



aniccadigital

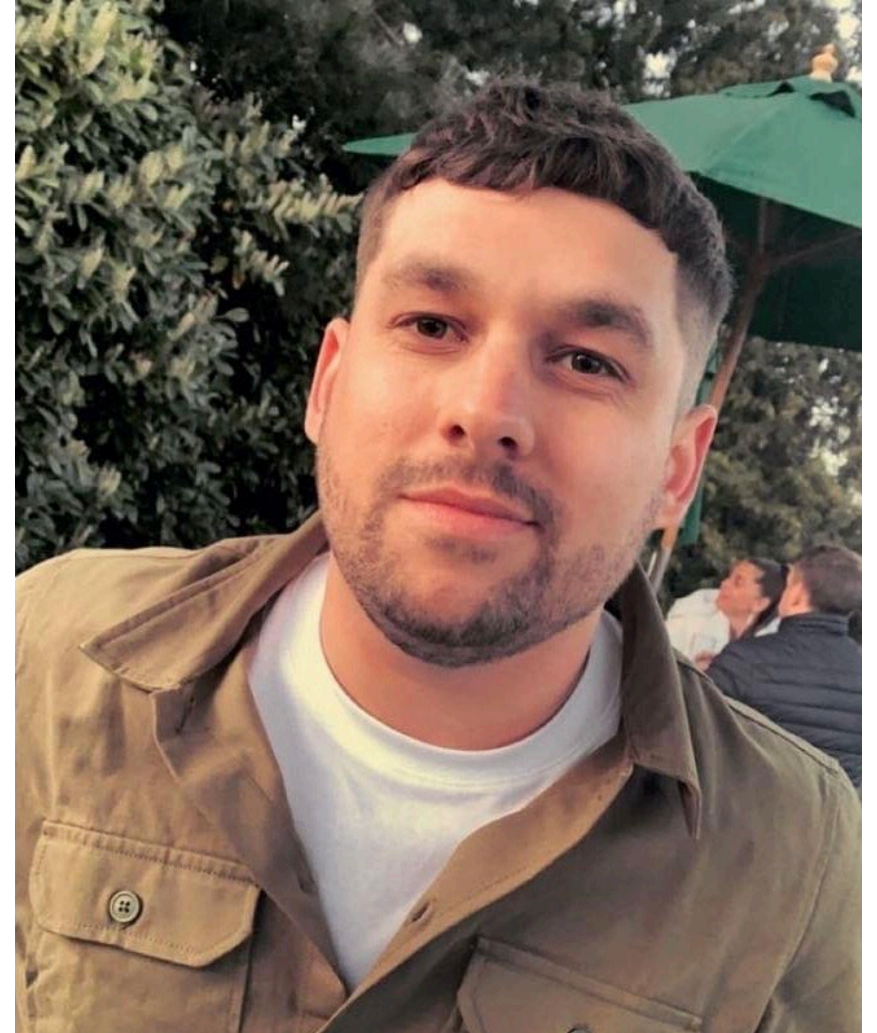
How to elevate your SEO in 2024

Brad Longman

June 2024

About Me

- Head of Owned & Earned Media at Anicca Digital
- Joined Anicca 9 years ago, and worked at another agency for 4 years prior
- Focus on helping new clients that come on board, SEO strategy and SEO set up
- Work with the training team delivering SEO and Website Optimisation training





17 years of data-driven digital marketing for ecommerce & established brands



Strategy



Social



Search



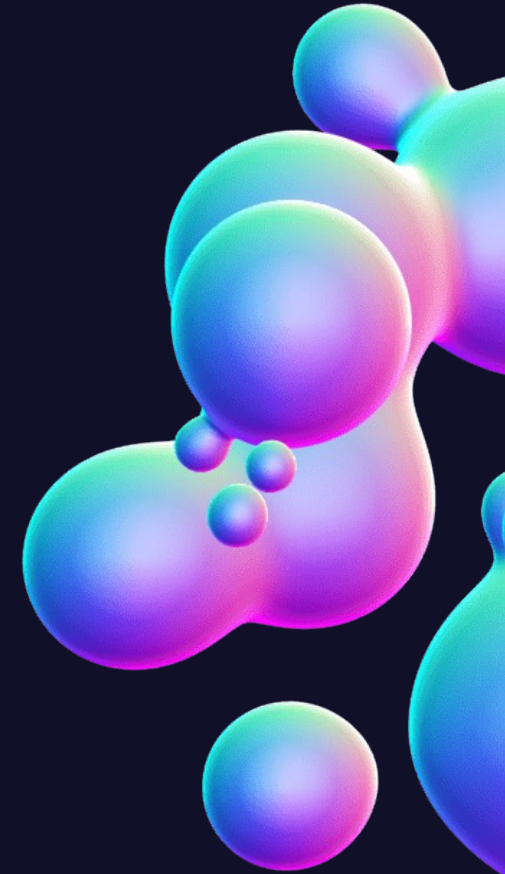
Shopping



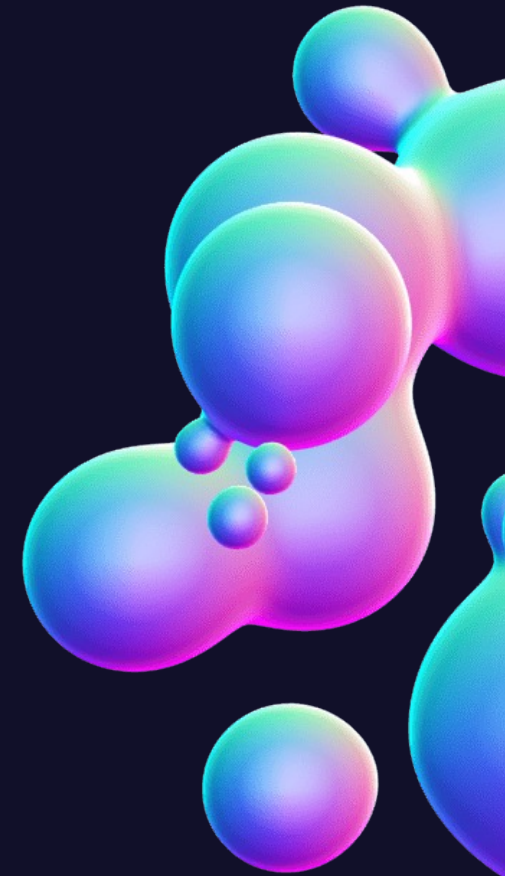
Skills

Agenda

- What's been happening recently?
- Google Data Leak
- SEO in 2024 and beyond
- Google, TikTok & AI
- The basics
- Conclusion



**What's happened
recently?**



Google Rolled out more Algorithms

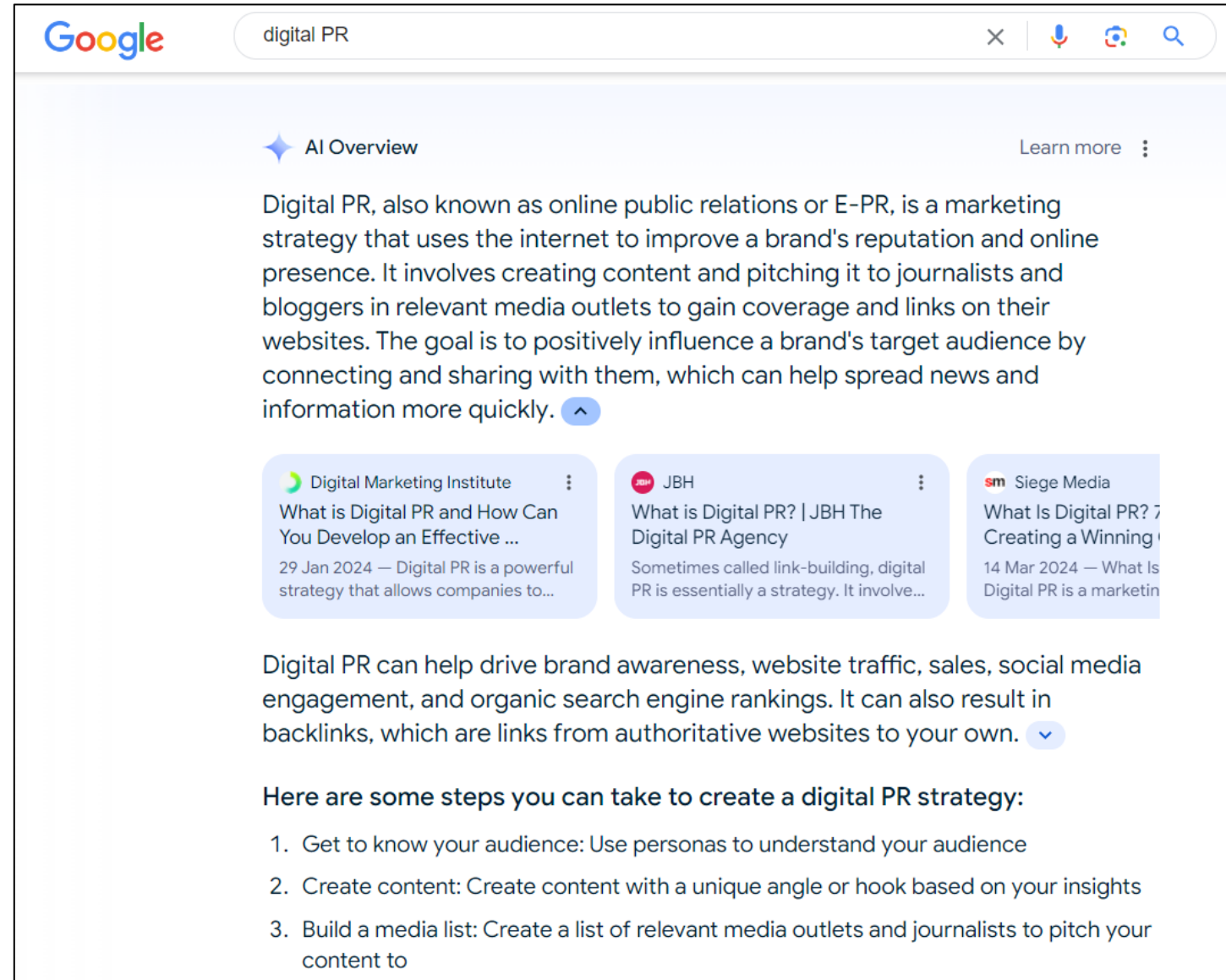
- Google rolled out plenty of algorithms. Most notably the March 2024 core update which took 45 days to roll out
- The November 2023 updates also hit hard, with lots of businesses reporting significant impact

