



CLASS 02

Optimizing Your Website for Search Engines

Professor: Justin Champion

Inbound Certification
Brought to you by HubSpot Academy

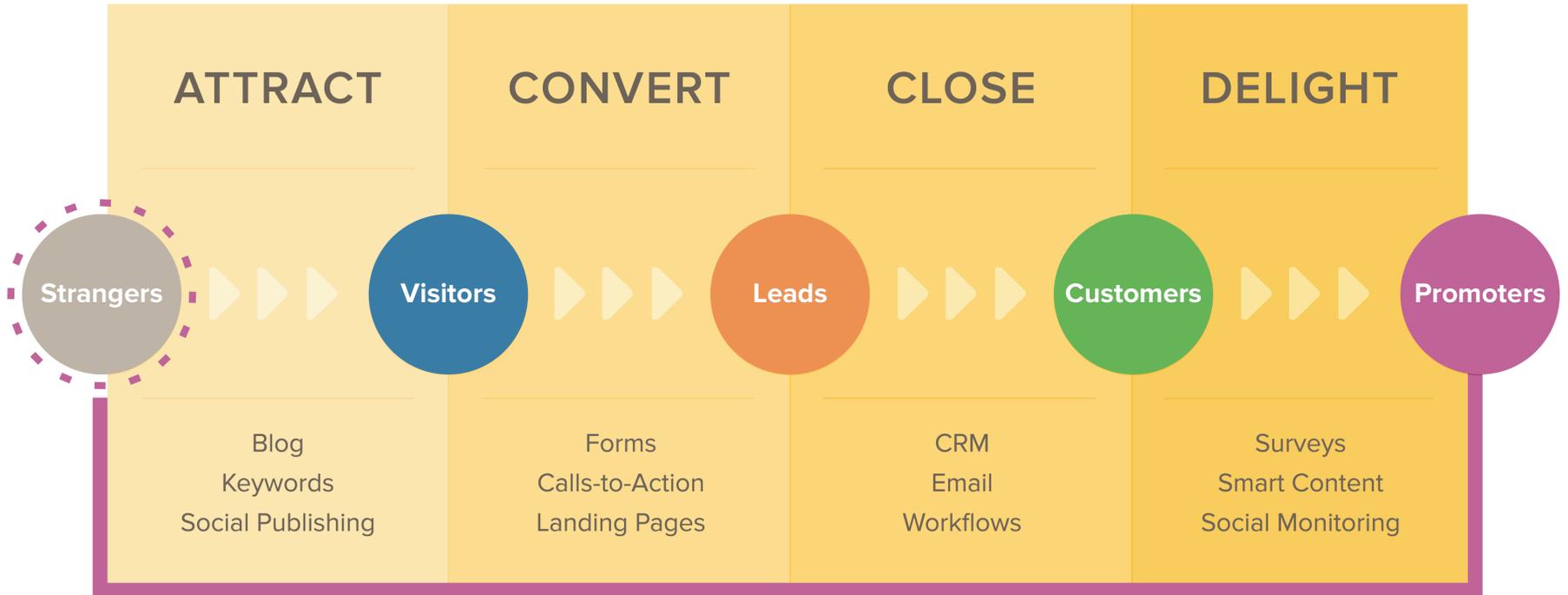
The background of the slide is a dark blue-grey color with a repeating pattern of small, light-colored lightbulb icons. The icons are arranged in a grid-like fashion, with some appearing slightly more prominent than others.

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.





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...

Small Tiny Homes for Sale - uppervalleytinyhomes.com

www.uppervalleytinyhomes.com/

Buy Small Homes as Low as \$10,900. Small Homes Built Like a Home

Tiny House Design/Build - yestermorrow.org

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

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.

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

Your goal is to be in the
top organic results.

2 SEO STRATEGY AND BEST PRACTICES.

SEO STRATEGY

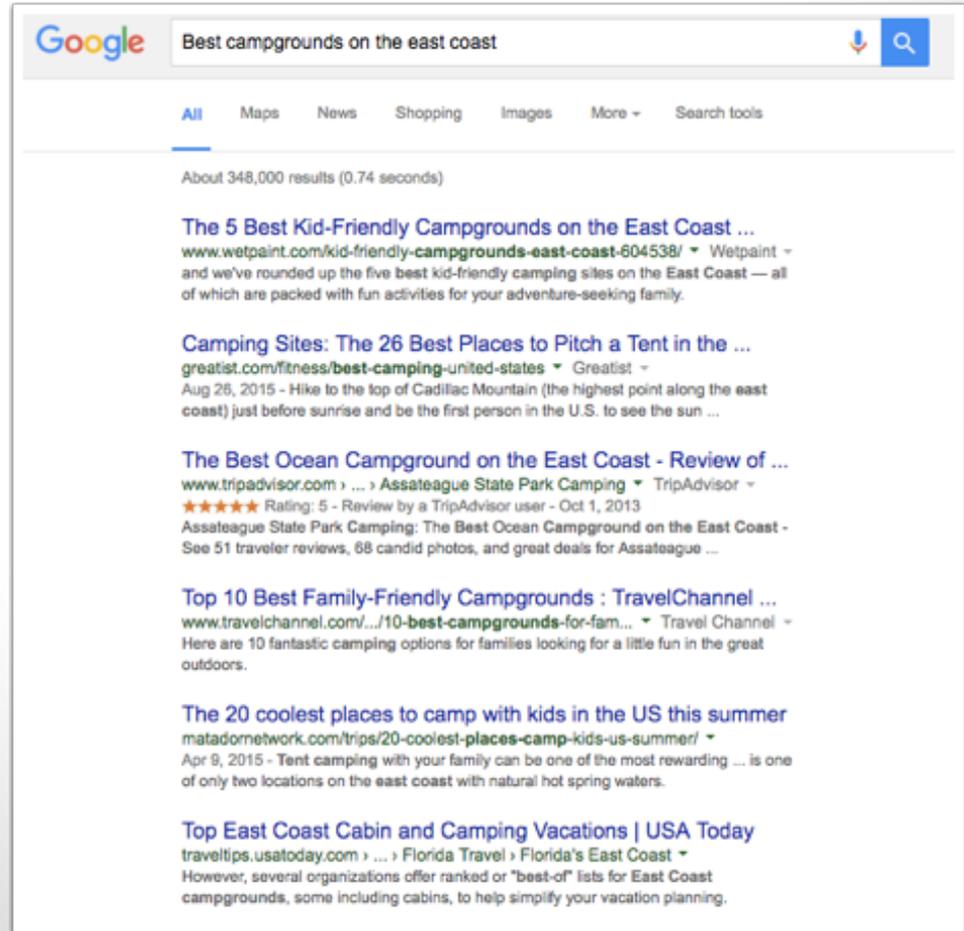
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- Create content around your keywords
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SEO STRATEGY

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

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



The screenshot shows a Google search results page for the query "Best campgrounds on the east coast". The search bar at the top contains the text "Best campgrounds on the east coast" and the Google logo is on the left. Below the search bar, there are navigation tabs for "All", "Maps", "News", "Shopping", "Images", "More", and "Search tools". The "All" tab is selected. Below the tabs, it says "About 348,000 results (0.74 seconds)". The search results are listed below, each with a blue title, a URL, and a short description. The results include:

- The 5 Best Kid-Friendly Campgrounds on the East Coast ...**
www.wetpaint.com/kid-friendly-campgrounds-east-coast-604538/ Wetpaint - and we've rounded up the five best kid-friendly camping sites on the East Coast — all of which are packed with fun activities for your adventure-seeking family.
- Camping Sites: The 26 Best Places to Pitch a Tent in the ...**
greatist.com/fitness/best-camping-united-states Greatist - Aug 26, 2015 - Hike to the top of Cadillac Mountain (the highest point along the east coast) just before sunrise and be the first person in the U.S. to see the sun ...
- The Best Ocean Campground on the East Coast - Review of ...**
www.tripadvisor.com > ... > Assateague State Park Camping TripAdvisor - ★★★★★ Rating: 5 - Review by a TripAdvisor user - Oct 1, 2013 Assateague State Park Camping: The Best Ocean Campground on the East Coast - See 51 traveler reviews, 68 candid photos, and great deals for Assateague ...
- Top 10 Best Family-Friendly Campgrounds : TravelChannel ...**
www.travelchannel.com/.../10-best-campgrounds-for-fam... Travel Channel - Here are 10 fantastic camping options for families looking for a little fun in the great outdoors.
- The 20 coolest places to camp with kids in the US this summer**
matadornetwork.com/trips/20-coolest-places-camp-kids-us-summer/ - Apr 9, 2015 - Tent camping with your family can be one of the most rewarding ... is one of only two locations on the east coast with natural hot spring waters.
- Top East Coast Cabin and Camping Vacations | USA Today**
traveltips.usatoday.com > ... > Florida Travel > Florida's East Coast - However, several organizations offer ranked or "best-of" lists for East Coast campgrounds, some including cabins, to help simplify your vacation planning.

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.



