

Automating SEO

By Sarah Vancini

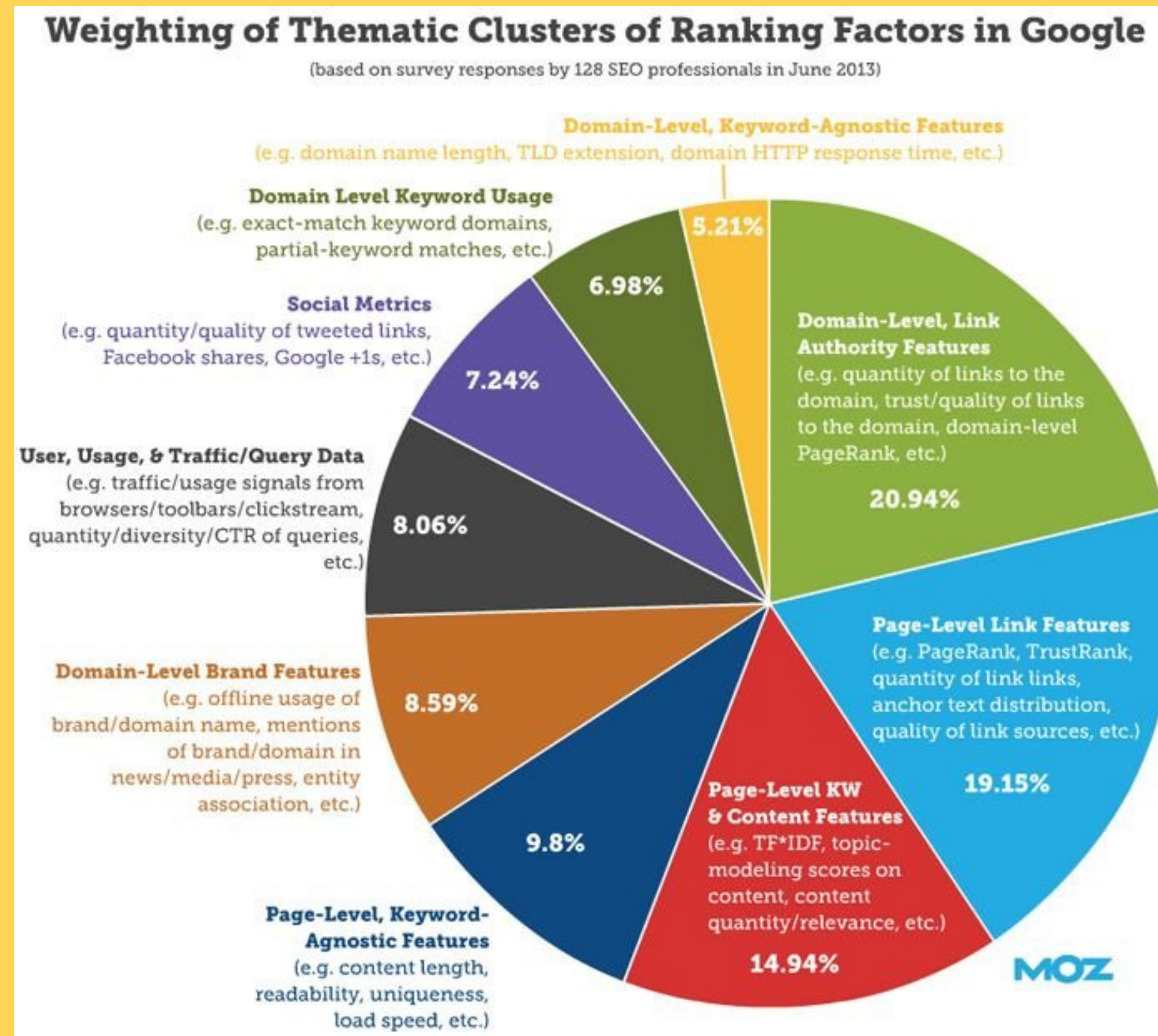


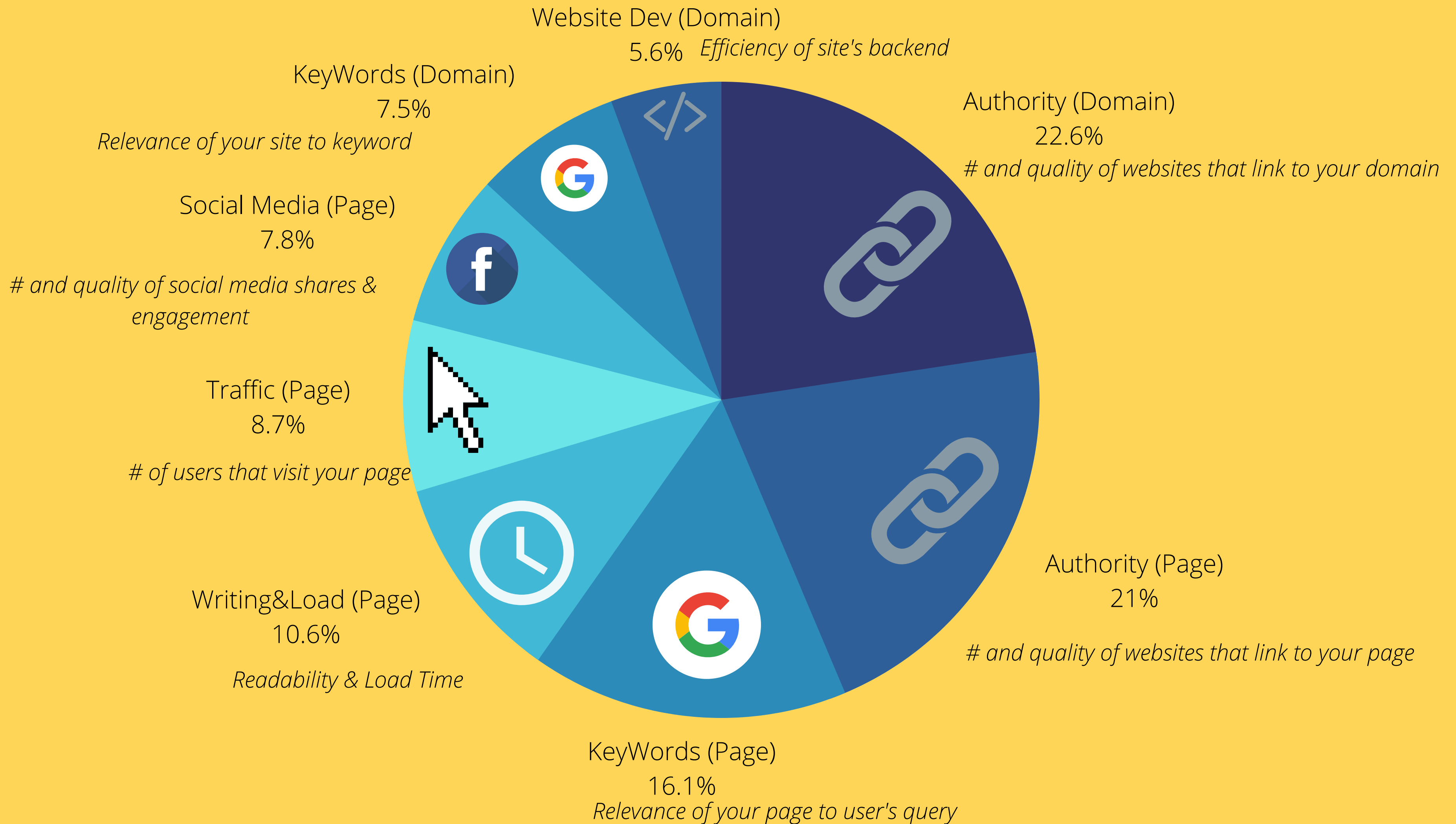


Why is SEO Important

- **68% of online experiences begin with a search engine**
- **53% of all website traffic comes from organic search**
- **93% of global traffic comes from Google search, Google images and Google maps**
