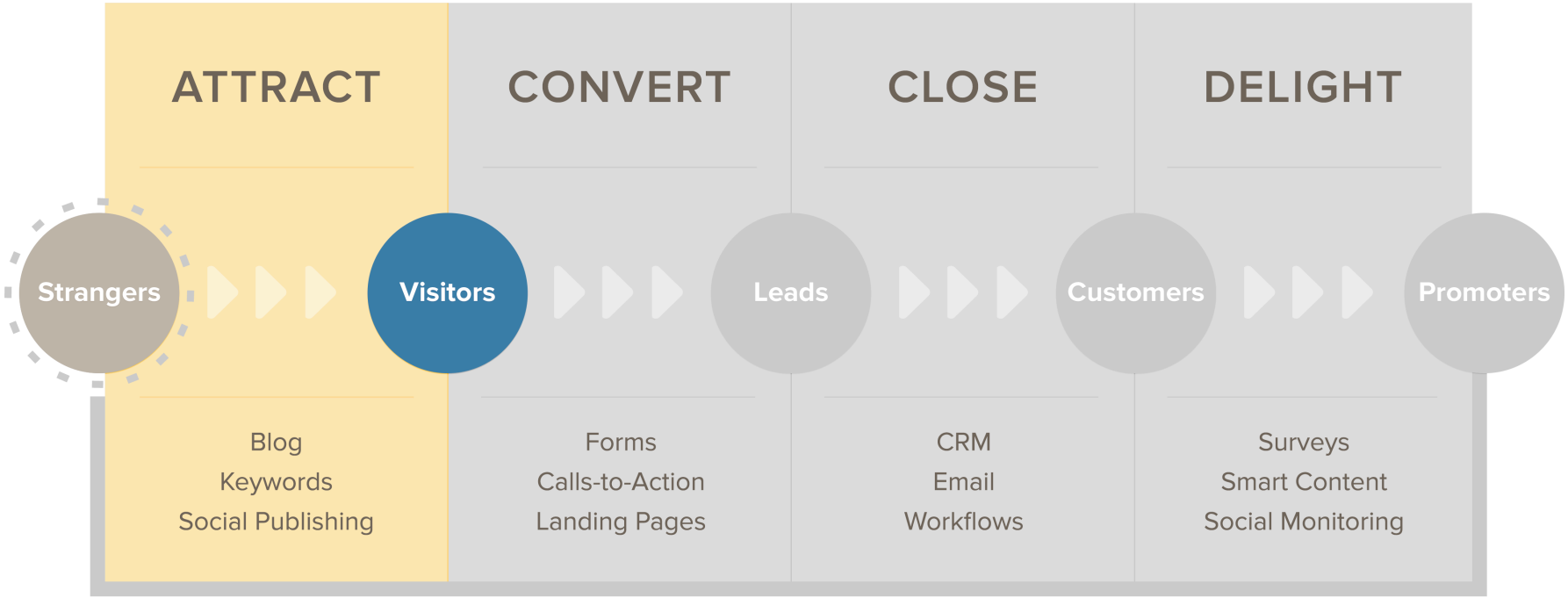
SEO is the process of improving your website so that it attracts more visitors from search engines.

Inbound Methodology



by HubSpot

Inbound Methodology

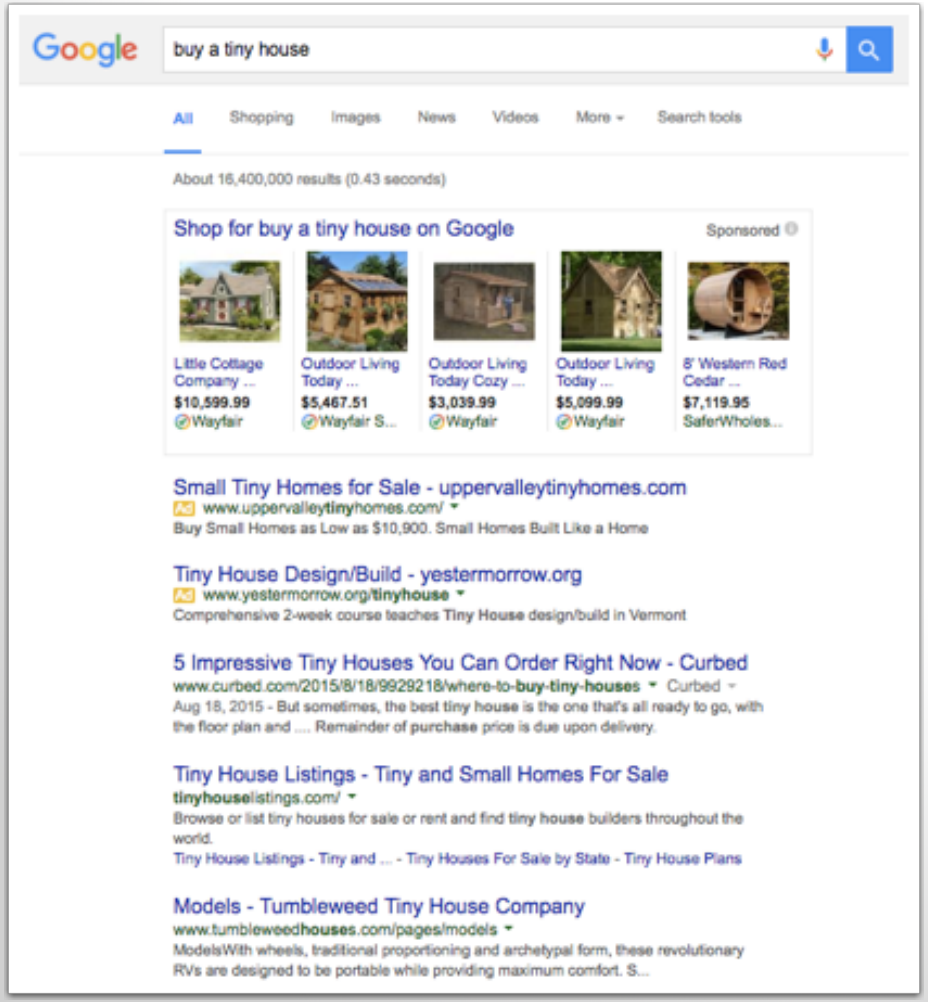


by HubSpot

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.



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

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

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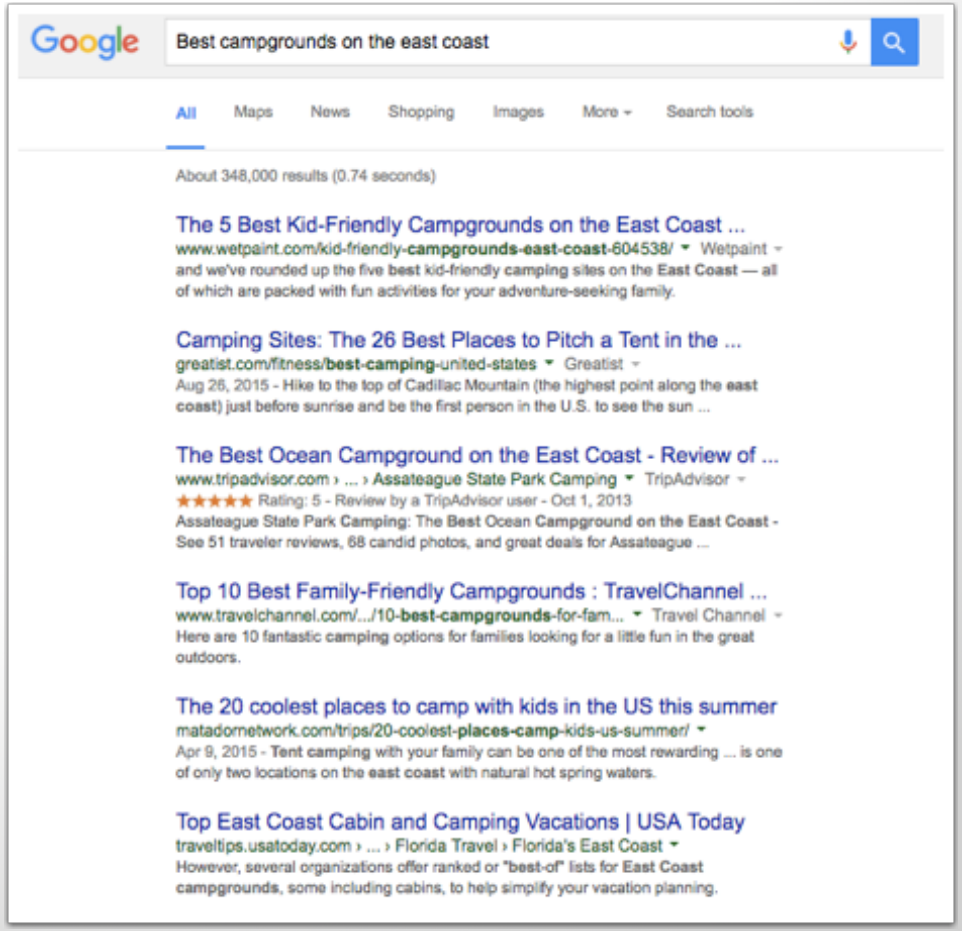
Keywords are the **words typed into search engines.**