Problem-based
keywords



Solution
keywords



Branded
keywords



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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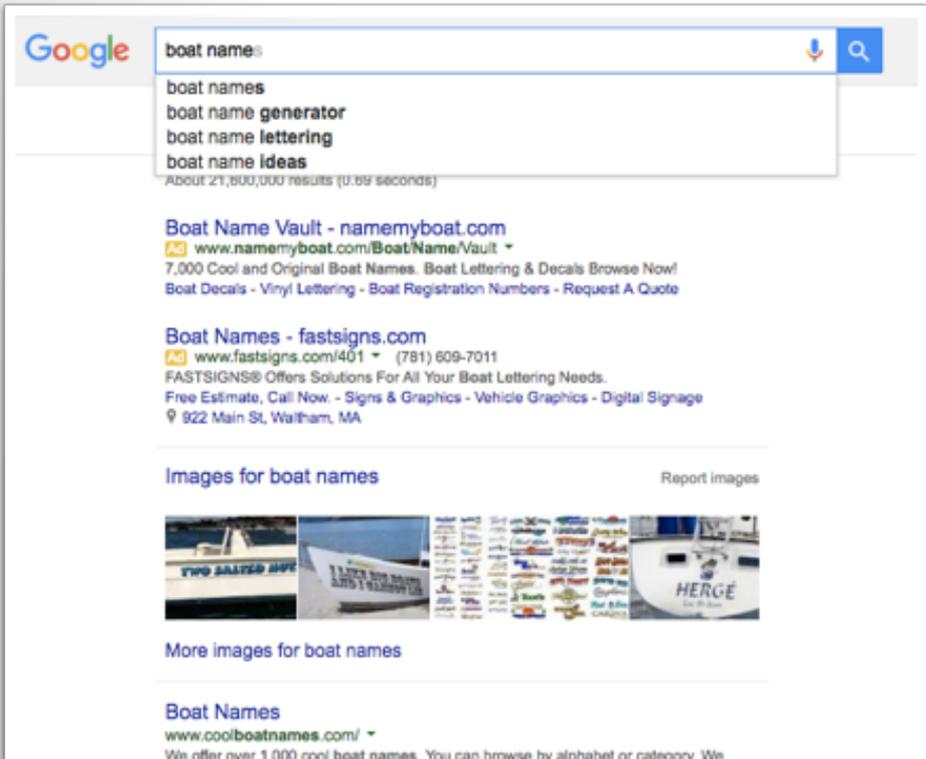
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HOW TO DO KEYWORD RESEARCH

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 boat names

boat names
boat name generator
boat name lettering
boat name ideas

ABOUT 21,600,000 results (0.69 seconds)

Boat Name Vault - namemyboat.com
Ad www.namemyboat.com/BoatName/Vault
7,000 Cool and Original Boat Names. Boat Lettering & Decals Browse Now!
Boat Decals - Vinyl Lettering - Boat Registration Numbers - Request A Quote

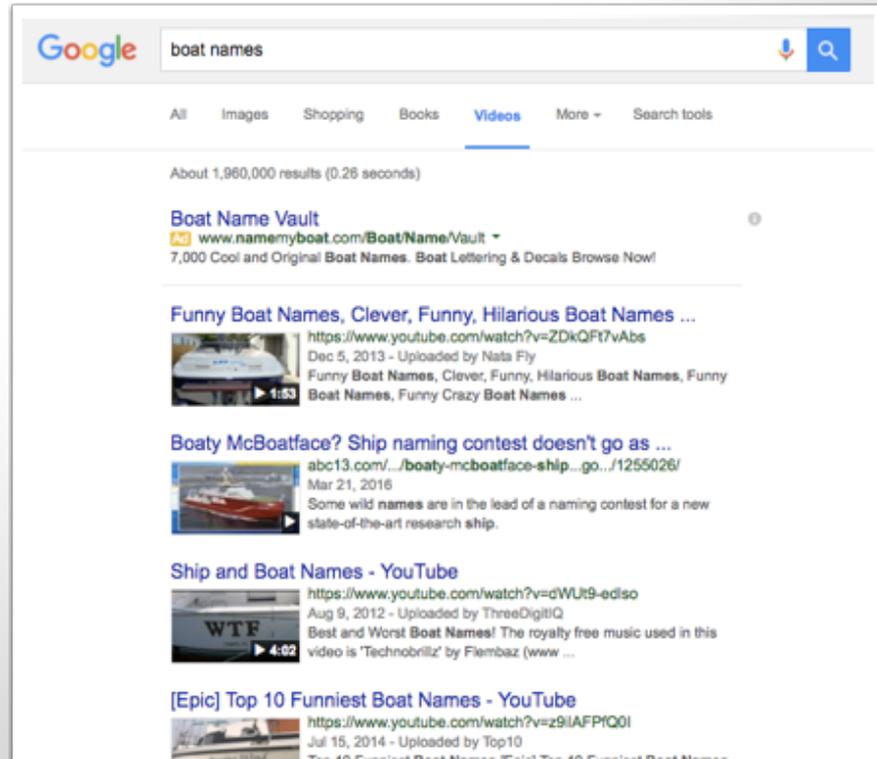
Boat Names - fastsigns.com
Ad www.fastsigns.com/401 (781) 609-7011
FASTSIGNS® Offers Solutions For All Your Boat Lettering Needs.
Free Estimate, Call Now. - Signs & Graphics - Vehicle Graphics - Digital Signage
922 Main St, Waltham, MA

Images for boat names [Report images](#)



[More images for boat names](#)

Boat Names
www.coolboatnames.com/
We offer over 1,000 cool boat names. You can browse by alphabet or category. We



Google boat names

All Images Shopping Books **Videos** More - Search tools

About 1,960,000 results (0.26 seconds)

Boat Name Vault
Ad www.namemyboat.com/BoatName/Vault
7,000 Cool and Original Boat Names. Boat Lettering & Decals Browse Now!

Funny Boat Names, Clever, Funny, Hilarious Boat Names ...
<https://www.youtube.com/watch?v=ZDkQFt7vAbs>
Dec 5, 2013 - Uploaded by Nats Fly
Funny Boat Names, Clever, Funny, Hilarious Boat Names, Funny Boat Names, Funny Crazy Boat Names ...

Boaty McBoatface? Ship naming contest doesn't go as ...
abc13.com/.../boaty-mcboatface-ship.../1255026/
Mar 21, 2016
Some wild names are in the lead of a naming contest for a new state-of-the-art research ship.

Ship and Boat Names - YouTube
<https://www.youtube.com/watch?v=dWuIt9-ediso>
Aug 9, 2012 - Uploaded by ThreeDigitIQ
Best and Worst Boat Names! The royalty free music used in this video is 'Technoblitz' by Flambaz (www...)

[Epic] Top 10 Funniest Boat Names - YouTube
<https://www.youtube.com/watch?v=z9IAFPiQ0I>
Jul 15, 2014 - Uploaded by Top10
Top 10 Funniest Boat Names [Epic] Top 10 Funniest Boat Names

HOW TO DO KEYWORD RESEARCH

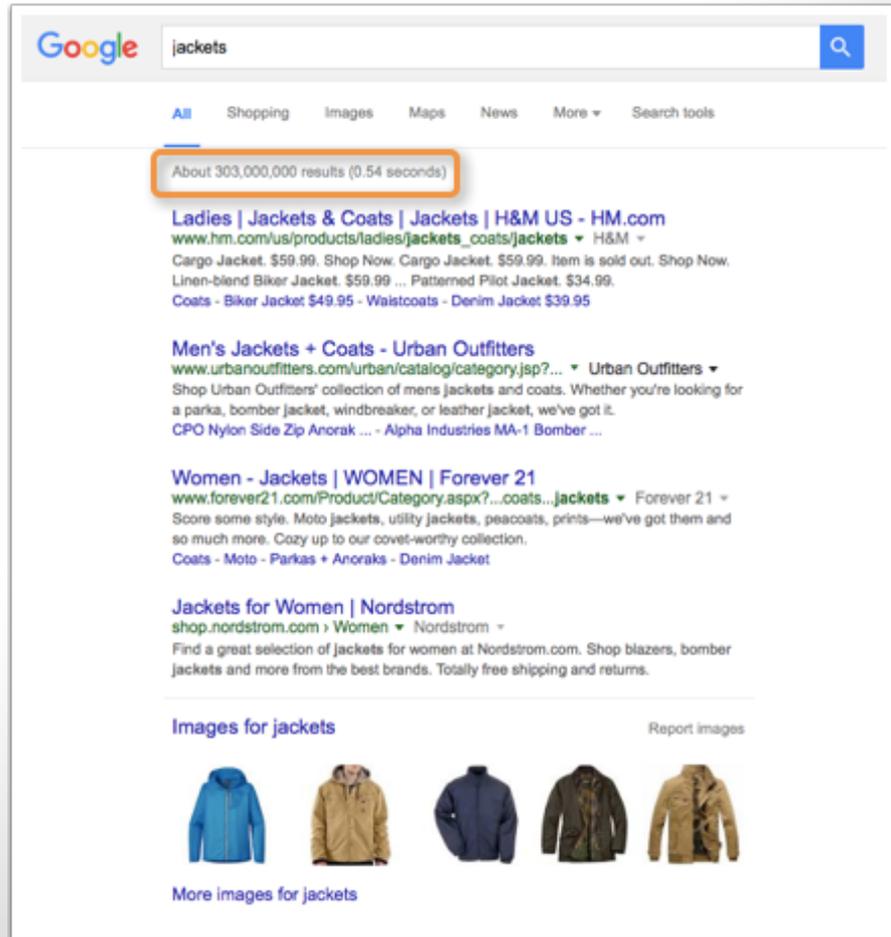
1. Make a list of keywords your buyer personas would search for.
2. Expand that list by searching the web for alternatives.
3. Determine which keywords people are using to find your site.

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.



