

Search Engine Optimisation Tip & Tricks

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About the eBook

Diving into the world of Search Engine Optimisation (SEO) can seem like a daunting task for most business owners. However, you don't need to throw yourself into the deep end. This FREE eBook will help you understand the intricate world of SEO. We will show you all the latest tips and tricks to help dramatically improve your rankings on search engines and increase your revenue.

As always, if you have any questions, feel free to give the SEO Specialists at SponsoredLinX a call on 1300 859 600 or email academy@sponsoredlinx.com.au.

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“In this day and age, Search Engine Optimisation is more important for small businesses than ever. It's the key to boosting online visibility and reaching new customers.”

Shannah Bradshaw - CEO of SponsoredLinX

What is SEO?

Search Engine Optimisation is a process of altering a website to enable it to rank higher in organic search results on search engines like Google & Bing, and increase the amount of visitors the site receives.

Unlike other online marketing techniques, SEO can be a slow process. However, the ROI involved in SEO once you are ranking can be quite substantial in comparison!

They also need to genuinely trust you as you are not paying them (as you would with something like Google Ads) to appear on the front page. Simply put: building this sort of trust with them takes time and when you also factor in that you are competing with every single piece of content online for the keyword you are targeting (which can be in the millions), then it becomes pretty clear that being in the top ten is no small feat.

Sticking To The Rules

As you may be aware, search engines are constantly updating their algorithms. Simply put, these are the formulas for assessing websites and placing them where they believe they should go in accordance with certain criteria.

One thing they have been focusing on very heavily over the past couple of years is 'over-optimisation', spam content, low quality links and more recently, user friendliness.

For this reason you should be careful of the following:

Nonsensical Text Content

Any content on your site, from product information to simple blog posts, needs to be real content. It's not just as simple as avoiding 'keyword stuffing' any more, search algorithms are now much more advanced than that.

Links

Any links from questionable websites, either created for the purpose of links or just low quality sites.

Doing Too Much Too Quickly

If a search engine gets suspicious and decides that what you are doing is not natural, you could be in trouble.

Anyone Claiming To Have A 'Magic Formula' Or To Have 'Figured Out A Shortcut'

There is no such thing. Anyone claiming this, is either lying or they have found a way to cheat. With search engines constantly throwing their considerable resources at identifying and punishing cheaters, this is not something you want to be a part of.

SEO's Ever Changing Lifestyle

Over the years, several updates, including the now infamous Penguin, have affected many sites that previously enjoyed top organic rankings on Google. These sites have now found themselves so far behind enemy lines that they are inconsequential.

It used to be so simple; placing black text on a black background and repeating your desired keywords, buying a whole heap of links to dangerous sites or even writing posts on questionable pages.

Gone are the days of comment spam and paid text links. Come to think of it, that doesn't sound simple at all, it actually sounds like a lot of time wasted; time which could have been spent on building a usable strategy and refining your online marketing approach.

Think of organically ranking keywords as a fortress on the front page of search engines. Would you build a fortress on sand using balsa wood, wherever you thought a battle might happen? No, you would create a foundation made of the hardest and heaviest steel reinforced concrete. You would build thick walls designed to withstand the harshest of attacks and ensure that the location is strategically valuable. Yes, a fortress made of balsa wood that is sitting on sand would be a quick build. You might even have some success in defending your position for a while, but eventually it will collapse and in terms of Google, collapsing means an adventure into the ether of 'the pages beyond'.

In other cases, the fortress would be built on solid ground with enviable protection on keywords that have never been converted, and probably never will. There's no use in building a fortress in the Northern Territory when the war is in New South Wales. To clarify this analogy, you need time and patience with SEO, a complete understanding of your converting keywords and knowledge of Google Policy so as not to fall on your own sword.

