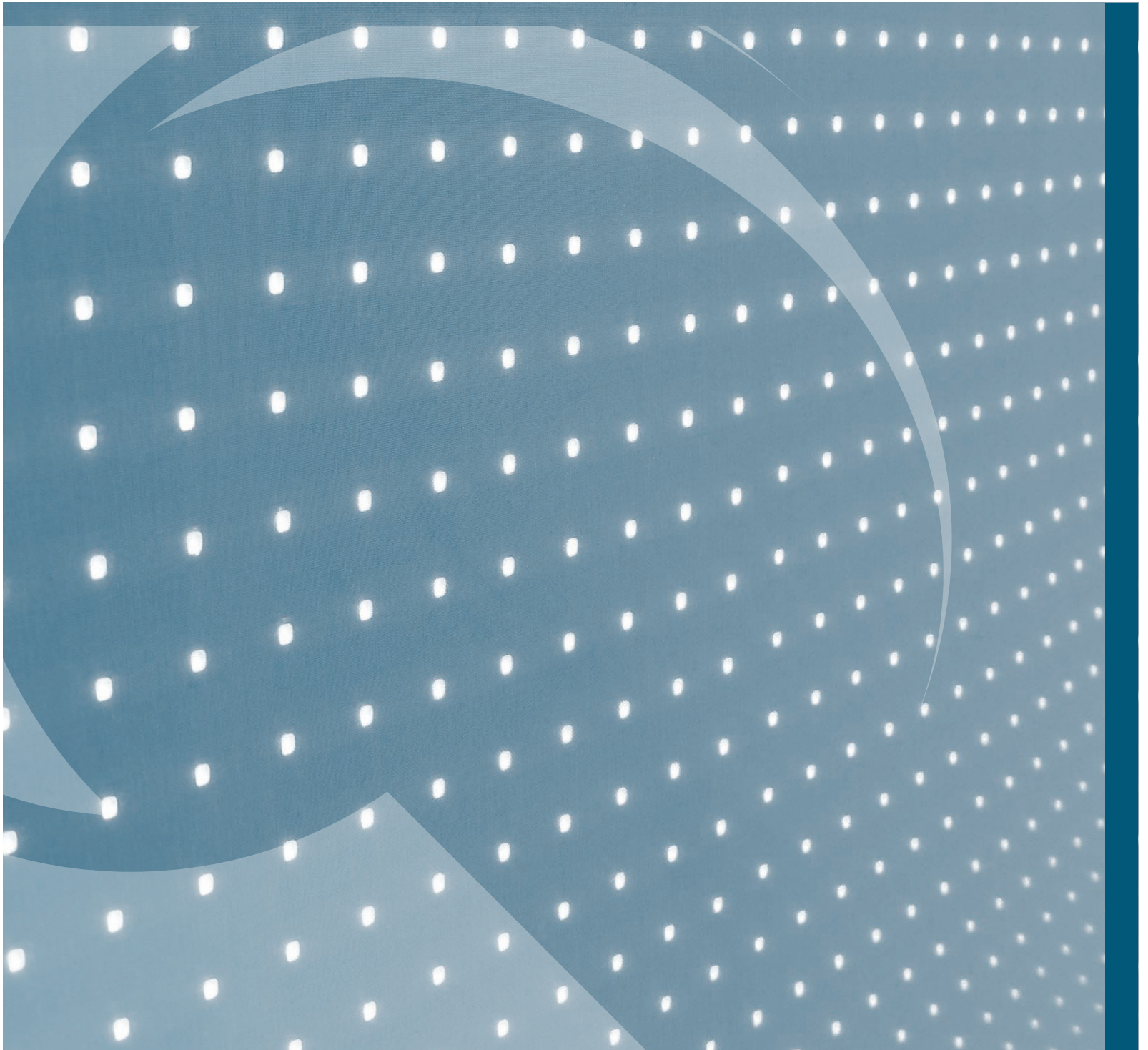


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Sandringham Vic 3191
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How to Achieve Online Success With Simple & Effective SEO!

Search Engine Optimisation Made
Super Easy



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Introduction

The Internet, Search Engines and Why Optimisation Will Grow Your Business

Don't worry if you are unsure how Google works. We are about to take you through a short history of the internet and tell you how search engine marketing works for businesses.

Whether you are an established business or just starting out, we want to help you succeed online.

Although your local store or service may already be successful, the internet – in particular Google or other search engines – can now offer you the single most targeted and efficient marketing platform in history.

With more than 1 billion live websites, sales eclipsing \$3.5 trillion in the next 5 years, and over 3 billion potential customers, the internet offers incredible opportunities for your business to grow.

Search Engine Optimisation (SEO) and Search Engine Marketing (SEM) helps you to be more competitive in this global marketplace.

Using SEO or SEM, we can help your website or business become more effective online, but most importantly, be found on the first page of Google where potential customers are searching for your products or services.

Pure SEO specialises in maximising results for our clients using SEO and SEM, but there are many simple and effective techniques and tactics you can implement yourself to increase your success online.

We've created this easy guide to show you how your business can benefit from SEO and SEM – resulting in:

- increased traffic to your website,
- visitors spending more time on your website,
- better brand awareness and engagement,
- and consequently more sales engagement.

So are you ready? Let's go!

Background

The Digital Landscape

Before buying something, doing something or answering a question online, most people Google it first.

Nowadays, businesses often set up a website before setting up a storefront. Having only a virtual presence doesn't limit the growth or potential of any business.

We are no longer restricted by geography, and we can sell products and services globally using fast, cheap communication tools and the internet.

