



# dms4all

Digital Marketing Skills4All

## SEO Content

# Quick recap

How did you find your last session?

Give me one thing you took from the session



# Today's to-do list

Today we are going to look at **SEO**

We are going to look at what it is, how to do it and how to structure your pages.



# Learning objectives

By the end of this session you will be able to:

- Understand how to structure a web page for SEO
- Understand the terminology
- Know what SEO is and why its important
- Learn how to create an SEO Strategy



# Show of hands

Show of hands, who does any **SEO**?



# What is it?

SEO content is the optimised wordage we put into our pages and posts with the aim of getting better rankings on Google or Bing.



# SEM v's SEO

When you type in your search you will get a set of results. The top results will normally have SPONSORED against them. Those are your paid ads (SEM).

Everything underneath is your organic results (SEO).



# Positioning

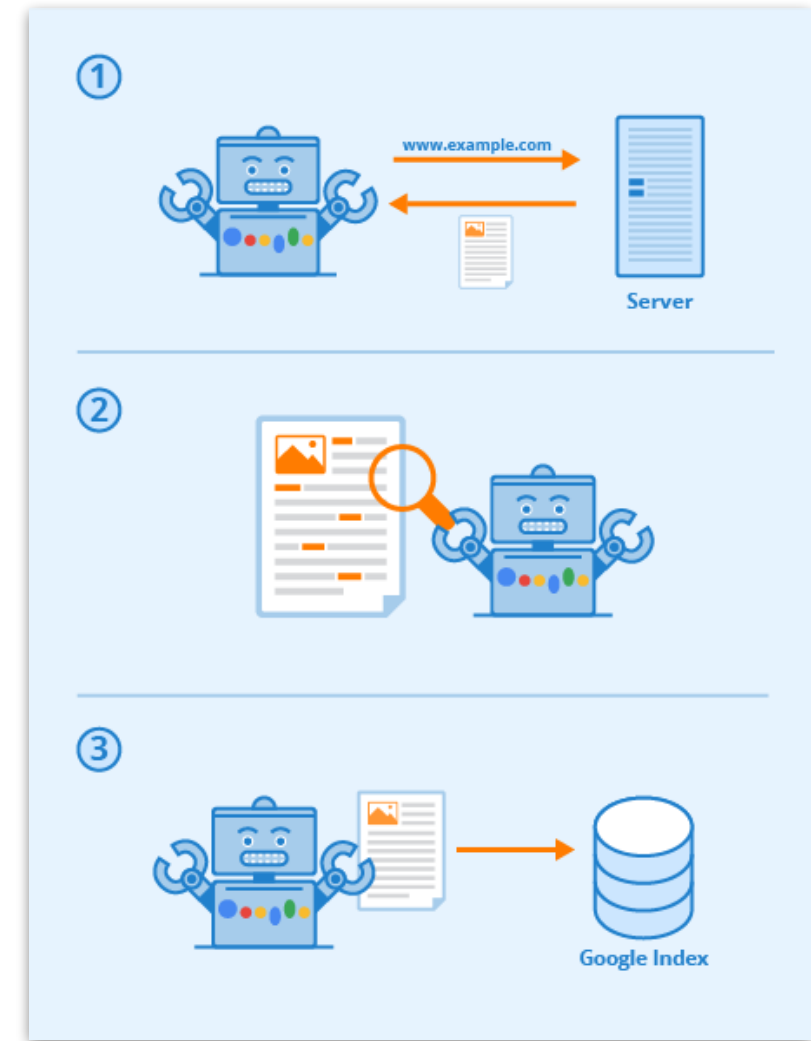
Your position in the rankings will depend on how good and how relevant your content is on your website.





# How it works

When a user types a query into the search box, the search engine uses complex algorithms to pull out what it believes to be the most accurate and useful list of results for that query.



# Terminology

*SERP*

*High-quality visitors*

*SEM*

*PPC*

*HTML*

*CPC*

*Conversions*

*Snippets*

*Rank*

*Keyword*



# Keywords

Keywords are your search query, what your user is putting into their search bar to find what they are looking for.

Despite the singular name, they are very rarely just one word.



# Head Keywords

A keyword will include a “head” keyword which will be the main word that is most important so for example “coconut”.



# Long-tail Keywords

People often mistake long-tail keywords for very long keyword phrases.

It's not about their character count, it's about their search volume compared to the search volume of the head keyword.



# Keywords Research

We want to be able to generate traffic to our site using the right keywords that suit our product or service but are also relevant to what people are looking for.



# Intent

Intent is what we call our users reason for visiting our site. The intent assigned to a keyword can tell you if a searcher is looking to buy something soon, shop around, or gather information.



# Intent

**Informational** — looking for information or an answer to a question.

**Navigational** — looking for a specific site or page.

**Commercial** — looking to find out more about brands or services.

**Transactional** — looking to complete a purchase or complete an action.





# Informational Keywords

These are usually the ones that have a high search volume.

Users who are at the start of their buying cycle and are looking for information.



# Navigational Keywords

If a searcher has seen a brand in a shop or on an ad and knows the product or the company name, these are the searches that send them off to the company's website or shopping portal.



# Commercial Keywords

These searches happen when someone wants to find out more about a specific product.

They may be looking to compare similar products or be looking for demos, discounts or offers.