- **Google hosts 90% of queries world wide- great place to focus and/or start**
- **Query results are ranked using algorithms according to relevancy. These algorithms are getting smarter and smarter each day, increasing the need and competition for SEO.**
- **Make sure your website is crawlable for Google**
- **Website needs to be crawlable for Google in order to rank**
- **EAT is essential for good SEO rankings: Expertise, Authoritativeness, Trustworthiness**
- **SEO is an ongoing process and there is never a quick fix**
- **SEO strategy needs to be long term. It can take weeks or months to see results.**
- **SEO is very cost effective and snowball effects occur as your site becomes larger and more authoritative**

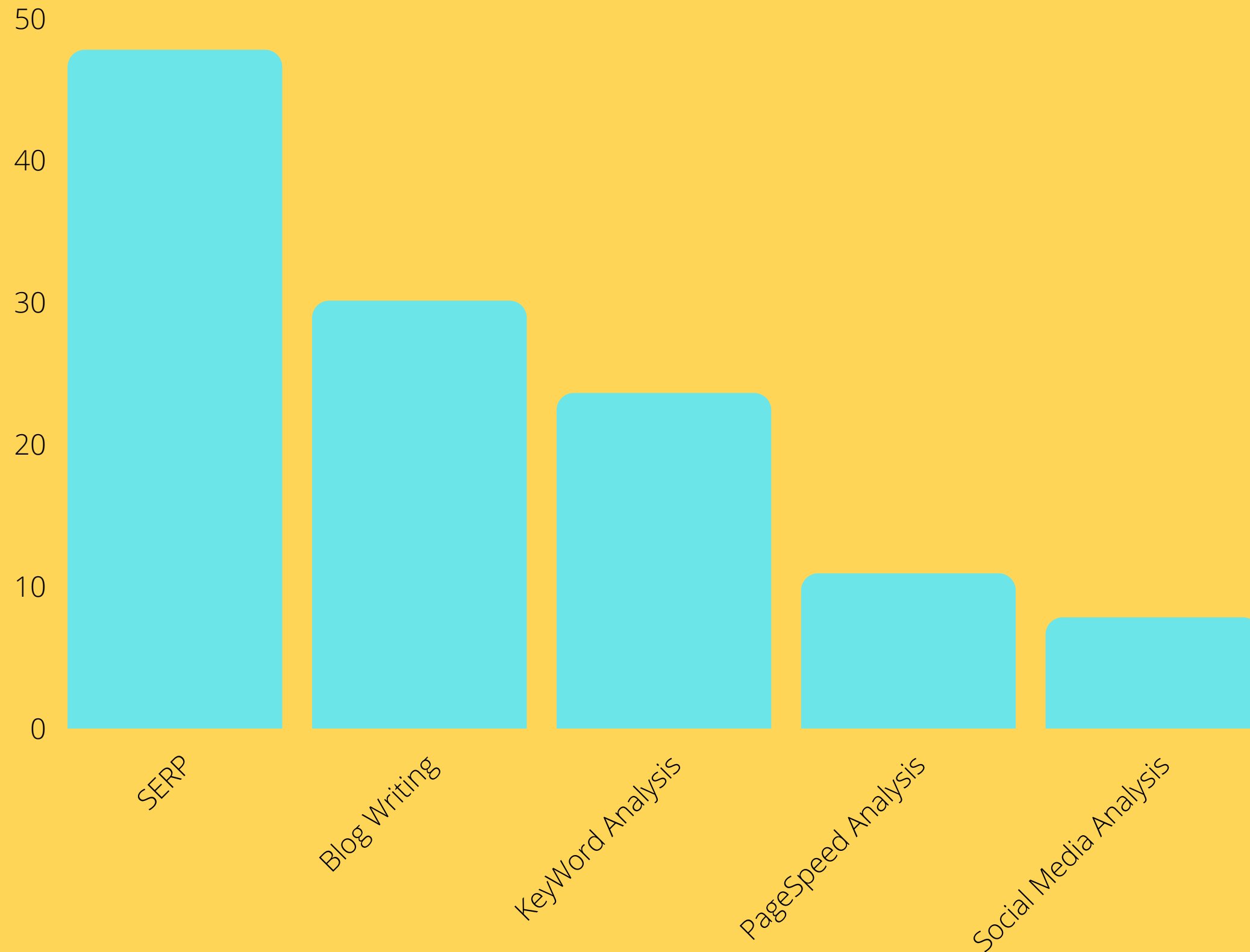
How is SEO calculated?





