

Digital Insight

PUSHING YOUR SEO TO ITS LIMITS

SEO WHAT?

If that's your response when asked about your website's SEO, don't despair!

It can be a complicated area – not least because the search engines are forever moving the goalposts. Add in the fact that your customer, sector or marketplace continues to evolve and change rapidly, and it quickly becomes clear that what works SEO-wise for one business won't be effective for another.

It's a labour-intensive task, and if it's not your area of expertise, it can easily be hit or miss.

Even the experts (ourselves included) must consistently invest time in keeping ahead of the game when it comes to the ever-changing world of SEO.

So, we've put together this guide to help you identify some of the things you can think about if you want to up your website's game.

Plus, you'll find a quick reference to our 55+ point SEO Scan, which includes everything we review to make sure our clients' websites are up to SEO scratch.

You can use it as a checklist. Or you can save yourself a lot of time and ask us to run the diagnostics for you.

It's worth noting that we offer this comprehensive, high level, deep dive scan for FREE, complete with competitor intel and actionable recommendations that the Web Bureau team are well placed to implement.



Think your SEO is up to scratch?

You can find out for now – we dare you!

Call us on +44 (0) 28 9073 1190
or email info@thewebbureau.com

ON-SITE: THE SEO BASICS

SEO is all on-site, isn't it?

Well, no. There are many other things that influence SEO, but on-site is a great place to start.

A quick audit and fine tune of key elements is easy for you to do in your own time if you're familiar with what's 'under the hood' of your site.

If you're not, your web agency or whoever's taking care of your site should already have all of these boxes ticked! Check out our short guide to the bare minimum of on-site optimisations, starting with your homepage.

Go easy on the Keywords!

It is possible to over-optimize and Google will penalize you! For example, overloading your site with keywords is a no-no. And your audience won't thank you for it either.

We recommend finding 3/4 keywords or phrases and using sparingly on each page.

[The Google Adwords Keywords Tool is your friend here – use it!](#)

How the Title Tag & Meta Description Looks in Search Results

The Web Bureau

<https://www.thewebbureau.com/> ▼

The Web Bureau is an award winning web design agency based in Belfast, Northern Ireland. We design websites which help our clients go further online.

Fine Tune Your Title Tags

This little tag on your website pages tells search engines what the page is about.

- › While a title tag's recommended length is no more than 70 characters, it's preferable to let a title tag exceed this limit rather than cut the title off. Google will actually index up to 1024 characters in a title tag – but it will only use the first 70 characters or so in its search snippet when displaying the page in search results
- › Research has shown Google is likely to use the first 110 characters of the title for ranking purposes, so it's fine to have a page's title tag exceed the 70-character recommendation.
- › Include your business or brand name and page specific keywords
- › Maximise your Meta Description
- › This gives the search engines a little more insight, and should be written with the reader in mind.
- › Include the page's main keywords

Internal Links

Help search engines discover your content by putting internal links to other pages on your website.

