

MORRIS COUNTY  
CHAMBER OF COMMERCE

# MCCC Tech Talk Forum

Search Engine Optimization SEO

Tuesday November 17, 2020

# Search Engine Optimization (SEO)

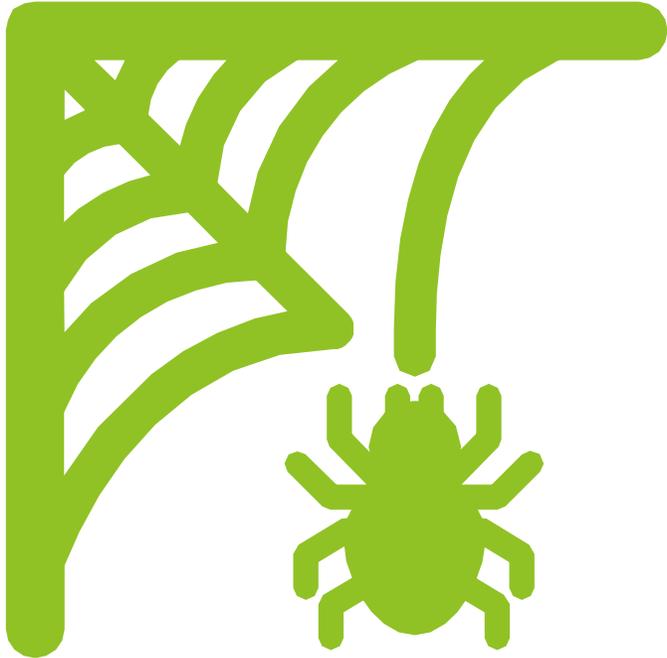


Search engine optimization is the process of growing the quality and quantity of website traffic by increasing the visibility of a website or a web page to users of a web search engine.



SEO refers to the improvement of unpaid results and excludes direct traffic and the purchase of paid placement.

# You Have Never Searched the Web



- ▶ Using Google Search Does NOT Search The Web.
- ▶ You are searching Google's Index of the Web. This is done with Spiders. Therefore your site needs to ensure spider find and index you near the top of where you want to appear.
- ▶ A Web crawler, sometimes called a spider or spiderbot and often shortened to crawler, is an Internet bot that systematically browses the World Wide Web, typically for the purpose of Web indexing (web spidering)

# 10 Topics and 14 Tools

1. Speed

2. Links

3. Meta Tags

4. URL

5. Content

6. Image

7. Video

8. User Experience

9. Landing Page

10. One & Done

► 14 SEO Tools To Get You Going

# I Wanna Go Fast



Page speed is a critical factor in SEO. In the mind of potential buyers, a slow site is an untrustworthy site.



A 1-second delay in page load time yields 7% loss in conversions. Strange Loop



40% of people abandon a website that takes more than 3 seconds to load.” eConsultancy



1. Use a Good Web Hosting Plan



2. Enable Caching



3. Use a Content Delivery Network



4. Optimize Your Images



5. Minify HTML, JavaScript, and CSS

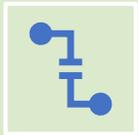
# Link Building

- ▶ There are two fundamental ways that the search engines use links:
  - ▶ Discover new web pages
  - ▶ Determine how well a page should rank in their results
- ▶ Intuitively most people, linking out to relevant and authoritative content pages is bad because it takes people off your page. But link building remains a fundamental part of smart search engine optimization strategy.
- ▶ You can't expect to get from others if you're unwilling to give first. One of the easiest ways to do that is to show your willingness to link out to those blogs from your own content.
- ▶ Creating Content (Blog)
- ▶ Internal Linking
- ▶ Research your Competitor's Links
- ▶ Directories
- ▶ Press Release

# Meta Descriptions



One of the most important SEO tips that most people neglect is the well-crafted meta description.



Generally, the search engine giant doesn't like duplicate content. In the same vein, duplicate meta descriptions could get you into trouble.