# Transactional Keywords

These are really our final step in the process, they show the strongest intent to buy or take action.



# Keywords

Whichever type of keyword we are going to use we want to make sure it has:

Good search volumes of 1000+ searches a month

Low competition

Naturally, describe your business or product.



# Workbooks out!

I would like you create a list of 10 keywords and identify which intent you think it would apply to

Time for this activity: **15 mins**



# Quick Quiz



**SEM stands for**

- A** *Search Experience Marketing*
- B** *Social Experience Marketing*
- C** *Search Engine Marketing*



# Organisation

So, we have done our research, we have our keywords. Now we need to organise our content in a logical way that is SEO-friendly but also reader-friendly too.





# Product pages

*Product/information pages* - these tell people useful stuff, important facts and sell our products and services.

You would normally optimise these pages for your most important keywords.



# Posts

*Posts and articles* - these are more in-depth, more engaging and can go at the concept from a different angle. Solve problems and offer solutions.



# Htags

Officially they are Heading Elements although most people know them as H tags or Header tags.

They are semantic HTML elements that help to organise our website content and pages.



# <h1>

The title of a post.

They're usually keyword-centric, focused around the "big idea" of a page or post, and crafted to grab a reader's attention.



# <h2>

These are subheaders that classify the main points of your paragraphs and separate sections.

Consider using keywords related to the "big idea" in your H1



# <h3> and <h4>

These are subsections that clarify the points made in the H2 further. Alternatively, they can be used in formatting lists or bullet points.



# Keep it in order

You need to keep them in order and ideally, you don't want to skip. No jumping from H2 to H5. Keep it logical and in sequence.



# Keep it in order

*H1: Adding value with a Conservatory*

*H2: Designing a Conservatory with RTE*

*H3: Conservatory designs*

*H3: Do I need planning permission for a Conservatory?*

*H4: Benefits of a Conservatory*





# Formatting

To set up the perfect page we need to plan out where our most important elements are going to go.

Where do we need to put our keywords for maximum effect?



# Alt Tags

Each page in our site should have multiple images and they should be optimised for the focus keyword on that page.



# Workbooks out!

Use the text provided in your workbook and format it with Htags.

Time for this activity: **20 mins**



# Quick Quiz



Which Htag should you use for a headline?

**A** *H1*

**B** *H2*

**C** *H4*



# Backlinks

Links from an **external website** with anchor text, that is relevant to your content linking back to you.



# Backlinks

**Natural** - editorially given without any action by the page owner.

**Manual** - are acquired through deliberate link-building activities.

**Self-created** – things like adding yourself to an online directory.



# Backlinks

In our example, Bambers have a main website and one that is specific to their finance service. Our main site has a link on the product page to the Finance site.

**“Please click the Novuna link to discover your Personal Finance options.”**



# The approach

BUILD LINKS

## Backlinks

Build quality, relevant backlinks so these go to your domain, and not product or other pages

INTO YOUR DOMAIN

## Building Up Your Domain Authority (DA)

Google will start to recognise your website more due to quality, relevant websites linking to you, providing Google more and more “thumbs up” that your website is a good resource!

EQUALS HIGHER ORGANIC RANKINGS

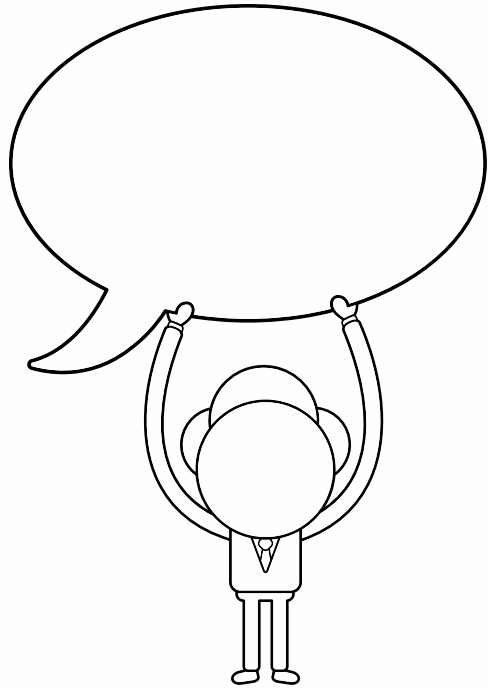
## Free Traffic

Stronger domain will naturally bring up the rest of your organic rankings, you will start to appear on page 2 and 1 over time depending on the level of competition





# Show and tell



Does anyone want to share their ideas with us?



# Best Practice

*Do your keyword research*

*Do structure your page properly*

*Don't ignore the customer's intent*

*Don't ignore your competitors*

*Do take advantage of backlinks*





# Any Questions?



# Coming up soon to extend these skills

Tomorrow we are going to carry on with **SEO**  
and look at page performance and tools.



# Quiz



**Quiz books out**  
**10 quick questions to test your knowledge**



# Final thoughts

Any comments on today?

What one thing do you feel you have taken from or improved upon from today?



# Don't forget

Make sure you **submit your workbooks**, once you do you will get a copy to your email.

That email will have the links to download today's slides and notes.



# Extra help

If you need any help with anything from today's session feel free to message me in the WhatsApp group.

If you have any other issues or problems related to the course or the tools speak to Andrew and Irfana, they are here to help you.





# Up next...

See you tomorrow for **SEO**

