SEO in 2018

PRESENTED BY
Brad Smith
& Dan Hoang

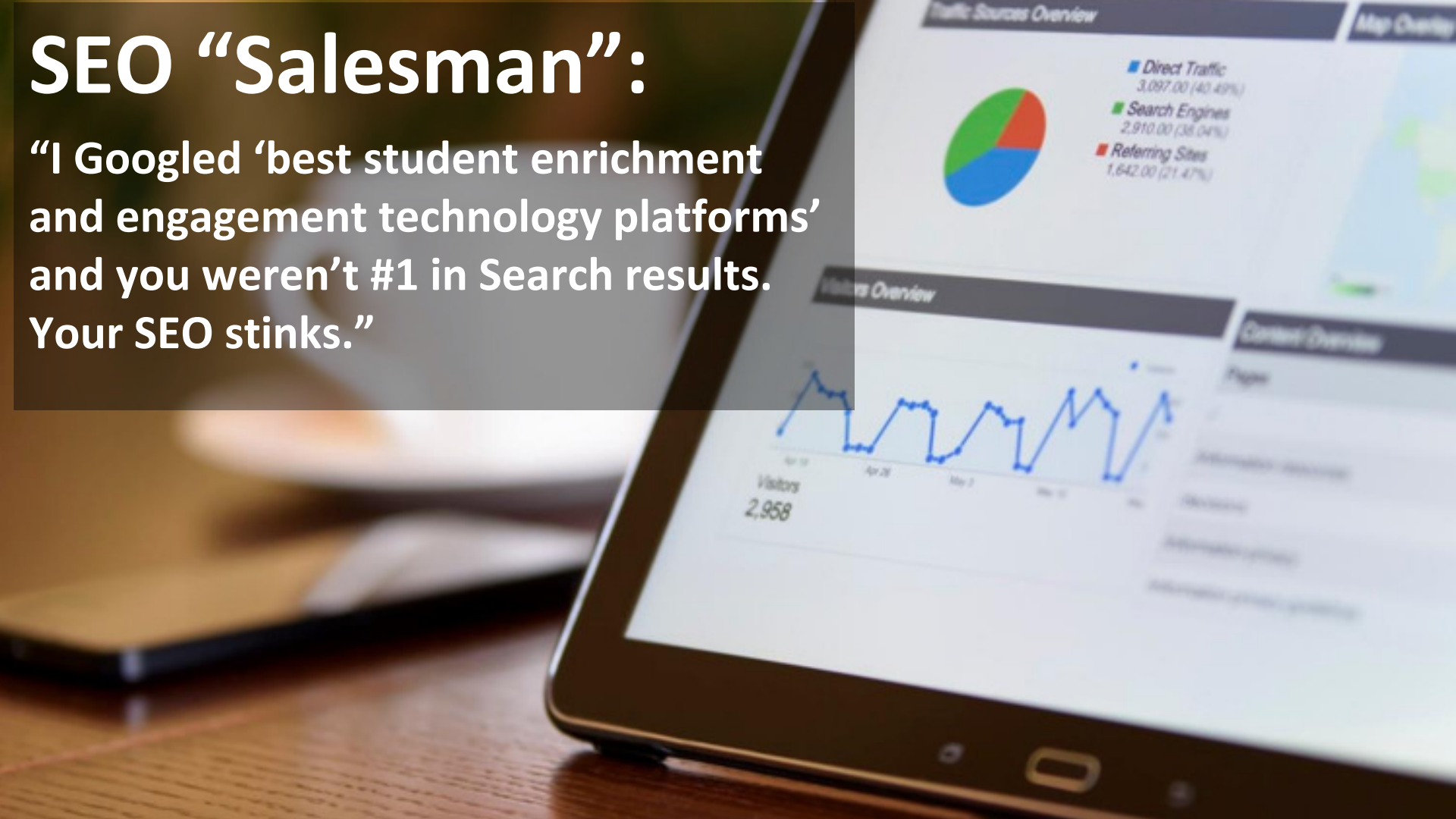
What is SEO?

Search Engine Optimization (SEO):

The process of driving targeted traffic to your website from people that are using search engines to look for the products, services or information you provide.

SEO “Salesman”:

“I Googled ‘best student enrichment and engagement technology platforms’ and you weren’t #1 in Search results. Your SEO stinks.”

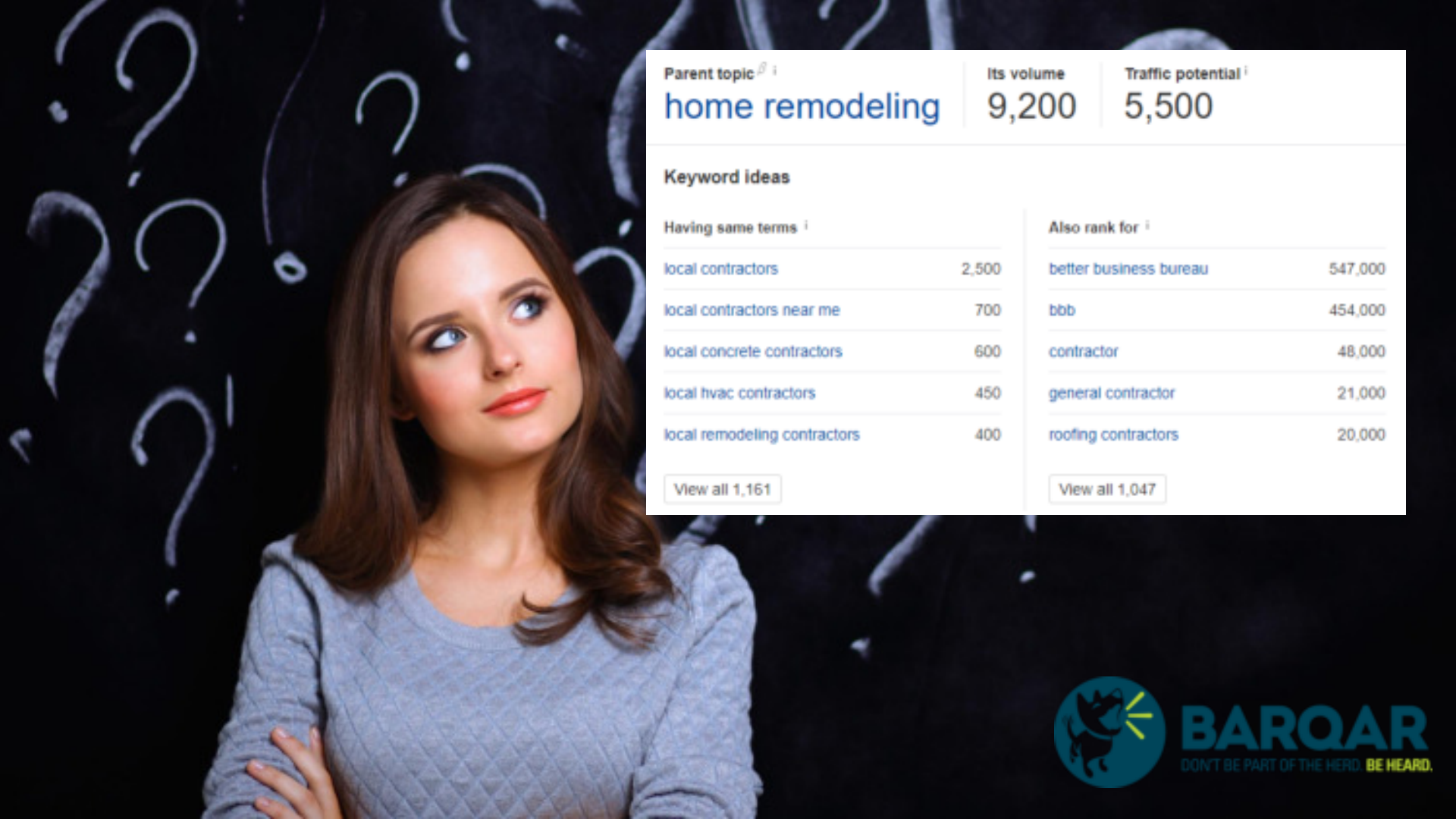


What is SEO?

