

#wcwaukesha

WordCamp Waukesha 2017

Digital Marketing, Strategy & SEO

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 - WordCamp Chicago
 - Startup Weekend Chicago
- Meetup.com
 - Chicago Advanced WordPress Meetup

Digital Marketing Points

1. On/Off Page SEO
2. Content Marketing
3. Conversion Optimization
4. Analyze, Plan and Execute

On Page SEO

1st - Technical Audit - Foundation

1. SSL
2. Subdomains
3. Redirects
4. Mobile Sites
5. Canonical
6. robots file
7. XML Site Map
8. On page tagging and schema

SSL

htt...what?

- http vs https
- ssl providers
- https = stated ranking signal (Aug '14)
- redirects - Force SSL
- secure functionality
 - ex: [sharethis](#)
 - secure protocol
- secure images

Subdomains

Domains: sub domain / directory

- blog.website.com vs website.com/blog
 - dividing domain authority
 - subdirectory good option
- sitenameblog.com
 - different site
- sitename.blogger.com
 - different 3rd party site
 - different domain authority

Redirects

Redirects & HTTP Status Codes

- 2XX - Success
 - 200 - ok
- 3XX - Redirect
 - 301 - permanent
 - 302 - temporary (caution)
- 4XX - Client Error
 - 404 - page not found
- 5XX - Server Error

Mobile Sites

Mobile Sites

- Responsive, Mobile 1st, Adaptive Design
 - One site to rule them all...
- Mobile subdomain
 - Will still [pass mobile test](#)
 - make use of canonical tag
 - duplicate content
 - dividing domain authority
- Mobilegedden (April 21, 2015)

Canonical

Canonical Tag

- Official or ordered designation
- `<link rel="canonical" href="http://example.com/blog" />`
- Tag added to `<Head>xxx</Head>`
- Speaks to the crawlers
 - pass domain authority to...

Robots file

robots file

- plain text file
- `sitename.com/robots.txt`
- Tells Search Engines
 - Allow
 - Disallow
 - Sitemap

Site Maps

Site Maps

- html site maps
 - for users to see high level view of site information architecture
 - argument could be made...
 - proper navigation renders obsolete
- XML sitemaps
 - for search engines to see data structure

On-page Tags / Schema

On Page tags / schema

- H tags - organizes page information
 - H1+ hierarchy
- meta tags
 - description
 - keywords - not utilized as much
- alt - screen readers (ADA/accessibility)

example SERP - Zales

- Utilizing schema on product pages
- Rich Snippet on e-commerce sites typically found on product pages
- Helps to populate data in google SERPs
- Rich Snippet

Fitbit Charge HR - Activity Tracker with Heart Rate Monitor...

4.5 ★★★★★ 17,120 user reviews



Shop now

Sponsored ⓘ

Small - Pink ▾

\$149.99 · Best Buy

Free shipping

\$149.99 · eBay

Free shipping, no tax

\$145.45 · Live healthy Store

Free shipping, no tax

[View all sellers and prices](#)

Product details

Brand: Fitbit

Type: Wristband

Function: Heart Rate Monitor, Pedometer

Feature: With Calorie Counter, With Sleep Tracker, Water Resistant

Max battery life: 5 day Battery Life

Additional On Page Points

- site speed
 - optimize images
 - make use of CDN
- Pay attention to text/code ratio - target $\geq 25\%$
- Keep CSS in stylesheet - avoid inline
- Crawlable errors
 - have a process to monitor/redirect

Off Page SEO

Off Page Points

- Inbound Links
 - Monitor, only disavow as a last resort
 - Attract links w/ high quality content
- Social Profiles
 - sharing and engaging
- Building out content relationships
 - I scratch your back & you scratch mine
- Submit and update relevant directories

Content Marketing

Digital Content Marketing - 1

1. Cohesive integrated strategy
 - a. Optimized website
 - b. Content creation plan
 - c. Enhance w/Social media
2. Email Marketing
3. Marketing Automation
4. Audit

Digital Content Marketing - 2

1. Current state of affairs?
 - a. Keyword Rankings - Opportunities
 - b. Indexability of pages
2. Maximize the value of content
3. Measure successes and failures
 - a. Exploit successes
 - b. Adapt modify change to optimize misses

Key Takeaways

1. Improve Usability
2. Improve Searchability/Indexability
3. Increase Conversions
 - Sales
 - Leads
4. Process LOOP
 - Analyze, Plan and Execute

Conversion Optimization

Conversion Optimization

- Page Layout
 - CTA - Call To Action
 - Intended Audience Taking an Action
 - Choreographed experience
- Analyze
- Course Correct Content Plan

Now what???

- Lots of on and off page information
- ADD content work
 - keyword research
 - what content battles to fight
 - find influencers in space
 - share
 - guest posting

Plan

- Create an action plan
 - Short term - low hanging fruit
 - immediate high impact issues
 - Long term - slow and steady wins SEO race

- Content/Editorial Calendar
 - create 1 month out
 - forecast 12 months out

THEN....

- Execute
- Analyze
 - Course Correct
 - Exploit Success
 - Pull back on fails
- Plan
- Execute....

Prioritized Roadmap

- Immediate high impact issues should be remedied ASAP
- Content plan
 - content creation calendar
 - sync w/ editorial/ publishing
- Roadmap new/updated responsive site
 - combine mobile/main/blog

Events in Chicago

- Advanced WordPress Meetup
<http://www.meetup.com/Chicago-Advanced-WordPress-Meetup/>
- Content Jam
<http://www.contentjam.com/>
 - SEO / Email Marketing Bootcamp
 - Content Marketing Conference
 - November 2017 in Chicago

Thank You & Questions

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#AdvancedWPChi

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