Anicca webinar – 28th July 2023

Getting to grips with SEO

Optimising pages that users (and Google) will love!

Introductions

Brad Longman

Digital Strategist for SEO

I have worked at Anicca for 8 years, and in SEO for around 12 years, mostly involved in the technical sides of SEO, as well as working with new clients to set out their SEO roadmap and journey.

About Anicca

No Ego and No Bull,

Supporting your digital ambitions.

Our multi award winning agency in the heart of Leicester has helped clients succeed for over 15 years

Established
2007

Staff
23

Clients
46+

Services
7

Our team

Ann Stanley
Founder & CEO

Darren Wynn
Managing Director

Angie Longman
Operations Director

Commercial &
Strategy Team

Ange Padfield
New Business

Katie Downing-Howitt
Marketing & Training

Holly Kelly
Paid Media

Ed Truman
Analytics & Data

Brad Longman
SEO

Emil Ougendal
Social Media

Katie Ford
PR & Content

Technical &
Support Team

Rajal Prajapat
Client Services

Mark Janes
Client Account
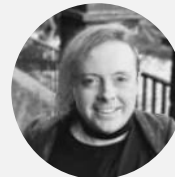
András Lorinczi
Creative

Amy Hayward-Paine
PR & Content

Rachel Cryan
Social Media

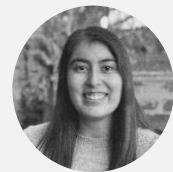James Allen
Analyst & SEO

Jordan Munton
Paid Media

Ebony Hutt
PR & Content

Anna Lomax
Social Media

Pete Keyworth
Paid Media

Zak Averre
Content

Gurpreet Purewal
Marketing

Lucy Hammond
Training & Events

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Our pedigree

We have vast experience of working with companies and organisations across many industries and parts of the UK

Our deep understanding and sharp focus across digital marketing is what sets us apart from the competition, giving you comfort in knowing we are a true extension of your business.

This is also why our internationally renowned clients stay with us year after year.

NHS

Uber for Business

AUTOMATION™ ANYWHERE

PALLEX

experian™

e·on

Strategy & Delivery

We invest in relationships with businesses and brands looking to drive growth and succeed in what they do.

Whatever your brief, we can mix and match our services to best suit your needs. Our services tell you all you need to know when looking for a truly integrated agency.

Services ↗

Analytics

Creative

Paid Media

PR & Content

SEO

Social Media

Training

Outcomes ↗

Consultancy

Strategy

Lead Generation

eCommerce

Technical Support

Reporting

Client Services

What is SEO?

What is SEO?

SEO stands for Search Engine Optimisation

Search Engine Optimisation is the process of improving a website to increase your visibility in organic search results

SEO can be broken down into 3 main areas

Technical SEO - On Page SEO – Off Page SEO

SEO can be undertaken on any website, whether you are B2B, B2C, lead generation or ecommerce

Technical SEO

Technical SEO specifically refers to any website changes you can make that do not directly affect the on-page content of the website. This could be:

- Speed optimisation

- Image optimisation

- Meta data (page titles and meta descriptions)

- Indexation Analysis

- Site Architecture

- Response Codes (Redirects, 404 pages)

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On-Page SEO

On-Page SEO refers to any website changes you can make directly to the content on your website. On-page tasks can include

- Keyphrase Research
- Content Optimisation
- Blog Posts
- FAQ creation
- Internal Linking
- Heading Tag Structure

(This is our main focus today)

Off-Page SEO

Off-Page SEO specifically refers to any tasks completed to improve your websites organic visibility AWAY from your website, and is mainly focused around your website's Domain Authority and Link Profile. Tasks for this can include:

- Link Analysis
- Competitor Analysis
- Broken Link Building
- Digital PR
- Reviews
- Citations

How Google Works

How Google Indexes Websites
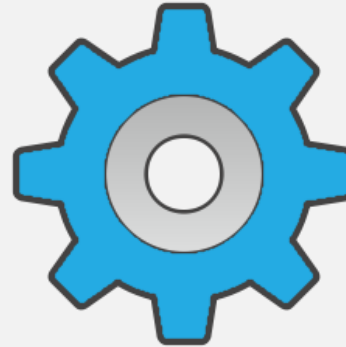
Crawl

Googlebot crawls the site discovering pages

Index

Is the content good quality? (original, no spam).
Then index my pages.

