



The Direct Marketing Association
of Northern California

CERTIFICATION WORKSHOP

Use SEO for Digital Marketing

SEO Master Class Module 3 of 4

Presented by Andreas Ramos

- Adjunct Professor at CSTU and Omnes
- Author of 22+ Books on Digital Marketing
- Wednesday, May 31st 2023 | 12 p.m. to 2:00 p.m. PT

The Direct Marketing Association of Northern California (DMAnc) was formed to educate, inform and provide networking opportunities for marketing professionals in the San Francisco Bay Area and beyond.

We have evolved to offering best-in-class live online courses and workshops worldwide and certification program, taught by world-renowned instructors. More than 2,000 professionals take advantage of over 100 workshops every year.



Workshop topics include:

- AI for al Marketing.
- SEO.
- Google Ads.
- Google Analytics.
- Social Media (Organic and Advertising).
- Content Marketing.
- Podcasting and YouTube Marketing.
- Influencer Marketing.
- Copywriting.
- Video Production for Social Media.
- Product Marketing and Account Based Marketing (ABM).
- Sustainable Marketing.

- Our courses started as extension courses at UC Berkeley, UCLA, and UC Santa Cruz, and we brought them over to DMAnc.org
- Earn a certificate by completing any eight modules within two years.
- Take classes live online or recorded, or a hybrid of both.
- You decide the courses you want to take.
- Students who complete a certification program will receive a frameable Certificate and a digital badge for your website, email signature, or social profiles.
- If a certificate isn't in your plan, you can take as few or as many of the courses as you'd like.



About Andreas Ramos

- Director of the Digital Agency at Acxiom
- Head of Global SEO at Cisco
- Adjunct professor in digital marketing
- CMO at Lingolet.com

acxiom

CISCO

Lingolet



CSTU

OMNES
EDUCATION



Stanford
University

MIT
Massachusetts
Institute of
Technology



amazon **#1 Best Seller**

andreas.com



- If I'm not speaking clearly
- Or I talk too fast
- **Let me know!**
- Send me a message via the **chat box** (highlighted in yellow).
- Your message is private. Nobody else can see your message.

FEEDBACK



Avg. CPC	Cost	Quality
\$1.09	\$119.88	
\$1.83	\$701.82	
\$0.64	\$40.70	5/10
\$1.62	\$155.51	5/10
\$1.43	\$98.58	
\$0.65	\$71.28	7/10
\$1.41	\$105.38	3/10
\$1.65	\$123.90	

File Options View Help

Sharing Webcam Audio Dashboard Attendees: 61 of 501 (max)

Attendees Staff (2)

NAMES - ALPHABETICALLY

Search

Send Privately Send to All

Handouts: 1

Chat (Type your questions here)

To: All - Entire Audience Send

Google Ads Advanced
Webinar ID: 799-639-131

This session is being recorded.

GoToWebinar

The Video, the PowerPoints, and More

- We will send the **video recording of this workshop today by 5 p.m. PST.**
- You will also get **today's PowerPoint and additional handouts.**
- The email will be sent from **customer care@gotowebinar.com**
- Be sure to whitelist this email address.



We Want Your Feedback

- Your feedback is very important to us.
- We look at each survey and use the input to improve the class and plan future workshops.
- We value your time, so we'll send you a \$10.00 Amazon eGift card as a thank you for completing the survey.



Agenda: What We Covered Today



SEO and Keyword Research, Module 1

- Why SEO?
- How Google does marketing.
- Find your audience's questions and keywords.
- Working with keywords.

On-page SEO and Technical SEO, Module 2

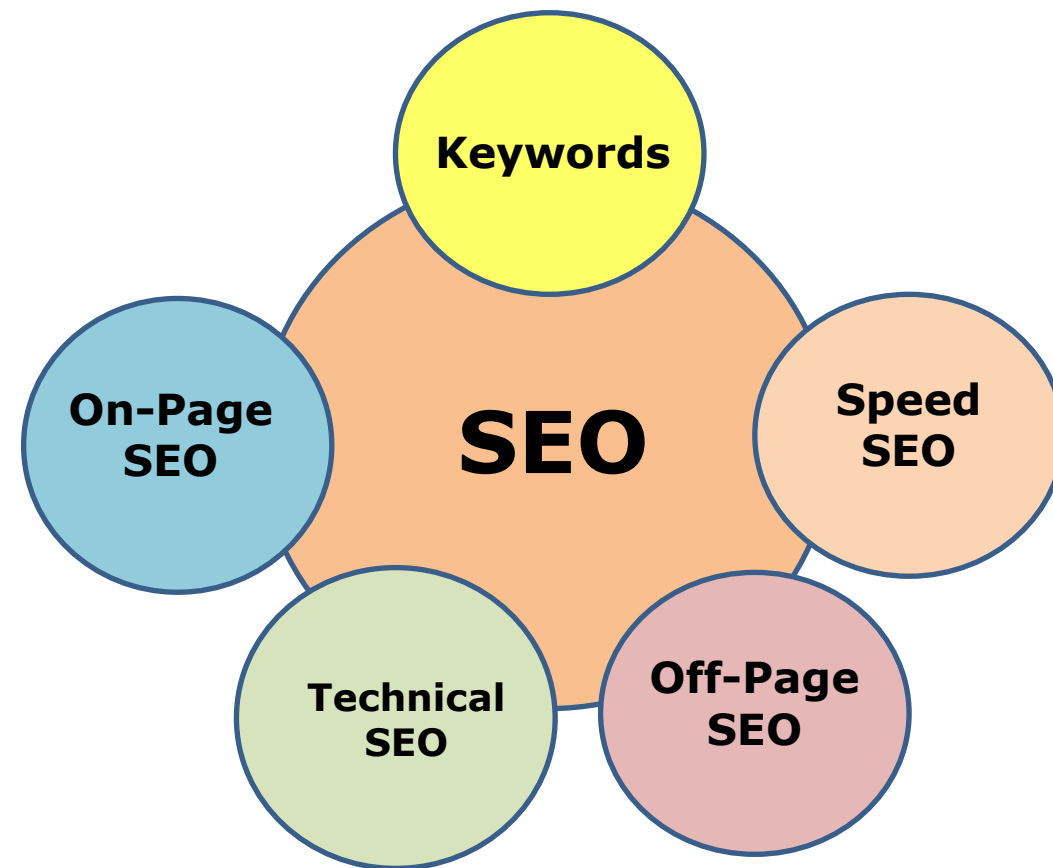
- **On-Page SEO:** What people see on the web page.
- **Technical SEO:** What's behind the web page, meta-tags, images, canonicals, HRefLang, 404, HTTPS, check links, XML sitemaps, mobile first, and more.

Off-page SEO, Module 3

- **Off-Page SEO:** Link building, outgoing links, toxic links, news sites, multiple locations, Google My Business, Wikipedia.
- Google Updates and reinclusion.
- Working in SEO: Metrics, reports, SEO Radio Hour, tools.

Speed SEO, Module 4

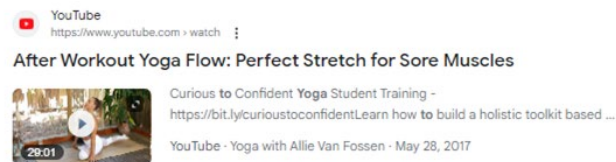
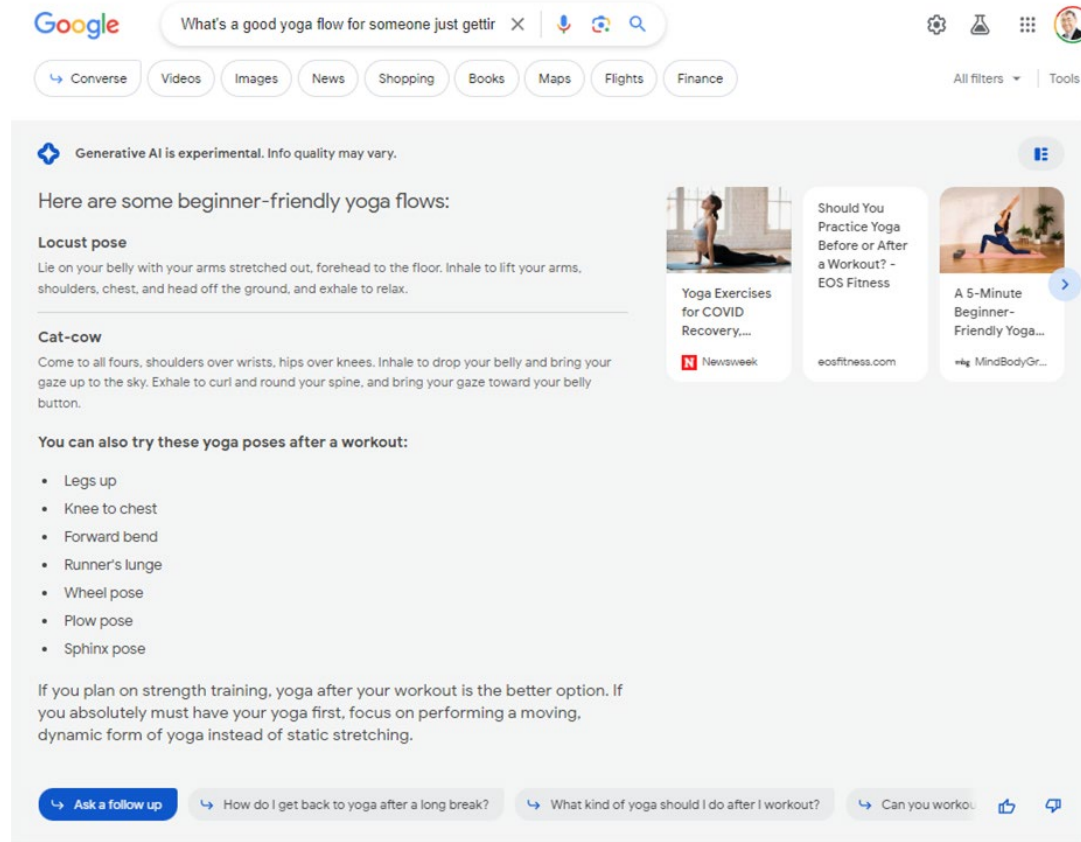
- How to measure the speed, how to optimize text and images for faster pages.
- Future of SEO.
- Resources.



The New Google

- Google Labs gave me access to **Generative Search Experience** (GSE) last night.
- Google is testing this. They are collecting feedback from companies and consumers.
- GSE will change. Final version by September.
- Sign up for **GSE waitlist** at labs.google.com/search

Insight: Watch GSE, but don't make changes for now.



Updates: Do You Show Up in AI?

Ask ChatGPT, Microsoft Bing Chat, and Google Bard about your organization, competitors, products, services, and key people. See what shows up.

The prompt: Act as a professional ski instructor. What are the top cross-country ski boots? Show me comparison details in a markdown.

Tip: Ask “Show me a few more” to see more results. Click **Regenerate**.

Insight: Today’s class (off-page SEO) will be a major factor in SEO for AI.



Sure, here's a simplified comparison of a few different cross-country ski boots. Please note that prices may vary based on location, retailer, and availability.

Maker	Model	Features	Approximate Price (USD)
Salomon	RC Prolink	Prolink system, adjustable heel strap, thermo-moldable fit	\$200
Fischer	XC Comfort Pro	Thermo fit, easy entry loops, waterproof	\$120
Alpina	T30 Eve Touring	Thinsulate insulation, anatomic footbed, women-specific fit	\$120
Rossignol	X-6 SC	Speed lace lock, thermo-adjustable fit, mobile cuff	\$160
Madshus	Hyper RPU	PVC-free, MemBrain softshell lace cover, R3 outsole	\$200

Updates: Learn AI for Digital Marketing

- I've taught two university classes (80+ students) and five workshops to 150+ companies on the use of **AI for digital marketing**.
- Learn practical, hands-on use of AI for digital marketing. Go **My DMAnc class on AI for digital marketing**



Off-Page SEO

Off-Page SEO looks beyond your web page.

Insight: Google looks carefully at factors outside your website. Google's goal is to show useful information. They block trivial or harmful pages.

Show Google that your site is authoritative and credible.

There are many things to increase your visibility and ranking in search engines.



Check Your Outbound Links

You should link to other sites. Google prefers sites with links to relevant sites. If your site was started fifteen or twenty years ago, make sure your outbound links point to good sites.

1. Use Screaming Frog to scan your site.
2. Click the **Response Codes** tab to see the status of links. at your site.
3. Check active links for irrelevant or inappropriate sites. A previous webmaster may have pointed to a site 15 years ago which later became a bad site.
4. Links with status code **3xx** (301...), **4xx** (400...) or **(5xx)** (501...) are broken. Select an outbound link (such as the one in line 3). At the bottom of the screen, you see the page with the broken outbound link. Go to that page on your site to fix (or delete) the broken outbound link.