Search Engine Optimization (SEO):

The process of driving targeted traffic to your website from people that are using search engines to look for the products, services or information you provide.

It is NOT ranking #1 for an obscure term!


Parent topic
home remodeling
Its volume
9,200
Traffic potential
5,500
Keyword ideas
Having same terms
local contractors 2,500
local contractors near me 700
local concrete contractors 600
local hvac contractors 450
local remodeling contractors 400
View all 1,161
Also rank for
better business bureau 547,000
bbb 454,000
contractor 48,000
general contractor 21,000
roofing contractors 20,000
View all 1,047
BARQAR
DON'T BE PART OF THE HERD. BE HEARD.

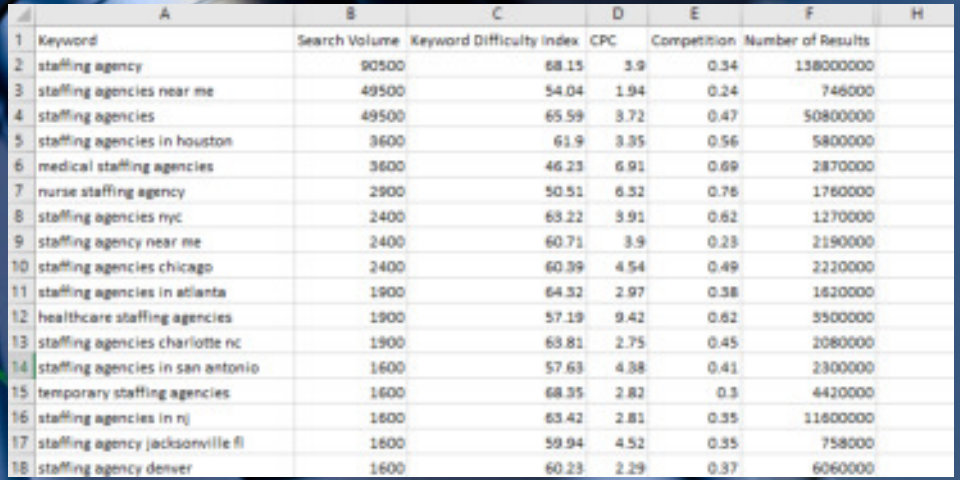
Keyword Research

Keyword Research

Choose **high-traffic phrases** with **low competition** to increase your chances of acquiring traffic from search engines.

Keyword Research

- Choose Keywords With “Buyer Intent”
- Examine Competition & Difficulty
- Check Link Profiles of Competition
- Run Competitive Analysis
- Ensure Keyword is Relevant to Page Content
- Don’t Focus on a SINGLE Term
- Context is Important (more on that in a bit)
- Use Their Terms, Not Yours



	A	B	C	D	E	F	H
1	Keyword	Search Volume	Keyword Difficulty Index	CPC	Competition	Number of Results	
2	staffing agency	90500	68.15	3.9	0.34	138000000	
3	staffing agencies near me	49500	54.04	1.94	0.24	746000	
4	staffing agencies	49500	65.59	3.72	0.47	50800000	
5	staffing agencies in houston	3600	61.9	3.35	0.56	5800000	
6	medical staffing agencies	3600	46.23	6.91	0.69	2870000	
7	nurse staffing agency	2900	50.51	6.32	0.76	1760000	
8	staffing agencies nyc	2400	63.22	3.91	0.62	1270000	
9	staffing agency near me	2400	60.71	3.9	0.23	2190000	
10	staffing agencies chicago	2400	60.39	4.54	0.49	2220000	
11	staffing agencies in atlanta	1900	64.32	2.97	0.38	1620000	
12	healthcare staffing agencies	1900	57.19	9.42	0.62	3500000	
13	staffing agencies charlotte nc	1900	63.81	2.75	0.45	2080000	
14	staffing agencies in san antonio	1600	57.63	4.38	0.41	2300000	
15	temporary staffing agencies	1600	68.35	2.82	0.3	4420000	
16	staffing agencies in nj	1600	63.42	2.81	0.35	11600000	
17	staffing agency jacksonville fl	1600	59.94	4.52	0.35	758000	
18	staffing agency denver	1600	60.23	2.29	0.37	6060000	

- Define what SEO Is ✓
- Define what SEO Isn't ✓
- Understand Why SEO is Crucial ✓
- Choosing the Right Keywords ✓
- NOW WHAT?

OLD SCHOOL SEO	NEW SCHOOL SEO
• Singular Keyword Focus	• Engagement & User Intent Focused
• Ranking Focused	• ROI & Conversion Focused
• Content Created for Search Engines Only	• Optimized Content Created for Humans
• Keyword Stuffing	• Tasteful Optimization
• Backlinks – Quantity over Quality	• Backlinks – Quality over Quantity
• Website Design Not Important	• Mobile-friendly, Fast & Responsive Website Design
• High-Quality Unique Content Optional	• High-Quality Unique Content Essential

Domain	On-Page	Links	Experience	Social
Age	Title tags	External links	KW click-through rate	Social Likes
Authority	Meta descriptions	Internal links	Page load speed	Twitter Shares
Keyword in domain	Location of keyword	Quality of links	Time spent on site	Authority of sharer
Keyword position	KW in Heading Tags	Anchor text of links	Bounce rate	Facebook Likes
Domain length	KW in content	Alt text of links	Easy navigation	Facebook Shares
Domain registration	KW density	Broken links	Page layout	# of Google +1s
Subdomain(s)	Duplicate content	Purchased links	Site up/downtime	Directory Reviews
History	Alt tags on images	Link farms	Mobile optimized	Google+ Accounts
Public/Private	Frequency of updates	KW in URL	Responsive sites	Google My Business
Country extension	KW Word order	Sitemap	Pages viewed	Traffic from social
Spammer	Original content	Diversity of links	Overall traffic	Content shares
Trust	Rich Media	Amount of links on page	User reviews	Publisher Markup
URL length	Bullets/numbers	Text around the link	Interaction	LinkedIn Shares
URL readability	Clean code	Age of link	Flash	
	Logical Formatting	Authority of link	Direct/repeat traffic	
	Semantic Keywords			
	Schema Markup			

Your Domain

- Pick a good one and stick with it!
- Short and brandable domains are preferred by search engines.
- Include keywords only if it makes sense:

Instead of: www.Conducto**HumanCapital**.com
Choose: www.Conducto**StaffingAgency**.com

- If your domain has good history and authority, stick with it!
- Register your domain for an extended period of time.

