

SEO in 2018

PRESENTED BY

Brad Smith
& Dan Hoang



BARQAR

DON'T BE PART OF THE HERD. **BE HEARD.**

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.

A black smartphone is lying on the desk to the right of the text box.

	Source Rate
27.27%	43.58%
85.19%	74.07%
96.52%	39.13%
85.48%	40.91%
92.31%	38.48%
85.71%	28.57%
100.00%	16.67%
40.00%	0.00%
0.00%	80.00%

SEO “Salesman”:

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

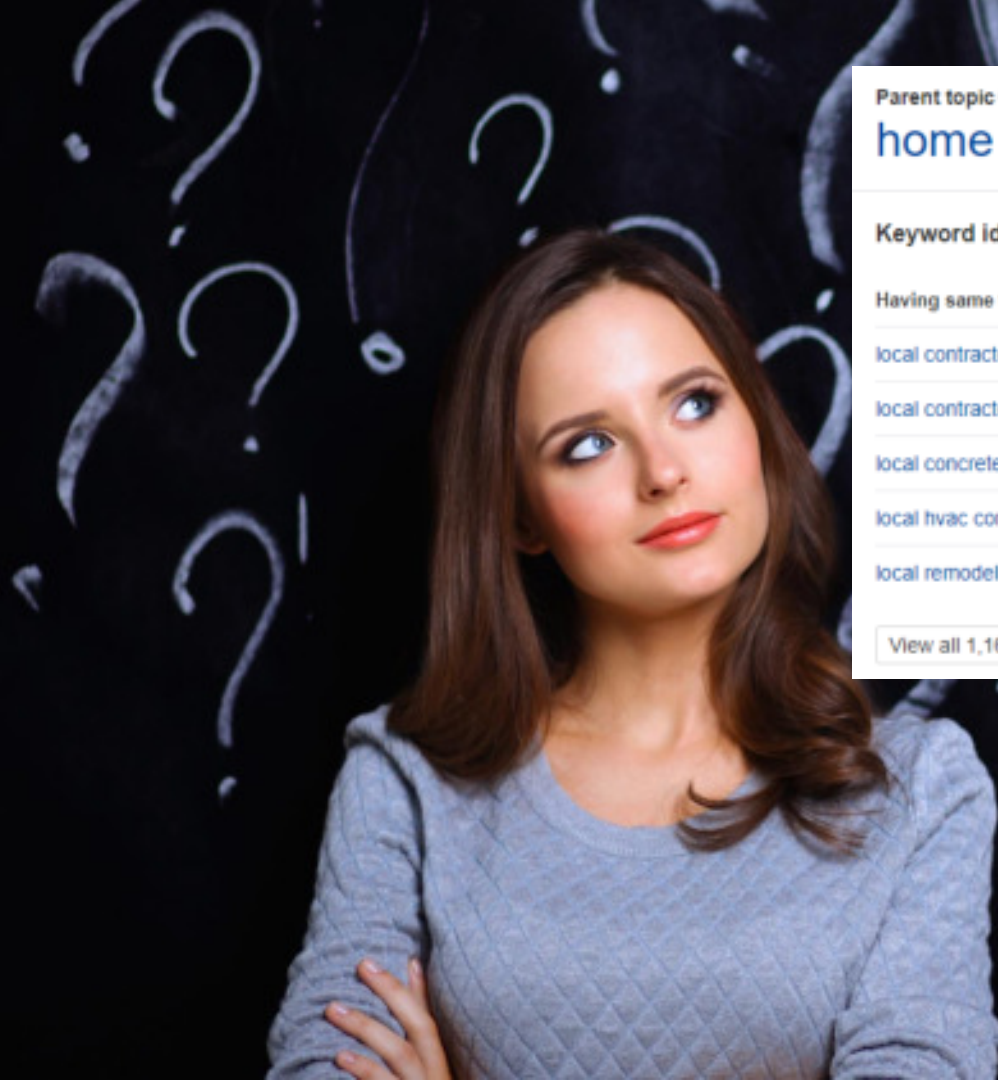


What is SEO?