Tip: A few broken outbound links are acceptable but many are a sign of poor maintenance.

Note: There are many 4xx status codes, such as 404 (missing). See a [list of 4XX codes](#)

Internal	External	Security	Response Codes	URL	Page Titles	Meta Description	Meta Keywords	H1
Client Error (4xx)								
	Address	Status Code	Response Time	Content Type				
1	http://blogger-ftp.blogspot.com/2010/01/deprecatin...	404	0.14	text/html; charset=				
2	http://deemly.co/	400	0.24	text/html; charset=				
3	http://deemly.co/business	400	0.09	text/html; charset=				
4	http://playce.io/	404	0.10	text/html; charset=				
5	http://socialphysics.media.mit.edu/	404	0.21	text/html; charset=				
6	http://www.ani-training.com/ccg	404	0.95	text/html; charset=				
7	http://www.b2bmarketinginsider.com/content-marke...	404	0.15	text/html; charset=				
8	http://www.blacktable.com/gilllin030901.htm	404	0.07	text/html; charset=				
9	http://www.churchillclub.org/	479	0.17	text/html				
10	http://www.dermatologistrx.com/Cart/Cart.asp?Prod...	404	0.12	text/html; charset=				
11	http://www.digitalmbas.org/	400	0.08	text/html; charset=				
12	http://www.hdrsoft.com/images/liege/after.html	404	0.12	text/html; charset=				
13	http://www.k7.net/	404	0.06	text/html; charset=				
14	http://www.microsoft.com/atwork/getstarted/speed....	403	18.03	text/html				
15	http://www.scoo.org/	404	0.09	text/html; charset=				

All Link Types								
All Link Origin Types								
Type	From	To						
Hyperlink	https://www.andreas.com/book-startup.html	http://deemly.co/business						

If a page has been updated with a new page, you can use a 301-Redirect list so links to the old page are sent to the new page.

1. Fix this with a **301-Redirect** list.
2. Make a list of the old pages and the new pages.
3. Upload the 301-Redirect list to your server. How this is done will depend on the type of server (UNIX, Windows) for your website. Talk with your IT team or your hosting company's technical support.

Note: Don't edit the server settings. It's easy to click something that turns off the entire website. Let server engineers do this.

Tip: A few broken links is okay. But many broken links is a sign of a bad site.

```
Redirect 301 /intro.html /about.html
Redirect 301 /social.html /book-social.html
Redirect 301 /seo.html /book-seo.html
Redirect 301 /twitter.html /book-twitter.html
Redirect 301 /2011/06 /blog.html
```

- Example of a 301-redirect list.
- Each line shows the old page and the new page.
- For example, the /intro.html page now points to the /about.html page.
- When someone clicks a link to the intro page, the about page opens.

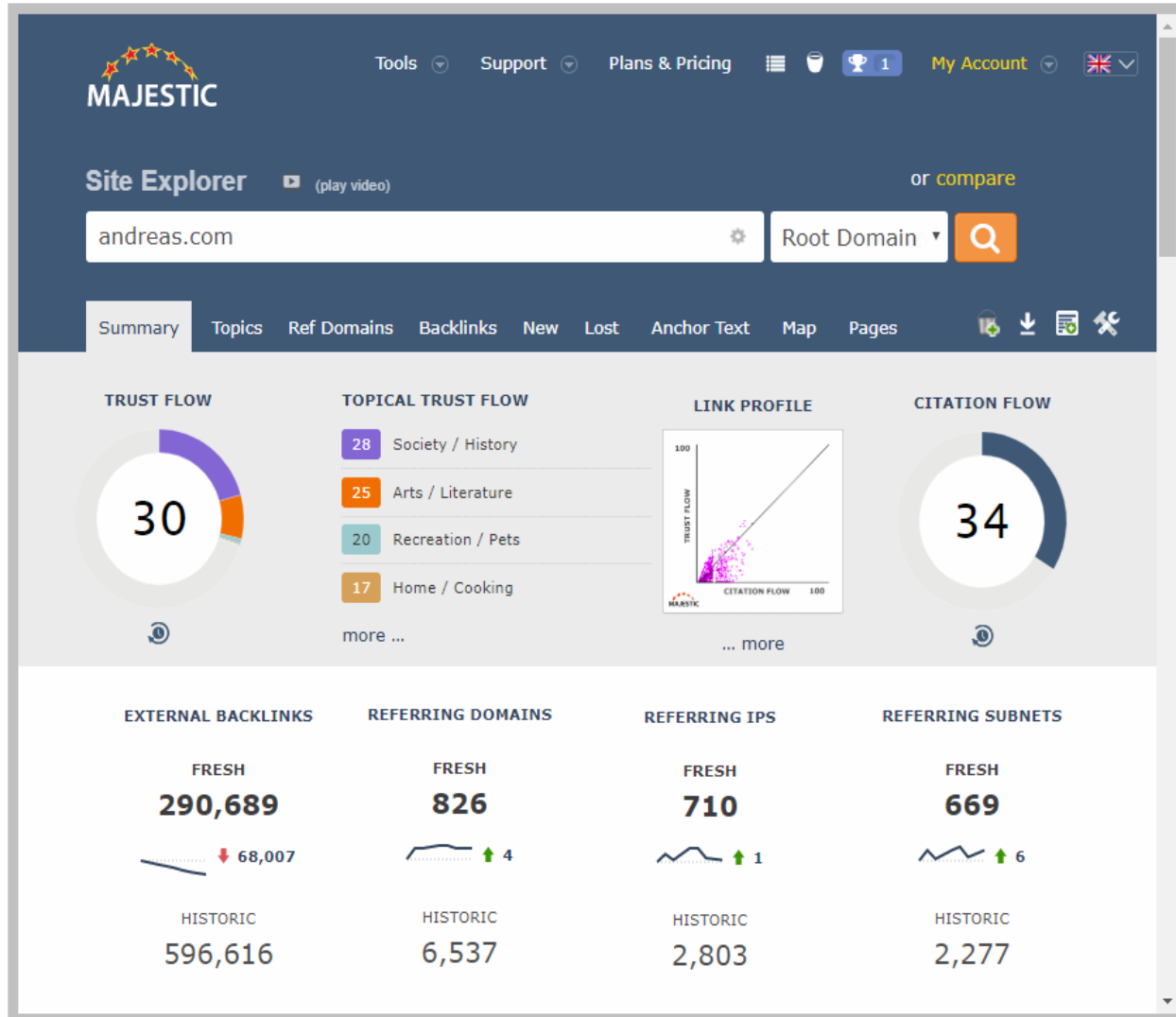
Use Link Building to Get Good Incoming Links

Links from relevant authoritative sites improve your SEO score.

1. Look at competitors' incoming links. See their incoming links with **Majestic Site Explorer**, moz.com/link-explorer, webceo.com, seranking.com/backlink-checker.html, ahrefs.com
2. Use filters (**Majestic | Backlinks | TF** and select **Trust Flow = 60-100**) to find relevant authoritative sites.
3. Contact them to ask for links:
 - Add useful information to your site.
 - Link to their site.
 - Find a key person at the site where you want a link.
 - Send a polite email to show your link is a benefit to their visitors and ask for a reciprocal link to your site.
 - Send two or three emails over several months.
 - If they don't reply to email, call them.
 - Sometimes they may reply after six months.

Ask for links from partners, staff, vendors, customers, contractors, professional associations, trade shows, churches, charities, and so on.

Tip: Never buy links. Google sets up fake sites.



Disavow Toxic Incoming Links

Look for bad incoming links such as junk sites or adult sites.

- Old sites may have been bought by spammers or adult sites.
- Previous webmasters may have bought bad in-links.
- Competitors may have paid to add bad links to your site to damage your ranking.

1. **To see toxic links:** Use **Majestic | Backlinks | TF** (and set Trust Flow to zero). Export the list. Review the zero TF sites. If it's not relevant or it's bad, disavow the site or page.

2. **Make a list of toxic links** with one URL or domain per line:

Two pages to disavow

`http://spam.example.com/stuff/comments.html`

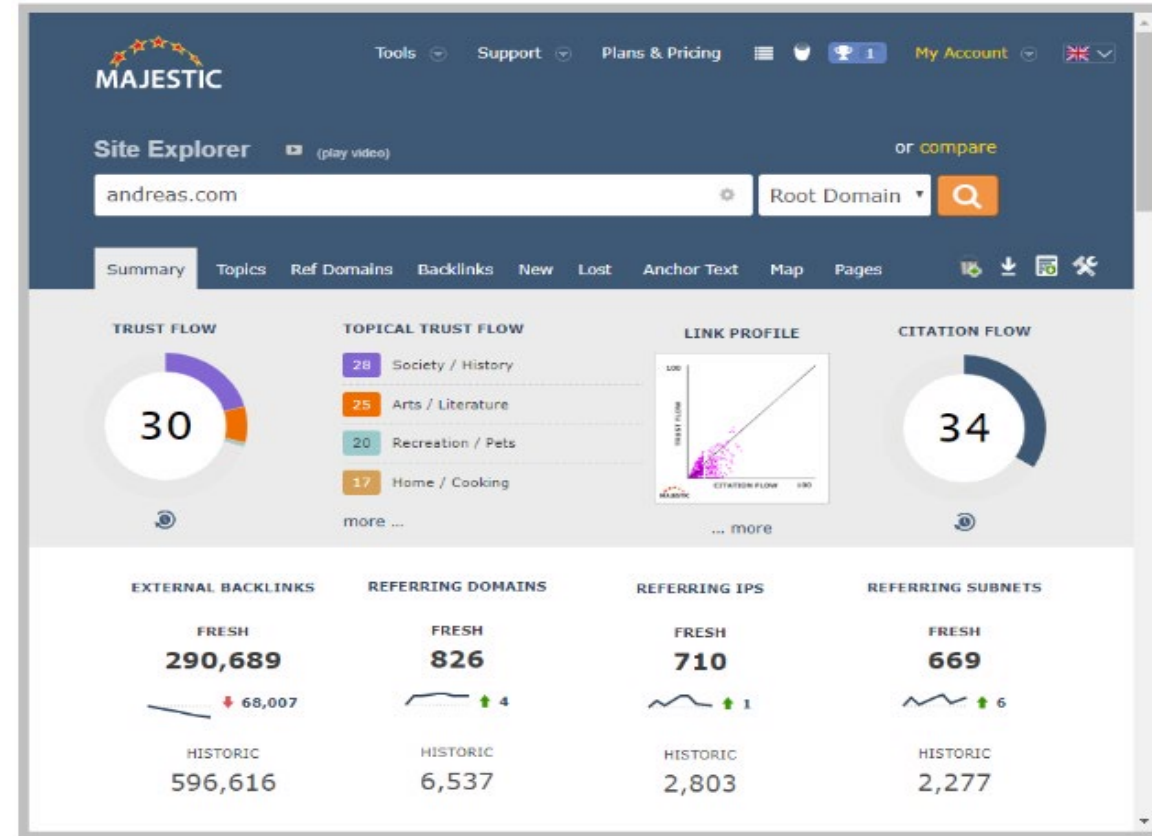
`http://spammer.com/junk/paid-links.html`

One domain to disavow

`domain:1000-junk-links.com`

Upload your list to Google:

1. Go to google.com/webmasters/tools/disavow-links-main?pli=1
2. Select your website, click Disavow Links, upload your list
3. More support.google.com/webmasters/answer/2648487?hl=en



Sitelinks for Your Website in Google

If your site has sufficient traffic and Google thinks your site is significant, **Google may add sitelinks**.

