

anicca

Experts in the science of search



SEO tips and tools for franchise and local businesses

The National Franchise Exhibition
NEC, Birmingham
21st February 2015

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Managing Director of Anicca Digital



Our brands



Paid Media & Search
Marketing (SEO, PPC,
Analytics, ecommerce)

More leads and sales



Owned & Earned media
(SEO, Content, PR, Social,
Email, MAS)

Building your brand



Marketing training for
business professionals

Educating your team



Some of our clients



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

Search marketing

(PPC, SEO, Merchant Centre)

Traffic to your site from other sources

(email, affiliates, display ads, social, mobile ads, PR, 3rd party sites, shopping comparison, voucher sites, lead generation)

Conversion optimisation

Shopping platforms and market places

(Amazon, eBay)

Other off-site sales/leads

(Social, Mobile Apps, daily deals sites)

Off-site Sales/Conversions

UK online ad spend (2013 vs 2012)

£6.300 bn
market in 2013

an increase of £853m
year-on-year



15.2%
increase


on a like for like basis

SOURCE: IAB / PwC Digital Adspend Full Year 2013

Mobile (16% of total)

£ 1.031bn
Total mobile
market 2013

£ 528.5m
Total mobile market 2012

93.3% 
Total mobile market
2012 vs 2013 like-for-like

SOURCE: IAB / PwC Digital Adspend Full Year 2013

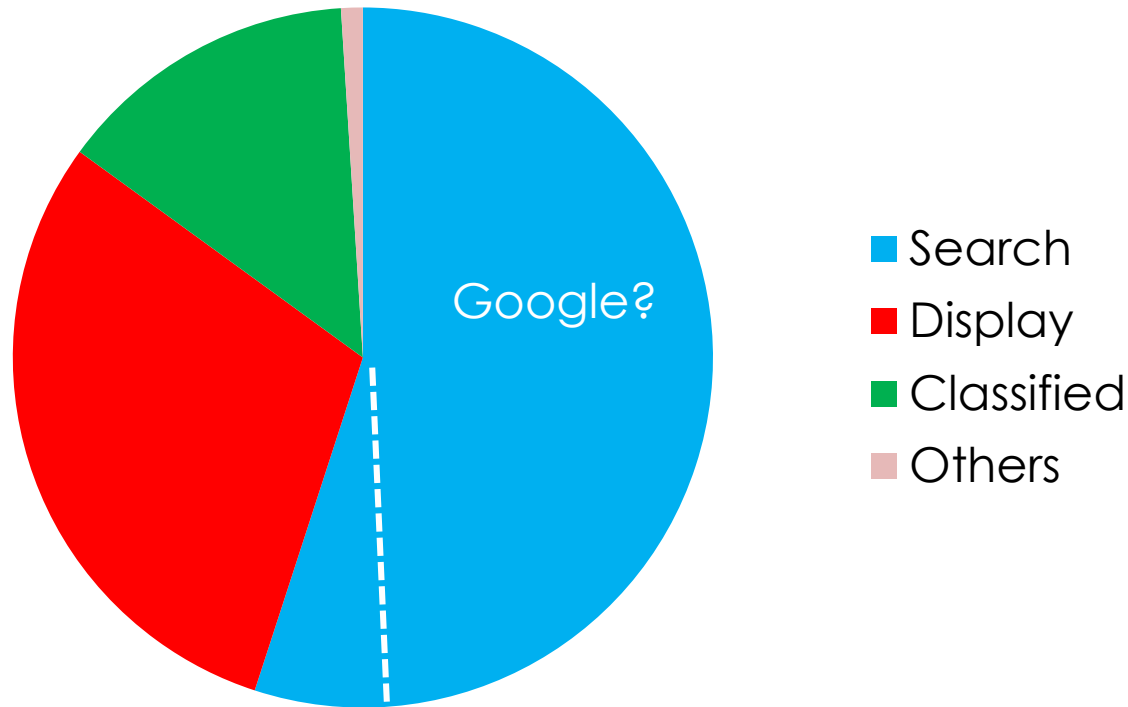
Growth by format



SOURCE: IAB / PwC Digital Adspend Full Year 2013

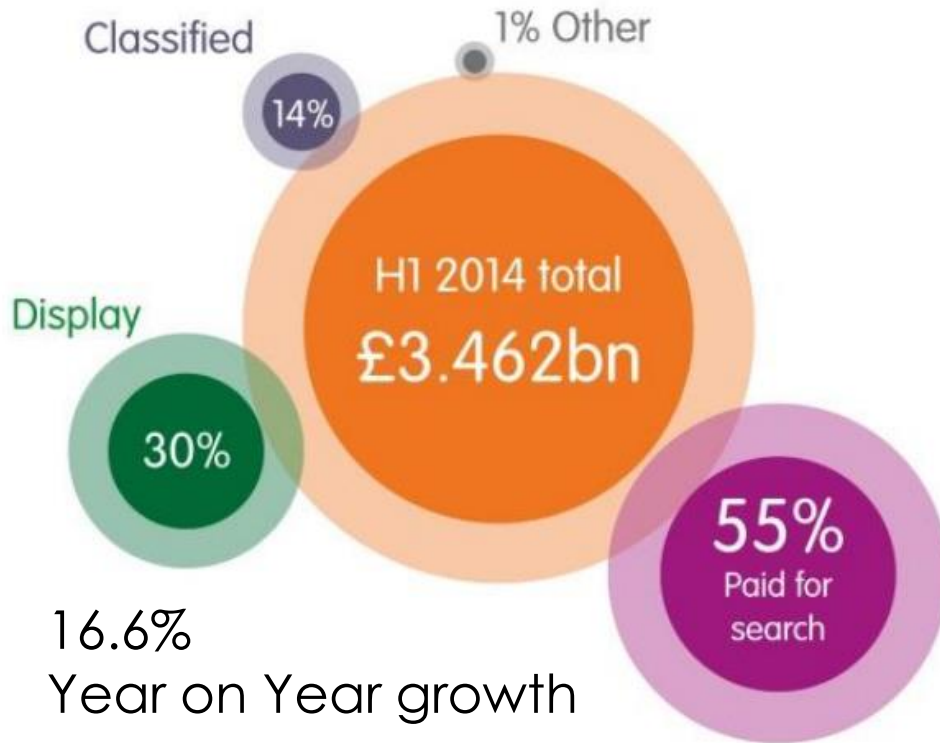
The importance of search (55% of total)

Advertising spend by category

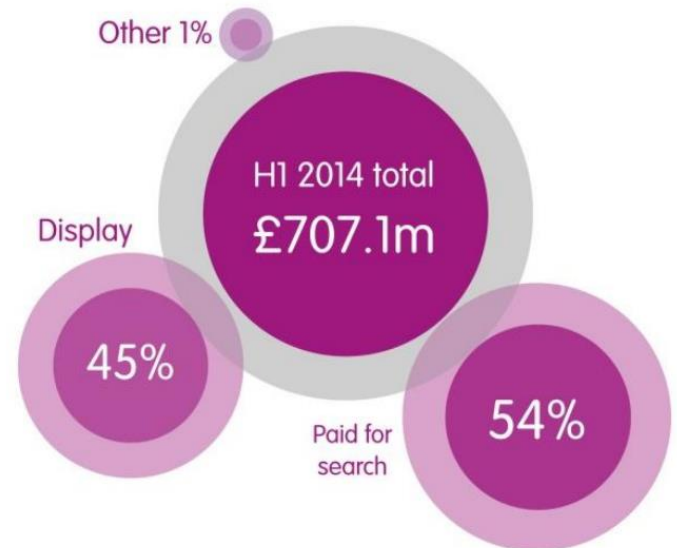


£3.49 billion was spent on search in the UK in 2013 (55% of total)

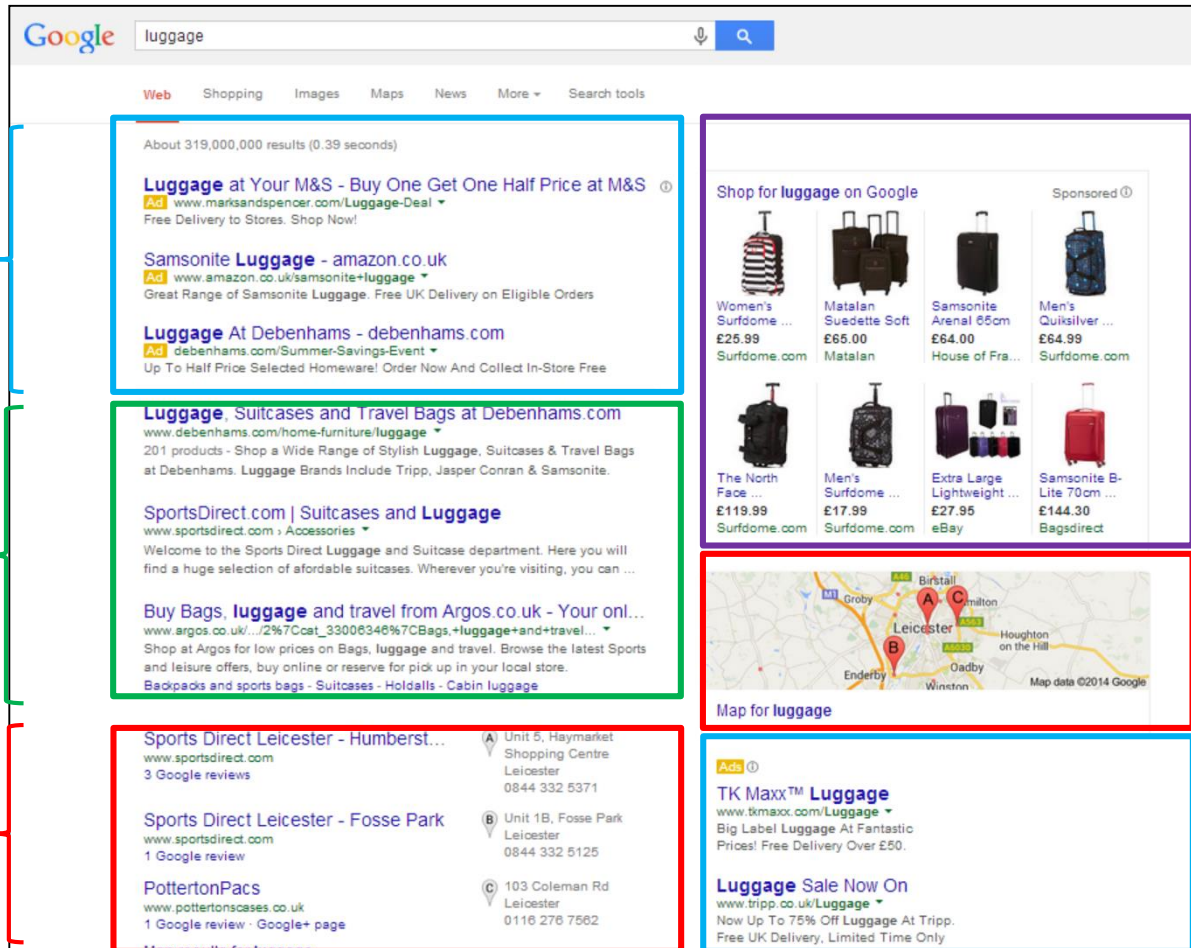
Growth continues in 2014 – (first half results)



Mobile (20% of total)



