

SEO

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#signatureceo

www.ryancanhelpyou.com/talks/seo

OUR GOAL

See

Extra

Opportunities

OUR GOAL

Search

Engine

Optimization

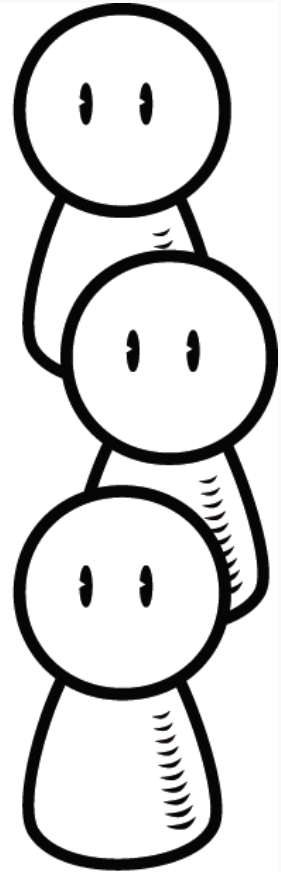
AWESOME.

But what does that
mean?

YOUR AUDIENCE



Website

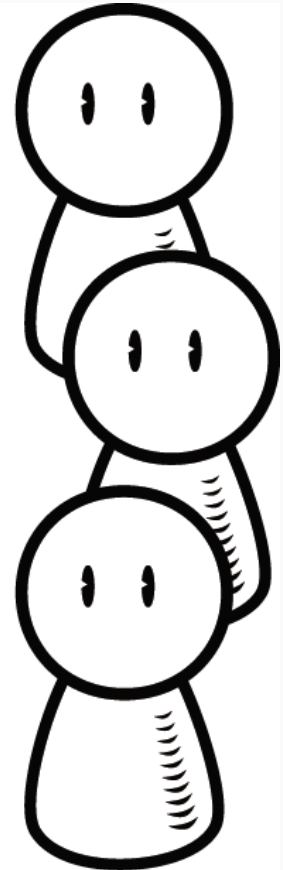


Audience

YOUR AUDIENCE

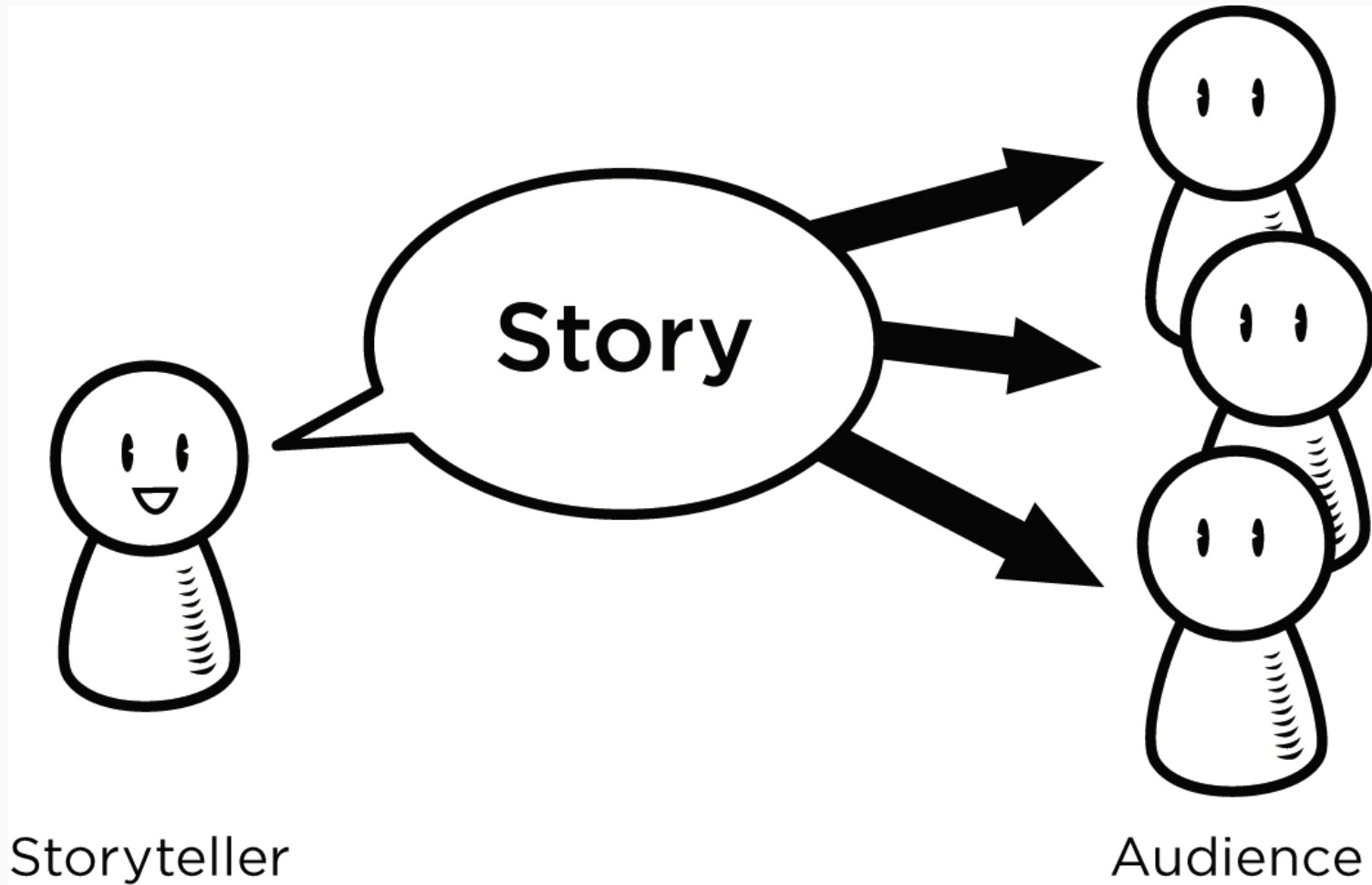


Website



Audience

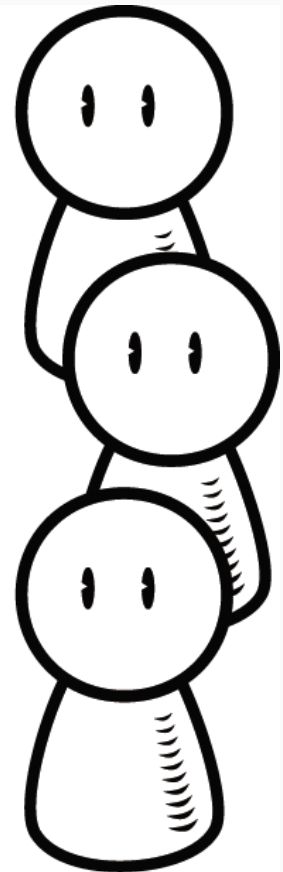
YOUR STORY



YOUR SUCCESS



Website

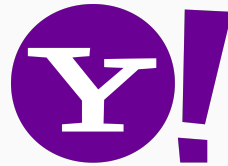


Audience

Search Overview

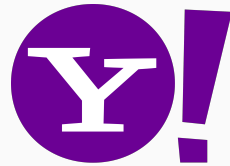
SEARCH

93% of online experiences begin with a search engine.

The Google logo, featuring the word "Google" in its signature multi-colored font: blue 'G', red 'o', yellow 'o', green 'g', and red 'le'.The Bing logo, featuring the word "bing" in a blue, lowercase, sans-serif font with a small orange dot above the letter 'i'.

SEARCH

75% of users never scroll past the first page of search results.

The Google logo, featuring the word "Google" in its characteristic multi-colored font: blue 'G', red 'o', yellow 'o', green 'g', and red 'le'.The Bing logo, featuring the word "bing" in a blue, lowercase, sans-serif font with a small orange dot above the letter 'i'.

