

anicca

Experts in the science of search



SEO tips and tools for local businesses

By Ann Stanley

Managing Director of Anicca Digital



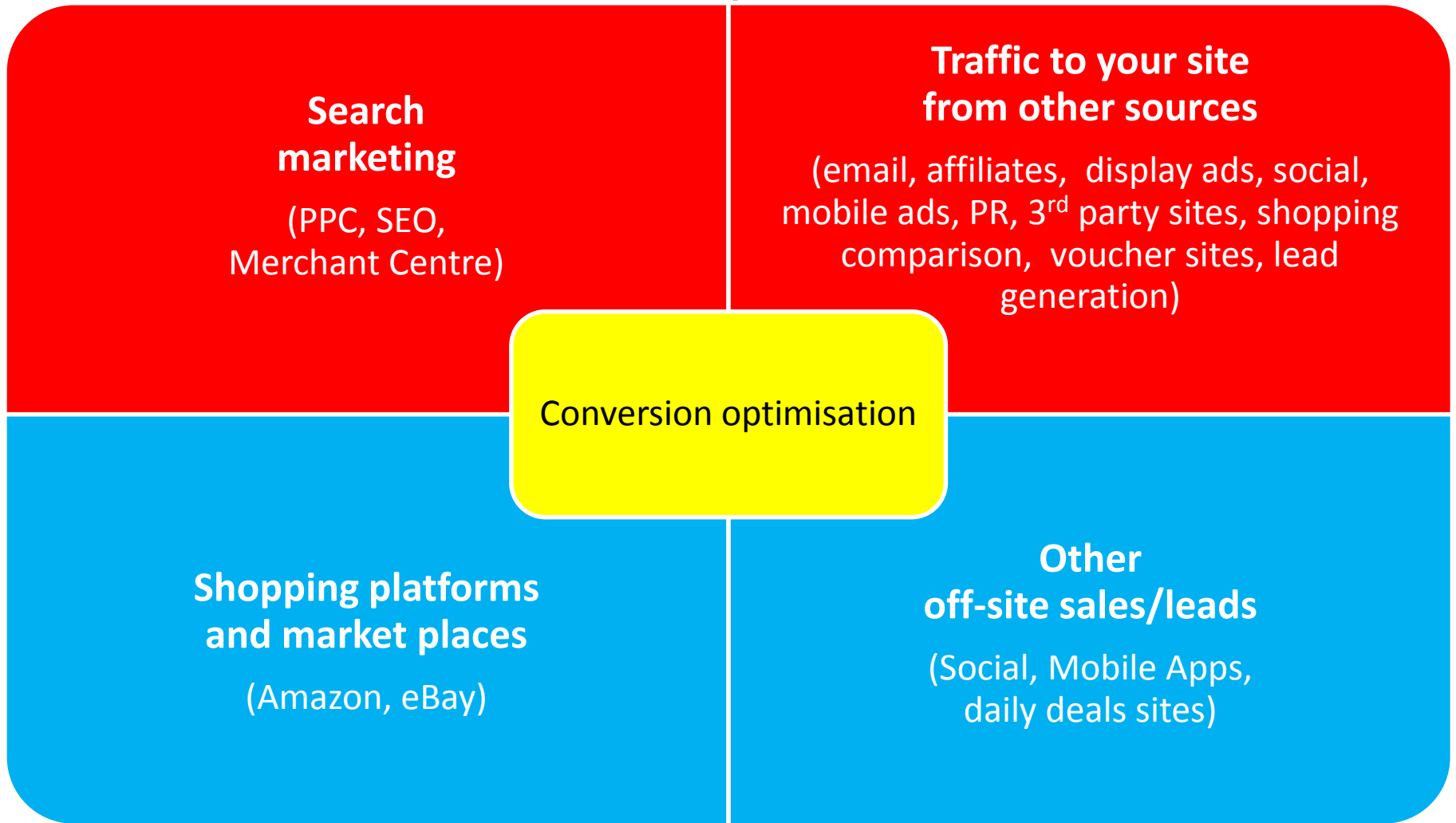
Contents

1. The digital marketing landscape
2. Maximising your visibility in the local Google search results
3. Understanding Search Engine Optimisation (SEO) - a beginners' guide
4. Recent changes to the Google algorithm and how to avoid getting a Google penalty
5. Essential tools and techniques to help you carry out your own SEO

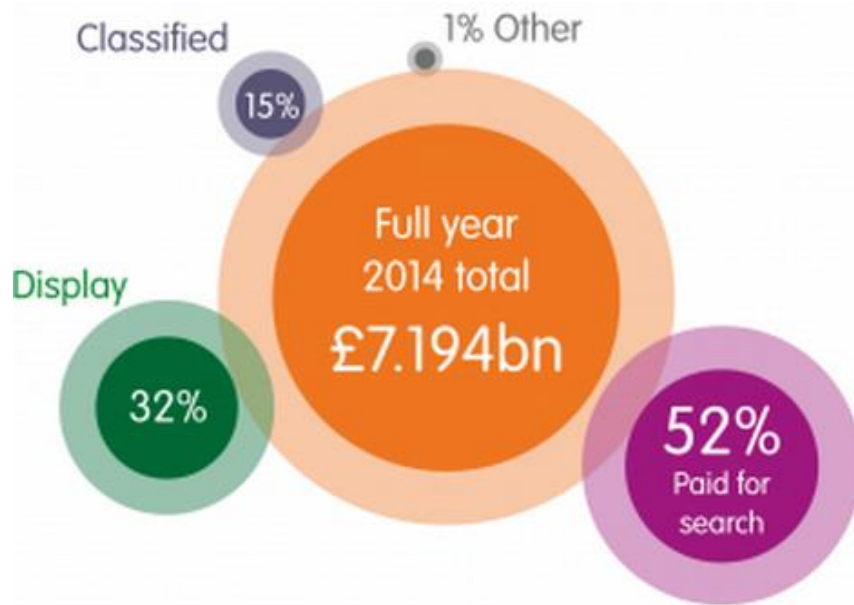
1: The Digital Marketing Landscape

Overview of marketing channels

On-site Sales/Conversions



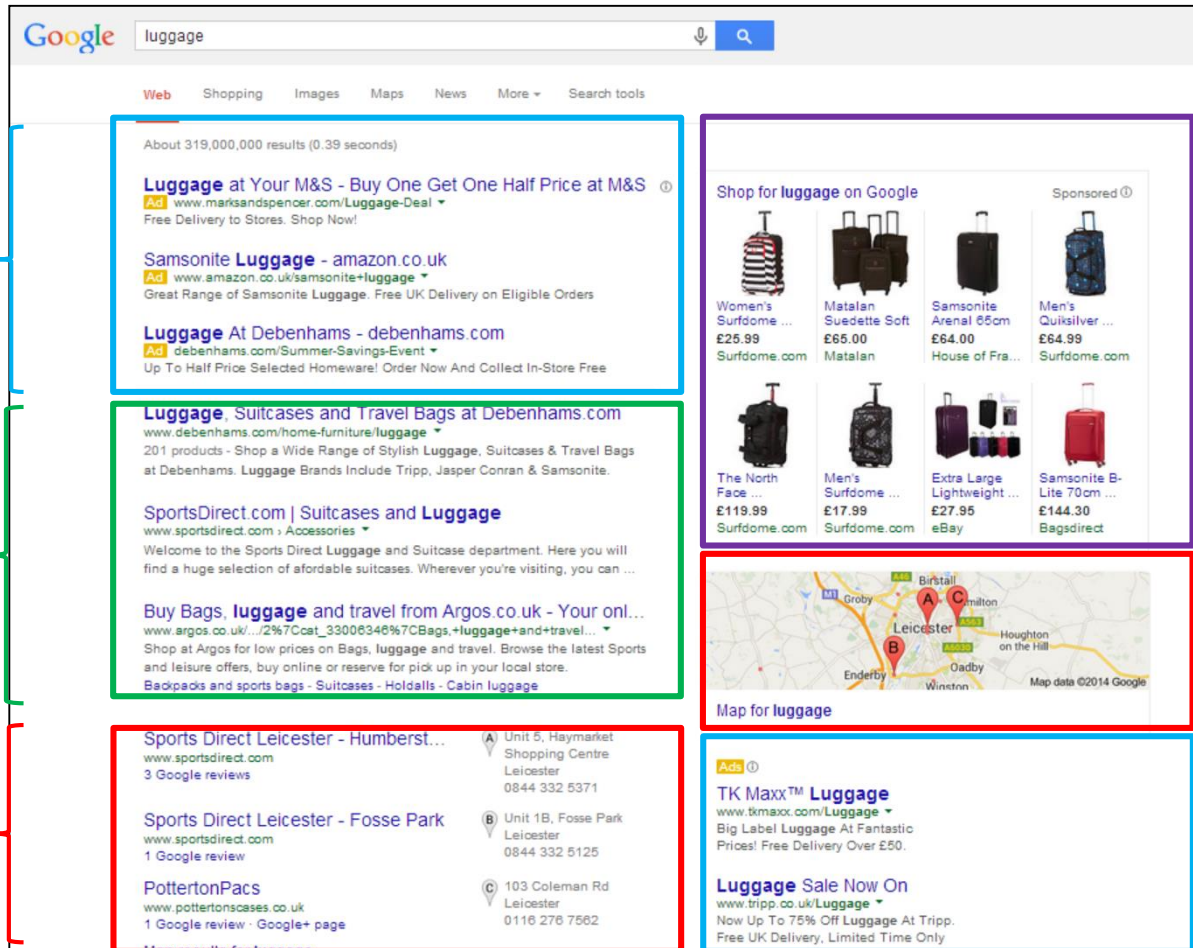
Digital advertising in the UK – 2014 full year results



