

# *Prepare your site for SEO*



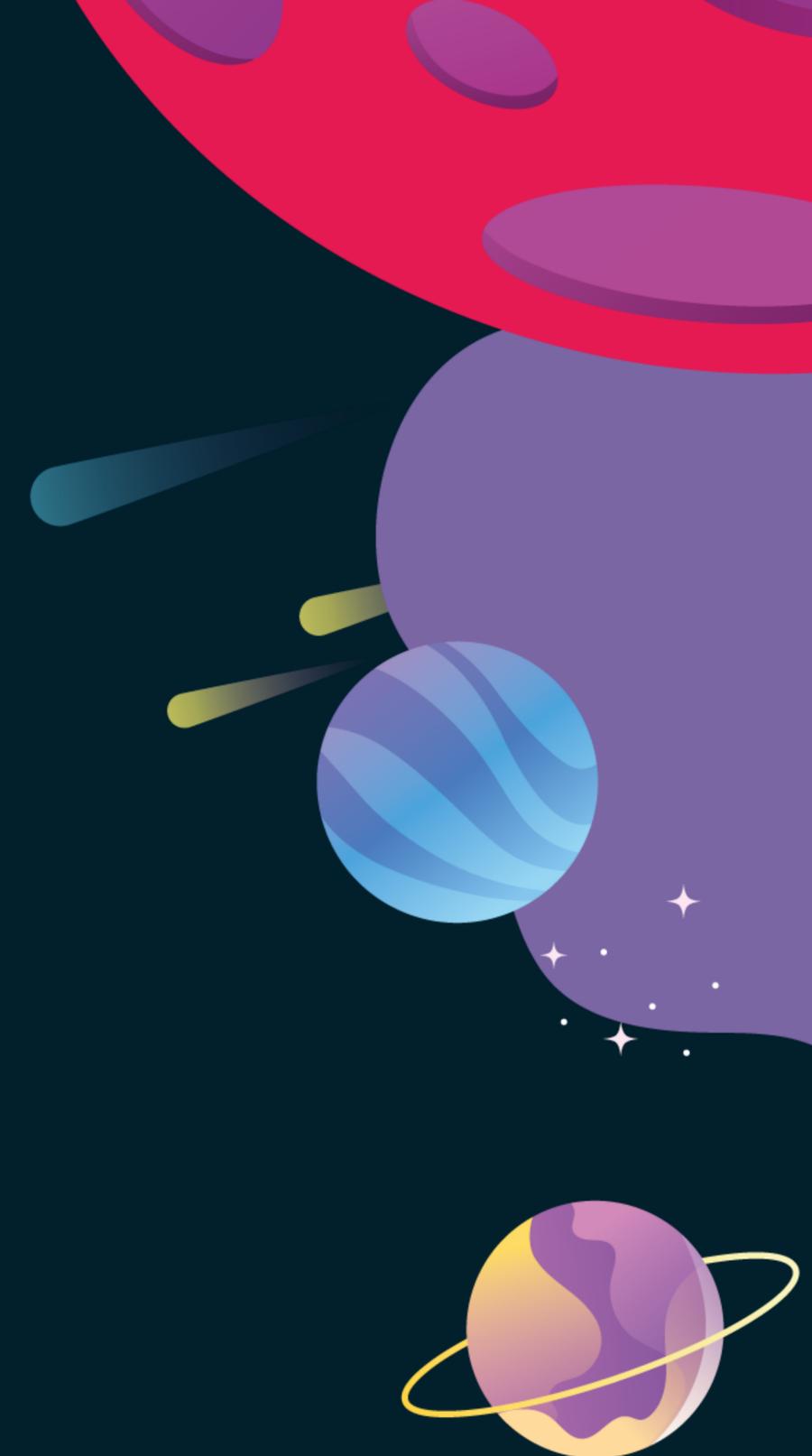
Sukhjinder Singh – Head of SEO  
November 2021

# Agenda

- Who am I?
- SEO basics
  - What is it?
  - How is SEO?
  - When is SEO?
  - Why...is SEO?
- How you perform vs SEO ranking factors
  - How are your rankings?
  - Your backlinks?
  - Your content?
  - Your Local SEO?
  - Your mobile friendliness and site speed?
- Top 10 SEO tips to summarise



*Me*

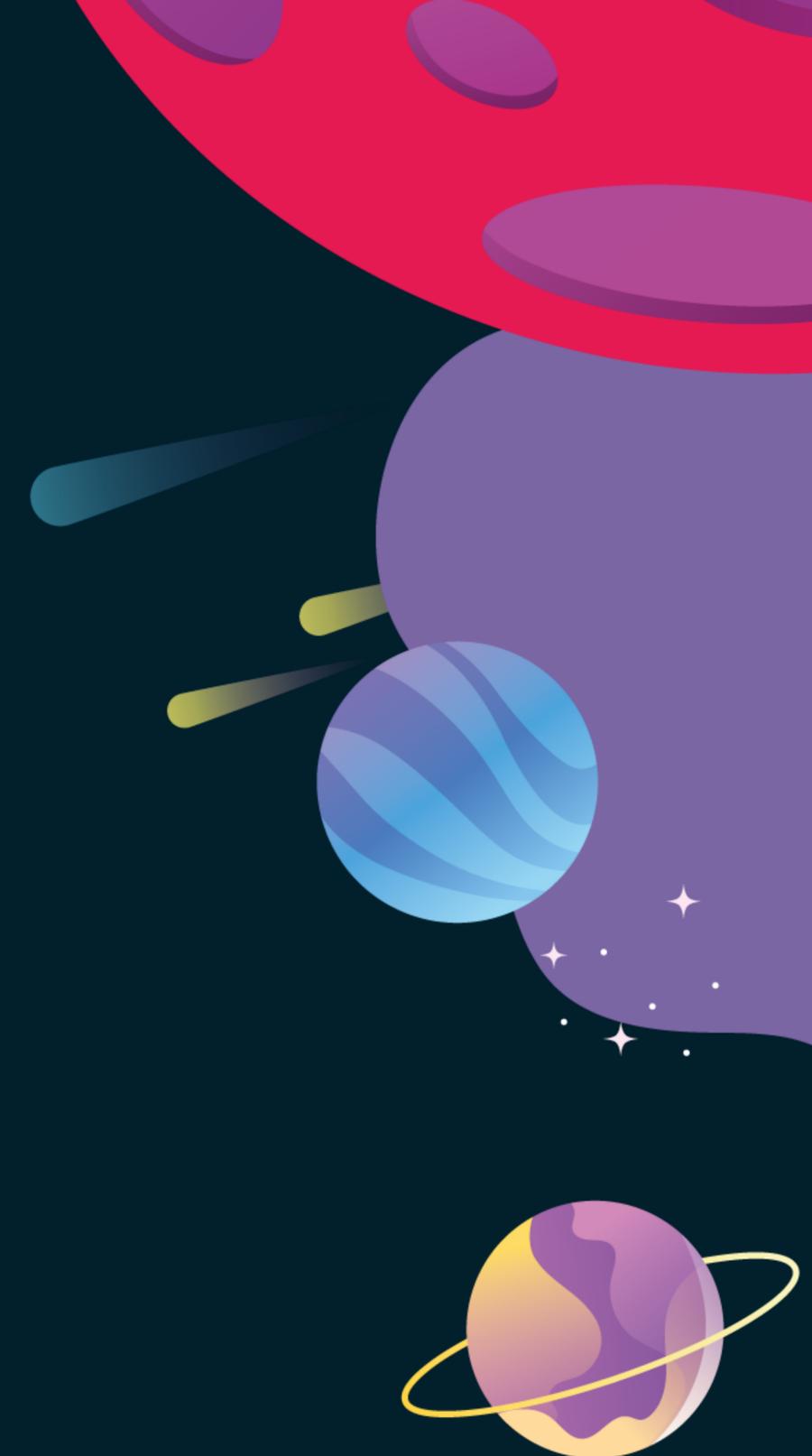


# About me



- Head of SEO at Anicca
- Doing SEO for 12+ years (in-house and agency)
- Web developer for 3 years
- I work on:
  - Link building
  - Technical SEO and website launches
  - International SEO
  - Lead generation and ecommerce SEO
- Annoy people with Fitbit and Strava updates

# *What is SEO?*



# *What is SEO?*

Improving the visibility of your brand and its products/services in search engines through non-paid activity to drive more engagement and conversions.