(2) Certain signals may be used to distinguish between illegitimate and legitimate domains. ... **Valuable (legitimate) domains are often paid for several years in advance**, while doorway **(illegitimate) domains rarely are used for more than a year**. Therefore, the date when a domain expires in the future can be used as a factor in predicting the legitimacy of a domain and, thus, the documents associated therewith.

Your Domain

Stay away from country codes! A Physical Therapist might be inclined to buy a .pt domain name (real example). This would really limit them in ranking in the U.S. since .pt is the country extension for Portugal.

In order for a domain to have any “authority” it has to have good content. Simply owning a domain or having a doorway page will add no SEO value.

Your Domain

- **Don't** get carried away with long domains.

  www.StaffingAgenciesAndRecruitmentServicesinDallasTexas.com

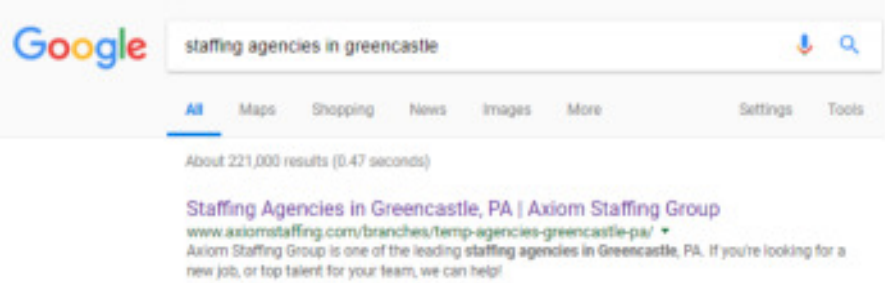
- **Do** include keywords in URL for subpages.

  www.XYZStaffing.com/**Staffing-Agencies-Dallas**

On-Page SEO

- Title Tags in Meta Data

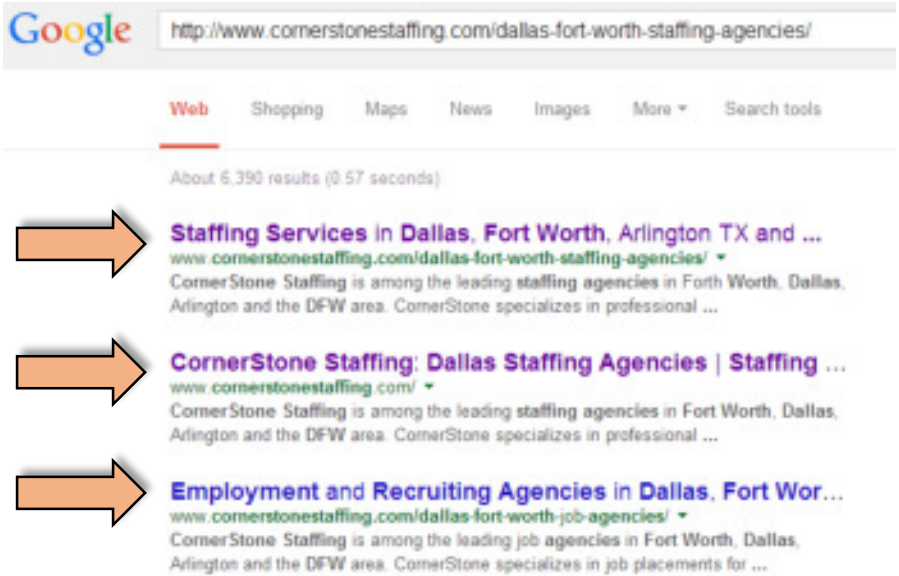
Part of the code of each page on your site:
<title>Staffing Agencies in Greencastle, PA | Axiom Staffing</title>



- Mix in keywords near the beginning of the title, but don't go overboard!
- Keep it between 50-60 characters in length.

On-Page SEO

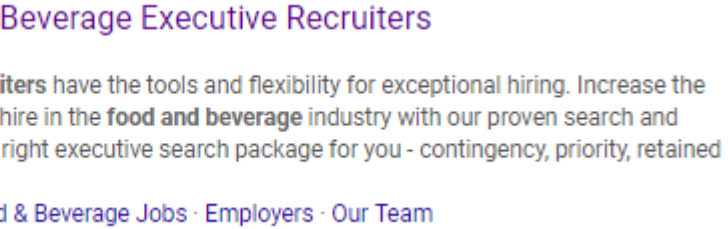
- Each page should have unique title tags.



- Use keywords specific to the content of that page.
- Use keywords early and put the company name at the end of the page title.

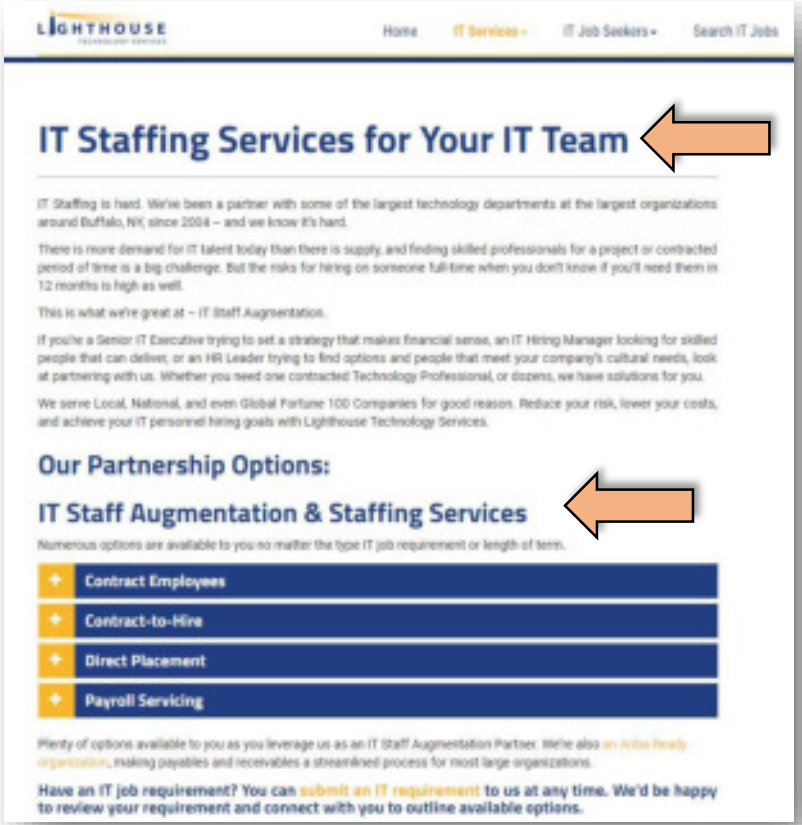
On-Page SEO

Meta Page Description



- Including keywords in the meta description is not a ranking factor; however, keywords that match search criteria will be in **bold**.
- Click-through rate (CTR) IS a ranking factor.
- Sell value. Try to encourage a click.
- **NEW:** You can now put up to 300 characters into your meta descriptions.
- **NEWER YET:** Google might be changing this back to 150ish…