- UK digital ad spend in 2014 reached record high of **£7.194 billion** with **14%** year-on-year growth
- **Mobile** reached **£1.62 billion**, representing **23%** of total
- Mobile had 63% year-on-year growth, driven by social, video and in-app ads
- **Social ads** grew **65%** year-on-year to **£922m** with 56% on mobile (£517m)
- **Search** still represents 52%

Source: www.iabuk.net/blog/digital-adspend-goes-stellar-in-2014

Google results for 'luggage'*



*luggage chosen to illustrate different types of results

How to get into the Google results - free

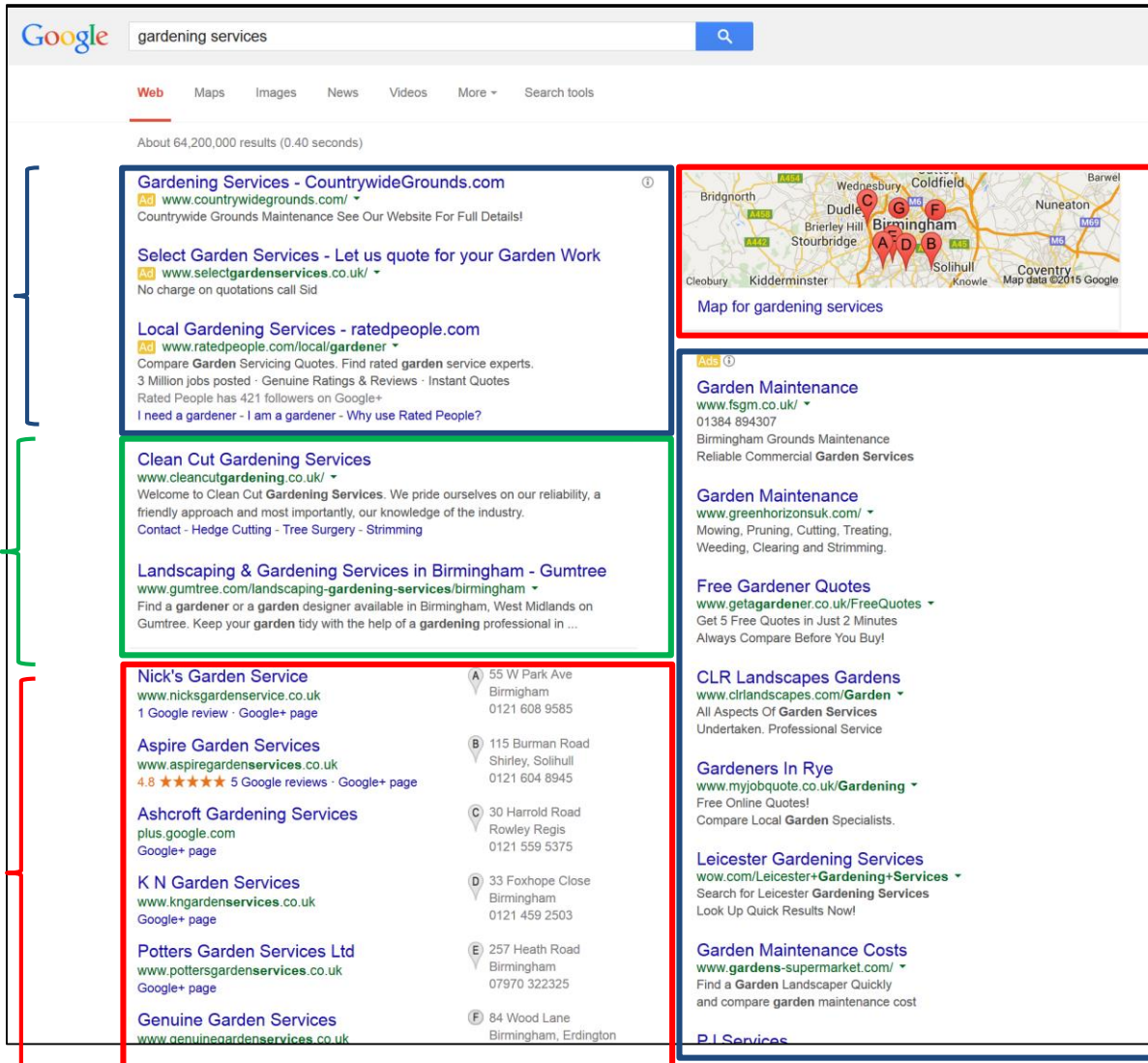
- Organic or natural listings – search engine optimisation of your website i.e. SEO
- Map – create a free Google My Business Listing – which is part of Google+
- Images and videos – make sure these have keyphrases in the file names and tags
- News, blogs and author results – create ongoing blog content on your site or via news feed sites (PR)

How to get into the Google results - paid

- Ads – set up an AdWords (or Bing Ads) pay per click account(s) – where you bid on relevant phrases and you pay if they click on your ad
- Shopping results – feed your ecommerce database into Google Merchant Centre and Shopping ads in AdWords (so you appear in the product image ads)
- Coming soon! – Comparison Shopping Engine (CSE) results (e.g. Kelkoo) will have to appear amongst Google ads as “Alternative results”

2: Maximising your visibility in the local Google search results

Google results for 'gardening services'*



Pay per click text ads

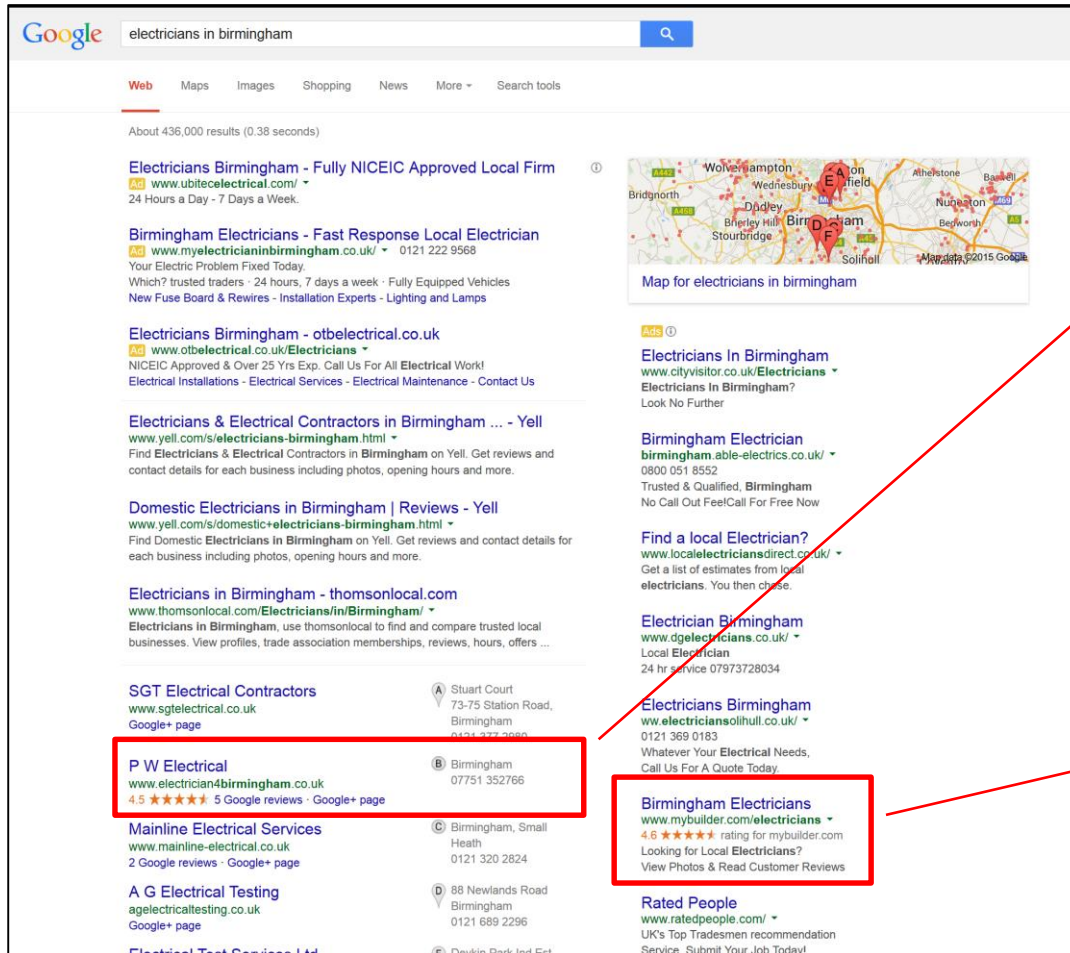
Organic or natural search results

Google My Business listings (x7)