The image is a screenshot of a Google search results page for the keyword "jackets". At the top, the Google logo is on the left, and the search bar contains the word "jackets" with a magnifying glass icon on the right. Below the search bar, there are navigation tabs for "All", "Shopping", "Images", "Maps", "News", "More", and "Search tools". The "All" tab is selected and highlighted with a blue underline. Below the tabs, a box indicates "About 303,000,000 results (0.54 seconds)". The search results are listed below, each with a title, a URL, and a brief description. The first result is from H&M US, titled "Ladies | Jackets & Coats | Jackets | H&M US - HM.com". The second result is from Urban Outfitters, titled "Men's Jackets + Coats - Urban Outfitters". The third result is from Forever 21, titled "Women - Jackets | WOMEN | Forever 21". The fourth result is from Nordstrom, titled "Jackets for Women | Nordstrom". Below the search results, there is an "Images for jackets" section with a "Report images" link. This section displays five thumbnail images of different styles of jackets: a bright blue jacket, a tan jacket, a dark blue jacket, a dark green jacket, and a light brown jacket. Below the images, there is a link that says "More images for jackets".

Red Sox jacket

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



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

[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**.

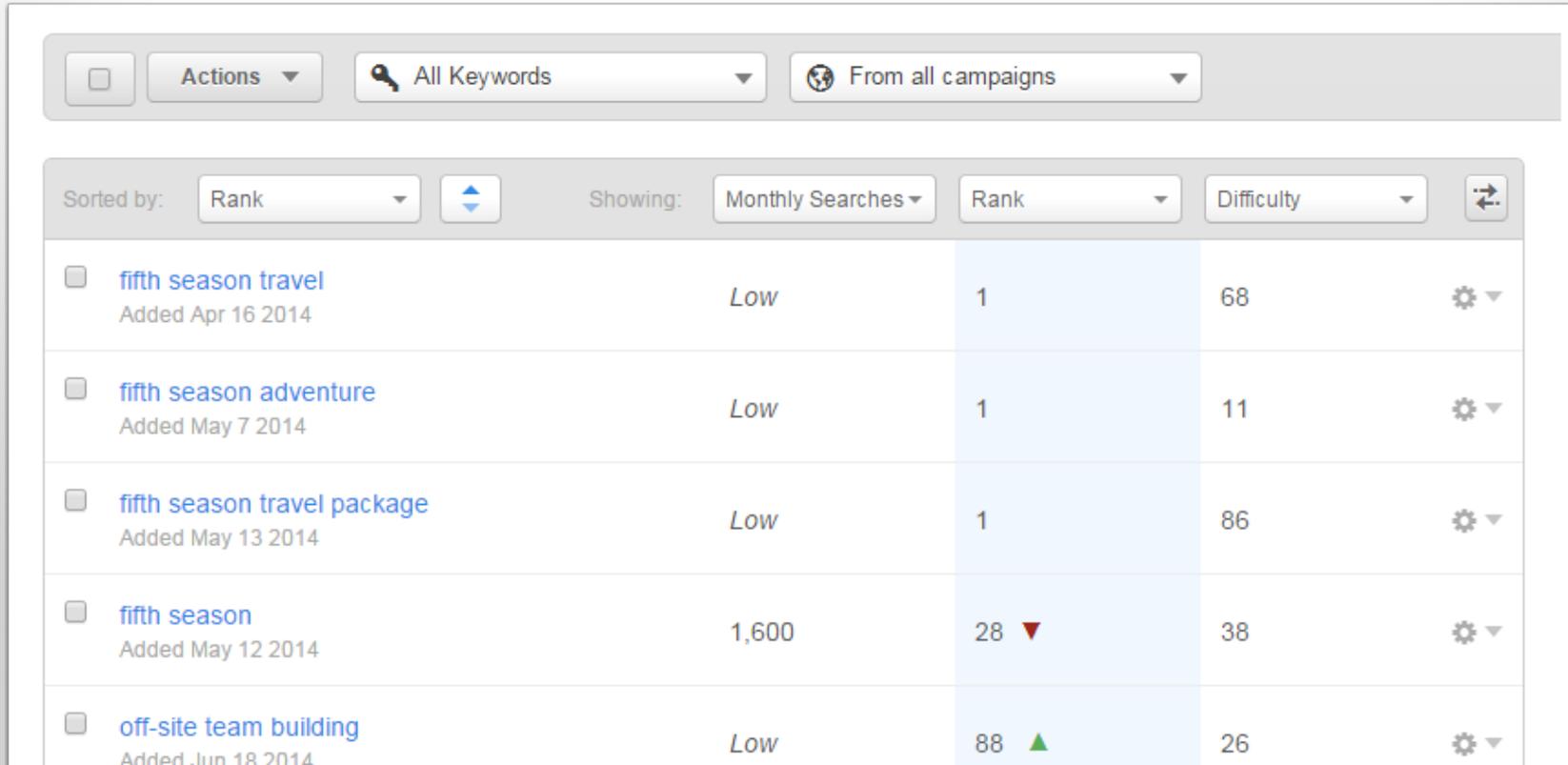
It’s easier to rank for because it’s more specific and targeted.

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.

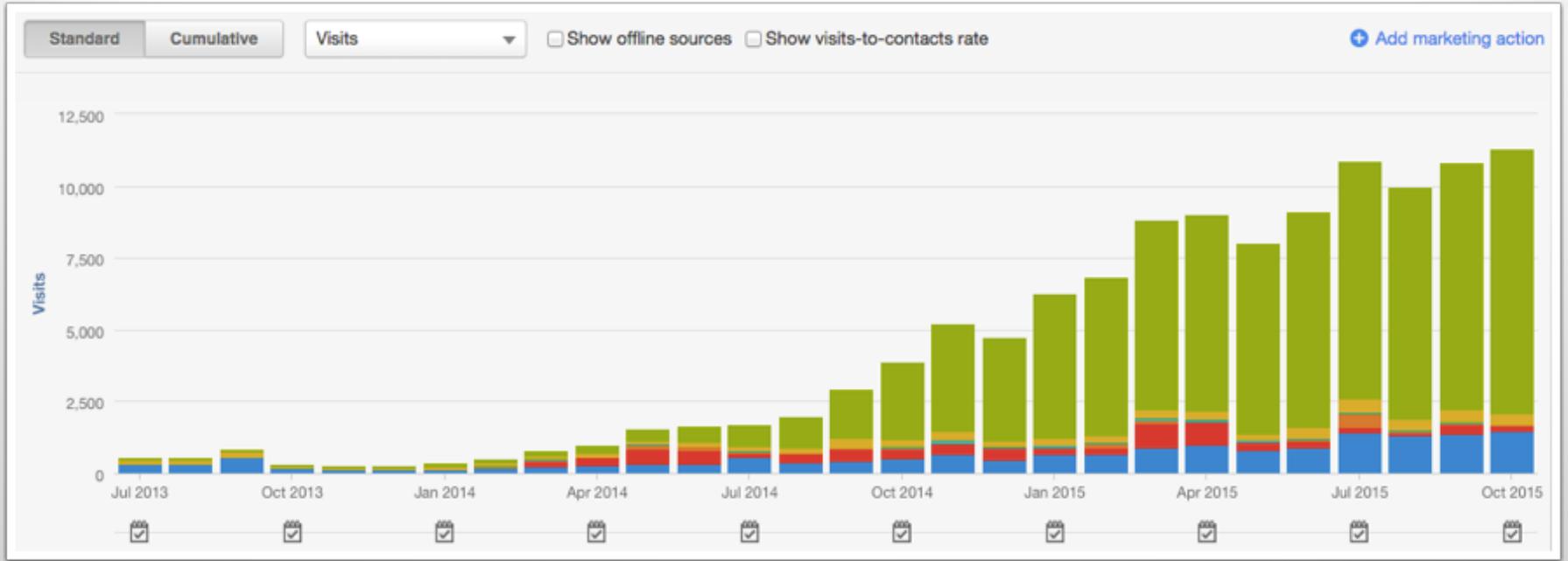
Drill down into your **keyword analytics**.

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



The screenshot displays a keyword analytics interface. At the top, there are filters for 'All Keywords' and 'From all campaigns'. Below this, the table is sorted by 'Rank' and shows columns for 'Monthly Searches', 'Rank', and 'Difficulty'. The table lists five keywords, each with a checkbox, a gear icon, and a dropdown arrow. The 'Rank' column is highlighted in light blue.

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				



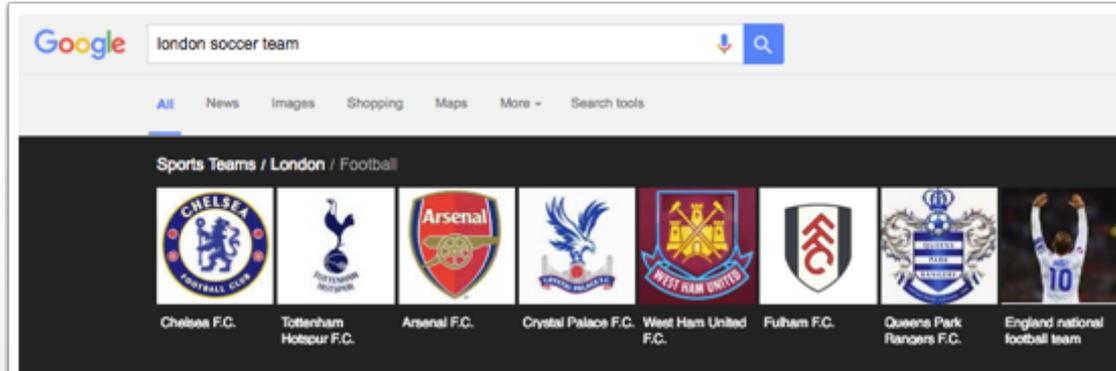
Numbers don't lie—the proof is in the data.

SEO STRATEGY

- Do keyword research
- Create content around your keywords
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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.