Global Search Engine Market Share

Google – Global: 77.43%
Baidu: 8.13%
Bing: 7.31%
Yahoo – Global: 5.6%
Ask – Global: 0.16%
AOL – Global: 0.04%
Excite – Global: 0.01%
Other: 1.32%



A SNAPSHOT OF 2017 - TOP AUSTRALIA GOOGLE SEARCHES

1. Australian Open 2017
2. Melbourne Cup 2017
3. Wimbledon 2017
4. Fidget spinner
5. Cyclone Debbie
6. iPhone 8
7. North Korea
8. Chris Cornell
9. iPhone X
10. Amazon Australia site

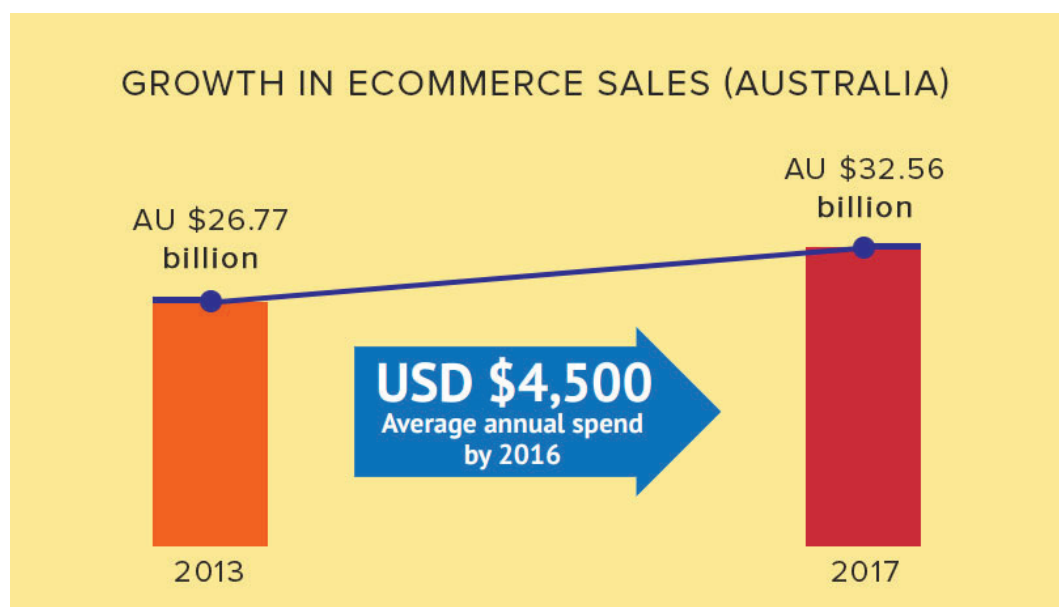
*This e-book won't look at how other search engines like Bing or Yahoo work because in Australia 86% of searchers use Google.

Every time we talk about optimisation in the e-book we will be referring to search engine optimisation specifically for Google.

The Digital Landscape

Aussies and Kiwis are spending and purchasing more online, as internet shopping continues to outpace traditional retail growth. Due to a rise in handheld devices and a preference for online shopping, every 4 out of 10 Australians buy products from e-commerce stores at least once a month.

People can now shop anytime, anywhere. As Australian shoppers have begun to fully embrace e-commerce, with over 65% of people choosing to shop online, isn't it about time your business joined them?



The Digital Landscape

More and More Mobile

Consumers' expectations and online behaviours have changed dramatically in recent years. With always-on, immediate access available through a range of affordable, high-spec smart devices and high-speed internet broadband, Aussies have moved rapidly from desktop devices to mobile phones and tablets.

Smart devices are everywhere, and mobile is fast becoming the preferred platform for multi-tasking consumers to research, refer, try and buy. There are 19.4 million mobile phone users in Australia, and more every day.

Why Mobile?

The primary drivers of e-commerce are 40% convenience, 40% price and value, and 20% range. Nearly a quarter (23%) of online shoppers buy via smartphones, while nearly one in five (19%) use a tablet.

New terms like 'web-rooming', which means discovering a product online and going into a physical store to buy it, and 'show-rooming', which describes the act of seeing a product in store and then buying it online (often at a cheaper price) have entered our vocabulary as consumer behaviour changes.

NEW RETAIL HABITS

LOOK AT AN ITEM ONLINE BUT BUY IN-STORE



LOOK AT AN ITEM IN-STORE BUT BUY ONLINE



Search Engines and the Rise of Google

Google Search, commonly referred to as Google Web Search or just Google, is the most used search engine on the World Wide Web, handling more than 3.5 billion searches per day.

The inventors of Google, Larry Page and Sergey Brin, originally nicknamed their new Stanford University search engine project 'BackRub', because the system checked backlinks to estimate the importance of a site, rather than the number of times a search term appeared on a webpage (which was the conventional way search engines would determine relevance).

Eventually, they changed the name to Google. It came from a misspelling of the word 'googol' which is a representation of the number 'one' followed by one hundred zeros. The name was picked to signify that this search engine intended to provide large quantities of information.

As the internet grew and more information was added, it became harder to manage and search. Like a giant library with a very basic filing system, information was hard to find without

good cross-referencing. The biggest problem was that older search engines simply ranked websites by the number of times the 'keywords' appeared on the page.

In 1998, Google invented a new way to classify web pages called PageRank, which classified a website by its number of pages and the number of pages that linked back to the original site. Google's revised system suggested to visitors where the best webpage about, say 'fish' could be found by using a broader range of factors or criteria.

Google's innovation has helped us search more efficiently. Auto-suggest, synonyms and predictions based on our location, previous search enquiries or related terms enable Google to serve suggestions to queries that we may not even have considered.

TOP 'HOW TO' SEARCHES IN AUSSIE, 2017

1. How to make slime
2. How to make a fidget spinner
3. How to make fluffy slime
4. How to watch Mayweather vs. McGregor
5. How to buy bitcoin
6. How to make slime without borax
7. How to use Snapchat map
8. How to unblock people on Instagram
9. How to make slime without glue
10. How to vote for gay marriage

TOP 'WHAT IS' SEARCHES IN AUSSIE, 2017

1. What is MSG
2. What is bitcoin
3. What is kimchi
4. What is a publican
5. What is covfefe
6. What is a fidget spinner
7. What is MSG and why is it bad
8. What is sharia law
9. What is DACA
10. What is good friday

What is Search?

How Search Works

93% of online experiences begin in search. Google now processes over 57,000 search queries every second, which translates to over 2 trillion searches per year worldwide.

Everyone typing in the Google Search box is starting one of three basic search query types. We either want to:

- Do something (Transactional Queries)
- Know something (Informational Queries)
- Go somewhere (Navigation Queries)

Transaction Queries

These indicate an intent to complete a transaction (monetary or otherwise), such as buying a car or listening to a song.