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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 ^β ⁱ

home remodeling

Its volume

9,200

Traffic potential ⁱ

5,500

Keyword ideas

Having same terms ⁱ

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 ⁱ

better business bureau	547,000
bbb	454,000
contractor	48,000
general contractor	21,000
roofing contractors	20,000

[View all 1,047](#)



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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	118000000	
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	6.52	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	5500000	
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
<ul style="list-style-type: none">• Singular Keyword Focus	<ul style="list-style-type: none">• Engagement & User Intent Focused
<ul style="list-style-type: none">• Ranking Focused	<ul style="list-style-type: none">• ROI & Conversion Focused
<ul style="list-style-type: none">• Content Created for Search Engines Only	<ul style="list-style-type: none">• Optimized Content Created for Humans
<ul style="list-style-type: none">• Keyword Stuffing	<ul style="list-style-type: none">• Tasteful Optimization
<ul style="list-style-type: none">• Backlinks – Quantity over Quality	<ul style="list-style-type: none">• Backlinks – Quality over Quantity
<ul style="list-style-type: none">• Website Design Not Important	<ul style="list-style-type: none">• Mobile-friendly, Fast & Responsive Website Design
<ul style="list-style-type: none">• High-Quality Unique Content <u>Optional</u>	<ul style="list-style-type: none">• High-Quality Unique Content <u>Essential</u>



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

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.ConductoHumanCapital.com
Choose: www.ConductoStaffingAgency.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**

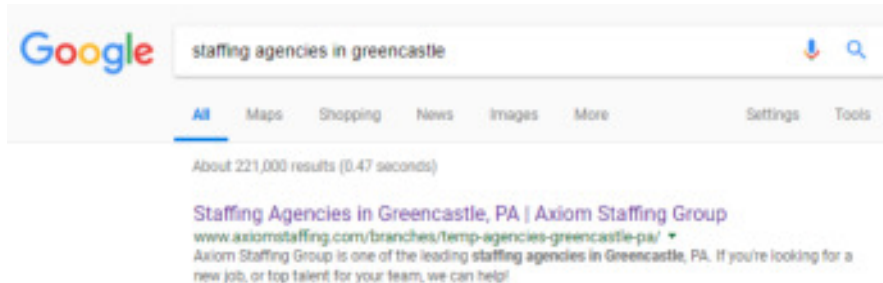
On-Page SEO



- Title Tags in Meta Data

Part of the code of each page on your site:

```
<title>Staffing Agencies in Greencastle, PA | Axiom Staffing</title>
```

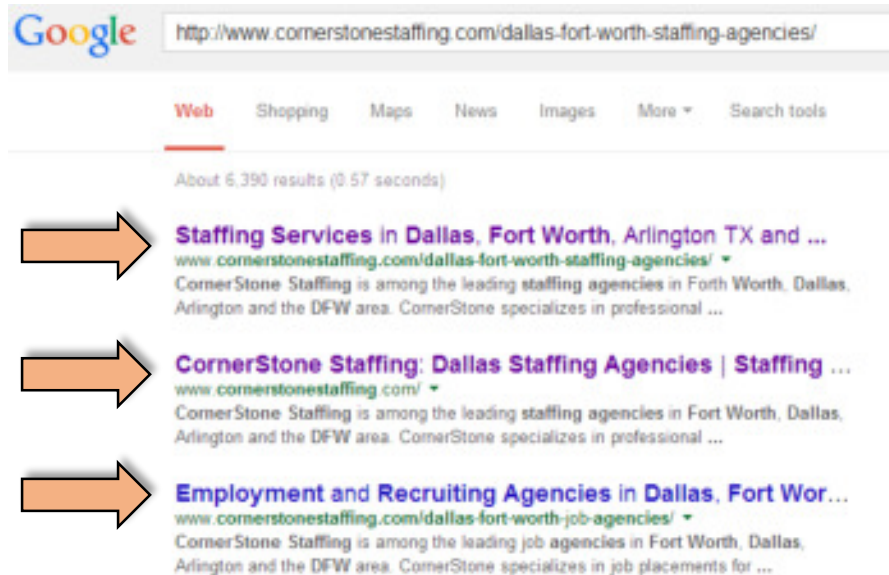


- Mix in keywords near the beginning of the title, but don't go overboard!
- Keep it between 50-60 characters in length.