Header Tags

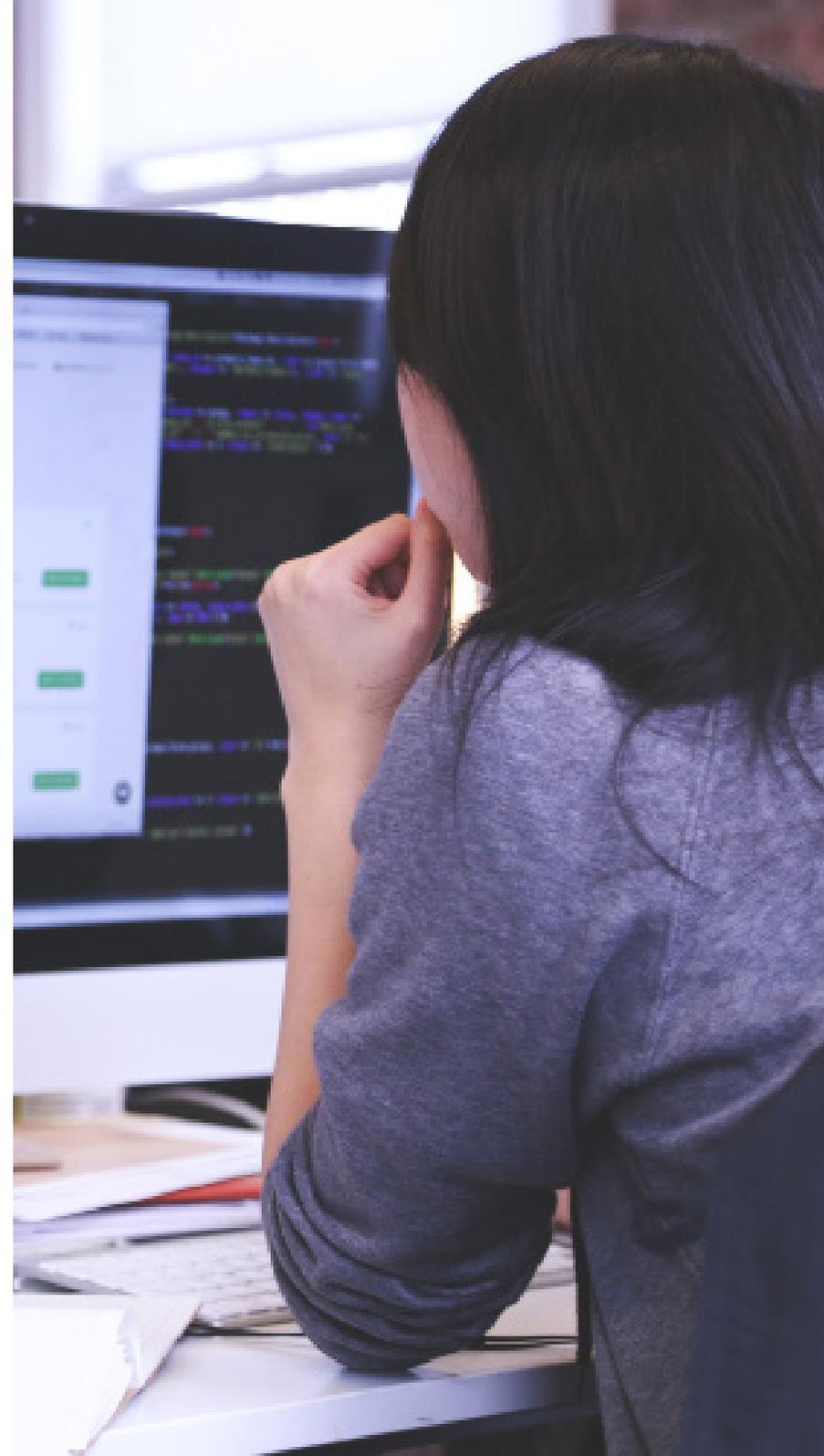
These HTML header tags break the content down further so the search engines know exactly what each section is about. There should only be one set per page: `<H1></H1>` tags around the post title `<H2></H2>` and `<H3></H3>` tags around subheadings.

Image Name & ALT Tags

If you use images on your website (or if you're not, why not???) think about the image name and the ALT tag. It helps search engines find good results for their image search function.

If you use Wordpress, free plugins make it easy to add title tags and meta descriptions.