MOBILE

Mobile has surpassed desktop in digital media time spent by device, according to [comScore](#):

May [2014] turned out to be a banner month for mobile ... Mobile platforms – smartphones and tablets – combined to account for 60% of total digital media time spent, up from 50% a year ago.

Ads for iphone cases

Why these ads?

[iPhone Case Blowout Sale | HDAccessory.com](#)

www.hdaccessory.com/

2000+ Unique Designs Available. Up To 80% Off, Same Day Shipping.

[Case-Mate® Official Site - Save 10% with Code: SPRING10](#)

www.case-mate.com/Free-Shipping

Hurry, This Discount Ends 4/15!

[Privacy](#)

[Iphone Cases | zazzle.com](#)

www.zazzle.com/

Shop **iPhone Cases** Online. Free Shipping On Custom **Cases**.

↳ [Phone Covers](#) - [Tablet Cases](#) - [Accessories](#) - [Custom Speakers](#)

Related searches for **iphone cases**:

Stores: [Amazon](#) [Apple](#) [iFrogz](#) [Speck](#) [Marware](#)

Brands: [Case-Mate](#) [Incase](#) [iSkin](#) [Belkin](#) [OtterBox](#)

[iPhone Cases & Covers | OtterBox.com](#)

www.otterbox.com › [Shop Cases](#) › [Apple Cases](#)

We have the toughest, most durable **iPhone Cases** for any lifestyle. From sleek silicone to rugged multi-layer technology, be sure to protect your investment with ...