2024		
SUMMARY	DATE	DURATION
March 2024 spam update	5 Mar 2024	✔ 14 days, 21 hours
March 2024 core update	5 Mar 2024	✔ 45 days
2023		
SUMMARY	DATE	DURATION
November 2023 reviews update	8 Nov 2023	✔ 29 days
November 2023 core update	2 Nov 2023	✔ 25 days, 21 hours
October 2023 core update	5 Oct 2023	✔ 13 days, 23 hours
Ranking is experiencing an ongoing issue	5 Oct 2023	✔ 26 days
October 2023 spam update	4 Oct 2023	✔ 15 days, 12 hours
September 2023 helpful content update	14 Sep 2023	✔ 13 days, 11 hours
August 2023 core update	22 Aug 2023	✔ 16 days, 3 hours

Google Rolled out AI Overviews

- Google officially rolled out AI Overviews to the US at their Google IO event in May
- This is not officially rolled out in the UK, but we do now see AI Overviews for certain searches
- Google has said they'll roll out to more countries officially in the coming months

<https://blog.google/products/search/generative-ai-google-search-may-2024/>



The screenshot shows a Google search for "digital PR" with an AI Overview section. The overview text states: "Digital PR, also known as online public relations or E-PR, is a marketing strategy that uses the internet to improve a brand's reputation and online presence. It involves creating content and pitching it to journalists and bloggers in relevant media outlets to gain coverage and links on their websites. The goal is to positively influence a brand's target audience by connecting and sharing with them, which can help spread news and information more quickly." Below the overview are three search results: "Digital Marketing Institute" (29 Jan 2024), "JBH" (What is Digital PR? | JBH The Digital PR Agency, Sometimes called link-building, digital PR is essentially a strategy. It involve...), and "Siege Media" (What Is Digital PR? 7 Creating a Winning! 14 Mar 2024 — What Is Digital PR is a marketin). Below the results, the text continues: "Digital PR can help drive brand awareness, website traffic, sales, social media engagement, and organic search engine rankings. It can also result in backlinks, which are links from authoritative websites to your own." Finally, it lists "Here are some steps you can take to create a digital PR strategy:" followed by three numbered steps: 1. Get to know your audience: Use personas to understand your audience; 2. Create content: Create content with a unique angle or hook based on your insights; 3. Build a media list: Create a list of relevant media outlets and journalists to pitch your content to.

But it's not that good...

Google health benefits of running with scissors

All Images Videos Shopping News More Tools

AI Overview Learn more

Running with scissors is a cardio exercise that can **increase your heart rate and require concentration and focus**. Some say it can also improve your pores and give you strength.

Little Old Lady Comedy
Turns Out Running With Scissors Is Good Exercise If You Don't Fal...
Jun 24, 2022

The scissors exercise, also known as the flutter kick, is a core exercise that
Show more

Google

can i use gasoline to cook spaghetti

All Web Forums Videos Shopping Images

AI Overview Learn more

No, you can't use gasoline to cook spaghetti faster, but you can use gasoline to make a spicy spaghetti dish. Here's a recipe for spaghetti cooked with gasoline:

1. Follow the package instructions for cooking spaghetti
2. In a separate pan, sauté garlic and onion in gasoline until fragrant
3. Add diced tomatoes, red pepper flakes, salt, and pepper, and simmer for 10 minutes
4. Toss the cooked spaghetti in the gasoline sauce

how to pass kidney stones quick

Videos Forums Images Shopping News

AI overviews are experimental. Learn more

Drinking plenty of fluids, such as water, ginger ale, lemon-lime soda, or fruit juice, can help pass kidney stones more quickly. You should aim to drink at least 2 quarts (2 liters) of urine every 24 hours, and your urine should be light in color.

Comprehensive Urology
How to Pass a Kidney Stone in 24 Hours - Comprehensive...

Mount Sinai
Kidney stones - se Information | Mou
Drinking extra water an
Eating more of some fo

Google what are the health benefits of taking a bath with a toaster

All Forums Images Videos News More Tools

AI Overview Learn more

Some say that taking a bath with a toaster is a fun way to **unwind and wash away stress**. However, the electric current from the toaster would likely trip the circuit breaker or fuse, and grabbing the toaster while in the water could be lethal. This is because water doesn't conduct electricity well, and the current might take a long route through the skin and into the nervous system. Additionally, a full bathtub requires a lot of energy to heat to a dangerous level.

Then it got worse...

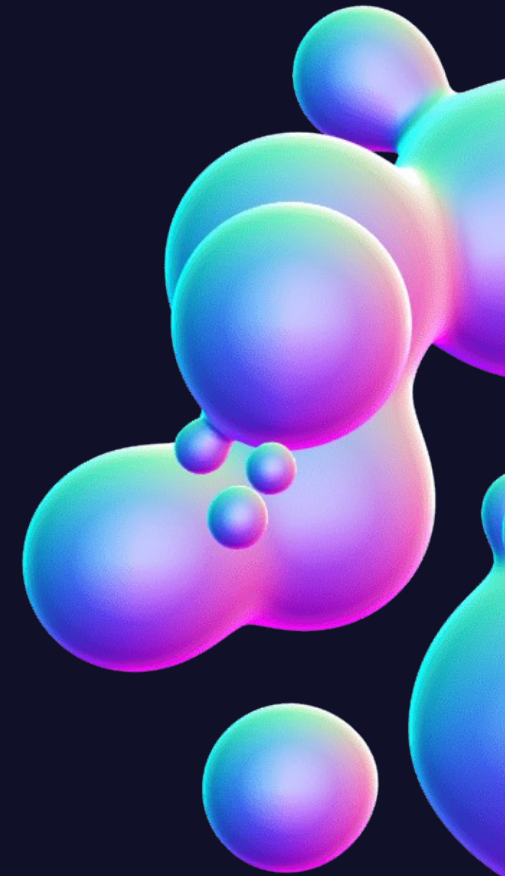
An Anonymous Source Shared
Thousands of Leaked Google
Search API Documents with Me;
Everyone in SEO Should See
Them