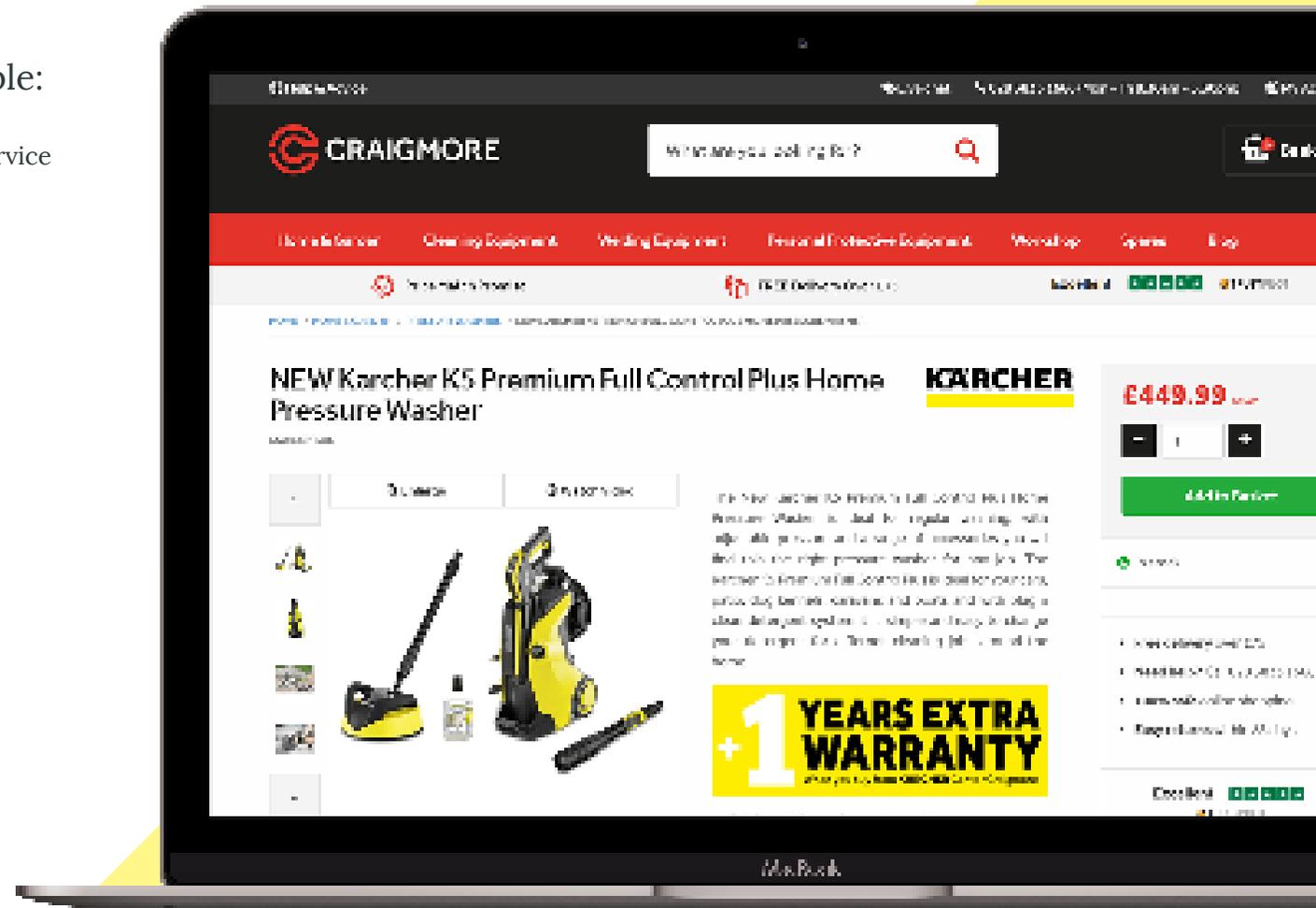
It's a little thing that can sometimes make a significant difference – occasionally bolding a selection of text to get a reader's attention can catch the eye of search engines too.



IDEAL WEBPAGES LOOK LIKE THIS...

Your checklist to the best webpage possible:

- > Make it hyper-relevant to a specific topic, product or service
- > Include subject in title tag
- > Include subject in URL
- > Include subject in image alt text
- > Mention the subject several times
- > Provide unique content
- > Link to category page
- > Link to its subcategory page (if applicable)
- > Link to its homepage



OFF-SITE OPTIMISATION: BUILD LINKS

Off-Site optimisation (link building & backlinks) is all about being better connected. The better connected you are, the easier you are to find. Your primary goal here is to get other websites to link to yours, because this is a popularity contest and links are basically like Likes.