Deliverables

% Influence on SEO



Order

Page Speed Analysis is independent

KeyWord Analysis



SERP

Social Media Analysis



Blog Writing

Tool Kit

Helpful websites and tools for evaluating and improving SEO

Visit Site:

Moz.com

Answerthepublic.com

Google Trends

Google PageSpeed Insights

Google Keyword Planner

Create Accounts:

Sign Up for HARO

Social Media Accounts: Facebook, Instagram, TikTok, LinkedIn, Twitter, Github, Reddit

Hootsuite

Google Ad Words

Plug-Ins:

YoastSEO



SEO Analyses

*must haves



Google Trends:

- Geography
- Over Time
- Associated Key Words
- Recommended use past year of data- make sure geography is relevant for your site

*Moz.com:

- SERP Analysis: First page of results for any search engine query
- Domain Authority
- Page Authority

Answer the Public:

- .csv file for pillar content and blog ideas

*Google PageSpeed Insights:

- Download Report for domain/page url

*Google Keyword Planner:

- Competition for Key Words
- Monthly Volume for Key Words
- Other brands & Their ranking on key word

*HARO:

- Emails sent 3x per day
- Can get general emails or specific sub topics
- Respond as soon as possible
- Increases domain authority (and perhaps page)

Social Media Accounts:

- Post 5-3x per week, use hashtags and influencer partnerships
- Promote your brand 20% of the time

Google Ad Words:

- Create marketing campaigns (PCP or ads)

YoastSEO:

- Get live reports on readability of blog
- Edit how your page appears in search engine results

REALLY all you need to know from this report as a business exec is:

- What keywords are popular and not as competitive?
- What other brands are ranking?
(maybe is there seasonality?)

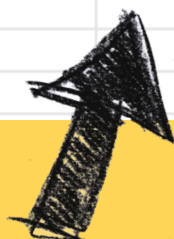
Usually 15-20 key words derived

Could automate- not currently provided



16	- fx	Non-Brands									
	A	B	C	D	E	F	G	H	I	J	K
1	Custom Analysis										
2	Keyword	Avg. monthly searches	Competition	Competition (inc	Top of page bid	Top of page bid	Service	Buyer's Journey	Brands		
3	national caregivers day	5000	Low	1	3.14	12.12		awareness	Non-Brands		
4	primary caregivers	5000	Low	3	2.87	10		awareness	Non-Brands		
5	caregivers at home	5000	Low	29	2.23	8.83	home care	awareness	Non-Brands		
6	caregiver services	5000	Low	32	3.35	9.11		awareness	Non-Brands		
7	dementia carers	5000	Low	19	4.38	16.51	dementia care	consideration	Non-Brands		
8	senior home care	5000	Low	27	3.92	12.6	home care	consideration	home care assistance		
9	in home alzheimer's care	5000	Low	28	3.73	14.79	home care, dem	consideration	home care assistance		
10	senior care services	5000	Low	29	2.18	9.24	home care	consideration	Non-Brands		
11	always caring home care	5000	Low	17	2.3	9.58	home care	decision	always caring		
12	generation home care	5000	Low	21	4.21	27.05	home care	decision	Non-Brands		
13	caregiver inc	5000	Low	23	2.12	11.04		decision	caregiver inc		
14	amanda senior care	5000	Low	23	2.79	10		decision	amanda senior care		
15	assisted hands home care	5000	Low	29	2.58	8.6	home care	decision	home care assistance		
16											
17											
18											

Not currently provided- I have to create- IDK how to automate



keyword research "human performance improvement"

SERP

Take top keywords and gain insights from top performing pages.