# What is SEO?

SEO is split into these three areas:

## Technical SEO

- Ensure Google finds your content
- Ensure your pages are secure
- Ensure they load quickly

## On-Page SEO

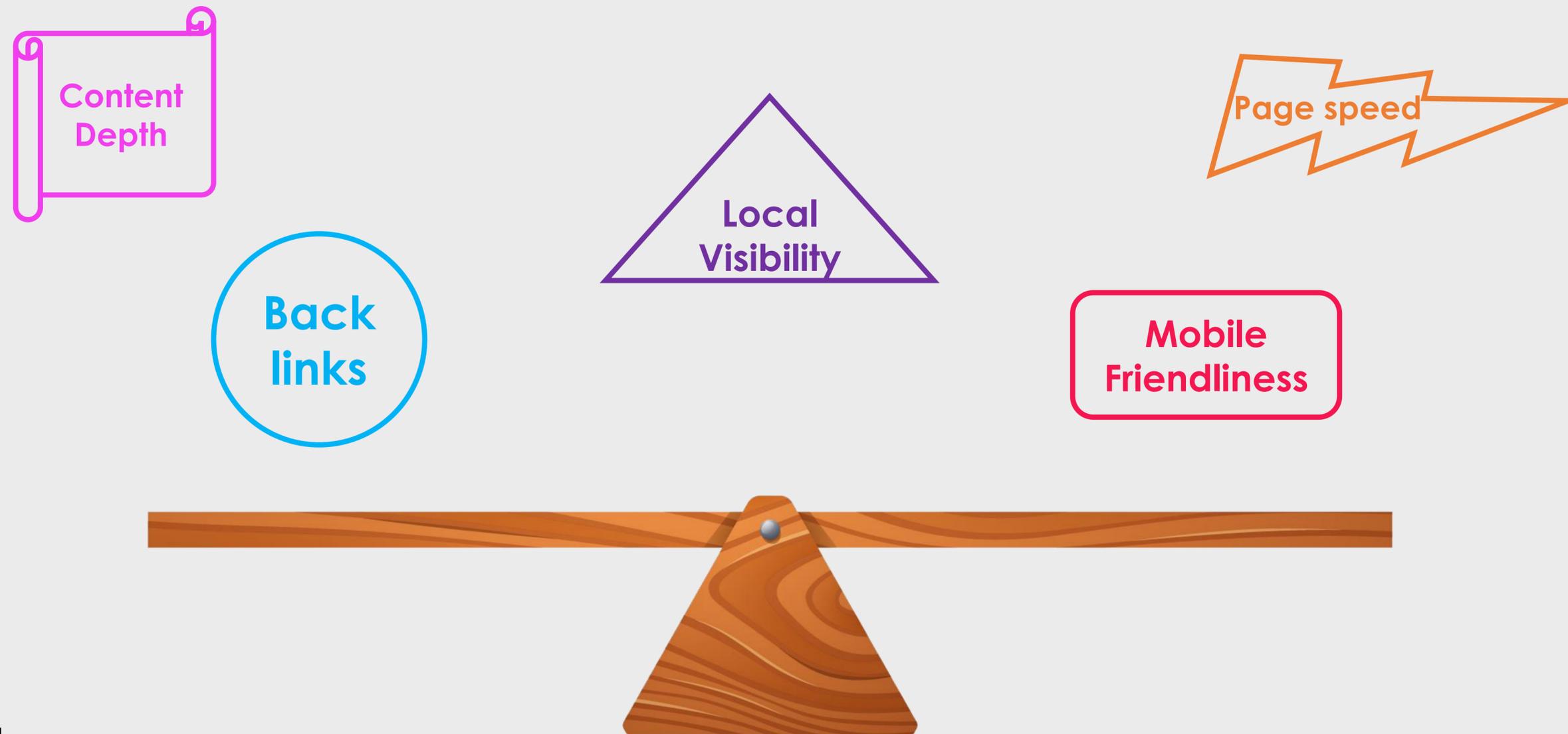
- Provides relevant, engaging content that provokes an action
- Includes keywords and rich media to help rankings
- Leveraged to earn links

## Off-Page SEO

- Build inbound links, citations and content
- Build your brand, reputation and authority
- Give Google a reason to rank you

# SEO ranking factors

In a nutshell – we are optimising for as many ranking factors as we can.



# Why do SEO?

Ongoing SEO, content marketing and link building will increase your organic visibility, qualified traffic and conversions over time, so that you can afford to pay less for traffic in the long-term while hitting your revenue targets.

Month	1	2	3	4	5	6	7	8	9	10	11	12
Organic Search budget	£3K											
Paid Search budget (time + ad spend)	£10k	£10k	£10k	£10k	£10k	£10k	£8K	£8K	£7K	£7K	£6K	£6K
Total revenue generated	£150K											

# *How you perform vs SEO Ranking Factors*

# What do you rank for?

If you are new to SEO try using a free tool like this to see what keywords your pages rank for: <https://www.thehoth.com/search-engine-rankings/>

#	Keyword	Rank	Volume	Traffic %	# of Results	Search Trend	Actions
1	<a href="#">deichmann</a>	1	368000	40.10%	16700000		<a href="#">⚡ Add Links</a>
2	<a href="#">deichmann uk</a>	1	40500	4.41%	5130000		<a href="#">⚡ Add Links</a>
3	<a href="#">womens ankle boots</a>	1	33100	2.11%	79800000		<a href="#">⚡ Add Links</a>
4	<a href="#">girls boots</a>	1  2	27100	1.73%	1320000000		<a href="#">⚡ Add Links</a>
5	<a href="#">deichmann shoes</a>	1	14800	1.61%	9590000		<a href="#">⚡ Add Links</a>
6	<a href="#">womens trainers</a>	4  3	165000	1.57%	2470000000		<a href="#">⚡ Add Links</a>

# What do you rank for?

If you are familiar with SEO you are probably already using paid-for tools like this to track keywords: <https://app.seomonitor.com/>

The screenshot displays the Seomonitor.com interface with the following data:

KEYWORDS	SERP DATA		SEARCH DATA		RANKING DATA			OPPORTUNITY
	FEATURES	Σ CTR	VOLUME	YOY	RANK	TREND	PAGE	SCORE
shool shoes <small>MISSPELLED</small>	Ad, LA, Location, Cart	18%	74K	-	★ 3	+3	Link	Trophy
shoes for women <small>+7</small>	Ad, Location	79%	66.8K	+22%	☆1 3	+1	Link	Trophy
womens sandals <small>SEASONAL</small>	Ad, Location	74%	60.5K	x2	☆2 3	+1	Link	Trophy
sandals for women <small>SEASONAL</small>	Ad, LA, Location	18%	60.5K	x2	☆2 3	+1	Link	Trophy
chelsea boots <small>SEASONAL</small>	Ad, LA, Location	52%	60.5K	-	☆9 14	+5	Link	Trophy

Additional UI elements include: 'Keywords' and 'Landing Pages' tabs; a search bar for 208 keywords; a notification badge for 145 items; a 'Filters are on.' banner with 'Edit', 'Save As Smart Group', and 'Exit' buttons; and a '+ Add' button at the bottom right.

# What your competitors rank for?

You can measure yourself easily vs your competitors using premium tools like <https://app.seomonitor.com/> or manually in Google – though this option isn't scalable.

Google search for "ladies shoes".

#1 [https://www.next.co.uk > shop > gender-women-product...](https://www.next.co.uk/shop/gender-women-product...)  
**Women Footwear | Shoes, Boots & Sandals - Next.co.uk**  
Update your collection of **women's footwear** with smart shoes & boots, while sandals lend a versatile finish. Next day delivery and free returns available.

#2 [https://www.deichmann.com > shop > home-ladies > ho...](https://www.deichmann.com/shop/home-ladies/ho...)  
**Women's Shoes | Ladies Shoes & Footwear - DEICHMANN ...**  
Keep your feet on trend with the latest **ladies' shoes** at Deichmann. Shop affordable **shoes** for **women** all year round with stylish **footwear** for work and play.  
Ladies' Comfort Shoes · Ladies Heels · Ladies Sandals · Casual Shoes

People also search for

- ladies shoes sale
- women's shoes uk
- primark ladies shoes
- ladies shoes with straps
- clarks ladies shoes
- dune ladies shoes

#3 [https://www.clarks.co.uk > womens](https://www.clarks.co.uk/womens)  
**Women's Shoes | Ladies' Shoes Online | Clarks**  
Unwrap The Magic - **Womens Boots**. That feeling you get when the room comes alive. When drinks are flowing, eyes are sparkling, and music fills the air with ...