A meta description is a 160-character snippet, a meta tag in HTML, that summarizes a webpage's content.



A good meta description answers:

What is the page about?

Why is the page the best choice for my search query?

# URLs

Every device that connects to the Internet has a unique IP (Internet Protocol) address  
3ffe:1900:4545:3:200:f8ff:fe21:67cf

URL (Uniform Resource Locator) domain name as a “nickname” to the IP address

**DOMAIN NAME**  
<http://www.verisign.com/domain-names/online/index.shtml>  
**URL**

## Search

If users can't read or understand your URL, then search engines may be confused as well. Stay away from page URLs like this:  
•<https://www.entrepreneur.com/article/272531>

## Edit

Always edit a page's URL to be relevant.

## Follow

Follow a standard URL structure.

## Keep

Keep it short and simple.

## Use

Use your primary keyword.

## Use

Use hyphens to separate words.

# Content

- ▶ Create & publish unique content consistently to improve your rankings.
  - ▶ It's even more important than you might think, due to something called the “fresh factor.” Unique content is one of the factors that affect this freshness score, and, consequently, the search engine rankings for that specific page.
- ▶ Write for humans first, search engines second.
  - ▶ Don't prioritize search engines over the actual humans reading your work. Instead, write content for the user, people who have eyes to read and credit cards to purchase your product. Search spiders are just scripts – they don't buy products, they don't engage with you on social media, and they won't become a loyal customer.
- ▶ Make your posts easy to read
  - ▶ Sub-headers: Bullet points: White space: Images/screenshots
- ▶ Focus on content themes vs keywords
  - ▶ Focus on themes instead of keywords. Instead of using lists of keywords. Focusing on themes instead of keywords is not only great for SEO but also for users since it makes a website's content sound much more interesting.

# Images

- ▶ Google dedicated an entire section of its search results to images. This should tell you how concerned the search engine giant is with pictures.
- ▶ When users are looking for a particular image, what do they search with? Keywords.
- ▶ Image SEO starts with the file name. You want Google to know what the image is about without even looking at it, so use your focus key phrase in the image file name.
  - ▶ DSC4536.jpg vs notre-dame-paris-sunrise.jpg
- ▶ JPEG for photos or illustrations: it will give you good results in terms of colors and clarity with a relatively small file size.
- ▶ PNG if you want to preserve background transparency.

# Videos

Insert

Insert a Video Transcript

Make

Make Sure Your Thumbnail Image Is Engaging

Pay

Pay Attention to the Title and Description of Your Video

Ensure

Ensure the Rest of Your Page Is Relevant to the Video and Optimized for SEO

Embed

Embed the Video You Want Ranked First on the Page

Make

Make the Video the Focus of the Page

# User Experience



- ▶ Google watches how users interact with search results and rank the results based on that.
- ▶ Bounce: If users click on a result and immediately bounce from the site, the site will start to lose ranking.
- ▶ Dwell Time: how long a visitor stays on your site (over 3 minutes is a good dwell time).
- ▶ Click-Through Rate: percentage of searchers who click on your search result
- ▶ Deliver pages that match searcher's intent.
- ▶ Entice the Click
- ▶ Promote your FAQs
- ▶ Removing tabs that hide content
- ▶ Mirror customers language
- ▶ Focused on searcher intent

# Landing Pages

- ▶ Relevant landing pages - Deliver what people are looking for
- ▶ It's pointless trying to rank for keywords for the sake of traffic if your landing page doesn't satisfy the user's intent. Take the time to work out whether the keyword you are targeting and the content you plan to create will match what the user is trying to obtain from the search. Nothing wastes more SEO or users' time than misaligned intent!



Publish to a custom URL

Use keywords in

- ▶ Title tag
- ▶ Meta description
- ▶ Header tags
- ▶ Image file names
- ▶ Copy



# One and Done

- ▶ Avoid one-and-done syndrome
- ▶ Once a month update your site
- ▶ Add content
- ▶ Have you ever gone all in and optimized a page of content and moved on without ever looking back?