Informational Queries

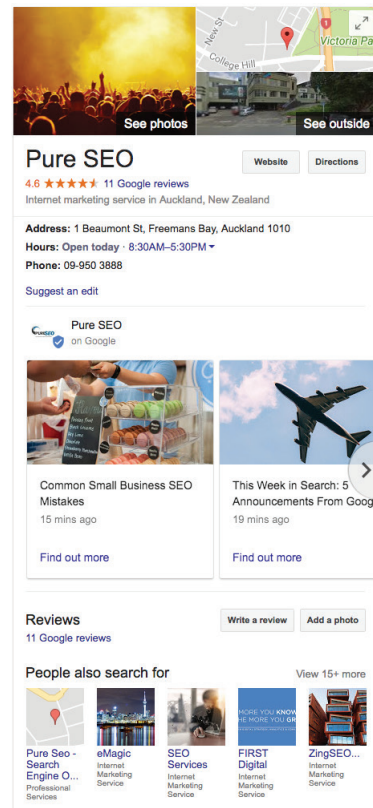
These are asked to satisfy someone's information needs, such as the top 10 restaurants in Auckland, or the name of a band.

Navigation Queries

These are entered when a searcher wants to find a specific location on the World Wide Web, such as Facebook.

If you're a 'traditional' bricks and mortar store, odds are people are already Googling to find out where your business is located. Good search engine optimisation includes ensuring a traditional business can be found in Google Maps.

The saying 'location, location, location' is true in both real estate and the online world. If you are a web based business, being visible in search is even more critical because most people searching for products or services click on results returned on the first Search Engine Results Page (SERP).



On average, 91.5% of web traffic goes to page one. Page two receives 4.8% of traffic, and page three a mere 1.1%. This is why it is so important to rank well on Google's SERP.

Does your brand reside on page one in the search results for search phrases relating to your business category, products or services?

The Anatomy of a Search Page

Pure SEO can do this work for you, or you can study it online and do it yourself. Most of the information you need to optimise your website for search is available online, referenced by Google.

Organic Search Results and Paid Search Marketing Results Explained

The results on page one account for 92% of all search traffic. By page two, traffic drops by 95%. 33% of clicks from organic searches occur on the very first listing of page one.

The search engine results page (SERP) is broken down into different components. You can pay to get your website listed in some spaces and in others you need to do more to appeal to Google – by undertaking search engine optimisation.

The top of the page is where the AdWords or search marketing section is located and it is a paid search space. You bid in an auction to have your advertisement appear in this space when certain keywords or phrases are searched for. The cost to advertisers of the ad when clicked upon is determined by a number of factors, but primarily the popularity of the search term (keyword or phrase).

Below the paid search space is the organic component of the page. If you want to appear at the top of the organic results or in the knowledge graph (also featured near the top of the page), you need to follow the best practice SEO guidelines you'll find in this guide.

Leads generated by SEO cost 61% less than leads generated from a cold call, or 'outbound leads' as they are also known, and search is the number one driver of traffic to content sites, beating social media by more than 300%.

Car Rental in Australia | Best Prices on Planet Earth | [rentalcars.com](https://www.rentalcars.com)

www.rentalcars.com/Car-Rental/Australia
 ★★★★★ Rating for rentalcars.com: 4.2 - 17,743 reviews
 Search, Compare and Save Using the World's Biggest Online Car Rental Service.
 Types: Economy, Mini, Compact, People carrier, Intermediate, Premium, 4X4, Estate, SUV, Convertible
 Services: 24hr Phone support, Additional coverage, Additional driver, One-way hire, Unlimited mileage

Thrifty in Australia
 Leading Brands Only
 Big Brands, Huge Choice

Payless in Australia
 No Credit Card Fees
 Best Prices Guaranteed

Apex Car Rentals Australia - Your Australian Car Hire Specialist

www.apexrentals.com.au/
 View Latest Deals & Special Offers. No Hidden Costs. Book Now & Save!

Avis Australia Official Site | Rent a Car Today

www.avis.com.au/Australia
 Rent a Car with Avis Australia & Get a Great Deal. Make Your Booking Now!

Car Rental Australia | Compare Deals Online & Save | [webjet.co.nz](https://www.webjet.co.nz)

cars.webjet.co.nz/Australia/Car_Rental
 Compare & Find Low Car Rental Prices Online with Webjet and Make a Booking Today

Car Hire Australia | Compare Cheap Car Rental with DriveNow

<https://www.drivenow.com.au/>
 Discover cheap car hire with DriveNow. We compare rates from leading car rental brands to bring you the lowest prices guaranteed. Book online and save.

VroomVroomVroom - Cheap Car Hire Comparison in Australia

<https://www.vroomvroomvroom.com.au/>
 VroomVroomVroom provides the easiest way to hire a car and find cheap car rentals. You're sure to find a vehicle from the top car rental companies in Australia including Avis, Budget, Enterprise (formerly Redspot), Europcar, Hertz, and Thrifty.
 Car Hire Western Australia · Australia · South Australia · Airport Car Rental

Car rental and hire | Special offers and deals Australia wide | Thrifty ...

<https://www.thrifty.com.au/>
 Whether you are looking to hire a car at Sydney Airport, the Melbourne CBD or any of Australia's popular holiday spots, we have the right deal for you to help get you moving. Thrifty is the only Australia-owned, international rental car brand, being owned 100% by the NRMA.
 Car hire South Australia · Western Australia · Virgin Australia · Thrifty car hire

Car Hire: Compare Cheap Car Rentals & Bargain Rental Cars ...

<https://www.expedia.com.au/Car-Hire>
 Sometimes exploring Oceania on foot or via public transit makes it difficult to get where you want to go on your holiday. Fortunately, a car hire in Australia or New Zealand makes it possible to get around on your own schedule. Unleash the potential of your next holiday when you book a discount car rental right here on ...

Paid Search Results

Organic Search Results

SEO Basics

Organic vs. Paid Search

The general advice is that new businesses start with some paid search to establish a presence online quickly. Set up AdWords campaigns and get your pages ranking for products and services.

Now you know where the different search components are located on a SERP and what they are, let's look at their benefits and costs.