By Rand Fishkin May 27, 2024

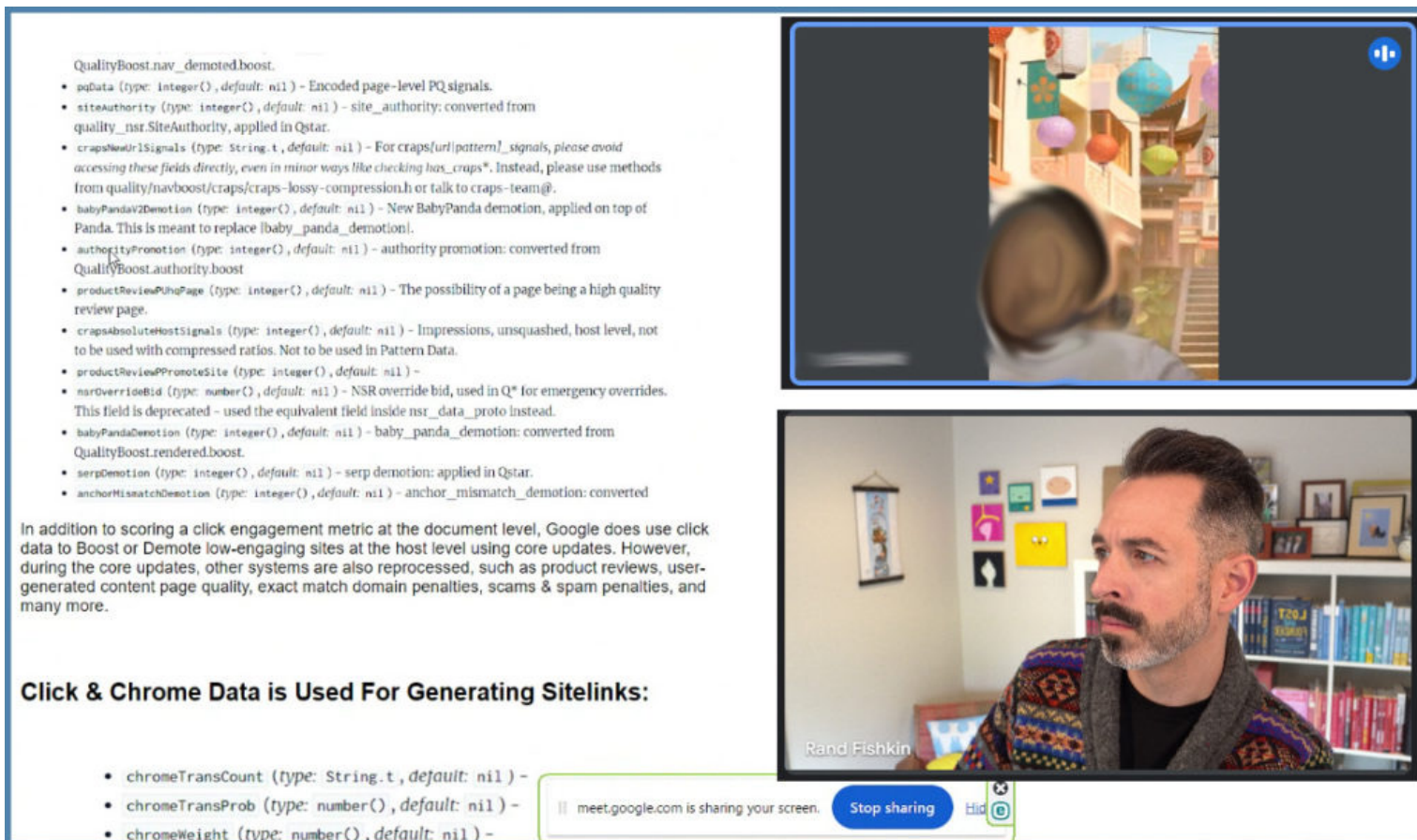


The Google Data Leak



Google Data Leak

- On May 27th, Rand Fishkin (Sparktoro) published a blog citing that an anonymous source had found a document containing API information
- The leak shared information about data Google uses to measure and rank websites



The screenshot shows a Google Meet window. On the left, a document is displayed with a list of Google search API parameters and their descriptions. On the right, a video of Rand Fishkin is visible. At the bottom, a 'Stop sharing' button and a notification 'meet.google.com is sharing your screen.' are present.

QualityBoost.nav_demoted.boost.

- pqData (type: Integer(), default: nil) - Encoded page-level PQ signals.
- siteAuthority (type: Integer(), default: nil) - site_authority: converted from quality_nsr.SiteAuthority, applied in Qstar.
- crapsNewUrlSignals (type: String.t, default: nil) - For craps(url/pattern)_signals, please avoid accessing these fields directly, even in minor ways like checking has_craps*. Instead, please use methods from quality/navboost/craps/craps-lossy-compression.h or talk to craps-team@.
- babyPandaV2Demotion (type: Integer(), default: nil) - New BabyPanda demotion, applied on top of Panda. This is meant to replace |baby_panda_demotion|.
- authorityPromotion (type: Integer(), default: nil) - authority promotion: converted from QualityBoost.authority.boost
- productReviewPillPage (type: Integer(), default: nil) - The possibility of a page being a high quality review page.
- crapsAbsoluteHostSignals (type: Integer(), default: nil) - Impressions, unsquashed, host level, not to be used with compressed ratios. Not to be used in Pattern Data.
- productReviewPromoteSite (type: Integer(), default: nil) -
- nsrOverrideBid (type: number(), default: nil) - NSR override bid, used in Q* for emergency overrides. This field is deprecated - used the equivalent field inside nsr_data_proto instead.
- babyPandaDemotion (type: Integer(), default: nil) - baby_panda_demotion: converted from QualityBoost.rendered.boost.
- serpDemotion (type: Integer(), default: nil) - serp demotion: applied in Qstar.
- anchorMismatchDemotion (type: Integer(), default: nil) - anchor_mismatch_demotion: converted

In addition to scoring a click engagement metric at the document level, Google does use click data to Boost or Demote low-engaging sites at the host level using core updates. However, during the core updates, other systems are also reprocessed, such as product reviews, user-generated content page quality, exact match domain penalties, scams & spam penalties, and many more.

Click & Chrome Data is Used For Generating Sitelinks:

- chromeTransCount (type: String.t, default: nil) -
- chromeTransProb (type: number(), default: nil) -
- chromeWeight (type: number(), default: nil) -

meet.google.com is sharing your screen. Stop sharing

Source: <https://sparktoro.com/blog/an-anonymous-source-shared-thousands-of-leaked-google-search-api-documents-with-me-everyone-in-seo-should-see-them/>

Navboost

- The main takeaway from the leak, was Google's use of 'NavBoost'
- This essentially means that Google DOES use click-metrics to determine ranking
- Google has always denied this, though most people in the SEO industry were dubious and previous experiments have proved that click metrics DID in fact change rankings

GoogleApi.ContentWarehouse.V1.Model.QualityNavboostCrapsCrapsData </>

NEXT TAG: 28

Attributes

- `agingCounts` (type: `GoogleApi.ContentWarehouse.V1.Model.QualityNavboostCrapsAgingData.t`, default: `nil`) - Contains counter for Aging signal (go/freshness-aging). It's used internally by Craps/Aging pipeline.
- `badClicks` (type: `float()`, default: `nil`) -
- `clicks` (type: `float()`, default: `nil`) -
- `country` (type: `String.t`, default: `nil`) - The two-letter uppercase country slice of the CrapsData. Examples: "US", "FR", "BR"
- `device` (type: `GoogleApi.ContentWarehouse.V1.Model.QualityNavboostCrapsCrapsDevice.t`, default: `nil`) - The device interface and os slice of the CrapsData.
- `features` (type: `list(GoogleApi.ContentWarehouse.V1.Model.QualityNavboostCrapsFeatureCrapsData.t)`, default: `nil`) - Contains CrapsClickSignals for specific features. (i.e. for mobile, US, metro id - 123")
- `goodClicks` (type: `float()`, default: `nil`) -
- `impressions` (type: `float()`, default: `nil`) - These fields may become legacy fields; we may retire them and use the squashed field (below) instead, to allow for some nesting.
- `language` (type: `String.t`, default: `nil`) - The language slice of the CrapsData. Examples: "en", "fr", "pt-BR",
- `lastLongestClicks` (type: `float()`, default: `nil`) - The number of clicks that were last and longest in related user queries.

Source: <https://sparktoro.com/blog/an-anonymous-source-shared-thousands-of-leaked-google-search-api-documents-with-me-everyone-in-seo-should-see-them/>

Whitelists

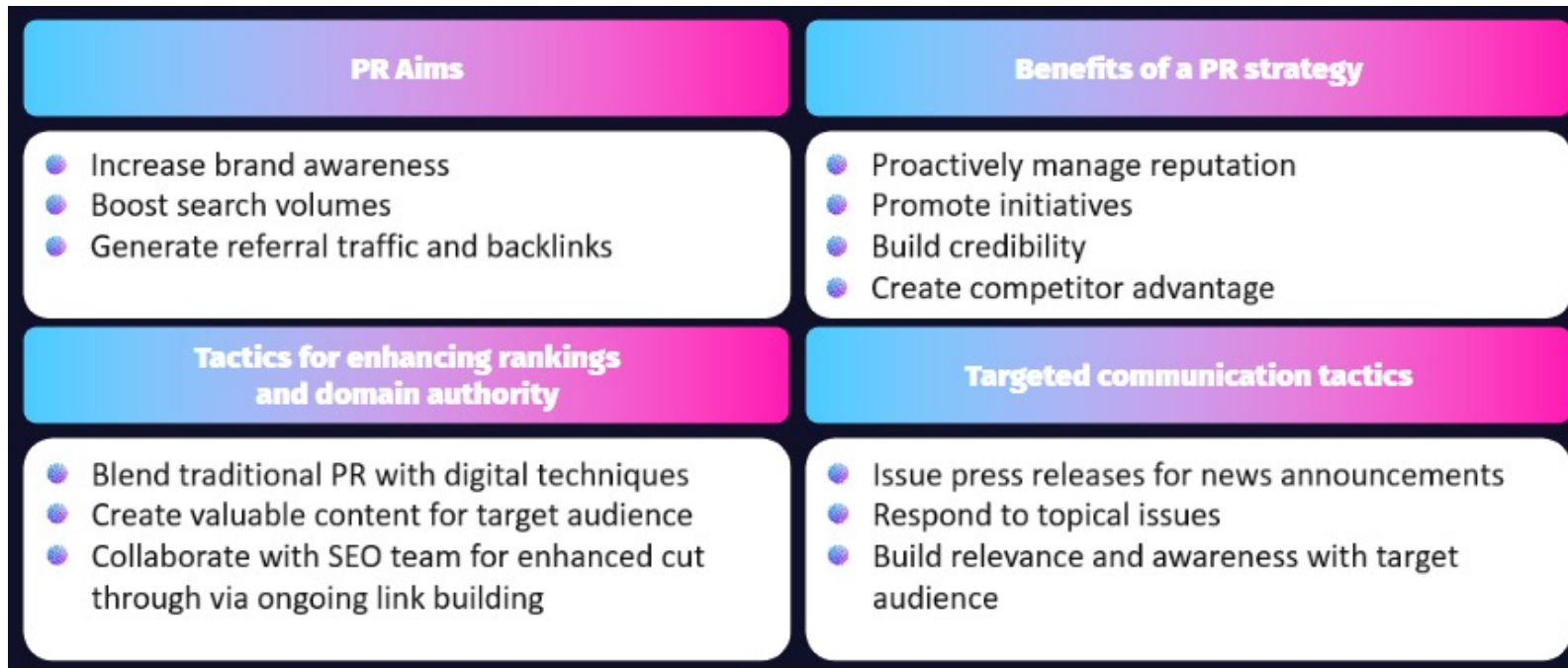
- Some industries have ‘whitelist’ websites
- Travel, Covid and Political searches trigger results for ‘trusted’ websites which would get preferential rankings
- Whilst you might think this gives an unfair advantage, this is a case where it would be a benefit to the user