↳ [iPhone 4 Cases](#) - [iPhone 4S Cases](#) - [iPhone 3G & 3Gs Cases](#)

Page: PA: 68 mR: 5.60 mT: 5.89 2,222 links from 87 Root Domains Root Domain: DA: 73 DmR: 5.63

Ads for iphone cases - Why these ads?



[Nine Inch Nails iPhone 3G Barely There Case -](#)

\$35.00 - [Case-mate](#)
Free Shipping & Save 10% with Code: SPRING10



[Incase Snap Case](#) **\$34.95** - [Incase Designs](#)



[Jack Spade 'Book Cloth' iPhone Case](#)
\$40.00 - [Nordstrom](#)
Free Shipping and Free Returns Every Day!

[Uncommon iPhone Cases](#)

www.getuncommon.com/

Custom made **iPhone cases**. Use your artwork or ours! Start shopping.

[Best iPhone 4S Cases](#)

www.igearusa.com/

Up to 85% Off **Cases**, Skins, Covers, Armbands & Holsters. Free Shipping!

About 62,700,000 results (0.20 seconds)

This is a paid adwords listing.
No SEO here.

Ad related to gourmet cheese ⓘ
[Quality Specialty Cheese - tasmanianheritage.com.au](http://www.tasmanianheritage.com.au)
www.tasmanianheritage.com.au/
 Tasmanian Heritage is Award Winning & Made From Finest Milk. View Now

The top organic listings. SEO can help you get here without paying a cent to the search engine.

[Gourmet Cheese](http://www.gourmetcheese.com.au/)
www.gourmetcheese.com.au/
 Index of /. Name Last modified Size Description. Proudly Served by LiteSpeed Web Server at www.gourmetcheese.com.au Port 80.

[How to Buy Cheese - The Reluctant Gourmet](http://reluctantgourmet.com/cheese-primer/item/295-cheese-primer)
reluctantgourmet.com/cheese-primer/item/295-cheese-primer
 Aug 19, 2012 – Cheese - how to choose and buy cheese by name, types of milk, country and wine to serve with.

[Berrys Creek Gourmet Cheese](http://www.berryscreekcheese.com/)
www.berryscreekcheese.com/
 Our latest awards for 2012. Royal Qld Food and Wine Show 2012. DIAA Australian Division 2012. DIAA Australian Division 2012. Bellingham medals. Gold ...

Google+ Local listings. See the guide in the beginner's section for more information.

| | |
|--|--|
| The Gourmet Grocer Balmain thegourmetgrocer.com.au/ 5 Google reviews | A 332 Darling Street Balmain (02) 9818 3354 |
| craig's cheese shop craigscheeseshop.com.au/ 2 Google reviews | B 59 Birrell Street Bondi Junction (02) 9387 3323 |
| BACCHUS fine food and wine www.bacchusfoodandwine.com.au/ Google+ page | C 207 Darling Street Balmain (02) 9818 8081 |

More results near Sydney NSW »

Map for gourmet cheese

Map markers for Google+ Local listings

More organic listings, but lower down the first page and accordingly receive less clicks.

[Blue Cow Cheese : Gourmet Cheeses, Traditional Cheeses ...](http://www.bluecow.com.au/)
www.bluecow.com.au/
 World's Best Cheeses. Home · Hampers ... Gourmet Deli · Recipes · Planning a ...
 An Introduction to Cheese and Wine - Fraser's Restaurant. Wednesday 20th ...
 Contact Us - Cheese Room - Employment - Blue Cow Range

[Cheese - Gourmet Food Store](http://www.gourmetfoodstore.com/cheese/)
www.gourmetfoodstore.com/cheese/
 Gourmet Food Store offers a selection of over 350 different gourmet cheeses from France, Italy, Spain, Switzerland, United States and more. Buy best cheese ...

[Gourmet cheese making UWA Extension](http://www.extension.uwa.edu.au/course/CCUM033)
www.extension.uwa.edu.au/course/CCUM033
 Sun, 17 Mar - Taste Budds Cooking Studio
 There's nothing like taking a home-made camembert to a dinner party or preparing gorgeous desserts with your own preservative-free cheeses. In this hands-on ...

[Ha Ve Harvey Cheese | Gourmet Cheeses - Moulded Cheeses , Fetta](http://www.harveycheese.com/)
www.harveycheese.com/
 Ha Ve Harvey Cheese are family owned and operated, specialising in making gourmet cheeses, especially moulded cheeses, fettas and firm cheeses to ...

Web

Images

Maps

Videos

News

Shopping

More

San Jose, CA

Change location

Show search tools

Meta Description

URL

Ads related to **online sales marketing** ⓘ

[Free Marketing - Grow Your Business in Minutes | Vocus.com](#)

www.vocus.com/

Get Seen & Be Social. Demo Now!