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?**

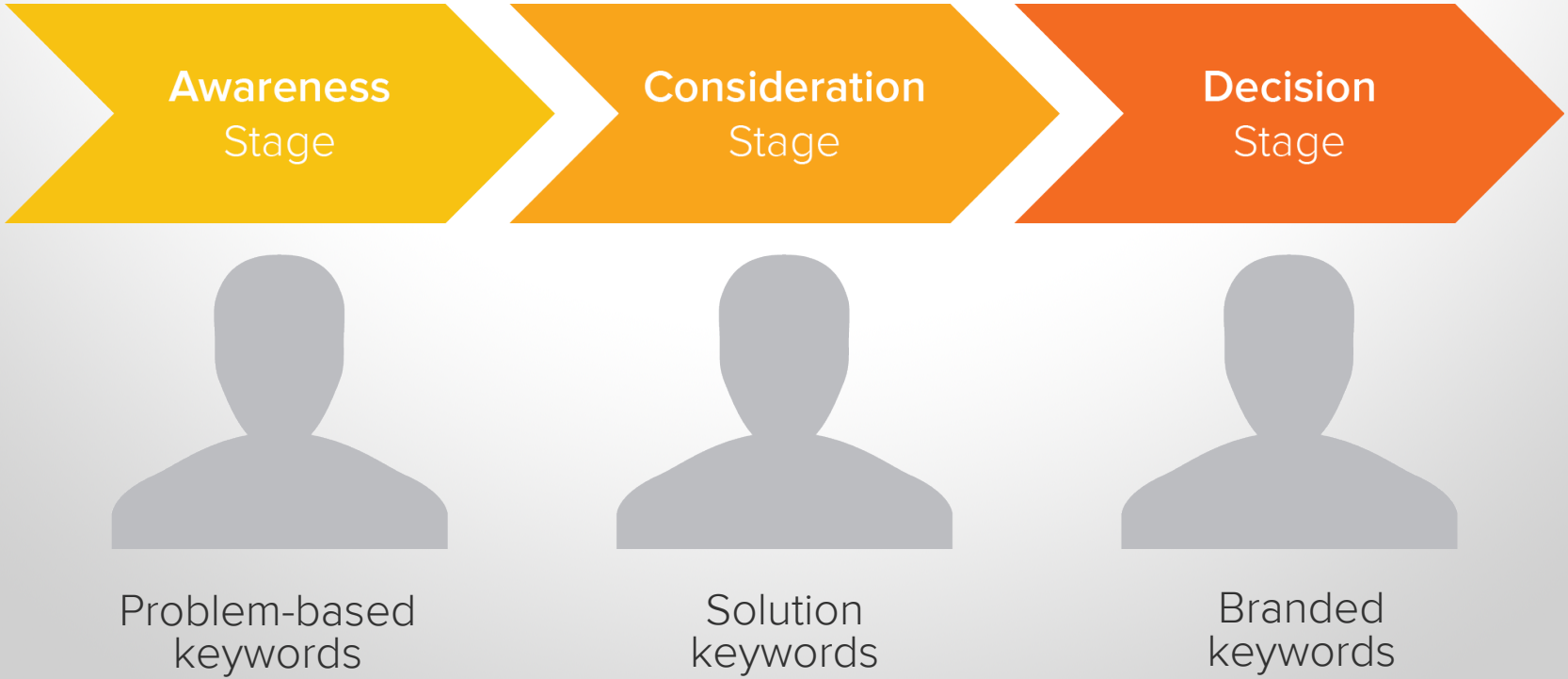
“Waterproof smart phone cases”

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.



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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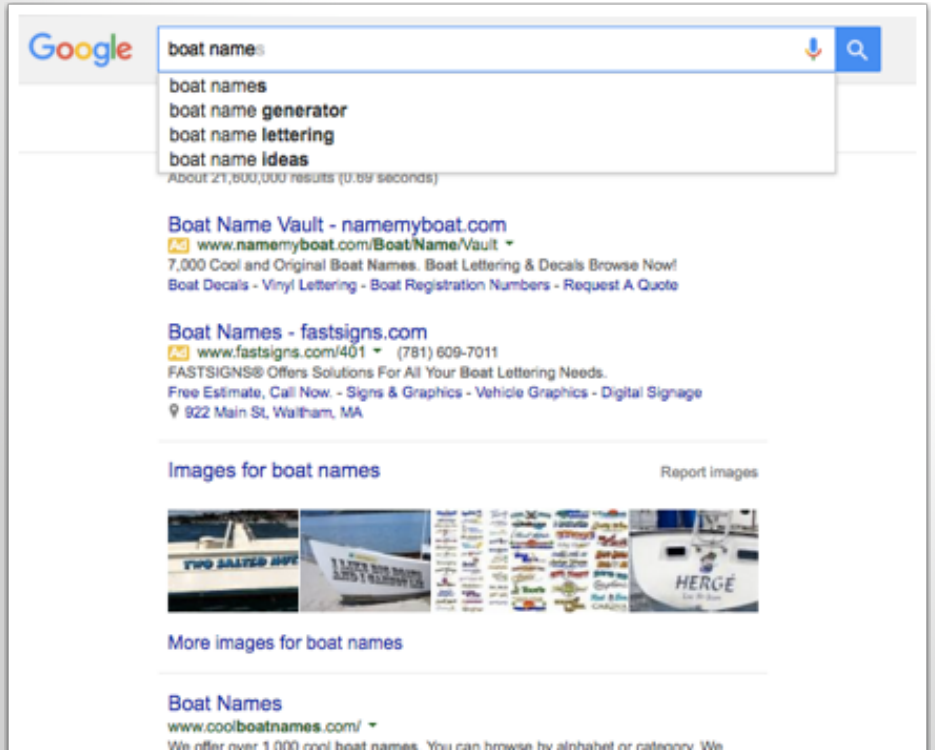
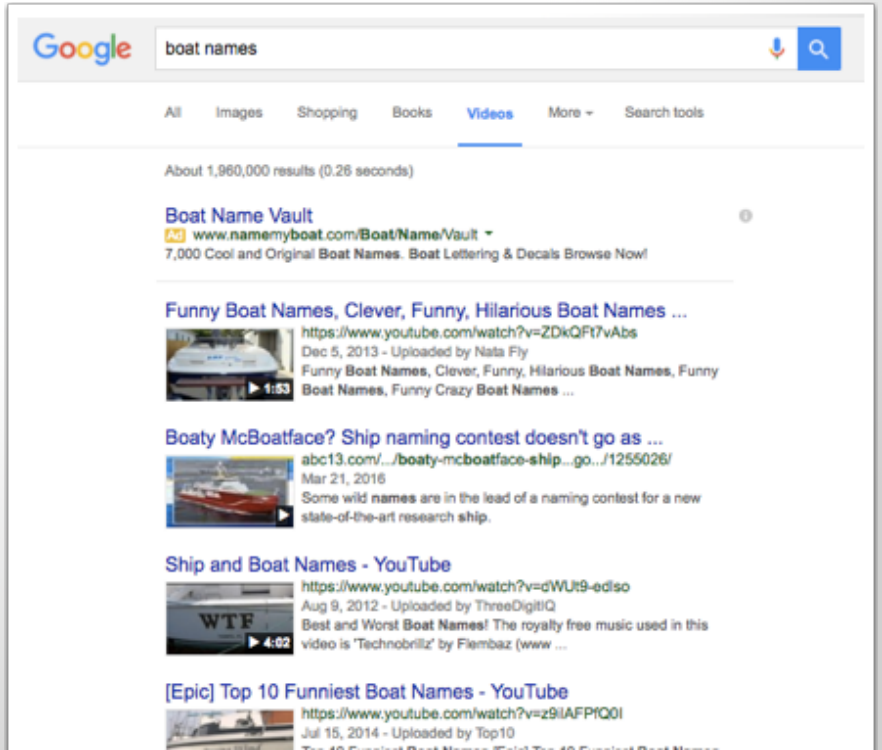
2. Expand that list by searching the web for alternatives.

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.





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3. Determine which keywords people are using to find your site.
4. Decide which keywords you have the best opportunity to rank for.

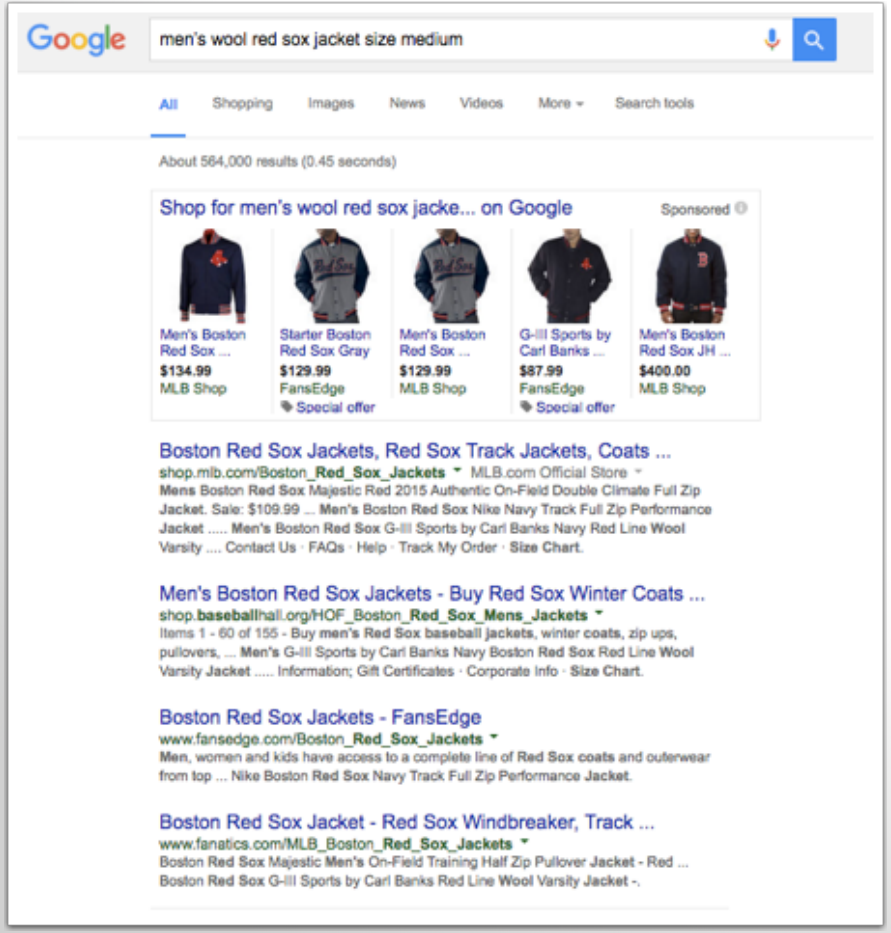
“jackets” is a

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



“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.