Rank

Is the body content optimised for keywords (and meet other ranking factors)?
Then rank my pages.

Review

Is the title and meta tag optimised well?
Generate good CTR and drive more traffic.

There are hundreds of ranking factors...

Google has hundreds of ranking factors it takes into account when indexing and ranking a website. Whilst we know a great deal of them, we can boil these factors into 10 or so core ranking factors.

1) **Content**

2) **Links**

3) **Intent and Relevancy**

4) **Website Load Speed**

5) **Mobile Friendliness**

6) **Domain Authority**

7) **Keyword Optimisation**

8) **Website Structure**

9) **Website Security**

10) **Website Experience / Engagement**

Optimising your website
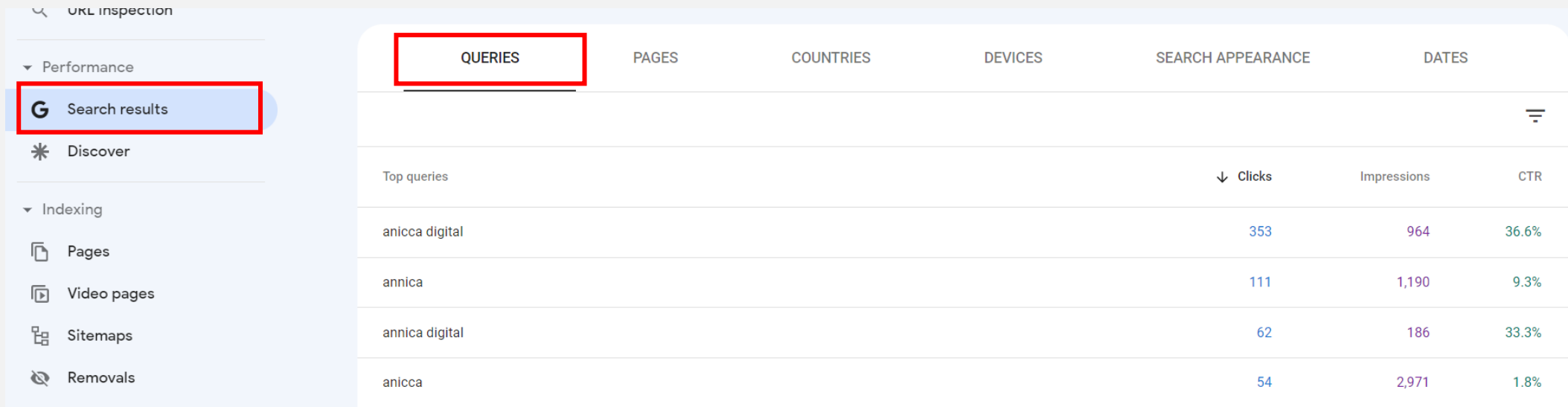
Optimising your website

We know what Google likes to see when looking at websites to decide rankings, how can our website fit these criteria?

Find Relevant Keywords

The first thing to do is ensure your website is targeting relevant keywords. To do this, you can see what keywords are driving traffic and impressions in Search Console. This does only look at what keyphrases your website is already found for, so you're not getting any new ideas here.

Finding Relevant Keywords

Use Google keyword planner, SEO Monitor, Ahrefs or a similar SEO tool to find new opportunities.

Don't pay too much notice of 'search volume', this is just a guide.

Use https://topics.seomonitor.com/ to get keyphrase ideas.

Finding Relevant Keywords

We've found the keyphrases we're going to optimise now, so we just optimise our category page, right?

WRONG.

Check user intent

First thing we need to do is refer to one of our ranking factors. Search intent. Let's look at the intent of a few keyphrases.

Let's look at 'Best Golf Driver'.

Results are all blog posts and guides

Check user intent

Now, let's just look at 'Golf Driver'.

Results are all ecommerce stores and category pages.