As Google can take some time to index new websites (show them in search results) and the age of your website is a major ranking factor, the sooner a business begins investing in SEO and creating value, the better. As a website grows, adding new pages, fresh content and new links will help you rise in the ranking results.

Through the optimisation of your website, social channels and content, SEO agencies can help you rise higher, faster and more effectively in rankings.

AdWords is a system that beginners can action; however, it requires considerable longer term experience to maximise the ROI required and make it really effective and worthwhile.

What's the Difference?

	Dollars Invested	CTR	Cost	Close	Content	Control	Campaign	Timing
Organic (SEO)	1/8th of the \$10 billion invested in search is spent on organic	Click through rates are 8.5 times higher	Free to an extent as there is no ongoing cost for each click, but there is always a cost for PR, content writing, etc.	Can't opt out	Content driven - so you need a good content plan	Passive - no direct control	Ideal for long term brand campaigns and broad overviews	Organic SEO is built into the site and can be modified at any time to meet changing consumer trends, or changes in the competitiveness of keywords
Paid (SEM)	About 87% percent of search dollars are spent on paid search	Four out of five people never click on paid search results. But when they do, they are 1.5 times more likely to buy	Costs are variable - the word auction system can be very competitive. You can set a budget, but you need to keep paying to appear	Opt out anytime	Customisable - demographically targeted	Active - direct control	Good for short term campaigns and to get visibility quickly	You can appear on page one overnight

FINDINGS: Organic works well for overall brand reputation and visitor numbers, while paid search works for short term

campaigns and small businesses when they are first starting out. Each has their own place in the digi-verse.

Why do Businesses Need to Establish Good SEO Practices?

SEO leads have the highest close rate or conversion-to-sales rates at 14.6%, while outbound leads such as direct mail or print advertising have a 1.7% close rate.

The internet is the biggest marketplace in the world, and to be competitive on the internet you need to rank well in search engines. Good SEO practices are essential for any business that wants to succeed in the modern world.

Smart business brains know that an effective way to grow your business is to expand your customer base, and the most efficient and cost effective way to attract more customers is with search engine optimisation.

We have established that more people click on organic search results, and that good SEO practices are the best way to increase website traffic. The more people view your site, the more you can build brand awareness and generate new leads and customers.

However, not only does SEO give your website more chances for exposure, but it also targets your ideal audience so you can gain insight and track valuable information. You can find out what browser they use, popular keywords, devices, location, demographics, etc.

Businesses can use SEO to achieve a higher ROI, convert visitors into sales and revenue, and create an optimised user experience to attract further visitors. SEO is the best way to remain relevant and stand out from the crowd.

Another reason for establishing good SEO practices? Your competitors are already using it. Don't get left behind! Use SEO to realise your business' full potential.



How Are Pages and Websites Ranked?

SEO is all about giving bots the best information about the page content.

When you load a web page online, Google sends hundreds of pieces of code called 'robots' or 'bots' to scan the content, 'crawl' it and 'index' or file the information they find.

Each bot registers all the relevant information about a web page and adds it to the giant index or Google library.

Imagine a giant library, where the bots are the workers who collect the pages and read them, creating a short summary of each page. These pages could be combined to create a book or a website - but in this library, the pages are never bound together. Instead, each web page is considered effective and relevant based solely on its own content (i.e. not including other pages from the same website).

How To Get Your Website Ranked Higher on Google

The Search Engine Results Page (SERP) rank is what users most associate with Google – a web page is displayed in a competing result position in response to a search query.

The SERP position of a web page for a keyword or phrase is determined by authority and popularity. This math-based formula or algorithm determines how pages and ultimately websites will be ranked – from top to bottom in the search results – and is a closely guarded secret of Google.

To remain relevant and effective for users, the algorithm receives continuous updates, is personalised for users search behaviour, and includes hundreds of different ranking factors.

Although there have not been any formal announcements by Google of specific ranking success factors, online marketing industry leaders and experts provide an annual analysis of websites associated with higher search rankings.

Do you rank on page one of the SERPs for terms or keywords related to your business or brand? If not, why?

Some of the Positive Ranking Factor Highlights

- **Backlinks** – a positive volume and quality of backlinks from trusted, relevant domains continues to influence the search engine ranking results of websites. So make sure you engage with industry-related websites and offer them valuable, share-worthy and link-worthy content.

- **Keywords** – contrary to the announcements of some negatively focused pundits, keyword and content based features that are relevant, high quality and optimised continue to positively influence search rankings. Remember to add rich media that includes images and videos to further increase engagement.

- **Page Content** – there are considerations to content length, readability, uniqueness and load speed. So make sure you have reader-focused content that is engaging, original and of a higher word count, as it tends to be shared and linked to more often than simple articles.

- **Social Signals** – this is the focus on quality and quantity of Tweeted links, Facebook shares, etc. Ensure social sharing has been considered in your content marketing strategy checklist.

Some of the Negative Ranking Factor Highlights

- **Unnatural Links** – do you have unnatural links directing people to your pages or subdomain? Google Search Console can help you fix this.

- **Duplicate Pages** – do multiple pages have the same content? If so, update your pages with a 301 redirect or the canonical tag.

- **Thin Content** – do you have duplicate content syndicated across sites, or internal pages that have very limited uniqueness? Address thin content, increase uniqueness, and remove your lowest value pages from the index.

Google Algorithm Changes

There are a few things you can do to make the bots really happy.

The infographic below outlines some of the major recent changes that Google has made to its algorithmic recipes. Could any algorithmic changes have negatively affected your business?

A SHORT HISTORY OF Google

ALGORITHM CHANGES

2014 UPDATES

To mitigate risk for clients Pure SEO follows all search engine algorithm changes closely. Google has made 18 suspected algorithm changes since 2014, an average of one a month. It can be hard for some businesses to keep up with online marketing trends. So if you need advice, think your website has been penalised by Google or if you want to improve your online presence, contact the search engine specialists at info@pureseo.co.nz

- 1** **Page Layout #3 - February 6, 2014**
Google revitalised their page layout algorithm, called **"top heavy"**, this algorithm penalised sites with too many ads above the fold or on the top half of the site.
- 2** **Unnamed Update - March 24, 2014**
Online chatter increased at the end of the month suggesting that a new **Panda-lite update** had been implemented. Although some sites reported ranking changes a new release was never officially acknowledged.
- 3** **Payday Loan 2.0 - May 16, 2014**
Just before the new Panda bear was let out of its cage **Google clamped down on search phrases commonly spammed for profit**, thus the 'payday loan' moniker for this algorithm.
- 4** **Panda 4.0 (#26) - May 19, 2014**
Google announced a major Panda (4.0) update in May to penalise sites with poor quality content and prevent them reaching the top 10 search results, ultimately affecting about 7.5% of English-language queries.