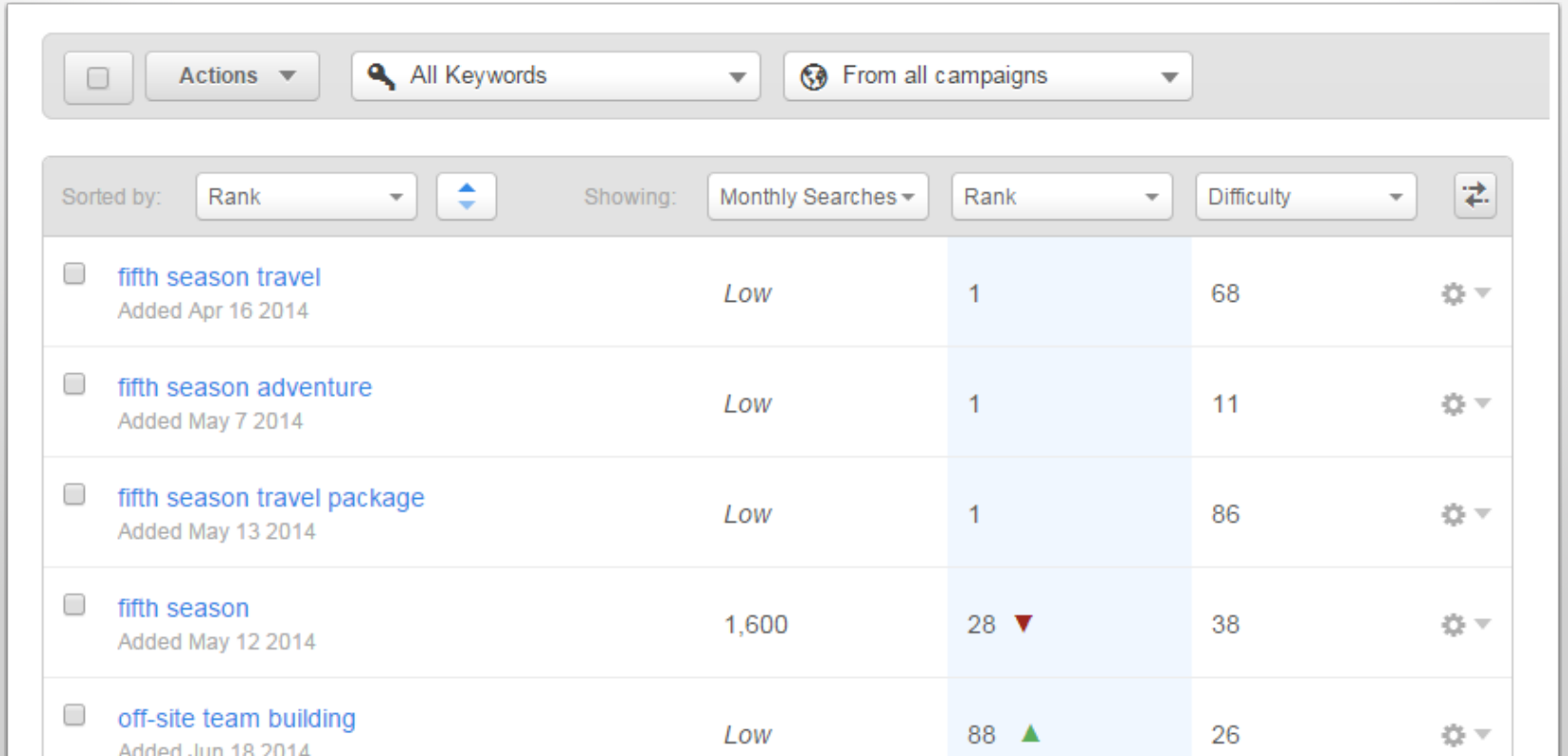
WHY OPTIMIZE FOR LONG-TAIL KEYWORDS?

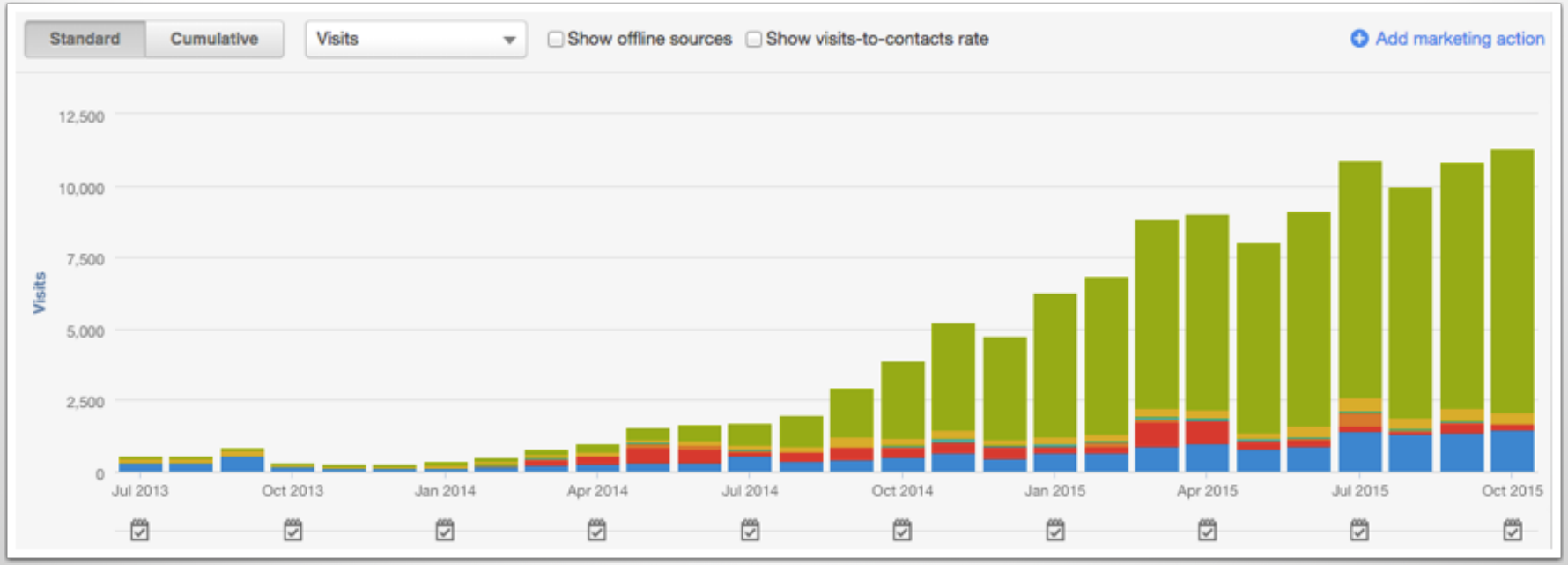
- The best way to rank for a primary term is to be specific and make it a long-tail keyword.

- 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.