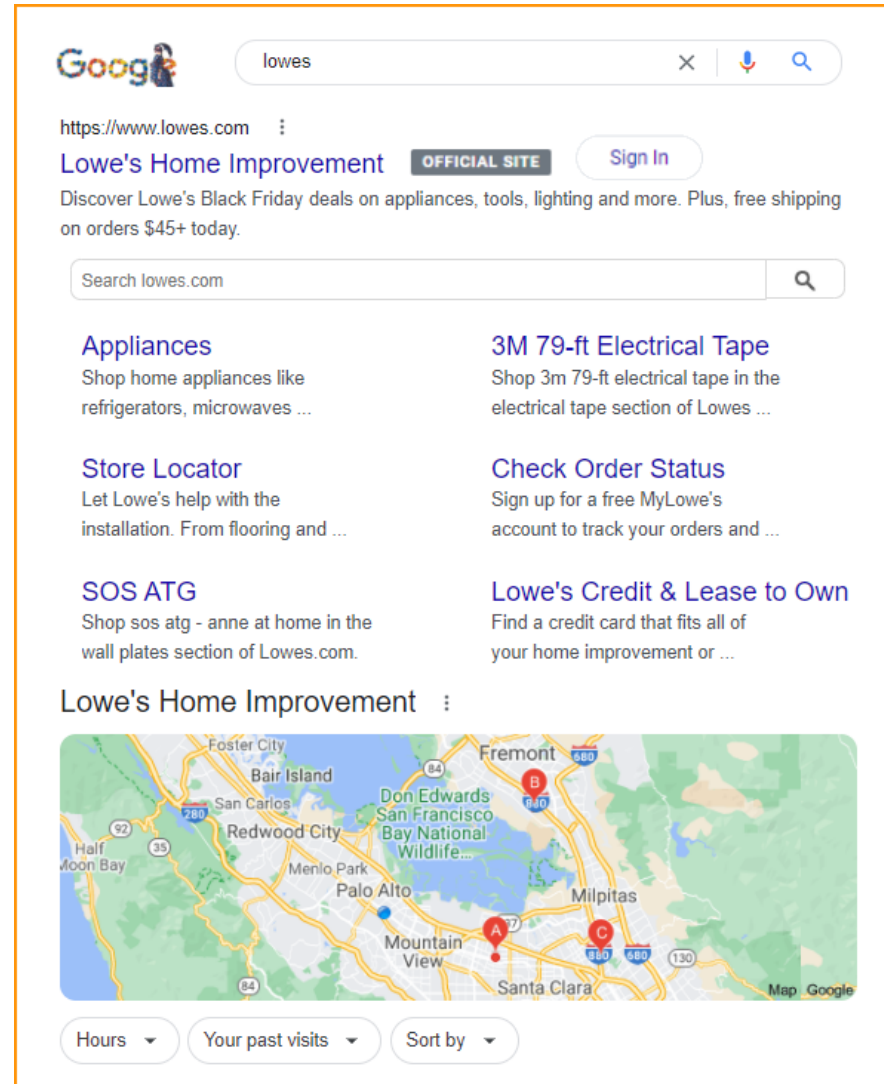
- This is automated by Google. You can't add, edit, or remove these sitelinks.
- If you have a few thousand monthly visits a month and Google likes your site, they may add sitelinks.
- If you don't like a sitelink, there is nothing you can do.
- You can't edit the sitelink. So no sales, seasonal text, etc.

Tip 1: To add a page, Look at pages that you want as sitelinks. These links should have short, clear anchor text and ALT text. Look at competitors' sitelinks for examples. Google MAY add the page.

Tip 2: **To remove a sitelink**, delete the page and use Google Search Central to notify Google of the deletion.

Tip 3: **Add sitelinks to your Google Ads**. If they get clicks, Google may add them to your search results.

Tip 4: Add a search box that will appear under your site in Google Search. See [Google/sitelinks-searchbox](https://www.google.com/searchbox/)



Content Marketing and SEO

Use content to build visibility with your target audience:

- Find the relevant journals and magazines for your industry or market. **Ask for their media kit.**
- Look for information gaps. What else can be added about the market, products, or services? Additional ideas for uses of the products?
- Ask your **Subject Matter Experts (SMEs)** to write articles, books, ebooks, or videos.
- Publish books and ebooks via Amazon.
- Sell related relevant books by others at your site. Add links to Amazon.



Place Your Links in News Sites

Place your press releases in 100+ media sites for visibility and credibility.

Tip: When your press release appears in the news, you'll also show up in search engines. Post the news articles (and the news site's logo) to our website.

Tip: To place your press releases in 100+ media sites, use LinkingNews.com (\$159) or PRWeb.com (\$99).



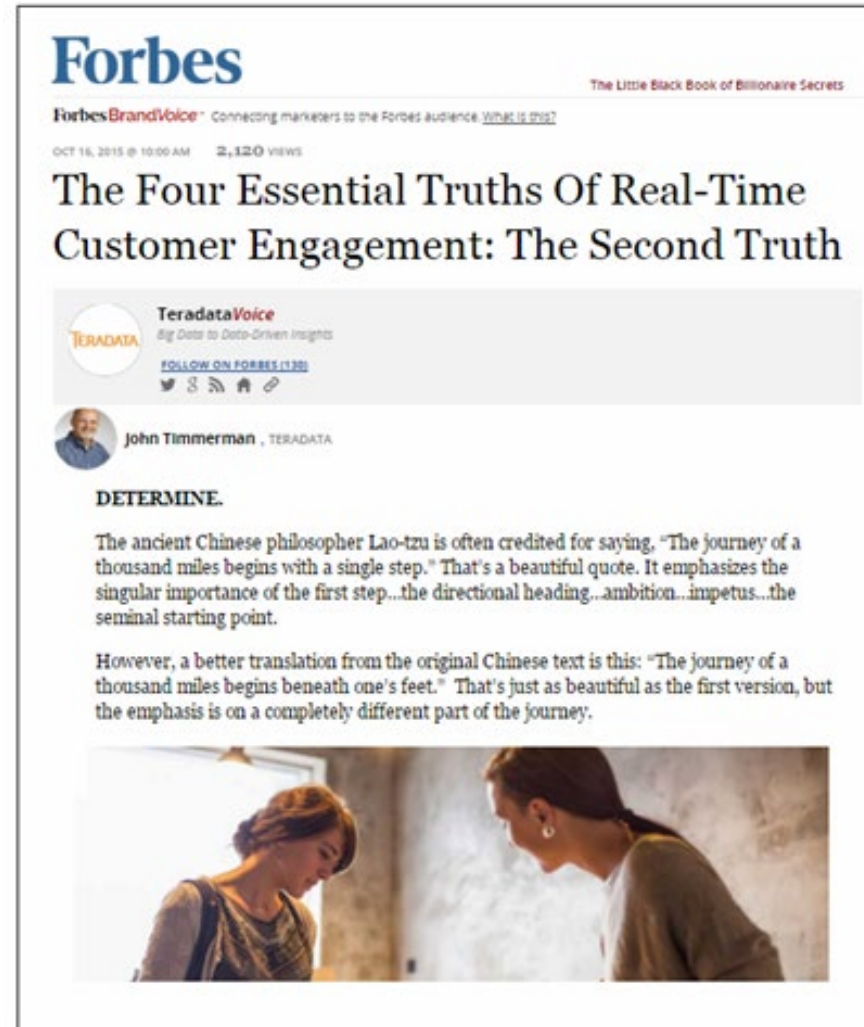
Use Paid Placement / Sponsored Content

Increase your visibility and build credibility:

- Reach your target audience in trade publications.
- Pay to place your article in magazines and newspapers.
- When your article is published, put the magazine's logo and a link to the article on your site.

You can do this yourself or hire PR agencies.

Tip: Negotiate! You can pay less!



Four articles at Forbes.com for \$50,000. At 5,901 views, that's \$8.47 per viewer.

Use Social Media to Increase Your Web Presence

Use social media for visibility:

- Post several times per week.
- Use the social media ad platform. There are many types of ads and these change constantly.
- Don't rely on their metrics (often fake).
- Use UTM tags and Google Analytics to track the postings and ads.

Tip: Use **boosted posts** (ads) to ensure your audience sees your postings. You can reach your followers and others with relevant interests.



What about #SEO for #Tiktok?

Google found 40% of Gen Z (which they define as 18-24 years old) use Tiktok for search.

I searched Tiktok for <pizza in palo alto>:

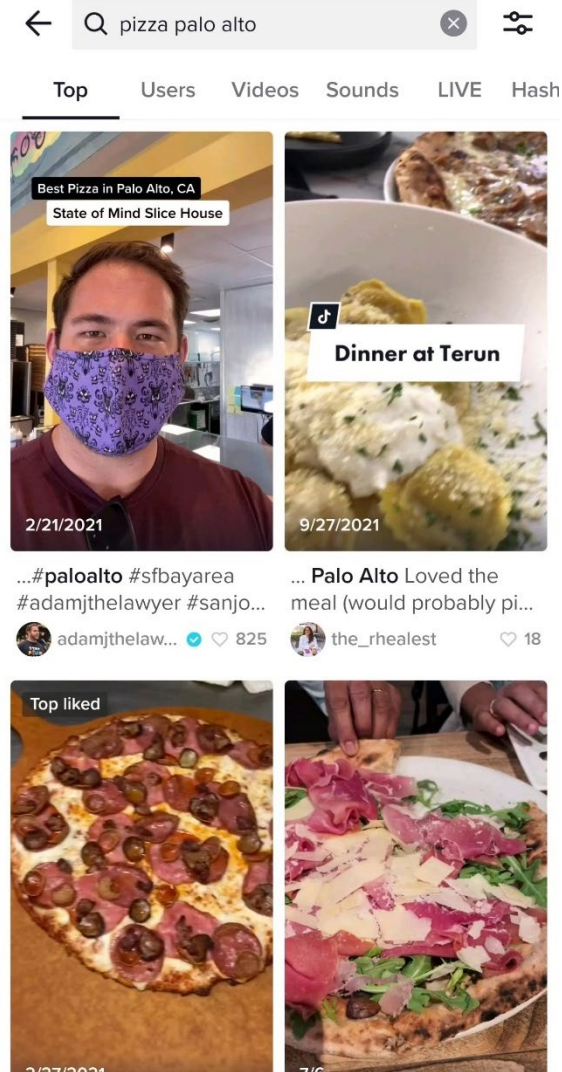
- The top results are short, lively videos.
- The top result: #pizza #paloalto #sfbayarea #adamthelawyer #sanjose #SF
- Six to nine #hashtags. Most hashtags are irrelevant. Many videos are irrelevant.

Tip: Be careful with Tiktok ads to boost your postings. High rate of ad fraud.

Note 1: If your target audience is Gen Z, use Tiktok. Use keyword research to find good keywords.

Note 2: Google now shows Tiktok results. Search for "pizza tiktok".

Insight: Tiktok is terrible for search. But Gen Z spends more time on Tiktok than on Google, so they use it.



If your organization has offices in several cities:

- Put NAP (Name, Address, Phone) and a clickable map on the page.
- Get links in local community sites: local newspapers, churches, and business groups.
- Use local words and slang (for example, a valley is called a hollow in Tennessee.)
- Get a steady flow of reviews

Tip: Refresh the page every month. If it's not fresh, Google may drop the page.



Add Your Locations to Local Listings

Add your business to 100+ local lists.

- You can manage and update your location information (hours, address, services...)
- But if you stop the subscription, the listings disappear.

Note: You can use Yext, Moz Local, Yelp, YP.com, TripAdvisor, Angie's List, and similar.



Use Google Business Profile (Google My Business)

The information box gets most of the attention on the search page.

Use **Google Business Profile** (formerly, **Google My Business**) to add your organization to Google.

- Easy form, no HTML, no code
- Add information, description, photos, video, and so on.
- Free at Google.
- Search for **Google Business Profile**

Note: Google offers \$100 of Ads credit. Try a small test.

Photo

Name

Website

Stars

Price

Map

Photo of Outside

Summary

Address

Hours

URL

Phone

Peak Times

Reviews

Similar Places

Send to Phone



Add Your Organization to Bing Places

Microsoft Bing also offers information boxes for business.

- Free
- No code
- Add your office, store, or locations

Go BingPlaces.com

Tip: You can synchronize your Bingplaces account to your Google Business Profile, so you only have to maintain the Google Business Profile.

Note: 31.7% of US desktop visitors use Microsoft Bing. Check your data in analytics.



Bing places for business

Join the millions of businesses who have already added their business to Bing

The advertisement features three distinct illustrations on a teal background. The first illustration shows a two-story yellow building with a purple awning and a sign, representing a storefront. The second illustration shows several purple buildings of varying heights with yellow location pins floating above them, representing multiple store fronts or centers. The third illustration shows a yellow silhouette of a person wearing a hard hat, with a purple cord and a black power drill nearby, representing a service business.

Businesses with up to 10 store fronts or centers	Businesses with more than 10 store fronts or centers	Businesses offering services at customer locations
		

Claim Your Organization's "Google Business Profile" Box

Search for your company, products, and services to see if there is a Google Profile box.

Be sure you own the Google Business Profile for your organization.

A \$400B organization...