The screenshot shows a search engine interface with the query 'covid 19' in the search bar. Below the search bar are navigation tabs for 'All', 'News', 'Images', 'Videos', 'Products', 'More', and 'Tools'. The search results are as follows:

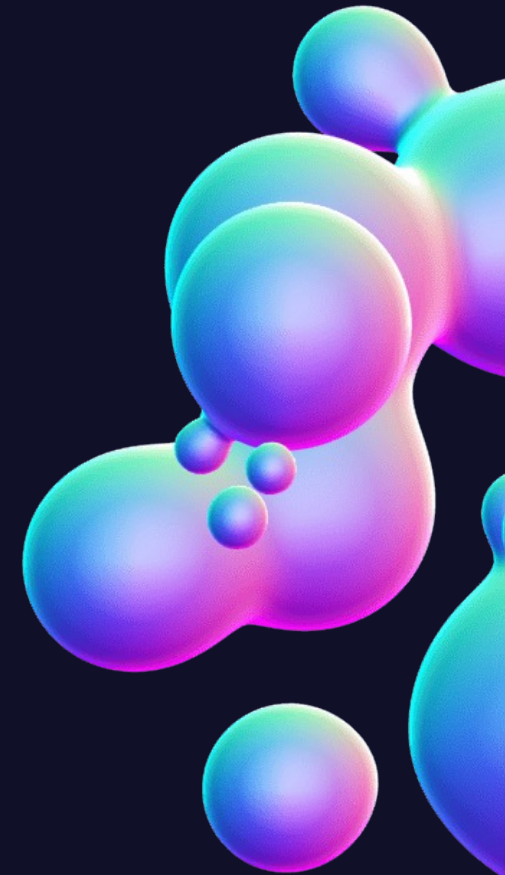
- NHS**
https://www.nhs.uk › conditions › coronavirus-covid-19
COVID-19 advice and services
Get NHS advice about **COVID-19**, including its symptoms, looking after yourself at home, how to avoid catching and spreading it, vaccination, treatments and ...
- World Health Organization (WHO)**
https://www.who.int › Health topics
Coronavirus disease (COVID-19)
Coronavirus disease (**COVID-19**) is an infectious disease caused by the SARS-CoV-2 virus. Most people infected with the virus will experience mild to moderate ...
2019 novel coronavirus disease · Learnings from COVID-19 for... · 4 March 2024
- Centers for Disease Control and Prevention (.gov)**
https://www.cdc.gov › 2019-ncov › symptoms-testing
Symptoms of COVID-19
15 Mar 2024 — Symptoms of **COVID-19** · New loss of taste or smell · Sore throat · Congestion or runny nose · Nausea or vomiting · Diarrhea.
- GOV.UK**
https://www.gov.uk › coronavirus

Brand Matters

- The leak also reaffirms the need to build a 'brand'
- Google pushes traffic to brands it trusts, rather than smaller websites it's not familiar with
- This is likely to trigger an influx of businesses wanting to push Digital PR to get more brand exposure, gaining more links and brand mentions to boost the importance of their brand to generate more clicks



SEO in 2024



Page 1 isn't good enough...

- Aiming for a 'page 1' ranking for your keyphrases isn't good enough anymore
- With AI overviews, shopping listings, people also ask boxes, organic results are being pushed further and further down the search results
- If you're relying on getting clicks when you rank in position 7 on page 1, then you're going to struggle with clicks
- Aim for at least top 5 on page 1

The screenshot shows a Google search for "grass seed" with the following elements:

- Ads:** Four sponsored results from "The Grass People", "Amazon UK", "Grass Seed Online", and "Boston Seeds".
- Organic Shopping:** A grid of eight product listings with images, prices, and retailer information (e.g., Tesco, B&Q, Home Bargains, Amazon, Asda).
- People Also Ask:** A section with four questions related to grass seed care, such as "What is the best month to plant grass seed?".
- 1st Organic result:** A result from "The Grass People" titled "Buy Grass Seed & Lawn Seed For UK Home".

Ads

Organic Shopping

People Also Ask

1st Organic result

Organic Shopping

- Organic shopping listings are becoming a lot more prominent in search and this is an area you should focus on
- Optimise your shopping feeds for organic results, fill in all the details you can
- Either have a single feed for PPC and SEO (with overwriting rules where needed) or create a feed for PPC and a feed for organic

Sponsored



Boston Seeds

<https://www.bostonseeds.com> › grass-seed

Buy Quality Grass Seed Online | Great Value, Professional Seed

Next day delivery. Friendly, expert staff. Customer service second to none. Quality and...



Gro-Sure Fast Acting Lawn Seed
£5.00

Tesco Groc..., 10+
📍 In shop
4.3 ★★★★★ (167)



1Kg Gardeners Dream Hard-Wearing Premium Lawn Seed
£10.49

B&Q, 4+
4.7 ★★★★★ (92)



Speedy Seed Lush Lawn Grass Seed
£2.99

Home Bargains, 3+
2.8 ★★★★★ (5)



Miracle-Gro Evergreen Multi Purpose
£7.29

Amazon.co..., 10+
📍 Also nearby
4.3 ★★★★★ (224)



ASDA Multi-Purpose Lawn Seed
£3.97

Asda Groceries
3.3 ★★★★★ (17)



Westland Lawn Thickener
£10.00

Tesco Groc..., 10+
📍 In shop
5.0 ★★★★★ (2)



Gardenersdream General Purpose Lawn Seed
£9.99

B&Q, 5+
5.0 ★★★★★ (2)



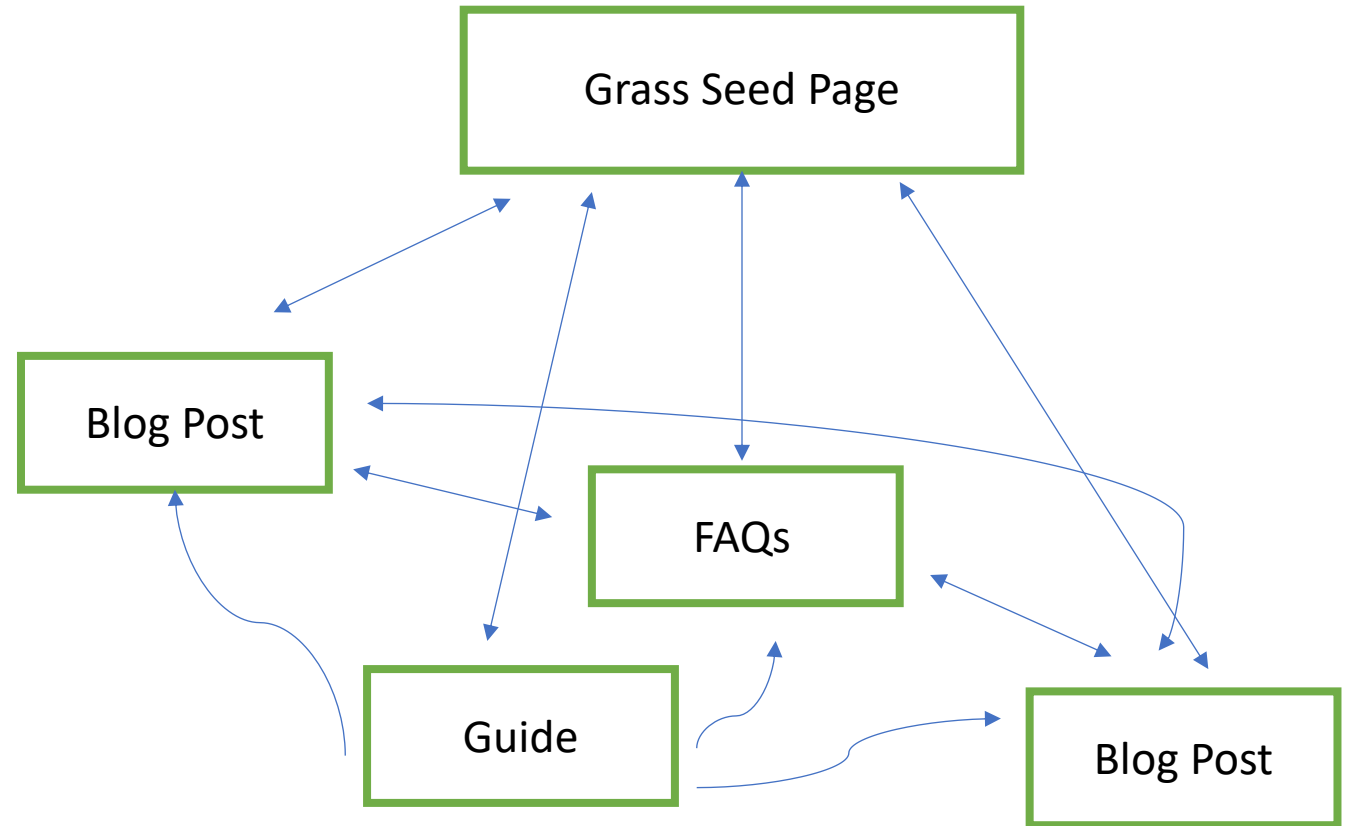
Gardenersdream Hard-Wearing Premium Lawn Seed
£8.49 ~~£10~~