- 5** **Payday Loan 3.0 - June 12, 2014**
Shortly after the Payday Loan 2.0 **anti-spam update** made bad guys run for cover, Google threw another punch taking specific sites and spammy queries to task.
- 6** **Authorship Photo Drop - June 28, 2014**
On June 25 Google changed their mind and announced they would be **dropping all authorship photos from SERPs** and the change was implemented by June 28.
- 7** **Pigeon - July 24, 2014**
Google dropped a whopper with this update and threw rankings into turmoil. Their aim, according to statements was **to link local and core algorithms and improve local results.**
- 8** **HTTPS/SSL Update - August 6, 2014**
This long awaited update to give **secure sites priority** was predicted by commentators. **Google stated that adding encryption would provide a small rankings boost that could increase over time.**
- 9** **Authorship Removed - August 28, 2014**
After dropping authorship photos, **Google announced that they would be completely removing authorship markup as well.** So goodbye to authorship bylines from all SERPs!
- 10** **Panda 4.1 (#27) - September 23, 2014**
Google announced another significant Panda update tackling **onsite content impacting between 3 and 5% of all queries.**

Google Algorithm Changes

Over time, Google has made thousands of changes to its search algorithm, both significant and minor. Many major algorithm changes having been given animal names such as Panda, Penguin and Pigeon.

These changes are usually unannounced by Google, but search marketers like Pure SEO use these updates to clarify rankings or organic traffic changes and ultimately provide better SEO results to clients.

11 In The News Box - October 2014
 It appeared to be a visual change that didn't reach the content but Google's reformatting of the News-box results did go more than skin deep. They announced an expansion of potential news source sites, consequently results in SERPs spiked, as did traffic to major sites.

12 Penguin 3.0 - October 17, 2014
 More than a year after the earlier Penguin update (2.1), Google hatched another update. It was a wee one, and any change was difficult to quantify, affecting less than 1% of English queries.

13 Pirate 2.0 - October 21, 2014
 Arrrrrrih harrrih... about two years after the original DMCA/'Pirate' update Google returned to software and digital piracy. Although the impact on rankings was significant these changes were targeted toward a small group of sites.

14 Penguin Everflux - December 10, 2014
 Post-Penguin Google announced that algorithm update improvements would be made often and incrementally rather than as major updates and December brought the first of many small adjustments.

15 Pigeon Expands (UK, CA, AU, NZ) - December 22, 2014
 The 'Pigeon' splashdown finally reached the United Kingdom, Canada, Australia and New Zealand. The update which launched in the US in July aimed to provide more useful, relevant and accurate search results.

2015

16 Unnamed Update - February 4, 2015
 Commentators alerted the online community to movement in Google's SERPs, the speculation said improvements were aimed at e-commerce performance and mobile usability but Google neither confirmed nor denied these reports.

17 Mobile Update AKA "Mobilegeddon" - April 22, 2015
 Unusually Google promoted this algorithm update and gave customers and coders plenty of information about the way rankings would be changing. They even created a tool so web masters could diagnose issues and remedy them before the change. This change was driven by customer preference and demonstrates an increasing focus on the 'usability' of sites.

18 The Quality Update - May 3, 2015
 Was it real or was it just a 'Phantom 2' of our imagination update? Google signalled the change would impact 'quality signals' but remained secretive about the results, so it remains a bit of a mystery.

Information for this infographic was sourced from <https://mazz.com/google-algorithm-change>.

www.pureseo.co.nz

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 The Search Engine Specialists
 GOOD SEARCH




Beginners' Resources

SEO Checklist - Important Factors 2018






So here are the things to look out for, how to look out for them and how to fix them or add them if you need to.

The checklist below lists and breaks down the most important SEO factors information bots like, as well as factors algorithms look for, to ensure you can improve organic traffic, drive leads and improve your position in search results.








As well as listing important factors, we show you how to determine if you are supplying the bots the information they need to know, and we have provided suggested online tools to test or upgrade your site to improve its SEO value.

	Factor	Diagnose	Change
	Security	Does your website's URL have 'HTTPS' in the front?	Get your website content encrypted and keep your visitor's information safe.
	URL	Create original, relevant URLs that will direct customers to your product or brand. Try and make sure you include the brand, main product or service in it.	If you can't repeat your URL in a simple phrase, change it. People need to be able to remember it, spell it and share it easily. Identify keywords in your URL and make sure you own other similar URLs, as people often misspell, and you don't want them getting through to a competitor instead.
	Mobile Friendly	Check that your site is mobile responsive on your desktop by opening it in a new window. Resize the window by clicking on it with your mouse and if the formatting of the content adjusts to the different sizes, it is responsive. Otherwise just check what your site looks like and feels like to use on a mobile device. Test, test, test!	Use Google's Mobile-Friendly Test Tool to see exactly what Google wants you to improve on your site. Because most of the changes required to make a site mobile-friendly are style sheet changes, you will probably need to discuss this with a web developer.