Take Adobe Reader, for example. So many sites link to it, it ranks No.1 for the keywords 'click here'.

There are lots of ways to get links, some are better than others. If you can, try to do it naturally...

Organic Links

They are those you don't have to ask for. They're great because if you can get them on major sites that are well-recognised, you're naturally making associations with respected, big names.

Whitehat

Is good, high quality link building, while...

Blackhat

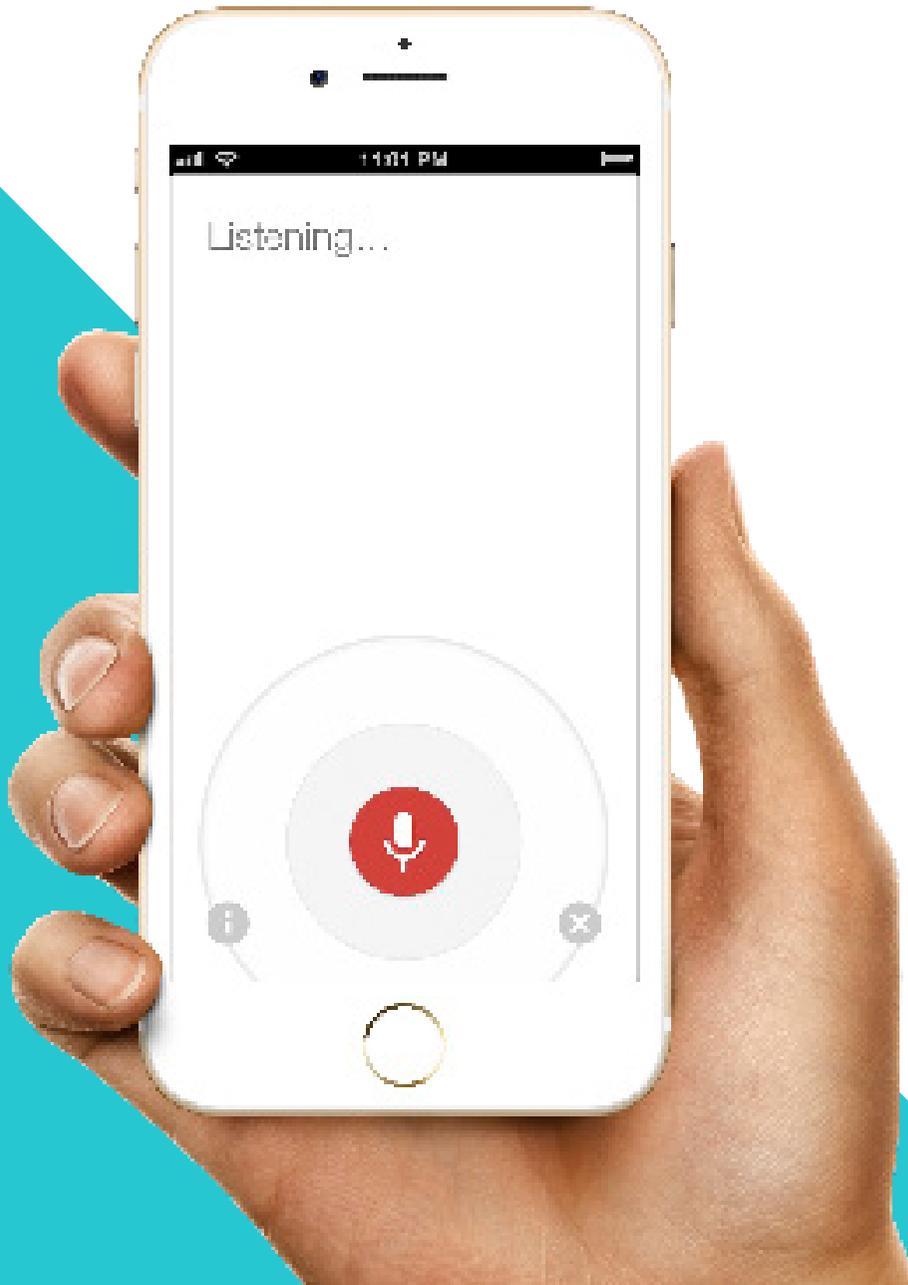
Means spammy, low quality link building and isn't good!