Google results for 'luggage'*



*luggage chosen to illustrate different types of results

How to get into the Google results - free

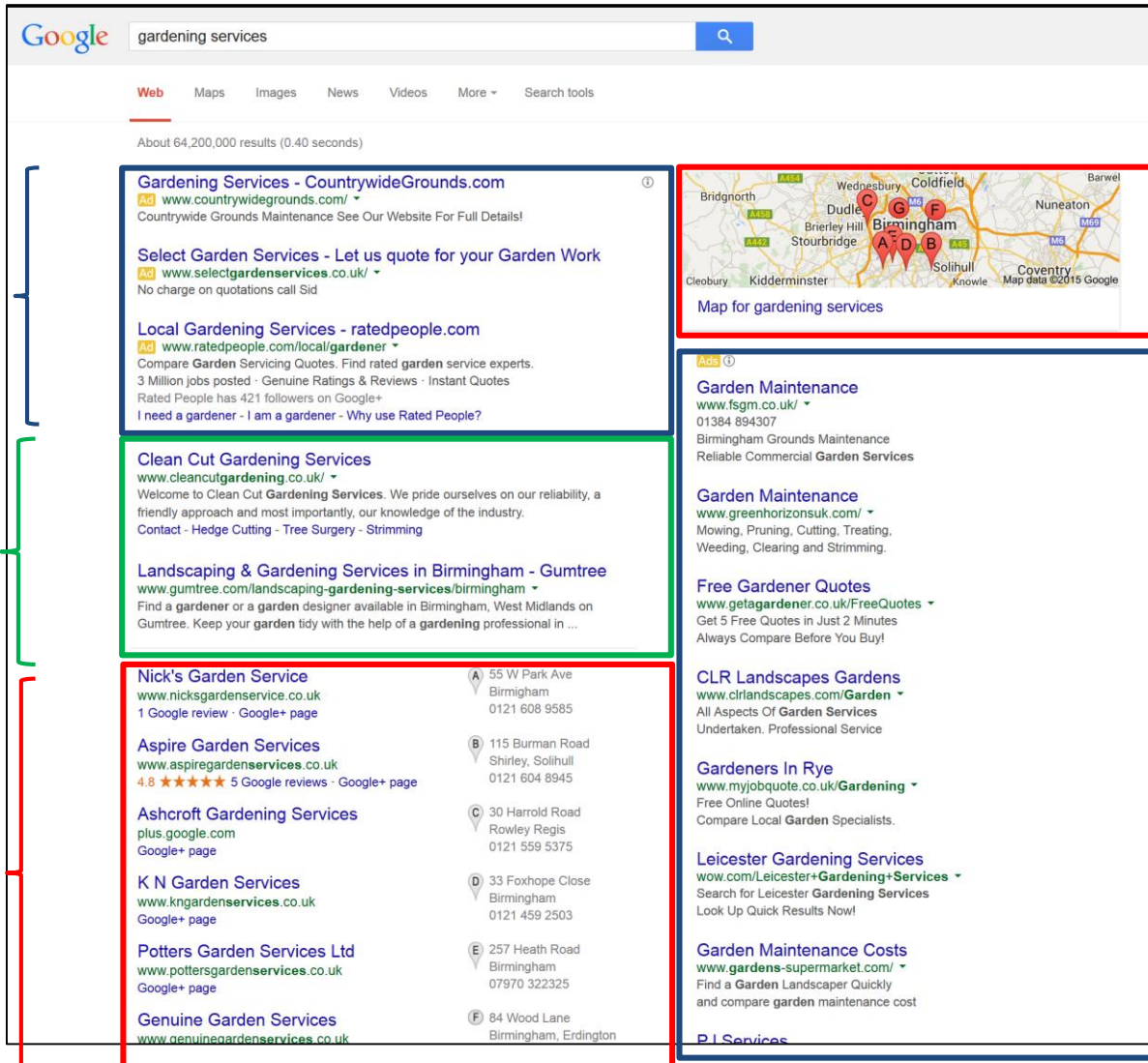
- Organic or natural listings – search engine optimisation of your website i.e. SEO
- Map – create a free Google My Business Listing – which is part of Google+
- Images and videos – make sure these have keyphrases in the file names and tags
- News, blogs and author results – create ongoing blog content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

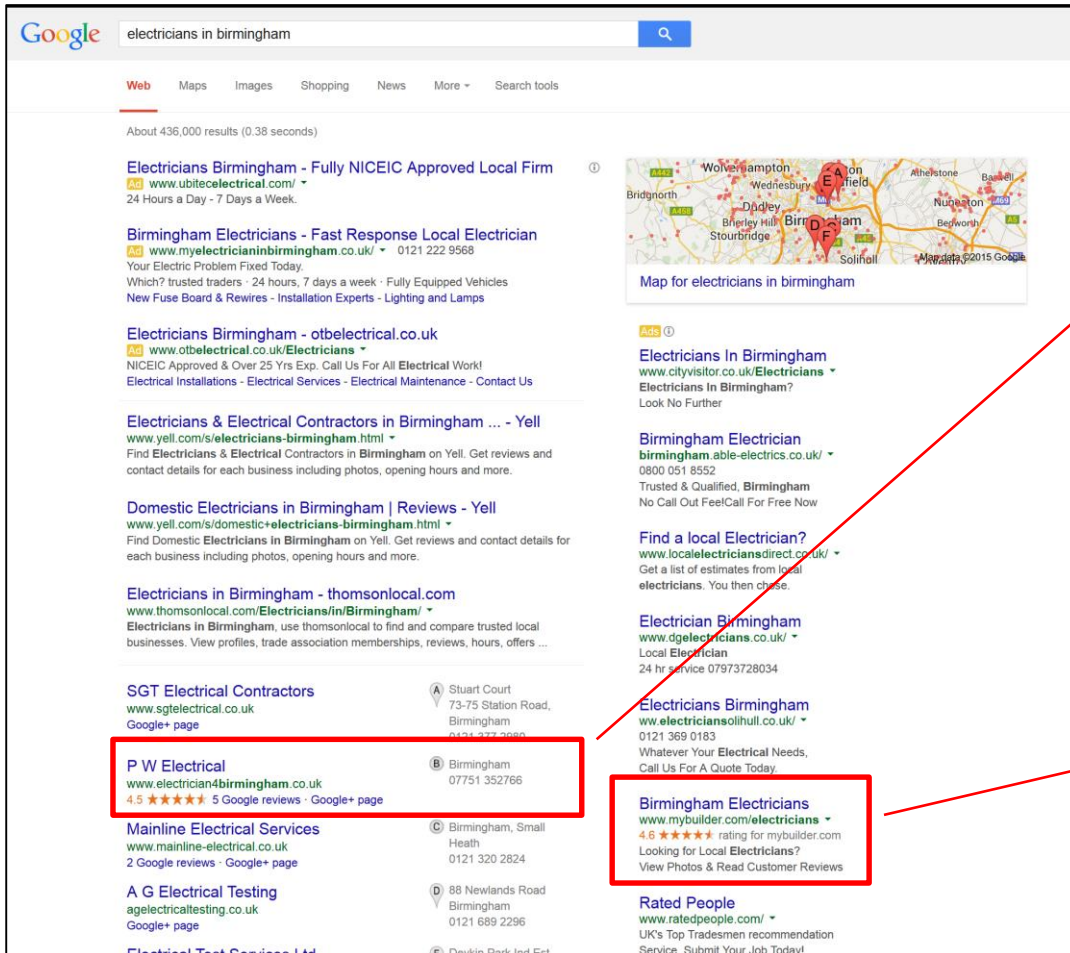
Organic or natural search results

Google My Business listings (x7)

Google My Business listings

Pay per click text ads

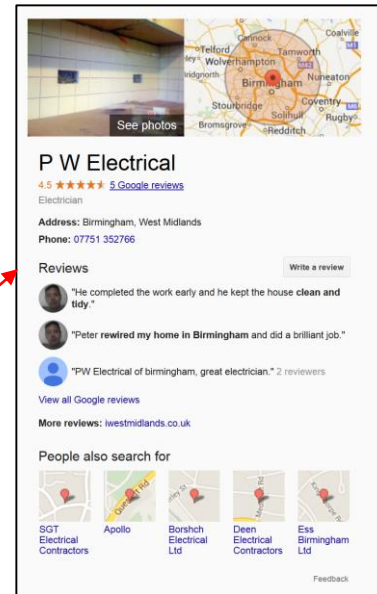
Searching for local services – Review stars



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)
- Electricians Birmingham - Stuart Court** (73-75 Station Road, Birmingham)
- Birmingham** (07751 352766)
- Birmingham, Small Heath** (0121 320 2824)
- 88 Newlands Road** (0121 689 2296)
- Devin Park Int Est**
- Map for electricians in birmingham**
- Electricians In Birmingham** (www.cityvisitor.co.uk/Electricians)
- Birmingham Electrician** (birmingham.able-electrics.co.uk/)
- Find a local Electrician?** (www.localelectriciansdirect.co.uk/)
- Electrician Birmingham** (www.dgelectrics.co.uk/)
- Electricians Birmingham** (www.electriciansoillhull.co.uk/)
- Birmingham Electricians** (www.mybuilder.com/electricians) - 4.6 stars rating for mybuilder.com
- Rated People** (www.ratedpeople.com/)

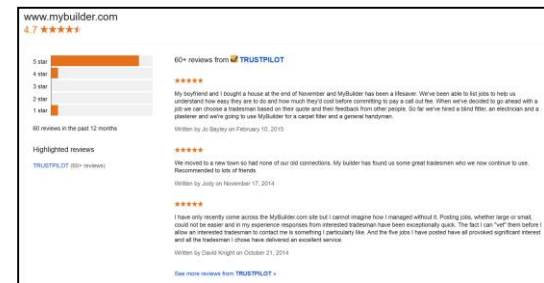


Google My Business profile for "P W Electrical". The profile shows a photo of an interior space, a 4.5 star rating from 5 Google reviews, and the address: Birmingham, West Midlands. The phone number is 07751 352766. There are two reviews visible:

- "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 profile also shows "People also search for" including 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 profile for "P W Electrical". The profile shows a 4.7 star rating from 60+ reviews from TRUSTPILOT. The profile includes a detailed review from a customer who mentioned that the electrician was helpful and professional. The profile also shows a highlighted review from TRUSTPILOT.

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

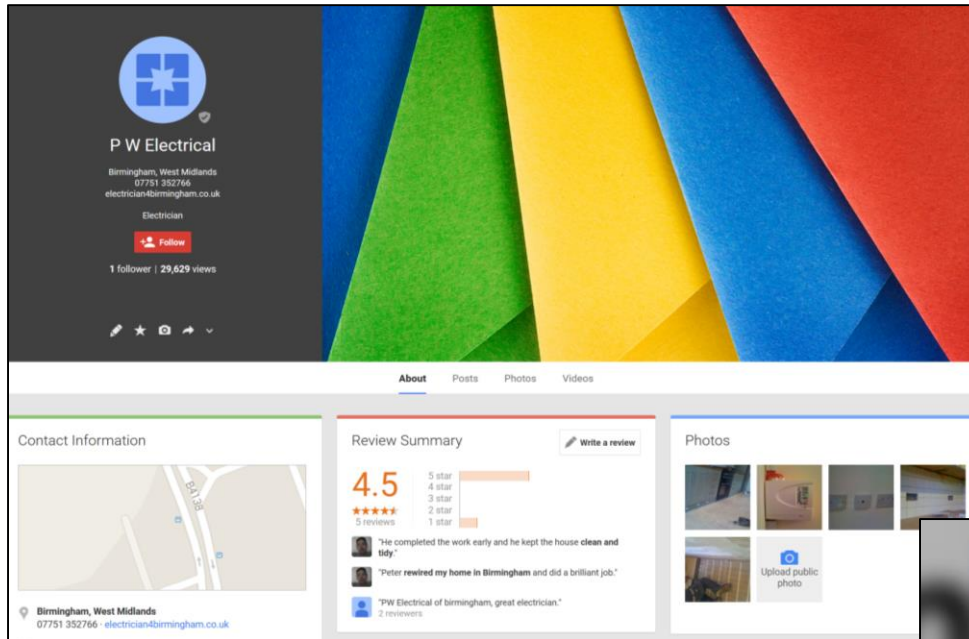
Reviews.co.uk packages

	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	✓	✓	✓



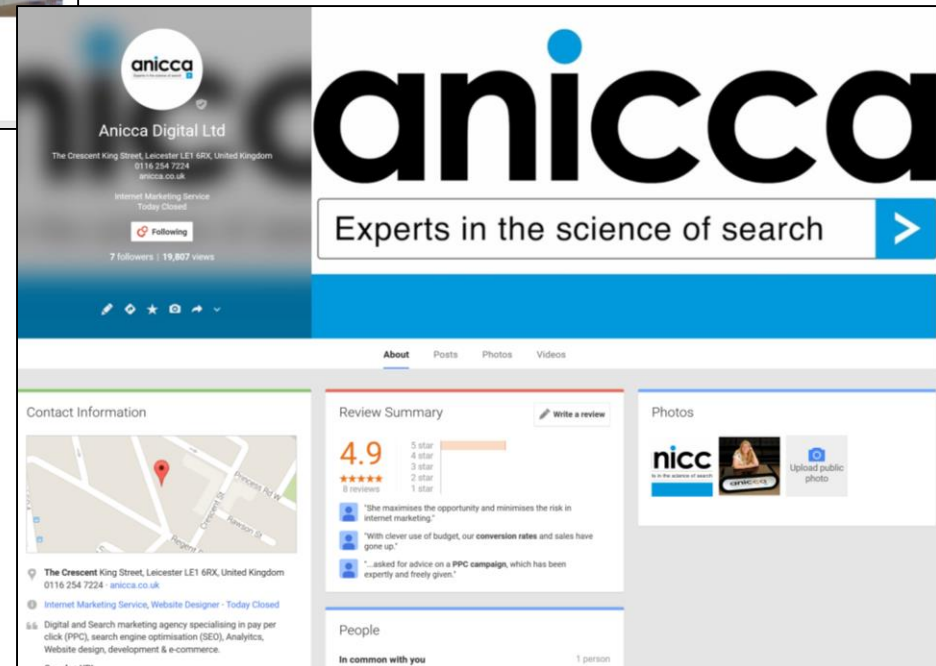
- Independent reviews of your service and/or products
- Email your customers for reviews
- Right to reply
- Verified results uploaded into Google
- >30 reviews and 3.5 rating will automatically appear in PPC ads
- Use widgets or Schema to appear next to organic result
- Display reviews on your site to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