[Online Marketing Tools - Get Digital Marketing Advice & Tips](#)

www.eloqua.com/Online-Marketing

Read Our Digital **Marketing** Guide.

1,948 people +1'd or follow Eloqua

Marketing Automation Demo - Real World Marketing Syllabus

[Online Marketing Summit | onlinemarketingsummit.com](#)

www.onlinemarketingsummit.com/

October 22-25 | Silicon Valley | CA Internet & Digital **Marketing** Event

[Online • Sales • Marketing - The Spectrum Group Online](#)

online-sales-marketing.com/

We cover the gamut from **marketing** strategy, graphic design, SEO, SEM, to Web analytics. Our mission is to help our clients leverage their **online** presence to ...

Blog - Integrated Solutions - Who We Are - Online Presence

[Internet marketing - Wikipedia, the free encyclopedia](#)

en.wikipedia.org/wiki/Internet_marketing

Internet marketing ties together the creative and technical aspects of the **Internet**, including design, development, advertising and **sales**. **Internet marketing** also ...

[Orlando SEO & Internet Marketing Agency | Orlando Web Design ...](#)

www.smtusa.com/

Sales & Marketing Technologies is an Orlando web development and **Internet marketing** agency that has been in business since 1991. Our highly skilled team of ...

Title Tag

PPC

Pay-Per-Click Advertising

Google AdWords, Adkontekst, Bing/Yahoo
Network, Yandex and YouTube

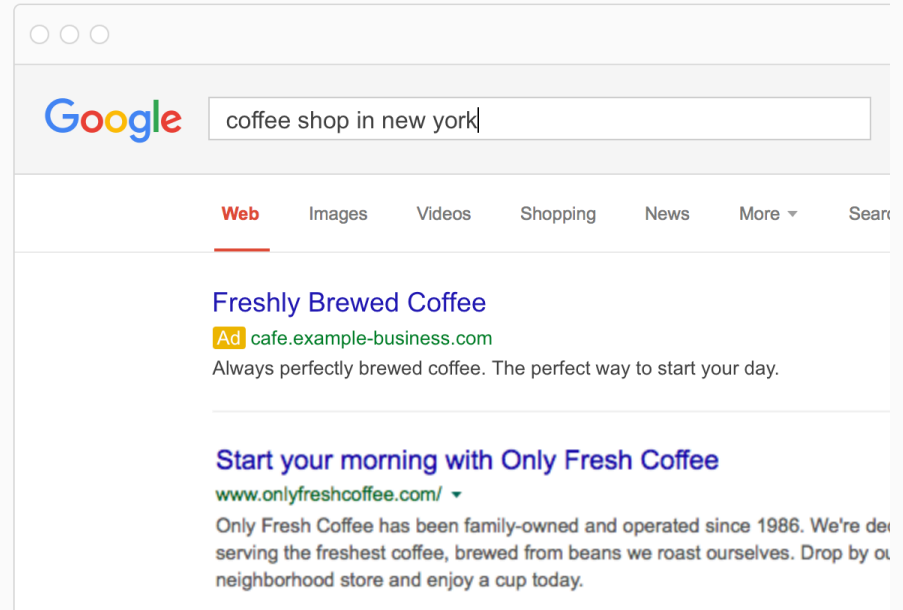
GOOGLE ADWORDS

Get your ad on Google today

Be seen by customers at the very moment that they're searching on Google for the things you offer. And only pay when they click to visit your website or call.

Start now

Free phone support: 1-855-607-0435 *



<http://www.google.com/adwords/>

SMO

Social Media Optimization

Facebook Ads, Facebook Exchange

<https://moz.com/blog/10-things-ive-learned-while-learning-facebook-ads>

On-Page Optimization

QUALITY CONTENT

Grow your brand &
become the authority

QUALITY CONTENT

- Well written and catchy titles (click-through)
- Use keywords in filenames
- Alt tags for images
- Think about what unique content items you can provide your customers (ebooks, podcast, videos, blog posts)... and tag them!
- Promote sharing of your content:

<https://moz.com/blog/roadmap-creating-share-worthy-content-massive-distribution>

SPEED

- Optimize Images
- Reduce file size of PDFs and other docs
- Not too many images



Products > PageSpeed Insights

PageSpeed Insights 



Make your web pages fast on all devices.