Search: ladies

Search Term	Features	CTR	Volume	deichmann.com	asos.com	debenhams.com	next.co.uk
ladies shoes	+1	78%	14.8K	2 (+1)	4 (+4)	38 (-38)	1 (-)
ladies sandals	+1	40%	14.8K	1 (+1)	14 (-3)	12 (+8)	2 (-1)
ladies handbags	+1	78%	11K	14 (-6)	5 (-)	6 (+4)	1 (+1)
ladies adidas trainers	+1	41%	9.4K	13 (+1)	12 (+5)	99+ (-63)	5 (-)
ladies ankle boots	+1	50%	8.9K	1 (+5)	12 (+1)	19 (-1)	3 (-1)

# *What are backlinks*

- Backlinks are votes of confidence from one website to another, indicating to Google that your page is of value on X topic.
- Focus on how many websites link to you, instead of how many links you get from each site – as the individual sites are the ‘votes of confidence’.
- The primary metric to measure the quality of a websites’ backlink profile above all is ‘domain authority’ – a score out of 100.

# How is my backlink profile?

1. If you have a page that ranks higher than you, use this free tool to check that URL and yours for a quick comparison: <https://ahrefs.com/website-authority-checker> - note, this gathered data for a whole domain (website), not just the specific page that's ranking.

Domain Rating (DR) for <https://www.sportsdirect.com/ladies/footwear/trainers/nike> is:

Domain Rating  
75

What does this mean?  
Domain Rating (DR) is a measure of a website's authority based on its backlink profile. The scale runs from zero to a hundred. Generally speaking, the higher this number, the stronger and more authoritative the site is.

Show more

Backlink profile for <https://www.sportsdirect.com/ladies/footwear/trainers/nike>:

Linking websites	Backlinks
29,248	947,969

Domain Rating (DR) for [https://www.next.co.uk/shop/gender-women-productaffiliation-footwear/brand-nike-category-trainers#4\\_2745.3330078125](https://www.next.co.uk/shop/gender-women-productaffiliation-footwear/brand-nike-category-trainers#4_2745.3330078125) is:

Domain Rating  
79

What does this mean?  
Domain Rating (DR) is a measure of a website's authority based on its backlink profile. The scale runs from zero to a hundred. Generally speaking, the higher this number, the stronger and more authoritative the site is.

Show more

Backlink profile for [https://www.next.co.uk/shop/gender-women-productaffiliation-footwear/brand-nike-category-trainers#4\\_2745.3330078125](https://www.next.co.uk/shop/gender-women-productaffiliation-footwear/brand-nike-category-trainers#4_2745.3330078125):

Linking websites	Backlinks
25,188	3,949,718

Higher domain rating – could also give it an edge.

Higher number of linking sites from whole domain – could give it an edge.

# How is my backlink profile?

2. Pull stats on the individual pages that rank vs yours. Look at the stats: domain rating and total backlinks. You may need a premium version of a tool like Ahrefs below, to see full backlink data on the page level, However this free tool can give you 'some' rough guidance on the difference between you and other sites, its just less backlink data: <https://www.seoreviewtools.com/valuable-backlinks-checker/>

Target	Mode <sup>i</sup>	IP <sup>i</sup>	Keywords <sup>i</sup>	Traffic <sup>i</sup>	UR <sup>i</sup>	DR <sup>i</sup>	AR <sup>i</sup>	Total <sup>i</sup>
<a href="http://www.next.co.uk/shop/gender-women-productaffiliation-footwear/brand-nike-category-trainers#4_2745.3330078125">www.next.co.uk/shop/gender-women-productaffiliation-footwear/brand-nike-category-trainers#4_2745.3330078125</a> ▼	prefix	23.61.93.114	0	0	—	79	15,882	0
<a href="http://www.sportsdirect.com/ladies/footwear/trainers/nike">www.sportsdirect.com/ladies/footwear/trainers/nike</a> ▼	prefix	NOT FOUND IN OUR DATABASE	2,409	31,881	—	75	34,763	30

Between these two examples, Sports Direct ranks higher for “ladies Nike trainers” because that page has **more backlinks** that the Next page – which actually shows as having no backlinks even though it has a **higher domain rating** overall.

So the higher domain authority for Next doesn't really matter, what matters is how many valuable links that individual page has.

# *How improve your backlink profile*

This is where SEO, content marketing and PR meets:

1. Perform a full backlink audit of you site and your competitors and flag any relevant, irrelevant and spam-looking sites. You can use the data to action some link removals and/or disavow processes ([read about that here](#))
2. Use this data to form a link building strategy (where should you try to get more links, what content do you need in order to get those links?)
3. Perform a content audit for the whole site, create a content marketing strategy and translate the resulting content ideas into a marketing calendar. This is where my team works with Amy's (head of content and PR) to create the content people want to link to, which we then out-reach and active try to get PR coverage for
4. Create useful, engaging and keyword-optimised supporting content regularly. Collaborate with a marketer or hand over the task completely to them
5. You can perform broken-link building – one of may technical forms of link building designed to find links to broken pages on your site, where you redirect those links to existing valuable –pages – thus recovering links

# How in-depth is your content?

Content  
Depth

You can measure yourself easily vs your competitors using premium tools like <https://app.seomonitor.com/> or manually in Google – though this option isn't scalable.

## Ladies' Nike Trainers

It's easy to step up your footwear game in a pair of our ladies' Nike trainers. The Nike brand started out in 1964, creating running shoes to help with performance. Today, the brand is one of the giants of the sportswear industry and looking at our collection, it isn't difficult to see why. These trainers feature innovative soles to make it feel as though you're walking on air, clever mesh to wick sweat and lightweight materials to help you smash your PB.

## Bring Your A-Game with Ladies' Nike Trainers

The right pair of running shoes can make the difference between a good workout and a great one. Aerodynamic and designed to allow your feet to move freely, ladies' Nike trainers help you transform your outdoor runs and gym workouts. You can look the part by teaming a black and white pair from the range with some cropped running tights in a bright print, and a technical tee layered over a supportive sports bra. Take that, HIIT class.

## How to Style Your Trainers for Everyday Wear

They may help you perform your best in the gym, but these ladies' Nike trainers look so good it would be a shame to relegate them to workouts only. Introduce a little athleisure style into your casual outfits by wearing your trainers with a pair of ripped, laid-back dungarees and tucked-in boyfriend shirt when it's warm. When you're shopping in town, keep your feet comfortable with a pair of bright white Nike trainers and team with a floaty midi dress, petite leather backpack and bomber jacket.

**Black Friday** Shop all in one place  
Offers added and removed throughout.

Shop now

## WOMEN'S NIKE TRAINERS (341 products)

Find the very latest and most-popular women's Nike trainers right here and benefit from the ultimate combination of style and comfort from the world's leading sportswear brand. Whether you're after running shoes, gym trainers or just an update to your casual sneaker collection, our Nike trainers for women collection has you covered. With a range of Nike Air Max styles, in addition to favourites like the Revolution 5, Pegasus 37 and Tanjun, there's everything the modern woman could ask for - including are a number of different colourways including black, white and everything in between.



Nike Air Max

Nike Womens Training Shoes

Nike Womens Footwear



This content is less in-depth, but they rank higher because they have a higher number of backlinks to this page.

This content seems more in-depth, discussing the topic of "ladies Nike trainers" from several angles.

# Is your content optimised?

Content  
Depth

Since we are looking at ranking keywords – they need to take people to a page and that page needs to mention those keywords in order to rank in the first place.

Google search results for 'opticians in leicester'. The top result is from https://www.evingtoneyecare.co.uk, titled 'Opticians Leicester (Evington Eyecare) Your Local Optometrists'. The snippet reads: 'At our independent practice we are proud of our trusted family values and reputation in providing exceptional eyecare for all ages in a friendly atmosphere.' Below the snippet is a 'People also search for' box with suggestions: 'best opticians in leicester', 'opticians leicester city centre', 'opticians near me', 'specsavers oadby', 'vision express leicester', and 'opticians east park road leicester'. The second result is from http://www.optiqueopticians.co.uk, titled 'Optique Opticians | Opticians in Leicester | Main Stockists of ...'. The snippet reads: 'Optique Opticians located in leicester offer affordable prescription glasses, sunglasses, contact lenses, accessories and cleaning products we are also Main ...'

<b>Title</b> ? 62 characters	Opticians Leicester (Evington Eyecare) Your Local Optometrists
<b>Description</b> ? 156 characters	At our independent practice we are proud of our trusted family values and reputation in providing exceptional eyecare for all ages in a friendly atmosphere.



## Expert eye care you can trust

Our established practice in Evington has provided Leicester locals with a friendly, personalised service combined with the latest optical technology since 1992.

You can be sure of a thorough eye examination from our qualified optometrist who will monitor the health of your eyes and check your vision.