Outback Steakhouse
Restaurant company



outback.com

Outback Steakhouse is an Australian-themed American casual dining restaurant chain, serving American cuisine, based in Tampa, Florida. The chain has over 1,000 locations in 23 countries throughout North and South America, Asia, and Australia. [Wikipedia](#)

Number of locations: 1,002 (2015)

Founders: Chris T. Sullivan, Tim Gannon, Bob Basham, Trudy Cooper

Prime Ribeye, 16 oz
1,400 Calories · Signature steaks

Slow-Roasted Prime Rib
700 to 1,400 Calories · Signature steaks

Profiles



Twitter



Instagram



YouTube

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Feedback



Honda Motor Company
Multinational conglomerate company



honda.com

Honda Motor Company, Ltd. is a Japanese public multinational conglomerate corporation primarily known as a manufacturer of automobiles, motorcycles, and power equipment. [Wikipedia](#)

Stock price: **HND** (OTCMKTS) \$25.50 -0.39 (-1.49%)
Mar 6, 4:00 PM EST - Disclaimer

Customer service: 1 (800) 999-1009

Roadside assistance: 011 371 67 819 712

Founded: September 24, 1948, Hamamatsu, Shizuoka, Japan

Headquarters: Minato City, Tokyo, Japan

Founders: Soichiro Honda, Takeo Fujisawa

Latest models [View 10+ more](#)



2020 Honda Civic



2020 Honda Fit



2020 Honda CR-V



2020 Honda Accord



2020 Honda HR-V

Profiles



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LinkedIn



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Twitter
Social network company



twitter.com

Twitter is an American microblogging and social networking service on which users post and interact with messages known as "tweets". Registered users can post, like, and retweet tweets, but unregistered users can only read them. [Wikipedia](#)

Founders: Jack Dorsey, Noah Glass, Evan Williams, Biz Stone [Trending](#)

Founded: March 21, 2006, San Francisco, CA

Stock price: **TWTR** (NYSE) \$33.46 -1.51 (-4.32%)
Mar 6, 4:06 PM EST - Disclaimer

CEO: Jack Dorsey (Sep 30, 2015–)

Headquarters: San Francisco, CA

Subsidiaries: MoPub, Namo Media, TellApart, Inc., MORE

Profiles



Twitter



Facebook



LinkedIn

Disclaimer

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Feedback

Google Local Guaranteed / Local Services by Google

Pay to place ads for your local offices.

- Be at the top of the page above Google Ads.
- Google verifies with Pinkerton.
- Customer satisfaction is guaranteed by Google, money back up to \$2,000.

This Google service has several names:

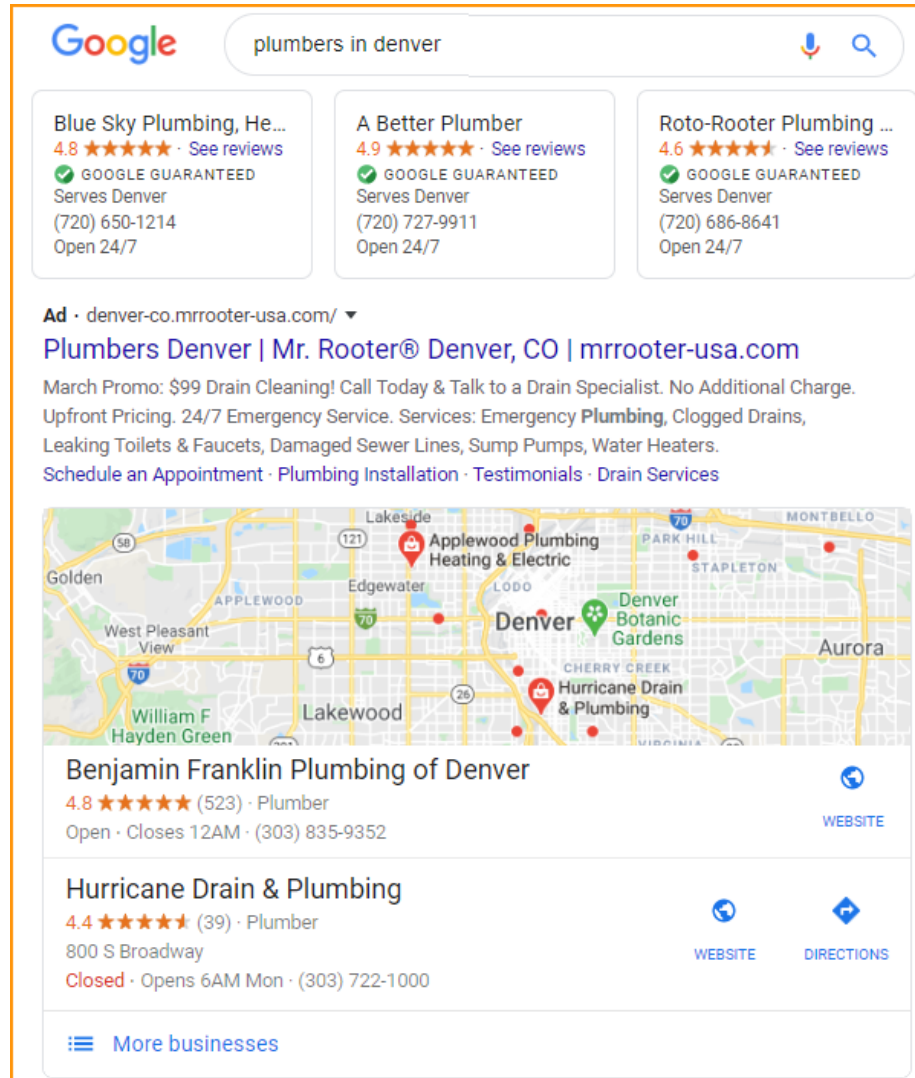
- *Google Local Guaranteed*
- *Local Services by Google*
- *Google Screened*

Sign up at

<https://ads.google.com/local-services-ads/>

More info:

<https://support.google.com/google-ads/answer/7549288?hl=en>



Get Your Wikipedia Page Updated

A CEO wanted to update the organization's page in Wikipedia.

1. The marketing team edited Wikipedia.
2. Wikipedia rejected the edits because the edits lacked authoritative citations.
3. The marketing team met with friendly journalists and set up interviews.
4. Interviews appeared in magazines and newspapers.
5. The organization then updated the Wikipedia entry, added quotations from the articles, and cited the magazine title, journalist's name, date, and page.
6. Wikipedia accepted the edits.

Note: It's difficult to get Wikipedia to approve edits. Work with people who have experience in updating Wikipedia pages.

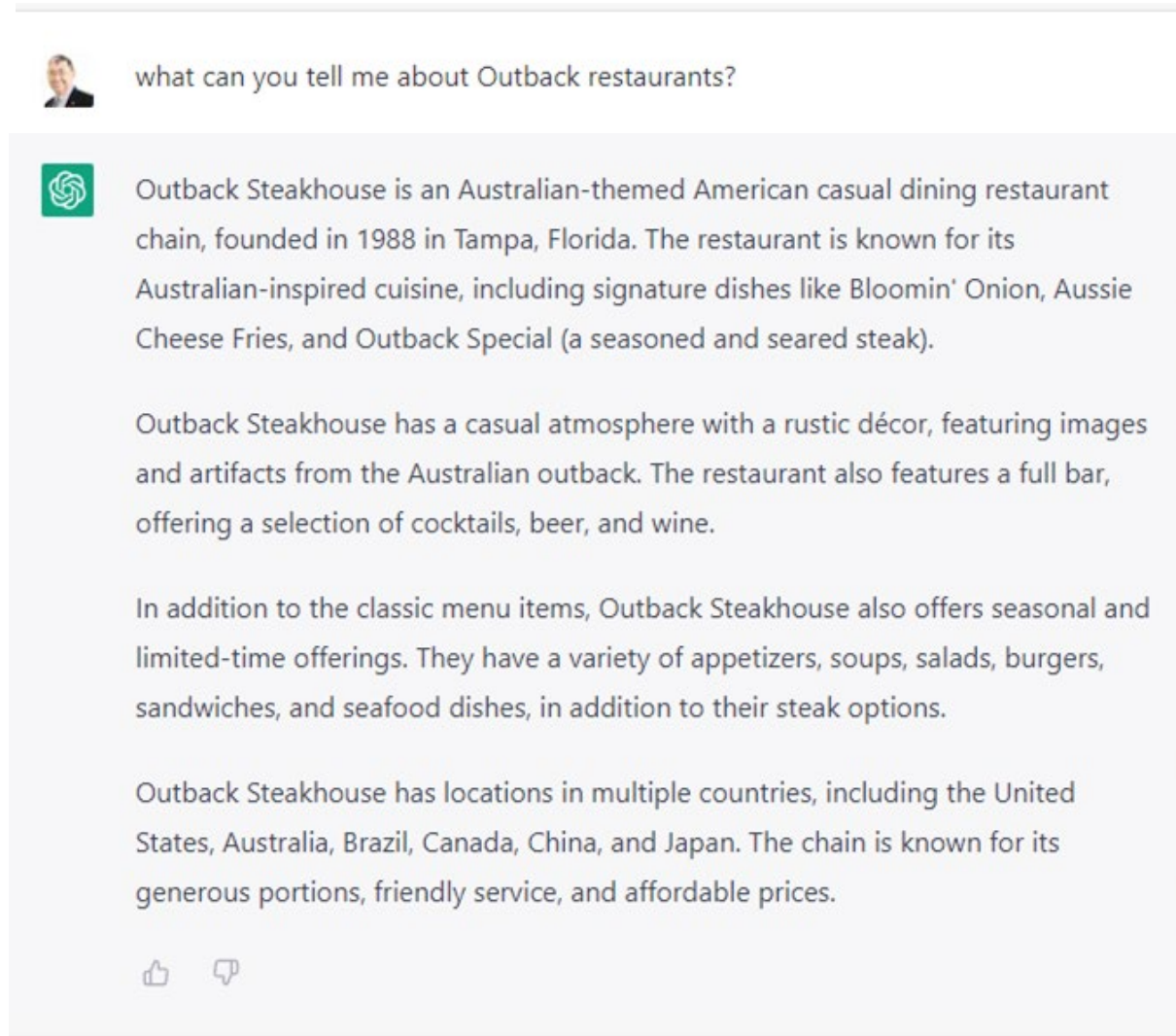


Show Up in ChatGPT and the New Search AIs

Check for the name of your company, products, services, and key people in ChatGPT and the new AI tools in Microsoft and Google.

At the moment, the AI tools offer **informational search**.

This may change when Google figures out how to make money on this as transactional searches.



If SEO Doesn't Get Your Page to the Top, Buy the Link

Two ways to get your page to the top of Google:

- **Organic links:** Do good SEO and Google will show up your page.
- **Ads:** Use Google Ads to place ads in search engines.

Most people don't realize the first three or four links are ads.

- Non-paid links (organic clicks, SEO links) are pushed down the page.
- The ads get more than 60% of the clicks.

Tip: If your page isn't at the top for your keyword, buy Google Ads.

Tip: Set campaigns to *Optimize for Conversions*.



Checklist: Off-Page SEO

1. Use link building to get good links.
2. Check your outbound links to be sure these are working or not pointing to bad sites.
3. Disavow any bad incoming links.
4. Write press releases and place them in magazines and newspapers.
5. Use paid placement to place articles in magazines and newspapers.
6. If you have multiple offices in various locations, use local listing services.
7. Claim the knowledge box for your organization in Google Business Profile and fill it with your information.
8. Use Google Local Guaranteed / Local Services by Google to place your ads at the top of Google.
9. Update your organization's page in Wikipedia.
10. If your page isn't at the top of Google for the page's topic, use Google Ads to place an ad at the top of the page.



Google Updates

Changes to Google Search Results

Google added MUM (Multitask Unified Model) to search results.

Google shows subtopics with text, images, and videos.