Google My Business Pages

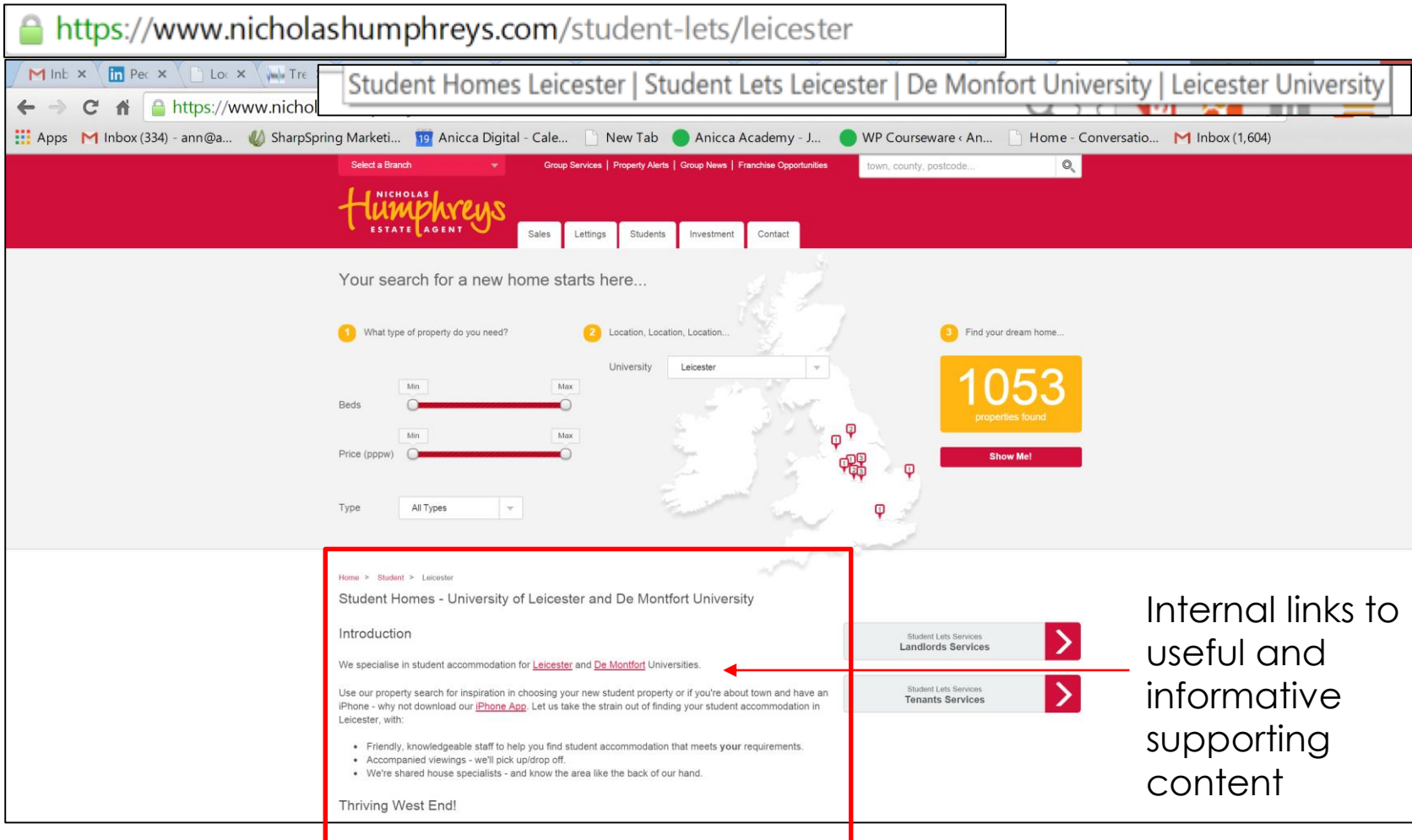


Enhance your page

- 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)

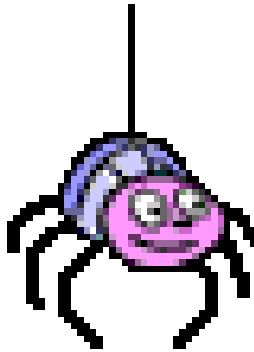
3: Understanding Search Engine Optimisation (SEO) – a beginners guide

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:



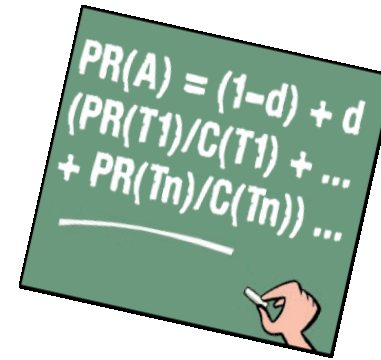
A Spider or Robot

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

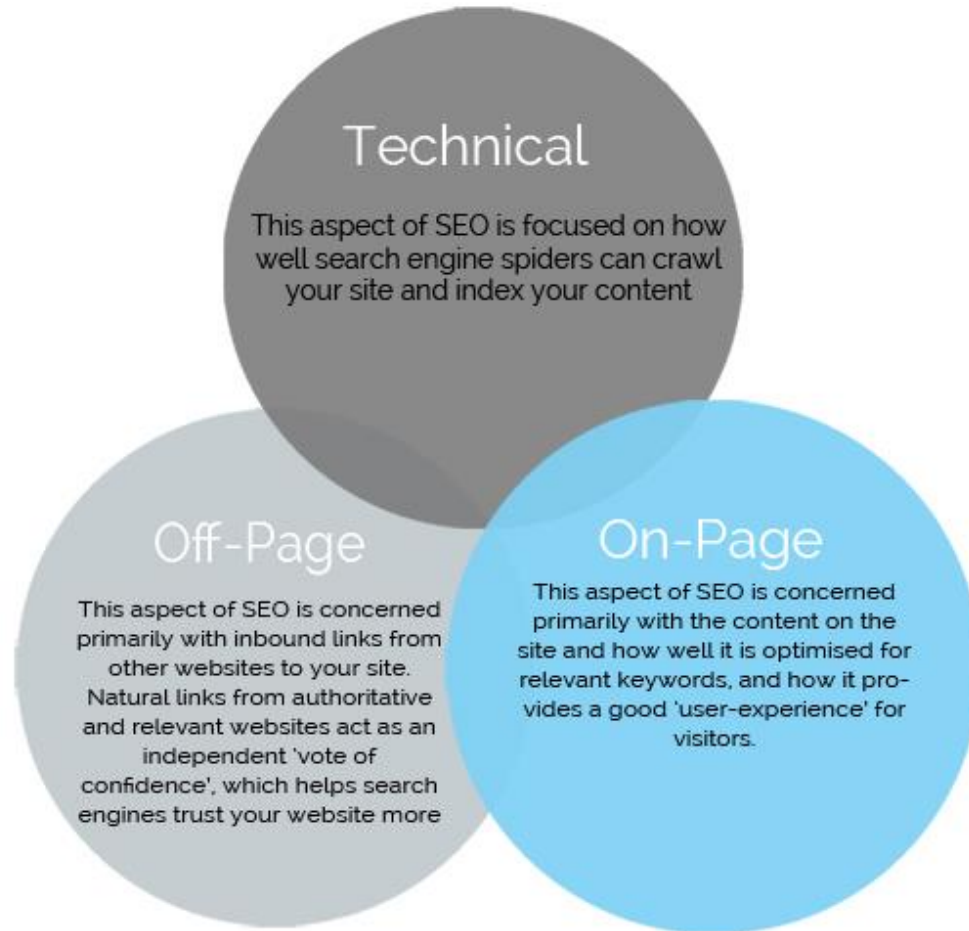
A record of all the pages viewed by the Spider



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

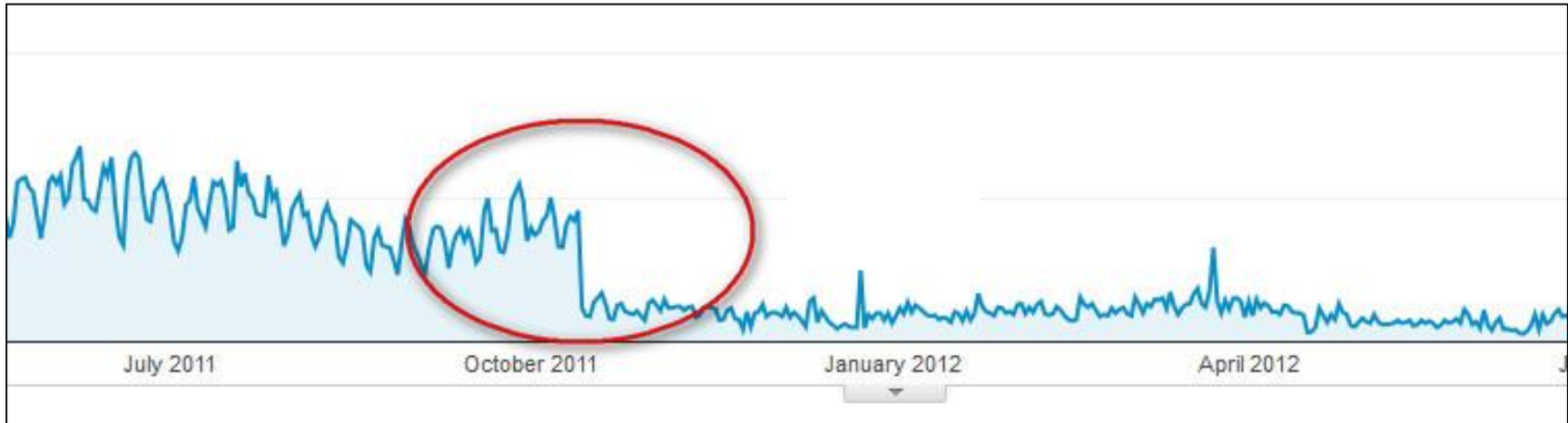


When: February 2011

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

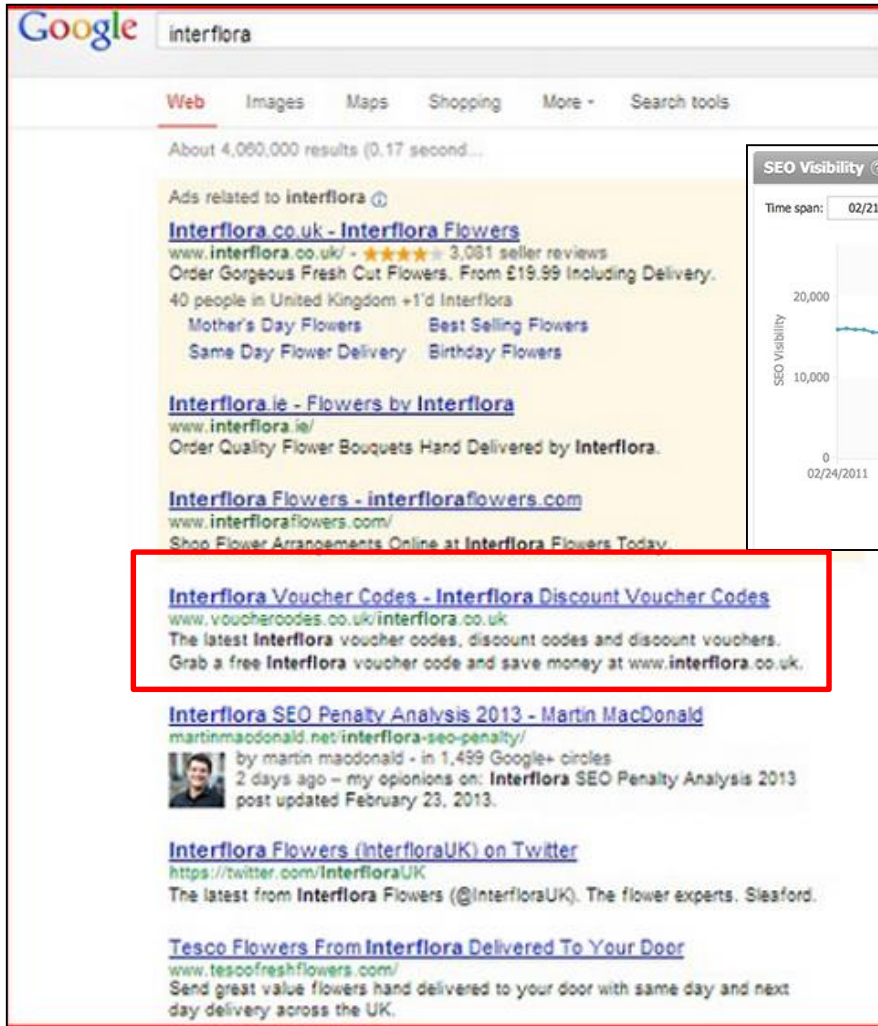


When: April 2012

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](http://www.interflora.co.uk/)
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](http://www.interflora.ie/)
www.interflora.ie/
Order Quality Flower Bouquets Hand Delivered by Interflora.