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

Kinsa Group: Food and Beverage Executive Recruiters

<https://www.kinsa.com/> ▼

Kinsa's **food and beverage recruiters** have the tools and flexibility for exceptional hiring. Increase the speed and success of your next hire in the **food and beverage** industry with our proven search and assessment process. Select the right executive search package for you - contingency, priority, retained or contract.

[Food Industry Executive ...](#) - [Food & Beverage Jobs](#) - [Employers](#) - [Our Team](#)

- 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



The screenshot shows the homepage of Lighthouse Technology Services. At the top is a navigation bar with links: Home, IT Services, IT Job Seekers, and Search IT Jobs. The main heading is "IT Staffing Services for Your IT Team", highlighted with an orange arrow. Below it is a paragraph of text about their partnership with large technology departments. Another paragraph discusses the demand for IT talent and the challenges of hiring. A third paragraph states they are great at IT Staff Augmentation. A fourth paragraph describes their services for Senior IT Executives and HR Leaders. A fifth paragraph mentions they serve Local, National, and Global Fortune 100 Companies. Below this is a section titled "Our Partnership Options:" followed by "IT Staff Augmentation & Staffing Services", also highlighted with an orange arrow. Under this section is a list of four options: Contract Employees, Contract-to-Hire, Direct Placement, and Payroll Servicing. At the bottom, there is a paragraph about the benefits of leveraging them as an IT Staff Augmentation Partner, and another paragraph about submitting an IT job requirement.

LIGHTHOUSE
TECHNOLOGY SERVICES

Home IT Services IT Job Seekers Search IT Jobs

IT Staffing Services for Your IT Team

IT Staffing is hard. We've been a partner with some of the largest technology departments at the largest organizations around Buffalo, NY, since 2004 -- and we know it's hard.

There is more demand for IT talent today than there is supply, and finding skilled professionals for a project or contracted period of time is a big challenge. But the risks for hiring on someone full-time when you don't know if you'll need them in 12 months is high as well.

This is what we're great at -- IT Staff Augmentation.

If you're a Senior IT Executive trying to set a strategy that makes financial sense, an IT Hiring Manager looking for skilled people that can deliver, or an HR Leader trying to find options and people that meet your company's cultural needs, look at partnering with us. Whether you need one contracted Technology Professional, or dozens, we have solutions for you.

We serve Local, National, and even Global Fortune 100 Companies for good reason. Reduce your risk, lower your costs, and achieve your IT personnel hiring goals with Lighthouse Technology Services.

Our Partnership Options:

IT Staff Augmentation & Staffing Services

Numerous options are available to you no matter the type IT job requirement or length of term.

- Contract Employees
- Contract-to-Hire
- Direct Placement
- Payroll Servicing

Plenty of options available to you as you leverage us as an IT Staff Augmentation Partner. We're also an **Active Ready organization**, making payables and receivables a streamlined process for most large organizations.

Have an IT job requirement? You can **submit an IT requirement** to us at any time. We'd be happy to review your requirement and connect with you to outline available options.

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.