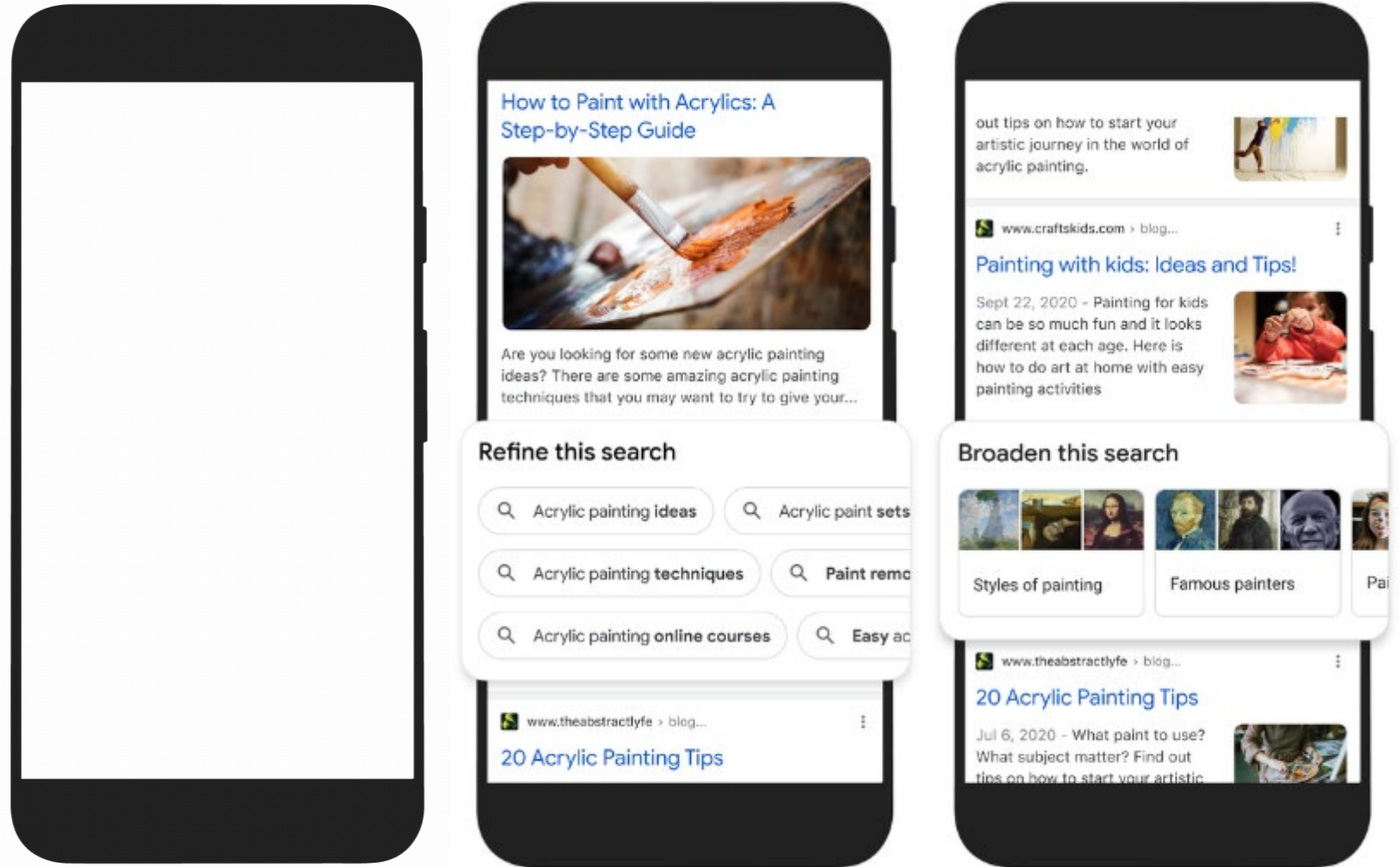
This is like the boxes with *Related Searches* and *People Also Ask*.

Try searches on mobile for your company, products, and services. See what shows up.

What to do:

- Write useful, specific pages.
- Add your own unique useful images.
- Add your own unique useful videos.
- Use Google Ads to be at the top.

For more, see blog.google/search/



Google's Goal: Offer Good Search Results

Name	Year	Description
AI+ Quality Reviewers	2006	Machine learning and 10,000 human reviewers to score and rank pages.
Hummingbird	2013	Semantic search and Knowledge Graph to look at the context of the page.
RankBrain	2015	Improvements in Google's machine learning.
Mobile	2018	Google gives preference to mobile pages in mobile results (search traffic is now 80% mobile).
HTTPS	2018	Sites must use HTTPS to be secure.
BERT	2019	Improve understanding of context for spoken queries. Write clear sentences.
MUM (Multitask Unified Model)	2021	Multitask Unified Model: More search options
Core Web Vitals (CWV)	2021	Google gives priority to pages that open fast on mobile (2021) and desktop (2022).
Helpful Content	2022	Prefer pages that are created for people (not search engines), add unique value to the web, and go above and beyond what's broadly available from others.

Note: Google does 900,000+ tests yearly (~2,500 per day) in different locations. If you have good information on a clean site, you'll be okay.

Google's Other Goal: Block the Spammers

- Google blocks 25 billion pages every day.
- Here are a few famous updates to block spammers.
- If you do honest SEO work, these updates won't affect you.

Name	Year	Description
Panda	2011	Remove thin or low-quality pages, such as content farms, duplicate content, poor content, paid links, excessive ads, no links, poor in-bound links, high bounce rates. Looked at the whole site (poor pages can hurt good pages).
Penguin	2012	Remove sites with too much SEO and low quality. Penalty for bad inbound links.
Medic	2018	Requires very high quality for sites about health or medicine.

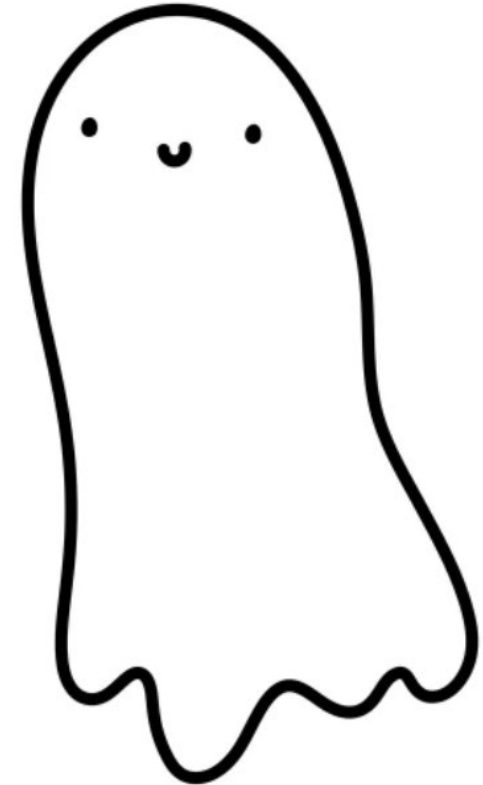


Is Your Page a Ghost in Google?

Several reasons why a page may not show:

- Check the sitemap. If it's missing, update the sitemap and resubmit.
- There may be a noindex tag on the page. Search the page's HTML for <meta name="robots" content="noindex">.
- Notify Google of your sitemap. Add your domain name at example. Use <https://www.google.com/ping?sitemap=https://www.example.com/sitemap.xml>
- The page may be turned off in the ROBOTS.TXT and the webmaster forgets to turn them on again. Review the robots.txt and look for disallow. (Very common mistake.)
- The search engine may be blocked if cookies are required or there is AJAX/JavaScript.
- The page may be in the search engine's index, but they may think the page is not useful. Rewrite the page.
- Check Google Search Console for penalties.

Tip: If there is a clear drop in traffic or loss of pages, compare the trend against Moz's record of algorithm updates at moz.com/google-algorithm-change



Banned Topics at Google

Google blocks the following topics. If a gray area, Google may block it without warning, explanation, or help.

- **Abusive financial services:** Payday lending, etc.
- **Politics:** Gets extra review.
- **Pharmaceuticals:** Only registered pharmacies.
- **Alcohol:** Only where legal (California, etc.).
- **Gambling:** Only where legal (Nevada, etc.).
- **Dangerous Products or Services:** Tobacco, drugs, equipment for drug use, weapons, ammunition, explosives, fireworks, make explosives, etc.
- **Misrepresentation:** Misleading pages for products, services, businesses.
- **Adult Content:** Strip clubs, adult content, models in sexual poses, etc.
- **Inappropriate:** Shocking content, hatred, intolerance, discrimination, violence, bullying, graphic images, cruelty to animals, murder, self-harm, extortion, blackmail, sale/trade endangered species, profanity, etc.
- **Dishonest Behavior:** Hacking software or instructions, how to inflate web traffic, fake documents, academic cheating, etc.
- **Tricks against Google:** Malware, cloaking, arbitrage, gateway sites, etc.

Full list at support.google.com/adspolicy/answer/6008942



Google Reinclusion Request

When Google blocks a site:

- In the first week, a company lost 80% of sales. In the second week, they fired their staff and shut down.
- BMW Germany was blocked worldwide.

Ask Google to reinclude your site:

- Submit a reinclusion request at:
support.google.com/35843
- Fill out the form with a full confession:
 - Who did the tricks (name of person, the agency).
 - The trick you used.
 - How you fixed it.
 - Wait up to three months.

Note: Google watches a reincluded site.



If Your Page Isn't at the Top of Google...



Google gives preference
to transactional (money)
searches.

Use Google Ads to place
your ads at the top of
Google.

The Work of SEO

Good SEO combines:

- Keyword research.
- On-Page SEO with site architecture and optimize the pages, the page's content (headings, sub-headings, text, images, video, links...), and so on.
- Technical SEO with meta-tags and other code.
- Off-page SEO to increase visibility and traffic.
- Analytics to track data.
- Write reports and make recommendations.
- Work with management, sales, and other teams.
- **Test everything**. Remember **Google's 41 shades of blue**. You can test with **Google Optimize** (ends Sept. 30th 2023) or Optimizely.com.

SEO isn't quick. It can take six to nine months for one site. SEO never ends. There is constant evolution in digital marketing and search engines.



Open the report with a list of changes, external issues that affect the site, and your recommendations.

- Use 60-day or 90 days calendars to see trends
- Show both graphs and tables.
- Don't just state numbers. Add explanations (it went up because of this) and recommendations.

Goals include metrics and time:

- Increase keyword ranking by 10% by end of September
- Increase traffic by 10% by end of the month
- Get five authoritative relevant backlinks by end of the year
- Get 5% more leads by end of Q3



The Most-Common SEO Metrics

The most-common SEO metrics.

SEO clients, agencies, and contractors choose keyword ranking (#1 at 43.9%) and page views (#2 at 32.8%).

Metrics that matter:

- Marketing Qualified Leads (MQL) and Sales Qualified Leads (SQL) at #3 at 20.7%
- Conversions is #5 at 19.9%
- Revenue at #13 with 10.2%.

Note: From Search Engine Journal, State of SEO 2021, page 15. 2,369 people responded who could choose up to three options.

	Item	%	#
1	Keyword rankings	43.9%	1,041
2	Page views/sessions	32.8%	776
3	Marketing Qualified Leads (MQL, SQL)	20.7%	491
4	Branded vs. non-branded traffic	20.1%	477
5	Conversion and goal events	19.9%	471
6	Bounce rate	19.4%	460
7	Social media (shares, likes)	17.8%	421
8	Backlinks	15.7%	371
9	Customer Acquisition Cost (CAC)	14.6%	346
10	Average time on page	13.0%	308
11	Page speed	12.8%	304
12	PR mentions	12.5%	295
13	Revenue increase	10.2%	242
14	Customer Lifetime Value (CLV)	8.7%	206
15	Email subscribers	7.1%	168

The Most-Requested SEO Tactics

The most-common requested SEO services from agencies and SEO contractors.

Content strategy and **keyword strategy** are at the top.

Note: From *Search Engine Journal, State of SEO 2021*, page 43.

1,219 people responded who could choose up to three options. They work at an agency or work as contractors.

	Item	%	#
1	Content strategy	31.3%	381
2	Keyword strategy	30.8%	376
3	Web design	25.5%	311
4	User experience	23.9%	291
5	Local SEO	23.9%	291
6	Technical SEO	22.7%	277
7	Content production	20.9%	255
8	Social media marketing	17.4%	212
9	Paid search	17.3%	211
10	Link building	17.2%	210
11	Mobile SEO	13.5%	164
12	Email marketing	13.3%	162