[Learn more](#)



**This content ranks well because it has optimised:**

- Title and meta tags
- H1 heading tag
- Body content written for the user with keyword mentions

**anicca**

# How to write and optimise your content?

Content  
Depth

1. Do some keyword research to identify the most relevant keywords
  - Free discovery tools: <https://app.wordstream.com>, <https://answerthepublic.com>, <https://keywordseverywhere.com>
  - Paid discovery tools: <https://seomonitor.com>, <https://www.semrush.com>
2. Identify relevant content to optimise these keywords on (where should your users land on after they search for these keywords?)
3. Confirm what actions you want your users to perform once they land on the page and write and optimise content according to this
  - Should they land and convert straight away?
  - Land and be informed – leading to another conversion page?

# How are you seen locally?



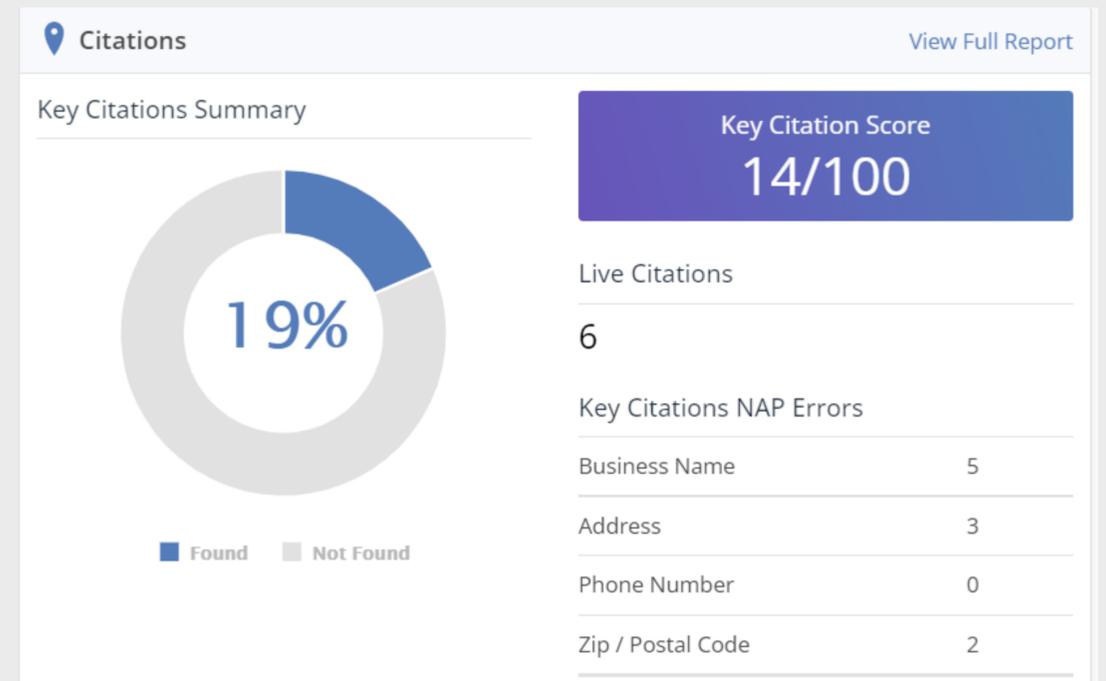
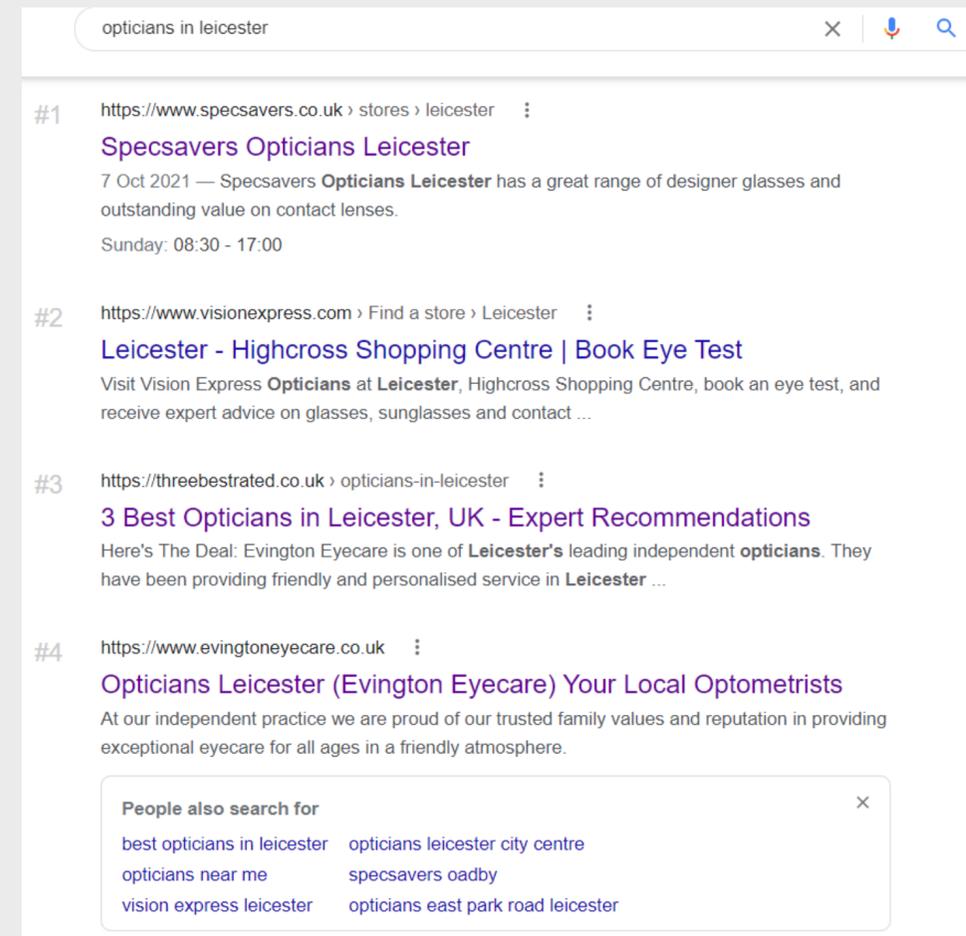
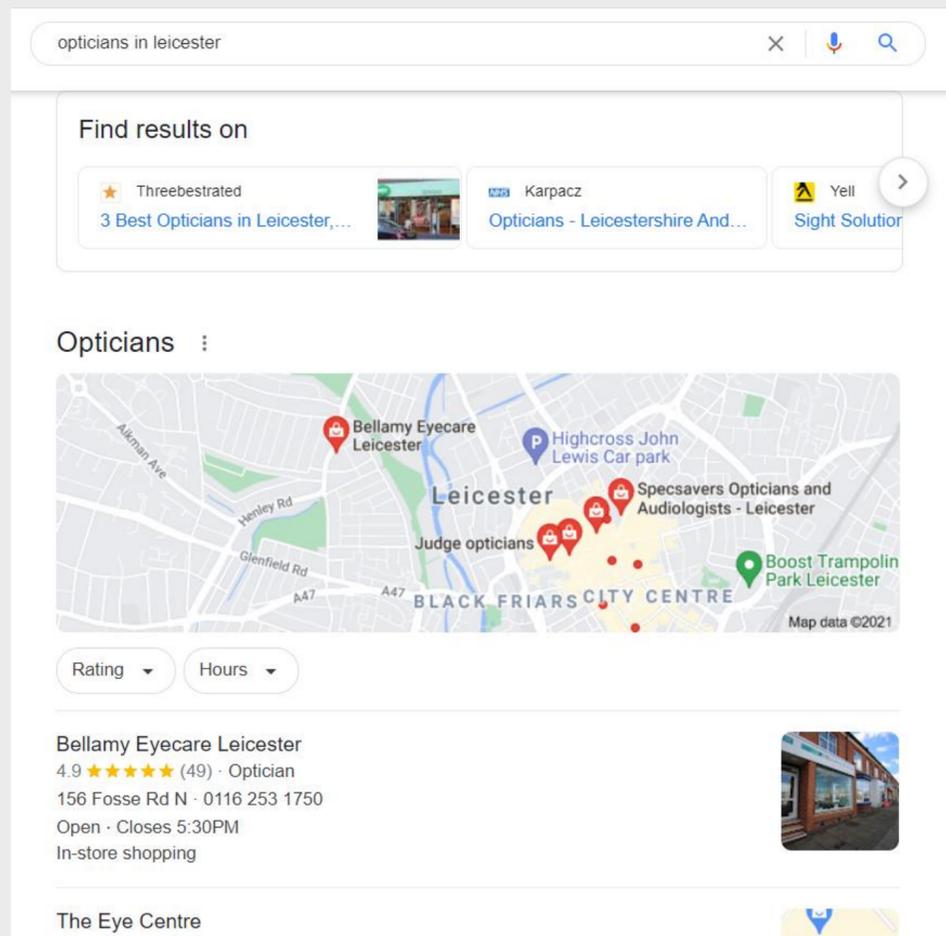
If you are a local business looking for local visibility and footfall, you can optimise to appear locally. You can test your local visibility by doing the following:

Do a local search and look for:

- A local map pack result
- A directly result

Look for a standard organic result

Use a tool like <https://tools.brightlocal.com/> to see what local listings you have



# *Optimise for local SEO and NAP*



NAP stands for **N**ame, **A**ddress and **P**hone number, and we are aiming to align exactly how these (and more) details appear on your site vs every external site (like directories).

