

#WCSTL

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# SEO for Business

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# Ryan Erwin

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- Web Strategy & Business Development
  - @ Orbit Media Studios
- Lead #hackhunger
  - Greater Chicago Food Depository Annual Hackathon
- Organizer
  - WordCamp Chicago

# What is SEO for Business?

1. Audit & Evaluate Status Quo

2. Right the Ship

1. Plan & Execute

2. Analysis & Repeat

# Business Process

- Audit & Analyze Current Situation
  - Righting the Ship
  - Short Term Execution
- SEO Marathon
  - slow/steady wins the race
- Process Loop
  - Analyze, Plan and Execute



**Audit & Analyze**

# Audit Your Foundation

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## Set it & Forget it

1. SSL
2. Hosting
3. Responsive/Mobile
4. XML Sitemap & Robots file
5. Analytics
  - GTM - raise of hands?
  - Search Console & GA
  - Measurement is critical

**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\*\*\* (Best Value)
  - Manage WP core
  - Backups, CDN, SSL

# Analytics

# Analytics

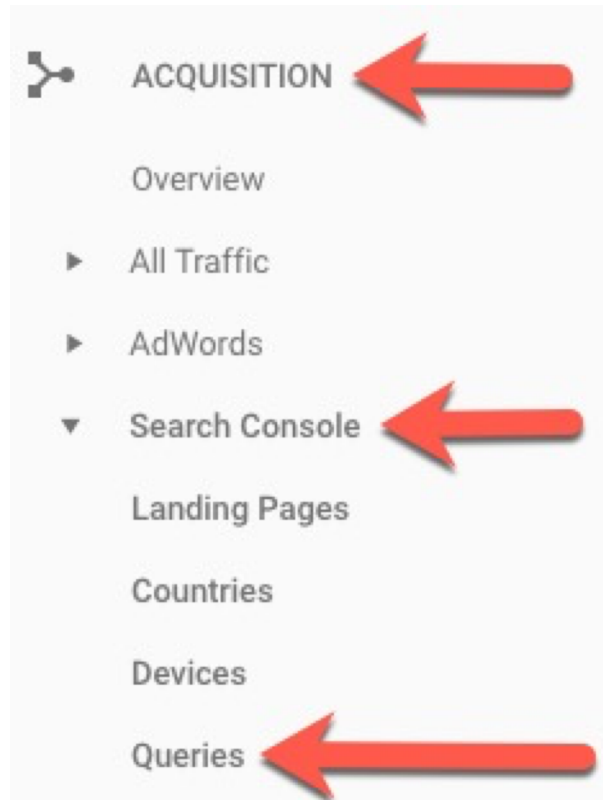
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- GA is so often underutilized
- Google Tag Manager
  - Data Layer
  - Setup GA
  - Add other tracking via dashboard
- **Must setup Search Console AND...**
  - Integrate Search Console w/ GA (kw)
  - AdWords Integration



# Search Console Integration

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# 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

# Robots.txt - Kiss of Death!

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A description for this result is not available because of the site's robots.txt - [Learn More](#)

# Analyze, Plan and Execute

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- Analyze
  - Audit infrastructure
  - Right the ship
- Plan
  - SEO (on/off page) Improvements
- Execute, Execute, Execute

# SEO Marathon

**WAR**

# 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

# A,P,E: Content Marketing

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

# Content Marketing

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- This is ongoing SEO...
- Sites don't rank, pages do
- non branded keywords = \$ phrases
  - branded top of page 1
- Search Console + GA
  - keyword ranking data

# A,P,E: Content Marketing

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- Game = Organic Search
  - SERPs
- Rankings
  - Pages vs Site
  - Common miss
- Analytics hold the key

# Content Marketing

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- Keyword 1st Approach
  - Keyword Rankings = Opportunities
  - GA<-->SC or 3rd Party Tools
  - Use data to identify battles worth fighting
  - Both long and short term phrases
    - \$ phrases
    - Most & Least competitive