Search Engines Aren't Just Google

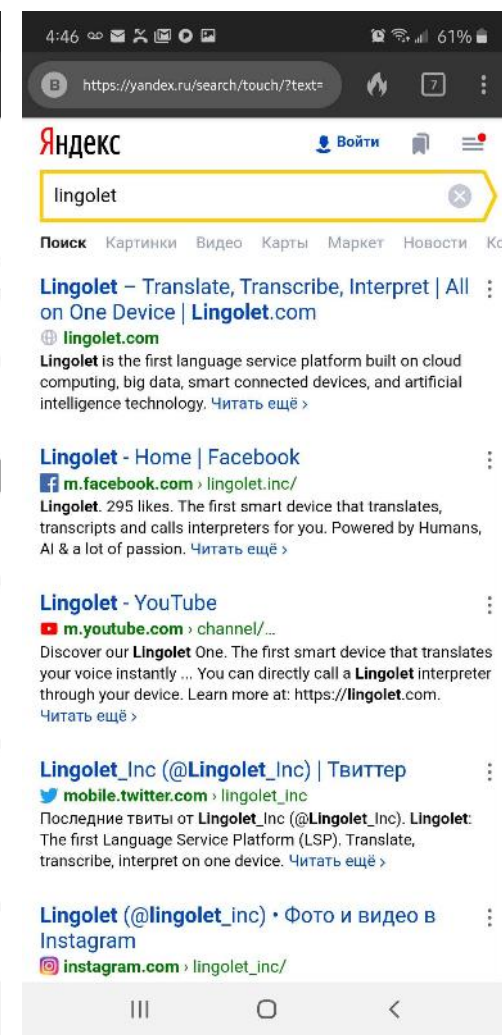
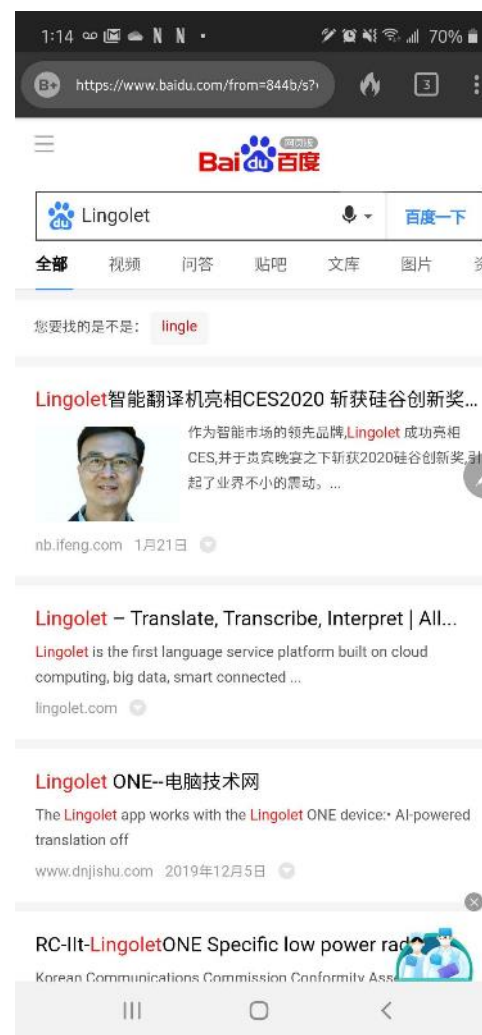
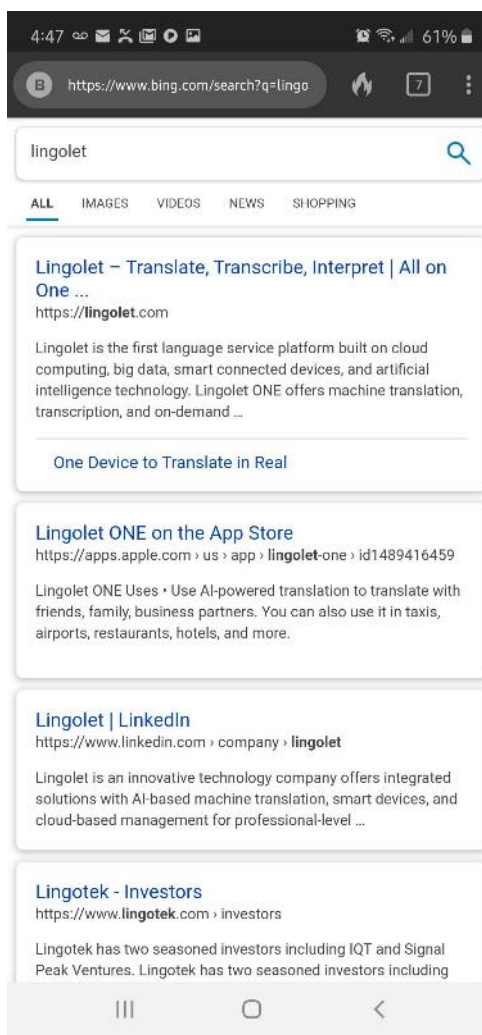
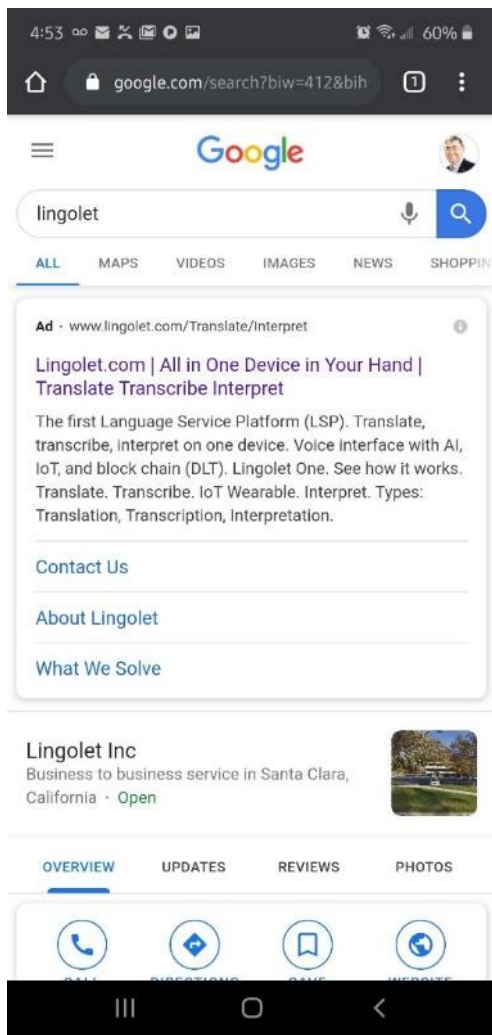
- Google (66% US)
- Bing (31.7% US)
- Baidu (China)
- Yandex (Russia)

Check both desktop and mobile.

To do this, use Bing Webmaster Tools, Baidu Webmaster Tools, and Yandex Webmaster Tools.

Lingolet is a small startup.

With a bit of SEO work, it shows up at the top of search engines.



Use Web Analytics to Measure SEO Results

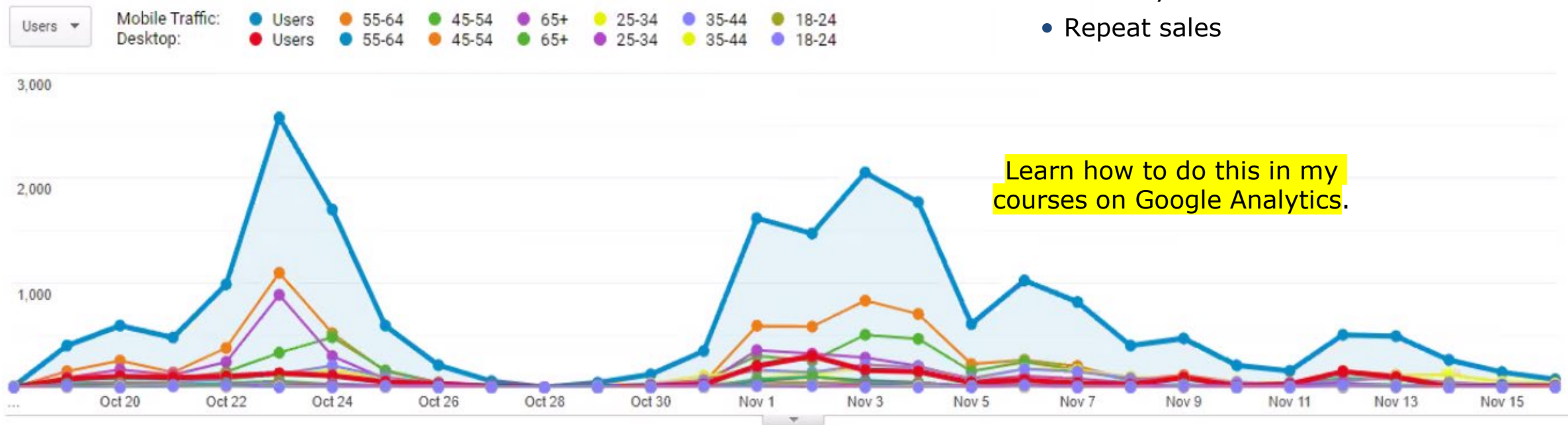
Web analytics tools:

- Google Analytics 3.0
- Google Analytics 4.0
- Adobe Site Catalyst
- IBM Coremetrics

- Keyword research
- See the traffic trend
- Your traffic's demographics and interests
- Traffic sources: search engines, social, email, direct
- However..., it's very **easy to fake the data**.

Look for **data that matters**:

- Brand lift
- Press coverage in relevant, authoritative magazines and newspapers
- Sales Qualified Leads (SQLs) by CPL
- Sales by CPA and tCPA
- Repeat sales



Which Search Engines Send Visitors to Your Site

Use **Google Analytics 3.0** to see which search engines your visitors use.

1. Select **Google Analytics 3.0 | Acquisition | All Traffic | Source/Medium**.

2. Set the calendar to the last six months.

3. Enter "organic" in the search box.

Note: Use the last six months. Things change quickly that it can be misleading to look at a year or more of data.

REPORTS

▶ Realtime

▶ Audience

▼ Acquisition

Overview

▼ All Traffic

Channels

Treemaps

Source/Medium

Referrals

▶ Google Ads

▶ Search Console

▶ Social

▶ Campaigns

Sep 1, 2019 - Feb 28, 2020

organic

advanced

Source / Medium	Source	Users ↓	Sessions	Pages / Session	Avg. Session Duration
1. google / organic	google	520,219 (95.57%)	975,577 (96.33%)	1.49	00:01:30
2. bing / organic	bing	16,308 (3.00%)	24,422 (2.41%)	1.56	00:01:05
3. duckduckgo / organic	duckduckgo	3,586 (0.66%)	5,119 (0.51%)	1.62	00:01:18
4. yahoo / organic	yahoo	2,657 (0.49%)	4,807 (0.47%)	1.53	00:01:19
5. baidu / organic	baidu	708 (0.13%)	1,080 (0.11%)	1.74	00:02:02
6. ecosia.org / organic	ecosia.org	594 (0.11%)	1,221 (0.12%)	1.59	00:01:34
7. ask / organic	ask	115 (0.02%)	193 (0.02%)	1.38	00:01:18
8. yandex / organic	yandex	85 (0.02%)	91 (0.01%)	1.53	00:01:20
9. daum / organic	daum	25 (0.00%)	25 (0.00%)	1.08	00:00:42
10. naver / organic	naver	15 (0.00%)	15 (0.00%)	1.00	00:00:00

Which Pages to SEO?

A few pages at your site bring in 80% of new visitors (the Pareto 80/20 Rule).

- Use Google Analytics to find the pages where new visitors arrive **Google Analytics 3.0 | Behavior | Site Content | Landing Pages.**
- Set the calendar to the last 30 days.
- Sort by **New Users.**
- Start with these pages for your SEO work.

Landing Page	Sessions	New Users ↓	Bounce Rate	Pages / Session	Avg. Session Duration
	11,405,342	6,350,521	43.42%	4.64 (U.UU%)	00:05:14
1. /index.htm	1,658,038 (14.54%)	1,141,918 (17.98%)	37.14%	6.69	00:06:04
2. /courses/	269,079 (2.36%)	188,878 (2.97%)	31.91%	7.81	00:07:01
3. /courses/ocw-scholar/	200,923 (1.76%)	107,575 (1.69%)	78.92%	2.13	00:01:53
4. /courses/electrical-engineering-and-computer-science/	119,807 (1.05%)	65,151 (1.03%)	54.66%	4.59	00:04:20
5. /courses/electrical-engineering-and-computer-science/6-00sc-introduction-to-computer-science-and-programming-spring-2011/	85,802 (0.75%)	52,630 (0.83%)	43.25%	4.03	00:05:04
6. /courses/electrical-engineering-and-computer-science/6-092-introduction-to-programming-in-java-january-iap-2010/	66,106 (0.58%)	50,306 (0.79%)	37.40%	4.55	00:03:36
7. /courses/mathematics/	81,773 (0.72%)	47,866 (0.75%)	51.54%	5.36	00:05:01

See Your Page's Rank in Google Search Console

Google Search Console shows more information about your site:

- Messages from Google with updates, notices, and alerts.
- Keyword ranking.
- Your site's indexation.
- Rank of keywords.
- XML sitemaps.
- Mobile-first metrics.
- Warnings.
- And more.

Google Search Console is free.