So, always look at the results already on page 1. If all the results are blogs, you'll need a blog post, if the results have a buying intent and ecommerce stores are showing, you'll need a category or product page.

What to optimise on your page

Think about the page that are ranking and what type of page you will need to optimise

- If it's blog posts that rank we know that we need to create a blog post

- If it's category pages that rank we know that we need to create a category page

- If it's service pages that rank, we need to create a service page (typicaly the case for lead gen site)

These page will all have unique elements we'll need to add in, but for the most part all pages will have the same core elements to optimise.

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What to optimise on your page

CTR & Rankings

<Title> tag – **include keyword and brand**

URL (web address)

<Meta> description – **include keyword, CTA, USPs and brand**

Anicca Digital: Digital Marketing Agency Leicester
https://anicca.co.uk ▾
Anicca **Digital** is an award winning **digital marketing agency** based in **Leicester**. Founded in 2007 by managing director Ann Stanley, Anicca is one of the original **digital marketing** agencies, having thrived, grown and remained independent for over ten years.

Rankings

Page body content

<H1></H1> tags

<H2></H2> tags

Image

Image ALT="tag"

The main heading, it should describe the overall page and include the keyword.

The secondary heading, it should describe the sub-topic.

This needs to be engaging and should contain keywords and phrases naturally, providing a call to action for the page.

Relevant, complementary image that's useful to the user experience and topic discussed.

Used to describe the image, used by sight-impaired users and Google when it is crawling the page.

Consider additional features

Different types of pages might benefit from additional features to improve user experience, this could include:

- FAQ sections for products

- Reviews and star ratings

- Media (E.G video)

- Structured data (rich snippets, FAQ schema etc..)

Again, **think of intent**. Somebody searching 'how to tie a tie' will probably want a video tutorial, whereas someone searching for 'best ties for wedding day' will be looking for a selection of products or a list of different ties.

Topical Authority

"We've optimised our page like you said, but we don't rank still. What should we do?"

Building your topical authority

Let's look at the "relevancy" of your website. You've optimised a page on your website for 'Golf Driver', but there is no other content on the website about it. Realistically, is Google going to trust your website enough?

This is where we need to create a content plan to build up our content relevancy and topical authority.

We can get a wealth of free data from Google directly to help with this.

People also ask   ⋮

How do I choose the right driver for me?   ⌄

What is a driver for golf?   ⌄

How do I know what golf clubs to buy?   ⌄

How do you play golf with a driver?   ⌄

Do you use a driver on the fairway?   ⌄

When not to use a driver in golf?   ⌄

Does it matter what driver you use?   ⌄

Should you use a driver on a par 4?   ⌄

Is it bad to hit down on the driver?   ⌄

Why am I hitting my 3 wood farther than my driver?   ⌄

Do you use a tee for every shot?   ⌄

Can you pick up your ball on the fairway?   ⌄

Feedback

Finding Blog Content

Another great tool to make use of finding blog content is Also Asked. Now, this sort of relates to us finding FAQ content, but here we will be looking for topics to cover in more in-depth blogs. Simply enter your keyphrase / question and let the tool do the work.

What you get is a full wireframe of a blog article you can write on a topic to build your authority in a specific topic.