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

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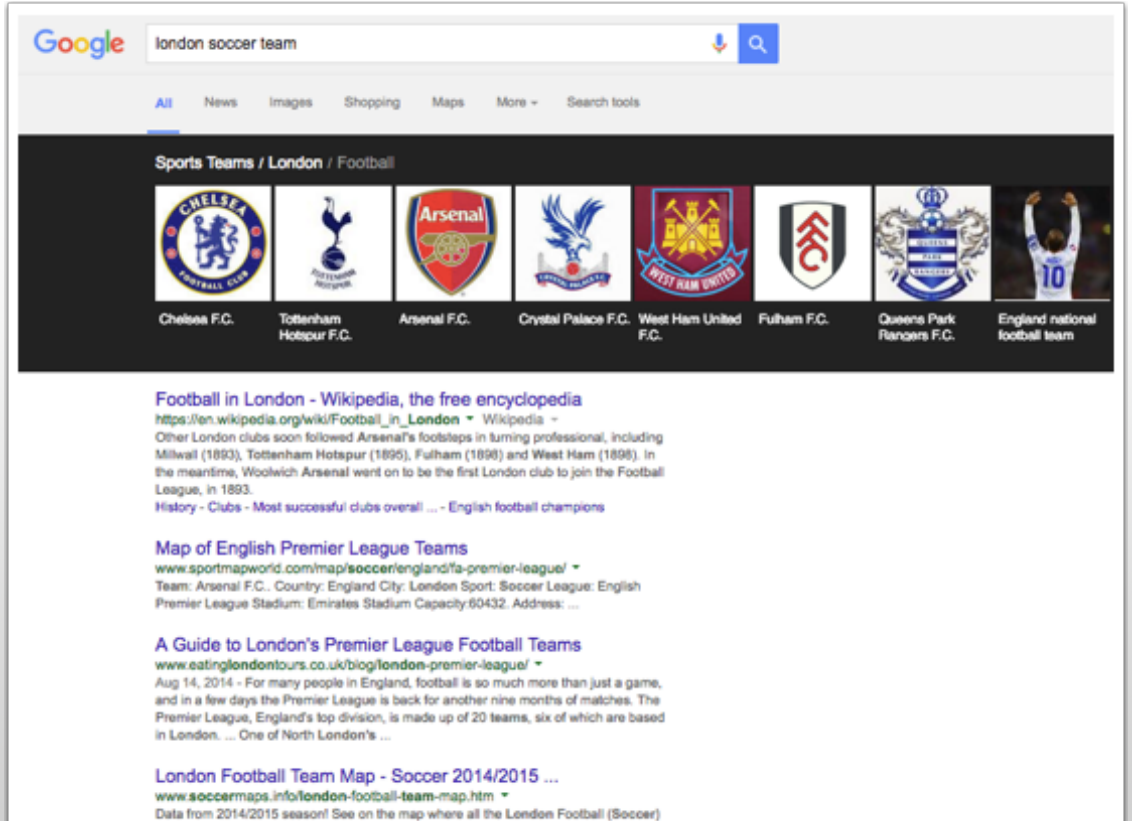
Search engines are getting **smarter and smarter.**

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



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HOW TO OPTIMIZE A PAGE

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

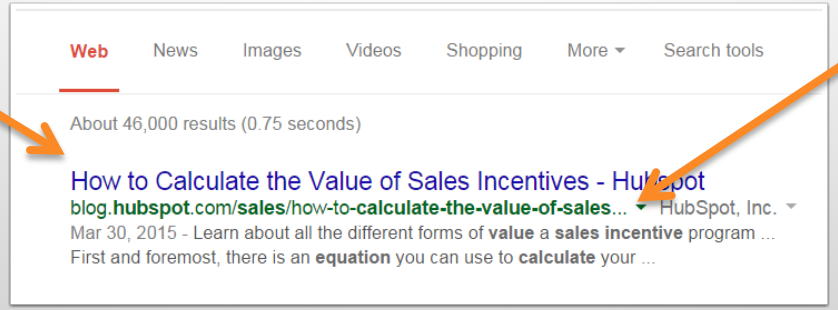
If editing a live page, set up a 301 Redirect that will direct the old URL to the new one, sending people seamlessly to the right page.

Is it in the page title?

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

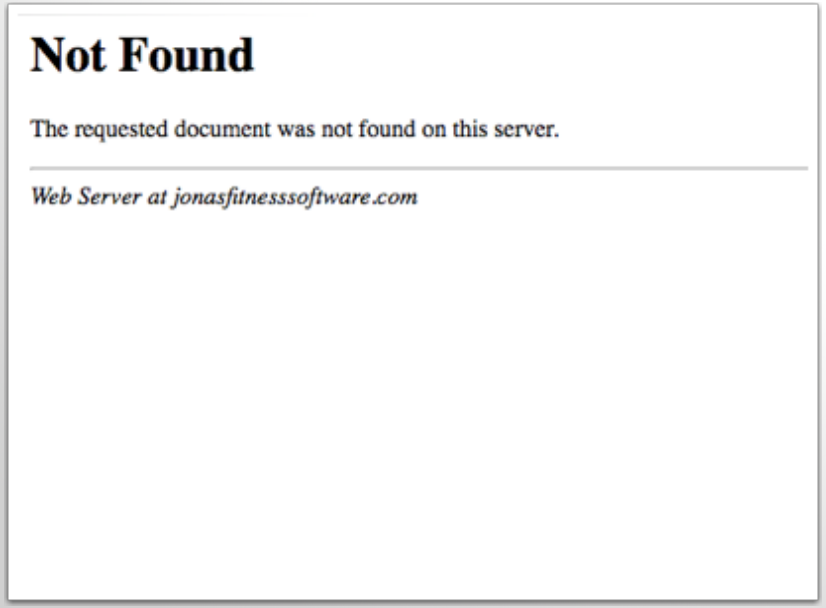
Is it in the URL?

(mybusiness.com/long-tail-keyword)



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

Standard 404 error page (ew!)



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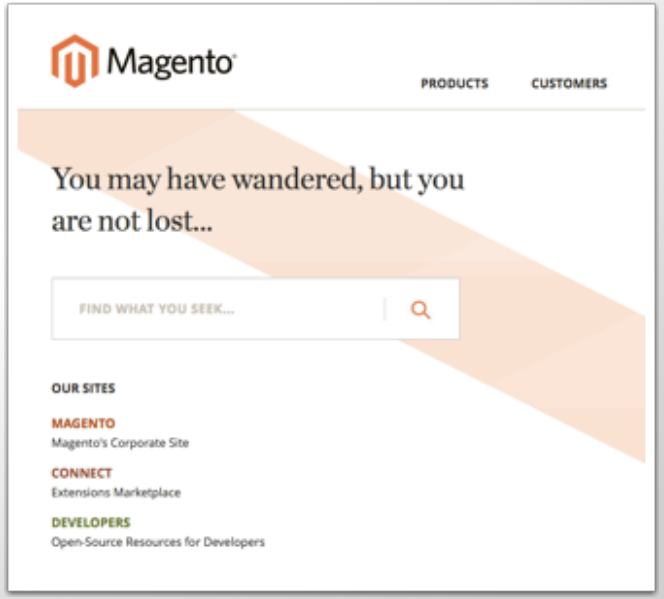
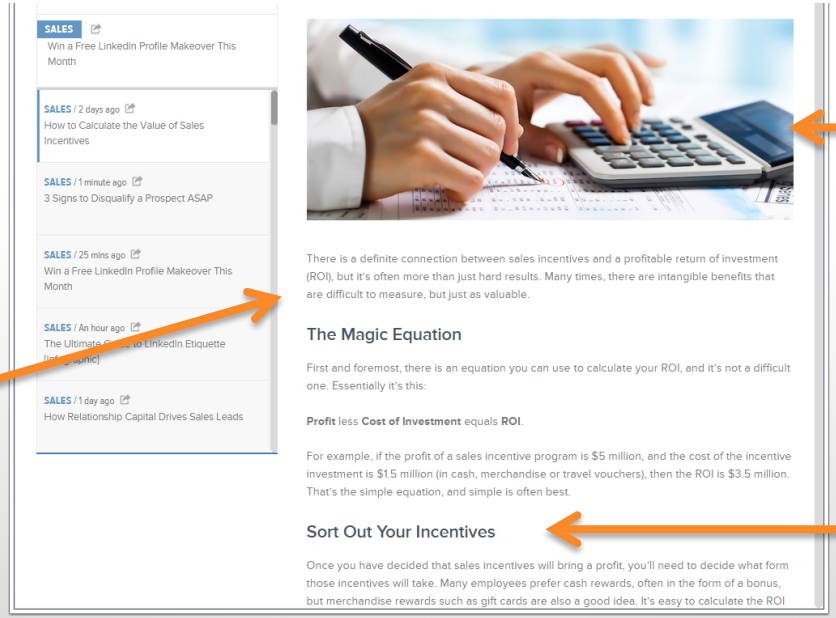
Custom 404 error page



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



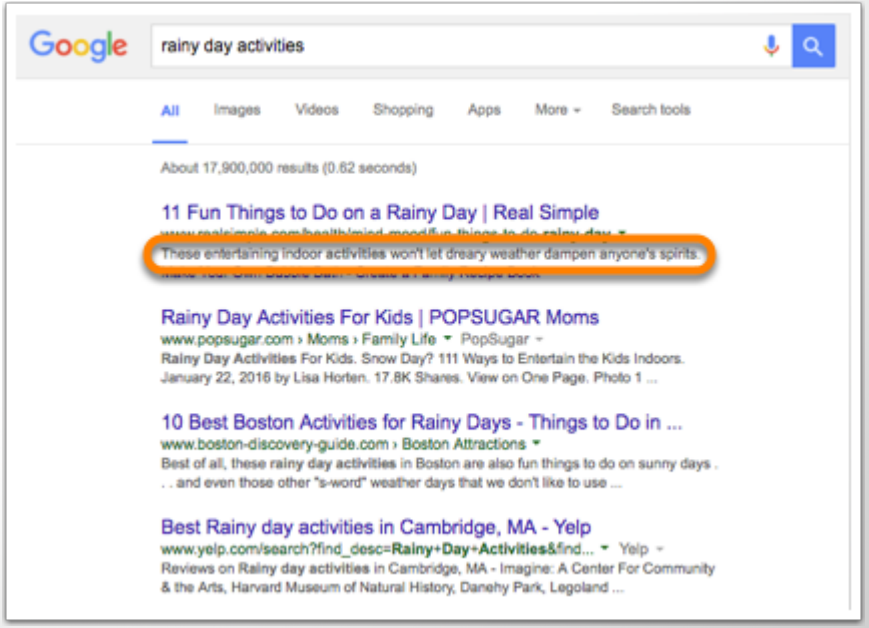
Is it used naturally in the body?