Google My Business listings

Pay per click text ads

Searching for local services – Review stars

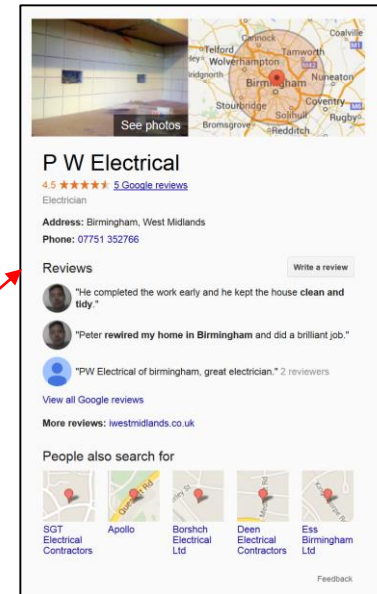


Google search results for "electricians in birmingham". The search bar shows "electricians in birmingham" with a search icon. Below the search bar are tabs for "Web", "Maps", "Images", "Shopping", "News", "More", and "Search tools". The results show approximately 436,000 results in 0.38 seconds.

Key search results include:

- Electricians Birmingham - Fully NICEIC Approved Local Firm** (www.ubitelectrical.com/)
- Birmingham Electricians - Fast Response Local Electrician** (www.myelectricianinbirmingham.co.uk/)
- Electricians Birmingham - otbelectrical.co.uk**
- Electricians & Electrical Contractors in Birmingham ... - Yell**
- Domestic Electricians in Birmingham | Reviews - Yell**
- Electricians in Birmingham - thomsonlocal.com**
- SGT Electrical Contractors** (www.sgtelectrical.co.uk)
- P W Electrical** (www.electrician4birmingham.co.uk) - 4.5 stars, 5 Google reviews
- Mainline Electrical Services** (www.mainline-electrical.co.uk) - 2 Google reviews
- A G Electrical Testing** (agelectricaltesting.co.uk)
- Electrician Birmingham** (www.dgelectrics.co.uk/)
- Electrician Birmingham** (www.mybuilder.com/electricians) - 4.6 stars, 60+ reviews from TRUSTPILOT
- Rated People** (www.ratedpeople.com/)

A map titled "Map for electricians in birmingham" is also visible, showing the Birmingham area with several red pins indicating the locations of electricians.

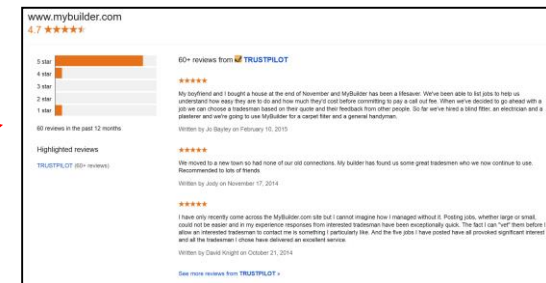


Google My Business page for "P W Electrical". The page shows a photo of an interior space, a 4.5 star rating from 5 Google reviews, and the address: Birmingham, West Midlands. The phone number is 07751 352766. There are two reviews visible:

- "He completed the work early and he kept the house clean and tidy."
- "Peter rewired my home in Birmingham and did a brilliant job."

The page also includes a "Write a review" button, a "View all Google reviews" link, and a "More reviews: westmidlands.co.uk" link. Below the reviews, there is a "People also search for" section with five related search results: SGT Electrical Contractors, Apollo, Borshch Electrical Ltd, Deen Electrical Contractors, and Ess Birmingham Ltd.

- Google My Business Page
- Reviews from Google
- Need >5 to show stars



MyBuilder review page for "P W Electrical". The page shows a 4.7 star rating from 60+ reviews from TRUSTPILOT. The reviews are displayed in a bar chart format, with 5 stars being the most common rating. The page also includes a "Highlighted reviews" section with two reviews:

- A review from "Jill Bayley" on February 10, 2015, praising the quality of work and the professionalism of the electrician.
- A review from "David Knight" on October 21, 2014, praising the speed and quality of the service.

- 3rd party reviews
- Need >30 to show automatically in ads

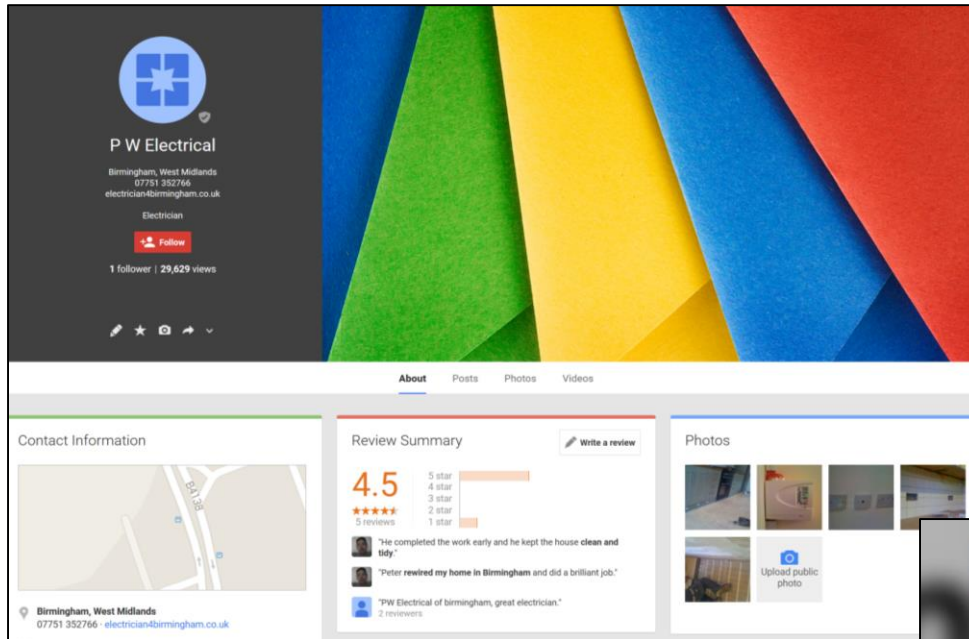
Reviews.co.uk packages

| | Start-up £29 per month Sign Up Now | POPULAR Business £69 per month Sign Up Now | Custom Call 01162 530618 Call Us |
|------------------------------------|--|--|--|
| Types of Services | | | |
| Review Invitations (Per Month) | 200 Invites | 3000 Invites | Unlimited |
| Company Review Collection | ✓ | ✓ | ✓ |
| Stars in Google & Bing | ✓ | ✓ | ✓ |
| Magento Product Review Collection | ✗ | ✓ | ✓ |
| Shopify Product Review Collection | ✗ | ✓ | ✓ |
| Custom Product Review Collection | ✗ | ✗ | ✓ |
| Product Reviews In Google Shopping | ✗ | ✗ | ✓ |
| In-Store Review Collection | ✗ | ✗ | ✓ |
| Advanced Reporting | ✗ | ✓ | ✓ |
| Core Features | | | |
| Stars in your Google AdWords | ✓ | ✓ | ✓ |
| Automated Review Collection | ✓ | ✓ | ✓ |
| Review Management | ✓ | ✓ | ✓ |
| Reply To Reviews | ✓ | ✓ | ✓ |
| Review Checker | ✓ | ✓ | ✓ |