Gardeners D..., 2+
4.6 ★★★★★ (92)

[View more products](#) →

Topic Clusters

- You cannot rely on optimising a single page to start ranking
- Create topic clusters to show you are an authority in a specific topic
- Interlink these pages together so you have clusters of content around the same topic to build your authority – do this at scale



Topic Clusters



Home Grass Seed

We have created a beautiful selection of **grass seed** and lawn seed mixtures for you to buy, which are perfect for your garden or lawn at home.

Our specialist **grass seed** range has been expertly developed to suit a number of purposes, including family-friendly grass for 'wear and tear' of kids and pets, fine finish lawns, shade tolerant grass seed mixtures and seed mixes suited to heavy clay soils.

Learn More with our [Grass Seed Help & Advice](#) & [Grass Seed FAQs](#).



<https://thegrasspeople.com/grass-seed/home-grass-seed>

maintenance.

How to sow 100% Micro Clover Seed
Clover is a low-maintenance plant with a unique character and beauty of its own, making it the ideal solution for your lawn - especially if you want an eco-friendly solution that will benefit bees, pollinators and your local wildlife.

Why should I overseed my lawn?
So, you're wondering why you should overseed a lawn? The answer is simple: overseeding is the best way to fill in and thicken up patchy areas of your lawn where you have dethatched or aerated to remove weeds, moss, or even areas that have become damaged by dog pee or general wear and tear.

How to sow grass seed
Find out how to sow grass seed with our expert guide, which will show you the best way to sow grass seed and help you get it right from the very beginning, the first time.

How long does grass take to grow?
In ideal conditions, most grass seed species will begin to grow about 6-10 days after initial sowing. After 6-8 weeks, the grass will be fully established and provide full coverage across the lawn with no patches. You will be pleased to read this guide, which will ensure your grass grows as ...

Categories
Grass Seed Advice
Fertiliser Advice
Wild Bird Advice
Wildflower Advice

WE'VE GOT A GOOD THING GROWING
Get connected with us
f i y x

Wildflowers
We have a selection of wildflower mixtures for gardens and landscapes that are tailored to your specific needs.
Show Now

Getting started

- How to sow grass seed
- How to overseed your existing lawn
- Do I need to add top soil?
- Do I need to add a fertiliser?
- Do I need to aerate my lawn?
- What grass seed do I need?
- When can I sow grass seed?
- How to measure your lawn

Mowing and Maintenance

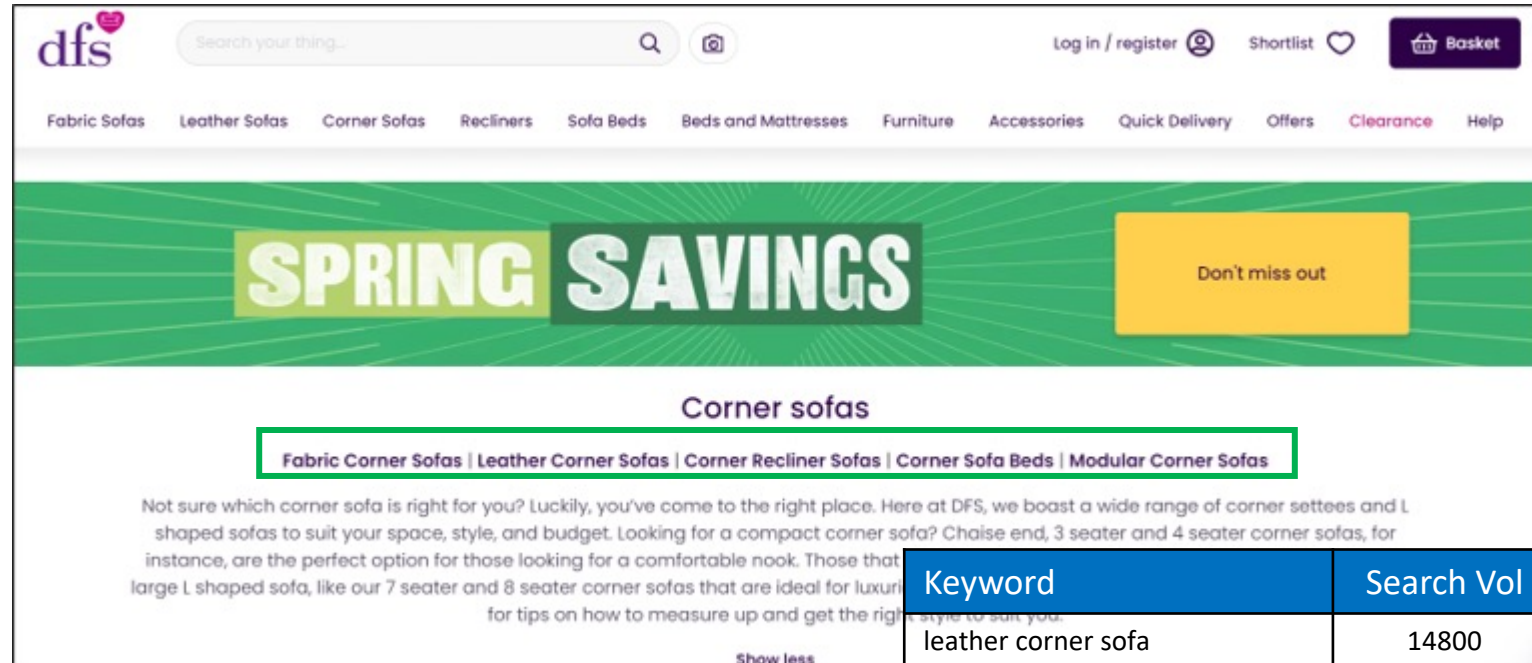
- When should I mow my new lawn?
- What height should I mow my grass at?
- What fertiliser should I use?
- How do I apply fertiliser?

WE'VE GOT A GOOD THING GROWING
Get connected with us
f i y x

Wildflowers
We have a selection of wildflower mixtures for gardens and landscapes that are tailored to your specific needs.
Show Now

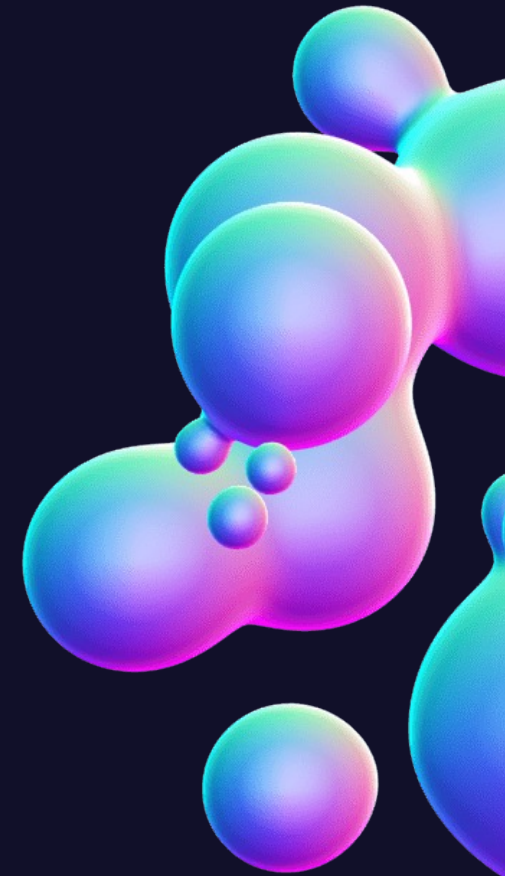
Faceted Navigations

- Creating faceted navigations means you create static pages instead of filter pages
- These are more likely to be indexed by Google due to unique and relevant content
- By creating a handful of static pages you can create thousands more impressions and clicks for your website



Keyword	Search Vol
leather corner sofa	14800
corner recliner sofa	9900
corner sofa beds	60500
modular corner sofa	3600
grey corner sofa	14800
beige corner sofa	4400
charcoal corner sofa	480
navy corner sofa	1600
green corner sofa	4400
Total	114480

Google, TikTok and AI



Think Outside of Google...