The screenshot shows a Google search for "london soccer team". The search bar contains the text "london soccer team" and a microphone icon. Below the search bar are navigation tabs for "All", "News", "Images", "Shopping", "Maps", "More", and "Search tools". The main content area features a "Sports Teams / London / Football" section with a carousel of eight football club logos: Chelsea F.C., Tottenham Hotspur F.C., Arsenal F.C., Crystal Palace F.C., West Ham United F.C., Fulham F.C., Queens Park Rangers F.C., and England national football team.

Football in London - Wikipedia, the free encyclopedia
https://en.wikipedia.org/wiki/Football_in_London - Wikipedia -
Other London clubs soon followed Arsenal's footsteps in turning professional, including Millwall (1893), Tottenham Hotspur (1895), Fulham (1898) and West Ham (1898). In the meantime, Woolwich Arsenal went on to be the first London club to join the Football League, in 1893.
History - Clubs - Most successful clubs overall ... - English football champions

Map of English Premier League Teams
www.sportmapworld.com/map/soccer/england/fa-premier-league/ -
Team: Arsenal F.C.. Country: England City: London Sport: Soccer League: English Premier League Stadium: Emirates Stadium Capacity:60432. Address: ...

A Guide to London's Premier League Football Teams
www.eatinglondonbours.co.uk/blog/london-premier-league/ -
Aug 14, 2014 - For many people in England, football is so much more than just a game, and in a few days the Premier League is back for another nine months of matches. The Premier League, England's top division, is made up of 20 teams, six of which are based in London. ... One of North London's ...

London Football Team Map - Soccer 2014/2015 ...
www.soccermaps.info/london-football-team-map.htm -
Data from 2014/2015 season! See on the map where all the London Football (Soccer)

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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.

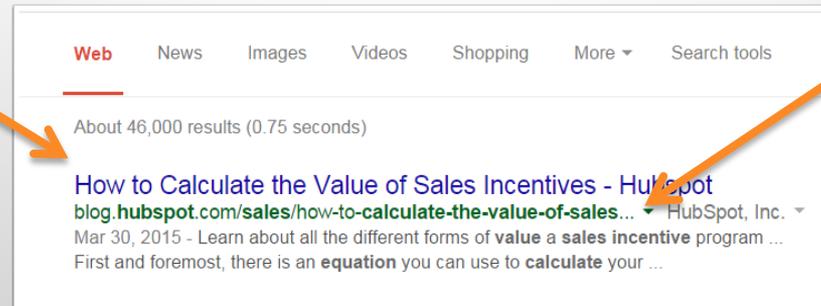


Is it in the page title?

Is it in the URL?

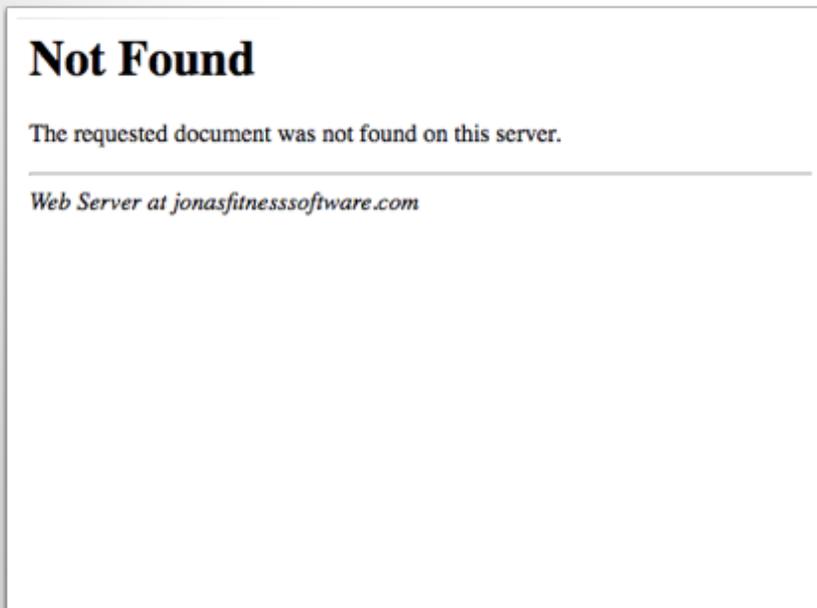
(mybusiness.com/long-tail-keyword)

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



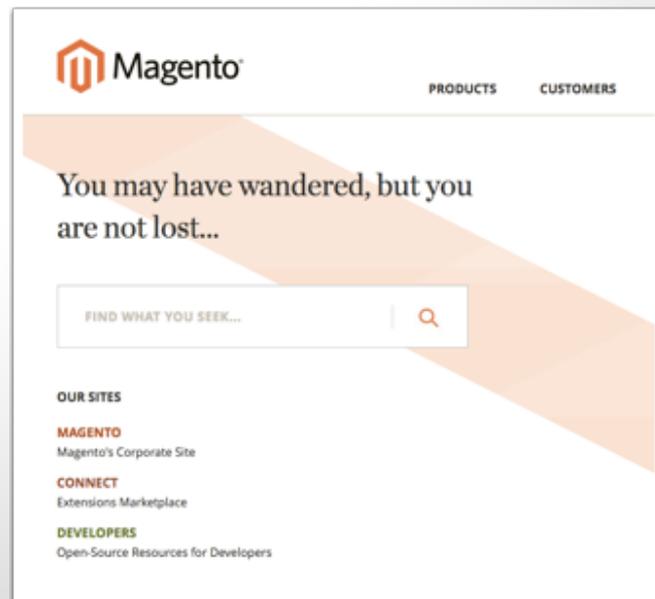
A custom 404 error page will provide a **seamless navigation experience.**

Standard 404 error page (ew!)

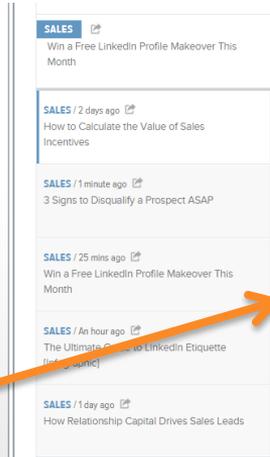


VS

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.

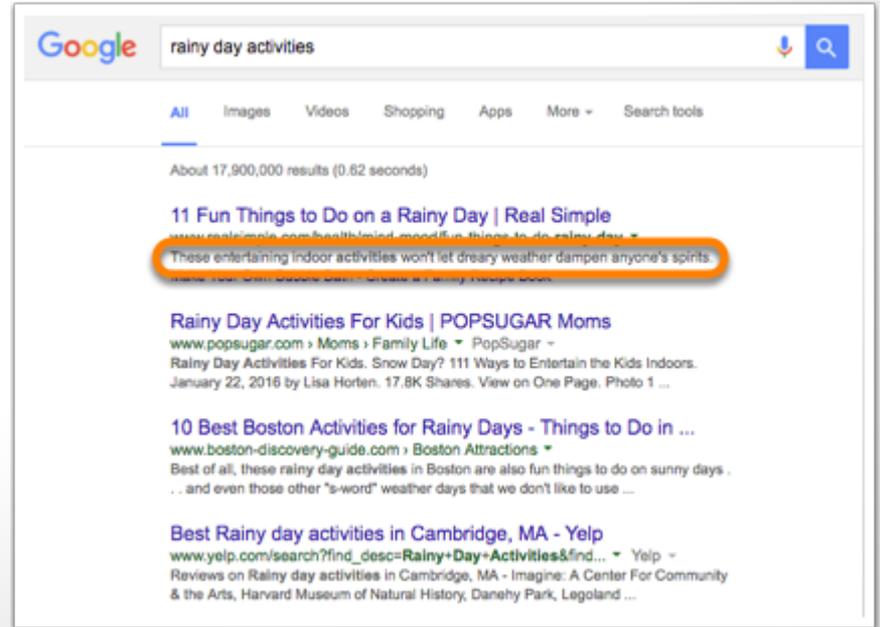
Sort Out Your Incentives

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

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- Include relevant links with the content
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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.