Reviews.co.uk

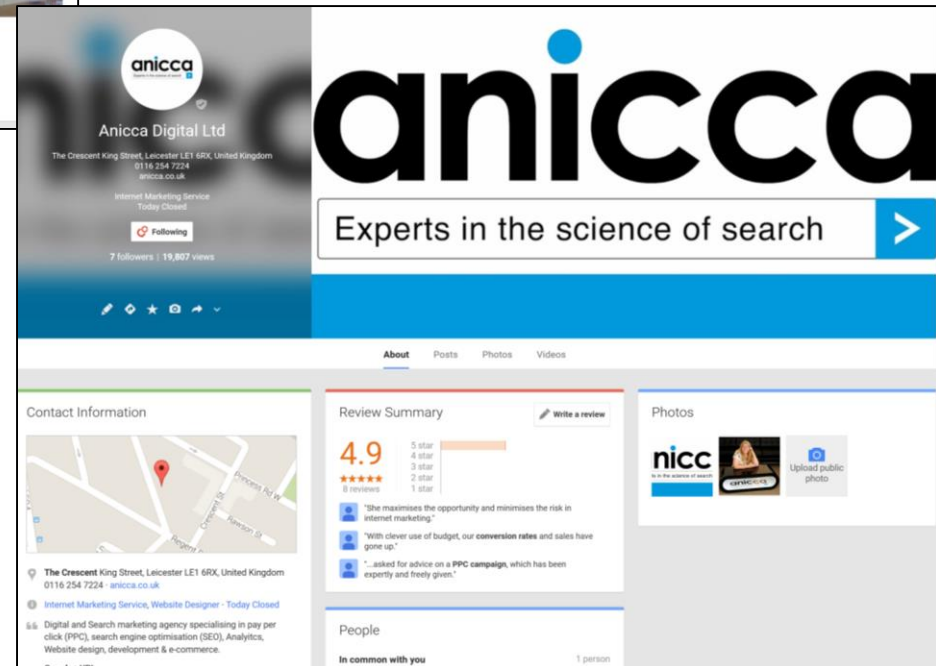
- Independent reviews of your service and/or products
- Email your customers for reviews
- Right to reply
- Verified results uploaded into Google
- >30 reviews and 3.5 rating will automatically appear in PPC ads
- Use widgets or Schema to appear next to organic result
- Display reviews on your site to increase conversion rate

Google My Business Pages

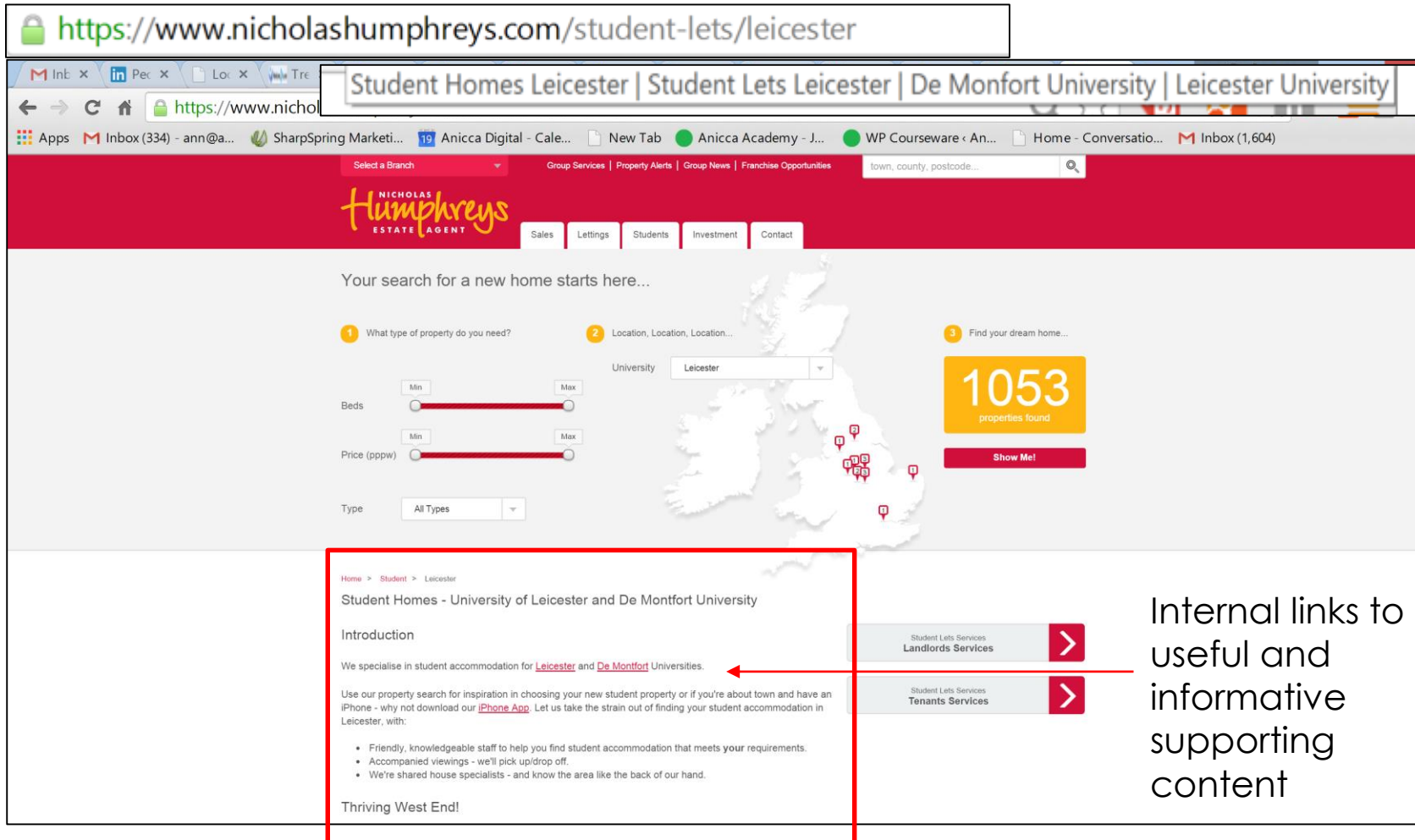


Enhance your page

- Upload a header image
- Upload a logo
- Personalise with photos and videos
- Encourage customers to give reviews (they have to be signed in)



Get found for local search phrases - Optimise a page for each city



https://www.nicholashumphreys.com/student-lets/leicester

Student Homes Leicester | Student Lets Leicester | De Monfort University | Leicester University

Select a Branch | Group Services | Property Alerts | Group News | Franchise Opportunities | town, county, postcode...

NICHOLAS Humphreys
ESTATE AGENT

Sales | Lettings | Students | Investment | Contact

Your search for a new home starts here...

1 What type of property do you need? 2 Location, Location, Location... 3 Find your dream home...

University: Leicester

Beds: [Min] [Max]
Price (pppw): [Min] [Max]
Type: All Types

1053 properties found

Show Me!

Home > Student > Leicester

Student Homes - University of Leicester and De Montfort University

Introduction

We specialise in student accommodation for [Leicester](#) and [De Montfort](#) Universities.

Use our property search for inspiration in choosing your new student property or if you're about town and have an iPhone - why not download our [iPhone App](#). Let us take the strain out of finding your student accommodation in Leicester, with:

- Friendly, knowledgeable staff to help you find student accommodation that meets your requirements.
- Accompanied viewings - we'll pick up/drop off.
- We're shared house specialists - and know the area like the back of our hand.

Thriving West End!

Student Lets Services
Landlords Services >

Student Lets Services
Tenants Services >

Internal links to useful and informative supporting content

How to get in the local search results

- **Pay (AdWords)**
 - Use local PPC ads, where you opt to only show your ads in your selected area
 - Include your phone number and address in your ads (using ad extensions). This will also give you “click-to-call” on mobiles
 - Use independent reviews, so your stars show up in your ads (you need >30 reviews with >3.5 rating)
- **Google My Business Pages**
 - Appear in the map and 7 local results by creating a strong Google My Business page (via Google+)
 - You will need a minimum of 5 Google reviews for your stars to show
- **Main organic results**
 - Get found in the local organic results for local search phrases by creating and optimising a page for each city or town (SEO)

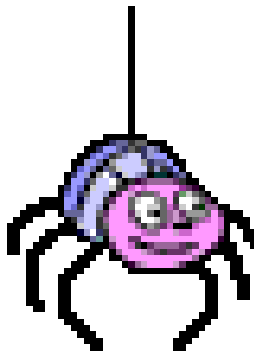
3: Understanding Search Engine Optimisation (SEO) – a beginners guide

What is SEO?