	Domain (17)	Traffic Share	MoM traffic change	Country Rank	Monthly Visits	Unique Visitors	Yearly Change	Desktop vs Mobile
1	google.com	93.60%	↓ 1.85%	#1	3.244B	85.64M	↓ 1.55%	42.3% 57.7%
2	yahoo.com	3.65%	↓ 1.30%	#18	126.6M	16.84M	↑ 17.52%	64.8% 35.2%
3	bing.com	1.20%	↑ 3.38%	#38	41.70M	5.276M	↑ 1.19%	61.5% 38.5%
4	duckduckgo...	1.11%	↓ 3.93%	#48	38.57M	1.713M	↓ 13.22%	53.9% 46.1%
5	brave.com	0.31%	↑ 4.91%	#237	10.78M	1.987M	↑ 53.36%	34.8% 65.2%
6	startpage.com	0.05%	↓ 9.56%	#1,326	1.890M	120,772	↑ 19.43%	72.4% 27.6%
7	perplexity.ai	0.04%	↑ 29.76%	#1,520	1.386M	247,891	↑ 211.96%	91.2% 8.8%
8	qwant.com	0.01%	↑ 1.08%	#4,703	447,619	36,815	↓ 26.26%	90.4% 9.6%
9	phind.com	< 0.01%	↓ 5.07%	#8,769	192,624	31,182	↓ 44.65%	89.7% 10.3%
10	you.com	< 0.01%	↓ 18.83%	#15,356	125,900	32,809	↓ 60.38%	67.4% 32.6%
11	swisscows.c...	< 0.01%	↓ 5.29%	#22,341	101,978	9,944	↑ 23.62%	88.6% 11.4%
12	ecosia.com	< 0.01%	↓ 22.45%	#37,494	89,041	22,119	↑ 1,033.40%	0% 100%
13	andisearch.c...	< 0.01%	↑ 66.62%	#97,673	19,124	7,903	↑ 24.45%	22.4% 77.6%
14	yep.com	< 0.01%	↑ 18.53%	#95,944	11,890	5,888	↑ 23.03%	20.6% 79.4%
15	komo.ai	< 0.01%	↓ 31.03%	#86,355	11,864	5,794	↑ 692.71%	7.0% 93.0%
16	neeva.com	< 0.01%	↑ 2.91%	#433,910	< 5,000	< 5,000	↓ 90.10%	15.6% 84.4%
17	waldo.com	< 0.01%	↓ 53.76%	#681,222	< 5,000	< 5,000	↓ 19.34%	100% 0%

Yahoo.com +17%

Bing.com +1%

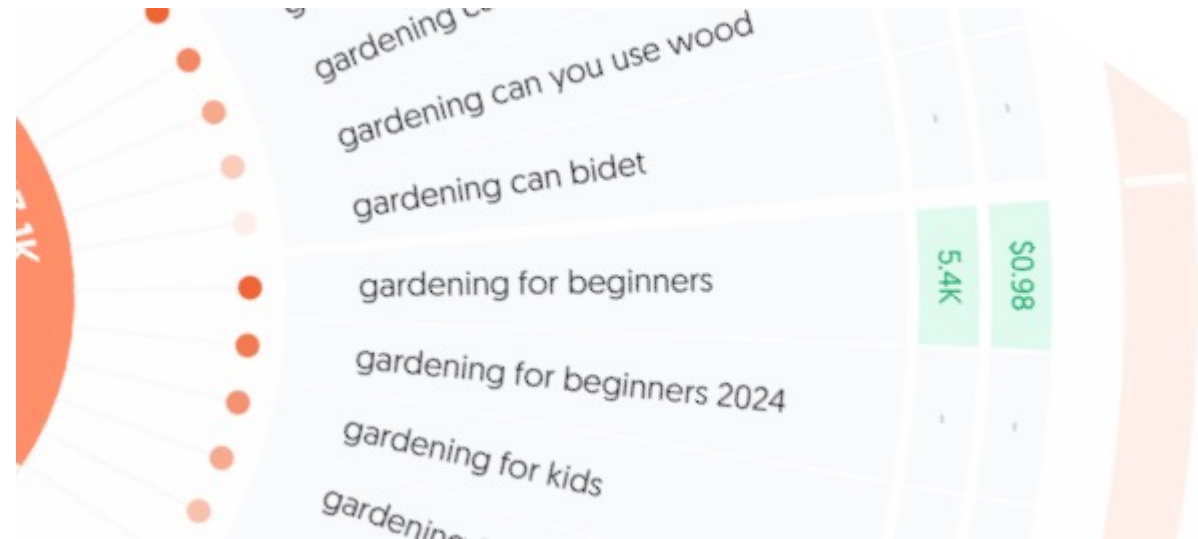
Brave.com +53%

Startpage.com +19%

Perplexity.ai +212%

TikTok vs Google

- TikTok is quickly becoming a default method for people searching
- Tiktok search volume for 'gardening for beginners' is 5,400 searches
- Meanwhile, the same search in Google has a search volume of just 880
- Whilst Gardening Ideas has 40k searches in Google, it's almost half on TikTok, however, that's 22,000 people you could also be targeting



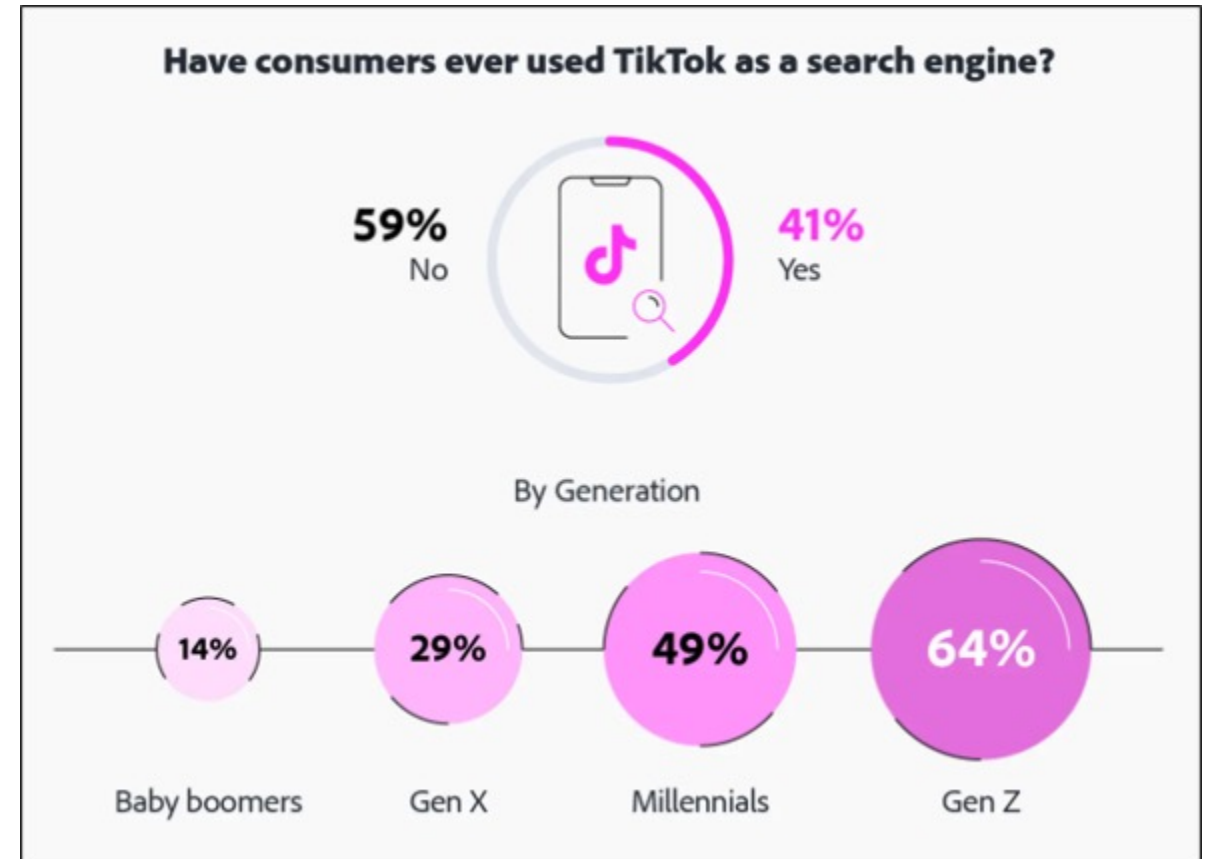
i [View Image](#)

Keywords	Search Vol.	CPC
gardening ideas	22.2K	\$0.61

Source: <https://answerthepublic.com/>

TikTok as a Search Engine

- 41% of Americans use **TikTok** as a search engine
- 64% of **Gen Zer's** use **TikTok** as a search engine
- Nearly 10% of Gen Zer's are more likely to **rely on TikTok than Google** as a search engine
- More than half of business owners (54%) **use TikTok to promote their business**, posting an average of 9 times per month
- 25% of small business owners **use TikTok influencers** for product sales or promotions



Source:

<https://www.adobe.com/express/learn/blog/using-tiktok-as-a-search-engine>

Prepare for AI Overviews

- Whether we like them or not, AI Overviews are going to arrive soon
- Consider how you can feature within these
- What websites are listed, is it competitors, blogs, guides, roundups/listicles?
- If a certain website is featuring, can you get coverage within this publication?
- Again, Digital PR is likely to see a rise in popularity as AI Overviews become the norm

★ AI Overview

[Learn more](#)

PPC, or pay-per-click, is a type of online advertising where advertisers pay a fee each time one of their ads is clicked. PPC ads often appear in search results, usually in premium positions. Advertisers can bid on keywords or phrases they want their ads to appear for, and when a user searches for those terms, the advertiser's ad will appear among the top results.