Enter a web page URL

ANALYZE

<https://developers.google.com/speed/>

ACTION ITEMS

- 1) Write unique keyword rich Title Tag
- 2) Meta Description
- 3) Meta Keywords
- 4) Easy URL Structure for with keyword
- 5) Search Engine Friendly Website Design
- 6) Breadcrumb Navigation
- 7) Keyword Research
- 8) H1,H2,H3,H4 Tags (include your main keywords)
- 9) Effective use of robots.txt file

ACTION ITEMS

- 10) XML & HTML Sitemap
- 11) Alt Tags for images
- 12) Internal Linking of web pages
- 13) Choose best file names with your keywords
- 14) Use of No-follow links
- 15) Your Mobile site version
- 16) Keep your code as simple as you can
- 17) Keyword Density
- 18) Remove Canonical Problem (if it is exists)

Off-Page Optimization

CONTENT MARKETING

Brand Development

BUZZ MARKETING

Word-of-Mouth

LOCAL SEO

1. Join your Local Chamber of Commerce
2. Join Local Networking Groups
3. Run Local Events and Syndicate with Event-listing Websites
4. Sponsor Local Charities and Causes
5. Get Local Press (With a Link)
6. Participate and Recruit in your Local University's Job Fair

LOCAL SEO

7. Get Listed on Website of you Local Suppliers or Partners
8. Be Controversial: Fight a Cause
9. Buy Local Products and Services
10. Advertise on Local Classified Sites
11. List on Location-based Mobile check-in Services
12. Run a Groupon or Living Social Campaign

Measuring Success

WEB ANALYTICS

Google Analytics

“Track thousands of data in an ongoing manner (also in real time) using a dedicated tool for measuring traffic and its efficiency.”

WEB ANALYTICS

44% of survey respondents said they lacked the metrics to demonstrate the impact of marketing in 2014.

- CMOSurvey.org

49% of marketers used intuition, not data, when thinking about where to invest marketing spending.

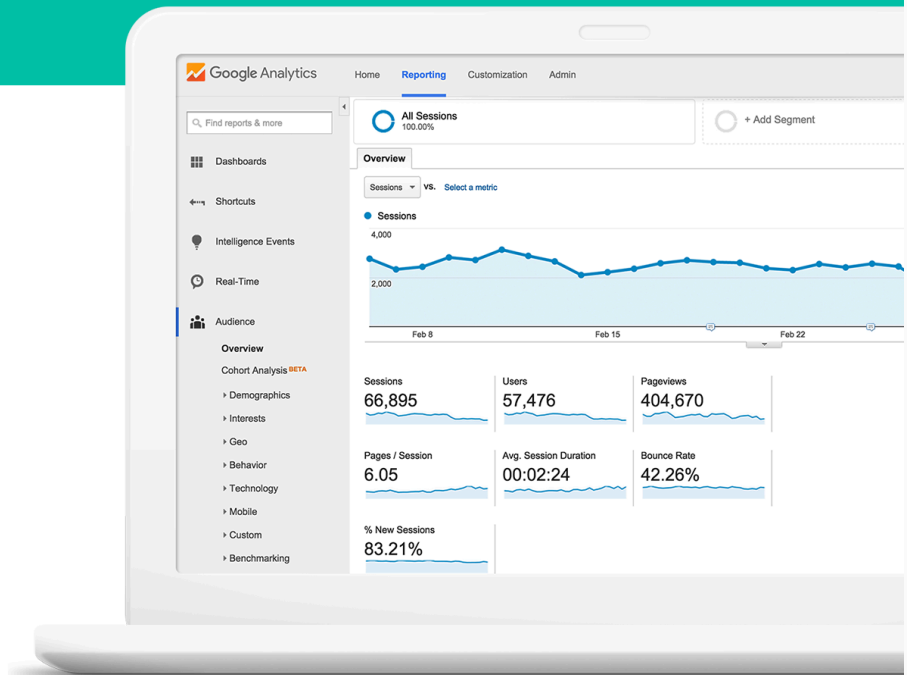
- [Adobe Survey 2014](#)

GOOGLE ANALYTICS

BENEFITS

Build your audience with valuable insights.

Your customers go everywhere; shouldn't your analytics? Google Analytics shows you the full customer picture across ads, videos, social tools, websites, tablets, smartphones, and more.