SEO stands for “search engine optimisation.”
It is the process of getting higher rankings and more traffic from the “free”, “organic”, “editorial” or “natural” listings on search engines

How Search Engines Work

A search engine is made of three basic components:



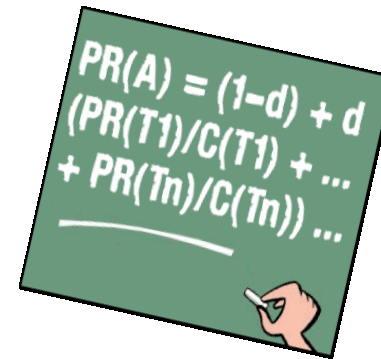
A Spider or Robot

An automated browser, it searches the web for new websites and changes to websites then views the web pages and strips out the text content



A Storage System or Database

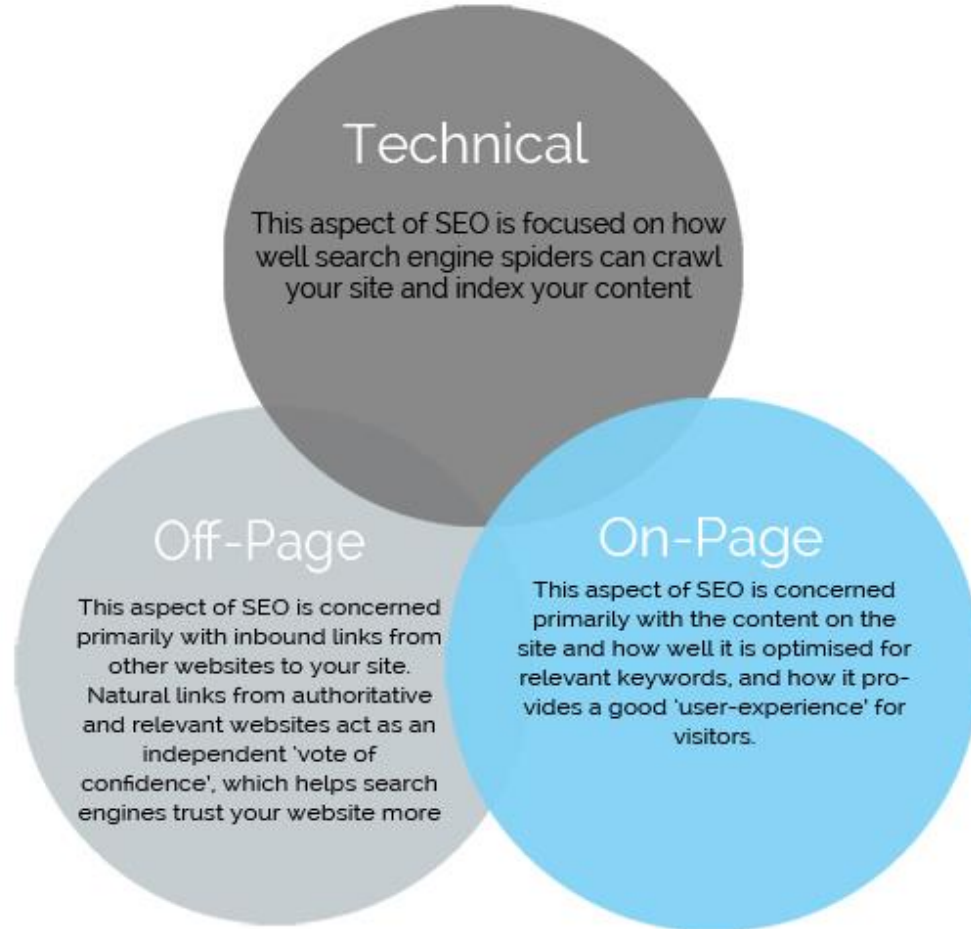
A record of all the pages viewed by the Spider



A Matching Process or Relevancy Algorithm

The rules that tell the search engine how to determine what would be relevant to your search

Key aspects of an SEO project



There are over 200 factors used in the algorithms of the major search engines!

Technical SEO

This aspect of SEO is focused on how well search engine spiders can crawl your site and index your content

Technical SEO

- Domain length and presence of keyword
- URL structure
- Redirects
- SEO “Roadblocks” – Frames, Flash, JavaScript, password protected areas etc.
- Robot.txt file
- Sitemaps
- Internal linking
- Indexing and html errors
- Site speed
- Schema
- SSL certificate

On-page optimisation

This aspect of SEO is concerned primarily with the content on the site and how well it is optimised for relevant keywords, and how it provides a good 'user-experience' for visitors.

On-page factors

- Title Tag
- Meta Tags (e.g. description)
- Content (body text)
- Heading content
- Frequency and density of phrases
- Internal Link structure
- Image tags and file names

Off-page optimisation

This aspect of SEO is concerned primarily with inbound links from other websites to your site. Natural links from authoritative and relevant websites act as an independent 'vote of confidence', which helps search engines trust your website more

Off-site SEO (website authority)

- Link earning
 - Quality of referring site
 - Anchor text – mix of text, brand, domain name, service, keyword (penalise if too many exact match keywords)
 - Mix of follow and no-follow links
 - Citation – mentions your company name but no link
- Social mentions – correlation or causation?
 - Google+
 - Authorship – images were recently removed and will only show if your post is in Google+
 - Facebook Shares
 - Reviews

4: Google Algorithm Updates

Google regularly changes its search algorithm to ensure only the most relevant and authoritative websites are shown at the top of the search results.

The majority of algorithm updates target spammy techniques and low quality sites.

Panda

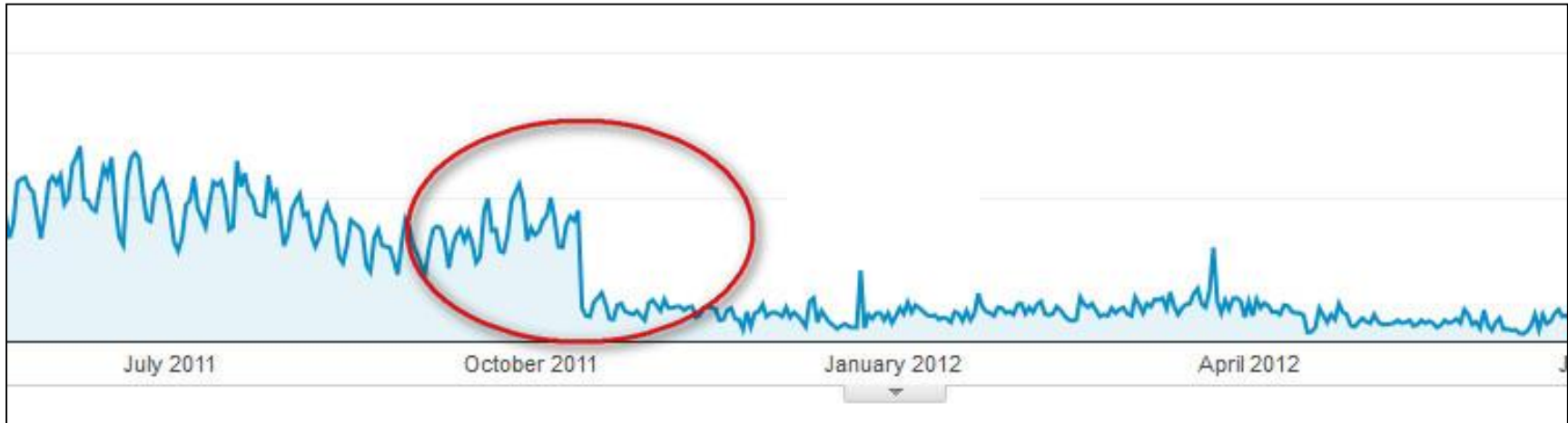
A close-up photograph of a giant panda's face as it eats bamboo. The panda has white fur with characteristic black patches around its eyes and on its ears. It is holding several green bamboo leaves in its mouth. The background is slightly blurred, showing a natural outdoor setting with some rocks and foliage.

When: February 2011

Target: Sites with low quality content

Impact: At its launch Panda affected up to 12% of search results. Panda seemed to crack down on thin content, content farms, sites with high ad-to-content ratios, & a number of other quality issues

Google Panda Impact



- Sudden drops in traffic on a specific date
- Check search blogs for industry news on Google updates
- Check your Webmaster tools for penalty notices

Manual Actions

Site-wide matches None

Partial matches Some manual actions apply to specific pages, sections, or links

Reason

Unnatural links to your site—impacts links
Google has detected a pattern of unnatural artificial, deceptive, or manipulative links pointing to pages on this site. Some links may be outside of the webmaster's control, so for this incident we are taking targeted action on the unnatural links instead of on the site's ranking as a whole.
[Learn more](#)

[REQUEST A REVIEW](#)

When: September 2014

Target: Sites with low quality content.