SEO Checklist

	Factor	Diagnose	Change
	Coding	HTML is the easiest 'code' language that Google can read so make your website easy to read.	Some animation features and movies in coding like Flash and JavaScript can't be read by Google. All it sees is a blank page so it isn't good for SEO. Use HTML5 for animation and videos.
	Structure – Logical Navigation	There are lots of reasons why a bot may not see your page. If you can't find content on your site easily then a visitor won't, and Google won't be able to either.	Plan your website so that the navigation is simple.
		Make the steps to find content logical and intuitive. Website navigation structures with a larger number of categories in the navigation headings and fewer levels of navigation for the reader to find their way through are much easier to use.	Ideally, you want visitors to be able to find any page in four steps or as easily as possible. If you have a larger site, it's best to include a search function on the home page.
		Create a good HTML and XML sitemap. It's important to show users and Google where content is and the pages it is on.	You might need some professional help with a sitemap so contact the team at Pure SEO, or search online for guidance on creating a sitemap.
		There are many resources for sitemap creation available online.	
	Structure - Schema Markup/ Structured Data	To check if you have this on your pages, open the source code and search for 'schema'. Note: don't play around with code unless you are confident you know what you are doing.	Cut and paste the schema code into your HTML code on individual pages to help search engines give these pages preference.
	Page Titles	Your page title should be close to 60 characters long and include a main keyword as close to the start as possible. Hover over the tab of your page and check to see if the words that appear include your keyword(s).	You can create page titles to get micro aspects of a page to show up in SERPs.



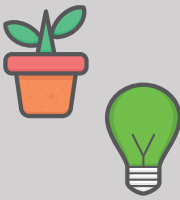

SEO Checklist

	Factor	Diagnose	Change
	Meta Description	Your meta description can be up to 160 characters long and should include a keyword as close to the start as possible.	To see what your page's meta description says, you can check in your CMS system or the tool you use to manage your website. You can also check in the page code by searching for 'description'.
	Headings – H1, H2, H3	Headings should include keywords relevant to that page.	Put the keyword as early on in the heading (H1) as possible and include variations of it in your subheadings if possible (H2, H3).
	Usability	Make sure all key content is in HTML. Flash and Java don't tell Google what is there.	Although it looks good for visitors, you need to make it easy for Google to access or 'crawl' and 'index'.
	Usability	Your pages should load quickly. Time how long it takes for your home page to load on a desktop and a mobile device.	Make sure your pages load quickly so customers don't get impatient and click away. Balance the page load speed with the mobile responsive features to ensure you have a fast-loading, easy-to-read page.
	Usability	Are ads appearing above the fold?	If your site is running ads, put them below the fold so you are giving visitors a quality experience and giving Google quality content.
	Content	Check for good keyword density.	Make content relevant, targeted, in depth, useful, interesting and fresh, and update it regularly – quality over quantity.
	Content	Avoid duplicate content.	Keep your content original and make sure it adds value to the site. If you are repeating content, link it.

SEO Checklist

	Factor	Diagnose	Change
	Content	Google loves nothing more than fresh content, so keep updating and adding to your site. Try starting a blog and upload regularly.	Some people struggle with coming up with new content each week or month. Curate content from across the webpage by making lists of your favourite blogs, images, videos or websites.
	Content	Avoid thin content, a shallow analysis of subjects, or pages with less than 200 words of text. You want to have a substantial amount of content or text on each page to avoid thin content or Panda algorithm penalties.	Create content that has a reasonable amount of information and don't create pages for advertising. Make sure every page you create adds value to the site.
	Content	Google loves multimedia content or visual content, so don't always use text. Infographics are a popular way of combining both images and text.	Always add alt text to images so Google knows what the picture is about. It will also improve the chances that your image appears in Google's image search. Always add transcripts to videos to give Google an idea of what's in the content, especially for YouTube.
	Good Keyword Research Identification and Targeting	What is the single term that you want your website to appear under if someone searches it?	Is your keyword relevant to the site content? If a searcher came to your site, would they be happy with what they found?
	Linking	Quality, natural linking is best. Link to other websites that your reader will want to visit. Sites in a similar industry or about a similar topic are important. Don't just link for the SEO value – think about your reader's experience.	There are plenty of free SEO tools online to check the value of links. Use programmes like Open Site Explorer to check your site's links.

SEO Checklist

	Factor	Diagnose	Change
	Linking	Make sure you audit negative inbound links as often as possible. Google Search Console will warn you if you have a high volume of bad links.	Remove links from low quality sites as often as you can. Contact the webmaster of the sites and ask them to remove any negative links.
	Linking	Use the 'no follow' code when you are linking to other sites that you don't want to pass SEO value to.	You can avoid leaking SEO value to other sites by telling the search engines to ignore these links.
	Natural Language	Write your website content as you would say it aloud.	Readers love simple, clear content, so don't confuse authority with big words. Voice search such as Siri and Google Voice are popular with mobile device users.
	Social Metrics	Google likes what is popular so make sure you have good social engagement. Google+ will help geo-locate your business. Twitter content is now being indexed, and YouTube is the world's second largest search engine and is important for your videos.	Ensure you have a Google My Business Page. Use keyword-optimised Twitter hashtags, and optimise YouTube with clear CTAs (call-to-action), branding and transcriptions of videos.

Content Marketing – What’s the Story?

Content marketing is about creating information that your audience will pay attention to.

Today’s consumers are experts, informed by always available online information. They have moved from passive receivers of information offered up by brands to avid collectors of content who routinely reach out to brands and businesses for help.

Content is being absorbed and shared at a quicker rate than ever before. Every second, 3.8 million Google searches are taking place, 3.3 million Facebook posts are being created, and 448,800 Tweets are entering the Cloud.

Consumers are looking for answers, and content marketing is the solution in this new, relationship-based, buyer-driven digital marketplace.

Whether brands create the story or engage readers to write the narrative, marketers want to give people what they want, and everyone loves a good story.

Consumers seek answers, recommendations and reassurance for their brand or business choices. They expect content that is useful, relevant and adds value to their experiences.

Do you provide the kind of content that achieves this? If not, consumers will seek out the competitors that do.



What Is Content Marketing Made Of?

Good search engine marketing helps bring readers to the content, but content marketing also helps SEO by increasing visitor numbers and the time they spend on your site.

Creating tasty content is about understanding all the factors that need to be included in the mix.

Audience - Meat

If you think of it like a hamburger; you need to make sure all the ingredients are in the right place to avoid a sticky hand, soggy bun or worse, pickle touching mayo!

At the heart of any good burger is the meat and in this analogy – your audience. To reach your audience effectively you need to find out who they are, what they are interested in and why they are clicking through to your web page.

What do they want to know? Where are they in the customer journey? When you have an idea of their needs, then you can start to satisfy them.

