

An SEO for Recruitment Fireside Chat

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REDBRANCH *media*

**Straightforward questions,
statistics-backed answers
and how this impacts you.**

Question #1



How Important
Are Page Speeds
To SEO?

Very important.

10% of users bounce after waiting *2 seconds*.

Question #2



How Is Google
Using Online Brand
Mentions In Their
Search Algorithm?

Google looks at any
brand mentions online



Question #3



Do backlinks
still matter?

Backlinks are like a vote that your site is worth visiting. Each backlink improves your ranking. They still matter, but they're difficult to get.

Question #4



What SEO
monitoring tools
does Red Branch
Media recommend?

Tools/Resources we use include:

- SEMRush
- Screaming Frog Crawl
- MozBar Plugin
- Google Ads Keyword Planner
- UberSuggest
- Google Trends



Question #5



What are the key measures that matter in measuring SEO?

We look at:

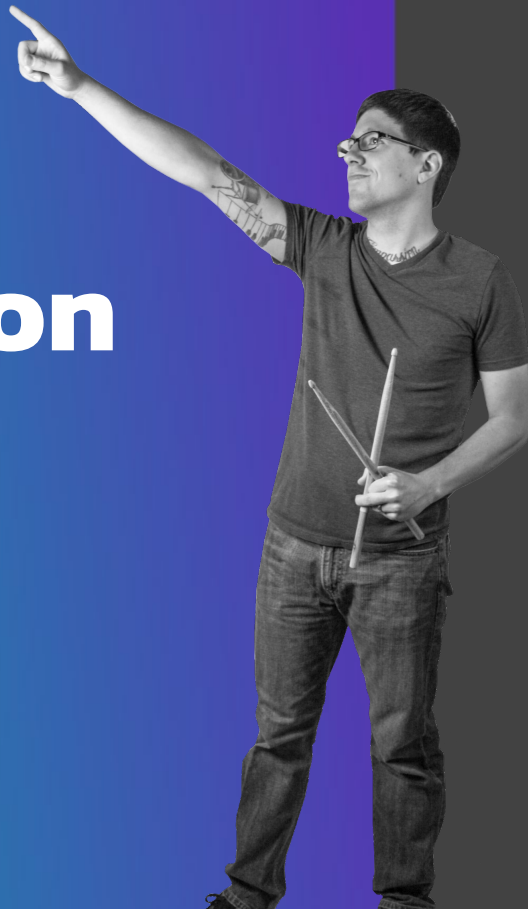
1. Keyword ranking
2. Organic traffic brought in by keyword
3. Organic competitors
4. Last Update
5. Entry point
6. Entry point



WARNING:

Do not mix up SEM metrics/data with SEO metrics/data. They're two different platforms for two separate spots on the same SERP.

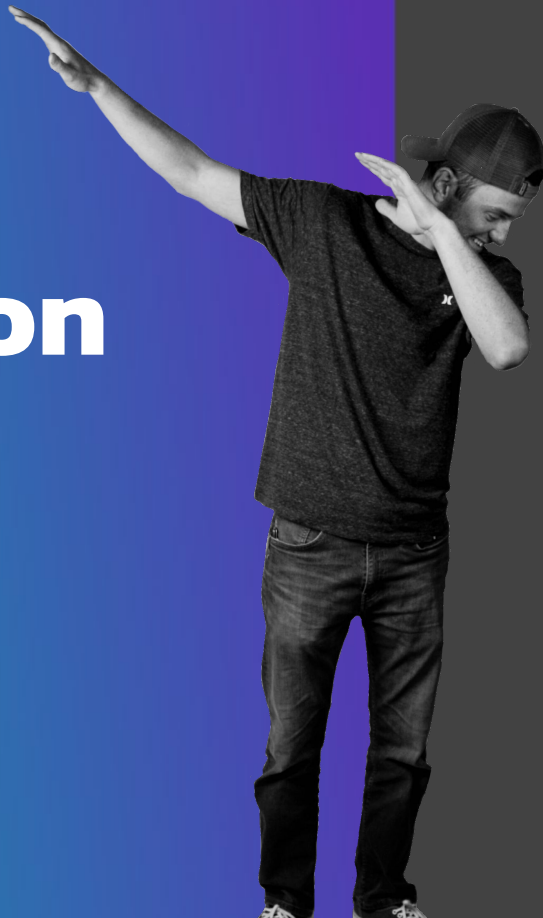
Question #6



How does mobile
first indexing
impact SEO?

This should be a requirement for anyone looking to rank in SEO.

Question #7



How and what
should a brand do
about Google
featured snippets?

You need to have good keyword and a top ranking to have your snippet featured. Your content needs to include the relevant content in an organized and structured on-page way to appear in a snippet.

Question #8



How does
website data
security impact a
site's SEO?

SSL/HTTPS is a quick win for us. Secure websites have become a necessary aspect of showing up in search results.

Question #9



What is Latent
Semantic Indexing
and how does it
impact a site's SEO?

Latent Semantic Indexing finds the hidden (latent) relationships between words (semantics) in order to improve information understanding (indexing). Experts refute each other whether it is a ranking factor or not.

Question #10



How big a deal
will voice search
be to SEO?

With the increasing popularity of voice searches, it will have a great impact on SEO.



Questions?

Sources:

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