There are many websites out there that implement SEO strategies based on the promise of quick turnaround with as many keywords as desired – this is the throwing of a grenade. As witnessed in the Great Penguin Assault. It was quickly learned that defying Google policy through exploiting undetected loopholes is not as cunning a plan as many thought. Google is rapidly closing those loopholes and with every update more and more are being wiped out. No matter how smart we think we are, there is always someone smarter out there.

Google What?

Google's Local Search is always evolving. For many businesses, it's critical to maintain a presence here, but keeping updated can be very difficult with Google changing the fundamental nature of how to stay on top. We've recently been taking a good look at what factors matter most on today's Google Business Profiles (formerly Google My Business platform).

Gone are the days of Google Places and Google My Business, where Google created a page that you could build links to and generally run a small SEO campaign on. It's not necessarily a bad thing, it just means that

you have to come at things from the side rather than tackle them directly. Instead of a Places Page which you can link to your website, we now have Google Business Profile pages. These are practically an extension of your website, given how much the website contributes to the relevancy of your page. Boosting Local Search rankings isn't about directly SEO'ing your page, it's about going back over your SEO strategy and making sure you're taking local search factors into account.

Search Rankings

Whilst some believe it's unfortunate, you can't focus on Google Places rankings as directly as was once possible. There are many of us that are glad to see these two areas rolled into one.

Most SEO campaigns for companies that rely on a lot of local business should already be taking the local angles into account. This is so the change from Google My Business to Google Business Profile wouldn't have required much of a shift. From here on it's likely to remain closely linked, so getting your local search strategy right is all about keeping on top of your SEO and paying attention to the smaller factors because every little bit helps.

The switch over to Google Business Profiles is not a recent thing but we have people asking how they can improve their own Local Search Rankings all the time. With this being incorporated into a social media platform there are definitely a few things you can do yourself to help improve this (or stay on top). My Business signals may not have made the top three but it's easy to work on with little to no technical knowledge. Make sure you've chosen the relevant categories for your business and are keeping active with posts and page interaction. Signals from Facebook and Twitter can have an impact too, so it's good to keep active across a variety of social media platforms.

Another factor with a decent chunk of weighing is Review Signals. This has grown in importance over time and is likely to continue to do so. When Google is boosting you up for a link it's because another site

is 'endorsing' yours and the same principle applies to reviews on Google Business Profiles. If you've got a consistent flow of reviews coming through, that's a signal to Google that your business is very active and your customers are active online. This means that your business is more likely to be relevant to people searching online. Be sure to encourage people to leave feedback as it helps with Google and potential customers too. If everyone is leaving four and five star reviews that has to mean something. Don't be too worried about the odd negative review as you can't please everyone and nothing but five star reviews can look unnatural.

If you're active on social media and have a solid SEO strategy in place that takes local factors into account, you're covering the main factors to rank well locally. Watch this space though; we never know when Google may go and change it all on us.

Content is King

Traditional marketing methods are near impossible to accurately measure in terms of effectiveness, hence marketing skills will be more beneficial when applied to digital strategies. It also means your marketing managers are far more accountable for their efforts, and it will mean you can be sure that the money you spend in particular avenues will give you results.

One medium, which is certainly gaining momentum and is set to continue on doing so is content marketing. Content marketing is not a new method, and we're all familiar with the term 'Content is King', but with everyone attempting to produce content that potential customers want to read, it's about creating smart, targeted and personalised content. Readers will know when they are reading generic text which has been flogged to death all over the web, so your content must be targeted. Targeted content can only materialise if you have the data to justify it, and of course, this data will come from properly monitoring and measuring your digital marketing blueprint.

As a result of this, your customer will experience service which is executed succinctly and efficiently from beginning to

end and you know what happens when you create happy customers? They share their experience with their networks colleagues, family and their friends. Your customers' experiences need to soar in order for you to stay ahead.

This creates exposure you simply can't buy. The more you endeavour to create meaningful customer experiences, the more your business will become omnipresent. The above will not happen overnight. There is no magical pill or quick fix solution. What you must do is open up the lines of communication with the people who are in the know so you can be prepared for your new online ventures.