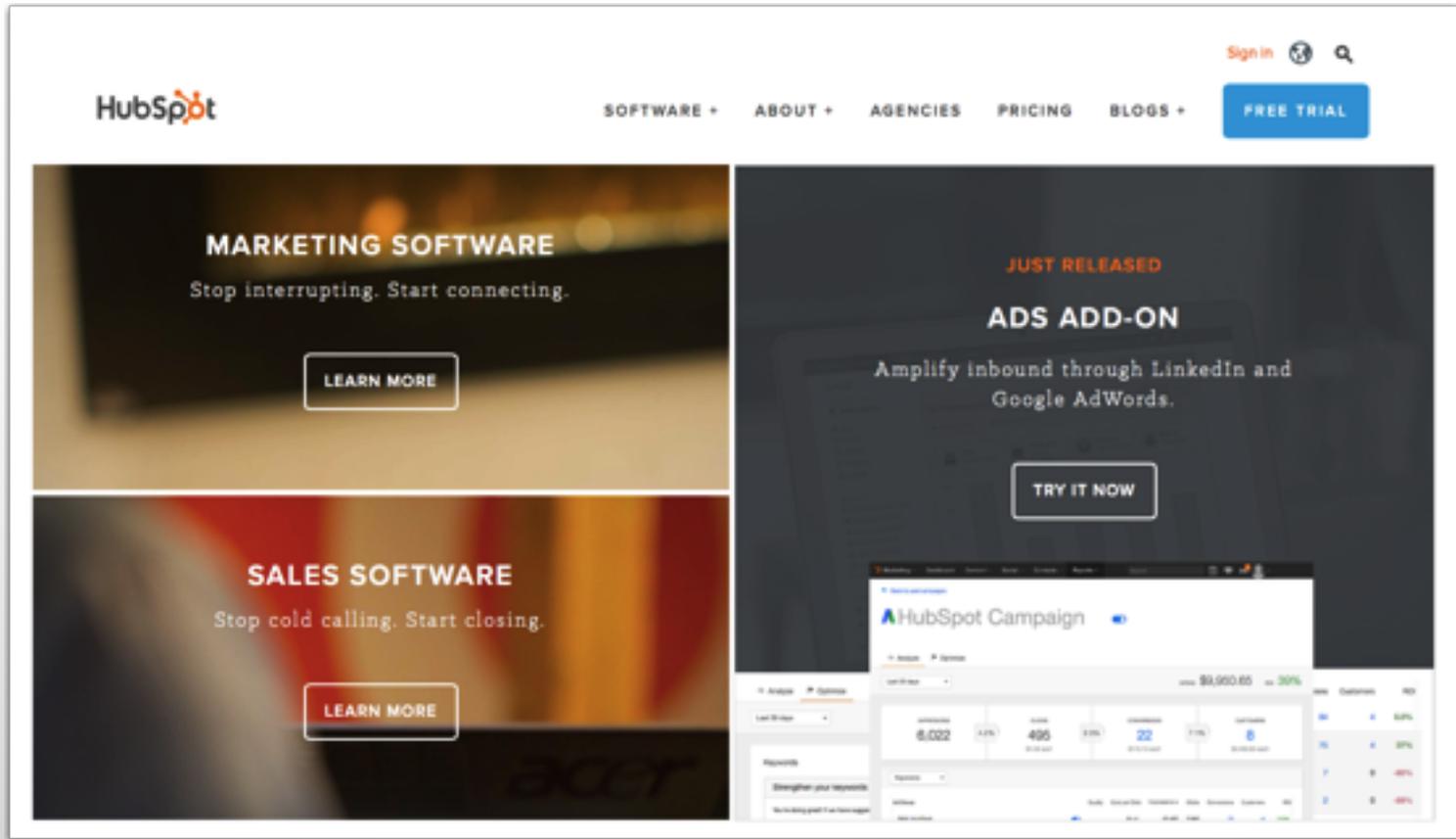
In other words, if you haven't been focusing on **improving your mobile experience**, you'd better prioritize it now, or your search ranking might suffer. According to a **Search Engine Land article** about the update, there will be "no degrees of mobile friendliness" -- your site will either be judged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

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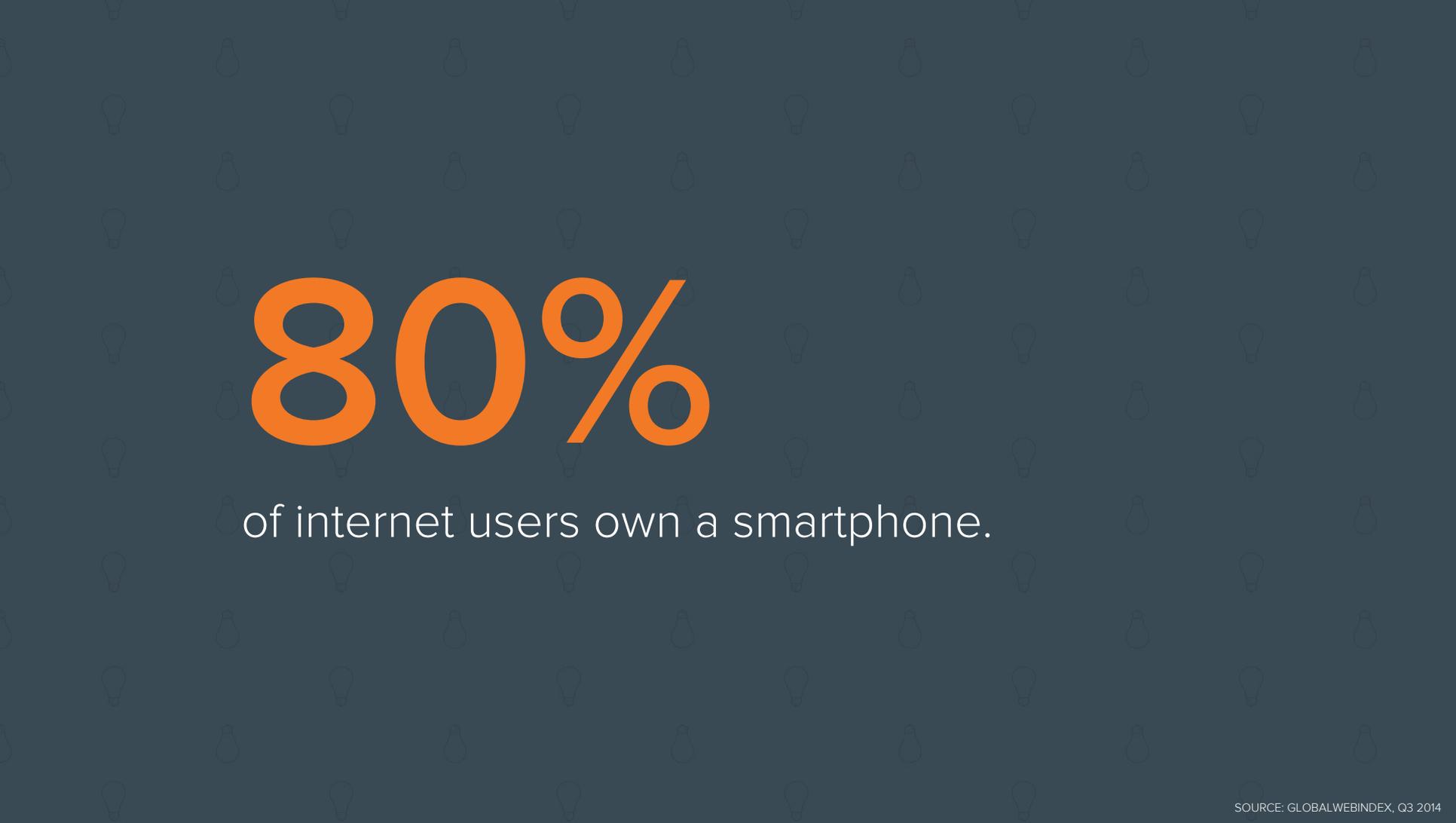


Promote a **good user experience.**

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 icons are arranged in a grid-like fashion, with some appearing slightly larger or more prominent than 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.

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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.**

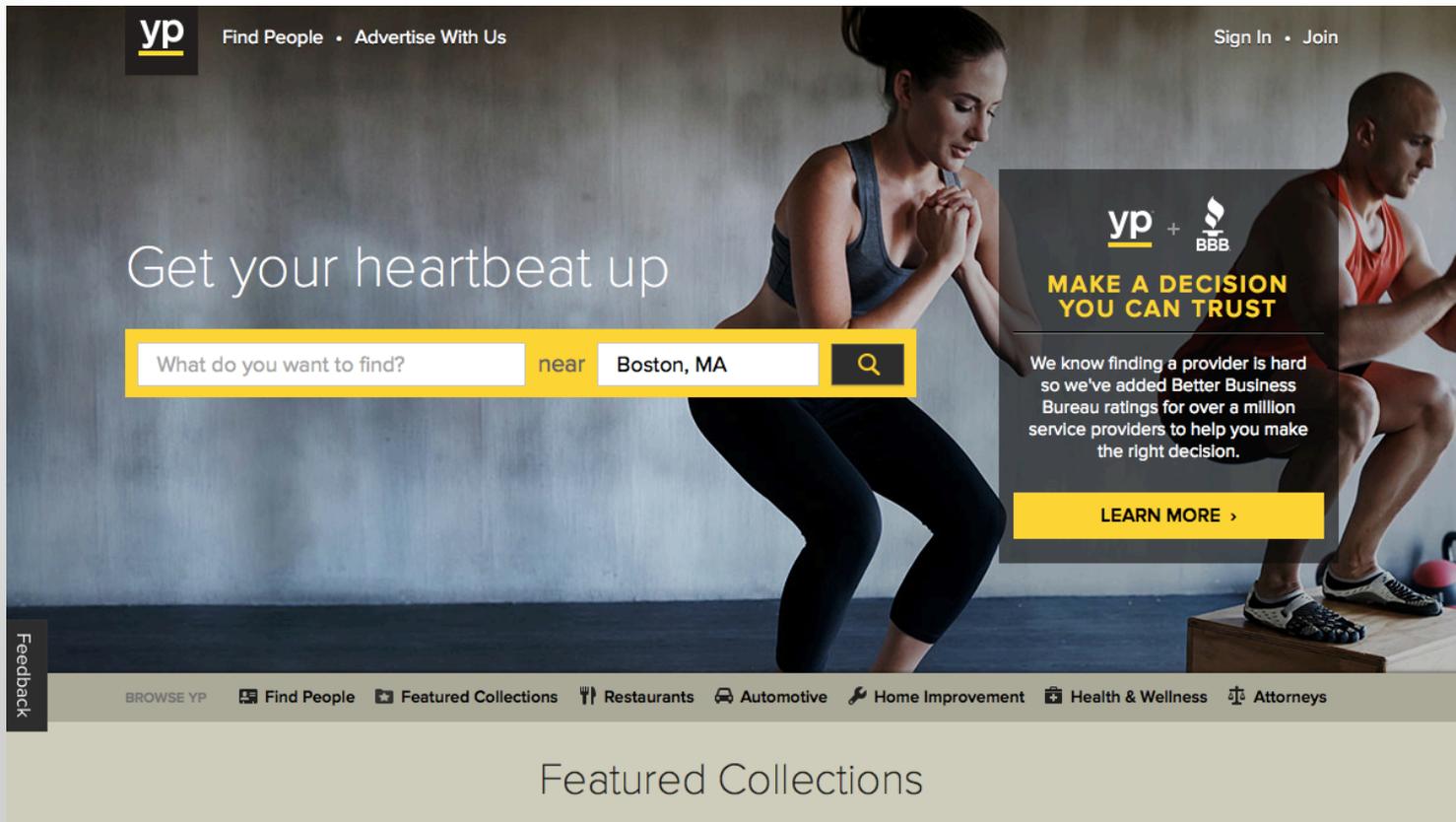
"Technology. We have reached phase two of the Sales 2.0 movement. Early on in the movement, early adopters got a bunch of applications. Some added value, and some didn't. Bottom line -- adoption was sub-optimal, and as a result, so was ROI. Now sales knows how to buy and implement technology. A true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