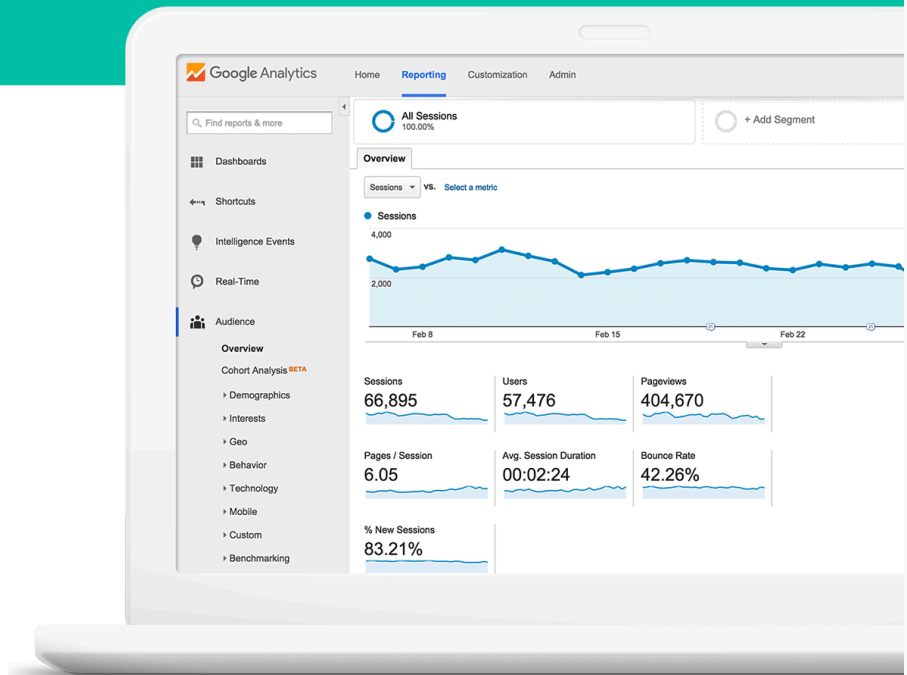
<http://www.google.com/analytics/>

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BENEFITS

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<http://www.google.com/analytics/>

Find reports & more

Audience Overview

Dec 5, 2014 - Jan 4, 2015

Email Export Add to Dashboard Shortcut

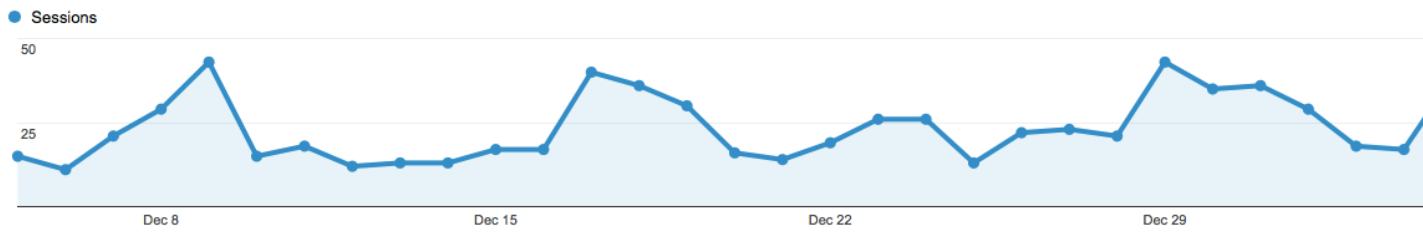
All Sessions 100.00%

+ Add Segment

Overview

Sessions vs. Select a metric

Hourly Day Week Month



Sessions

726



Users

424



Pageviews

1,732



Pages / Session

2.39



Avg. Session Duration

00:03:25



Bounce Rate

75.62%

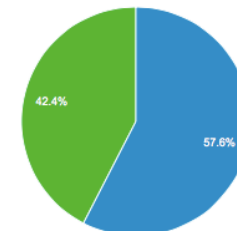


% New Sessions

57.44%



New Visitor Returning Visitor



Demographics

Language

Language

1. en-us

Sessions % Sessions

392

53.99%

Mar 23, 2014 - Apr 22, 2014

Audience Overview

Email Export Add to Dashboard Shortcut

Export Menu

ANALYTICS EDUCATION

Use this section to understand your audience characteristics.

The Audience reports provide insight into

- the demographics of your audiences. Go to **Audience > Demographics**.
- your mix of new and return users and the level of engagement of your users. Go to **Audience > Behavior**.
- the browsers and networks being used to access your site/app. Go to **Audience > Technology**.
- the mobile devices being used to access your site/app. Go to **Audience > Mobile**.

Education/Help Area



Find reports & more

Dashboards

Shortcuts

Intelligence Events

Real-Time

Audience

Overview

Demographics

Interests

Geo

Behavior

Technology

Mobile

Custom

Users Flow

Acquisition

All Sessions 100.00%

Overview

Sessions vs. Select a metric

Hourly Day Week Month



Content Drilldown

Customize **Email** Export Add to Dashboard

ANALYTICS EDUCATION

- 1 Introduction
- 2 Diagnose landing pages
- 3 See popular content
- 4 See which pages drive revenue
- 5 Analytics Academy

Email Report: *Content Drilldown*



From **youremail@gmail.com**

To

Subject **Google Analytics: Content Drilldown**

Attachments

Frequency Day of Week:

▶ ADVANCED OPTIONS

▼ All Sessions
100.00%

Explorer

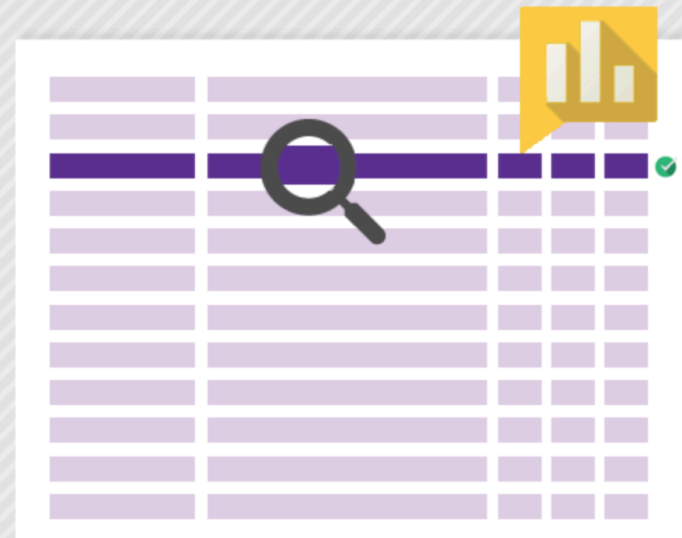
Pageviews ▼ vs. Select a metric

● Pageviews

Keyword Planner

Plan your Search Network campaigns, get performance insights, and see keyword ideas.

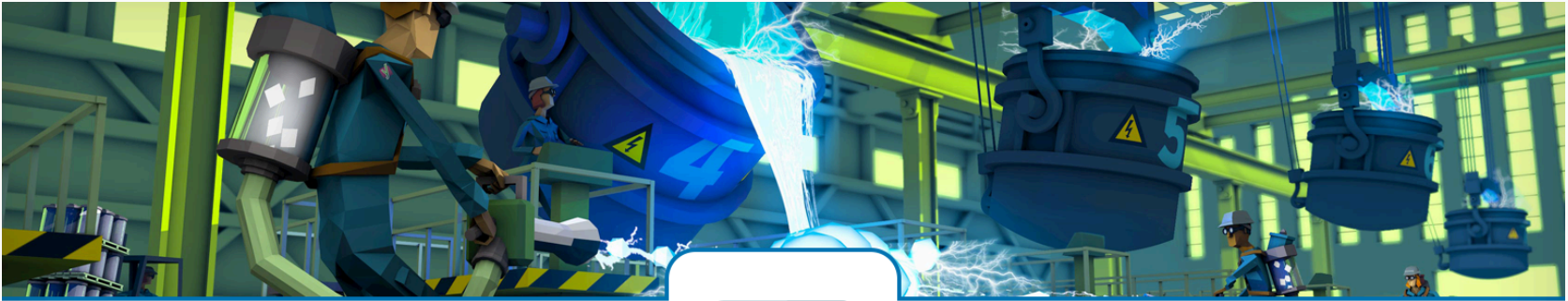
Sign in to AdWords



<https://adwords.google.com/KeywordPlanner>

Tools

WORDPRESS PLUGINS



Yoast SEO



<https://wordpress.org/plugins/wordpress-seo/>

WordPress SEO by Yoast

General Page Analysis Advanced Social

Snippet Preview:

[WordPress SEO Plugin • Search Engine Optimization Plugin • Yoast](#)

yoast.com/wordpress/seo/

The most complete **WordPress SEO Plugin**, Yoast's **WordPress SEO plugin** is an All in One **SEO** solution for your **WordPress** blog, used by experts worldwide.

Focus Keyword:



wordpress seo plugin

Your focus keyword was found in:

Article Heading: **Yes (1)**

Page title: **Yes (1)**

Page URL: **No**

Content: **Yes (11)**

Meta description: **Yes (2)**

SEO Title:



WordPress SEO Plugin • Search Engine Optimization Plugin • Yoast

Title display in search engines is limited to 70 chars, **6** chars left.

Meta Description:



The most complete WordPress SEO Plugin, Yoast's WordPress SEO plugin is an All in One SEO solution for your WordPress blog, used by experts worldwide.

The **meta** description will be limited to 156 chars, **6** chars left.

Yoast WordPress SEO Settings

SEO Title:

The SEO title is used on the archive page for this term.

SEO Description:

The SEO description is used for the meta description on the archive page for this term.

Canonical:

The canonical link is shown on the archive page for this term.

Breadcrumbs Title:

The Breadcrumbs title is used in the breadcrumbs where this category appears.

Noindex this category:

Nofollow this category:

Include in sitemap?:

Update

Yoast WordPress SEO Settings

SEO Title:

The SEO title is used on the archive page for this term.