Social Media Meets SEO

Over the past few years there has been a lot of speculation on whether social signals from sites like Facebook, Instagram and even YouTube factor into Google's search algorithm. Do things like the number of Facebook 'Likes' and Twitter 'retweets' have a direct impact on how you are ranked on Google Search?

The short answer to this is no. Social signals are not taken into account by Google's search algorithm. Google's crawlers go through sites an infinite number of times and treat social media sites like any other website on the internet, there are no exceptions. The issue with social media is the pages on these sites and their relationship to other pages within them.

They are constantly being modified daily, hourly or even every few minutes. So, by the time Google crawls the same page again so much will have changed from when it was last crawled.

So why is social media so important to SEO if your authority, influence and presence on these sites have no direct impact? What factors are taken into consideration by the algorithm?

A successful SEO strategy will employ the use of content and/or technical SEO tactics. This includes link-building in order to increase online visibility and increase the reach of the targeted audience.

01. Citations

A citation or 'local citation' is a mention of your brand/business with or without a link associated. This can include just your name (business/brand name) and contact details as you would expect to see in something like an online directory or mandatory field on a social media business page (e.g. Facebook).

02. Sharing and Virality

Social media is all about interaction and relies heavily on sharing because distributing potentially engages content to other users. The more interesting the content is, the more chance of it becoming viral (i.e. users sending links to the same content to other users without paying for the content to be distributed). Virality is the extent to which an image, text, video, or any other form of online content is distributed rapidly and widely from one online user to another.

03. Page Relevance

Every social media page is treated by Google Search as being a webpage just like an individual page on your website. The more relevant the page to a specific subject area, the higher the likelihood of it appearing in a search.

04. Reviews & Comments

Reviews are ratings from other users on your social media page where the user ranks and comments about your business, brand or product. This not only counts towards your ranking but does wonders for your brand. It's important to remember that these have to be natural and Google is working hard to make users more accountable for reviews in order for there to be more transparency.

05. Direct & Indirect Links

A link can be defined as being 'an address' or 'path' to a specific page or content on the internet. Just as with SEO, links are an 'online currency' that will weigh heavily on your rankings and are included in the search algorithm. Links to your social media page from another page or website will have an impact on how your rankings show up.

06. Optimisation for Social Media

Optimisation of your website for social media entails making sure that users can easily see the relationship between your website and your various social media pages. All search engine platforms are built with the primary objective of returning the most relevant results depending on the query entered into the engine and as social media is driven by media rich content, the content on these pages tends to be extremely relevant.

Doing SEO the Right Way

There is a ton of SEO advice online, the trick is knowing what tips to follow and which ones to steer clear of. You have to make sure your business is doing all it can to be seen.

01. Optimise Your Content

Search engines will reward high-quality and original website content.

02. Optimise Your Lead Conversion

Create landing pages that help convert any traffic that SEO brings your way.

03. Get Social

Social Media is a very important contributor to SEO, make sure you continue to engage with your community.