Bun - Format

Find the right bun or channel and format to fit the meat patty. You want to use the channel that your audience uses most often – a medium that will suit your topic and tone. Whether it is a YouTube video or an infographic, once you decide on the format, you can start thinking about the tone.

Sauce - Tone

Is your audience formal? Young or old? It is always best to be conversational and simple. Google is moving toward voice search capability so you want to future-proof your content by writing it in colloquial language. Your secret sauce is one that everyone will love. Not too salty, not too sweet – just right.

Cheese - Content

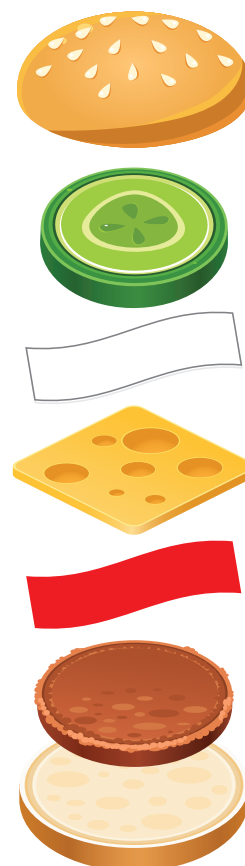
Next, choose your cheese, and try not to make it too cheesy. Content has to be useful and relevant, targeted and in-depth. You need to keep your audience interested and inspire emotion while still providing value.

Pickle - Keywords

Don't forget the pickle! Keywords are important but don't overstuff the content; just make sure you are using the right language in the best places, like the headings, for your audience. A couple keywords in the right spots go a long way.

Mayo - Hook

Lastly, the creamy mayo. As with any content, you need a hook that will make your burger moreish. You might want to serialise the content, theme it according to issues in the news, or add graphics or an analogy that will lift the content from the mundane to the magnificent.



Amplification

Around 70% of people trust brand recommendations from friends but only 10% trust advertising.

Most people are mistrusting of traditional advertising messages – they prefer mediums like search and social that reflect community recommendations.

In the giant popularity contest that is the internet, social media can help your content ripple through the internet and provide the votes and 'likes' or 'clicks' that are factors in Google's ranking algorithm.

Content marketing reaches across a number of channels, and there are three main channels that bring the readers to the 'story' – email, social media and search.

Working together, email, social media, content and search make for a powerful marketing strategy. Email is useful for engaging with your existing subscribers, while social media attracts readers to a website with snippets of interesting information or bait. Like social media, search helps attract readers to content by virtue of web pages appearing high in the search rankings. Searchers are more likely to click on the page link as Google has given it a vote of confidence with high rankings.

- SEO aims to increase traffic to a website.
- Content marketing wants to keep the traffic there and turn them from visitors into customers.
- Social media is an additional method of attracting more traffic, but it can also turn a customer or a visitor into a brand advocate.

- Email is great for ongoing communication with your customers and brand advocates.

When someone shares your content on social media, they are giving it a positive review and helping increase your possible audience. Your content is flagged to everyone that is 'friends' with or 'follows' that person.

Social media can also help to grow your audience. When someone 'follows' or 'likes' your page they are saying 'Come again!' and 'Send me more content to entertain me!' Your brand now has one more person it can share content with, expanding the reach of the content exponentially, or amplifying it.

Identifying the best way to amplify content is where an SEO agency can really help.



Six Reasons Why Using a Seo Agency is a Good Choice

Need to know more?
Contact us on 1800 40 77
33 or email us at info@pureseo.com.au

1. So you might be good at design, but are you good at the technical stuff such as writing and link building? An agency has experts in all these areas.
2. You could learn many of these technical tactics quickly, but staying up to date with all the continuing developments is challenging and time consuming.
3. You are unlikely to have the same holistic perspective as an agency. It is much easier to have a helicopter overview of a situation from outside a business, than when you have a personal investment in it.
4. An agency has media contacts you are unlikely to have, which enable them to more effectively identify and activate content creation and amplification strategies.
5. An SEO agency can tailor content to solve the issues your website is facing, whether that is low rankings, low conversion rates, low engagement on social media, or simply a lack of fresh content.
6. An SEO agency has a good understanding of all the different ways content can be amplified, and although you might use social media, an agency can create effective campaigns with cut-through to reach your target audience and grow your business.



Disclaimer: this is not a promise that if you follow our guide and use all tactics listed in it that Google will publish your website link in the knowledge graph, or that your site will appear at number 1 in the organic rankings. Google takes hundreds of factors into consideration in their algorithm, so results can never be predicted or assured.

Commonly Asked Questions About SEO & Adwords

Commonly Asked Questions About SEO

How can I tell how my site is ranking besides its profile in search?

Use Moz to determine Page Authority or Domain Authority (<https://www.guest-postings.com/bulk-domain-authority-checker/>). High numbers here mean your website is ranking highly.

Where can you find the tools online to help with SEO?

A good basic tool is the Google Keyword Planner which you can access after setting up on AdWords campaign at <https://adwords.google.com>

Commonly Asked Questions About AdWords

How long does it take to see results?

A good AdWords campaign takes up to three months or more to see results, as it's a matter of building up data, finding which keywords are working for you, and focusing the account down on those specific keywords.

How can I get above my competitor's ads?

By having a better Quality Score. This is a combination of your bid, relevance of keyword to ad, relevance of keyword and ad to landing page, and historical CTR.

Why can't I see my ads?

If your budget is small and your ads are spread throughout the day, they won't be shown all the time. We recommend that you DO NOT search for your own ads repeatedly as this increases the amount of impressions (*how many times your ad is shown*). Whilst this does not cost you more as you only pay for clicks on your ads, it does affect the ratio of impressions to clicks (*called the Click -Through Rate or CTR – expressed as a %*).

I keep seeing my competitor's banners on a particular website – can I target that website with my banners?

If the website is part of the Google Display Network (GDN), then yes. If your competitor has made a private agreement with the site owner and it is not the GDN that the ads are displaying on, then you'd have to request from the site owner directly or whatever other platform the ad was displaying through.

How much does a click cost?

It ranges from 5 cents to more than \$100 in some markets. Talk to your consultant to discuss your needs. Most campaigns are set up around \$2-3 per click to start with.

I have a Display Campaign. Where will my display ad show?