Moz



Result	Type	Column	URL	Title	Page Authority	Domains to Page	Domain Authority	Referring Domains to Domain	Content
1	Organic	Main	http://wiki-nkm.iaea.org/wiki/index.php/Human_performance_improveme	Human performance improvement - NKM WIKIDOC	40	2	76	44293	Wikipedia Page
2	Organic	Main	https://www.td.org/insights/what-is-human-performance-improvement	What Is Human Performance Improvement? - Association for ...	38	7	61	11591	Blog
3	Organic	Main	https://www.hrexchangenetwork.com/learning/articles/human-performanc	Human Performance Improvement: Keeping an Eye on ...	26	1	45	1221	Blog + Images
4	Organic	Main	https://www.vectorsolutions.com/resources/blogs/atd-human-performance	The ATD Human Performance Improvement (HPI) Model ...	24	1	42	1456	Blog + Video
5	Organic	Main	https://www.standards.doe.gov/standards-documents/1000/1028-BHdbk-2	Human Performance Improvement Handbook - DOE ...	49	37	77	56806	Handbook PDF
6	Organic	Main	https://en.wikipedia.org/wiki/Human_performance_technology	Human performance technology - Wikipedia	67	125	98	5782070	Wikipedia Page
6.1	Image	Main	http://wiki-nkm.iaea.org/wiki/index.php/Human_performance_improveme	n/a	40	n/a	76	n/a	Wikipedia Page
6.2	Image	Main	https://www.youtube.com/watch?v=riVK-GKgiHc	n/a	61	n/a	100	n/a	Video
6.3	Image	Main	https://www.mdaturbines.com/resources/human-performance-improveme	n/a	21	n/a	29	n/a	Blog with Chart
6.4	Image	Main	https://www.highperteam.com/what-we-do/human-performance-improve	n/a	4	n/a	7	n/a	Reactive Design Page with Visuals
6.5	Image	Main	https://www.researchgate.net/figure/Human-Performance-Improvement-M	n/a	43	n/a	93	n/a	Flow Charts
6.6	Image	Main	https://www.nerdsmakemedia.com/blog/isd	n/a	23	n/a	16	n/a	Blog
6.7	Image	Main	https://www.amazon.com/Human-Performance-Improvement-Building-Pra	n/a	51	n/a	96	n/a	Amazon Book
6.8	Image	Main	https://www.vectorsolutions.com/resources/blogs/atd-human-performance	n/a	24	n/a	42	n/a	Blog with Video
6.9	Image	Main	https://hptmanualaaly.weebly.com/ispi-hpt-model.html	n/a	17	n/a	9	n/a	Blog with Flow Chart
7	Image	Main	https://www.peoriomagazines.com/ibi/2010/apr/identifying-barriers-emplc	n/a	30	n/a	51	n/a	Blog with Chart
7	Organic	Main	https://www.bnl.gov/ismworkshop/content/talks/b/b7/Tom_Gorman_DOE	What is Human Performance Improvement?	36	1	70	22455	PPT Slide
8	Organic	Main	https://blog.psonline.com/talent/human-performance-improvement-hpi-a	Human Performance Improvement (HPI) and SafetyDNA	26	0	50	3821	Blog with Tables
9	Organic	Main	https://www.nerc.com/pa/rrm/hp/2014_Human_Performance_Conference	Human Performance - NERC	35	4	61	6134	PDF Presentation
9.1	Ad	Main	n/a	n/a	n/a	n/a	n/a	n/a	
9.2	Knowledge Pane	Right	n/a	n/a	n/a	n/a	n/a	n/a	
Our Website	Organic	Main	/blog/human-performance-improvement	What is Human Performance Improvement (HPI) Model? [5 minute read]					Blog with Flow Chart