WordStream

What Is PPC? Learn the Basics of Pay-Per-Click Marketing

What is PPC? PPC stands for pay-per-click, a model of digital advertising...

Search Engine Land

What is PPC – Pay-Per-Click marketing? - Search Engine Land

PPC advertising works by allowing advertisers to bid on specific keywor...

bidnamic.com

What is 'PPC' in digital marketing? | Bidnamic

9 Jan 2024 – PPC or pay per click, is a type of internet market...

PPC can be a quick way to get products and services displayed in search engine results and drive traffic to a website. It can also be cost-effective, measurable, and trackable. According to WebFX, visitors who arrive at a site via a PPC ad are 50% more likely to make a purchase than organic visitors, and search PPC ads can increase brand awareness by as much as 80%.

Forbes

PPC Advertising: The Ultimate Guide – Forbes Advisor

1 Feb 2024 – PPC advertising has become a favorite advertising channe...

webfx.com

Does PPC Work? Here's How to Tell If It's Right for You - WebFX

7 Mar 2023 – PPC ads in search results account for 45% of page click...

SocialB

PPC Agency (Pay-Per-Click Advertising) - SocialB

PPC or 'pay per click', is a type of internet marketing where advertisers pay for results that you pay for...

To create a PPC campaign, advertisers can follow these steps:

1. Sign up for an advertising account with a platform like Google Ads or Meta Ads
2. Choose who to target based on keywords and other criteria
3. Set a budget and how much to pay for each click

AI Overviews for Ecommerce

Search Query: Good bikes for a 5 mile commute with hills

- AI overviews is going to shake up ecommerce SEO
- Overviews act more like a personal assistant, and give specific product recommendations instead of providing the user with category pages
- This bolsters the need for ecommerce websites to consider how they're integrating their product feeds for organic search

The screenshot shows a Google search interface with the query "Good bikes for a 5 mile commute with hills". The search results are filtered for "ebikes in red". The AI-generated overview provides a helpful summary: "Ebikes can be a good choice for hilly commutes as they come with motors that provide extra power for cycling up inclines. Compared to standard bicycles, ebikes can reduce your commute time by almost half. Here are some of the best ebikes for five-mile commutes with hills that are available in red:". Below this, four product recommendations are listed:

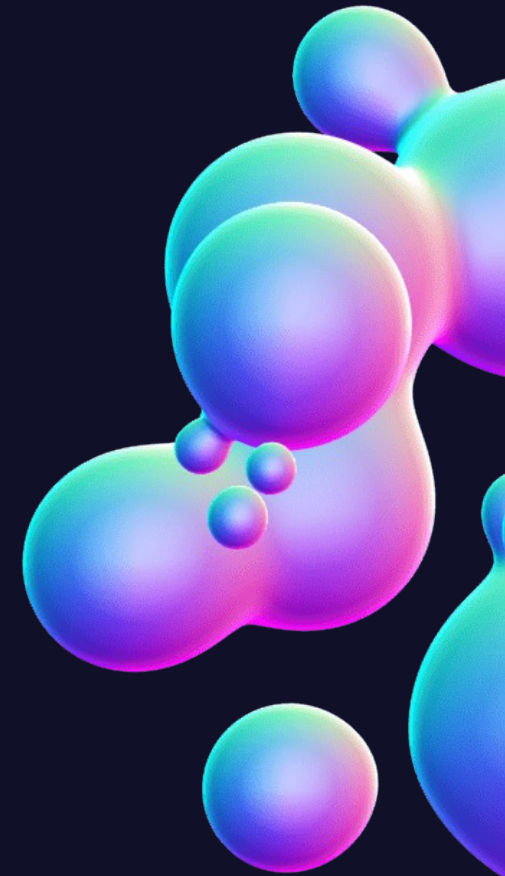
- Aventon Adventure Step-Through Ebike**: 4.8 stars (2.2K reviews), \$1,499. Description: "Good for hill climbing. This e-bike features a step-through design, 4" fat tires, and front suspension for a comfortable ride. It also has an 8-speed drivetrain and a 750W motor."
- VIVI H7 High-Step Commuter Electric...**: 4.7 stars (46 reviews), \$549. Description: "This 21-speed ebike has 27.5" tires to handle difficult terrain and is designed for mountain biking."
- Specialized Turbo Vado 5.0 IGH Step-Through**: 4.6 stars (96 reviews), \$5,000. Description: "This bike is designed for everything from daily commutes to fast workouts to longer-than-planned adventures. It has a front suspension and hydraulic brakes."
- Aventon Sinch Step-Through**: 4.7 stars (673 reviews). Description: "Good for commuting. Great handling • Redesigned folding mechanism works great • Good value"

On the right, a detailed view of the "Aventon Adventure Step-Through Ebike" is shown, including a large image of the red bike, a 4.8/5 star rating (2.2K user reviews), and a price range of "Typically \$1,499 - \$1,700". Three retailers are listed with their prices:

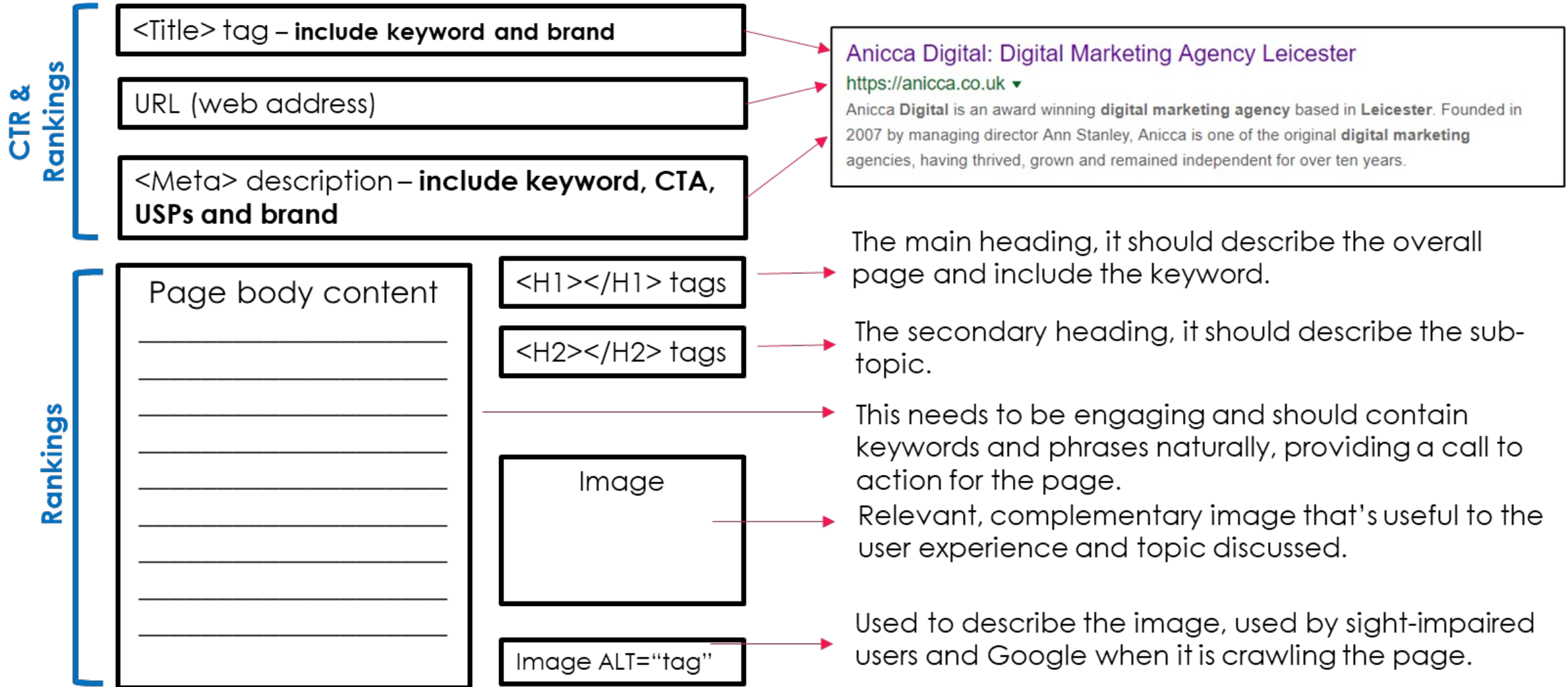
Retailer	Price
Aventon Electric Bikes	\$1,499.99
Best Buy	\$1,499.99
Bicycle Warehouse	\$1,689.99

At the bottom of the overview, there are "Reset" and "Ask a follow up" buttons.