You can start optimising for local SEO (Including NAP) by doing the following:

1. Agree on your NAP/business details (correct name, address, numbers, social handles, email address, operating hours, logo)
2. Make sure the website mentions all of these on the contact page and /or a location page if you have several locations
3. Set up and optimise a Google My Business profile (helps control how you appear in map results and the knowledge graph)  
([https://www.google.com/intl/en\\_uk/business/](https://www.google.com/intl/en_uk/business/))
4. Create or fix local links and citations (mentions of your brand + keywords) manually or via an automated tool like <https://tools.brightlocal.com/>

# Optimise for local SEO and NAP



This is what Google My Business looks like:

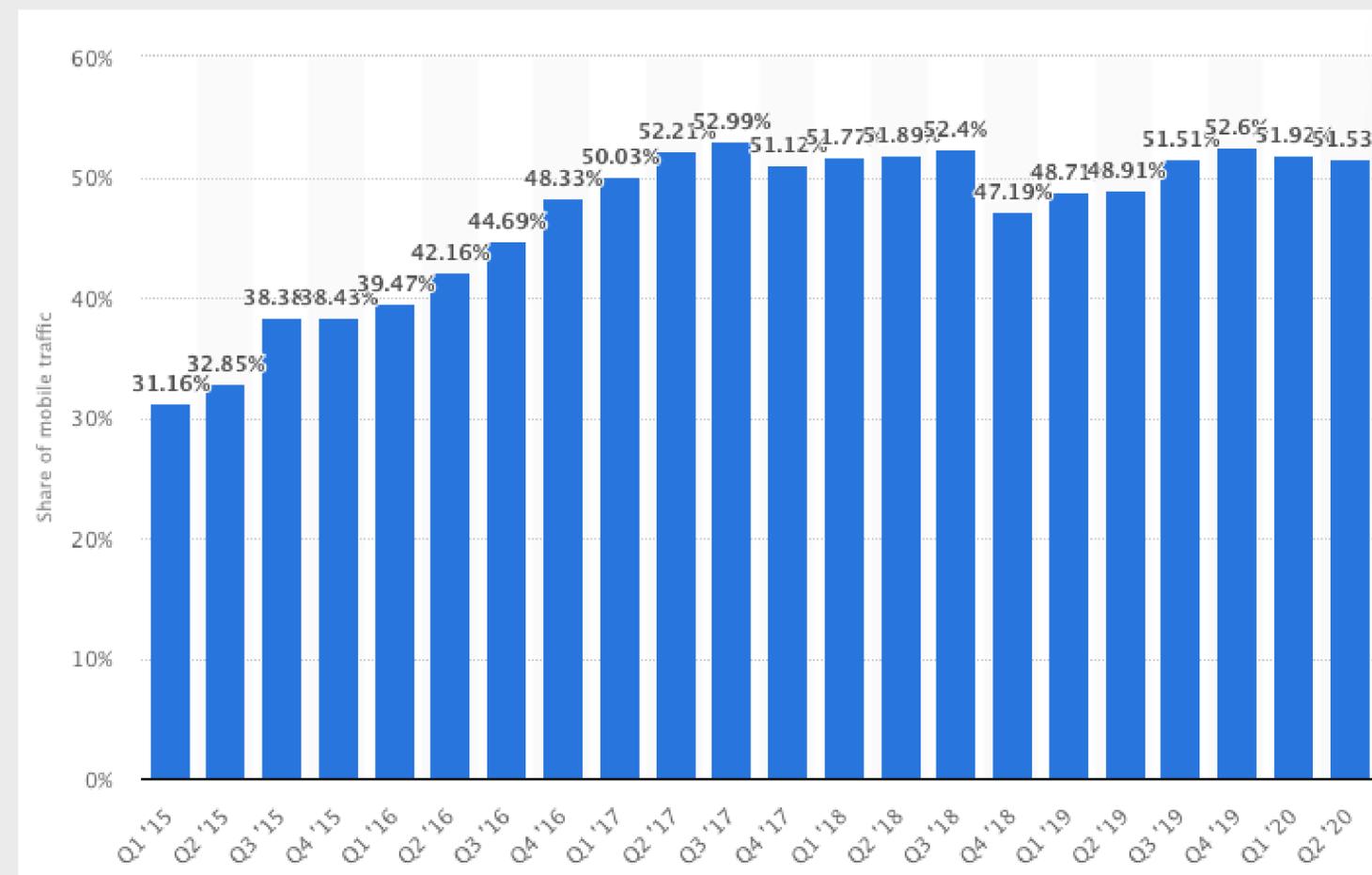
The screenshot shows the Google My Business dashboard for Anicca Digital. The left sidebar contains navigation options: Home, Posts, Info, Insights, Reviews, Messaging, Photos, Services, Website, and Users. The main content area features a post titled "Using Paid Advertising & TV Ads (from Sky AdSmart) to Increase Brand Awareness" by Chris Dowse & Gareth Bakewell, dated 7th May 9:00am. The post includes a "Sign up" button and a link to "Use Paid Media to Grow Your Brand with Sky AdSmart (TV Ads from £3k)". Above the post are buttons for "COVID-19 update", "Add Offer", "Add Update", and "Add Event". To the right, a "Your posts" section shows 11 new views this week, updated just now, with a link to "Reach more customers through posts".

The screenshot shows the Google My Business info page for Anicca Digital. The left sidebar is the same as in the previous screenshot. The main content area displays the business name "Anicca Digital" and address "1 Abbey Gate Leicester LE4 0AA". Below this, the business categories are listed: "Internet marketing service", "Marketing agency", "E commerce agency", "Training provider", and "Marketing consultant". The hours of operation are shown for each day of the week: Sunday (Closed), Monday through Friday (8:30 AM - 5:30 PM), and Saturday (Closed). A "3/30/18" date is also visible. On the right side, there are options to "View on Search", "View on Maps", and "Share your Business Profile". A section titled "Advertise easily in minutes" includes a link to "Internet marketing service in Leicester" and a "Start now" button. At the bottom, there is a "Close this business on Google" option.

# Mobile friendliness

Mobile  
Friendliness

This is an obvious ranking factor as Google is now mobile-first (it judges you based on how well your site shows on a mobile device more so than desktop). Below is the growth of mobile device usage over the years.

