

#wcchi

WordCamp Chicago 2017

# SEO for Businesses & Bloggers

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# Ryan Erwin

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- Web Strategist @ Orbit Media Studios
  - Chicago, IL
- Lead Organizer
  - WordCamp Chicago
- Meetup.com
  - Chicago Advanced WordPress Meetup

# SEO - Business/Bloggers

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1. Audit & Analyze Current Situation
  - Righting the Ship
  - Short Term Execution
2. SEO Marathon
  - slow/steady wins the race
3. Ongoing: Analyze, Plan and Execute

**Audit & Analyze**

# Audit Your Foundation

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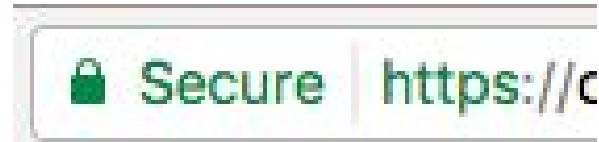
## Set it & Forget it

1. SSL
2. Hosting
3. Analytics
  - GTM - raise of hands?
  - Search Console & GA
  - AdWords
4. Style Sheet / Child Theme
5. XML Sitemap & Robots file

**SSL**

# htt...what?

- http vs https
- ssl providers
- https = stated ranking signal (Aug '14)
- redirects - Force SSL
- secure images
- Use Inspector in Browser
  - Console errors



# Hosting



# Hosting - Speed/Reliability

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- Shared Hosting
  - Low volume
  - Shared box
- Dedicated
  - High Volume
- Managed
  - Manage WP core
  - Backups, CDN, SSL

# Analytics

# Analytics

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- GA is so often under utilized
- Must setup Search Console (WMT)
  - Integrate Search Console w/ GA (kw)
  - AdWords Integration
- Google Tag Manager
  - Data Layer
  - Setup GA
  - Add other tracking via dashboard

# Style Sheets & Child Themes

# Child Theme & Style Sheet

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- Premium themes - free/paid
  - best practice child themes
  - core theme updates
- Avoid inline CSS
- Avoid Multiple Stylesheets
  - style.css (1)

# Sitemap & Robots

# Sitemap & Robots

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- html site map
  - bit dated - proper navigation
- XML sitemap
  - sitemap.xml talks to search engines
- robots.txt
  - YES/NO crawl my site
  - sitename.com/robots.txt

# SEO Marathon



# WAR



# WAR

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- Battling on 3 Fronts
  - Search (SERP) Impression
  - Click Search - Drive Traffic
  - Convert
    - Contact Form
    - Call
    - Purchase

# SEO long game - Marathon not a sprint


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1. Cohesive integrated strategy
  - a. Optimized website
  - b. Content creation plan
    - i. Fresh, Relevant & Consistent
  - c. Enhance w/Social media
2. Email Marketing
3. Marketing Automation
- 4. *Audit, Analyze, Course Correct (if need)***

# Content Marketing

- Keyword 1st Approach
  - Keyword Rankings = Opportunities
  - GA<-->SC or 3rd Party Tools

Keyword	Position	Previous Position	Search Volume	Keyword Difficulty Index	CPC	Url
do bagels contain eggs	12	0	90	76.4	0.01	<a href="https://www.einsteinbros.com/">https://www.einsteinbros.com/</a>
where is a bagel from	12	0	50	79.26	0	<a href="https://www.einsteinbros.com/">https://www.einsteinbros.com/</a>



# Content Marketing

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1. Maximize the value of content -kw usage
2. Measure successes and failures
  - a. Exploit successes
  - b. Adapt modify change to optimize misses

# Conversion Optimization

# Conversion Optimization

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- Page Layout
  - CTA - Call To Action
  - Intended Audience Taking an Action
  - Choreographed experience
  - Drive down digital sales funnel
- Analyze
- Course Correct → Execute

# Off Page SEO



# Off Page Points

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- 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

# Key Takeaways

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

# Now what???

- Lots of on and off page information
- Content creation work
  - keyword research and rankings
    - identify content battles to fight
  - find influencers in space
    - share
    - guest posting

# Time to Plan

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- 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

# Prioritized Roadmap

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- Immediate high impact issues should be remedied ASAP
- Content plan
  - content creation calendar
  - sync w/ editorial/ publishing

# THEN....

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

# Events in Chicago

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- Content Jam
  - <http://www.contentjam.com/>
  - SEO / Email Marketing Bootcamp
  - Content Marketing Conference
  - November 1-2, 2017 in Chicago
- Advanced WordPress Meetup
  - <http://www.meetup.com/Chicago-Advanced-WordPress-Meetup/>

# Thank You & Questions

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#AdvancedWPChi

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Orbit Media Studios