This tool is paid for, but also free to use a few times daily
https://alsoasked.com/
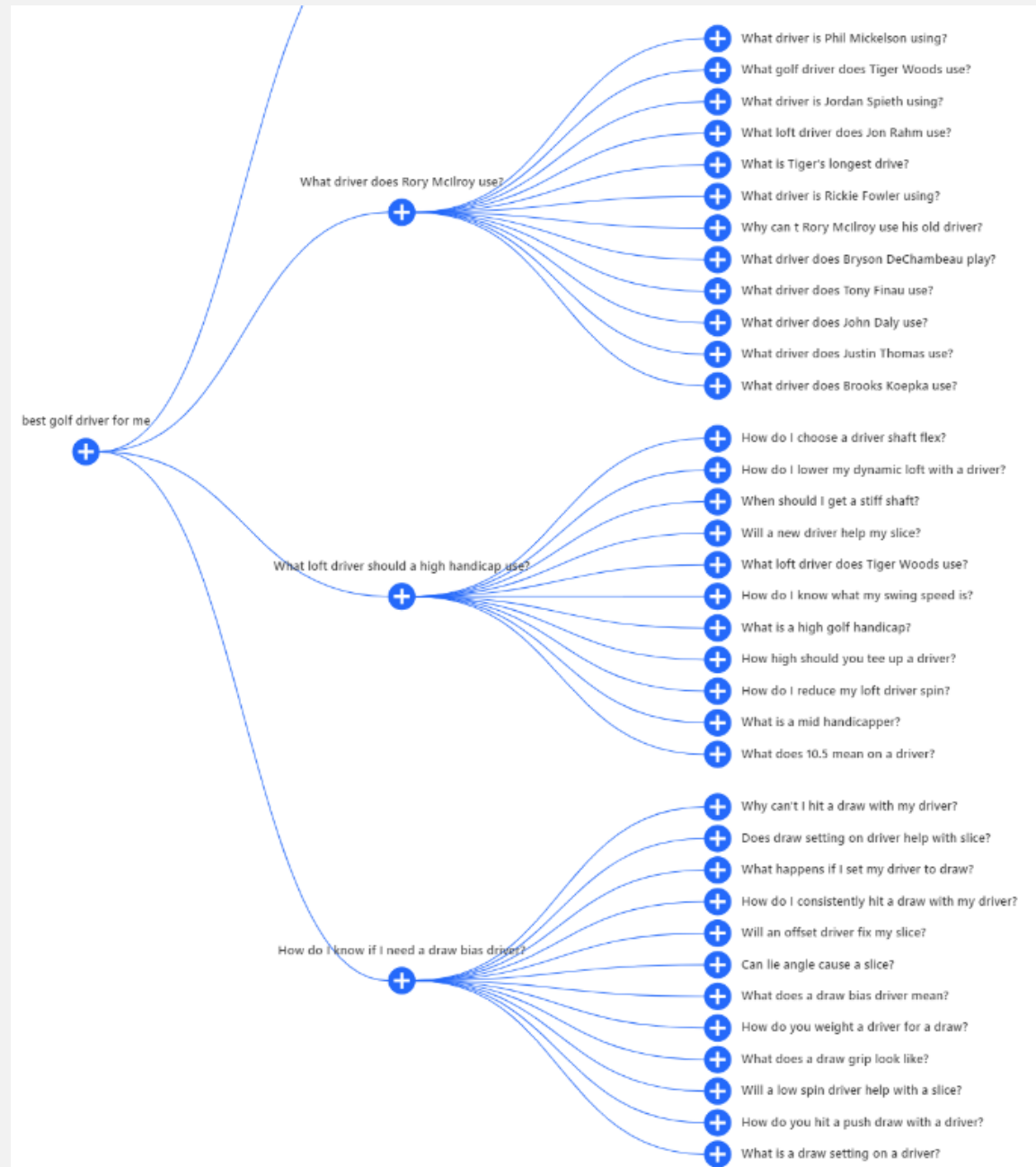
How to link it all together

So now you have a category page and multiple blog posts, FAQ pages and resources that all talk about your Golf Drivers.

The next step is to ensure all of these link together. Building internal links helps improve your page authority, and by linking between all of your relevant content you are ensuring Google can find these resources quickly and efficiently.

Golf Driver Cat Page

What loft driver do I need?

Best golf driver 2023

Golf driver FAQ page

What flex shaft for my golf driver?