# 14 SEO Tools

SEO Metrics	<ul style="list-style-type: none"><li>• 1. Moz</li><li>• 2. SEMRush</li></ul>
Website Speed	<ul style="list-style-type: none"><li>• 3. Google Speed</li><li>• 4. GTMetrics</li><li>• 5. WebPage Test</li></ul>
Search Traffic & Crawl	<ul style="list-style-type: none"><li>• 6. Google Search Console</li></ul>
Keyword Research	<ul style="list-style-type: none"><li>• 7. Google Keyword</li><li>• 8. Keywordtoo.io</li></ul>
Spell Checker	<ul style="list-style-type: none"><li>• 9. DatayzeBot</li></ul>
Broken Link	<ul style="list-style-type: none"><li>• 10. Dead Link</li><li>• 11. Broken Link</li></ul>
Backlink	<ul style="list-style-type: none"><li>• 12. Majestic</li><li>• 13. Ahrefs</li><li>• 14. NeilPatel</li></ul>

**If your website is on WordPress, Yoast SEO plugin handles most SEO requirements**





Moz  
<https://moz.com/free-seo-tools>

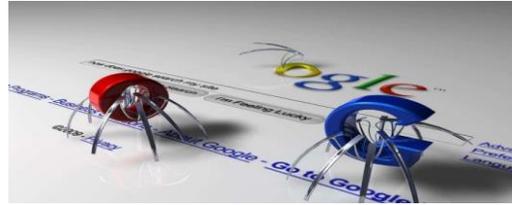
SEMRush  
<https://www.semrush.com/dashboard2/>



Google Page Speed Insights  
<https://developers.google.com/speed/pagespeed/insights/>

GTMetrics  
<https://gtmetrix.com/>

WebPage Test  
<https://www.webpagetest.org/>



Google Search Console  
<https://search.google.com/search-console/welcome>



Google Keyword  
[https://ads.google.com/intl/en\\_in/home/tools/keyword-planner/](https://ads.google.com/intl/en_in/home/tools/keyword-planner/)  
Keywordtoo.io  
<https://keywordtool.io/>