These ads appear on a range of websites pages known as the Google Display Network. We can designate websites within that network, which are called Placement Ads. We can also use Automatic Placements which put the ads on relevant sites based on the types of traffic we are targeting.

Should we create landing pages for each campaign?

Having specific landing pages, with a specific purpose, especially for lead generation, can be very effective as they are highly focused. This can help the cost per click and also the response from the campaign.

Why are my ads not appearing for competitor brand name?

We generally do not build ads to compete against your competitor. We can use the keywords to show the ads, but cannot reference a competitor's brand in the ad text or in the page it goes to.

Why have my average click prices gone up for a month and then back down?

This could be for a variety of reasons. There might be seasonal competition for particular keywords such as "school holidays", "Christmas", "Easter", etc., a competitor could be running a specific campaign, or perhaps more businesses have started using AdWords, driving up the CPC.

Acronyms, Codes and Abbreviations

APU – Application Programming Interface.

A/B Testing – Testing one version of a page against another. At its simplest, this is serving both pages to different online audiences and seeing which one performs best.

ALT Text – Alternate Text, or a textual description of the image on a website. It sometimes appears when the mouse hovers over the image. This is an important way to make a website accessible to the vision impaired. It is how their screen readers determine what the image is about. Google can index these images and they can rank for the keywords in the alt text in the Google Image search results.

Anchor Text – Words used to link to a page and an important signal to search engines

Backlinks – Also known as Inbound Links, these are links that point back to your site from external sites.

B2B – Business To Business.

B2C – Business To Consumer.

Blog – Shortened version of ‘web log’ usually containing thoughts or opinions.

Bot – Short for ‘Google robot’, referring to a piece of software that looks at and categorises website content.

Browsing – Looking and clicking through web pages online.

CPA – Cost Per Acquisition.

CPC – Cost Per Click.

CPM – Cost Per 1000 Impressions.

CMS – Content Management System.

Content – Any text or multi-media imagery published on a web page or site.

Crawler – Also known as a ‘bot’ or ‘spider’. A program that search engines use to seek out information on the web.

CRM – Customer Relationship Management.

CSS – Cascading Style Sheet.

CTR – Click Through Rate.

DA – Domain Authority.

Domain – A specific website address (e.g. www.pureseo.co.nz)

eCommerce – The buying and selling of goods or services online.

EDM – Electronic Direct Mail.

FAQ – Frequently Asked Questions.

FTP – File Transfer Protocol.

Flash – A technology used to animate and add interactivity to webpages.

HTML – Hyper Text Markup Language.

HTTP – Hyper Text Transfer Protocol.

HTTPS – Hyper Text Transfer Protocol Secure.

iframe – A square section or window of code that allows an image or video to be viewed and scrolled through within the main page, while it is displayed. It is similar to a small window within a window.

Impression – The view or display of an ad, or the number of times something is served.

Indexing – The process of reading, ranking and filing webpages.

Inbound links – Also known as backlinks (see Backlinks).

IP – Internet Protocol address. This is a unique combination of numbers used to designate an internet user. It is used to track access to the internet and the history of browsing.

ISO – In Search Of.

JavaScript – A scripting language based on prototype-based programming. It is used on a website to enable scripting access to objects in other applications.

Keyword – A single word or phrase that relates to a specific subject or topic. For example, “glossary” would be a keyword for this section of the document.

Landing Page – The first page a user lands on on a website.

LSI – Latent Semantic Indexing – when synonyms of keywords are used to rank content.

Acronyms, Codes and Abbreviations

Longtail – An adjective used to describe more than three keywords joined together.

Organic – Refers to a type of search engine result that cannot be bought. They are separate from the 'paid' results. Organic rankings in Google are determined by algorithms that account for a large number of different factors. SEO is essentially a strategy to try and improve the performance of a website in this algorithm.

ORM – Online Reputation Management, or managing the search results pages to ensure positive results are more prominent for a particular brand than negative results.

NoFollow – An attribute webmasters can place on links to tell search engines not to count the link as a vote for a site, or not to send any 'SEO value' to the site being linked to.

Meta Description – A summary of the webpage. Google uses this to tag a piece of content, and it is what appears under the main heading in search.

PAGE – Web page.

Page Title – Also known as a 'title tag', this is an HTML tag appearing in the <head> section of a web page that contains the title. The page title should be determined by the relevant contents of that specific web page. The contents of a title tag for a web page is generally displayed in a search engine result as a bold blue underlined hyperlink.

Podcast – An audio broadcast over the internet using syndication tools. Like 'radio' it can mean the 'content' and the 'method'.

PPC – Pay Per Click.

PR – Page Rank.

Quality Score – The 'score' Google gives to keywords to determine their ad rank and cost in AdWords.

ROI – Return On Investment.

RSS – Rich Site Summary/Really Simple Syndication.

SEO – Search Engine Optimisation.

SEM – Search Engine Marketing.

SERP – Search Engine Results Page.

SPAM – Any electronic marketing that is unwanted or annoying, that provides low quality search results. Spamming is the act of disseminating this low quality information.

Spider – Also known as a 'bot' or 'crawler' (see Bot).

TLP – Top Level Page.

URL – Uniform Resource Locator.

UI – User Interface.

UX – User Experience, or the ease with which a person can navigate a website.

VLO – Shortened from Video Log, meaning a video diary of events.

Wiki – A collective knowledge source that uses the internet to share knowledge. The most popular wiki is Wikipedia, a free open online encyclopaedia.

WWW – World Wide Web.

XML – Extensible Markup Language, or a site map designed to show Google where all the site pages are and how they are connected by links.

301 Redirect – A message to search engines that the URL has moved permanently. This is commonly used when a page has a new location and will not be appearing again at the old URL.

302 Redirect – A 'found' message (also referred to as a 'temporary redirect'). This form of redirection is commonly used - and in some cases abused - when a URL has been moved to a different location but it will be returning to the original location eventually.

403 Server Code – A 'forbidden' message. It prevents access to a URL and displays the reason for preventing access.

404 Server Code – A 'not found' message. The server cannot find the URL requested.

501 – A 'not implemented/not explained' message. This error will be served up by Google if the server doesn't support the facility required. This is something that will need to be fixed by the server you are trying to access.

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