It's not easy to generate a good quantity of organic links, which makes link-building a valuable service.

But it is doable. Some of the most effective ways we've found are:

- > Generate good content and submit it to popular industry blogs. They will welcome the content and you get a link back to your website.
- > Generate good content that people will want to use: allowing others to share it and asking for a backlink in return will bring links back to you.
- > Find related businesses whose services are complementary. For example, lots of businesses have link pages for their partners, suppliers or vendors.
- > Local search optimisation.
- > Get into a directory or buy advertising, but make sure it's a good quality, relevant site.

MOBILE SEO - GO!



Mobile optimisation is no longer optional. It's an essential.

Google's mobile friendly algorithm has been in place for some time, reflecting mobile's continued dominance and giving mobile sites a boost in the rankings.

So you get brownie points for just having a mobile responsive site!

That's because Google wants to give users the best information they can, as quickly as they can.

If you're playing ball, you'll bounce up the rankings.

- > Fast loading pages are more important than ever
- > Respond to the rapid growth in voice search
- > Avoid intrusive ads - Google doesn't like them!
- > Improve the quality of your content - up next...

In Mobile, it's All About the Micro Moments

Consumers are reflexively reaching for their phone to fulfil an immediate need: to buy something, go somewhere, to find something out or do something.

It's what digital marketers call 'micro moments'.

Google loves it when digital retailers or service providers can address these micro moments.

So mapping your customer journey - and being able to meet your customers when they get there - should be a central element of your digital marketing strategy.

THE IMPORTANCE OF CONTENT!

Great content goes beyond a splash of keywords and some hastily put together paragraphs to really inform, engage and entertain your readers.

Mobile users in particular, can spot terrible content a mile off, bouncing off your page and taking your ranking down as they go.

Or you can think of it this way: good content gets shared.

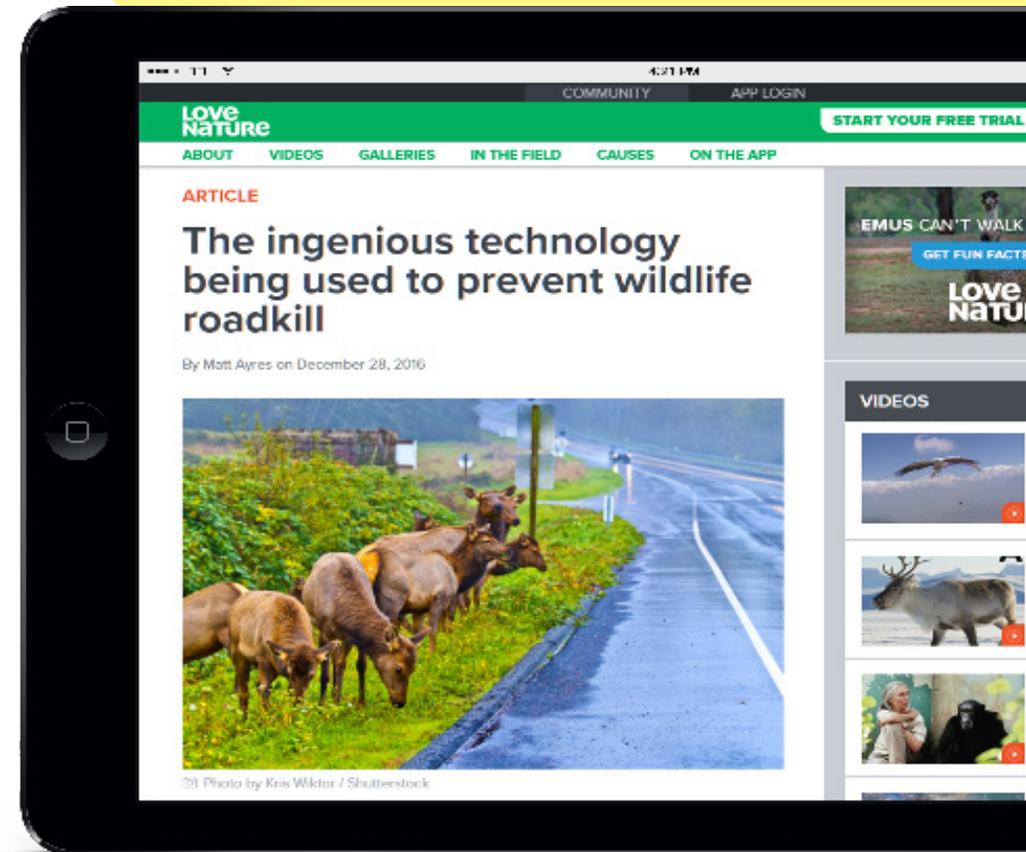
And nobody minds a bit of virality these days.