On-Page SEO

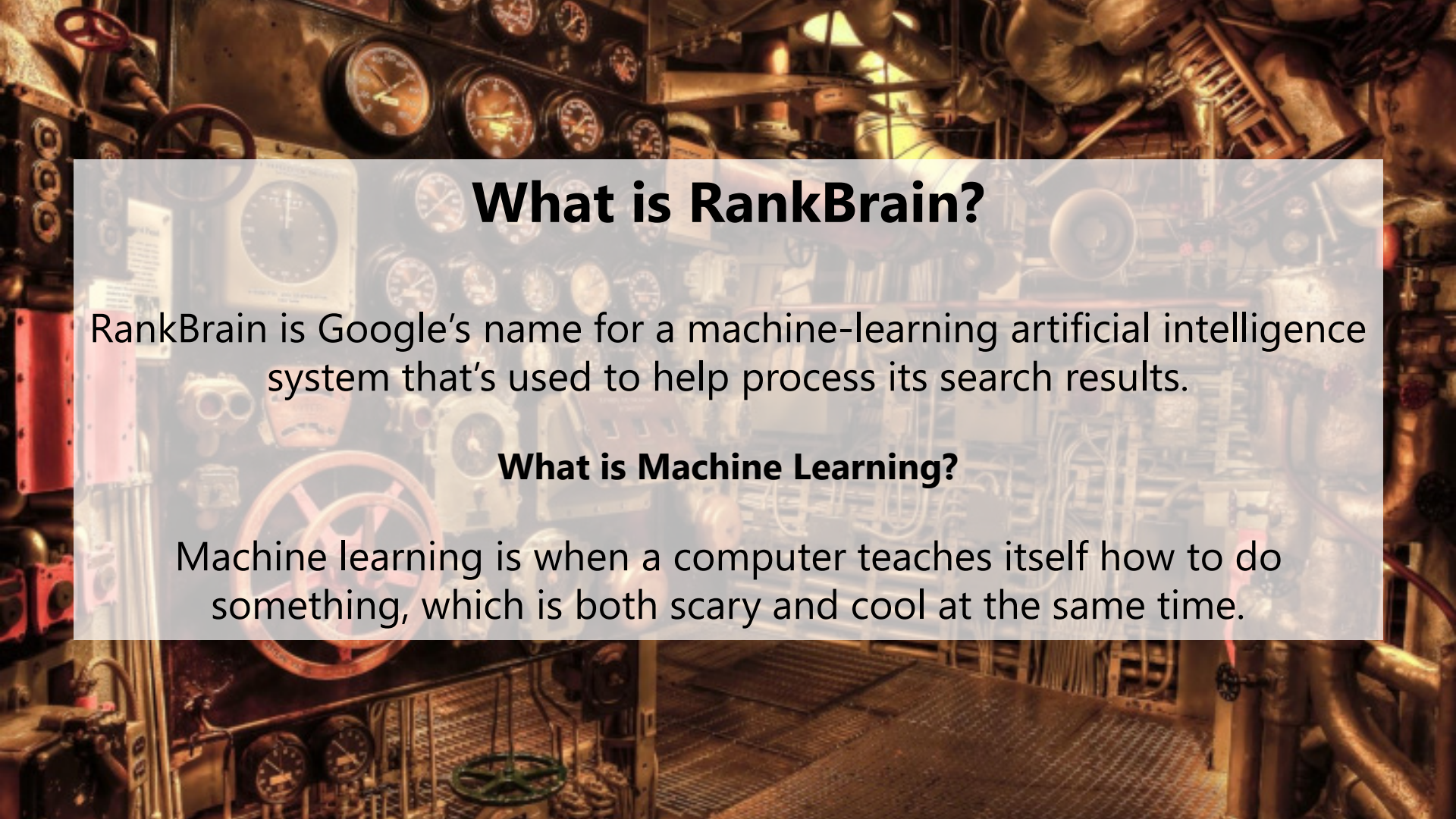


Headlines: H1 and H2 Tags

- Mix keywords into your Heading tags. (H1, H2, etc.)
- Items of equal importance get equal headings!
- This helps search engines determine what your page is about.
- Include keywords early on the page content/body copy. Write for the human first!

That’s Just The Table Stakes!

Let’s Talk:
- RankBrain
- Content Strategy
- Links

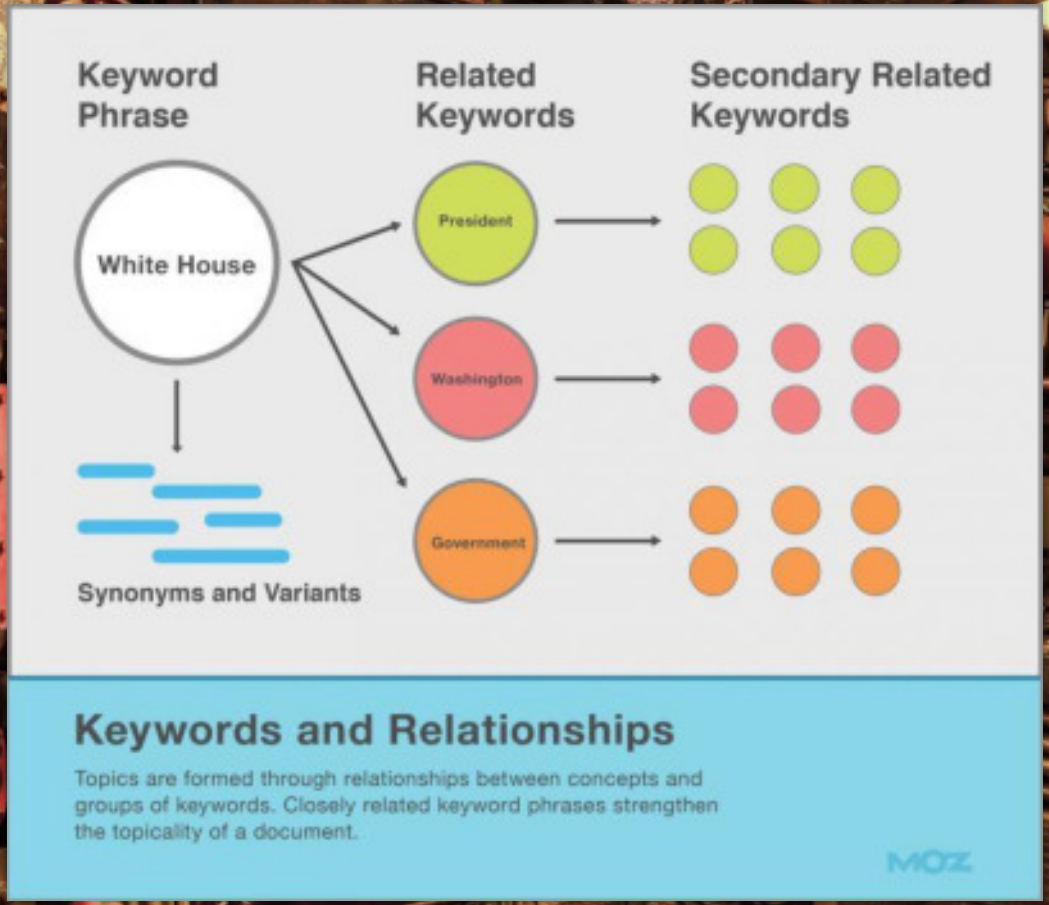


What is RankBrain?