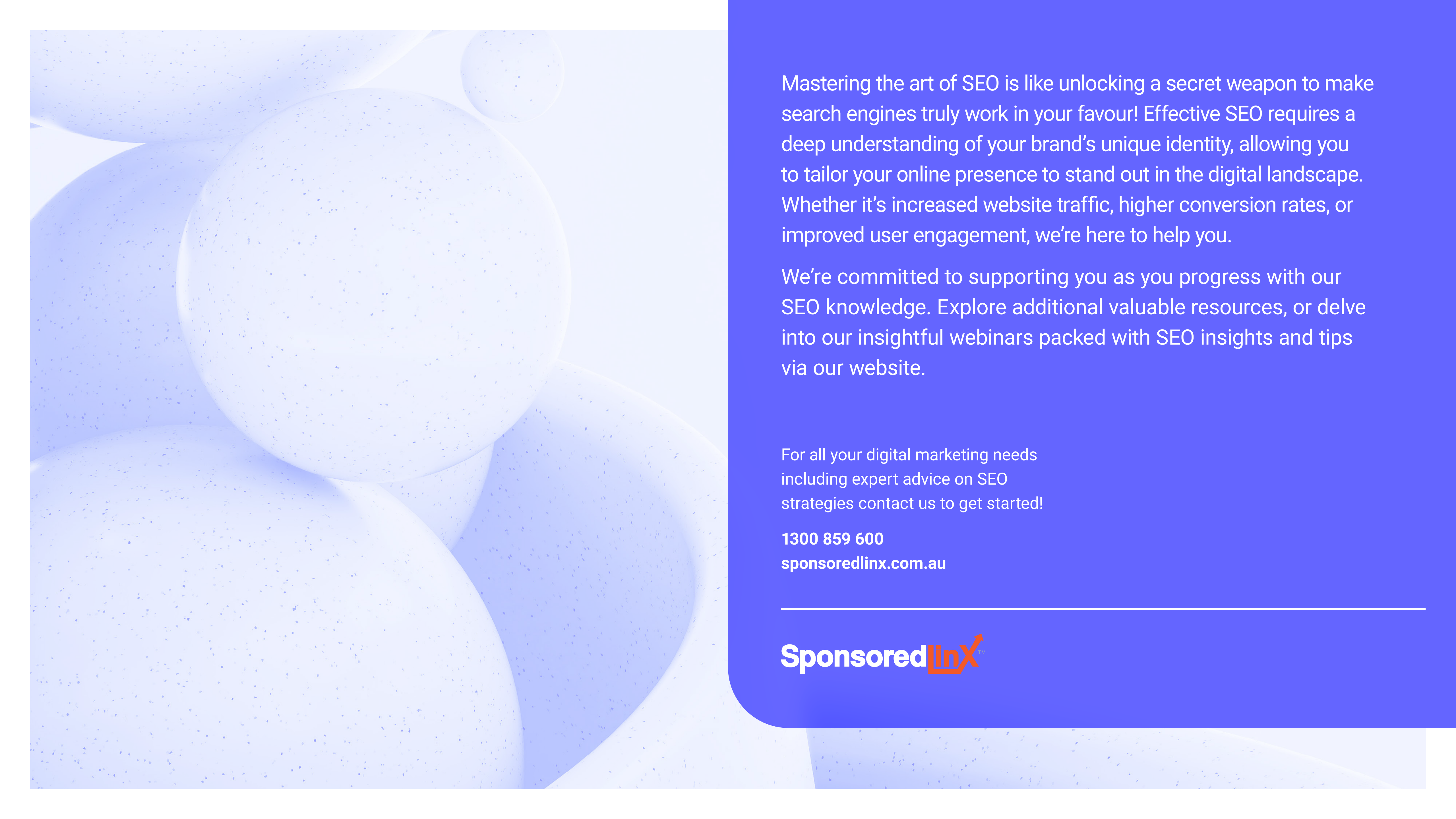
04. Constantly Analyse

Check out what your competitors are doing, and keep up to date with your SEO performance.

05. Always Adapt

The world of SEO is constantly changing, be ready to adapt your strategies to suit the medium.

Above all else, stick to the rules to make sure you stay in the search engines good books, and learn from your testing, trials, and errors so that you can continue to improve your ranking, leads, and conversions.



Mastering the art of SEO is like unlocking a secret weapon to make search engines truly work in your favour! Effective SEO requires a deep understanding of your brand's unique identity, allowing you to tailor your online presence to stand out in the digital landscape. Whether it's increased website traffic, higher conversion rates, or improved user engagement, we're here to help you.

We're committed to supporting you as you progress with our SEO knowledge. Explore additional valuable resources, or delve into our insightful webinars packed with SEO insights and tips via our website.

For all your digital marketing needs including expert advice on SEO strategies contact us to get started!

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