Search Console

Dashboard

Messages (4)

► Search Appearance

▼ Search Traffic

Search Analytics

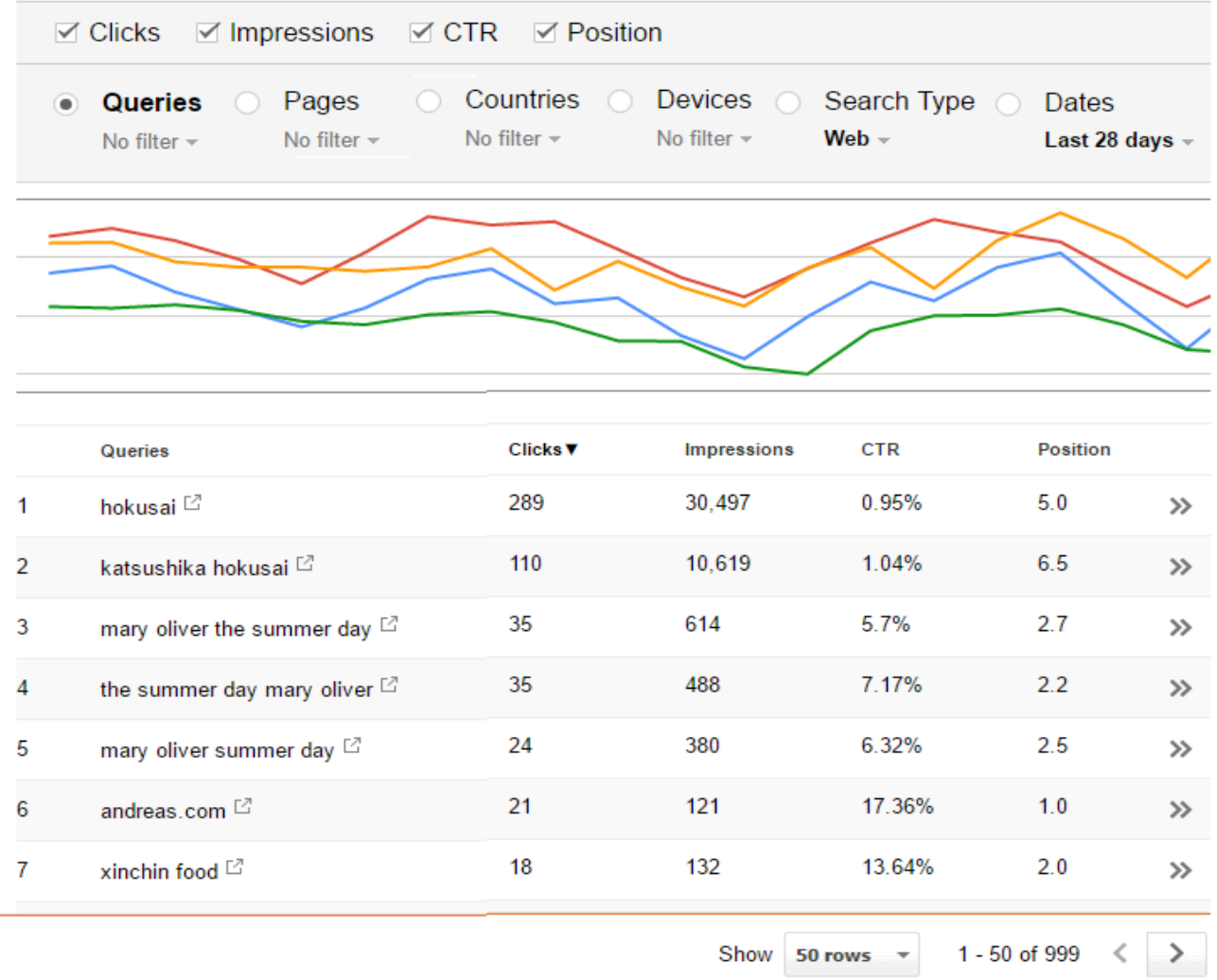
Links to Your Site

Internal Links

Manual Actions

International Targeting

Mobile Usability



See Your Keyword's Position in Google

See the **average position for keyword in Google search.**

1. Open Google Analytics 3.0 and set the calendar to the last 30 days.
2. Go to **Google Analytics 3.0 | Acquisition | Search Console | Queries.**
3. Use the column **Average Position** to see the position for your keywords.
4. Find search terms with high position (1-5) and good metrics (high impressions, clicks, CTR...).

Tip: Optimize the top pages first.

REPORTS				
▶ Realtime				
▶ Audience				
▼ Acquisition				
Overview				
▶ All Traffic				
▶ Google Ads				
▼ Search Console				
Landing Pages				
Countries				
Devices				
Queries				
▶ Social				
▶ Campaigns				

Search Query ?	Clicks ? ↓	Impressions ?	CTR ?	Average Position ?
1. hokusai	195 (6.08%)	72,306 (19.39%)	0.27%	8.3
2. who started the beard craze	177 (5.52%)	559 (0.15%)	31.66%	1.0
3. katsushika hokusai	161 (5.02%)	28,458 (7.63%)	0.57%	9.0
4. when did beards become popular	127 (3.96%)	255 (0.07%)	49.80%	1.7
5. who started the beard trend	124 (3.87%)	240 (0.06%)	51.67%	1.0
6. beard fad	112 (3.49%)	437 (0.12%)	25.63%	1.1
7. raake orret	106 (3.30%)	306 (0.08%)	34.64%	1.0
8. beard trend	105 (3.27%)	2,187 (0.59%)	4.80%	6.5
9. andreas.com	83 (2.59%)	289 (0.08%)	28.72%	1.0
10. when did the beard trend start	71 (2.21%)	104 (0.03%)	68.27%	1.0

Show rows: 10 ▼ Go to: 1 1 - 10 of 10199 < >

- In line 1, Hokusai appeared 72,306 times when people searched for Hokusai.
- The link got 195 clicks (0.27% of all searches).
- The link appeared on average in position 8.3.

How to Justify the Spend on Testing

SEO requires lots of testing, which takes time (and money). **How to justify the spend on testing.**

- Microsoft Bing wondered if the speed of search results had a business impact.
- Everyone agrees, faster is better, but would the cost justify the work to improve the speed?
- Microsoft Bing added speed delays to its search engine and tested the slower pages on groups of visitors.
- **100-millisecond delay had 0.6% impact on revenue.**
- Bing's yearly revenues were \$3 billion at the time, so a 100-millisecond improvement meant \$18 million in annual revenue, which was enough to fund a sizable team.

If you can, you can test this for your site. Work with IT to create versions of your site that can be slowed down. See what happens.

Otherwise, assume 0.6% of your annual revenues as a benchmark.



SEO Radio Hour for Large Sites

If you're at a large organization, set up an SEO Radio Hour:

- Your company's staffers around the world can ask questions about SEO.
- Use screenshare and put their page on the screen for others to see.
- **Thursdays 9 am and 4pm (for other time zones).**

15-minute SEO analysis:

1. Add HRefLang tags for country and language.
2. Write better meta-tags.
3. Write better H1, H2 headings.
4. Write better opening paragraph. with keywords and descriptive text.
5. Add relevant images, video, and ALT text.
6. Review for good grammar, spelling, and punctuation for that language and location.
7. Use HRefLang for that language and location.



Necessary Tools

- Google Ads, Analytics 3.0 and 4.0, Google Search Console (GSC), Google Ad Editor, Google Optimize.
- Spreadsheet (Microsoft Excel or Google Sheets).
- Text editor: Sublime Text or EditPlus.
- Screaming Frog (~\$200/year).
- Grammarly (~\$120/year).
- ChatGPT or similar.
- A wide screen.

Optional SEO software

(Alphabetical): Ahrefs, Brightedge, Conductor, Frase.io, Keyword Surfer, Keywords Everywhere, Majestic, Moz Keyword Explorer, Moz Pro Keyword Tool, SE Ranking, SEMRush Keyword Magic Tool, SERPS, Searchmetrics, SerpStat, SpyFu, Uber Suggest, Wincher, Yoast, and more.



Resources

Google's SEO Support and Resources

Google Search Central has help, information, and discussion. They sometimes post updates about changes to the search engine:

- developers.google.com/search?hl=en

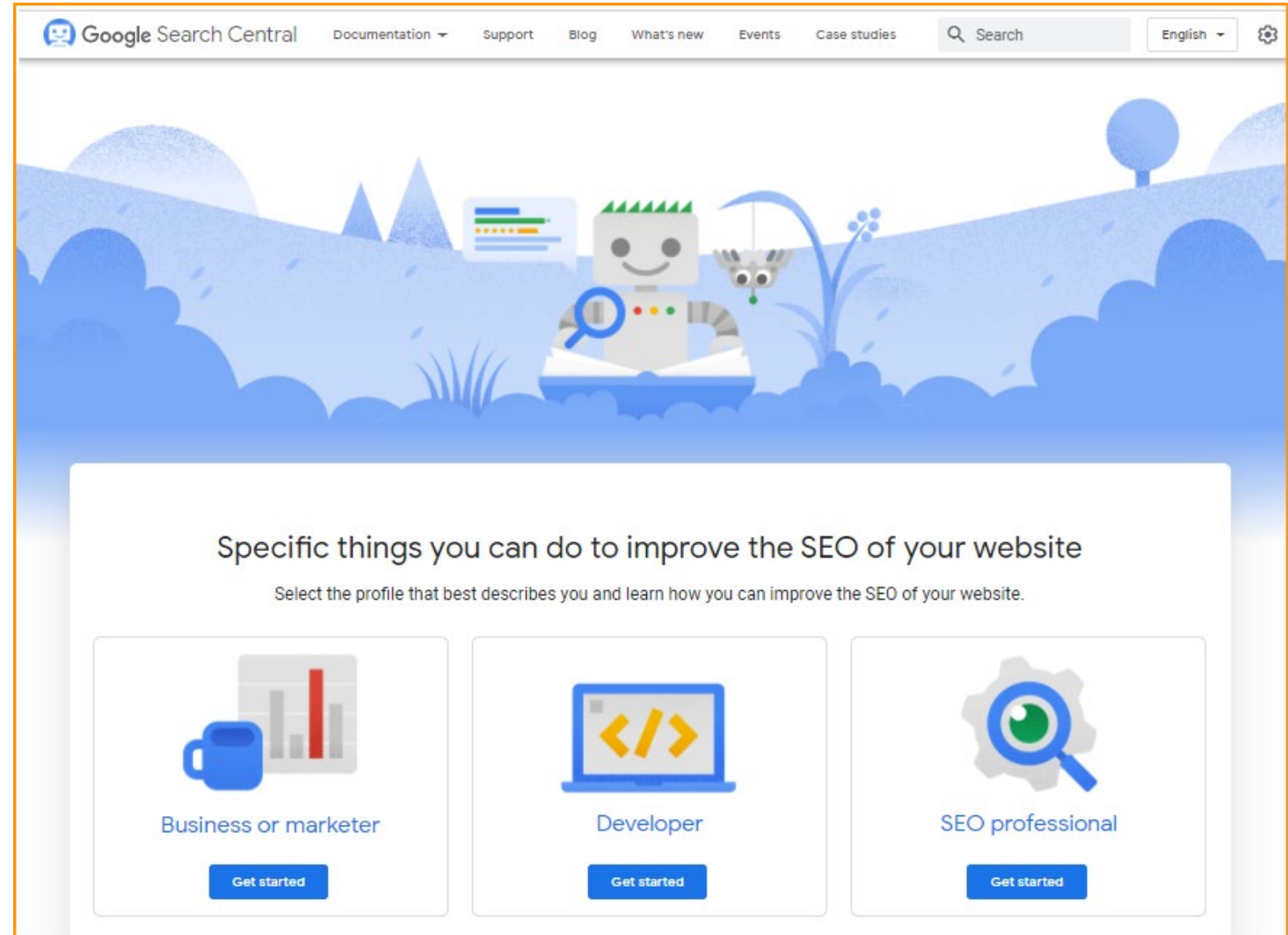
Google's Twitter accounts:

- Google Analytics at [@GoogleAnalytics](https://twitter.com/GoogleAnalytics)
- Google Ads at [@GoogleAds](https://twitter.com/GoogleAds)
- Google Search at [@GoogleSearchC](https://twitter.com/GoogleSearchC)

Three (free) newsletters:

- [SearchEngineWatch.com](https://searchenginewatch.com)
- [SearchEngineLand.com](https://searchengineland.com)
- [SearchEngineJournal.com](https://searchenginejournal.com)

And me on Twitter at [@andreas_ramos](https://twitter.com/andreas_ramos)