RankBrain is Google's name for a machine-learning artificial intelligence system that's used to help process its search results.

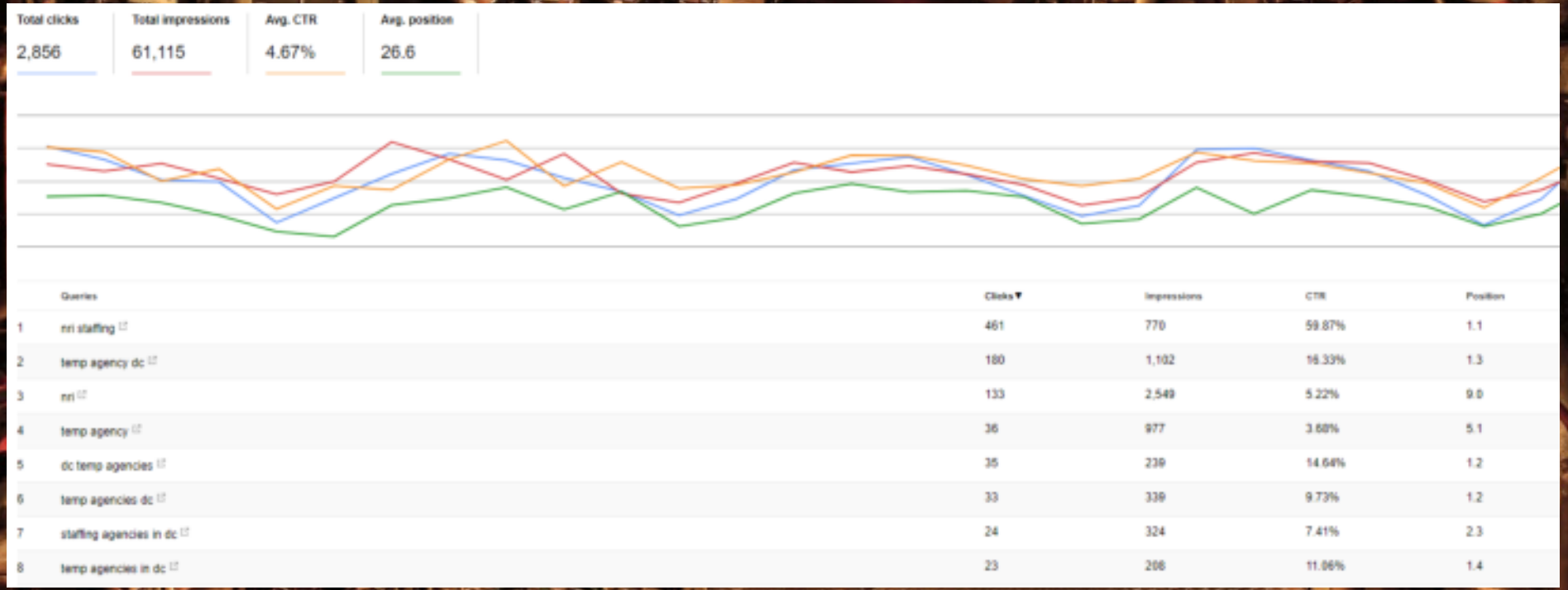
What is Machine Learning?

Machine learning is when a computer teaches itself how to do something, which is both scary and cool at the same time.



Use related keywords & secondary keywords throughout. These are often referred to as semantic keywords.

Set up
Google Search Console



Total clicks	Total impressions	Avg. CTR	Avg. position
2,856	61,115	4.67%	26.6

	Queries	Clicks ▼	Impressions	CTR	Position
1	rri staffing	461	770	59.87%	1.1
2	temp agency dc	180	1,102	16.33%	1.3
3	rri	133	2,549	5.22%	9.0
4	temp agency	36	977	3.68%	5.1
5	dc temp agencies	35	239	14.64%	1.2
6	temp agencies dc	33	339	9.73%	1.2
7	staffing agencies in dc	24	324	7.41%	2.3
8	temp agencies in dc	23	208	11.06%	1.4

Key RankBrain Metrics

Click Through Rate (CTR)

Percentage of people that clicked on your website when appearing in search results.

Dwell Time

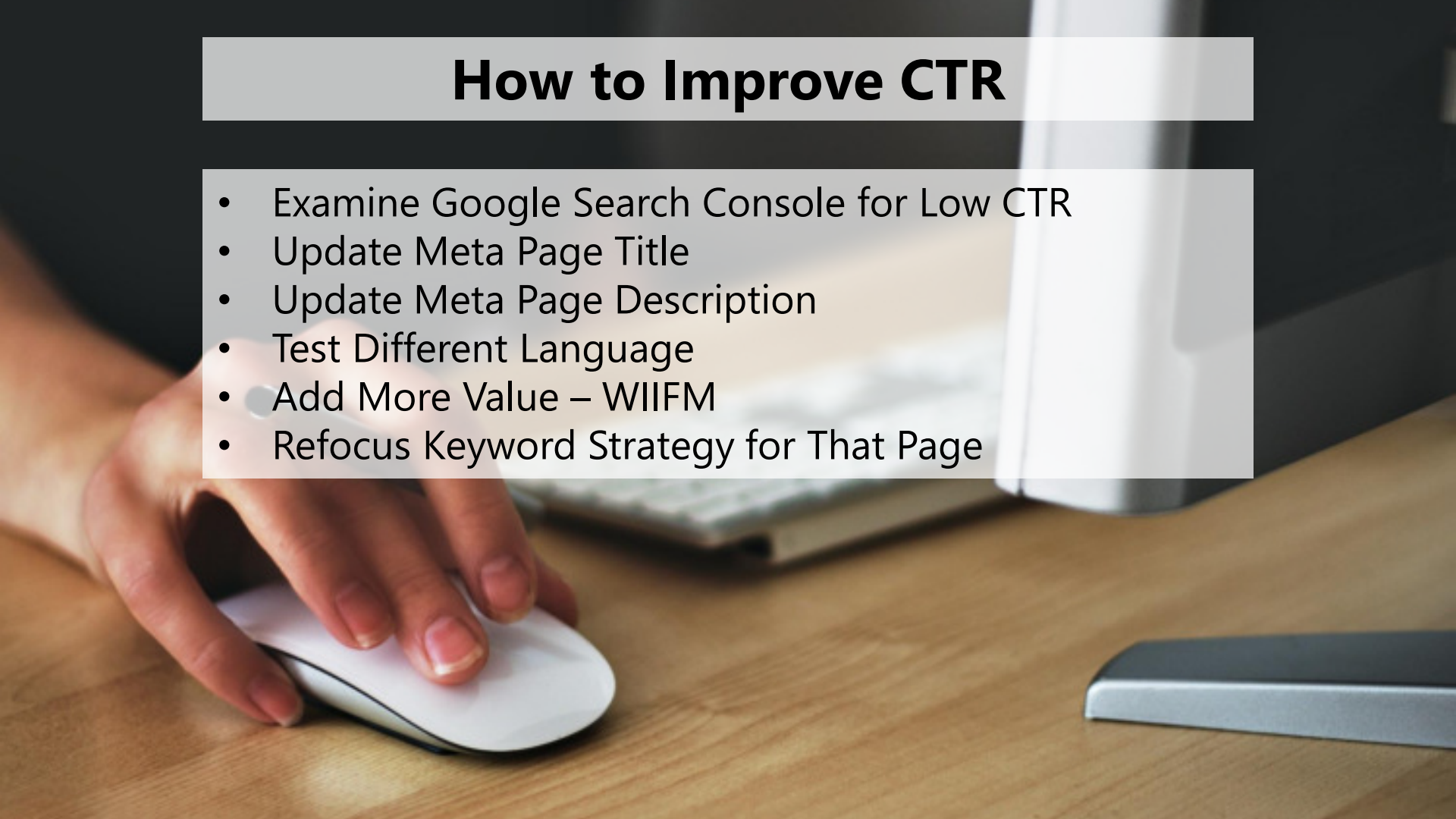
Combination of user engagement on your site and session duration.