So, if you can develop a knack of consistently producing excellent content, week in, week out, you're on to something.

We produce content too...

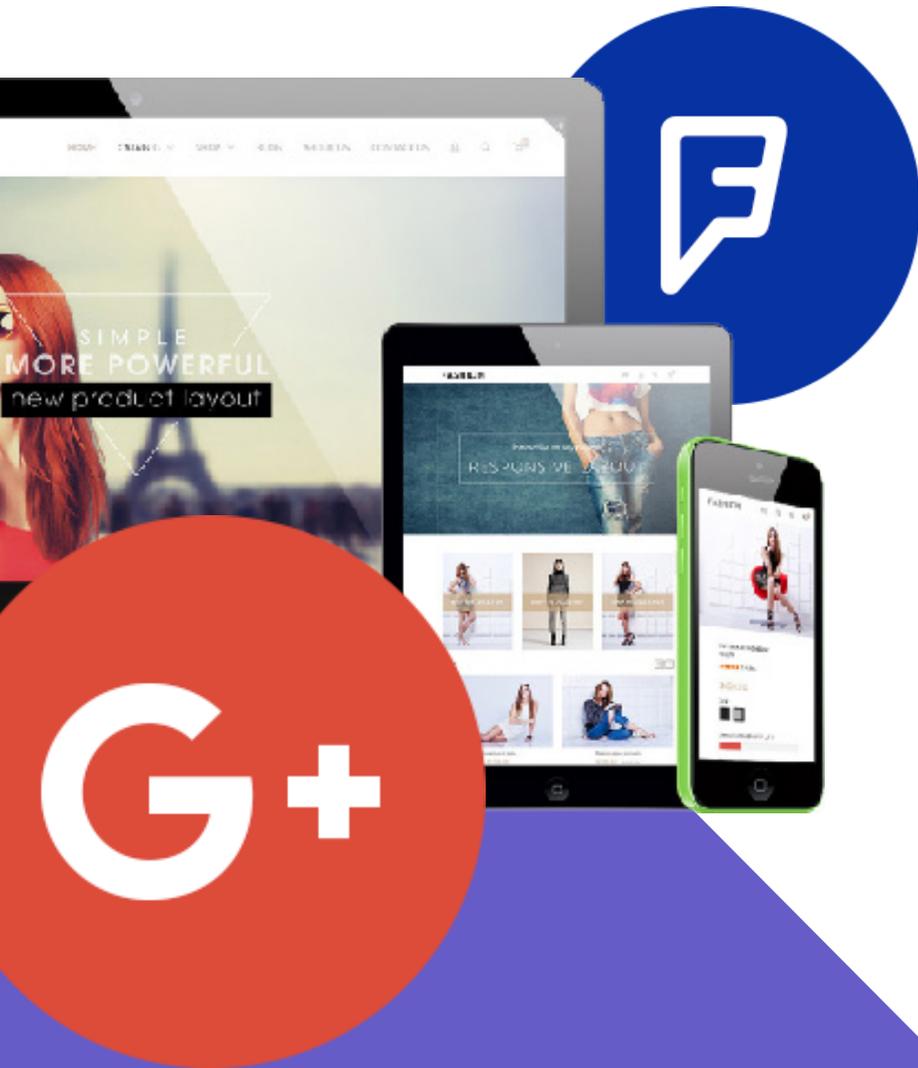
Invest in creating excellent content and both Google and your audience will love you! Ask how we can produce any or all of the following for you...