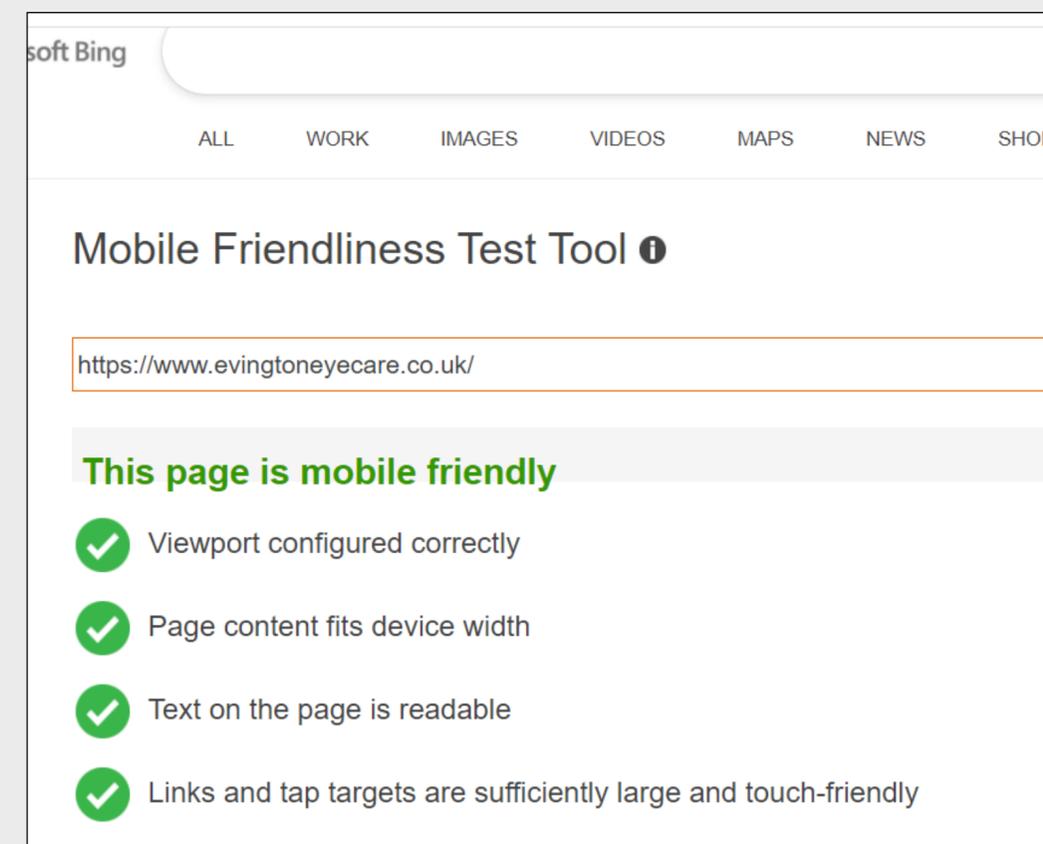
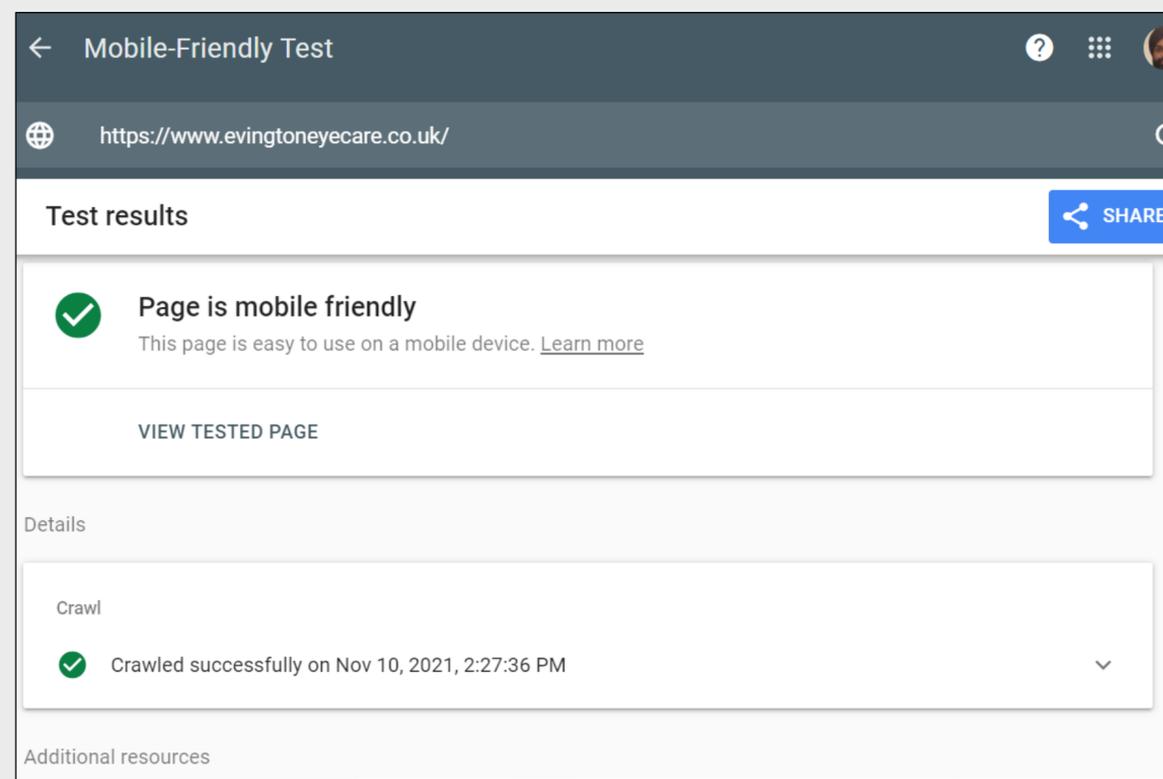


# Is your site mobile friendly?

Mobile  
Friendliness

How does it appear on mobile devices, and ideally – is it the same site but responsive (does the size and layout adjust when you re-size the browser window?)

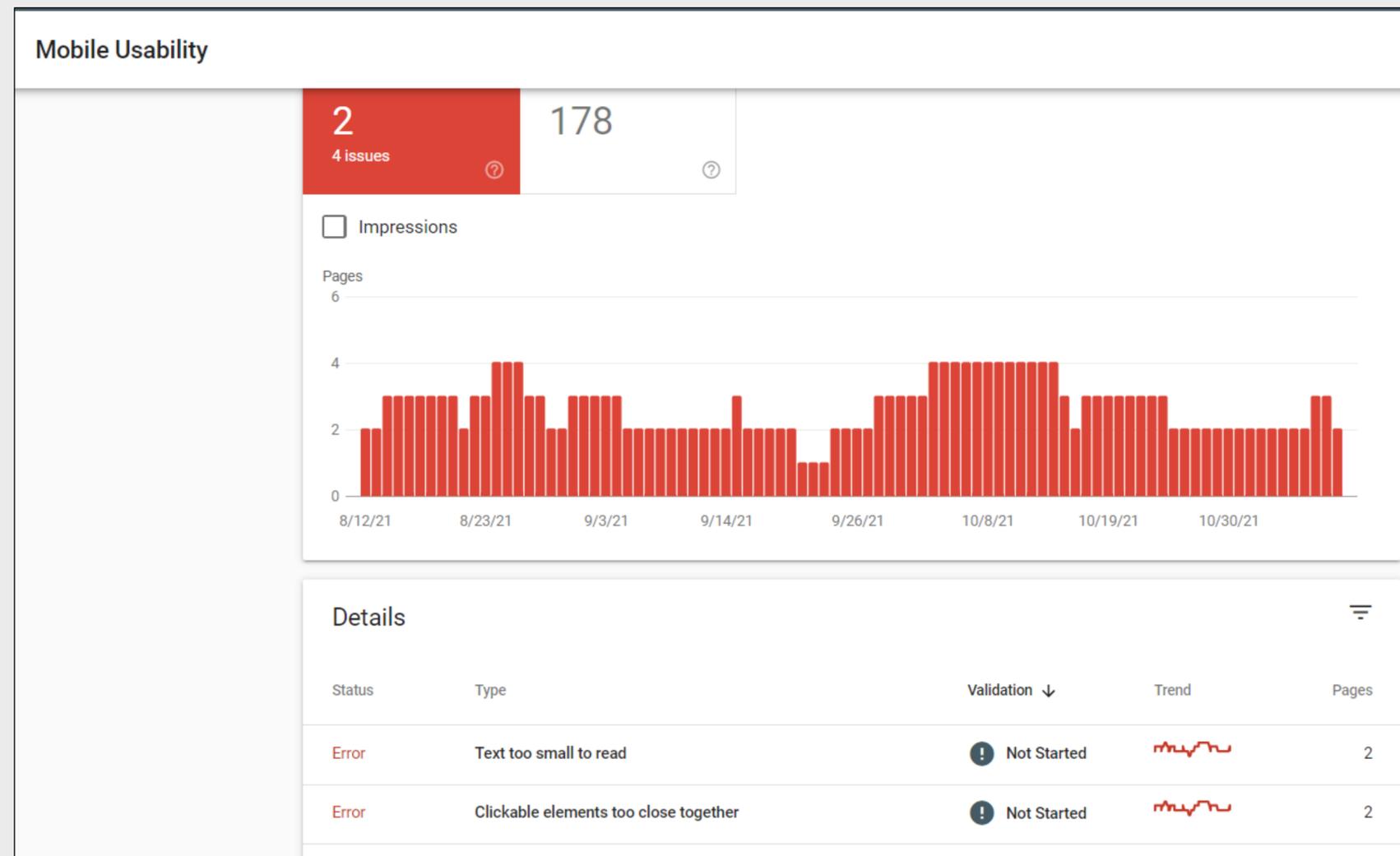
1. Test your sites in <https://www.bing.com/webmaster/tools/mobile-friendliness> and <https://search.google.com/test/mobile-friendly/>



# Is your site mobile friendly?

Mobile  
Friendliness

2. If you have Google Search Console use this report to spot errors:  
<https://search.google.com/search-console/mobile-usability>