[Interflora Flowers - interfloraflowers.com](http://www.interfloraflowers.com/)
www.interfloraflowers.com/
Shop Flower Arrangements Online at Interflora Flowers Today.

[Interflora Voucher Codes - Interflora Discount Voucher Codes](http://www.vouchercodes.co.uk/interflora.co.uk)
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 MacDonal](http://martinmaconnald.net/interflora-seo-penalty/)
martinmaconnald.net/interflora-seo-penalty/
by martin maconnald - 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)
https://twitter.com/InterfloraUK
The latest from Interflora Flowers (@InterfloraUK). The flower experts. Sleaford.

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

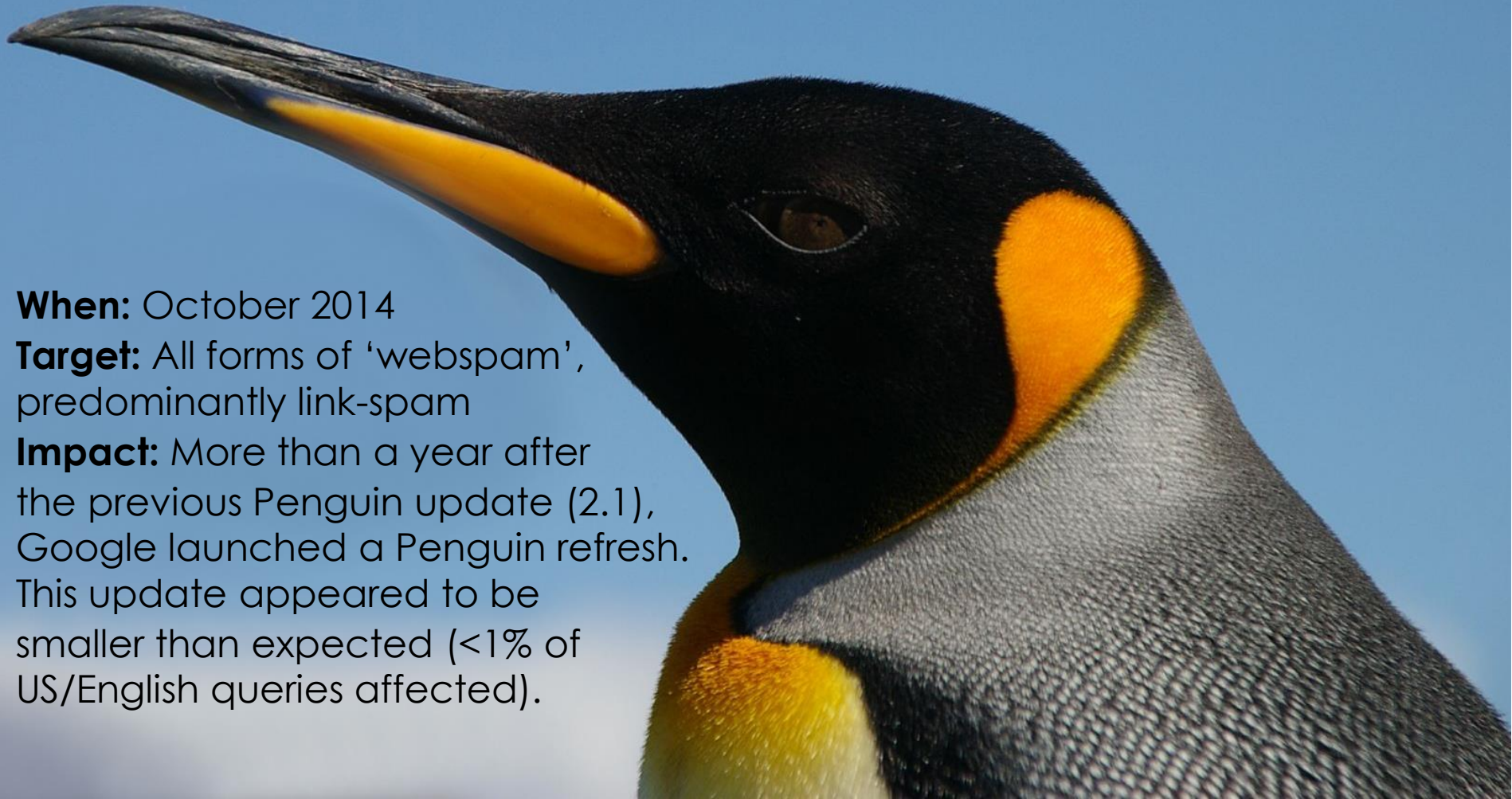


Penguin 3.0

When: October 2014

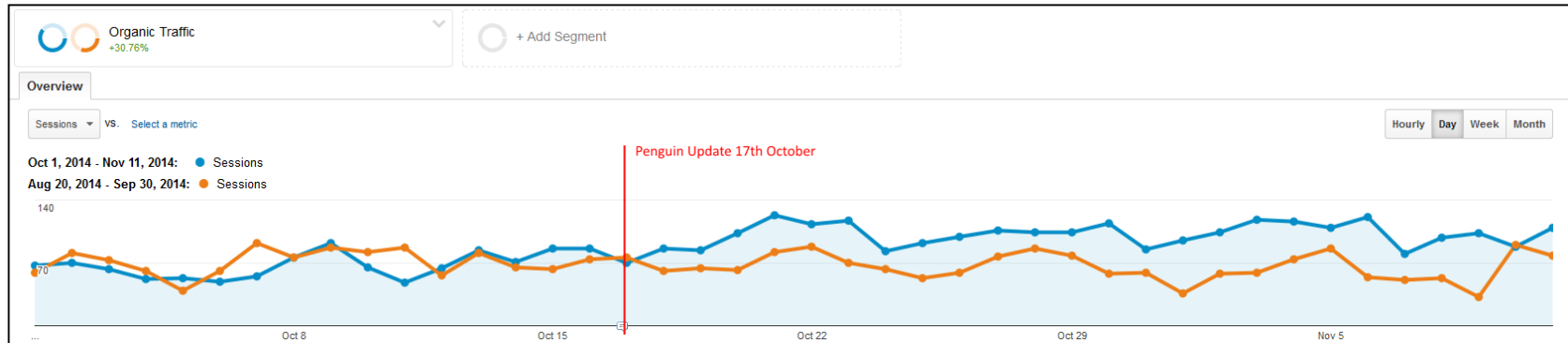
Target: All forms of 'webspam', predominantly link-spam

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).

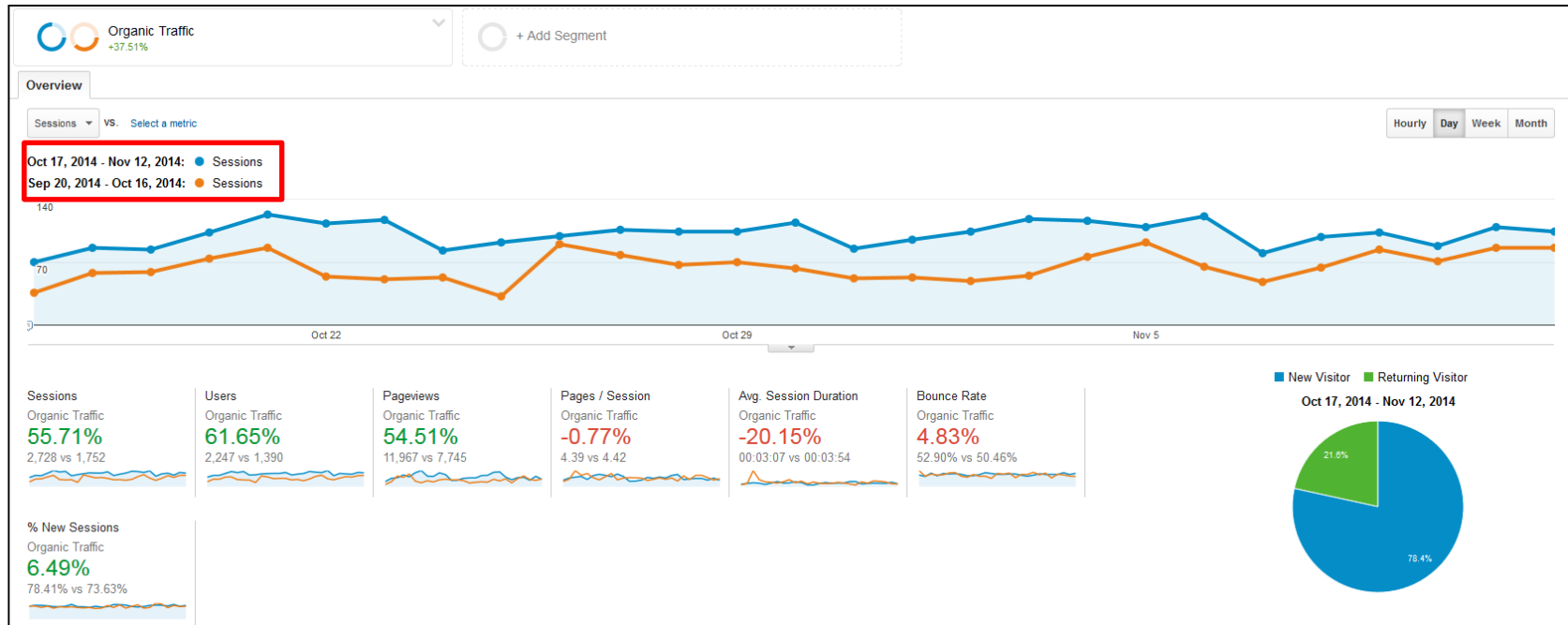


Penguin 3.0 Recovery

Month on month improvement at time of recovery



Year on year increase after penalty recover



What are “unnatural links”

- Unnatural Links are links that you control, create or buy; as compared with natural links which are generated by real users who value your content enough to link to it.
- Typically found in sites where you can upload the link yourself e.g. unedited directories, article sites
- Often contain “exact match keyphrases” in the anchor text of the link or may be present on every page on the site
- Examples of unnatural links already on the “black list”
 - Buying links using exact match anchor text
 - Blog/forum comments (which are done solely for the link)
 - Guest Posts which are posted on irrelevant sites (which are low-quality)
 - Article directories (which are used to create a link)
 - Online PR/syndication (done solely for SEO purposes with no valuable content)
 - Web designers with exactly the same link at the bottom of every site they build

Corrective action (disavow)

- Use Webmaster tools to identify all the links to your site
- Create a spread sheet and click into each link
- Classify each link according to type and grade each link as natural or unnatural
- Collect contact details for each webmaster and contact all webmasters to remove link, keeping copies of all correspondence
- Log removal or feedback, if necessary try again (and possibly a third time)
- Provide all the data to Google with evidence of your attempts to clean up your link profile and requests to “disavow any remaining unnatural links”
- Wait to see their response and if necessary you may have to remove further links and try again
- It takes 1-2 days to review and clean up around 500 links and a couple of weeks to get webmaster for help you (if at all)
- Takes a number of weeks for Google to review and re-index
- Drop of traffic can only be made up by using AdWords (if affordable)
- Re-build your link profile with good links from reputable sites

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



Knowledge graph

+Ann Search Images Mail Drive Calendar Sites Groups Contacts More -

Google orange vs apple juice ann@anicca.co.uk 4 + Share 

Web Images Maps Shopping Videos More Search tools

About 3,570,000 results (0.39 seconds)

		
	Orange	Apple juice, unsweetened
Amount per	100 g	100 g
Calories	47	46
	% Daily Value	
Vitamin C	53.2 mg 88%	0.9 mg 1%
Total Carbohydrate	12 g 4%	11 g 3%

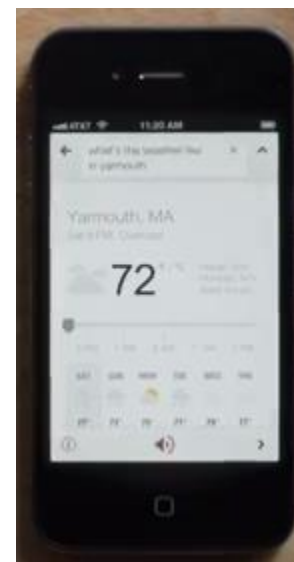
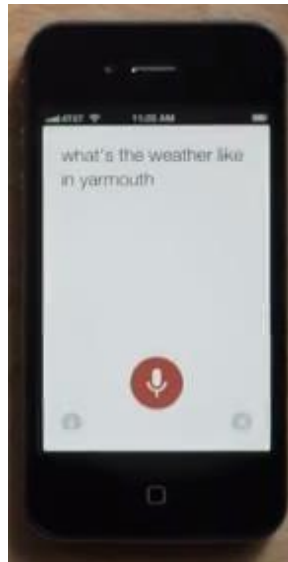
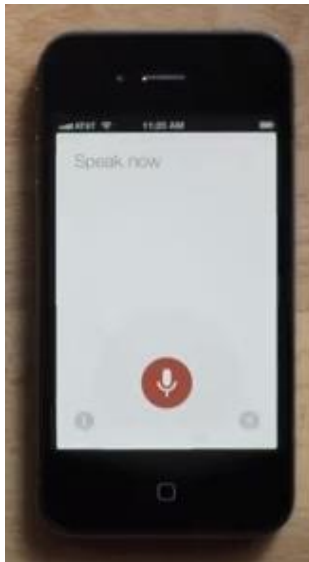
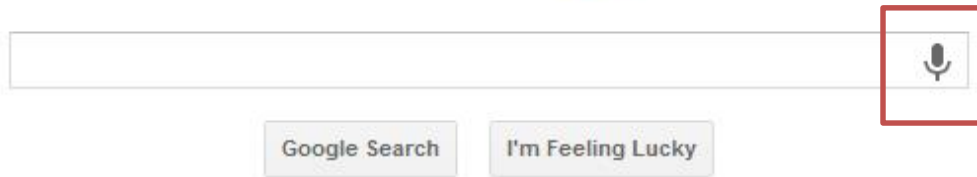
[Take Two: Orange vs. Apple Juice - Cooking Light](#)
www.cookinglight.com › Eating Smart › Smart Choices
Take Two: **Orange vs. Apple Juice**. Click to Enlarge. Both of America's most popular juices are delicious, low-calorie beverages with many nutrients and no fat.