Why do I slice my driver?
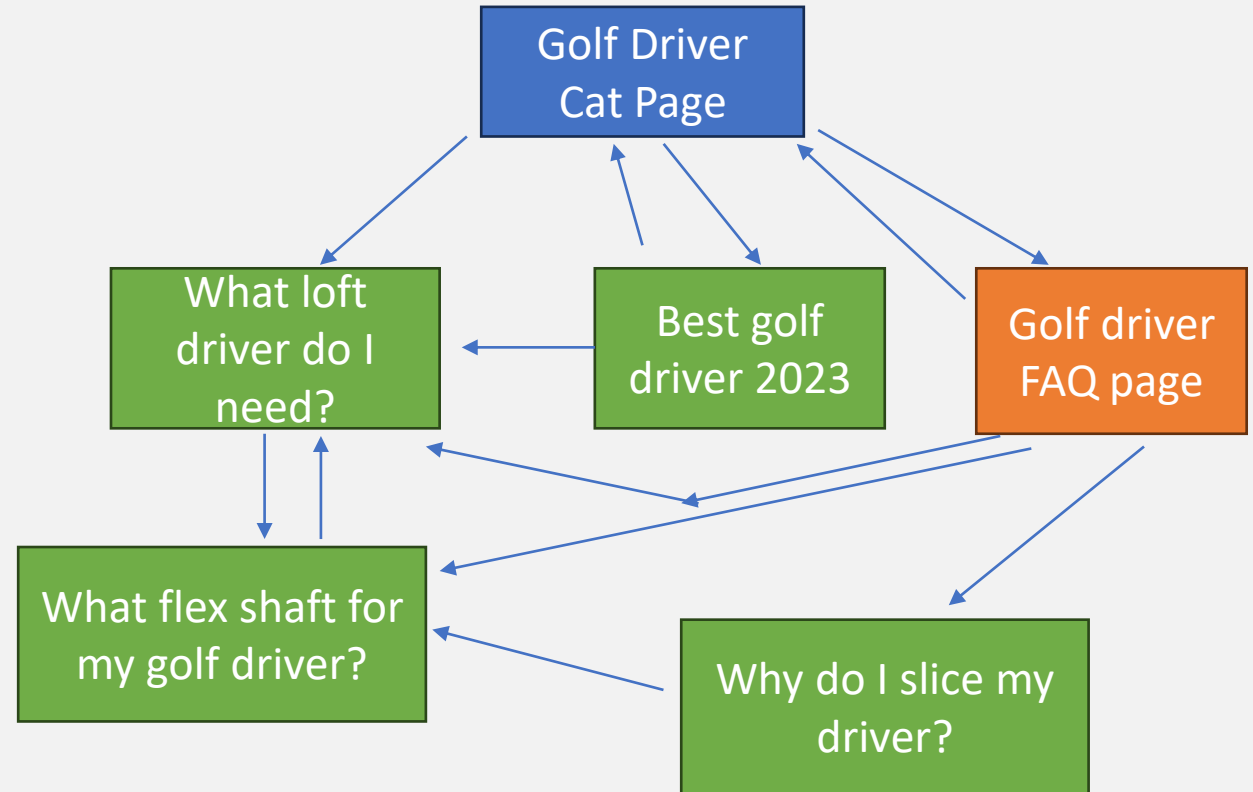
Technical SEO to keep in mind

Importance of Technical SEO

We also need to keep in mind whether our website is technically fine, so some technical housekeeping is essential to ensure your pages are user friendly and more importantly, crawlable for Google!

The main technical elements you can control are page speed, imagery and response codes

Checking images

Now, images really help tell a story on your website. They'll also cause it to be painfully slow if you're not optimising them properly.

Images should be as small in file size as physically possible. Wherever possible, we want to get our images to 100kb or less.

To fix: Get a list of images which have the largest file size and optimise them in Photoshop or online tools like https://compressor.io. Reupload them to the website.

Note: You'll need the paid version of Screaming Frog to get this list of images or you can manually check image file size in your CMS