Bounce Rate

Percentage of people that leave your site after only visiting one page.

How to Improve CTR

- Examine Google Search Console for Low CTR
- Update Meta Page Title
- Update Meta Page Description
- Test Different Language
- Add More Value – WIIFM
- Refocus Keyword Strategy for That Page



How to Improve Dwell Time

- Identify top and bottom performing pages on site
- Better match searcher intent
- Add rich media to your website:
  - Video
  - SlideShares
  - Infographics
- Add more valuable content
- Improve mobile experience
- Make sure your site is current/contemporary
- Present content in an easy to digest format
- Use good internal linking and share “related content”

How to Improve Bounce Rate

- Use Google Analytics to identify top bounce pages
- Provide a better experience; improve readability
- Add stronger calls-to-action
- Define the desired next path for the visitor
- Make sure page is optimized for the right term
- Improve site speed and mobile experience
- Share related content
- Add more rich media
- Create value people can’t get elsewhere – make it worth their time
- Create whitepapers and long-form content
- Add pop-ups or “Exit Technology”

Make Your Site a Destination With Good Content

The Official Google Blog

Insights from Googlers into our products, technology, and the Google culture.

Giving you fresher, more recent search results

11/03/2011 08:19:00 AM

Search results, like warm cookies right out of the oven or cool refreshing fruit on a hot summer's day, are best when they're fresh. Even if you don't specify it in your search, you probably want search results that are relevant and recent.

Given the incredibly fast pace at which information moves in today's world, the most recent information can be from the last week, day or even minute, and depending on the search terms, the algorithm needs to be able to figure out if a result from a week ago about a TV show is recent, or if a result from a week ago about breaking news is too old.

We completed our Caffeine web indexing system last year, which allows us to crawl and index the web for fresh content quickly on an enormous scale. Building upon the momentum from Caffeine, today we're making a significant improvement to our ranking algorithm that impacts roughly 35 percent of searches and better determines when to give you more up-to-date relevant results for these varying degrees of freshness.

- **Recent events or hot topics.** For recent events or hot topics that begin trending on the web, you want to find the latest information immediately. Now when you search for current events like [occupy oakland protest], or for the latest news about the [nba lockout], you'll see more high-quality pages that might only be minutes old.

Search results are best when they are fresh.

Google changed their indexing system to display "fresh" content more frequently.

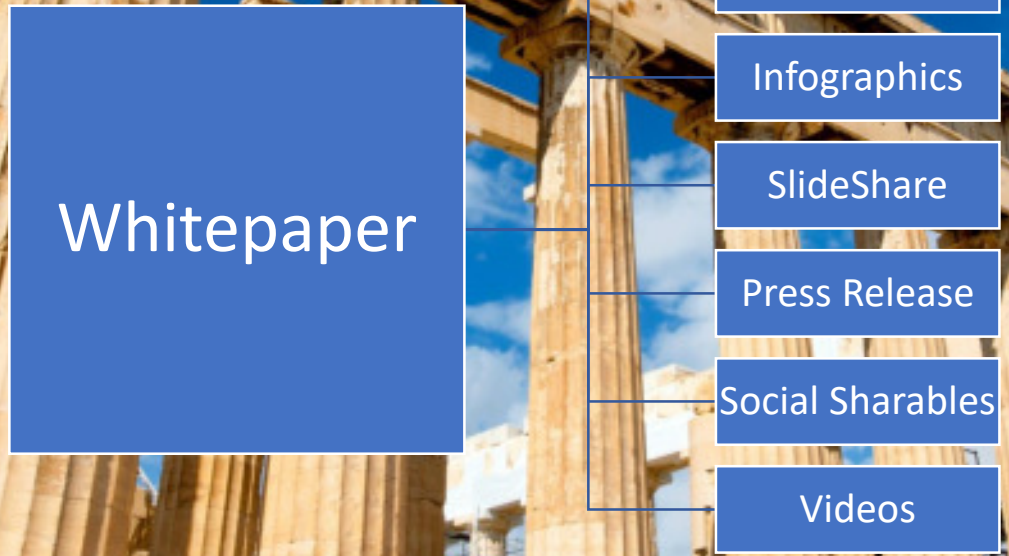
Nearly 35% of all searches changed because Google's Caffeine update values "fresh" content.

Do you have an ongoing content plan?

- Google rewards websites who regularly provide fresh and relevant content.
- Create content that aligns with your goals.
- Create content that adds user value.
- Mix in different forms of rich media.
- Add content weekly to your site in the form of blog posts/articles/resources, etc.
- Be consistent.

Create Pillar Content

A substantial/informative piece of content that can be broken down and supported with smaller content “nuggets”.

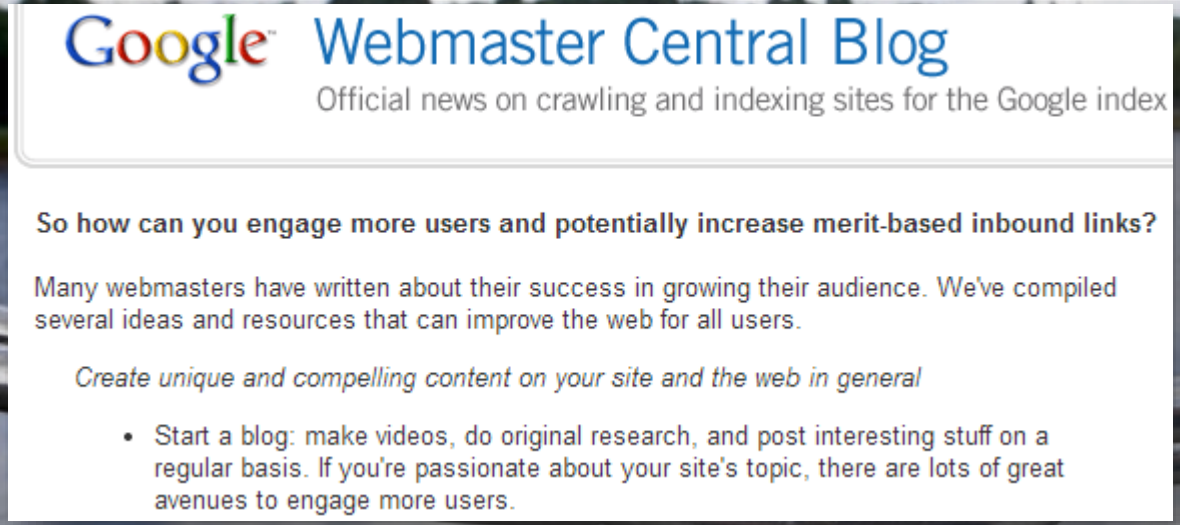


Great Content Will
Help Build More Links

Why are links important & what is Google looking at?