More precise and will allow more high-quality small and medium-sized sites to rank better

What Google said: *"Based on user (and webmaster!) feedback, we've been able to discover a few more signals to help Panda identify low-quality content more precisely."*

Panda
4.0 & 4.1



Penguin

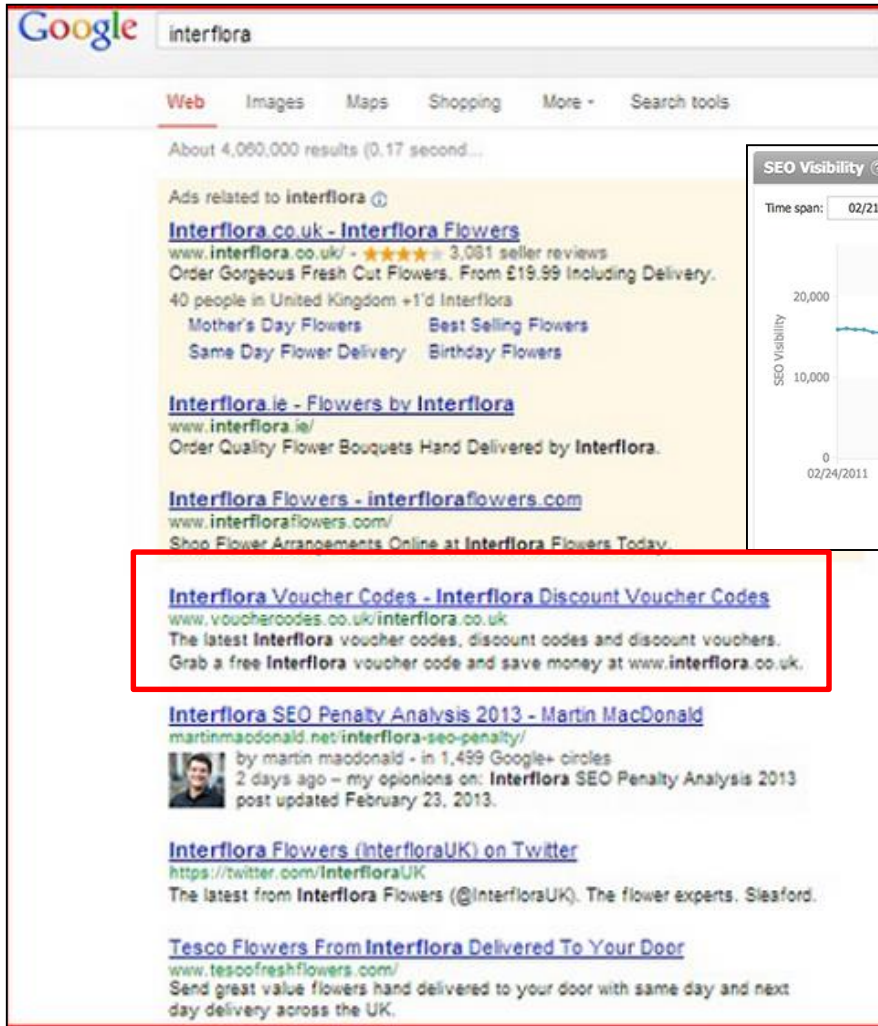


When: April 2012

Target: All forms of 'webspam', predominantly link-spam, techniques like "keyword stuffing" and "link schemes"

Impact: Initially impacted approximately 3% of English searches. Has had a long lasting influence on link building practices

Interflora and Google's Penguin 2.0 Update



Google interflora

Web Images Maps Shopping More - Search tools

About 4,060,000 results (0.17 second...)

Ads related to interflora (2)

Interflora.co.uk - Interflora Flowers
www.interflora.co.uk/ - ★★★★★ - 3,061 seller reviews
Order Gorgeous Fresh Cut Flowers. From £19.99 including Delivery.
40 people in United Kingdom +1'd Interflora
Mother's Day Flowers Best Selling Flowers
Same Day Flower Delivery Birthday Flowers

Interflora.ie - Flowers by Interflora
www.interflora.ie/
Order Quality Flower Bouquets Hand Delivered by Interflora.

Interflora Flowers - interflorflowers.com
www.interflorflowers.com/
Shop Flower Arrangements Online at Interflora Flowers Today.

Interflora Voucher Codes - Interflora Discount Voucher Codes
www.vouchercodes.co.uk/interflora.co.uk
The latest Interflora voucher codes, discount codes and discount vouchers.
Grab a free Interflora voucher code and save money at www.interflora.co.uk.

Interflora SEO Penalty Analysis 2013 - Martin MacDonald
martinmacdonald.net/interflora-seo-penalty/
by martin macdonald - in 1,499 Google+ circles
2 days ago - my opinions on: Interflora SEO Penalty Analysis 2013
post updated February 23, 2013.

Interflora Flowers (interfloraUK) on Twitter
https://twitter.com/InterfloraUK
The latest from Interflora Flowers (@InterfloraUK). The flower experts. Sleaford.

Tesco Flowers From Interflora Delivered To Your Door
www.tescofreshflowers.com/
Send great value flowers hand delivered to your door with same day and next day delivery across the UK.