Is it in the image alt-text?

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
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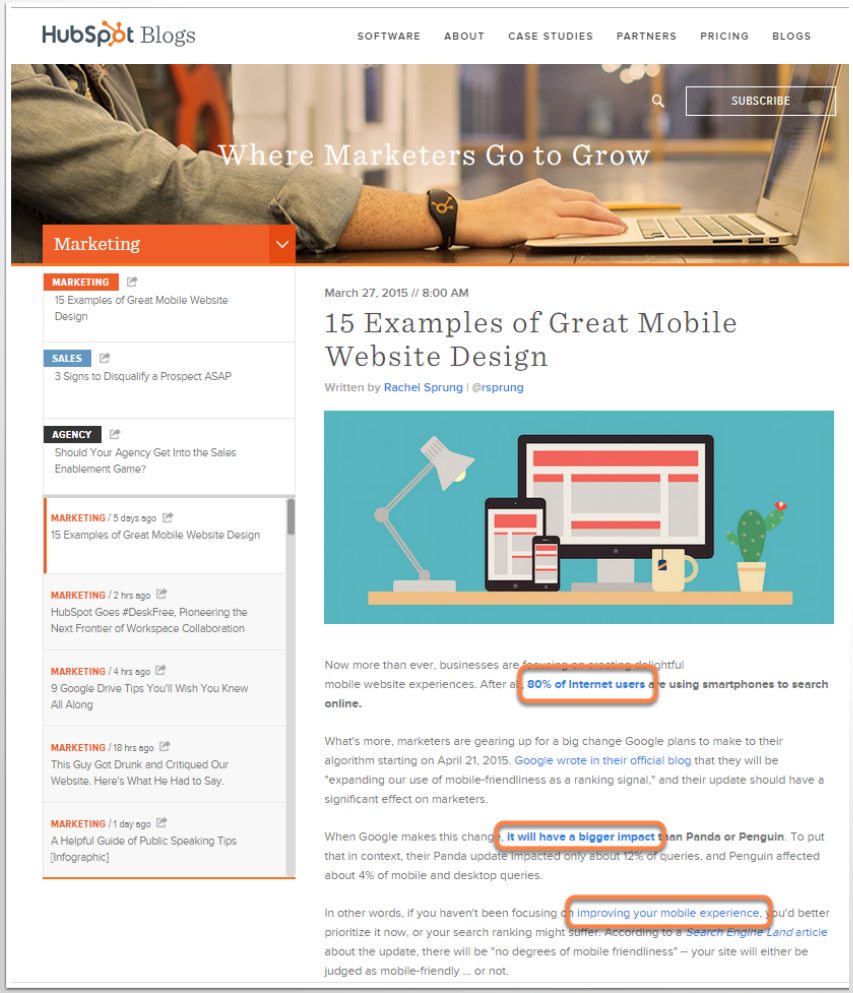

Include relevant internal and external links within the content.

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

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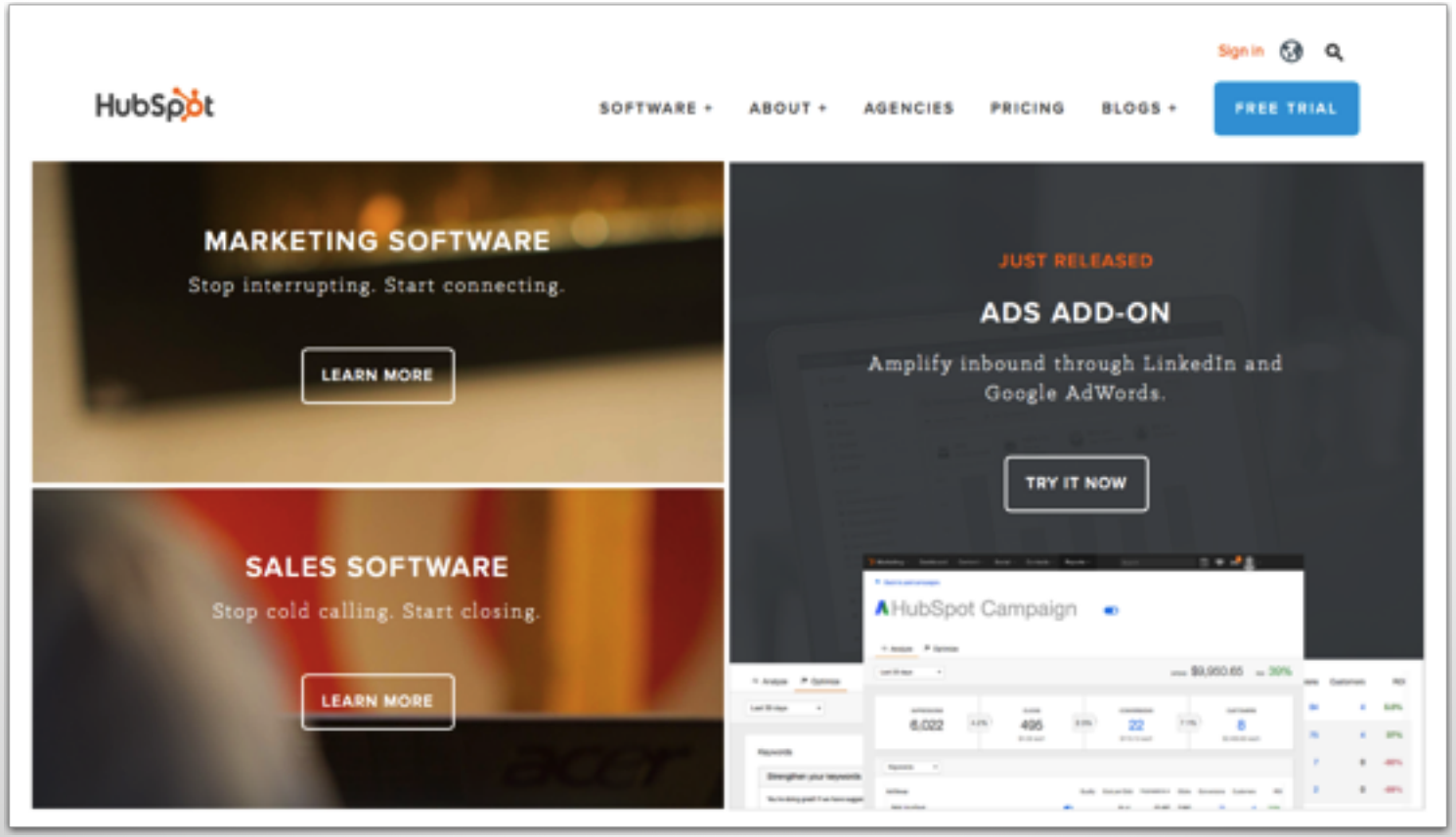

Promote a **good user experience.**

Make sure your website is intuitive and easy to browse.

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80%

of internet users own a smartphone.

SOURCE: GLOBALWEBINDEX, Q3 2014

Optimize your website for **mobile.**

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

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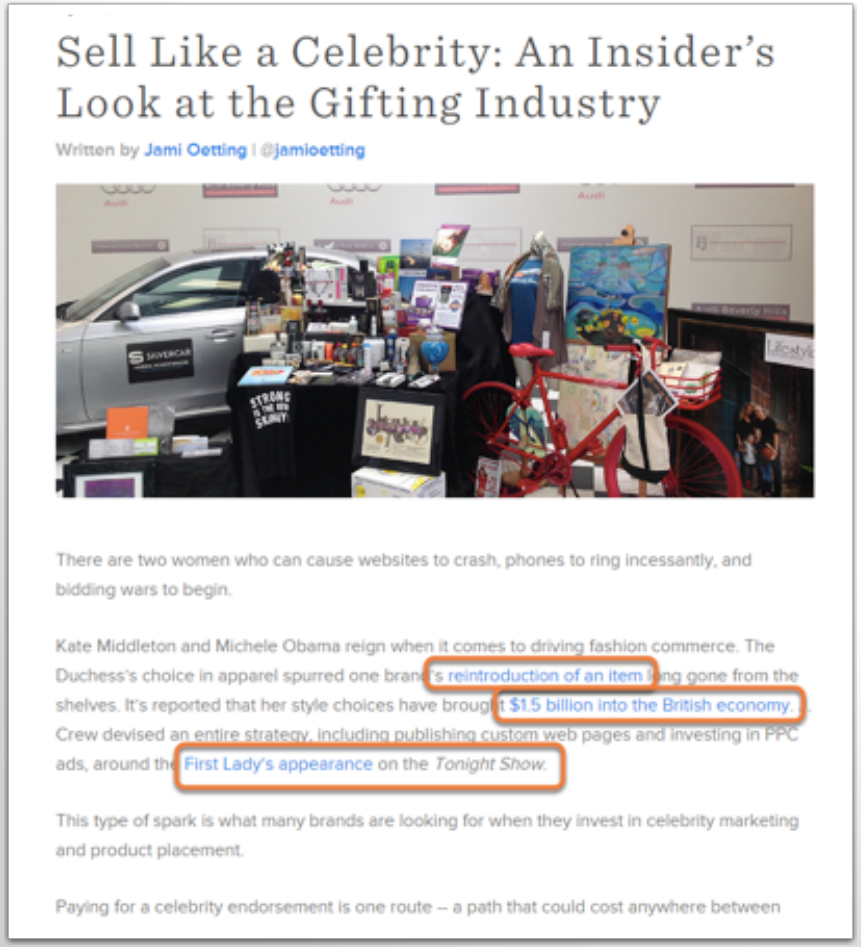