- > Blog Posts
- > Industry Articles
- > Tutorials & How to Guides
- > Infographics
- > Videos



As voice search continues to grow, think about the types of questions your audience might be asking, and try to incorporate this kind of long-tail phrases into your content.

LOVE LOCAL



When it comes to local SEO – we’ve been doing it for a while!

As early adopters of local SEO marketing, we can optimise your online assets to generate traffic from searches that matter: those that are location based.

Making sure that those customers that are already in your area can find you, when they want you.

We’ll begin by ensuring your business is listed across 14 of the main sources indexed by Google.

That includes Foursquare, Bing, Central Index and Google+.

Good local SEO starts here

- > Research your keywords
- > Produce good content
- > Get on Local Google+
- > Create and claim local listings
- > Ask for real and genuine reviews
- > Be super at social
- > Reach out to the locals!
- > Analyse, analyse, analyse – Which brings us to our next point...

MONITOR YOUR RESULTS

In a changing marketplace, on-going review is essential.

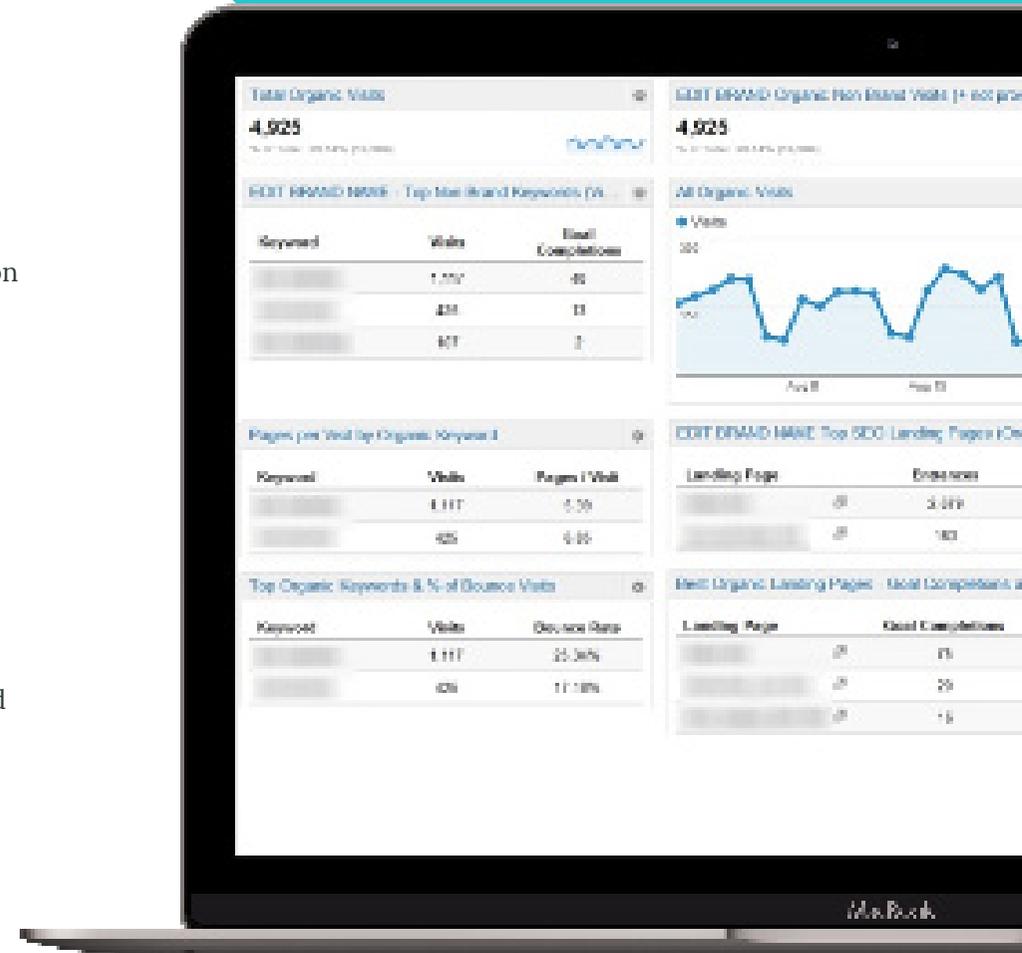
Customers are a fickle bunch. Google continues to change. And there's always a new kid on the block wanting to steal your crown.