The image is a screenshot of the Yelp website. At the top left, the Yelp logo (yp) is displayed next to the text "Find People • Advertise With Us". At the top right, there are links for "Sign In" and "Join". The main content area features a large background image of a woman and a man in athletic wear. Overlaid on this image is a search bar with the text "What do you want to find?" and "near Boston, MA". To the right of the search bar is a yellow button with a magnifying glass icon. Below the search bar is a promotional banner for "yp + BBB" with the text "MAKE A DECISION YOU CAN TRUST" and a paragraph: "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." Below this text is a yellow button that says "LEARN MORE >". At the bottom of the page, there is a navigation bar with the text "BROWSE YP" and several category icons: "Find People", "Featured Collections", "Restaurants", "Automotive", "Home Improvement", "Health & Wellness", and "Attorneys". A vertical "Feedback" button is located on the left side of the navigation bar. Below the navigation bar is a section titled "Featured Collections".

Google  

[All](#) [Maps](#) [Shopping](#) [News](#) [Images](#) [More -](#) [Search tools](#)

About 19,100,000 results (0.50 seconds)



Rating ▾ Price ▾ Hours ▾ More ▾

Piattini 4.1 ★★★★★ (56) - \$\$ - Italian Italian small plates & a wine bar 226 Newbury St  Zagat - Boston's Most Shareable Chocolate Treats	
Sorellina 4.3 ★★★★★ (54) - \$\$\$ - Italian Chic spot for elevated Italian cuisine 1 Huntington Ave  Zagat - Best Restaurants in Back Bay	
Lucca Restaurant 4.1 ★★★★★ (87) - \$\$\$ - Italian Elegant Northern Italian plates 226 Hanover St  Zagat rated	

 [More places](#)

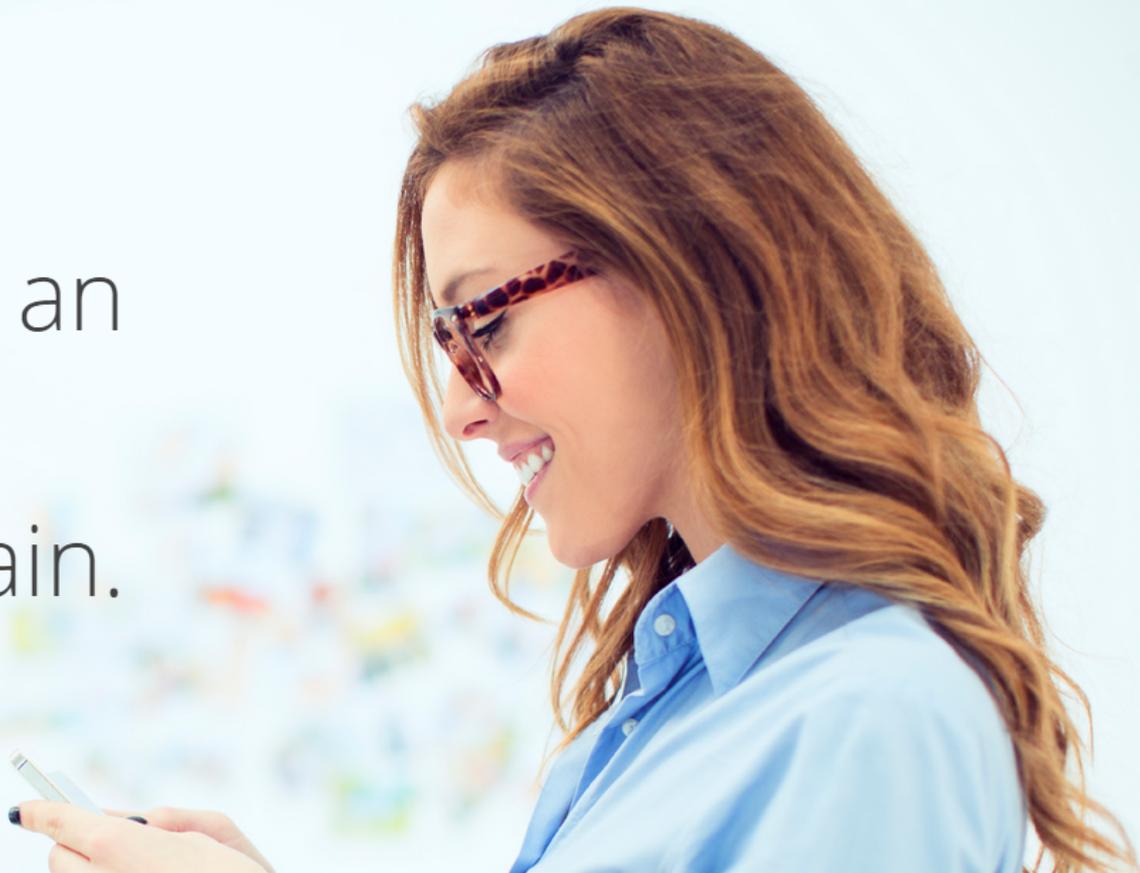
If location-specific, create a **Google+ Local Listing Page**.

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?**

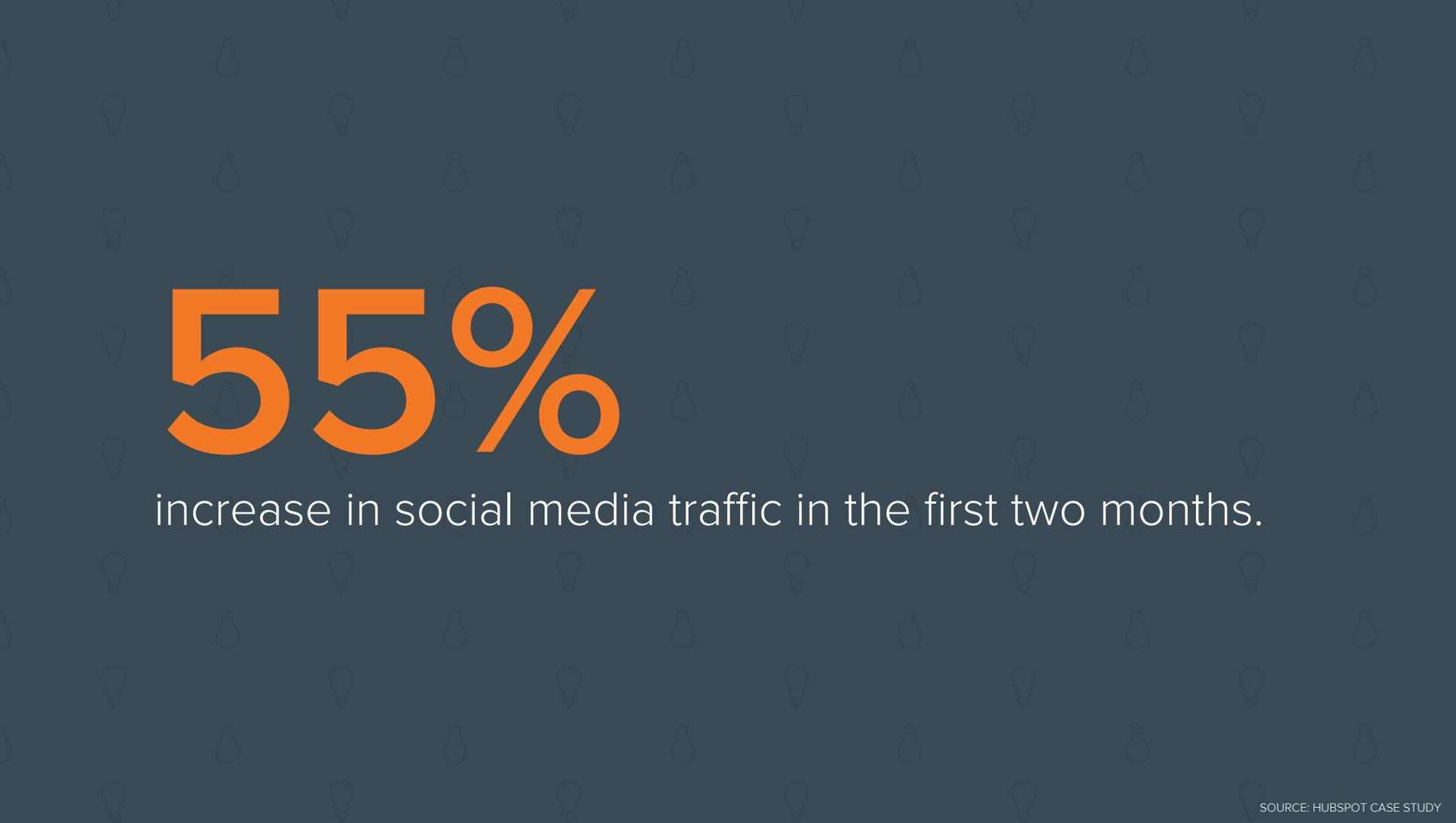
Never lose a customer to an unanswered question again.