Search engines follow links between pages to **see how they're related to each other.**

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

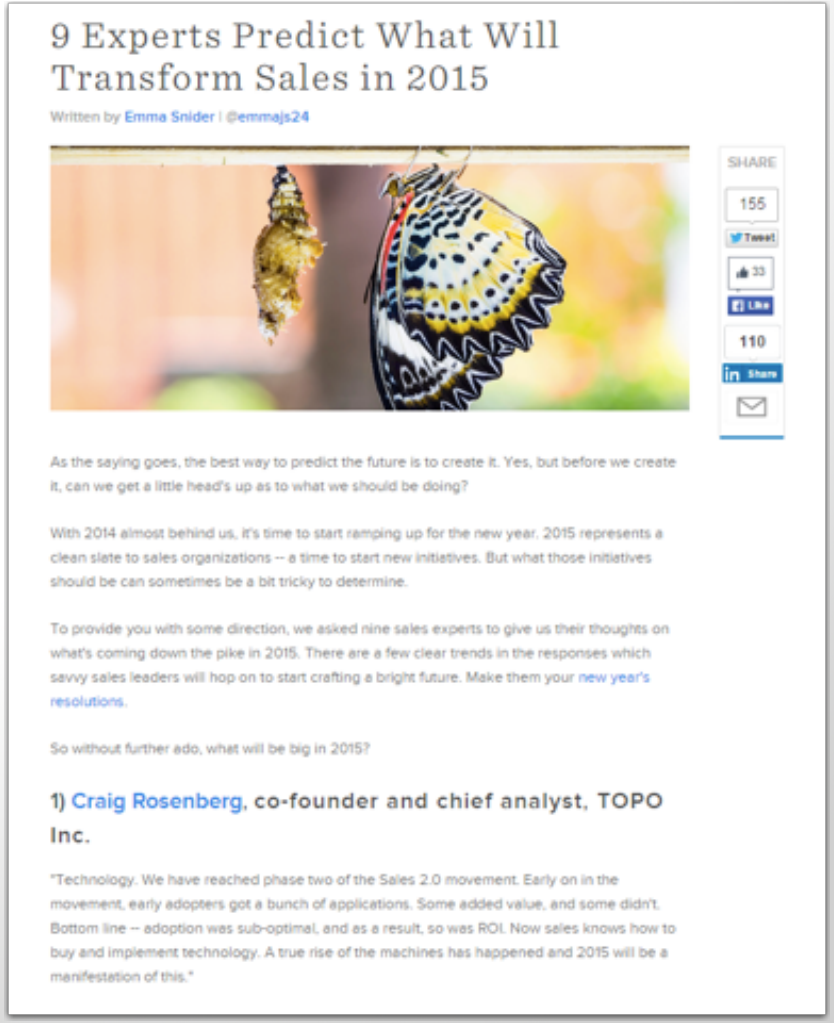
Not all links are created equal.

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.

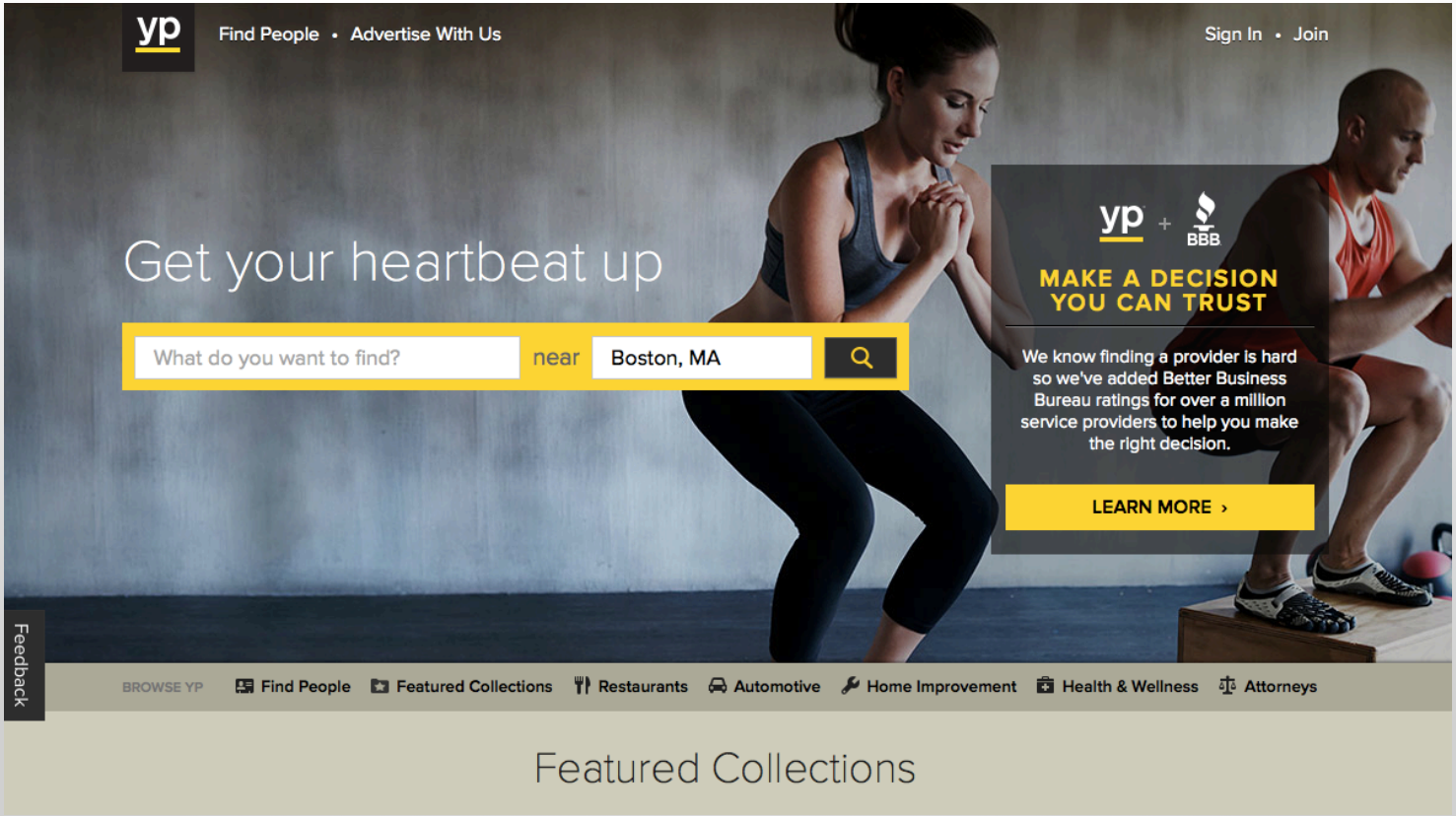
"Technology. We have reached phase two of the Sales 2.0 movement. Early on in the movement, early adopters got a bunch of applications. Some added value, and some didn't. Bottom line -- adoption was sub-optimal, and as a result, so was ROI. Now sales knows how to buy and implement technology. A true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

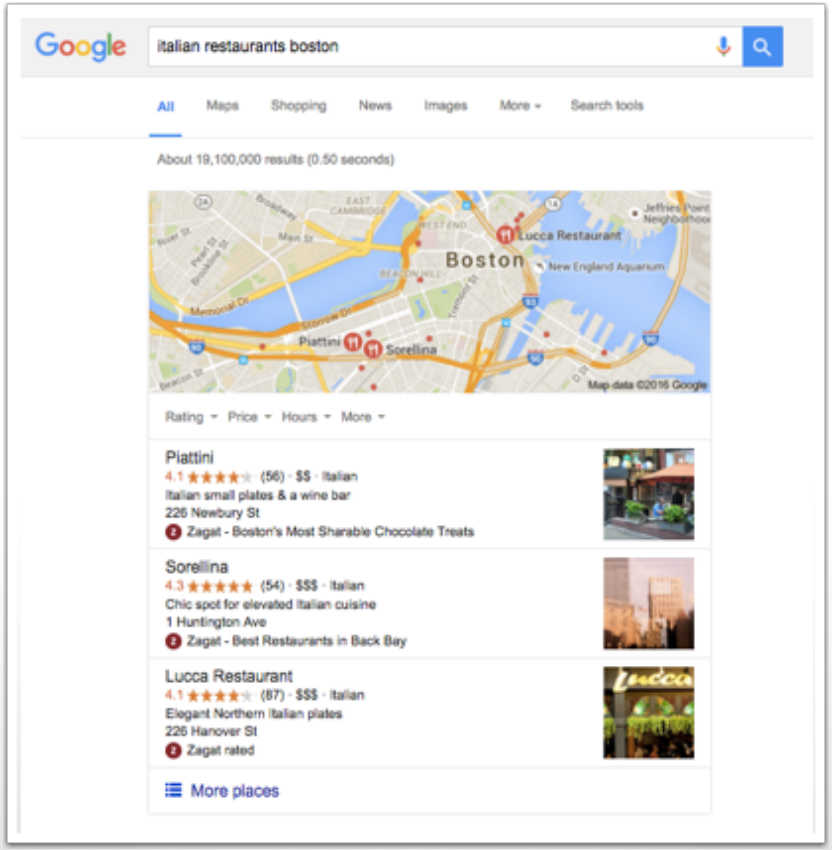
CREATE CONTENT WITH INPUT FROM INDUSTRY THOUGHT LEADERS

- 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.