Putting in place tools to track results - and reviewing the data frequently - is essential. Monitoring keywords is always a good place to start - or at least the bare minimum you can get away with.

And keep checking your analytics - they're the best source of insight for monitoring ranking. Google Analytics will analyse your organic traffic and see if it's improving.

At least once a week, review keyword impressions and clicks. It will help you to stay ahead of trends and adapt accordingly.

Do it all right, and you should see results in just a few weeks.



GET SOCIAL

Organic online marketing continues to grow – and for all the right reasons.

Users are joining the dots on their online journeys. And they expect you to do the same.

The key to success? Getting SEO, social media and content marketing all working together.

When the 3 are synchronised, you're amplifying opportunities to attract customers and drive traffic.

Successful Social SEO

Social Links

These may or may not boost your search rank, depending on the search engine, but they certainly won't do any harm. Links to your content from social platforms help to ascertain which sites are credible and so help your rankings in that way. Again, it's all about the back-links.

Social Media Profiles

Optimising your social media profile can optimise your ranking. That's because social media profiles are often among the top search results when people search for a brand name, for example. And as social media profiles feel more personal than a website, people often visit them first when they want to get a sense of a business.

Social Search

Social media channels are search engines too! People search directly within social media platforms so optimising your presence and content here can be another great investment in your business.

Google+

If you want to dominate Google, make sure you've joined Google+! Google's own social network delivers truly personalised search results and so can help you to come higher in results for people you're already connected to.

THE WEB BUREAU'S FREE SEO SCAN



You're welcome to keep and use this guide to tinker with and fine tune your SEO as you go along.

It's all good stuff that just requires a little time and input from you.

Or, you can let us run a personalised report, complete with recommendations, not using any of your time and not costing you a penny!

We're old hands (even in the world of digital) at diagnosing any issues and seeing where improvements can be made, taking you further.

Give us a shout today!

+44 (0) 28 9073 1190 or email info@thewebbureau.com.

OUR 55+ POINT SEO HEALTH CHECK IS A HIGH LEVEL, DEEP DIVE DIGITAL MARKETING AUDIT:

- › A comprehensive review of the key factors that influence the SEO and usability
- › Homepage rank graded on a 100-point scale that represents your SEO effectiveness
- › Algorithm based on 70 criteria including search engine data, website structure and site performance. A rank lower than 40 means lots of room for improvement. A rank above 70 is good but can still be better optimised.
- › Internal pages are ranked on a scale of A+ through E and are based on an analysis of nearly 30 criteria.
- › Actionable advice to improve a site's business objectives.

**BOOK YOUR FREE SEO CONSULTATION
WITH THE WEB BUREAU TODAY.**

CALL US ON 02890 731190

OR EMAIL INFO@THEWEBBUREAU.COM.