Datayze Bot  
<https://datayze.com/website-spell-checker>



Dead Link  
<https://www.deadlinkchecker.com/>

Broken Link  
<https://www.brokenlinkchecker.com/>



Majestic  
<https://majestic.com/>

Ahrefs  
<https://ahrefs.com/backlink-checker>

NeilPatel  
<https://neilpatel.com/backlinks/>

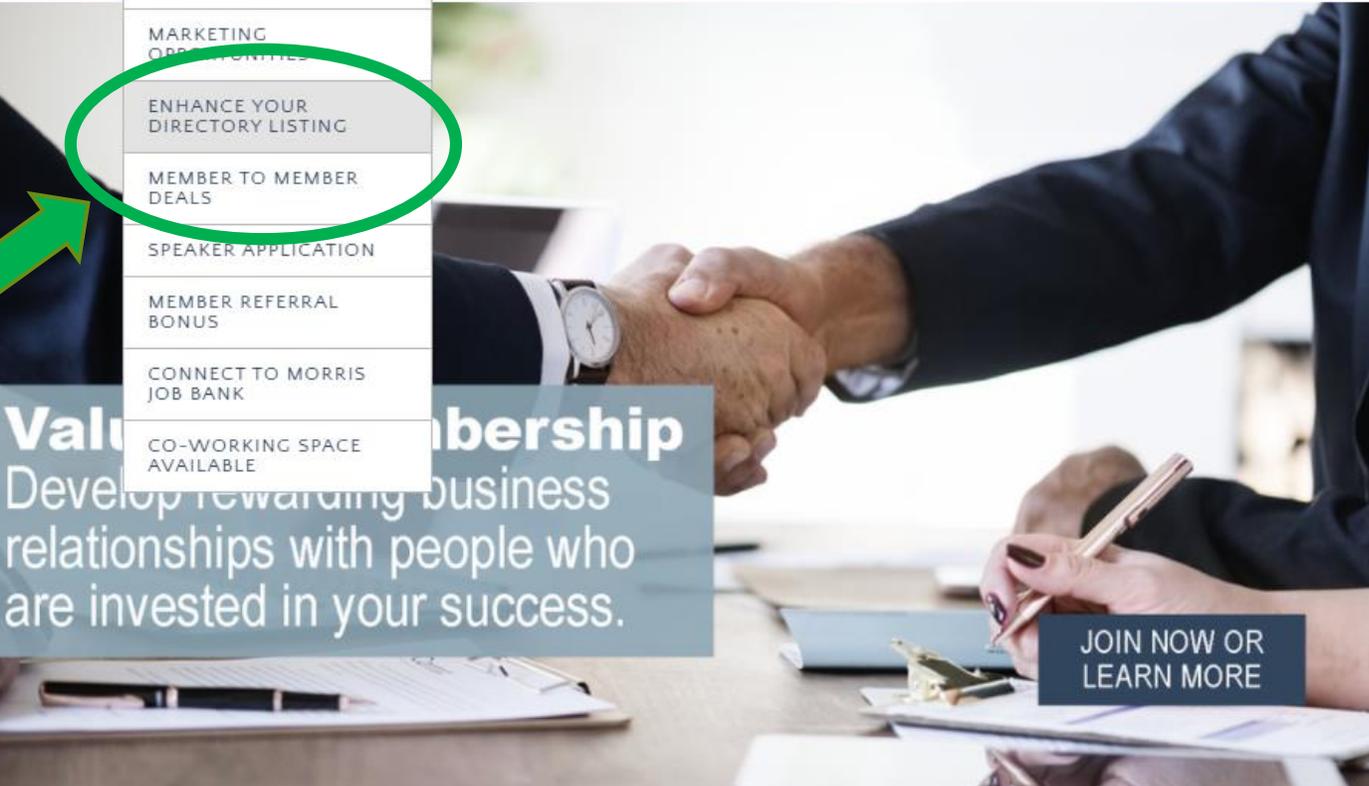
# Improve Visibility on the MCCC Website



ABOUT **MEMBER BENEFITS** EVENTS FIND A MEMBER NEWS & INFO PROGRAMS MEMBER LOGIN

JOIN our... **MEMBER BENEFITS** REGISTER for Events FIND a Member Business CONTACT Us

You can... officials, keep you connected to timely information, business resources, public...  
together - now virtually. Please reach out, **we're in this together!**



- MEMBER BENEFITS
- BECOME A MEMBER
- THE VALUE OF MEMBERSHIP
- GRAND OPENINGS & RIBBON CUTTING CEREMONIES
- MARKETING OPPORTUNITIES
- ENHANCE YOUR DIRECTORY LISTING**
- MEMBER TO MEMBER DEALS
- SPEAKER APPLICATION
- MEMBER REFERRAL BONUS
- CONNECT TO MORRIS JOB BANK
- CO-WORKING SPACE AVAILABLE



# Thank you for the Opportunity to Chair MCCC Tech Talk Forum



John Kullmann  
VP, Technical Solutions  
Macrosoft, Inc

[jkullmann@macrosoftinc.com](mailto:jkullmann@macrosoftinc.com)

Website [www.macrosoftinc.com](http://www.macrosoftinc.com)

YouTube [www.youtube.com/MacrosoftVideos](http://www.youtube.com/MacrosoftVideos)

Facebook [www.facebook.com/Macrosoftinc](http://www.facebook.com/Macrosoftinc)

LinkedIn [www.linkedin.com/company/macrosoft](http://www.linkedin.com/company/macrosoft)