- Offsite Links
- Quality vs. Quantity
- Trust & Authority
- Diversity of Referring Domains

Great Content Will Help Generate Links



Google Webmaster Central Blog

Official news on crawling and indexing sites for the Google index

So how can you engage more users and potentially increase merit-based inbound links?

Many webmasters have written about their success in growing their audience. We've compiled several ideas and resources that can improve the web for all users.

Create unique and compelling content on your site and the web in general

- Start a blog: make videos, do original research, and post interesting stuff on a regular basis. If you're passionate about your site's topic, there are lots of great avenues to engage more users.

- #1 tip on Google's Webmaster blog for building links is to start blogging!
- Share your content across Social Media to encourage others to link back to your content.

Other Link Building Strategies

- Create press releases for newsworthy information like awards, new hires, promotions, etc.
- Submit career fairs and open houses to local newspapers as events.
- Share content on social networks.
- Provide testimonials to your vendors.
- Claim all social and local listings.
- Ask local/industry organizations to list you on their sites.
- Connect with local college and university career offices.
- Guest blog for quality niche-relevant news sites.
- Create pillar content.
- DON'T BUY LINKS

Improve Your User Experience

Use a Good Host

- Page load speed is a ranking factor.
  - Use a host that offers speedy servers & quick response times.
  - Host your videos on a site like YouTube or Vimeo.
  - Good, clean programming speeds up sites.
  - Caching and Content Delivery Networks (CDNs) speed up load time.

- Choose a good Content Management Platform and keep plug-ins up-to-date for security purposes.

- Host DNS with a reputable registrar. (We suggest Cloudflare)

- Use a host with redundancy built throughout infrastructure (don't host internally!).

Is your website fast?

- 47% of consumers expect a web page to load in 2 seconds or less.
- A 1-second delay in page response can result in a 7% reduction in conversions.
- 40% of people abandon a website that takes more than 3 seconds to load.
- If an e-commerce site is making $100,000 per day, a 1-second page delay could potentially cost you $2.5 million in lost sales every year.

Building a fast website starts with a solid framework.

- Do you have fast web hosting?
- Do you have proper caching implemented?
- Did you minify JavaScript and CSS files?
- Do you utilize a CDN (Content Delivery Network)?
- Are your images properly compressed?
- Does the website use clean code with lightweight plugins?

Security

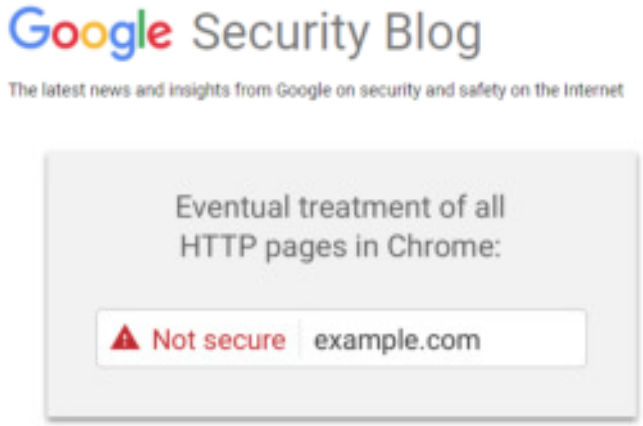
8 THINGS
TO KNOW ABOUT HTTPS

1. **84%** of users would abandon a purchase if data was sent over an insecure connection, indicating that website insecurity could potentially impact sales.
2. Google has hinted at a **fully secure web** in the future by saying they'll "continue working towards a web that's secure by default."
3. Google Chrome labels **HTTP sites as insecure**, warning users that the connection is not secure.
4. HTTPS websites **load much faster** than HTTP sites, and sites with faster speeds are more likely to rank better.
5. According to Google, **more than 50%** of all desktop page loads are HTTPS connections, which is an all-time high.
6. Multiple studies have found a slight correlation between HTTPS and **higher search rankings.**
7. About **40%** of Google page one organic listings are HTTPS.
8. HTTPS has been a **signal in Google's ranking algorithm** since 2014.

SOURCES : SEARCHENGINELAND.COM | GLOBALSIGN.COM | NEILPATEL.COM | WEBMASTERS.GOOGLEBLOG.COM | SEARCHENGINEJOUNRAL.COM

What are you waiting for?

- In 2014 Google encouraged webmasters to use SSL encryption to improve data security.
- In 2016 Google told webmasters that unencrypted sites would soon be marked as “unsafe” by displaying a red “x” in the Chrome Browser.
- HTTP is not secure and HTTPS is secure.
- If you are not utilizing SSL encryption, it should be a top priority in 2018.
- More warnings coming July 1, 2018.



Mobile SEO

Is your website built for mobile?

- The world has made a rapid shift from desktop and laptop to cell phone and tablets – so has Google.
- More searches are conducted on mobile than on any other device.
- It's important to make sure your website looks great on a small screen and loads fast.
- CHECK YOUR JOB BOARD!

Responsive Website Design

- In the past, webmasters had to build two separate sites for desktop and mobile.
- Responsive Design allows on-page elements to adjust to the user's screen automatically.
- Ideal for user experience and Google's preferred website design.

Voice SEO
amazon

Voice SEO

A statistical search analysis by ComScore predicts that 50% of all searches will be accomplished by voice search in 2020.

Voice SEO Tips to Get Started

- Write more Q&A content – be deliberate
- Create individual Q&A pages
- Ensure website is coded with proper schema mark-up
- Create listicle articles – Top 5, 10, … articles/lists
- Include long-tail keyword search strings.
- Use location based search terms more:
  - Contractors near me
  - Roofing companies near me
  - Best rated remodelers in [city]

WARNING!

We are going to geek out for a minute and talk a different language…

Welcome to Schema.org

Schema.org is a collaborative, community activity with a mission to create, maintain, and promote schemas for structured data on the Internet, on web pages, in email messages, and beyond.

Schema.org vocabulary can be used with many different encodings, including RDFa, Microdata and JSON-LD. These vocabularies cover entities, relationships between entities and actions, and can easily be extended through a well-documented extension model. Over 10 million sites use Schema.org to markup their web pages and email messages. Many applications from Google, Microsoft, Pinterest, Yandex and others already use these vocabularies to power rich, extensible experiences.