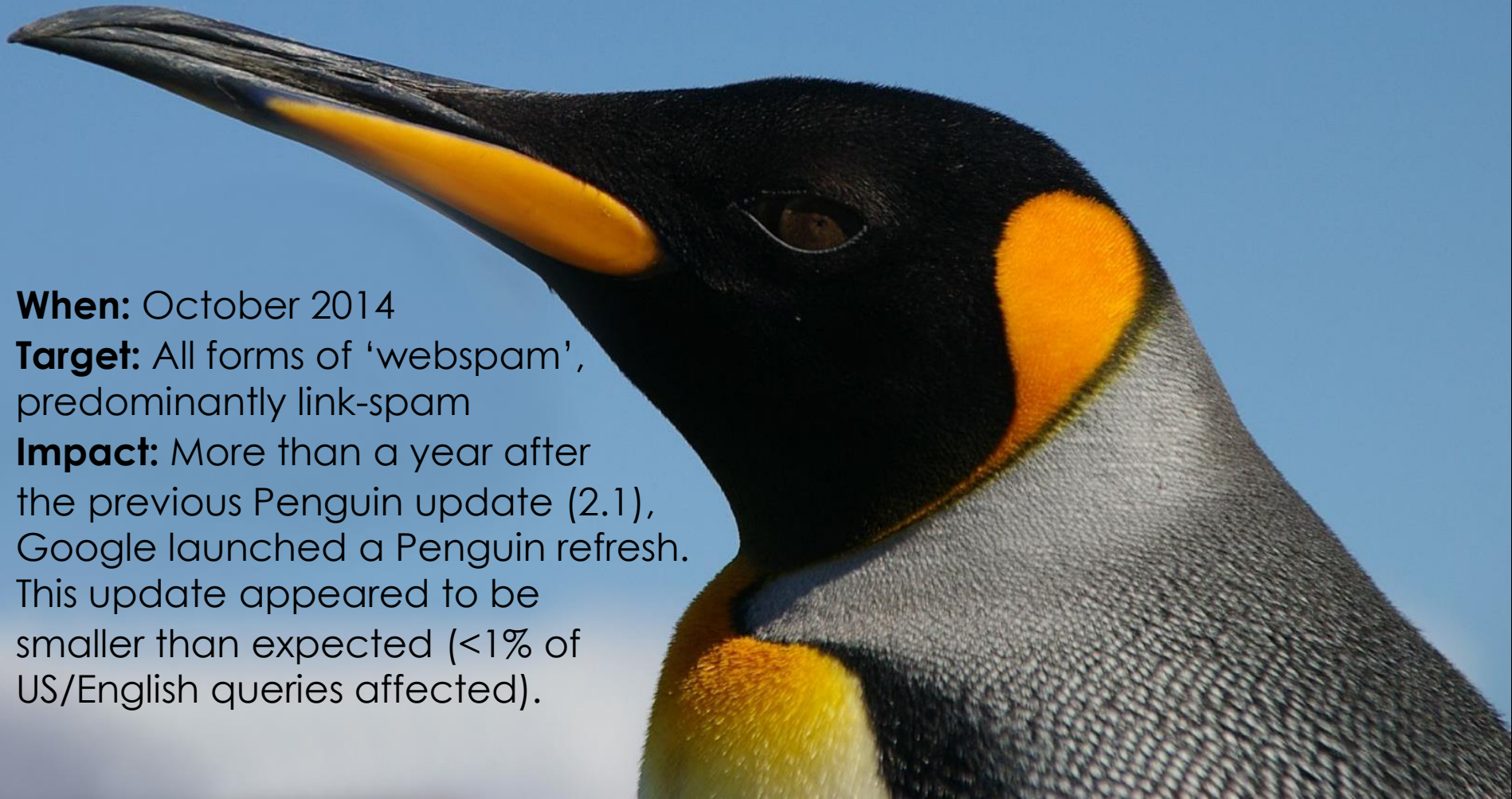


Penguin 3.0

When: October 2014

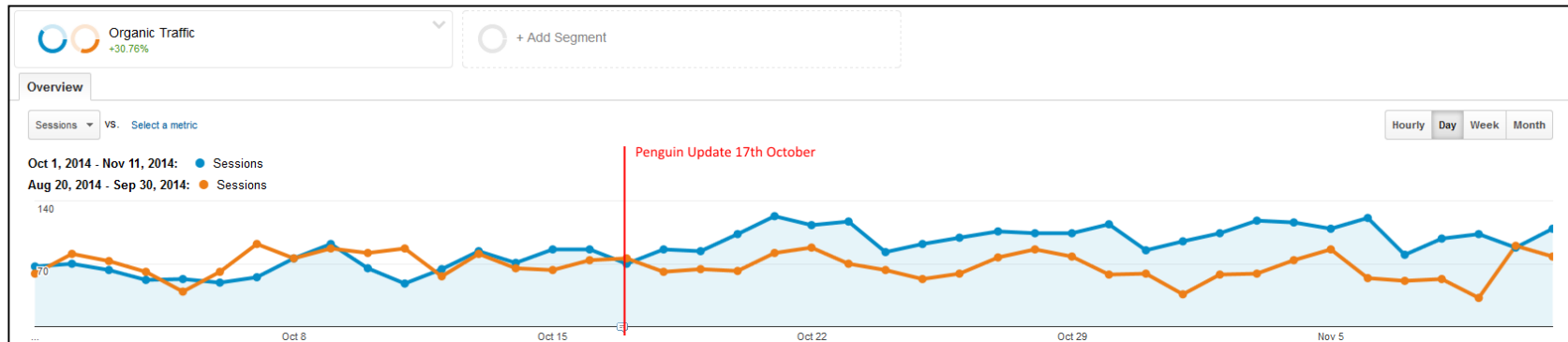
Target: All forms of 'webspam', predominantly link-spam

Impact: More than a year after the previous Penguin update (2.1), Google launched a Penguin refresh. This update appeared to be smaller than expected (<1% of US/English queries affected).

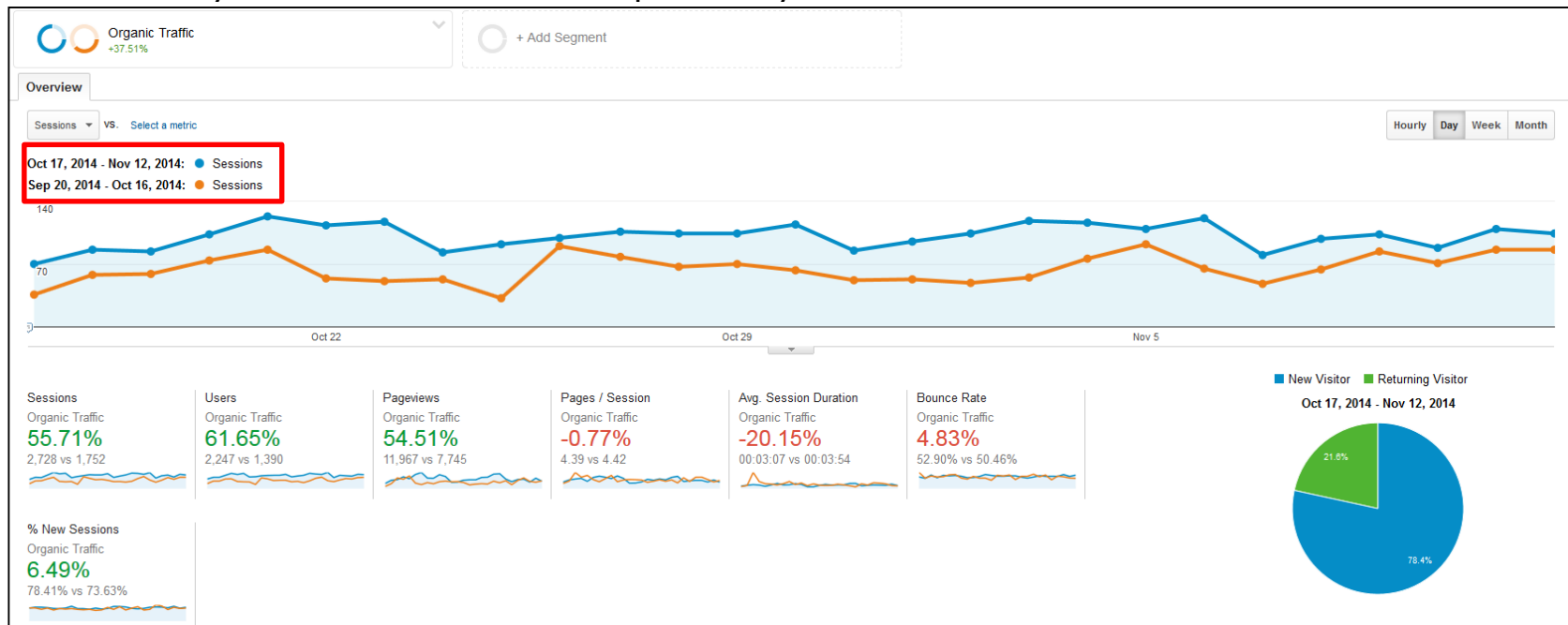


Penguin 3.0 Recovery

Month on month improvement at time of recovery



Year on year increase after penalty recover



Hummingbird



When: Released to coincide with Google's 15th birthday (August 20th, 2013)

Target: Major change which focuses on the way we ask a series of questions in context ("**semantic search**"), rather than us searching on a deliberate string of keyphrases

This will help with the use of voice search, as it is similar to the way we speak rather than what we type in

Impact: Results often include the knowledge graph which contains the answers - so users can get what they want to know without leaving Google (especially when using Google Now on a mobile)

Semantic search

Google

Web Images Maps Shopping More Search tools

About 273,000 results (0.25 seconds)

[Images for pictures the transamerica building](#) - Report images



SAN FRANCISCO'S TRANSAMERICA BUILDING GETS LEED GOLD

Google

Web Images Maps Shopping

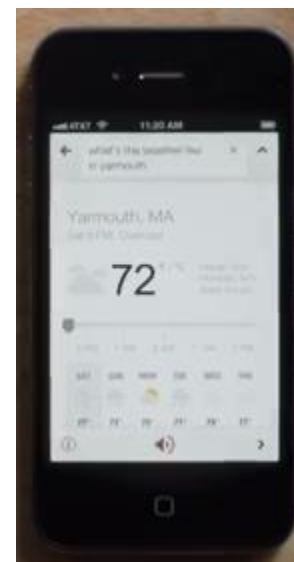
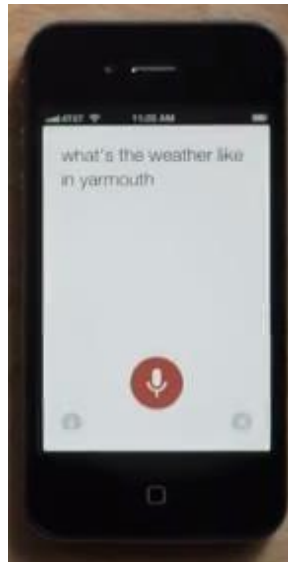
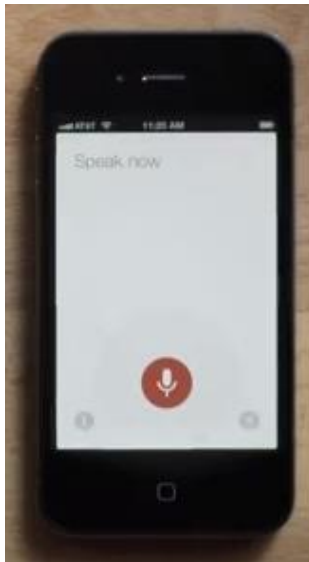
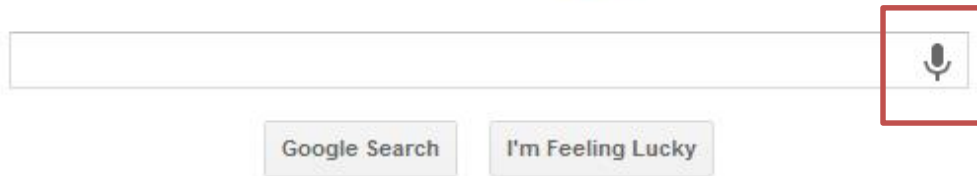
About 2,200,000 results (0.66 seconds)

Using previous search [Undo](#)