SEO Description:

The SEO description is used for the meta description on the archive page for this term.

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The canonical link is shown on the archive page for this term.

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The Breadcrumbs title is used in the breadcrumbs where this category appears.

Noindex this category:

Nofollow this category:

Include in sitemap?:

Update



XML Sitemap

Check this box to enable XML sitemap functionality.

You can find your XML Sitemap here:

You do **not** need to generate the XML sitemap, nor will it take up time to generate after publishing a post.

General settings

After content publication, the plugin automatically pings Google and Bing, do you need it to ping other search engines too? If so, check the box:

- Ping Yahoo!
- Ping Ask.com

Exclude post types

Please check the appropriate box below if there's a post type that you do **NOT** want to include in your sitemap:

- Posts (`post`)
- Pages (`page`)
- Media (`attachment`)
- Locations (`wpseo_locations`)
- Downloads (`download`)

Exclude taxonomies

Please check the appropriate box below if there's a taxonomy that you do **NOT** want to include in your sitemap:

- Categories (`category`)
- Tags (`post_tag`)
- Format (`post_format`)
- Categories (`download_category`)
- Tags (`download_tag`)

Entries per page

Please enter the maximum number of entries per sitemap page (defaults to 1000, you might want to lower this to prevent memory issues on some installs):

Max entries per sitemap page:

WordPress SEO by Yoast

General Page Analysis Advanced Social

To update this page analysis, save as draft or update and check this tab again.

- The keyword / phrase does not appear in the URL for this page. If you decide to rename the URL be sure to check the old URL 301 redirects to the new one!
- No outbound links appear in this page, consider adding some as appropriate.
- The copy scores 62 in the [Flesch Reading Ease](#) test, which is considered OK to read.
- The images on this page contain alt tags with the target keyword / phrase.
- The keyword appears in the first paragraph of the copy.
- Keyword / keyphrase appears in 1 (out of 12) subheadings in the copy. While not a major ranking factor, this is beneficial.
- The keyword density is 1.34%, which is great, the keyword was found 13 times.
- The page title contains keyword / phrase, at the beginning which is considered to improve rankings.
- In the specified meta description, consider: How does it compare to the competition? Could it be made more appealing?
- The meta description contains the primary keyword / phrase.
- There are 976 words contained in the body copy, this is greater than the 300 word recommended minimum.
- The page title is more than 40 characters and less than the recommended 70 character limit.

General Page Analysis **Advanced**

Meta Robots Index: Index Noindex

Meta Robots Follow: Follow Nofollow

Meta Robots Advanced:
None
NO ODP
NO YDIR
No Archive
No Snippet

Advanced meta robots settings for this page.

Breadcrumbs title:

Title to use for this page in breadcrumb paths

Include in Sitemap:

Should this page be in the XML Sitemap at all times, regardless of Robots Meta settings?

Sitemap Priority:

The priority given to this page in the XML sitemap.

Canonical URL:

The canonical URL that this page should point to, leave empty to default to permalink. [Cross domain canonical](#) supported too.

301 Redirect:

The URL that this page should redirect to.

Resources

RESOURCES

Slides

<http://ryancanhelpyou.com/talks/seo>

eBooks

<http://d2eeipcradle6.cloudfront.net/guides/Moz-The-Beginners-Guide-To-SEO.pdf>

<https://moz.com/blog/seo-cheat-sheet>

<https://www.smartinsights.com/membership/basic-signup/>

RESOURCES

Tutorials / Tips & Tricks

<https://moz.com/learn/seo>

<http://training.seobook.com/seo-training-overview>

<http://www.bruceclay.com/seo/search-engine-optimization.htm>

<https://moz.com/beginners-guide-to-seo>

<https://moz.com/search-ranking-factors>

<https://moz.com/google-algorithm-change#2015>

RESOURCES

Upcoming Meetups

Wednesday, November 18, 2015

<http://www.meetup.com/webcontentmavens/events/225576123/>

Thursday, November 19, 2015

<http://www.meetup.com/Level-Up-Silver-Spring-Business-Development-MeetUp/events/226239317/>

Thursday, December 3, 2015

<http://www.meetup.com/Workshop-How-to-Start-Your-Business-Right/events/226231698/>

Friday, December 4, 2015

<http://www.meetup.com/onlinemarketingmaryland/events/223893003/>

Wednesday, March 9, 2016

<http://www.meetup.com/nova-ux/events/226370507/>

RESOURCES

Industry Trends / SEO news & reports

<http://www.searchenginejournal.com/>

<http://inbound.org>

RESOURCES

SEO Quiz

<https://moz.com/seo-expert-quiz>

Questions?

Ryan King

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@ryancanhelptyou

THANK YOU