# Search Console Integrated Data

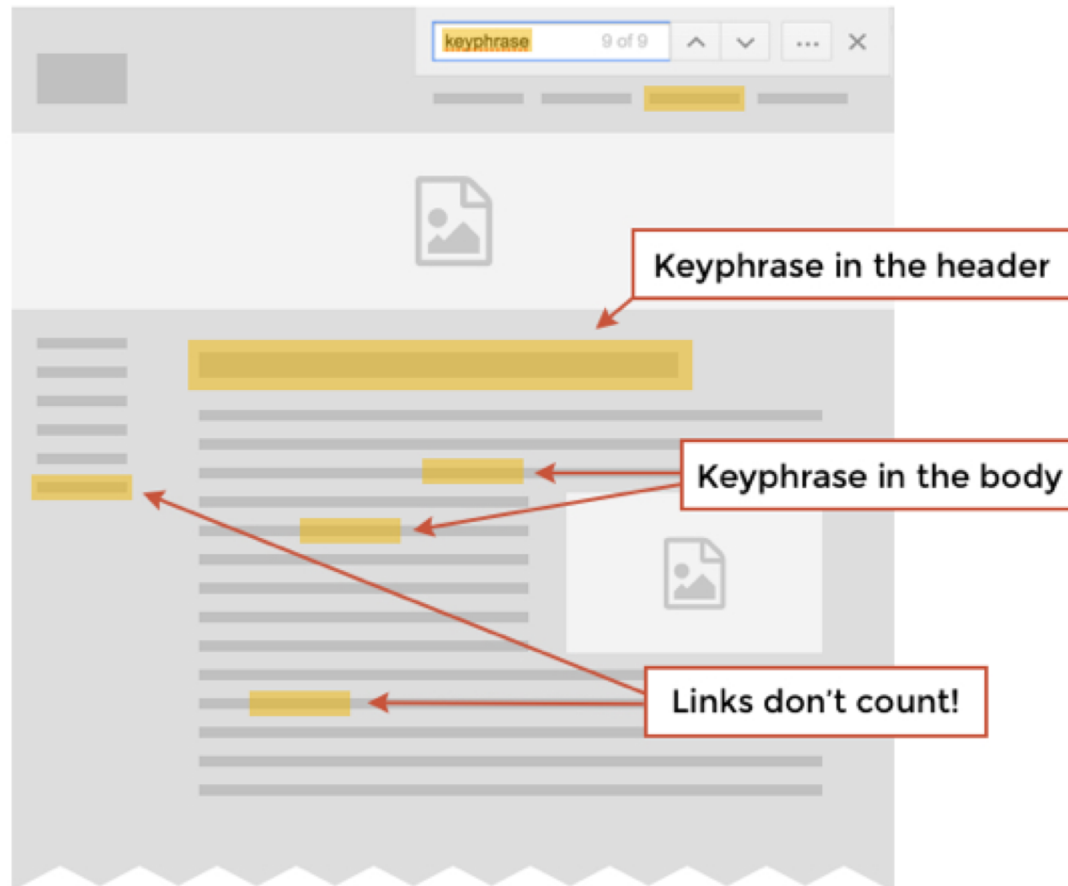
Search Query ?	Clicks ?	Impressions ?	CTR ?	Average Position ?
	58 % of Total: 100.00% (58)	866 % of Total: 100.00% (866)	6.70% Avg for View: 6.70% (0.00%)	15 Avg for View: 15 (0.00%)
1. (other)	30 (51.72%)	419 (48.38%)	7.16%	17
2. camp kawaga	19 (32.76%)	82 (9.47%)	23.17%	1.1
3. kawaga camp	5 (8.62%)	10 (1.15%)	50.00%	1.7
4. campgrounds near minocqua wi	1 (1.72%)	12 (1.39%)	8.33%	1.0
5. camping minocqua wi	1 (1.72%)	8 (0.92%)	12.50%	1.0
6. kawaga	1 (1.72%)	127 (14.67%)	0.79%	2.1
7. summer camp wisconsin	1 (1.72%)	1 (0.12%)	100.00%	9.0
8. 1940 images	0 (0.00%)	1 (0.12%)	0.00%	21
9. 1950 boys	0 (0.00%)	2 (0.23%)	0.00%	93
10. 1950 images	0 (0.00%)	1 (0.12%)	0.00%	52



# The Control + F Test

Are we relevant for the phrase?

# THE CONTROL + F TEST



# 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/lead funnel
- Analyze
  - Data/Heat Mapping/Mouse Rec
- Course Correct → Execute
  - Rinse and Repeat

# Conversion Optimization

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# 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. Improve Page Content
4. Increase Conversions
  - Sales
  - Leads
5. Process LOOP
  - Analyze, Plan and Execute



# Now what???

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- 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....

# Thank You & Questions

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