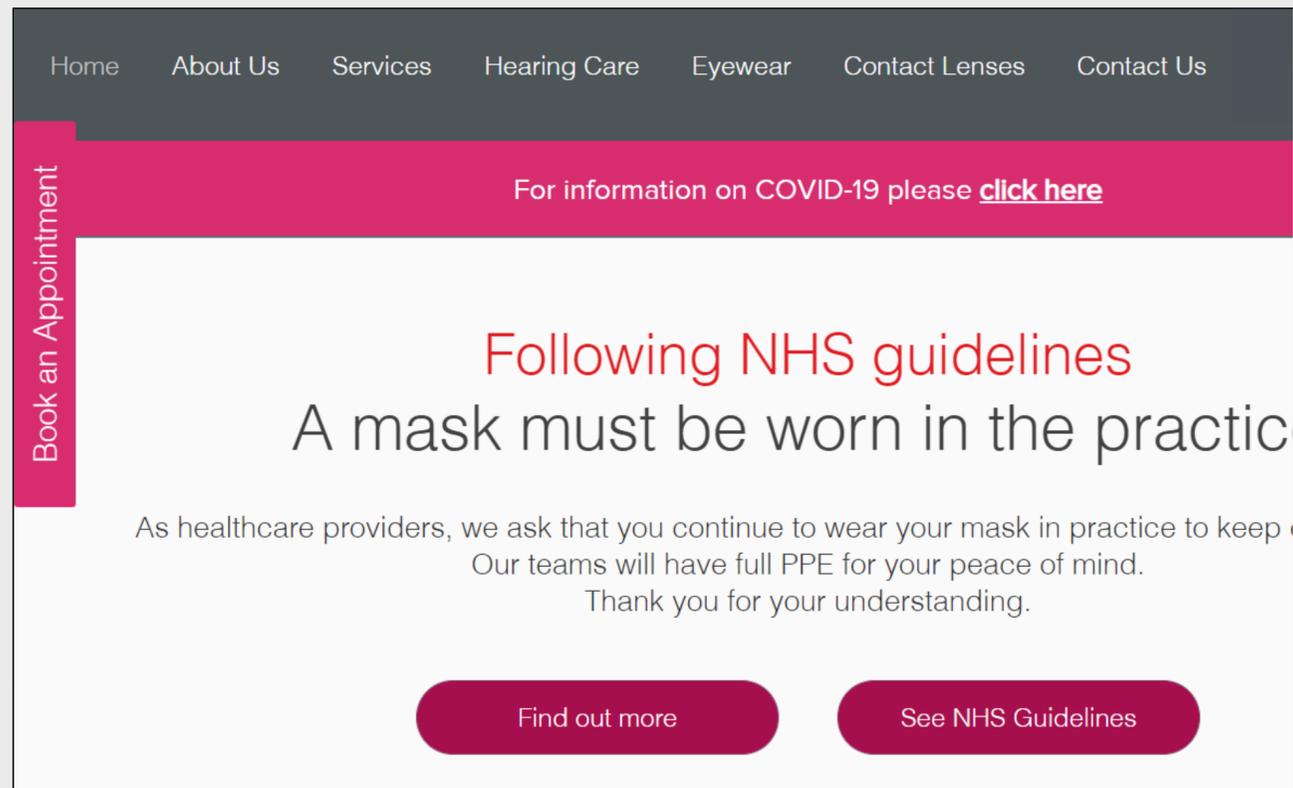


# Is your site mobile friendly?

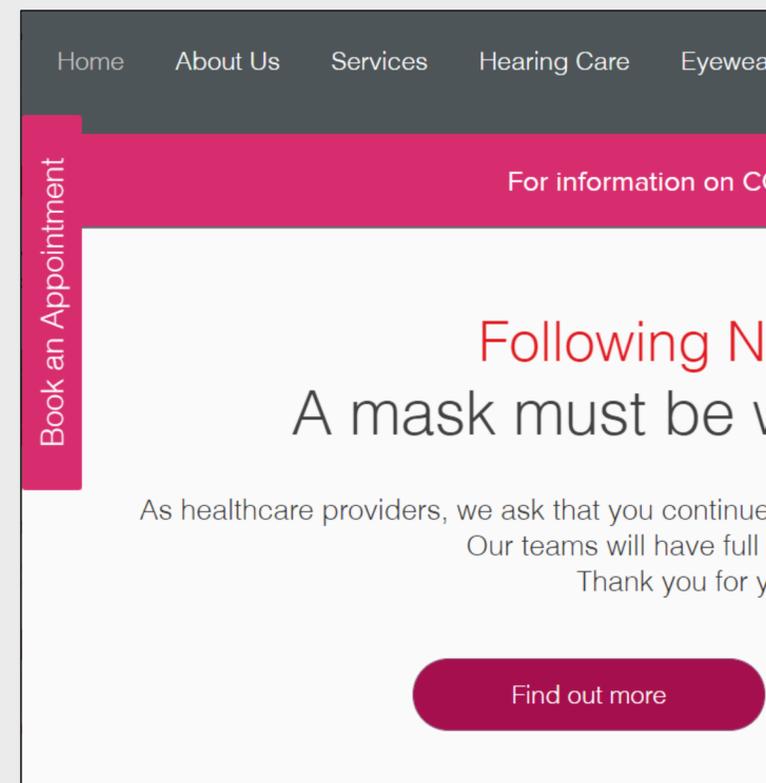
Mobile  
Friendliness

3. Use your browser: re-size the window to see how the site and content responds. Use your mobile too! Here's an example test below:

Desktop



Mobile – **BAD!**



Mobile – **GOOD**



# *Make your site mobile friendly*

Mobile  
Friendliness

1. Ensure the layout and all interactive elements (buttons, links, banners etc) respond to the screen size
2. Ensure the content responds in a way that is user friendly (doesn't get pushed too far down and is large enough to read)
3. Ensure the content on the desktop vs mobile version is the same – any differences will affect your rankings

# Page load speed



Another strong ranking factor which is most applicable to mobile user experience since mobile connection speeds and responsive layout have the most impact on speed, and thus user experience.