Keyword	Relevance	Overall Importance	Pillar	Focus Month 1	Month 2	Month 3	Month 4	Month 5
human performance improvement	9	81		x				
quality improvement plan	9	27		x				
continuous improvement tools	9	27		x				
process efficiency	9	27		x				
continuous improvement plan	9	27		x				
process improvement manager	3	27			x			
quality improvement methods	9	27			x			
cycle time reduction	9	27			x			
dmaic problem solving	9	27			x			
kaizen lean six sigma	9	27			x			
lean process management	9	27				x		
continuous improvement strategies	9	27				x		
lean improvement	9	27				x		
quality improvement strategies	9	27				x		
kaizen process improvement	9	27				x		
lean process improvement steps	9	27					x	
kaizen project management	9	27					x	
process improvement team	9	27					x	
process improvement project	9	27					x	
lean six sigma process improvement	9	27					x	
process improvement in healthcare	9	27						x
process improvement strategies	9	27						x
manufacturing process improvement	9	27						x
continuous improvement management	9	27						x

Domain & Brand Authority

A pie chart with a light blue background and a white slice representing 29.53% of the total. The percentage value '29.53%' is written in black text inside the white slice.

29.53%

SEO Impact: 20.94%

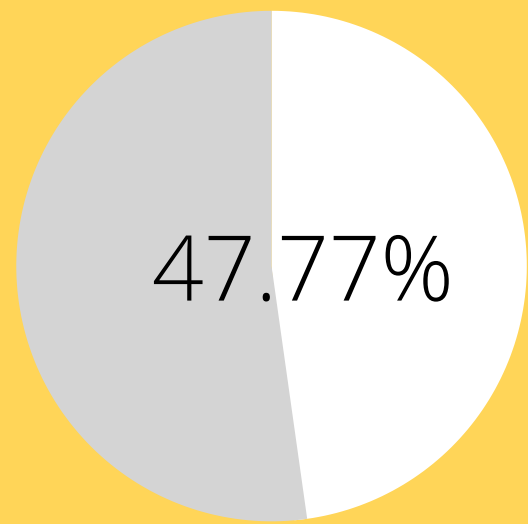
Definition: Quality and trust of links to the domain as well as brand mentions

How to Improve:

- Partner with news sources and other domains with high Domain Ranks (CNN, New York Times, Wall Street Journal)
- Put out Press Releases
- Sign up for HARO: <https://www.helpareporter.com/>
- Create an organized blog with articles under pillar content

Tools: Moz.com

When looking at the top ranking pages for your keywords (SERP analysis) research the page's Domain Authority to see how it compares to yours. If your Domain Authority is more than most pages that is a great keyword for you, if it is less, the keyword will likely be ineffective for your site.



Page Authority

SEO Impact: 19.5%

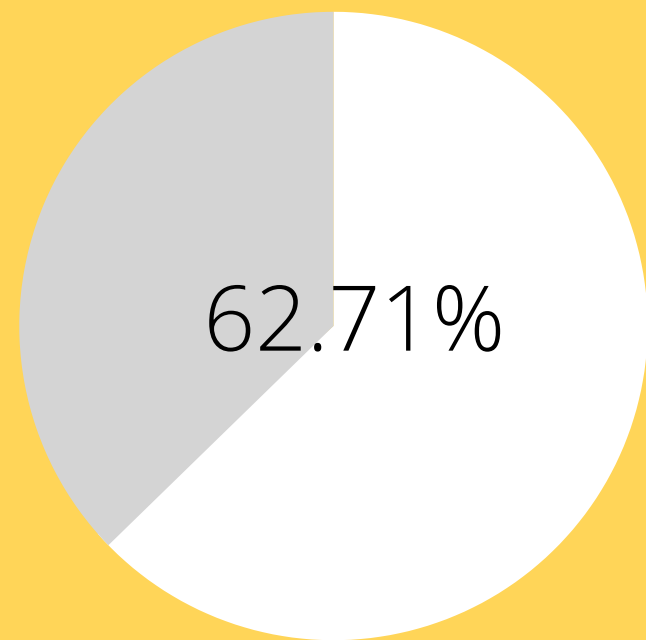
Definition: Quality and trust of links to the page

How to Improve:

- Write articles on trending topics to get the article featured by news sources (CNN, New York Times, Wall Street Journal)- can use a press release
- Sign up for HARO: <https://www.helpareporter.com/> and link to relevant page
- Ensure your blogs remain up with the same URL as when published to accrue links to page
- Continue to backlink throughout your website whenever a relevant topic comes up. Can link within the main text of the page or added at the end or beginning as an additional resource.
- Ask other entrepreneurs to link to your page on their website whenever a relevant topic is being discussed (can send out an email with your new article)
-

How to get score: Moz.com

Check your Page Authority over a period of 6 months as it takes time to accrue backlinks. Page Authority can always increase, even years after you publish a page!



Page-Level Key Words

SEO Impact: 14.94 %

Definition: The relevance of your content to your keyword. Does your page provide insight for someone searching for your keyword?

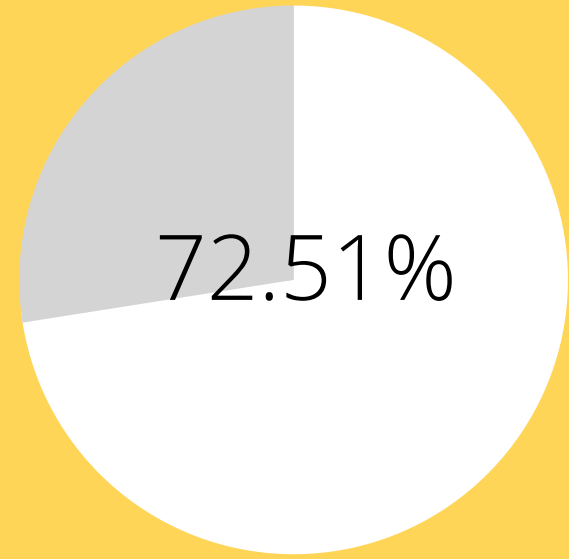
How to Improve:

- Understand all the meanings of your keyword for different audiences (ex. Football in US vs Football in Europe)
- Make sure your Google Search Results are relevant to in-page text and formatting for optimal click through rate (more on this in later presentations)
- Do a SERP analysis and match the format of the best performing pages (ex. step, guide, blog, pdf)
- Follow standard practices in Google Search Results appearances of best performing pages

Gage keyword meaning for different audiences: Google Trends & SERP analysis

Google Search Results Appearance: Depends on your domain host (YoastSEO an option)

How to create relevant text: SERP analysis



Writing Skill & Load Time

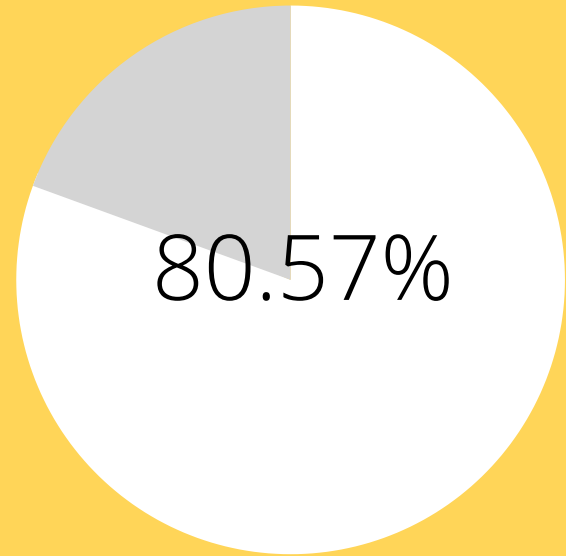
SEO Impact: 9.8 %

Definition: Content length, readability, uniqueness, page load time

How to Improve:

- **Content Length:** Follow word counts found in SERP analysis. Ensure you are using helpful headers and subheaders
- **Readability:** Know your audience, follow the tone found in your SERP analysis, use helpful tools like YoastSEO to give you readability scores, make sure you are not using too much complicated jargon unless that is standard in your audience's language
- **Uniqueness:** 95% of your writing should be completely unique. You can take ideas from other sites but do not copy word for word
- **Page Load Time:** To get an overview of your page load time use Google PageSpeed Insights, work with developers to trouble shoot any issues. Ensure your pictures are formatted correctly. Get rid of bulky page components like carousels if needed.