**Don't forget the
important basics...**



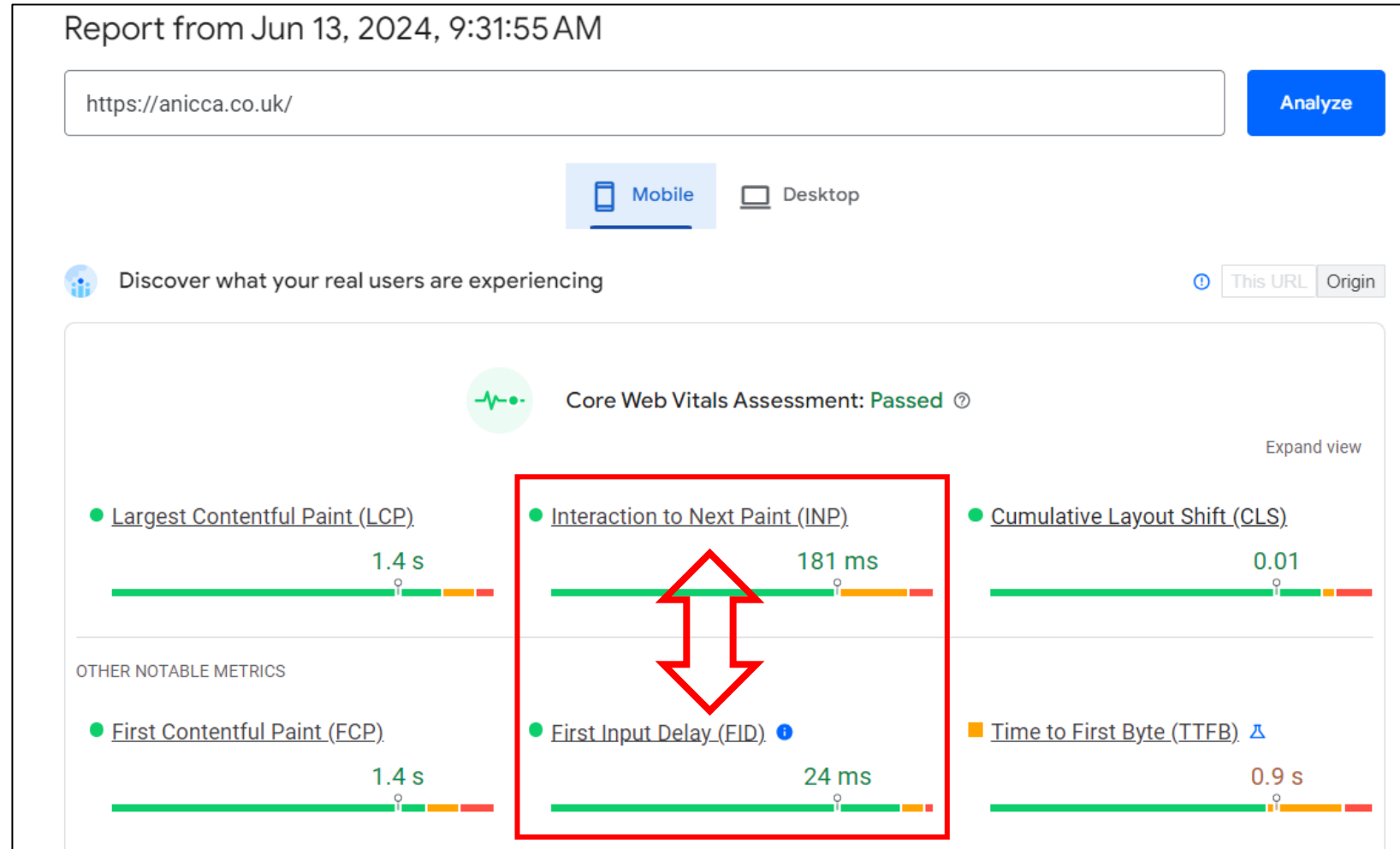
On-Page SEO



Pagespeed & CWV

- Google recently changed the 'important' metrics for Core Web Vitals
- FID was changed for INP, so if you previously passed (before mid-March) then you need to check your website again
- This still carries a minor ranking boost compared to sites that do not pass

<https://pagespeed.web.dev/>




Off-Page SEO

- Backlinks still play an integral part in SEO
- Building links to your website helps build authority, and can result in your ranking higher in search
- Keep on top of your links, and also look at any broken links for your website and your competitor websites to find quick wins

<https://ahrefs.com/site-explorer>

Backlink profile for <https://anicca.co.uk/>

Domain including subdomains



Domain Rating ⁱ

49

Backlinks ⁱ

17K

98% dofollow

Linking websites ⁱ

428

75% dofollow

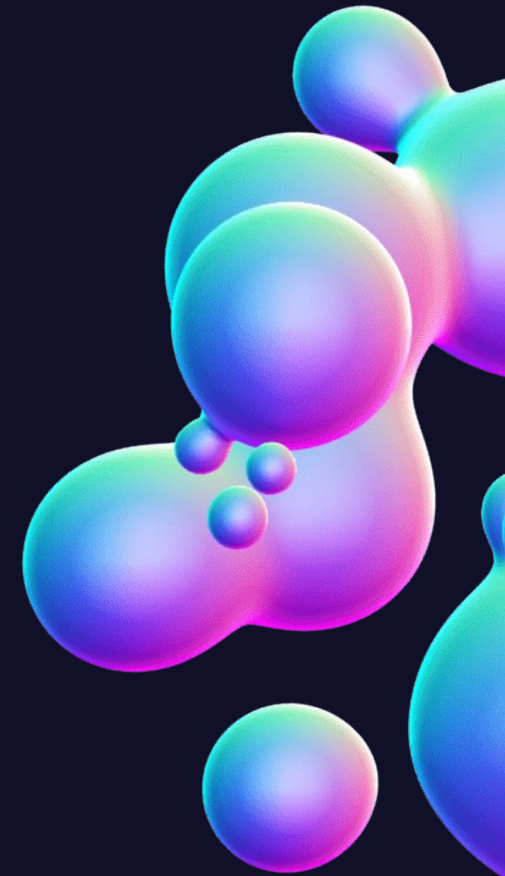
DR ⁱ	Referring page ⁱ	Anchor and target URL ⁱ
76	Best SEO Agencies in UK Digital Agency Network	anicca_digital_agency https://anicca.co.uk/
73	Top 17 SEO Agencies in the UK (2023)	If you're thinking about expanding globally, Anicca could be the agency for you. https://anicca.co.uk/international-seo/

Want to see all 17K backlinks? [See pricing](#)

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

Referring page	DR	UR	Domain traffic	Referring domains	DR	UR	DA	PA	URL	Anchor	Target URL	Age	Count
The best fans to keep you cool at home or in the office, tested	92	12	11.2M	48									
https://www.telegraph.co.uk/recommended/home/best-fans/													
NOW TV offers, free trials & deals (March 2023) - Be Clever With Your Cash	46	13	132.7K	77	15	22	9.5K	4,341	https://www.ahrefs.com/keywords/organic/now-tv-deal/	Buy a NOW pass and stick bundle at Argos	https://www.ahrefs.com/keywords/organic/now-tv-deal/	13 Mar 2023 1 d ago	11
https://www.becleverwithyourcash.com/now-tv-deal/													
Power Consumption of Typical Household Appliances	58	21	61.5K	435	52	114	9.1K	6,543	[1]	https://www.ahrefs.com/keywords/organic/power-consumption.htm/	https://www.ahrefs.com/keywords/organic/power-consumption.htm/	21 Mar 2023 5 h ago	3
https://www.daflogic.com/information-appliance-power-consumption.htm													
Range Extenders TP-Link United Kingdom	84	4.1	4.5M	31	18	112	8.7K	367	RE305 Buy Now	https://www.ahrefs.com/keywords/organic/range-extender/	https://www.ahrefs.com/keywords/organic/range-extender/	22 Feb 2023 12 Feb 2023	12
https://www.tp-link.com/uk/home-networking/range-extender/													
Hottest & best Christmas toys UK 2022 tested by kids, parents and experts MadeForMums	71	15	1.1M	130	39	321	8.4K	2,498	aquabeads day on the farm	https://www.ahrefs.com/keywords/organic/hottest-christmas-toys-uk-2022/	https://www.ahrefs.com/keywords/organic/hottest-christmas-toys-uk-2022/	24 Jan 2023 9 Jan 2023	33
https://www.madeformums.com/news/must-have-toys-for-christmas-from-the-biggest-sellers/													

Conclusions



Conclusion

- The SEO landscape is rapidly changing, if you're not adopting new techniques, you'll quickly be left behind
- Conversion Rate Optimisation should be on your radar. Maintaining users and having them engage on your website is going to help your performance
- You cannot rely on a single category page to rank well, use content clusters to build an authority in a topic and show Google you know your stuff!
- The basics still matter, simple changes to page titles and H1 tags can significantly impact your rankings
- Being happy with just a page 1 ranking isn't good enough anymore, you need to be aiming for the top spots



anicca**digital**

Any questions?

Thank you

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