	Content Type	Size
gleapis.com/gweb-uniblog-publish-prod/original_images/04-20-2020-1...	image/gif	25.3 MB
/wp-content/uploads/2023/03/Annicast_cover-with-Ann.png	image/png	2.6 MB
/wp-content/uploads/2018/02/gmail-amp-doodle.gif	image/gif	1.9 MB
/wp-content/uploads/2022/10/John-Lewis-creative-testing.png	image/png	1.7 MB
/wp-content/uploads/2023/01/Organic-vs-paid-listings.png	image/png	1.6 MB
/wp-content/uploads/2022/11/Barack_Obama_drops_the_mic.gif	image/gif	1.6 MB
/wp-content/uploads/2019/03/giphy.gif	image/gif	1.5 MB
/wp-content/uploads/2022/03/Aneta-Kowacka-fun-pic-Anicca-Digital....	image/png	1.4 MB
/wp-content/uploads/2014/06/PPC-masters.jpg	image/jpeg	1.3 MB
/wp-content/uploads/2021/11/Rachel.png	image/png	1.3 MB
/wp-content/uploads/2022/10/Scale-and-Structure-of-testing-1.png	image/png	1.3 MB
/wp-content/uploads/2023/01/Google-My-Ad-Centre.png	image/png	1.2 MB
/wp-content/uploads/2022/03/Sukhjinder-Singh-fun-Anicca-Digital-69...	image/png	1.2 MB
/wp-content/uploads/2019/04/04.png	image/png	1.2 MB
/wp-content/uploads/2017/07/website-demographics-v5-2-charts.gif	image/gif	1.1 MB
/wp-content/uploads/2022/03/Baz-Keshwala-Anicca-Digital.png	image/png	1.1 MB
/wp-content/uploads/2022/03/Baz-Keshwala-Fun-Pic-Anicca-Digital.png	image/png	1.1 MB
/wp-content/uploads/2019/04/instagram-shoppable-content-2019.jpg	image/jpeg	1001.0 KB
/wp-content/uploads/2017/04/IMG_3650.jpg	image/jpeg	950.0 KB
/wp-content/uploads/2022/03/Aneta-Kowacka-Anicca-Digital.png	image/png	934.8 KB
/wp-content/uploads/2017/11/IMG_3061-min.jpg	image/jpeg	863.7 KB
/wp-content/uploads/2017/03/Directors-resized.jpg	image/jpeg	837.2 KB
/wp-content/uploads/2013/10/Screen-Shot-2013-10-11-at-22.29.36-1...	image/png	812.0 KB
/wp-content/uploads/2023/02/rectangle.png	image/png	804.2 KB
/wp-content/uploads/2018/07/Canva-Free-Tools.gif	image/gif	775.8 KB
/wp-content/uploads/2022/03/Sukhjinder-Singh-Anicca-Digital.png	image/png	757.6 KB

Checking response codes

We also need to check that all of our pages are responding correctly.

The first thing we'll check are the response codes. This tells us if pages are working (200), redirect (3XX), are broken (404) or return a server error (5XX).

Whilst it's natural to have some 404 pages, we want to eliminate any important 404 errors.

To fix: If you have 404 errors, are they old service or category pages? If so, then your best course of action is to 301 redirect these to the new version of that page.

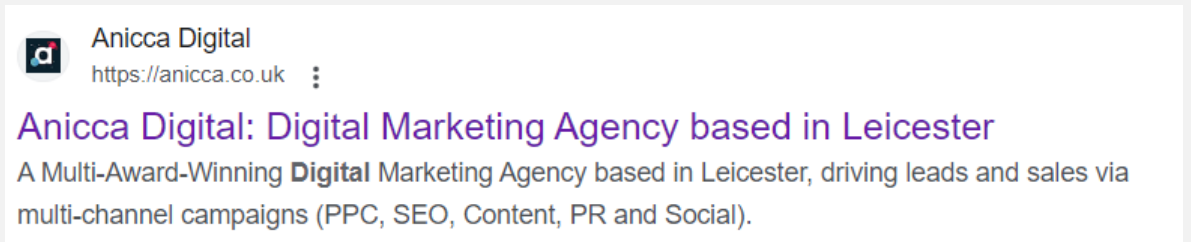| Status Code	Status	Indexability	Indexability Status
404	Not Found	Non-Indexable	Client Error
404	Not Found	Non-Indexable	Client Error
404	Not Found	Non-Indexable	Client Error
404	Not Found	Non-Indexable	Client Error
404	Not Found	Non-Indexable	Client Error
404	Not Found	Non-Indexable	Client Error
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404	Not Found	Non-Indexable	Client Error
404	Not Found	Non-Indexable	Client Error
404	Not Found	Non-Indexable	Client Error
404	Not Found	Non-Indexable	Client Error

Checking pre-click elements

We also need to audit our pre-click elements. Pre-click elements are what the user sees before they click on to your website. This is typically the Page Title and Meta Description.