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

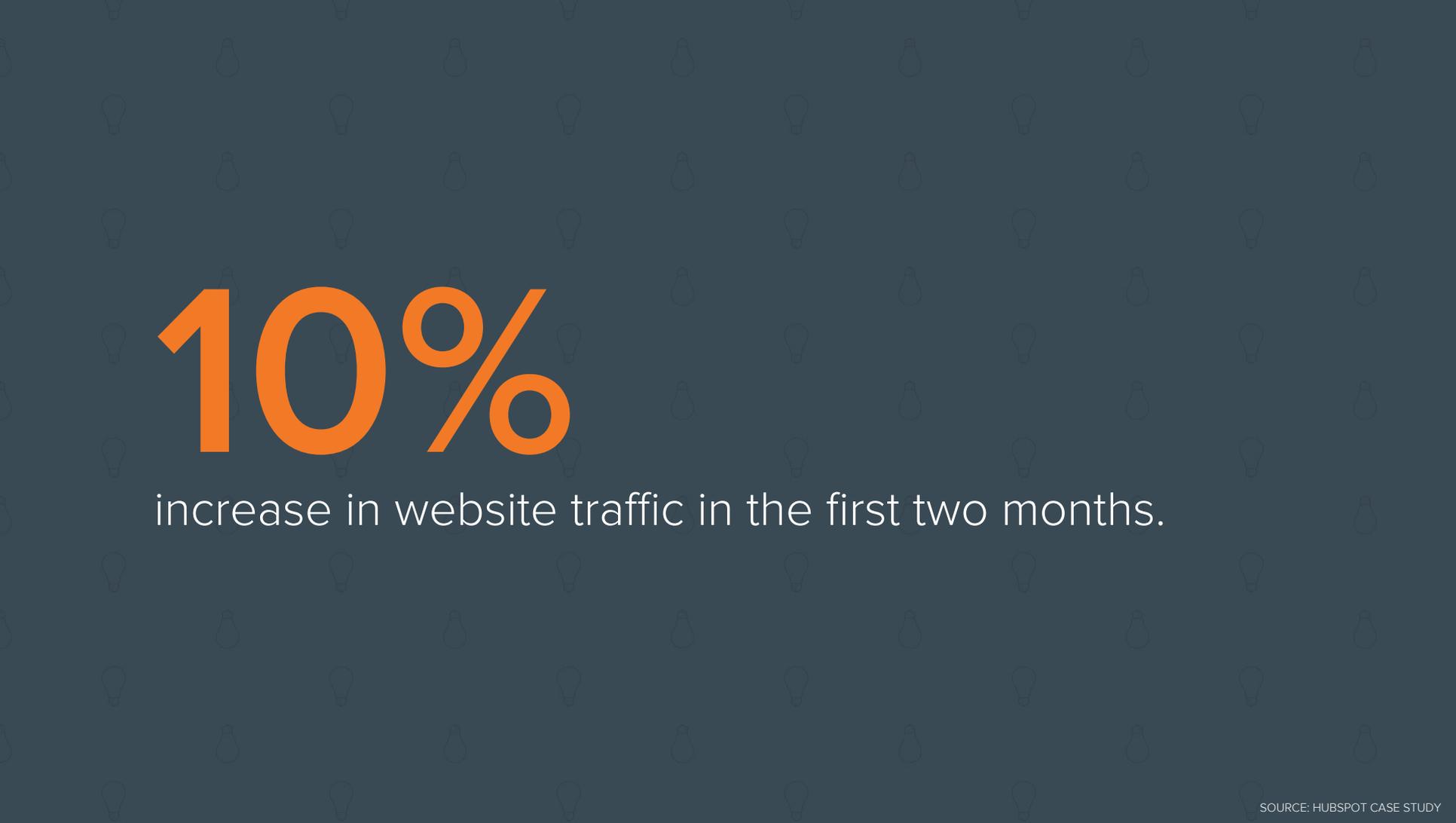
60%

increase in monthly leads in the first two months.

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

55%

increase in social media traffic in the first two months.

The background of the slide is a dark blue-grey color with a repeating pattern of small, light grey lightbulb icons. The icons are arranged in a grid-like fashion, with some appearing slightly larger or 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



Mimicking the language of their buyer persona



Using natural language and variations of the keyword



The screenshot shows a web browser window with the URL www.answerdash.com/integrations/live-chat. The page features the AnswerDash logo and navigation links for 'DEMOs', 'CUSTOMER SUCCESS', 'INTEGRATIONS', 'ANALYTICS', and 'BLOG'. The main heading is 'Live Chat Support Integration', followed by a sub-heading: 'Enable silky-smooth handoffs from AnswerDash self-service to live chat assisted-service for high-value customer conversations.' Below this, there are three paragraphs of text explaining the benefits of integration. At the bottom, there is a dashboard with three charts: 'Site Traffic' (a donut chart), 'Synergy Metrics' (a bar chart), and 'Live Stream' (a list of items). A 'Start Live Chat' button is visible in the bottom left corner of the dashboard area.

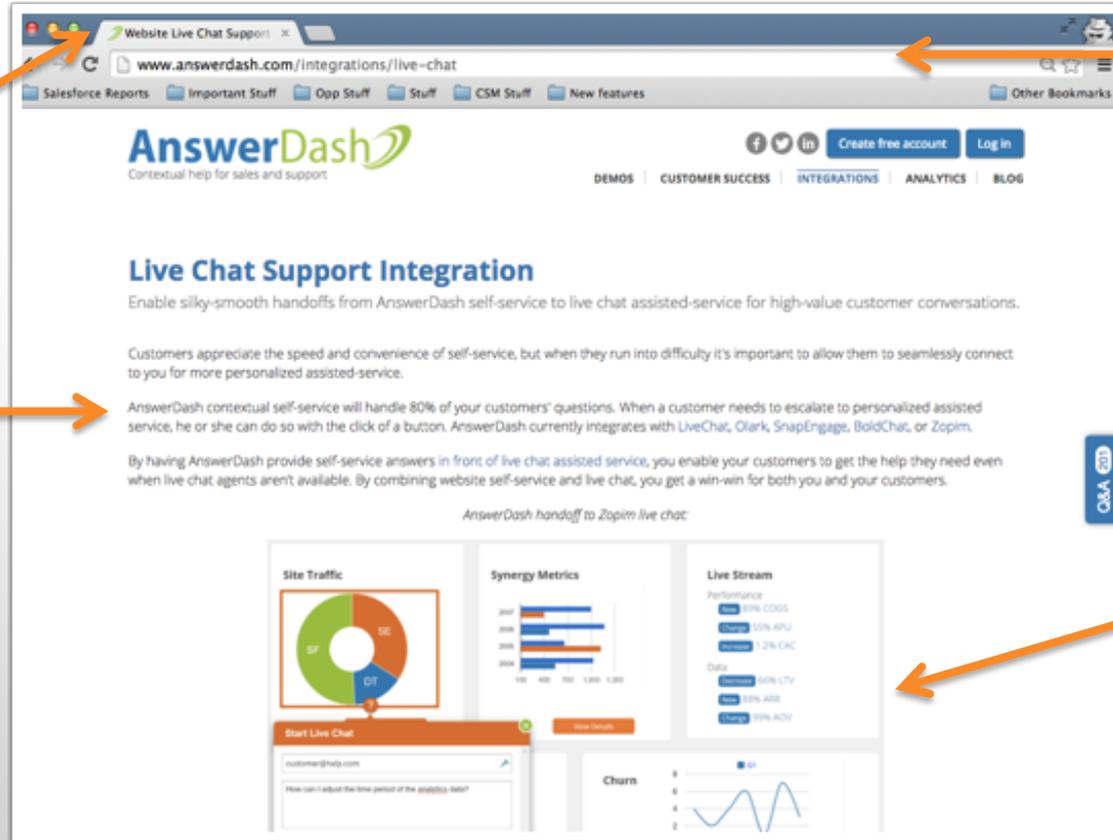
Have they **optimized the page** around the keyword?

Page title

URL

Body

Image alt-text



Are they **linking to other sources**?

Internal link to another page

The screenshot shows the AnswerDash website at the URL www.answerdash.com/integrations/live-chat. The page features the AnswerDash logo, navigation links for DEMOS, CUSTOMER SUCCESS, INTEGRATIONS, ANALYTICS, and BLOG, and social media icons for Facebook, Twitter, and LinkedIn. The main heading is "Live Chat Support Integration" with a sub-heading "Enable silky-smooth handoffs from AnswerDash self-service to live chat assisted-service for high-value customer conversations." The text describes how AnswerDash handles 80% of customer questions and integrates with external chat services like LiveChat, Olark, SnapEngage, BoldChat, or Zopim. A "Start Live Chat" button is visible, and a chat window is open at the bottom. The page also includes several analytics charts: Site Traffic (a donut chart), Synergy Metrics (a bar chart), Live Stream (a table of performance and data metrics), and Churn (a line graph). A vertical "DMA 2011" logo is on the right side of the page.