[Apple Juice or Orange Juice? - Real Simple](#)
www.realsimple.com/food-recipes/recipe...favorites/...or.../page3.html
The better choice: **Orange juice**. When comparing **apples to oranges**, OJ is the clear favorite. Eight ounces of 100 percent natural **juice** has more than twice the ...

[Orange Juice Versus Apple Juice - Calorie, Fat, Protein, Fiber ...](#)
www.sparkpeople.com/food-vs-feed.asp?_orange-juice-apple-juice...

Voice-enabled Search

Google



When: July 24th 2014

Target: Local results

Impact: This new local search algorithm ties deeper into Google's web search capabilities, including the hundreds of ranking signals used in web search along with search features like Knowledge Graph, spelling correction, synonyms and more. This new algorithm also improves Google's distance and location ranking parameters.



Pigeon

Payday Loan

When: Payday Loan 3.0 June 12th 2014

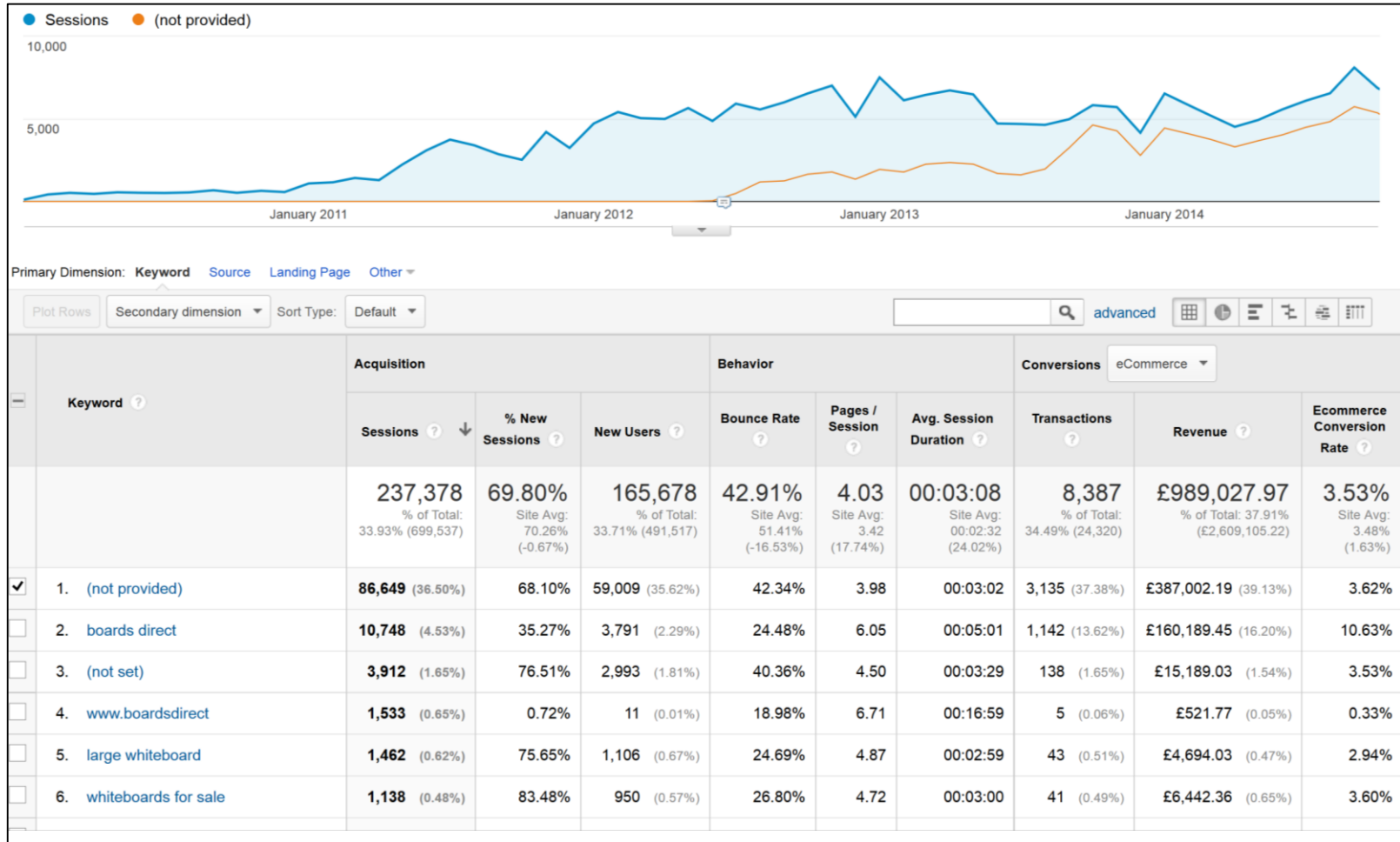
Target: Designed to target specific sectors like payday loans and porn

Impact: Official statements suggested that 2.0 targeted specific sites, while 3.0 targeted spammy queries.



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 Socks MustacheStuff.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.

Authorship before and after photo and byeline removal (June 28th/August 28th)

Google search results for "seo agency" (June 28th).

Web Images Maps Shopping More Search tools

About 20,300,000 results (0.32 seconds)

Ads related to seo agency

SEO Agency - Award Winning Experts in SEO - Jellyfish.co.uk
www.jellyfish.co.uk/SEO -
 ★★★★★ 33 reviews for jellyfish.co.uk
 Check Out What Our Clients Say!
 Jellyfish UK has 392 followers on Google+
 SEO Services - SEO Approach - Commercial Model - Case Studies

Compare SEO Agencies - Cost.co.uk
www.cost.co.uk/Compare-SEO-Agencies -
 Get Free No Obligation SEO Quotes From The UK's Leading SEO Agencies

SEO Agency 01245 809598
www.seo-positive.co.uk/SEO+Agency -
 The UK's Top SEO Marketing Agency Get Free SEO Analysis Now!

Top 25 Most Visible SEO Agencies in the UK According to ...
www.branded3.com/.../top-25-most-visible-seo-agencies-in-the-... -
 by Patrick Altoft - in 1,988 Google+ circles
 10 Jul 2013 - Most people in the industry know not to judge an SEO company by their own rankings but there are still a lot of clients out there that choose an ...

Ayima - Corporate SEO Agency Backed by Real Data
www.ayima.com/ -
 Specialists in Corporate SEO, Ayima works with some of the world's largest brands. We focus on ROI, data analysis and making your brand a market leader.

Guaranteed SEO Services From The UK's Leading SEO Company
seoshui.co.uk/ -
 Affordable SEO services without the risks, if you don't rank you don't pay.

DPFOC SEO Leicester
www.dpfo.com/uk/seo-company-leicester.php
 Google+ page

Easy Internet Services and Solutions
www.easy-internet.co.uk/
 Google+ page

The Best Seo Agency
thebestseoagency.com/
 Google+ page

See results for seo agency on a map »

Leicester SEO agency for search engine optimisation services
www.anicca.co.uk/seo-search-engine-optimisation.htm -
 by Ann Stanley - in 672 Google+ circles
 Anicca Digital is a Leicester search engine optimisation SEO agency offering a range of effective SEO services that will help achieve...

Google search results for "seo agency" (August 28th).

Google Web Maps Images News Videos More Search tools

About 814,000 results (0.26 seconds)

Leading SEO Agency - dbdmedia.co.uk
 Ad www.dbdmedia.co.uk/SEO - 020 7240 0100
 Driving High Rankings And Traffic For Clients Since 2000 - DBD Media
 Get In Touch - Social Media Services - Read Our Blog - Meet The Team

PPC Agency - koozai.com
 Ad www.koozai.com/ -
 In 8 Years We've Helped 100's of Clients Get Better ROI. Contact Us!

SEO Agency - Jellyfish.co.uk
 Ad www.jellyfish.co.uk/SEO - 4.9 ★★★★★ advertiser rating
 Award Winning Experts in SEO. Check Out What Our Clients Say!
 SEO Case Studies - Perfect Digital Journeys - Website Optimisation - Our Clients

Found: SEO Services and PPC Management Agency London
www.found.co.uk/ -
 Found. London-based award-winning online performance marketing agency. We only earn when our clients earn. PPC. SEO, Social, Mobile.
 FOUND SEO Audit Tool - Meet the Team - Our Work - Get in Touch

SEO Leicester & Search Engine Marketing in ... - Inbound
www.inbound.co.uk > ... > Search Engine Optimisation -
 Our SEO isn't limited to a local market, whether you're looking for a national ... for online brand development – let us enthuse you and your team. Services. Find.

Leicester SEO agency for search engine optimisation services
www.anicca.co.uk/seo-search-engine-optimisation.htm -
 Anicca Digital is a Leicester search engine optimisation SEO agency offering a range of effective SEO services that will help achieve maximum ROI.

Easy Internet Services and Solutions
www.easy-internet.co.uk

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

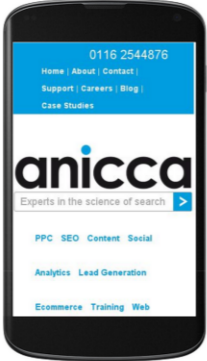
http://www.anicca.co.uk/ ANALYZE

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

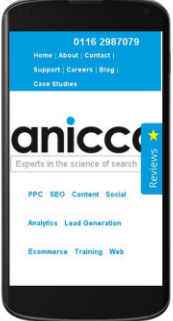
96 / 100 User Experience

Consider Fixing:

- Size tap targets appropriately
 - Show how to fix

4 Passed Rules

- Show details



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

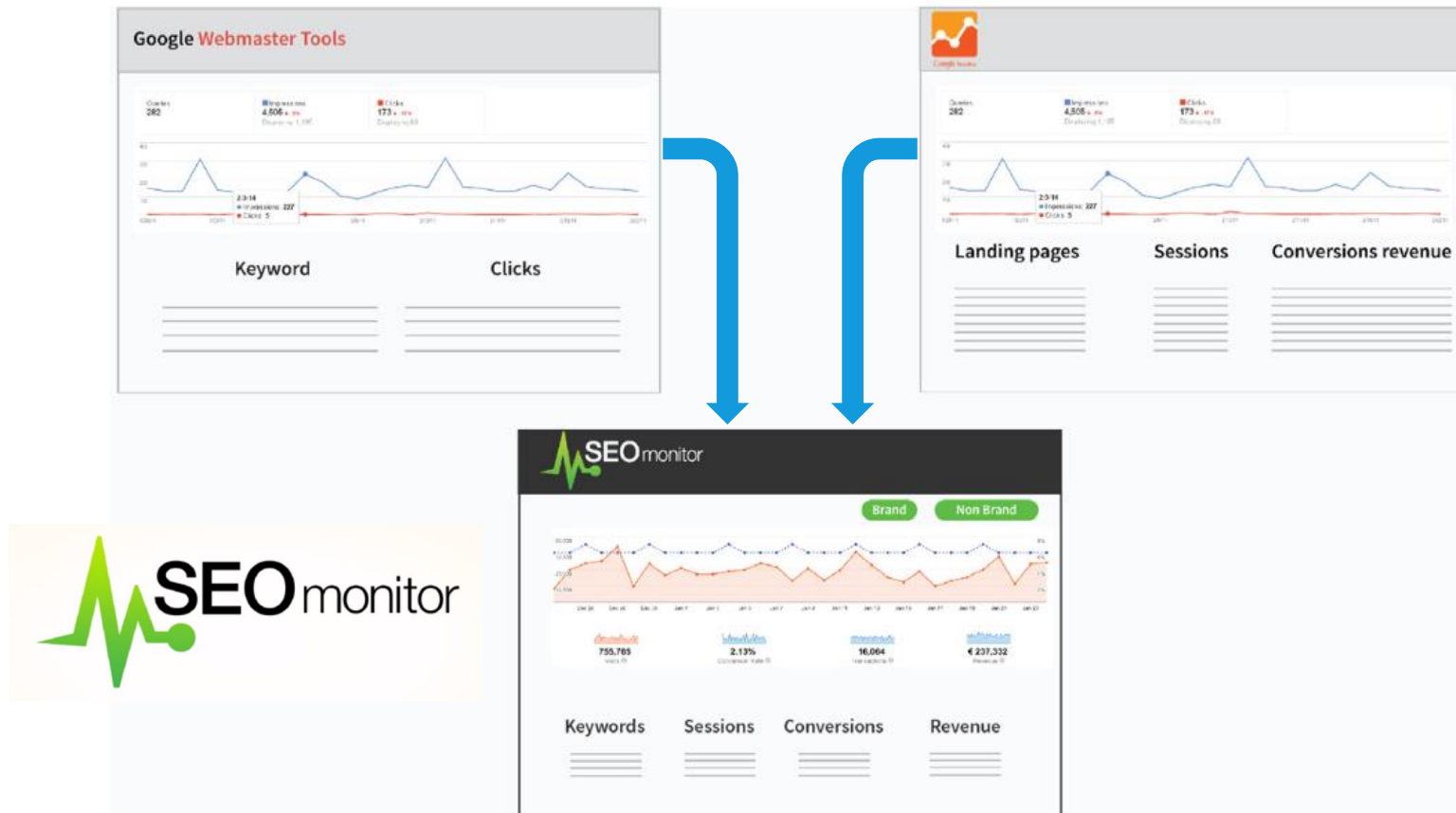
Tools for SEO

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

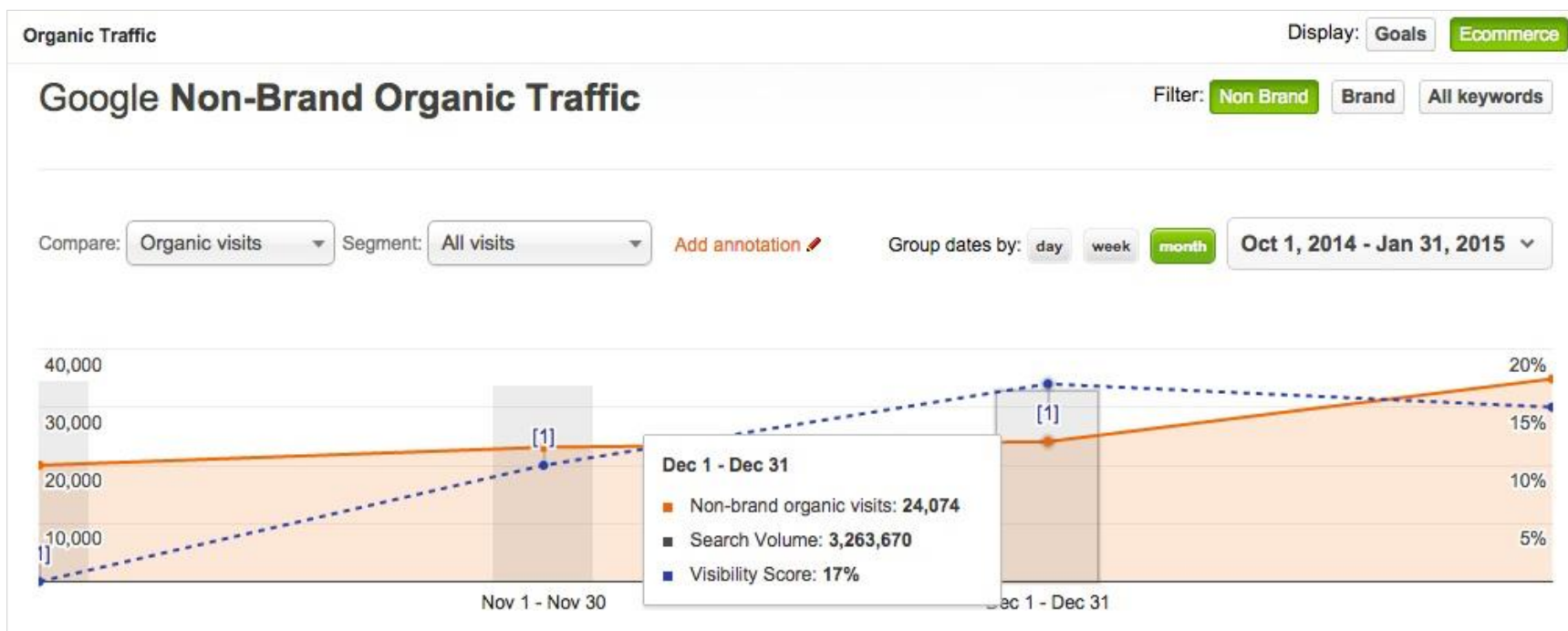
SEO Monitor – key features

- SEO Monitor uses data from **Analytics, Webmaster tools and AdWords** to estimate Google.xxx organic traffic and conversions by keyphrase (using the landing page as the common factor)



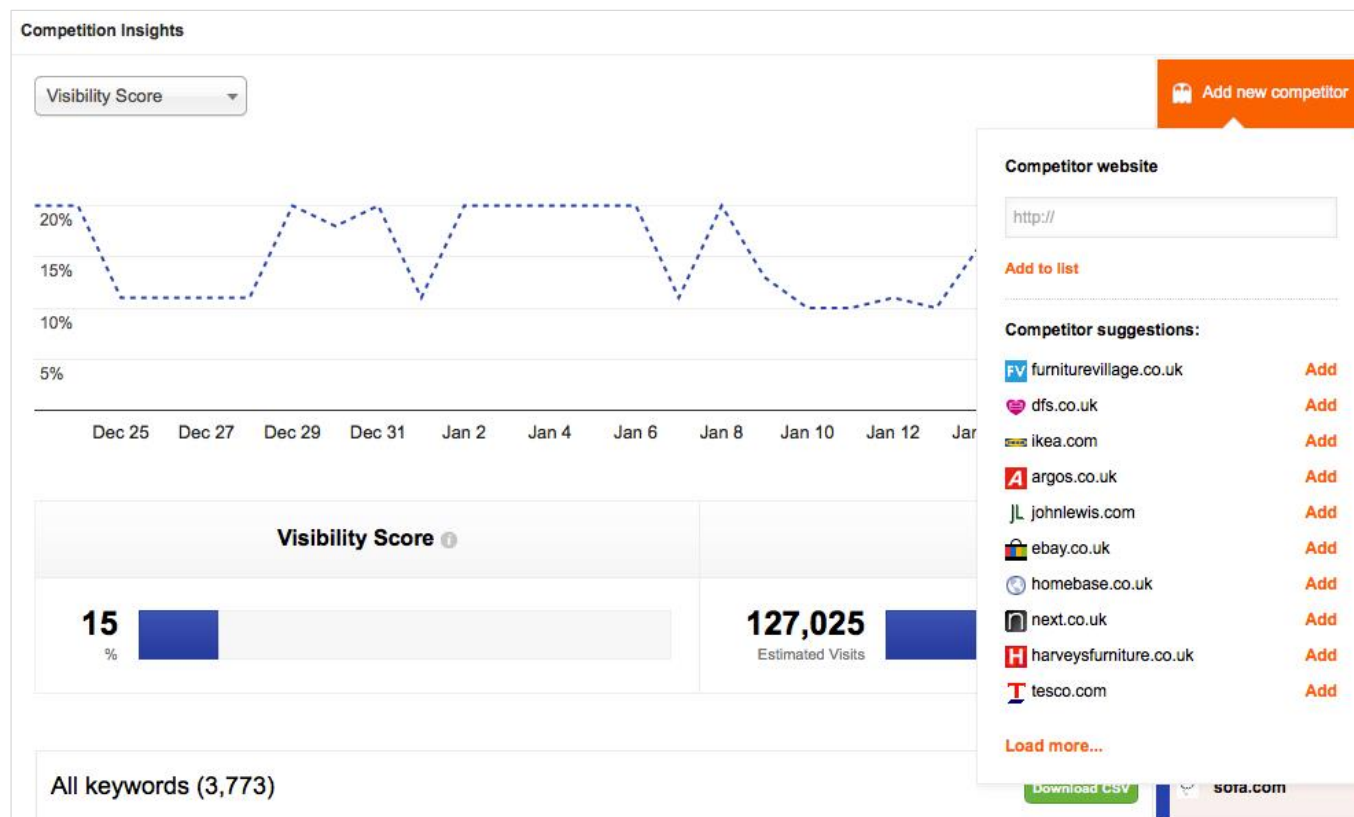
SEO Monitor – key features

- This gives insights into the performance of **not-provided keyphrases** (both brand and non-brand). Unlike Webmaster tools data, this information is retained and can be viewed months later
- SEO Monitor also calculates a **Visibility Score**, which is based on your rank and the search volume for the group of keyphrases. Visibility Scores give a true measure of your SEO performance even when organic traffic volumes vary due to seasonal fluctuations



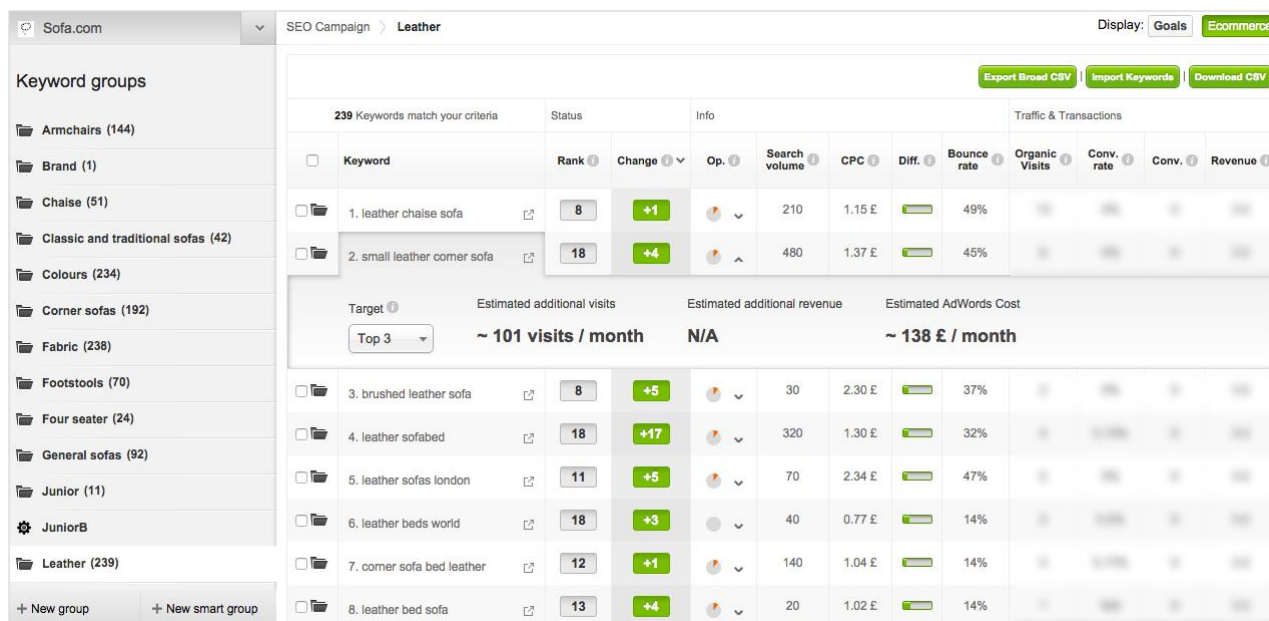
SEO Monitor – key features

- SEO Monitor also tracks the positions of all the other **competitors** in the top 20 positions in the search results for your keyphrases, so you can see your rank and Visibility Score against that of your competitor



SEO Monitor – key features

- You can carry out keyphrase research or import keyphrases from AdWords (CSV) or Moz Pro, to create **groups of keyphrases** for tracking during your SEO project
- By having all the data in one place you can see current positions for target keyphrases and calculate the **opportunities or additional clicks** you will receive if you achieve position 3, 5 or top 10. It also shows the suggested bid in AdWords and a Difficulty score, so you can identify quick wins



The screenshot displays the SEO Monitor interface for 'Sofa.com' under the 'Leather' campaign. The interface includes a sidebar for keyword groups, a main table of keywords, and a summary section for target positions.