## 1 IN 4 VISITORS

would abandon a website that takes more than 4 seconds to load

## 46% OF USERS

don't revisit poorly performing websites

## 64% OF SHOPPERS

who are dissatisfied with their site visit will shop somewhere else next time

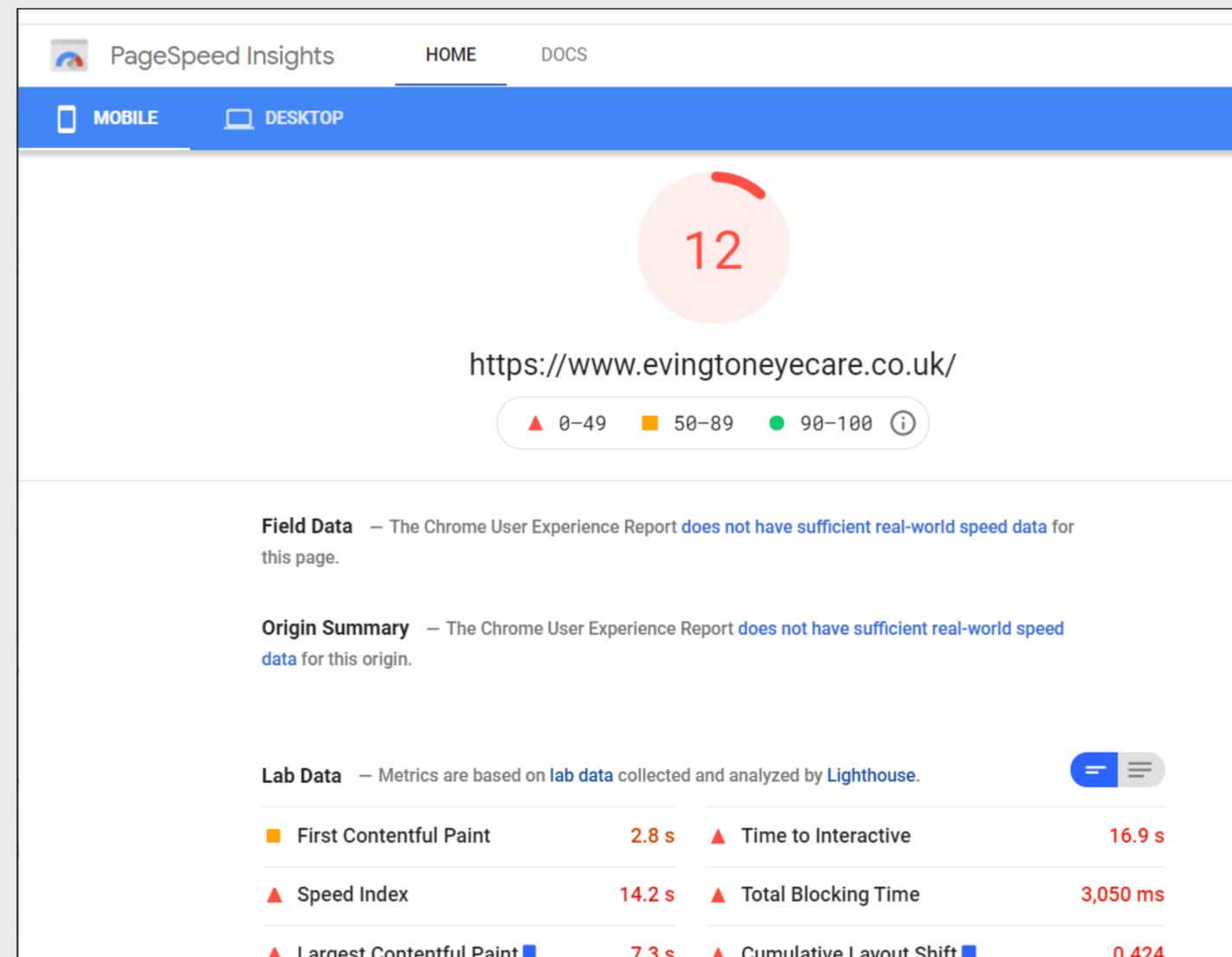
## 1 SECOND DELAY

reduces customer satisfaction by 16%

# How fast are your pages?



1. Use <https://developers.google.com/speed/pagespeed/insights/> to test your landing pages and see a score out of 100 with suggestions on how to fix



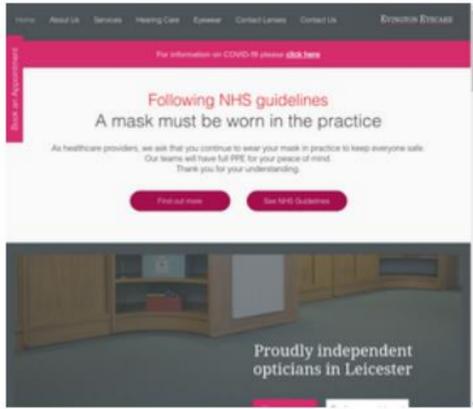
# How fast are your pages?



2. Use <https://tools.pingdom.com/> to see how many actual seconds it took and what elements on your page slowed it down/needs fixing

Your Results:

DOWNLOAD HAR    SHARE RESULT



Performance grade  
**D 67**

Page size  
**2.6 MB**

Load time  
**1.61 s**

Requests  
**207**

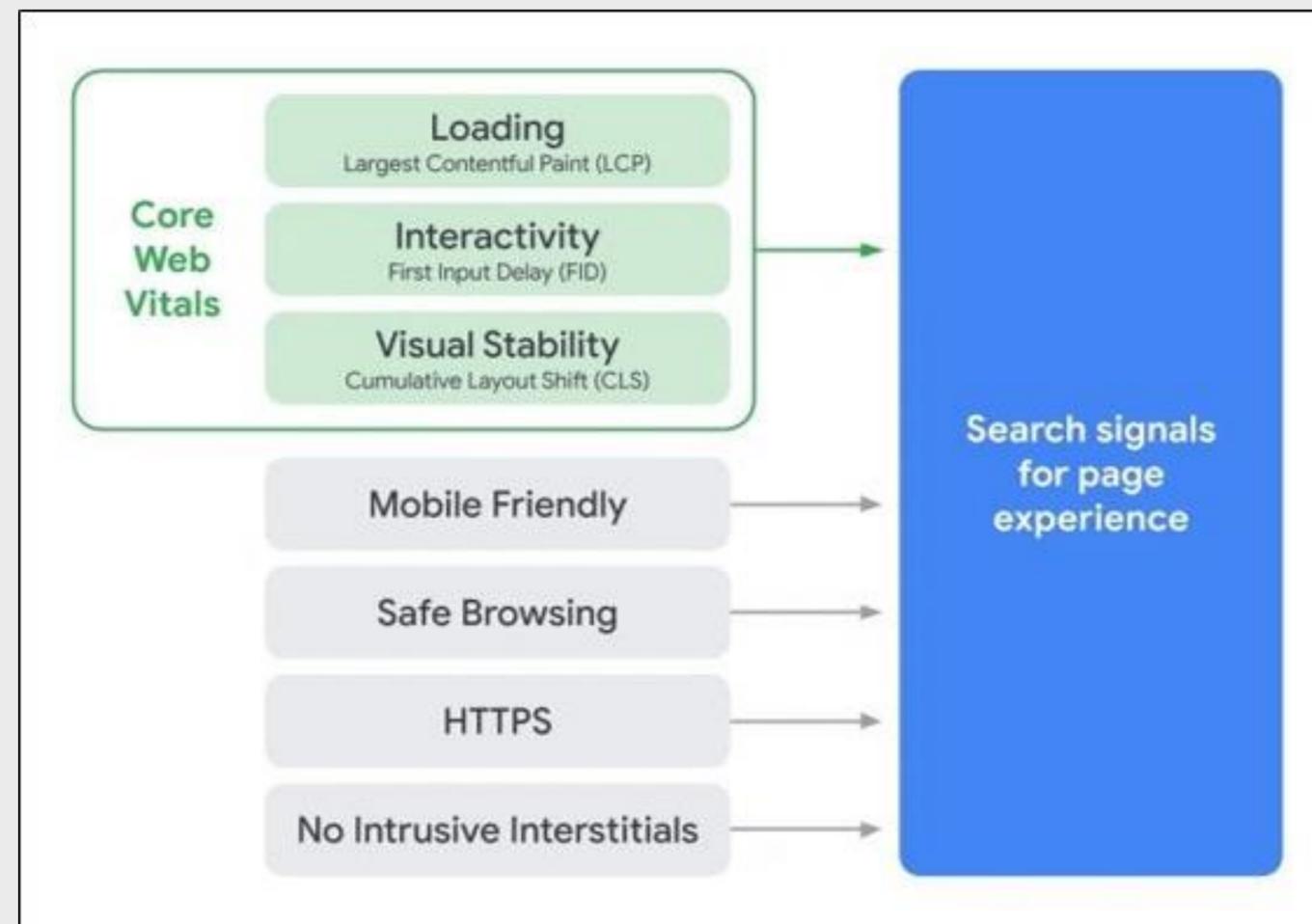
Improve page performance

GRADE	SUGGESTION
<b>F</b> 0	Make fewer HTTP requests
<b>F</b> 0	Compress components with gzip
<b>F</b> 0	Add Expires headers
<b>F</b> 35	Reduce DNS lookups
<b>C</b> 80	Avoid URL redirects
<b>C</b> 80	Use cookie-free domains
<b>B</b> 89	Configure entity tags (ETags)

# Core web vitals and page experience

Page speed

This all ties into Google's Page Experience signals, which Google is judging you against to determine how good the user experience is on your site. We audit for all of these considerations below:



# Initial tips to improve Page Speed and Core Vitals

Page speed

1. Aim for less than 5 seconds (ideally 2) for a page load speed / or at least 70/100 score on the Page Speed Insights tool
2. Ensure the size of your images are reduced to where the file size is low but quality remains high (use Photoshop save for web), or a service like <https://www.gimp.org/>, or do this at scale on WordPress using a plugin like <https://wordpress.org/plugins/wp-smushit/>
3. Ensure all JavaScript and CSS code is as economic as possible (reduce unused code). WordPress plugins like this will help: <https://wp-rocket.me/google-core-web-vitals-wordpress/>
4. Ensure your server is fast enough to service people the website at a reasonable speed, and if you have a global audience, consider a content delivery network, which will find the closest server to a user and pull the website from there (rather than from another country's server)
5. We can offer more detailed instructions and action items for you with our Core Vitals Service: <https://anicca.co.uk/blog/core-web-vitals-and-ga4-offer-2021/>

# *How you perform vs SEO Ranking Factors*

# *Top 10 SEO tips to remember then*

1. List your backlinks and flag bad/good ones to action
2. List your competitors backlinks and list your ideal sites to get featured on (create a backlink strategy)
3. Create a content marketing strategy (or just list what content you need to create to get featured in websites and drive traffic)
4. Write in-depth content for humans to provoke a desired 'conversion' on your pages
5. Optimise your key content for keywords
6. Set up and configure Google My Business and align your NAP details ono website
7. Build local citations and links using your agreed NAP details
8. Check if your site is mobile friendly and fix issues
9. Check if your site loads fast and make it load at least 5 seconds
10. Write, optimise and promote (on socials/emails) some supporting content regularly

# Thanks

## Any questions?

### *Disclaimer*

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