Page titles are on of the most influential factors that Google will use when working out the topic of a page so we need to ensure these are optimised for target keyphrases.

Meta descriptions are not counted as a ranking factor and will not impact where you show up in Google, however, they're vital to improving click-through-rate and enticing users to click through to your website.

To Analyse and Fix: Are they missing, duplicated, too long, too short? Do they reflect the phrases you want that page to rank for? If not, then rewrite them.

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https://anicca.co.uk

Anicca Digital: Digital Marketing Agency based in Leicester
A Multi-Award-Winning **Digital** Marketing Agency based in Leicester, driving leads and sales via multi-channel campaigns (PPC, SEO, Content, PR and Social).

Titles
- All
- Missing
- ✓ Duplicate
- Over 60 Characters
- Below 30 Characters
- Over 561 Pixels
- Below 200 Pixels
- Same as H1
- Multiple

Descriptions
- ✓ All
- Missing
- Duplicate
- Over 155 Characters
- Below 70 Characters
- Over 985 Pixels
- Below 400 Pixels
- Multiple

Checking Site Speed & CWV

The last regular technical housekeeping element to check is site speed and Core Web Vitals (CWV). Core Web Vitals is it's own ranking factor and measure user experience on page load. Does the site load quickly, does it shift around whilst loading?

You can check this using Google's own tool for free - https://pagespeed.web.dev/ on a page by page basis, or through Google Search Console.

Sites that pass the Core Web Vitals can benefit from a slight ranking boost against sites that fail, so focus on this more than the score out of 100.
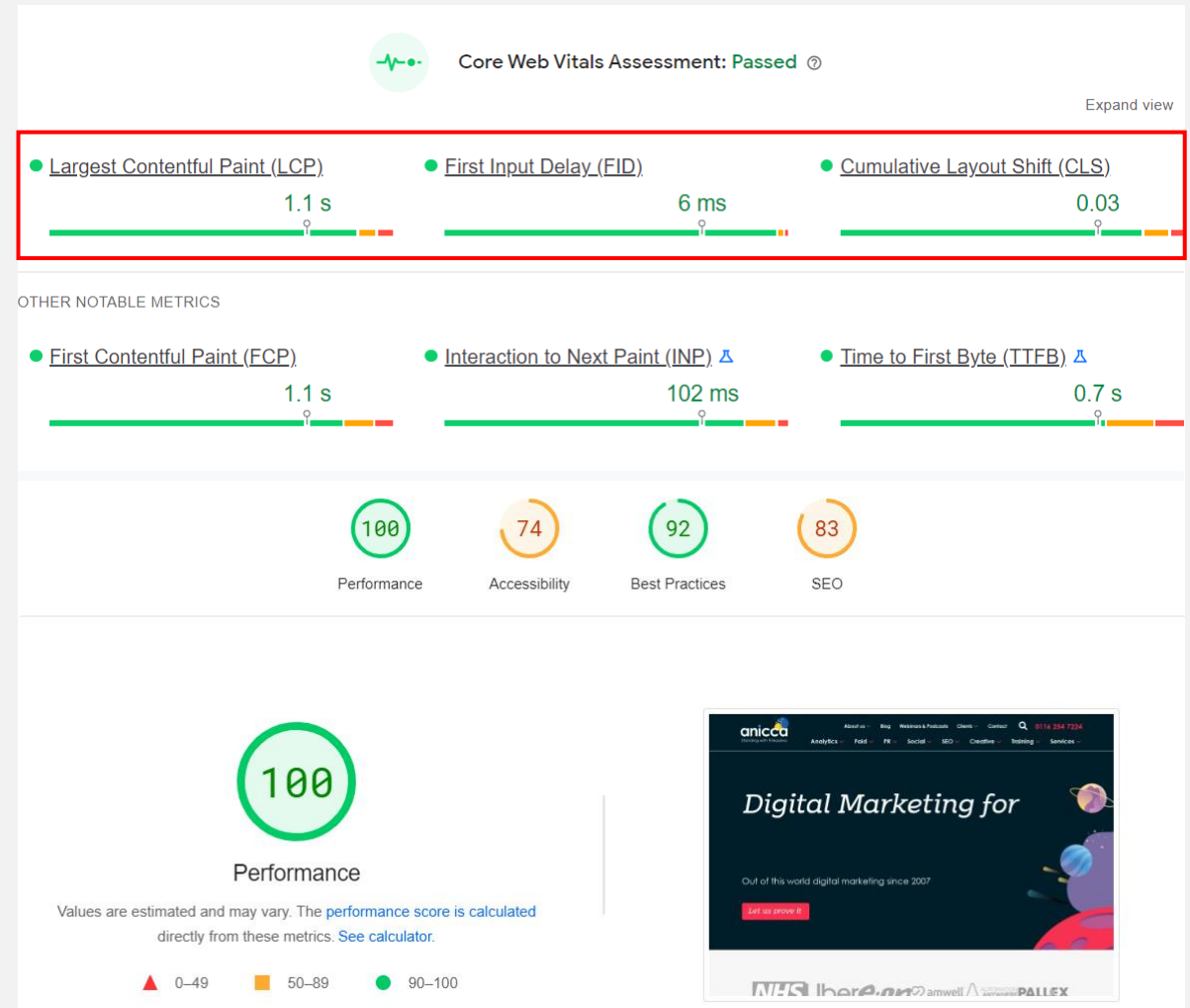
Off-Page SEO