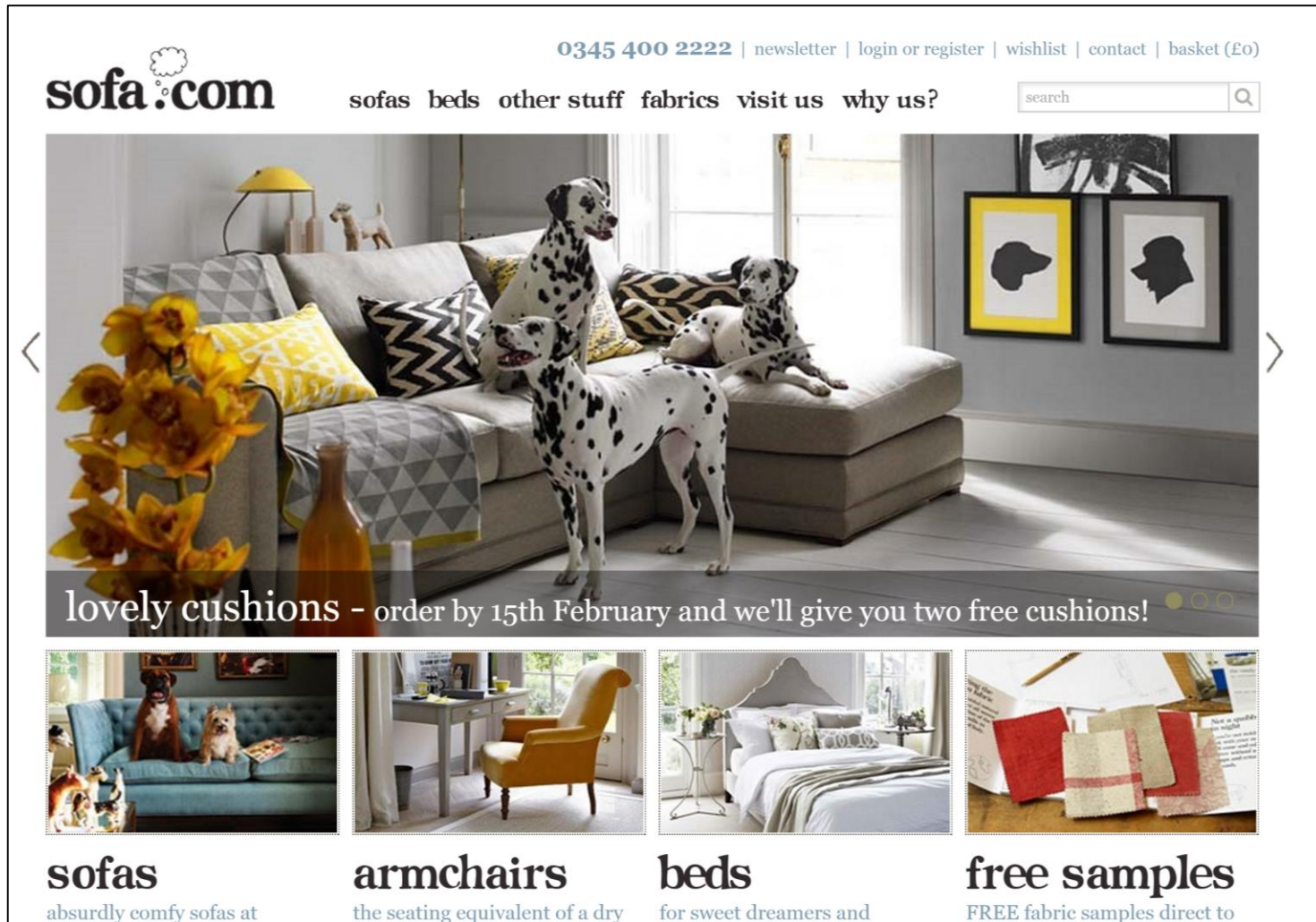
Keyword groups:

- Armchairs (144)
- Brand (1)
- Chaise (51)
- Classic and traditional sofas (42)
- Colours (234)
- Corner sofas (192)
- Fabric (238)
- Footstools (70)
- Four seater (24)
- General sofas (92)
- Junior (11)
- JuniorB
- Leather (239)
- + New group
- + New smart group

239 Keywords match your criteria

Keyword	Rank	Change	Op.	Search volume	CPC	Diff.	Bounce rate	Organic Visits	Conv. rate	Conv.	Revenue
1. leather chaise sofa	8	+1	Op.	210	1.15 £	49%					
2. small leather corner sofa	18	+4	Op.	480	1.37 £	45%					
Target: Top 3				Estimated additional visits: ~ 101 visits / month	Estimated additional revenue: N/A	Estimated AdWords Cost: ~ 138 £ / month					
3. brushed leather sofa	8	+5	Op.	30	2.30 £	37%					
4. leather sofabed	18	+17	Op.	320	1.30 £	32%					
5. leather sofas london	11	+5	Op.	70	2.34 £	47%					
6. leather beds world	18	+3	Op.	40	0.77 £	14%					
7. corner sofa bed leather	12	+1	Op.	140	1.04 £	14%					
8. leather bed sofa	13	+4	Op.	20	1.02 £	14%					

Case Study – Sofa.com



sofa.com 0345 400 2222 | newsletter | login or register | wishlist | contact | basket (£0)

sofas beds other stuff fabrics visit us why us? search

lovely cushions - order by 15th February and we'll give you two free cushions!

sofas
absurdly comfy sofas at

armchairs
the seating equivalent of a dry

beds
for sweet dreamers and

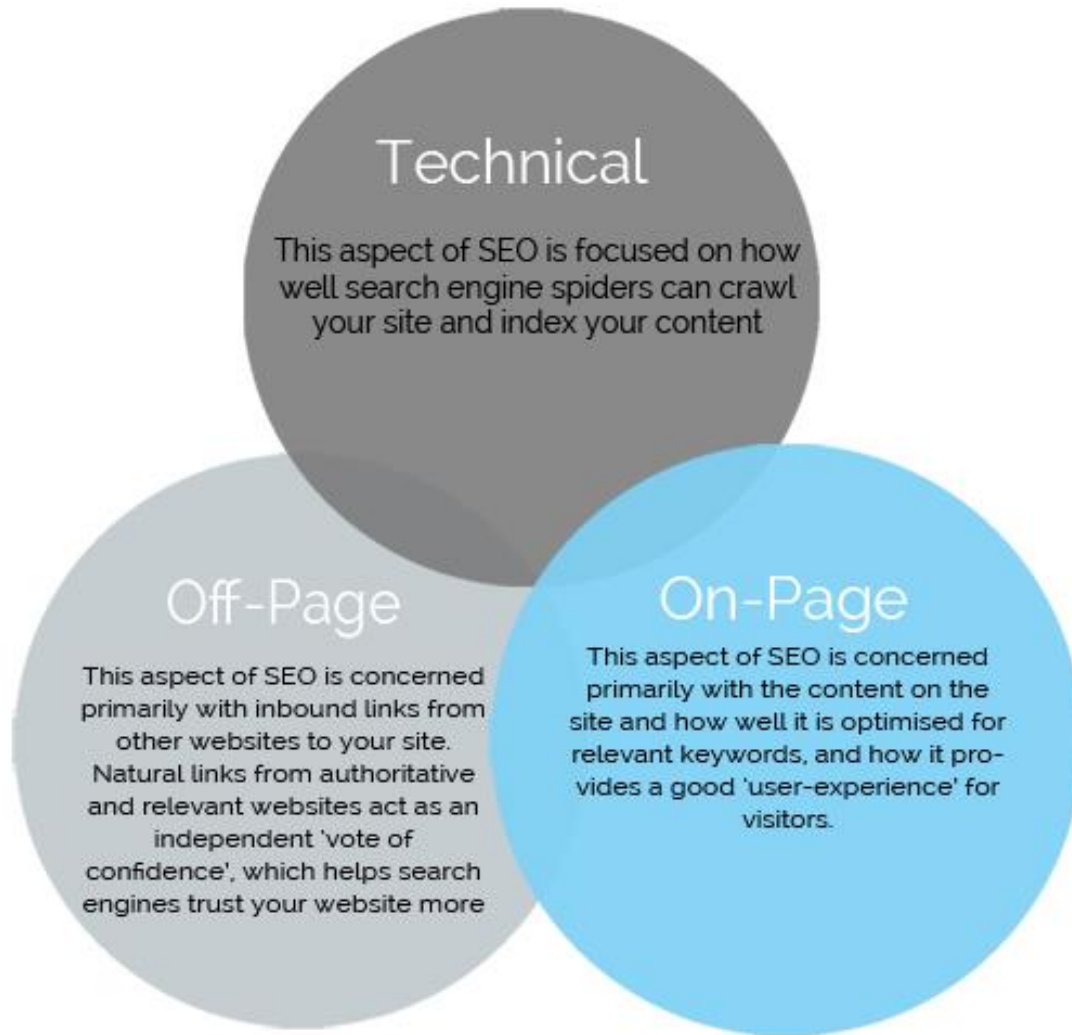
free samples
FREE fabric samples direct to

Rankings vs competitors (October)

This shows the raw data for 3,764 keyphrases identified before the target keyphrases and groups were agreed

All keywords (3,764)		Download CSV	 sofa.com	 furniturevillage.co.uk	 dfs.co.uk	 scs.co.uk
Keyword	Search Volume ⁱ	Avg. CPC ⁱ	Rank ⁱ	Rank ⁱ	Rank ⁱ	Rank ⁱ
1. sofas ↗	135,000	\$ 2.76	17 -	2 -	1 -	3 -
2. beds ↗	135,000	\$ 2.54	39 -	7 -	11 -	20+ -
3. jo malone ↗	90,500	\$ 0.50	99+ -	20+ -	20+ -	20+ -
4. sofa ↗	74,000	\$ 3.10	10 -	2 -	1 -	3 -
5. sofa beds ↗	74,000	\$ 2.13	31 -	3 -	2 -	20+ -
6. corner sofa ↗	60,500	\$ 1.92	28 -	2 -	1 -	3 -
7. sofa-bed ↗	40,500	\$ 1.99	33 -	8 -	3 -	20+ -
8. cushions ↗	40,500	\$ 0.58	99+ -	20+ -	20+ -	20+ -
9. sofa bed ↗	40,500	\$ 1.96	31 -	8 -	3 -	20+ -
10. sophie thompson ↗	33,100	\$ 0.21	63 -	20+ -	20+ -	20+ -
11. leather sofas ↗	33,100	\$ 2.50	47 -	1 -	2 -	3 -
12. free samples ↗	33,100	\$ 0.45	86 -	20+ -	20+ -	20+ -
13. headboards ↗	27,100	\$ 1.26	64 -	13 -	20+ -	20+ -

Key aspects of the SEO project































Site authority - can sofa.com compete with big budget TV advertisers?

	Moz Domain Authority	Moz Domain Links	Ahrefs Domain Rank	Ahrefs Domain Links
sofa.com	44	1,269	56	11,954
dfs.co.uk	46	803	56	6,713
furniturevillage.co.uk	45	4,452	57	7,253
scs.co.uk	36	1,503	52	4,577
harveysfurniture.co.uk	41	1,703	54	8,338

- Surprisingly the big budget advertisers did not have a significantly higher site authority as compared to sofa.com
- The poorer ranks for some of the target keywords (such as sofa, sofas, corner sofa and sofa bed) was likely to be due to technical and on-page issues (identified in the initial site audit)
- SEO Monitor allowed us to determine what keyphrases were driving traffic, which landing pages were found for each keyphrase and which keyphrases would be the best opportunities for an SEO project

Using SEO Monitor to understand “not provided” traffic and conversions (at the start of the project)

<input type="checkbox"/>	Keyword	Visits ▼	Bounce rate	Conv. rate	Transactions	Revenue	Group
<input type="checkbox"/>	sofa 	7,179	14.02%	0.00%	0	£0.00	 Junior and 1 more
<input type="checkbox"/>	sofas 	5,597	13.99%	0.00%	0	£0.00	 Junior and 1 more
<input type="checkbox"/>	small corner sofa 	124	44.71%	0.00%	0	£0.00	 Target - corner sofas and 1 more
<input type="checkbox"/>	corner sofa 	404	30.4%	0.00%	0	£0.00	 Junior and 3 more
<input type="checkbox"/>	sofa beds 	367	31.18%	0.00%	0	£0.00	 Target - prime and 1 more
<input type="checkbox"/>	armchairs 	277	21.91%	0.00%	0	£0.00	 Target - prime and 1 more
<input type="checkbox"/>	velvet sofa 	217	35.93%	0.00%	0	£0.00	 Target - prime and 1 more
<input type="checkbox"/>	corner sofa bed 	191	15.31%	0.00%	0	£0.00	 Sofa beds
<input type="checkbox"/>	upholstered beds 	181	23.67%	0.00%	0	£0.00	 SEO Opportunities
<input type="checkbox"/>	corner sofas 	162	44.84%	0.00%	0	£0.00	 Junior and 3 more
<input type="checkbox"/>	sofa bed 	157	31.29%	0.00%	0	£0.00	 Junior and 2 more
<input type="checkbox"/>	velvet sofas 	152	35.78%	0.00%	0	£0.00	 Junior and 2 more
<input type="checkbox"/>	armchair 	140	21.09%	0.00%	0	£0.00	 Junior and 2 more
<input type="checkbox"/>	love seat 	137	29.26%	0.00%	0	£0.00	 Loveseat

