SEO Fundamentals & What's Working Now

By: Ilana Wechsler

- ❖ **SEO Fundamentals**
  - ➢ **On-page**
    - ■ Things like title tags, body copy, image alt attributes, meta descriptions etc.
  - ➢ **Off-page**
    - ■ Things that are on other websites.
    - ■ Could be like the links that are pointing to that page, the anchor text of those links, the words that are used the underlined words.
  - ➢ **On-page Factors**
    - ■ **Title Tag**
      - ● Start with the title tag because that's the most important element on the page that's given the most weight by Google.
      - ● Start creating your title tag with the home page because that's the most important page of your site.
    - ■ **Keyword Prominence**
      - ● A metric or concept to track whether you're doing a good job with keyword usage in a web page.
      - ● You will have much more prominence with your target keyword if you're going to use it in the first sentence of your first paragraph.
    - ■ ***Meta keywords** is never counted in Google. Remove them because the only person you're helping is your competition. If you insist to include it, then they see the keywords that you're targeting.
    - ■ **Topics or Entities**
      - ● They're referred to as kind of interchangeably.
      - ● A topic is a collection of keywords in a bit of a space of relatedness.
      - ● Write something that's comprehensive overview of that topic space that you want to rank for your target keyword.
    - ■ **Image Alt Attribute**
      - ● If you mouseover an image you'll see some alt text and depending on the browser that you're using.
      - ● This is a missed opportunity from an SEO perspective.
      - ● If you just put any useless terms as an image alt text, it's not very user friendly for people using screen readers who are visually impaired and having the web page read to them.
      - ● You want to not make it spammy just because you get the opportunity to hide a bunch of keywords and not have it show up on the page while you're ruining the user experience for people who have accessibility issues, who are visually impaired so don't

do that.
- Make it useful for the visually impaired.
- Make it keyword rich and a good explanation of what that image is.
- If it's just a space or image or something that's not adding any value it's not a useful image, it's just there to help frame things or whatever. Don't even give it an alt attribute.

- ➤ **Keyword Research Tools**
  - **Google Suggest**
    - **Brainstorming** - as simple as going to Google and just start to type in keystrokes even before getting to the search results and then you would see the search suggestions that's coming from Google Suggest. You would notice what are the search terms that kept on showing up as popular searches.
  - **SOVL**
    - Go to sovl.com and start typing some keystrokes and watch it will pull in as your typing keyword suggestions not only from Google but also being Yahoo, YouTube, Answers.com, Wikipedia, Amazon, all simultaneously. And they're all clickable and it's free.
  - **UberSuggest**
    - Awesome free tool that extends the capabilities of Google Suggest.
    - What it does, you type in the word you want to target, then it will iterate through all letters of the alphabet and the number 0-9 and it will come up with 10 suggestions for each of those iterations.
  - **Answer The Public**
    - When people are searching a lot of times they're asking questions at Google. They're using who, what, where, when, why, how or they're using prepositions which are kind of like implied questions.
    - This tool understands that and pulls from Google Suggest.
    - You put in the keyword and then it pulls from Google Suggest a bunch of who, what, where, when, why, how based search queries as suggestions from Google Suggest and then puts them either in that beautiful graphical circle format or in tables.
    - A free tool and it allows you to identify keywords that question based keywords that you can target to get featured snippets.
- ➤ Featured Snippet
  - It's essentially an instant answer, it's at the top above all the other organic listings and it's an expanded answer.
  - It might be a bullet list, it might be a numbered list, it might be a paragraph, it might be a table, but these are all featured snippets and it may or may not have an image.
  - **SEMRush**
    - You can extract tons and tons of keywords from your competition and see what estimated volumes are of searches for each of those keywords.

- You can filter down with just the click of a button down to a featured snippet keyword.
- These are keywords that the competition is ranking for and has a featured snippet for.

- ➢ Additional action item to help you rank this 2018
    - ■ Rather than focus on the stuff that's fast moving and actually featured snippets are very volatile so you might get a ranking in position zero for a couple hours and then it goes away, so that shouldn't be your first thing that you focus on.
    - ■ Get the fundamentals right.
    - ■ Get all the basic blocking and tackling.
    - ■ Get that right and then you can move on to the more advanced stuff like targeting featured snippets.
    - ■ Like look at voice search as an opportunity.
    - ■ If you have a podcast, get that ranked in iTunes, in Google Play, and other podcast search engine.
    - ■ Do outreach for links
        - ● Pitchbox
            - ◆ Do outreach in an amazing, scalable, non-spammy way using this tool.
        - ● Create a really remarkable infographic
        - ● For remarkable content, let's say it's a blog post or an article, a list of things, a checklist, a worksheet, some sort of buyer's guide or whatever, repurpose and repackage it.