Tools: Google PageSpeed Insights, YoastSEO, Moz for SERP analysis



Traffic to Page

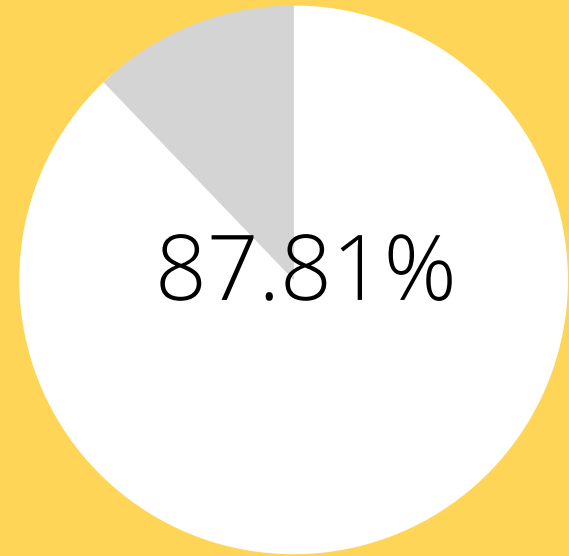
SEO Impact: 8.06 %

Definition: Number of visits to your page

How to Improve:

- Ensure the Appearance of your page in Google Search is click-enticing and relevant to user's queries
- Create partnerships with news organizations and other websites to bring traffic to your page
- Run ad campaigns

Tools: HARO, YoastSEO, Google Ad Words



Social Media

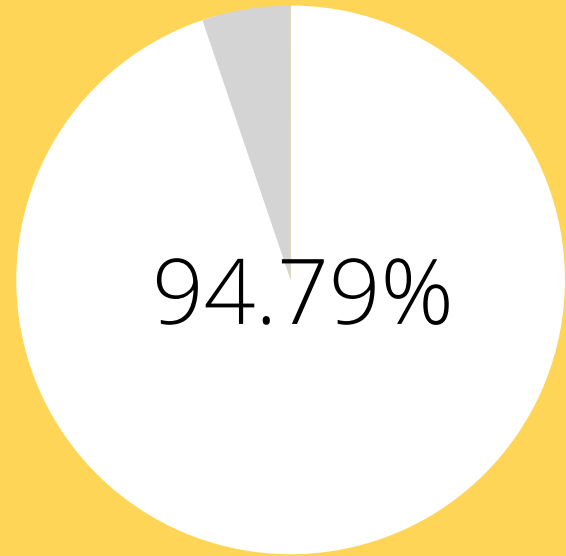
SEO Impact: 7.24 %

Definition: Quantity and quality of tweeted links, facebook shares, google +1s, etc.

How to Improve:

- Make sure your business's social media page is relevant, up-to-date and amasses a following over time
- Partner with influencers
- Offer discounts and deals for those who mention your URL in social media posts

Tools: Hootsuite, Facebook, Instagram, TikTok, LinkedIn, Twitter, Github, Reddit



Key Word Match Domain Level

SEO Impact: 6.98%

Definition: How often your keyword is used in your domain both URLs and text

How to Improve:

- Include keywords in your URLs
- Create a continuous content plan to develop many articles on your topic of interest
- Make mention of your keyword 1-3 times per page
-

Edit your URLs in your domain host or Wordpress. Control F to find number of instances of keyword per page

100%

Domain Website Dev

SEO Impact: 5.21%

Definition: Domain name length, TDL extension, domain HTTP response time etc.

How to Improve:

- Make sure you pick an easy to remember company and domain name. Make sure your campaign titles are catchy and sticky
- Work with your technical team to ensure that your website's technical features are clean

Edit your URLs in your domain host or Wordpress. Control F to find number of instances of keyword per page

Tools: Google PageSpeed Insights