Importance of Off-Page SEO

Off-Page SEO is responsible for all activities AWAY from your website. The main element you're looking to impact is your 'Domain Authority'. Generally, the higher your domain authority, the less difficulty you'll have ranking in Google.

Domain authority is not a Google metric, but rather a tools interpretation of Google Page Rank.

To impact your domain authority, you need to earn links from other websites, and is essentially a vote of confidence from one site to another.

If you earn links from other websites, some of their authority can be passed through to your website.

Checking your Backlinks

Keeping on top of your links allows you to ensure you are not only earning new links, but also to see whether links are helping improve your organic visibility.
If you gain a few high authority links and your organic visibility rises, you can try to earn more links like that.
(You can also put your competitors in to see what links they have too)

To check links in depth, you'll need a subscription to a tool like Ahrefs, however for a general check they do provide a free backlink checking that you can use.

Backlink profile for https://anicca.co.uk/
Domain including subdomains

	Domain Rating	Backlinks	Linking websites
	49	**17K** 98% dofollow	**428** 75% dofollow

DR	Referring page	Anchor and target URL
76	Best SEO Agencies in UK | Digital Agency Network https://digitalagencynetwork.com/agencies/uk/seo/	anicca_digital_agency https://anicca.co.uk/
73	Top 17 SEO Agencies in the UK (2023) https://thesocialshepherd.com/blog/top-seo-agencies-uk	If you're thinking about expanding globally, Anicca could be the agency for you. https://anicca.co.uk/international-seo/

Want to see all 17K backlinks?

See pricing

Sign up for Ahrefs to check backlink profile of any website or URL.

Checking Broken Backlinks

You should also check your broken backlinks. Links that point to a 404 page will not provide any benefit to you.

You should identify your broken links, then either get the links updated, or 301 redirect your broken page to a replacement page.

TIP: You can also check competitor sites for broken links and ask the webmaster to update these links to your website if you have the same page / blog post.

To wrap it up

To Summarise...

- You will struggle to rank for a (competitive) keyphrase if you just optimise it on a page and leave it

- **Focus on getting a library of content on your website around a topic and anything related to it, in the form of FAQ's and blog posts**

- Use the 'People Also Ask' function in Google to structure your supporting content.

- Keep site errors (404 pages) to a minimum and utilise 301 redirects where possible.

- Check your websites backlinks and see if you've gained any new links to your content. Also look to see if your competitors are getting baclinks to similar content which you can also target

thanks thanks thanks thanks thanks thanks thanks

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