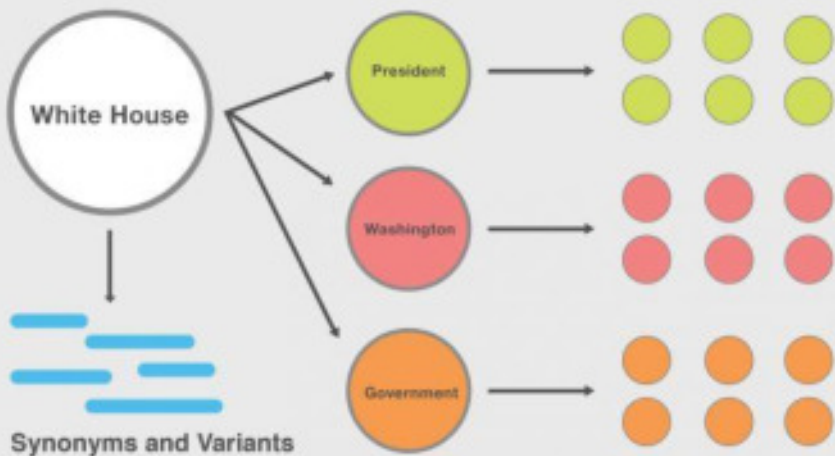
What is Machine Learning?

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

Keyword Phrase

Related Keywords

Secondary Related Keywords



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

Keywords and Relationships

Topics are formed through relationships between concepts and groups of keywords. Closely related keyword phrases strengthen the topicality of a document.

MOZ

Set up Google Search Console

Total clicks

2,856

Total impressions

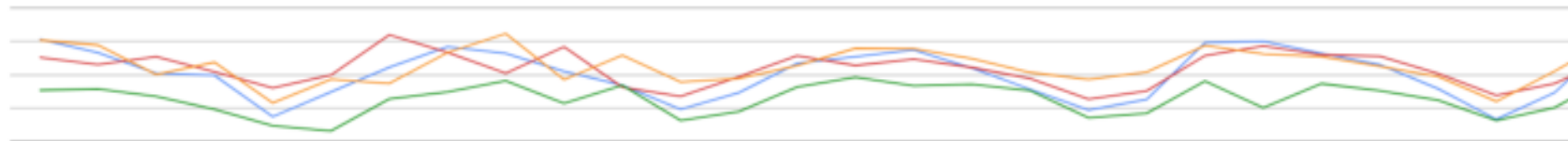
61,115

Avg. CTR

4.67%

Avg. position

26.6



	Queries	Clicks ▼	Impressions	CTR	Position
1	nri staffing ¹²	461	770	59.87%	1.1
2	temp agency dc ¹²	180	1,102	16.33%	1.3
3	nri ¹²	133	2,549	5.22%	9.0
4	temp agency ¹²	36	977	3.68%	5.1
5	dc temp agencies ¹²	35	239	14.64%	1.2
6	temp agencies dc ¹²	33	339	9.73%	1.2
7	staffing agencies in dc ¹²	24	324	7.41%	2.3
8	temp agencies in dc ¹²	23	206	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"

A woman with long blonde hair, wearing a dark long-sleeved shirt, is seen from the side in a library. She is reaching up to a high shelf filled with books. The shelves are packed with books of various colors and sizes, creating a warm, intellectual atmosphere. The lighting is soft and focused on the woman and the books she is interacting with.

Make Your Site a Destination With Good Content



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.

A woman with long blonde hair is seen from the back, reaching up to a high shelf in a library filled with books. The scene is softly lit, creating a warm and scholarly atmosphere. The background is a dense array of bookshelves filled with books of various colors and sizes.

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”.



The diagram illustrates the concept of 'Pillar Content' using a visual metaphor of a classical building. A large, central blue box labeled 'Whitepaper' represents the main pillar. To its right, a vertical stack of six smaller blue boxes represents the supporting 'nuggets'. These boxes are labeled: 'Blog post series', 'Infographics', 'SlideShare', 'Press Release', 'Social Sharables', and 'Videos'. Thin blue lines connect the right side of the 'Whitepaper' box to the left side of each of the six smaller boxes, showing how the main content is supported by these smaller pieces.

Whitepaper

Blog post series

Infographics

SlideShare

Press Release

Social Sharables

Videos

The background image shows a calm body of water reflecting a blue sky with white clouds. In the distance, a city skyline with various buildings is visible across the water. In the foreground, a thick, metallic chain with large links stretches horizontally across the frame, partially obscuring the water.