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?

AnswerDash
Customer Engagement Platform

Create free account | Log in

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

Never lose a customer to an unanswered question again.

Q&A 131

60%

increase in monthly leads in the first two months.

SOURCE: HUBSPOT CASE STUDY

55%

increase in social media traffic in the first two months.

SOURCE: HUBSPOT CASE STUDY

10%

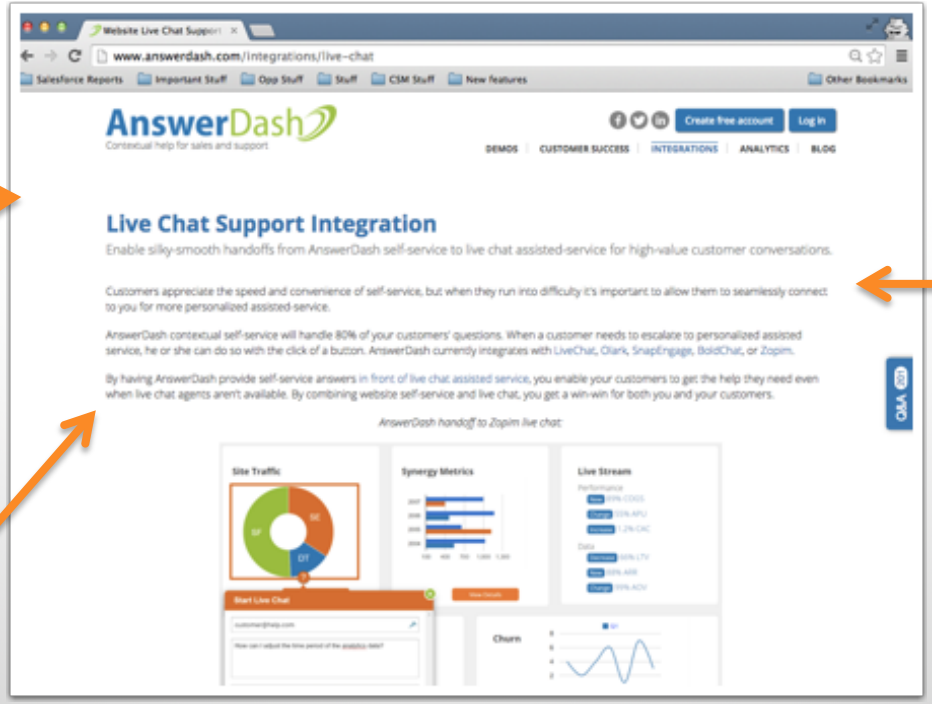
increase in website traffic in the first two months.

SOURCE: HUBSPOT CASE STUDY

Did they pick **the right keyword?**

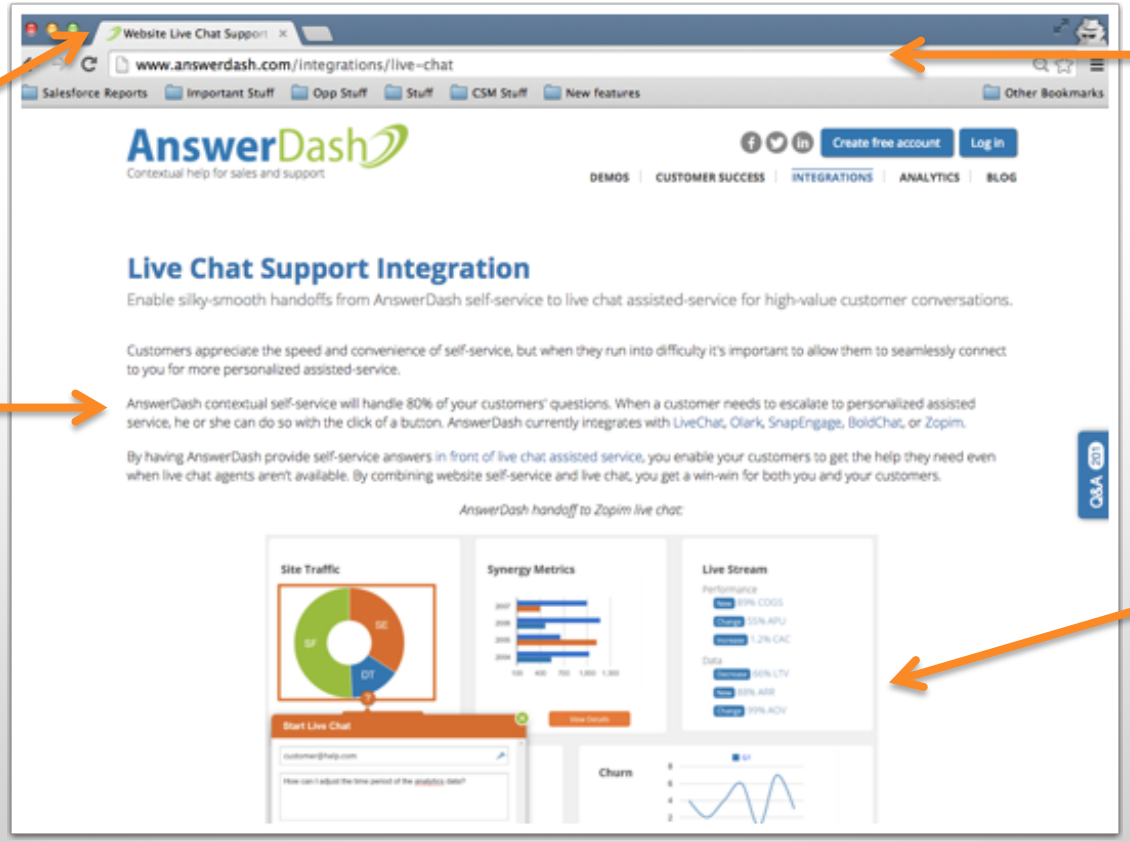
Addressing a topic their buyer persona wants to learn about