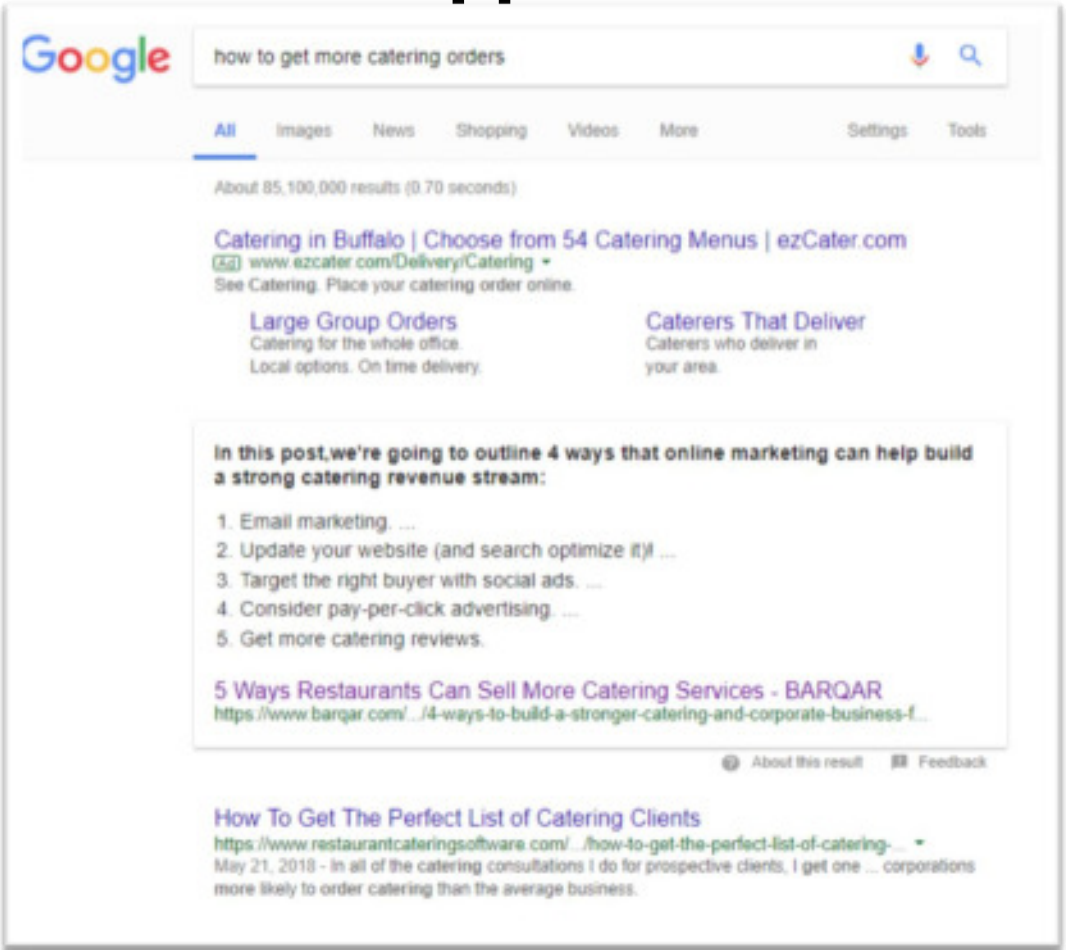
Founded by Google, Microsoft, Yahoo and Yandex, Schema.org vocabularies are developed by an open community process, using the public-schemaorg@w3.org mailing list and through GitHub.

A shared vocabulary makes it easier for webmasters and developers to decide on a schema and get the maximum benefit for their efforts. It is in this spirit that the founders, together with the larger community have come together – to provide a shared collection of schemas.

We invite you to get started!

View our blog at blog.schema.org or see release history for version 3.3.

Featured Snippets



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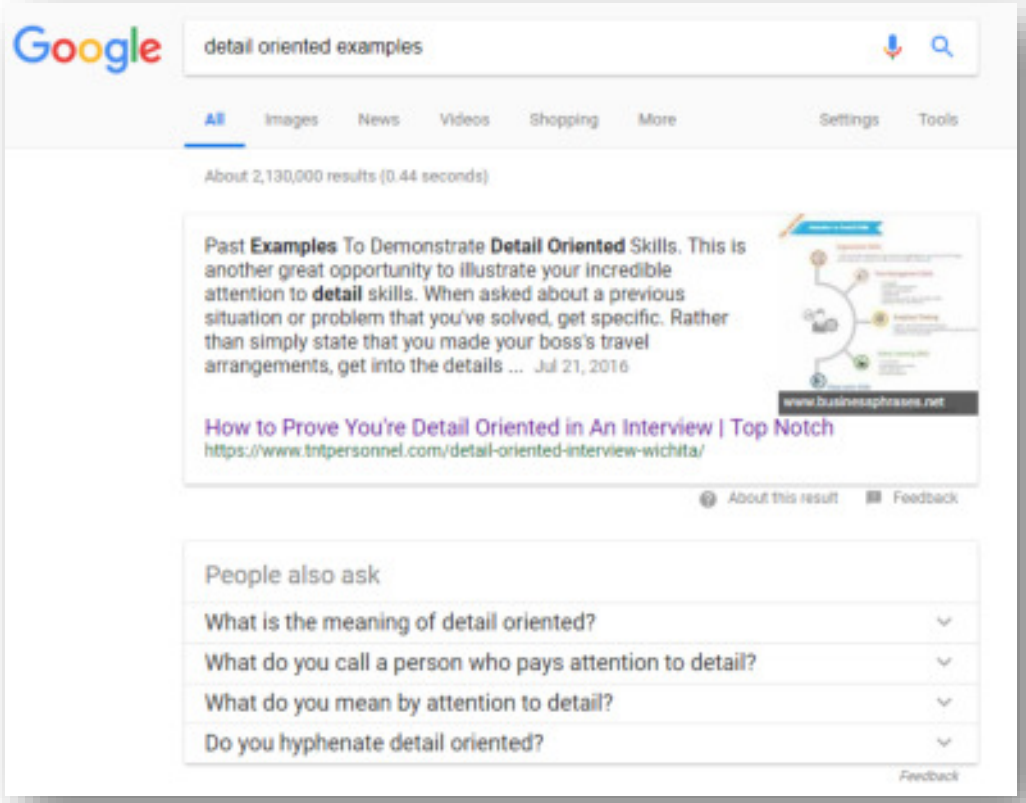

	Page	Pageviews	% Pageviews
1.	/detail-oriented-interview-wichita/		
	Jan 1, 2018 - Feb 26, 2018	4,232	27.57%
	Nov 5, 2017 - Dec 31, 2017	2,170	21.57%
	% Change	95.02%	27.81%
2.	/		
	Jan 1, 2018 - Feb 26, 2018	3,877	25.26%
	Nov 5, 2017 - Dec 31, 2017	2,615	26.00%
	% Change	48.26%	-2.84%

How to Get a Featured Snippet

- Write “how to” articles
- Ask and answer questions:
  “What are the most common interview questions?”
  “What should I ask during a reference check?”
- Use tools to help:
  - SEM Rush Snippet Search Tool
  - AnswerThePublic.com
- Be direct and get to the point. Featured snippets are usually 40-50 words.
- Structure your content with “Heading Tags”

The Keys To Better SEO

- Write great content.
- Make sure it's coded properly.
- Get links.
- Do your research.
- Repeat.

Or just call BARQAR Marketing!
888.576.6100

Any questions?

Brad Smith
brad.smith@barqar.com

1.888.576.6100 | www.barqar.com