**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

ahrefs			
Dashboard Alerts Site explorer Content explorer Keywords explorer Rank tr			
BARQAR Digital Marketing Agency Buffalo, NY			
www.barqar.com ▼			
Ahrefs Rank ⁱ	Backlinks ⁱ	Referring domains ⁱ	Organic keywords ⁱ
3,864,725	58.2K	109 ⁺⁵	1.1K ⁺⁸
	Live 26.5K Historical 280K	Live 82 Historical 235	PPC 0

Great Content Will Help Generate Links



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

A spiral-bound notebook with a light blue pen and a silver marker resting on it, showing a hand-drawn user interface design. A smartphone is partially visible on the left.

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?

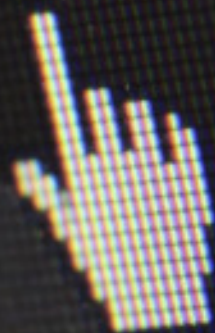
- 47% of consumers expect a web page to load in 2 seconds or less.
- A 1-second delay in page response can result in a 7% reduction in conversions.
- 40% of people abandon a website that takes more than 3 seconds to load.
- If an e-commerce site is making \$100,000 per day, a 1-second page delay could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





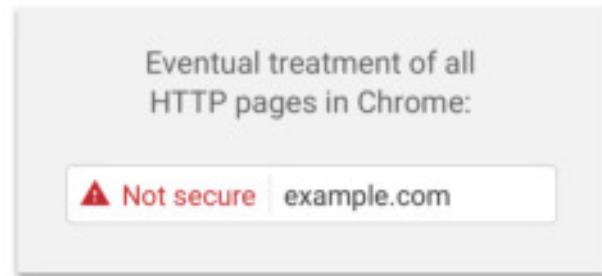
8 THINGS

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.

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.



A close-up photograph of a person's hands holding a silver smartphone. The person is wearing a blue button-down shirt. The background is blurred, showing what appears to be an office or indoor setting. A semi-transparent white rectangular box is overlaid across the center of the image, containing the text 'Mobile SEO' in a bold, black, sans-serif font.

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



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

Google

how to get more catering orders

All Images News Shopping Videos More Settings Tools

About 85,100,000 results (0.70 seconds)

Catering in Buffalo | Choose from 54 Catering Menus | ezCater.com
(54) www.ezcater.com/Delivery/Catering ▾
See Catering. Place your catering order online.

Large Group Orders
Catering for the whole office.
Local options. On time delivery.

Caterers That Deliver
Caterers who deliver in
your area.

In this post, we're going to outline 4 ways that online marketing can help build a strong catering revenue stream:

1. Email marketing. ...
2. Update your website (and search optimize it)! ...
3. Target the right buyer with social ads. ...
4. Consider pay-per-click advertising. ...
5. Get more catering reviews.




5 Ways Restaurants Can Sell More Catering Services - BARQAR
<https://www.barqar.com/.../4-ways-to-build-a-stronger-catering-and-corporate-business-f...>

About this result Feedback

How To Get The Perfect List of Catering Clients
<https://www.restaurantcateringsoftware.com/.../how-to-get-the-perfect-list-of-catering-...> ▾
May 21, 2018 - In all of the catering consultations I do for prospective clients, I get one ... corporations more likely to order catering than the average business.




Featured Snippets



[All](#) [Images](#) [News](#) [Videos](#) [Shopping](#) [More](#) [Settings](#) [Tools](#)

About 2,130,000 results (0.44 seconds)

Past **Examples** To Demonstrate **Detail Oriented Skills**. This is another great opportunity to illustrate your incredible attention to **detail** skills. When asked about a previous situation or problem that you've solved, get specific. Rather than simply state that you made your boss's travel arrangements, get into the details ... Jul 21, 2016



<https://www.tnpersonnel.com/detail-oriented-interview-wichita/>

[About this result](#) [Feedback](#)

People also ask

What is the meaning of detail oriented?

What do you call a person who pays attention to detail?

What do you mean by attention to detail?

Do you hyphenate detail oriented?

[Feedback](#)

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

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