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

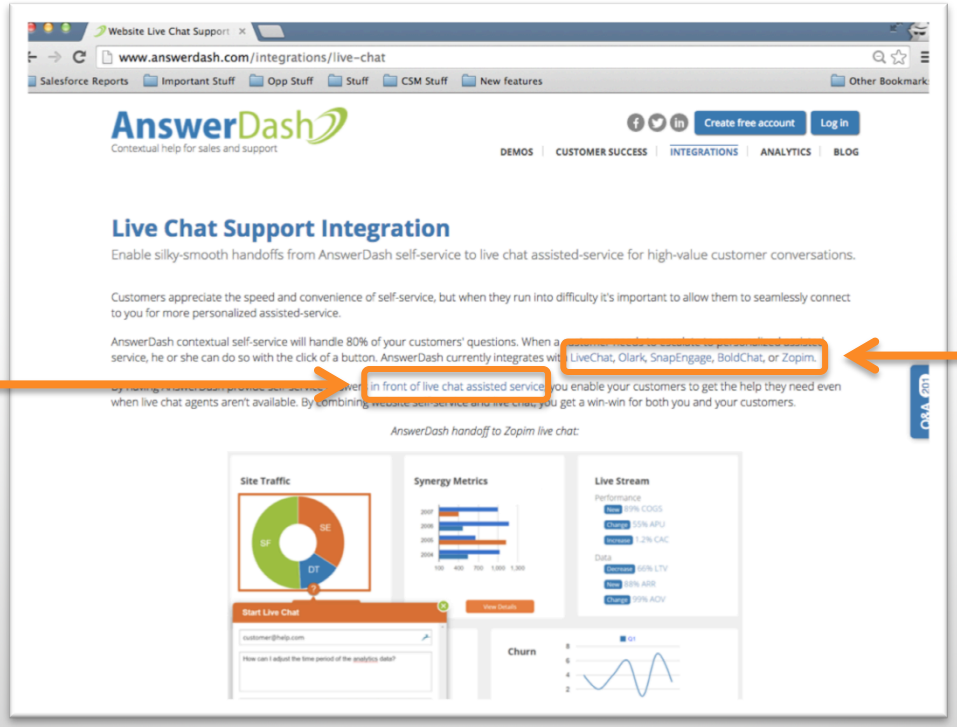
URL

Body

Image alt-text

Are they **linking to other sources?**

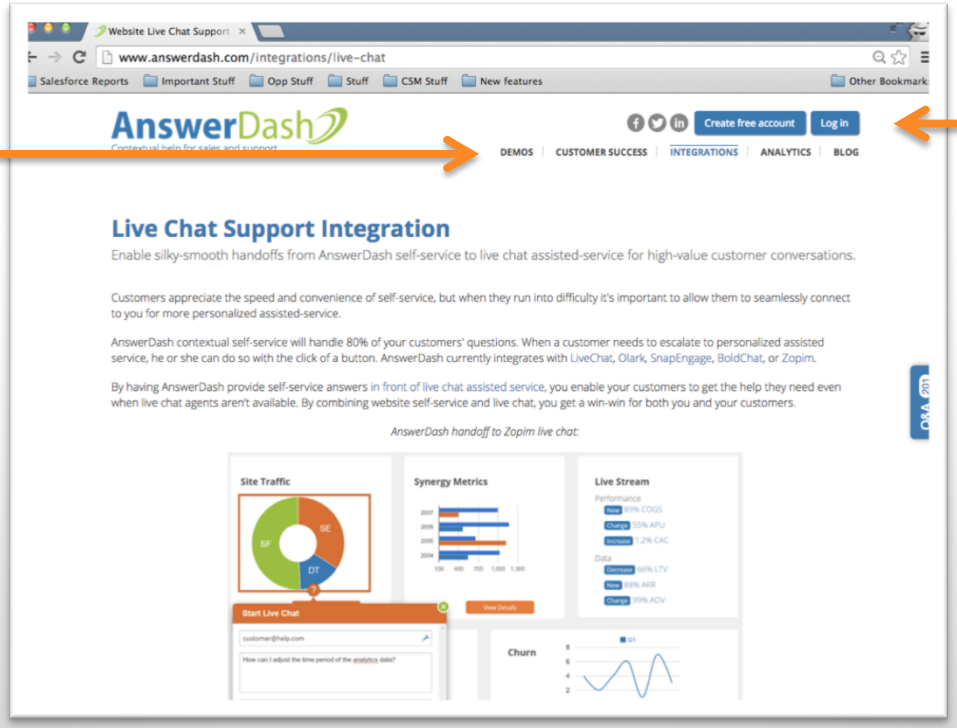
Internal link to another page



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

Using natural language and variations of the keyword

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 managing 600 support tickets every day. Your company is mentioned in a hot news article that causes a spike in your web traffic and interest in your product. In one week, you see a drastic jump to 900 support tickets. You'd be asking your team to support a 50% increase in support ticket volume in the same amount of time. Your team would have to work at a much faster rate or dedicate many more hours per week to get the job done. As a backlog of support tickets piles up, you're faced with more work than your team can keep up with and everyone is exhausted.

Mimicking the language of their buyer persona

Focusing on a long-tail keyword

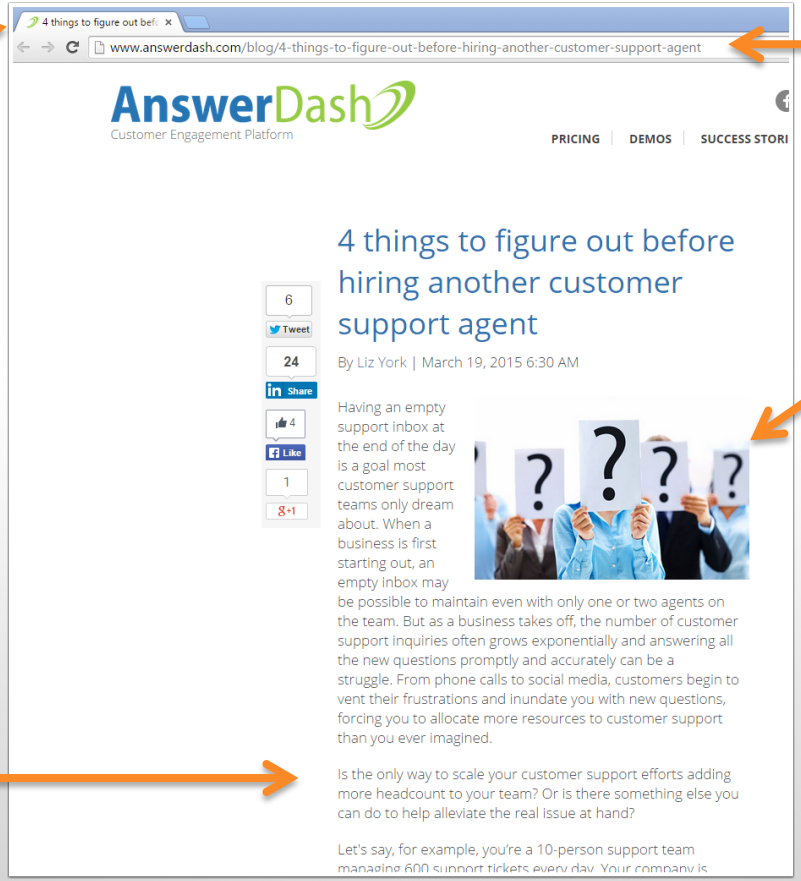
Have they **optimized the page** around the keyword?

Page title

URL

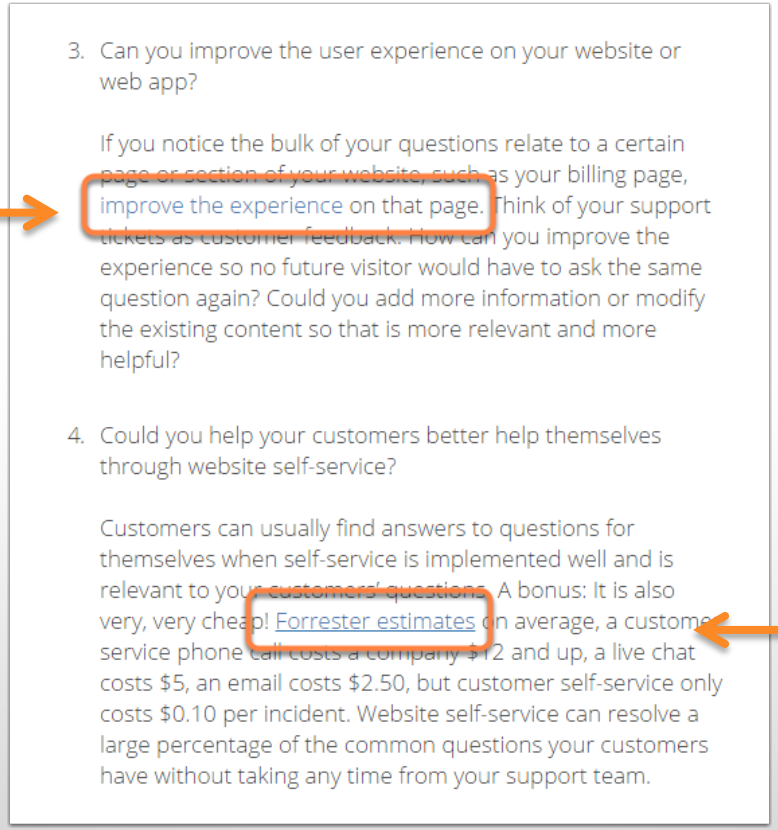
Image alt-text

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?

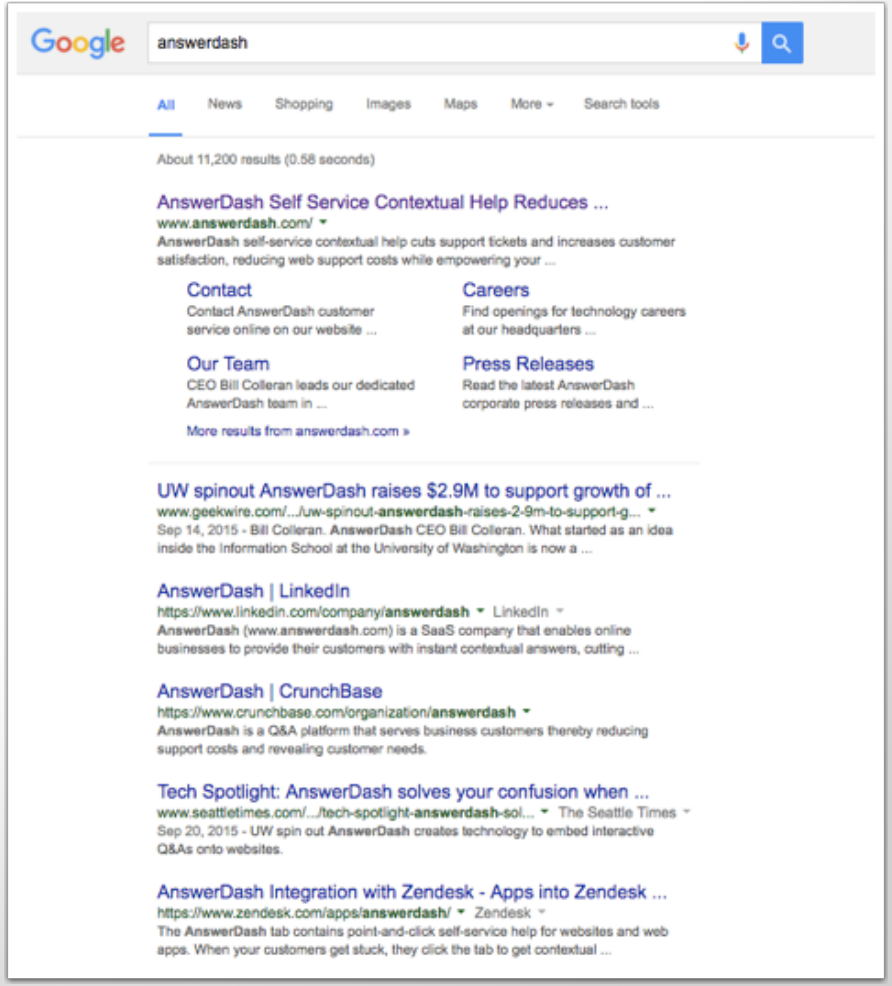
Social following buttons

Social sharing buttons

Are they

earning inbound links?

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



THANK YOU.

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