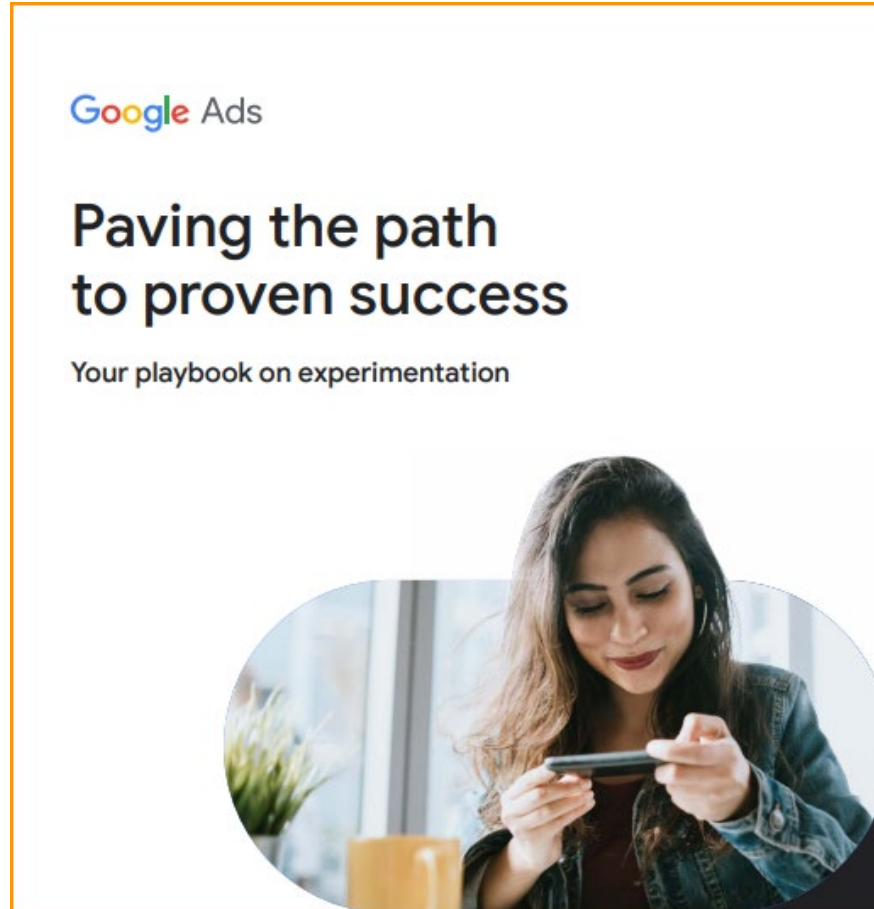


Google Playbooks and Guides

A collection of **useful marketing guides** from Google:

- [Google Guide to Experiments](#)
- [Google Playbook for Automotive](#)
- [Google Playbook for Finance](#)
- [Google Playbook for Lead Gen](#)
- [Google Playbook for News and Content Sites](#)
- [Google Playbook for Real Estate](#)
- [Google Playbook for Retail & E-Commerce](#)
- [Google Playbook for Travel](#)
- [Data-Driven Attribution](#)
- [Search Audiences](#)
- [Conversion Lift Playbook](#)
- [Dynamic Search Ads](#)
- [Smart Bidding](#)
- [Influencer Marketing](#)

Tip: See also **Think with Google** for more guides, examples, and case studies: [ThinkWithGoogle.com](https://www.thinkwithgoogle.com)



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More books by Andreas at Amazon.

Tip: If you have Amazon Prime, you can get Amazon Kindle Unlimited for free for a 90-day trial account.



Summary

Agenda: What We Covered Today



SEO and Keyword Research, Module 1

- Why SEO?
- How Google does marketing.
- Find your audience's questions and keywords.
- Working with keywords.

On-page SEO and Technical SEO, Module 2

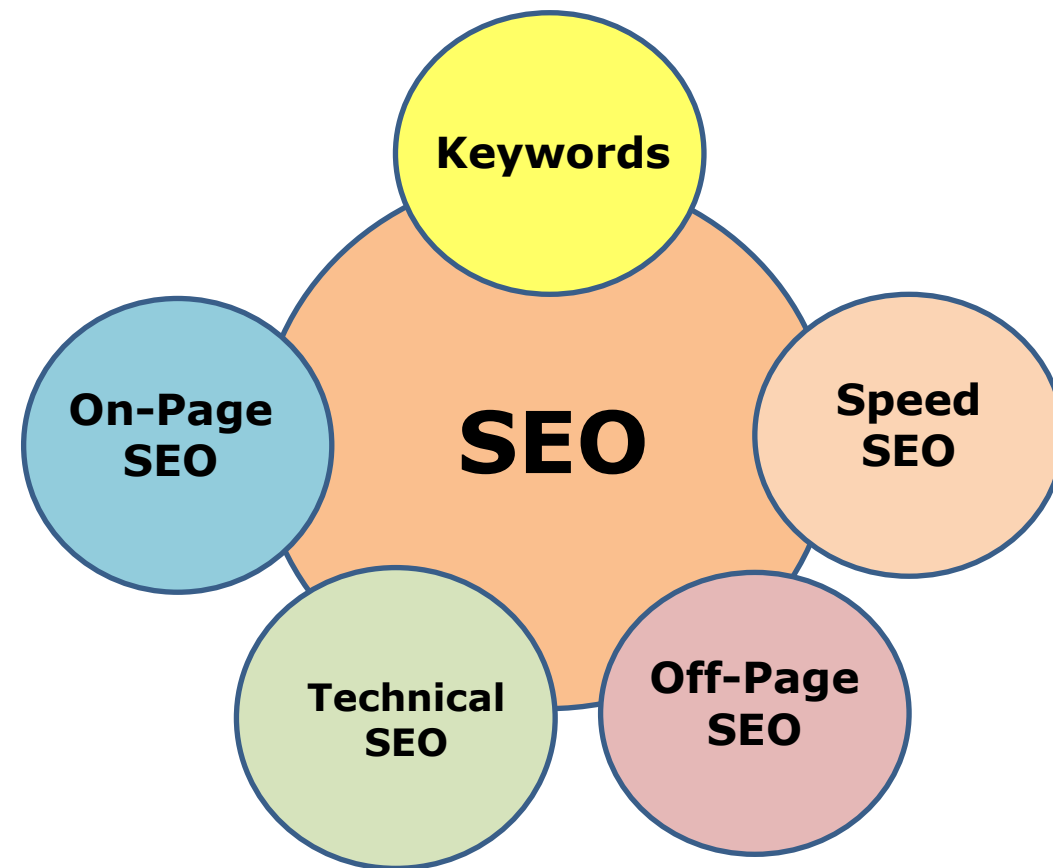
- **On-Page SEO:** What people see on the web page.
- **Technical SEO:** What's behind the web page, meta-tags, images, canonicals, HRefLang, 404, HTTPS, check links, XML sitemaps, mobile first, and more.

Off-page SEO, Module 3

- **Off-Page SEO:** Link building, outgoing links, toxic links, news sites, multiple locations, Google My Business, Wikipedia.
- Google Updates and reinclusion.
- Working in SEO: Metrics, reports, SEO Radio Hour, tools.

Speed SEO, Module 4

- How to measure the speed, how to optimize text and images for faster pages.
- Future of SEO.
- Resources.



Upcoming Classes

Coming Up: Digital Marketing Workshops

- [Google Analytics 4.0 \(Three-module Series\):](#)
Module 1: Pre-recorded. Module 2: Pre-recorded. Module 3: June 2, 2023 (Friday, 12:00 pm to 2:00 pm, PDT).
- [Email Marketing Masterclass \(Four-module Series\):](#)
Module 1: Pre-recorded. Module 2: Pre-recorded. Module 3: Wednesday, June 7, 2023. Module 4: Tuesday, June 20, 2023. (All workshops: 9:00 AM to 11:00 AM PDT.)
- [Leveraging ChatGPT and AI for Digital Marketing Success, \(Two-module Masterclass\):](#) Module 1: Pre-recorded. Module 2: Wednesday, June 7, 2023 (9:00 am to 11:00 am, PDT).
- [Use SEO for Digital Marketing \(Four-module Series\):](#)
Module 1: Pre-recorded. Module 2: Pre-recorded. Module 3: Pre-recorded. Module 4: June 7, 2023 (Wednesday, 12:00 PM to 2:00 PM PDT).
- [Use Google Ads for Digital Advertising \(Three-module Series\):](#) Module 1: Pre-recorded. Module 2: Pre-recorded. Module 3: June 9, 2023. (All workshops: Fridays, 12:00 PM to 2:00 PM PDT).
- [Digital and Advertising Copywriting Masterclass \(Three-module Series\):](#) Coming in Fall 2023!
- [LinkedIn Profile Optimization for Marketers:](#) Coming in Fall 2023!



Optimize your Social Media marketing and advertising with DMAnc.org Masterclasses. Improve brand awareness, reach, leads, sales, and revenue.

- [Social Media Marketing Bootcamp](#): Thursday, June 1, 2023 (9:00 AM to 11:00 AM, PDT).
- [Sustainable Marketing Masterclass, a 3-module Series](#): Module 1: Tuesday, June 6, 2023. Module 2: Friday, June 9, 2023. Module 3: Wednesday, June 21, 2023. (All 9:00 AM to 11:00 AM, PDT.)
- [Looker Studio \(formerly Google Data Studio\) for Marketers | Turn Your Data Into Insights](#): Wednesday, June 7, 2023 (9:00 AM to 11:00 AM, PDT).
- [Social Media Marketing Strategy Masterclass \(Three-module Series\)](#): Module 1: June 8, 2023. Module 2: June 15, 2023. Module 3: June 22, 2023. (All Thursdays, 9:00 AM to 11:00 AM, PDT).
- [Social Media Marketing Fundamentals](#): Thursday, July 20, 2023, 9:00 AM to 11:00 AM, PDT.
- [Content Marketing Masterclass \(Two-module Series\)](#):
Module 1: Pre-recorded. Module 2: Pre-recorded. Next live masterclass series coming in Fall 2023!

Optimize your Social Media marketing and advertising with DMAnc.org Masterclasses. Improve brand awareness, reach, leads, sales, and revenue.

- [Copywriting Masterclass \(Three-module Series\)](#): Next series of masterclasses coming in Fall 2023!
- [Influencer Marketing Masterclass \(Two- module Series\)](#): Pre-recorded. Next live masterclasses coming in Fall 2023!
- [META \(Facebook/Instagram\), TikTok Advertising Masterclass \(Two-module Series\)](#): Module 1: Pre-recorded. Module 2: Pre-recorded. Next live masterclass series coming in Fall 2023!
- [Video Production for Social Media Masterclass \(Three-module Series\)](#): Next series of masterclasses coming in Fall 2023!
- [TikTok Social Media Strategy Masterclass: Bite Sized Branding](#): Pre-recorded. Next live masterclass coming in Fall 2023!
- [YouTube Marketing Masterclass \(Two-module Series\)](#): Pre-recorded. Next live masterclass coming in Fall 2023!
- [LinkedIn Advertising Masterclass \(Two-module Series\)](#): Pre-recorded. Next live series coming in Fall 2023.

We constantly
add new
courses.

See the list and
calendar at
DMAnc.org

Marketing

- Account-Based Marketing (ABM) for Small-to-Medium Companies
- Affiliate Marketing
- B2B Market Strategy Development
- Email Marketing
- Using Behavior Marketing
- **Sustainable Marketing**

Social Media

- Podcasting
- Youtube Marketing
- Influencer Marketing
- Social Media Fundamentals
- Social Media Masterclass
- Meta, Facebook, Instagram, Pinterest, and Tiktok advertising
- LinkedIn Advertising

SEO

- SEO Search Engine Optimization
- LinkedIn Profile Optimization (LPO) for Your Career

We constantly
add new
courses.

See the list and
calendar at
DMAnc.org

SEO

- SEO Search Engine Optimization
- LinkedIn Profile Optimization (LPO) for Your Career

Ads in Google

- Google Ads

Analytics and Data

- Google Analytics 4.0
- Google Looker

AI + Marketing

- AI for Marketing

Content Marketing

- Content Marketing

Contact

- The **video recording** of this workshop will be sent from the DMAnc.
- If you don't receive it today, check your email spam or junk folder.
- Please whitelist the above email address so it doesn't go into your email spam or junk folder.
- If you don't receive it, please fill out the **Contact Us** form at **DMAnc.org** and we'll be sure to get it to you some other way.
- We will also attach links to download the eBooks by Andreas Ramos, handouts and offers from our corporate sponsors.



Andreas Ramos

- Email: andreas@andreas.com
- Twitter: [@andreas_amos](https://twitter.com/@andreas_amos)
- LinkedIn: linkedin.com/in/andreasramos/

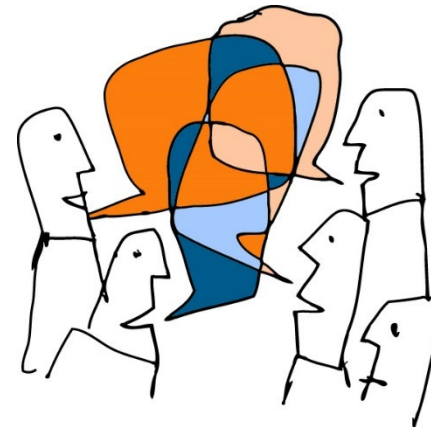
Andreas Ramos at LinkedIn



Send follow-up questions and I'll reply.

Laurie Beasley, Director of the DMAnc

- Email: lbeasley@beasleydirect.com
- Twitter: [@BeasleyDirect](https://twitter.com/@BeasleyDirect)
- linkedin.com/company/beasley-direct-and-online-marketing/



We Want Your Feedback

- Your feedback is very important to us.
- We look at each survey and use the input to improve the class and plan future workshops.
- We value your time, so we'll send you a \$10.00 Amazon eGift card as a thank you for completing the survey.



Thank You!

See You in Module 4