External links to outside resources

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

Clear navigation

The screenshot shows a web browser at www.answerdash.com/integrations/live-chat. The navigation bar includes the AnswerDash logo, social media icons, and buttons for 'Create free account' and 'Log in'. A menu below the navigation bar lists 'DEMOS', 'CUSTOMER SUCCESS', 'INTEGRATIONS', 'ANALYTICS', and 'BLOG'. The main content area is titled 'Live Chat Support Integration' and contains several paragraphs of text. At the bottom, there is a dashboard with three main sections: 'Site Traffic' (a donut chart with segments SF, SE, DS), 'Synergy Metrics' (a horizontal bar chart), and 'Live Stream' (a performance table). A 'Start Live Chat' button is visible, and a chat window is open at the bottom left with the message: 'How can I adjust the time period of the analytics data?'. A 'Churn' line chart is also present at the bottom right.

Category	Value
Performance	99% CSAT
Churn	10% APU
Revenue	1.2% CAC
Data	99% LTV
Churn	88% ARR
Churn	99% ADV

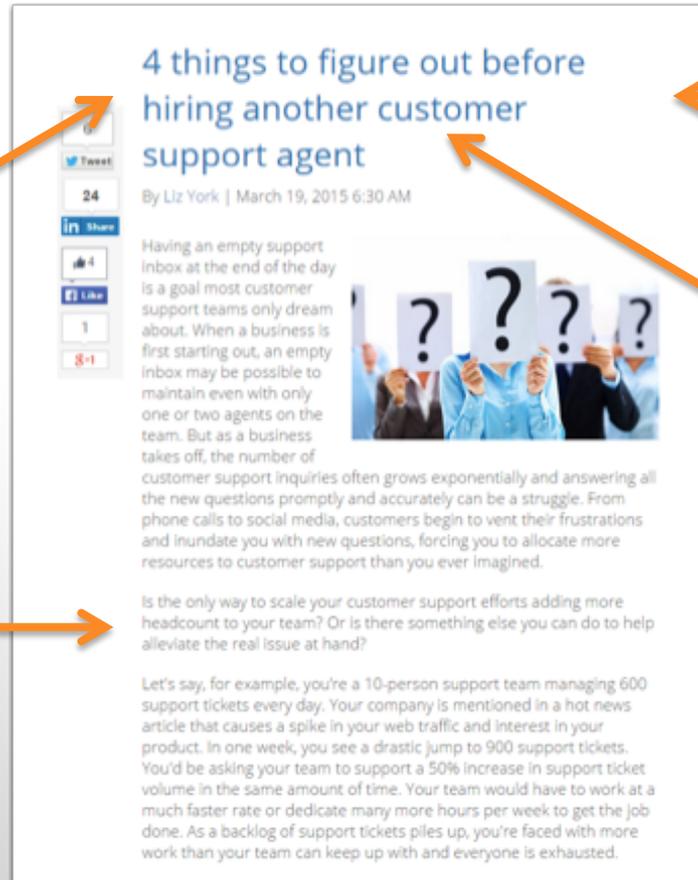
Clear next steps

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



The image shows a screenshot of a LinkedIn article. The title is "4 things to figure out before hiring another customer support agent" in blue text. Below the title, it says "By Liz York | March 19, 2015 6:30 AM". The article text begins with "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." There is an image of people holding question marks. Below the main text, there is a sub-headline: "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?" and a paragraph: "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."

Using natural language and variations of the keyword

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

Page title →

URL ←

Image alt-text →

Body →



The screenshot shows a browser window with the following elements:

- Page title:** "4 things to figure out before hiring another customer support agent" (indicated by an orange arrow pointing to the browser tab).
- URL:** "www.answerdash.com/blog/4-things-to-figure-out-before-hiring-another-customer-support-agent" (indicated by an orange arrow pointing to the address bar).
- Image alt-text:** An image of four people holding up signs with question marks, with an orange arrow pointing to it from the label "Image alt-text".
- Body:** The main content area of the page, including the article text and social sharing buttons, with an orange arrow pointing to it from the label "Body".

The page content includes the AnswerDash logo, navigation links (PRICING, DEMOS, SUCCESS STORI), the article title, author (Liz York), date (March 19, 2015), and social media sharing options (6 tweets, 24 shares, 4 likes, 1 comment, 8+1).

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?

The screenshot shows the AnswerDash website. At the top left is the logo "AnswerDash" with the tagline "Customer Engagement Platform". To the right of the logo are social media icons for Facebook, Twitter, and LinkedIn, followed by "Create free account" and "Log in" buttons. Below this is a navigation menu with links for "PRICING", "DEMOS", "SUCCESS STORIES", "INTEGRATIONS", "ANALYTICS", and "BLOG".

The main content area features a blog post titled "4 things to figure out before hiring another customer support agent" by Liz York, dated March 19, 2015 at 6:30 AM. The post includes a social sharing sidebar on the left with buttons for LinkedIn (24 shares), Facebook (4 likes), and a "1" button, along with a "8+1" button. The article text discusses the challenges of scaling customer support. To the right of the article is a "Recent Posts" section with a list of related articles.

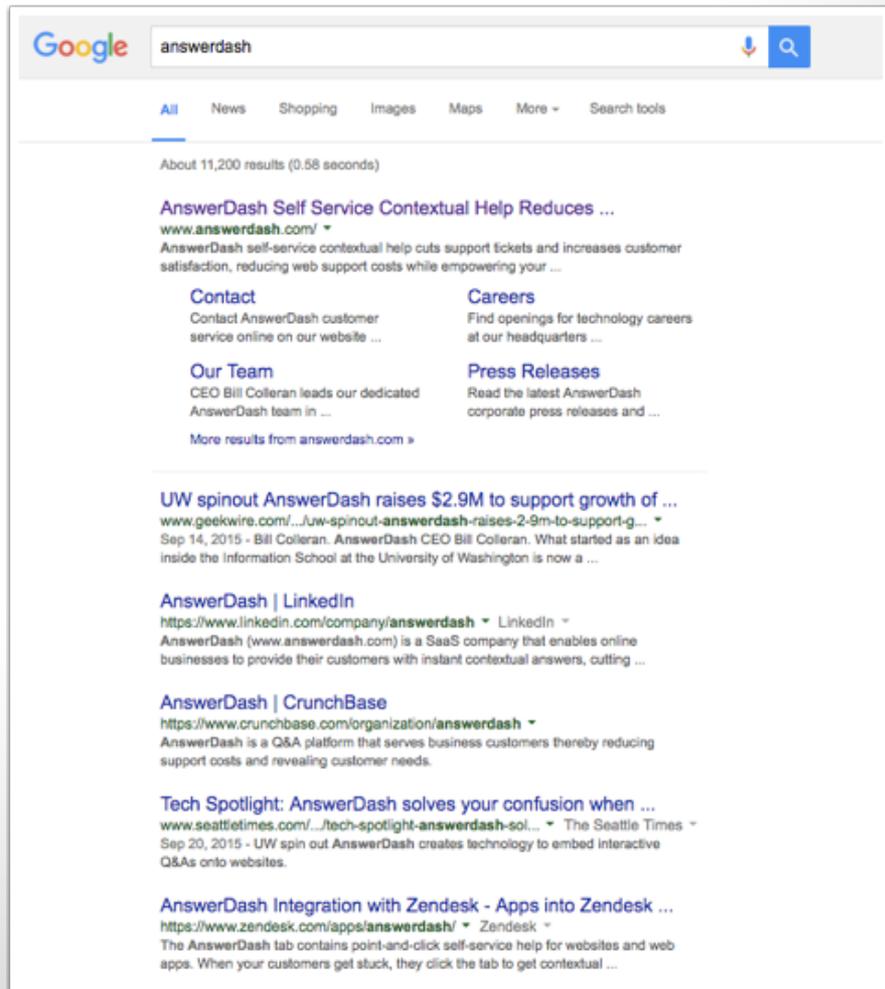
Two orange arrows point to specific elements: one points to the social sharing buttons on the left, and another points to the "INTEGRATIONS" link in the navigation menu.

Social sharing buttons

Social following buttons

Are they earning inbound links?

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



Google  

All News Shopping Images Maps More ▾ Search tools

About 11,200 results (0.58 seconds)

AnswerDash Self Service Contextual Help Reduces ...
www.answerdash.com/ ▾
AnswerDash self-service contextual help cuts support tickets and increases customer satisfaction, reducing web support costs while empowering your ...

Contact Contact AnswerDash customer service online on our website ...	Careers Find openings for technology careers at our headquarters ...
Our Team CEO Bill Coleran leads our dedicated AnswerDash team in ...	Press Releases Read the latest AnswerDash corporate press releases and ...

[More results from answerdash.com >](#)

UW spinout AnswerDash raises \$2.9M to support growth of ...
www.geekwire.com/.../uw-spinout-answerdash-raises-2-9m-to-support-g... ▾
Sep 14, 2015 - Bill Coleran. AnswerDash CEO Bill Coleran. What started as an idea inside the Information School at the University of Washington is now a ...

AnswerDash | LinkedIn
<https://www.linkedin.com/company/answerdash> ▾ LinkedIn ▾
AnswerDash (www.answerdash.com) is a SaaS company that enables online businesses to provide their customers with instant contextual answers, cutting ...

AnswerDash | CrunchBase
<https://www.crunchbase.com/organization/answerdash> ▾
AnswerDash is a Q&A platform that serves business customers thereby reducing support costs and revealing customer needs.

Tech Spotlight: AnswerDash solves your confusion when ...
www.seattletimes.com/.../tech-spotlight-answerdash-sol... ▾ The Seattle Times ▾
Sep 20, 2015 - UW spin out AnswerDash creates technology to embed interactive Q&As onto websites.

AnswerDash Integration with Zendesk - Apps into Zendesk ...
<https://www.zendesk.com/apps/answerdash/> ▾ Zendesk ▾
The AnswerDash tab contains point-and-click self-service help for websites and web apps. When your customers get stuck, they click the tab to get contextual ...

THANK YOU.