Using SEO Monitor to understand Keyword Difficulty and Opportunities

3,764 Keywords match your criteria		Status	Info				Traffic & Tran			
<input type="checkbox"/>	Keyword	Rank	Change	Op.	Search volume	CPC	Diff.	Bounce rate	Organic Visits	
<input type="checkbox"/>	1. sofas	18	-		135,000	2.76 £		13%	108	
Target		Estimated additional visits		Estimated additional revenue		Estimated AdWords Cost				
Top 3		~ 23,764 visits / month		N/A		~ 65,651 £ / month				
<input type="checkbox"/>	2. beds	35	+4		135,000	2.54 £		17%	17	
<input type="checkbox"/>	3. jo malone	99+	-		90,500	0.50 £		N/A	0	
<input type="checkbox"/>	4. sofa	10	-		74,000	3.10 £		11%	732	
<input type="checkbox"/>	5. sofa beds	29	-1		74,000	2.13 £		40%	55	
<input type="checkbox"/>	6. corner sofa	29	-2		60,500	1.92 £		52%	53	
<input type="checkbox"/>	7. sofa bed	31	+1		40,500	1.96 £		39%	10	
<input type="checkbox"/>	8. cushions	99+	-		40,500	0.58 £		19%	1	

Using topics or groups of keyphrases

Keyword groups

- Footstools (70)
- Four seater (24)
- General sofas (92)
- Junior (11)
- JuniorB
- Leather (239)
- Linen (44)
- Loveseat (50)
- Modern and contemporary (32)
- Other fabrics (30)
- SEO Opportunities (1867)
- Showrooms (43)
- Sofa beds (404)
- Target - corner sofas (10)
- Target - prime (34)**

SEO Campaign > Sofa beds

Display: Goals Ecommerce

"Sofa beds" Group Overview

Group dates by: day week month Oct 1, 20

404 monitored keywords Search volume: 189,960/month Trend: Average CPC: 1.55 £ Visibility score: 3% Difficulty:

Visits Add annotation

SEO Campaign > Leather

Display: Goals Ecommerce

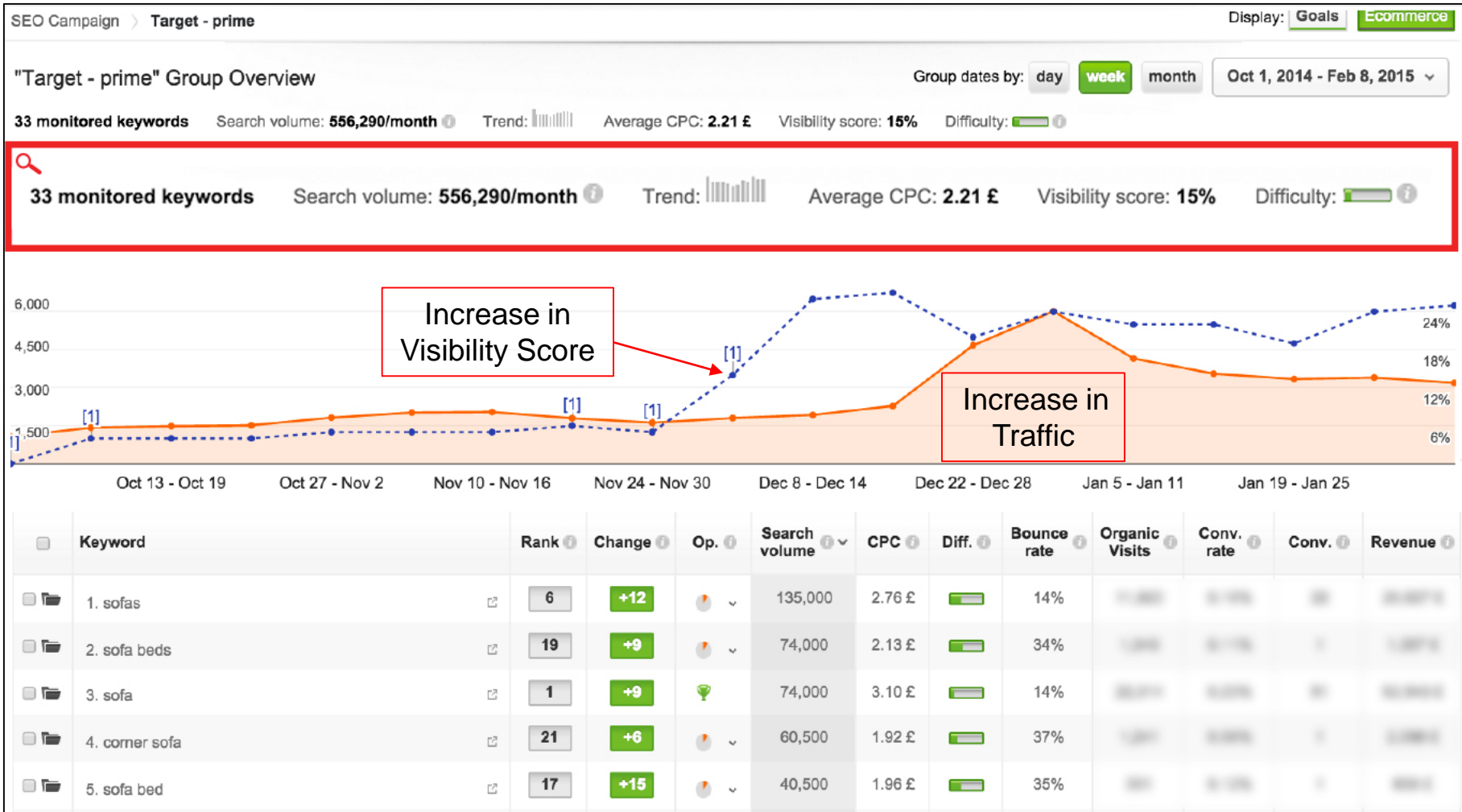
"Leather" Group Overview

Group dates by: day week month Oct 1, 20

239 monitored keywords Search volume: 113,390/month Trend: Average CPC: 1.71 £ Visibility score: 2% Difficulty:

Visits Add annotation

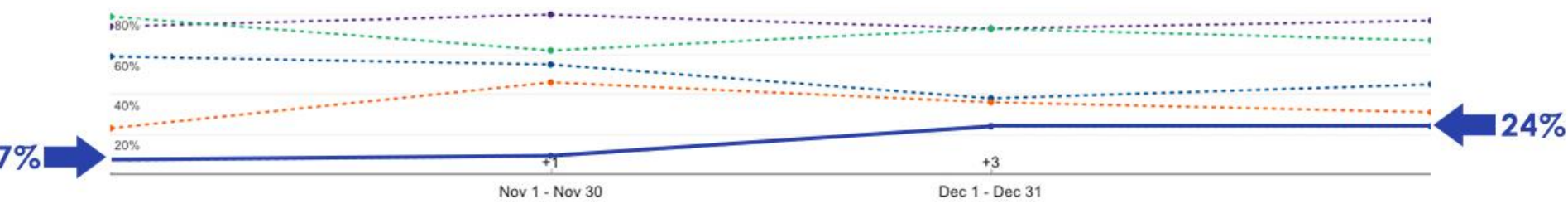
5 months of results for 33 target keyphrases



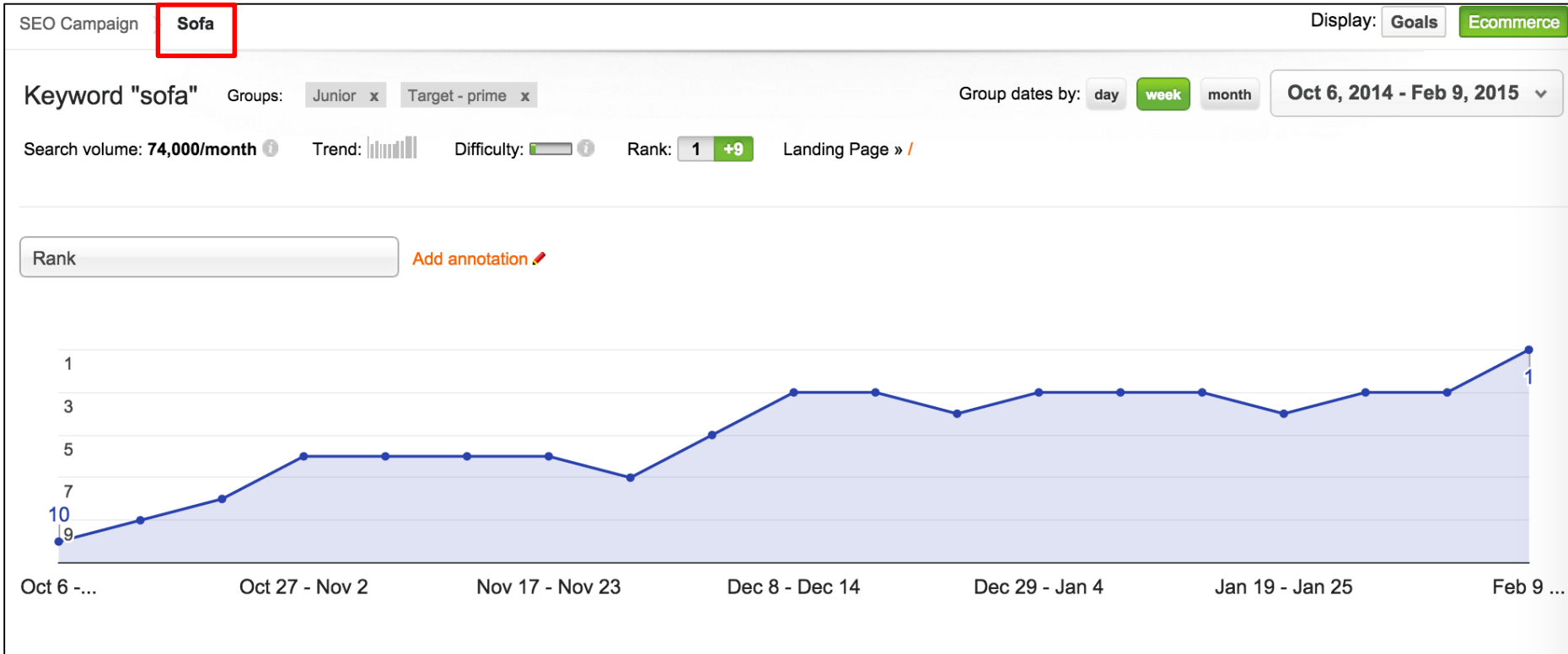
Note: increase in rankings and Visibility Score is due mainly to correction of technical issues, as on-page SEO has only just been implemented

Competitor rankings and Visibility Score (Oct 6th to Feb 9th)

Target - prime (33) Download CSV				 sofa.com	 furniturevillage.co.uk	 dfs.co.uk	 scs.co.uk	 harveysfurniture.co.uk
Keyword	Search Volume ⓘ	Avg. CPC ⓘ	Rank ⓘ	Rank ⓘ	Rank ⓘ	Rank ⓘ	Rank ⓘ	Rank ⓘ
1. sofas	135,000	\$ 2.76	7 +11	1 +1	2 -1	3 -	4 -	
2. sofa beds	74,000	\$ 2.13	20 +8	4 +2	2 -	20+ -8	20+ -5	
3. sofa	74,000	\$ 3.10	1 +9	3 -1	2 -1	6 -3	4 -	
4. corner sofa	60,500	\$ 1.92	21 +6	2 -	1 -	4 -1	5 +1	
5. sofa bed	40,500	\$ 1.96	17 +15	4 +4	2 +1	20+ -8	20+ -	
7. corner sofas	22,200	\$ 2.11	16 +10	2 -	1 -	6 -2	3 -	
8. armchairs	18,100	\$ 1.90	17 +12	12 +1	20+ -	20+ -	20+ -10	
9. armchair	12,100	\$ 1.48	15 +11	6 -	20+ -	20+ -	18 -8	
10. footstools	12,100	\$ 0.81	20 +1	15 -8	7 +2	20+ -10	20+ -	



Performance of an individual keyphrase



Top 10 competitors

#1	furniturevillage.co.uk
#2	scs.co.uk
#3	dfs.co.uk
#4	- harveysfurniture.co.uk
#5	johnlewis.com
#6	- ikea.com
#7	homebase.co.uk
#8	argos.co.uk
#9	sofa.com
#10	next.co.uk

Forecasts

The desired rank will generate:

- ~14,522 / month
Estimated additional visits
- £1,119 / month
Estimated additional revenue
- 40,119 £ / month
Estimated adwords cost (for 14,522 clicks)

Key take-aways

- You don't need to be a big budget TV advertiser to have a similar site authority to your competitors – however it can take a few years to build up such a high site authority
- There are now tools such as SEO Monitor that provide “not provided” keyword data
- Having all the essential data in one dashboard (such as keyphrase positions, search volumes, Difficulty Score and Opportunities); makes the initial process of determining keyword targets and topic groups much faster than traditional SEO techniques
- Performance tracking and reporting is easy with SEO Monitor's Visibility Score and positions (for your own site and your competitors)
- **Try it for yourself – free 30 day trial and 10% discount using promo code Anicca10**

Thank you

Ann Stanley

ann@anicca.co.uk

07930 384443