1,065' (325 m)
Transamerica Pyramid, Height

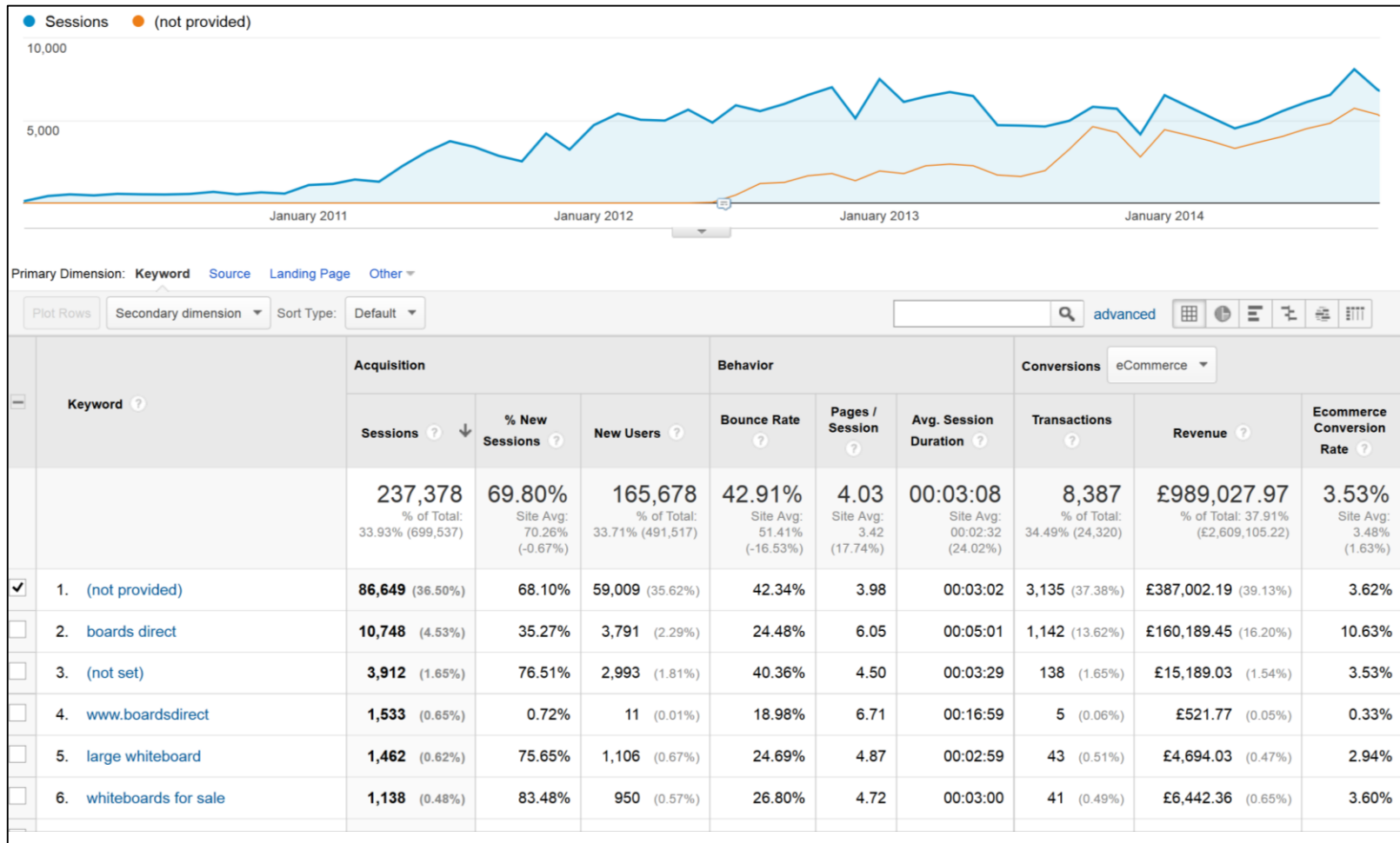
Voice-enabled Search

Google



Other Google Changes

Not-provided search phrases



You can get some data from Webmaster Tools but (only 3 months)

Structured data and rich snippets

Argyle Mustache SocksMustacheStuff.com

mustachestuff.com > Shop > Products ▾

★★★★★ Rating: 5 - 1 vote - \$9.00 - In stock

Jun 12, 2012 - Blue argyle awesomeness is about to rock your socks on. These sweet

Argyle Mustache Socks are 75% cotton, 20% polyester, 5% spandex ...

NEC (National Exhibition Centre, Birmingham) | The List

<https://www.list.co.uk/place/52354-nec/> ▾

The busiest and largest **exhibition** centre in the whole of the land, the **National Exhibition Centre** contains the multi-purpose LG Arena and hosts everything from

Fri, Feb 20 [Caravan, Camping And Motorhome Show 2015](#)

Sat, Feb 21 [Caravan, Camping And Motorhome Show 2015](#)

Sun, Feb 22 [Caravan, Camping And Motorhome Show 2015](#)

London Theatre Tickets, Reviews and News | WhatsOnStage

www.whatsonstage.com/london-theatre/ ▾

Get the latest info on all **London theatre** playing in the West End, Off-West End and Fringe theatres. Read show reviews, and buy **London theatre** tickets.

Sat 11 Apr [Bugsy Malone](#)

Thu 16 Apr [American Buffalo](#)

Thu 23 Apr [Romeo and Juliet](#)

Ultimate apple pie | BBC Good Food



www.bbcgoodfood.com/recipes/2052/ultimate-apple-pie ▾

★★★★★ Rating: 4.6 - 92 votes - 2 hrs 30 mins - 695 cal

Try this sumptuous Bramley **apple pie** - simple to make and great to prepare in advance for a dinner party.

- Less than 1% of site used Schema or structured data
- Identify any elements of the site that can be marked up using schema (refer to schema.org for more information).
- Highlight and additional information that could be marked up.
- Mark up individual elements such as business name, address, phone number, opening times and reviews.

HTTPS/SSL – secure websites – ranking factor?

- August 6th 2014
- Google announced that they would be giving preference to secure sites
- Adding encryption would provide a "lightweight" rankings boost!

Google Mobile friendly sites and speed tests

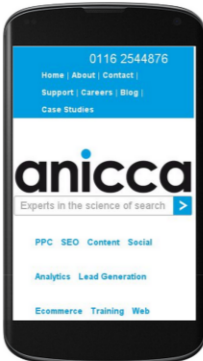
http://www.anicca.co.uk ANALYZE

Awesome! This page is mobile-friendly.

How Googlebot sees this page

This page uses 4 resources which are blocked by robots.txt. The results and screenshot may be incorrect. [Learn how to unblock resources for Googlebot.](#)

[Show resources](#)



Learn more about mobile-friendly pages

If you're interested in learning more about mobile sites, check out our [Webmaster's Mobile Guide](#) or the [Principles of Site Design on Web Fundamentals](#).

Do you use Google Webmaster Tools?

See how many of your pages are mobile-friendly by signing into your [Webmaster Tools account](#).

Give feedback

Encountered an issue with the test? Comments or questions about the results? Post to our [discussion group](#).

Mobile Desktop

79 / 100 Speed

Should Fix:

- Leverage browser caching
 - [Show how to fix](#)

Consider Fixing:

- Optimize images
 - [Show how to fix](#)
- Minify JavaScript
 - [Show how to fix](#)
- Enable compression
 - [Show how to fix](#)
- Minify CSS
 - [Show how to fix](#)
- Minify HTML
 - [Show how to fix](#)

4 Passed Rules

- [Show details](#)

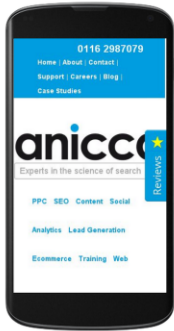
96 / 100 User Experience

Consider Fixing:

- Size tap targets appropriately
 - [Show how to fix](#)

4 Passed Rules

- [Show details](#)



April 21st – Mobilegeddon!

- Each page on your site will be classed as either mobile friendly or not – and tested every time there is a relevant search
- Results can be marked as “mobile friendly” or you can run pages through mobile test
- After April 21st “unfriendly” pages will get lower rankings on mobile search results
- Get your mobile load speed to <1 second or all ranking will suffer
- Mobile apps (Android) will achieve better rankings in mobile search result (and its worth linking your app to the your mobile pages)



Exercise - get Google on your phone and search for “sofa”

- What do you see?

5: Essential tools and techniques to help you carry out your own SEO

Tools for SEO

| Tool | Purpose | Technical SEO | On-site | Off-site | KPI/ Tracking |
|--|--|---------------|---------|----------|---------------|
| Google Analytics | Tracking and user behaviour | | ✓ | | ✓ |
| Google Webmaster tools (and Bing) | Site information and updating Google/Bing | ✓ | ✓ | ✓ | ✓ |
| AdWords Keyword Planner/Bing Ads | Keyphrase research and search volumes | | ✓ | | |
| Moz* | Various – crawl diagnostics, links, authority | ✓ | ✓ | ✓ | ✓ |
| Links e.g. AhRefs*/ Majestic* | Links, site authority | | | ✓ | |
| Ranking tools eg. Tools.seobook.com | Ranking positions in search engines | | ✓ | | ✓ |
| SEO Monitor* | Not-provided keyphrases, keyphrase, site/competitor rankings | ✓ | ✓ | | ✓ |

*Freemium or paid tool