

Automating SEO

By Sarah Vancini





<u>Why is SEO Important</u>

- 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

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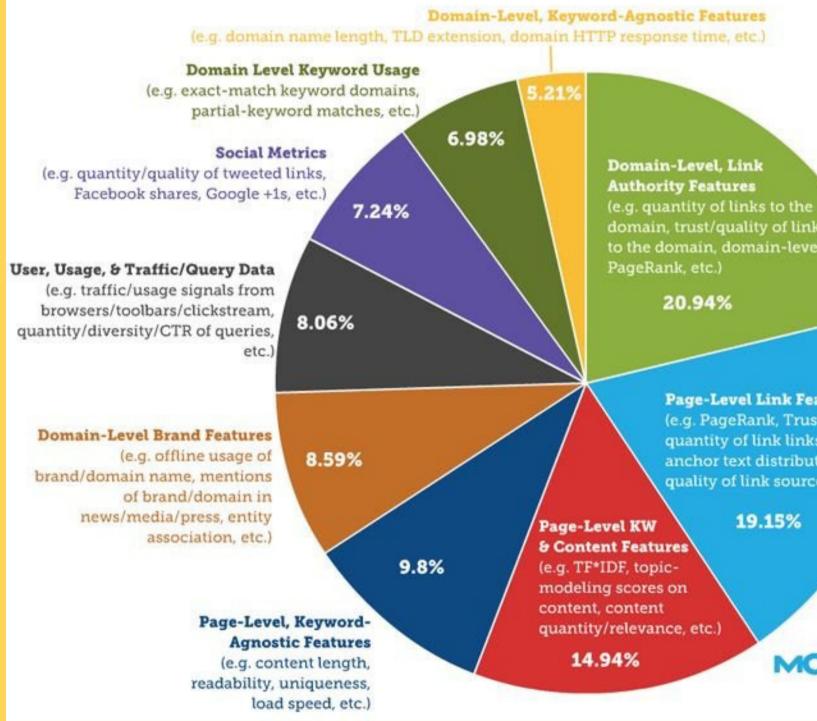
' to rank Authoritativeness,

ck fix eks or months to see results. our as your site becomes larger

How is SEO calculated?

Weighting of Thematic Clusters of Ranking Factors in Google

(based on survey responses by 128 SEO professionals in June 2013)



Domain-Level, Link

domain, trust/quality of links to the domain, domain-level

20.94%

Page-Level Link Features (e.g. PageRank, TrustRank, quantity of link links, anchor text distribution, quality of link sources, etc.)

19.15% MOZ Website Dev (Domain) 5.6% Efficiency of site's backend

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KeyWords (Domain)

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7.5% Relevance of your site to keyword

> Social Media (Page) 7.8%

and quality of social media shares & engagement

> Traffic (Page) 8.7%

of users that visit your page

Writing&Load (Page) 10.6%

Readability & Load Time

KeyWords (Page) 16.1% *Relevance of your page to user's query*

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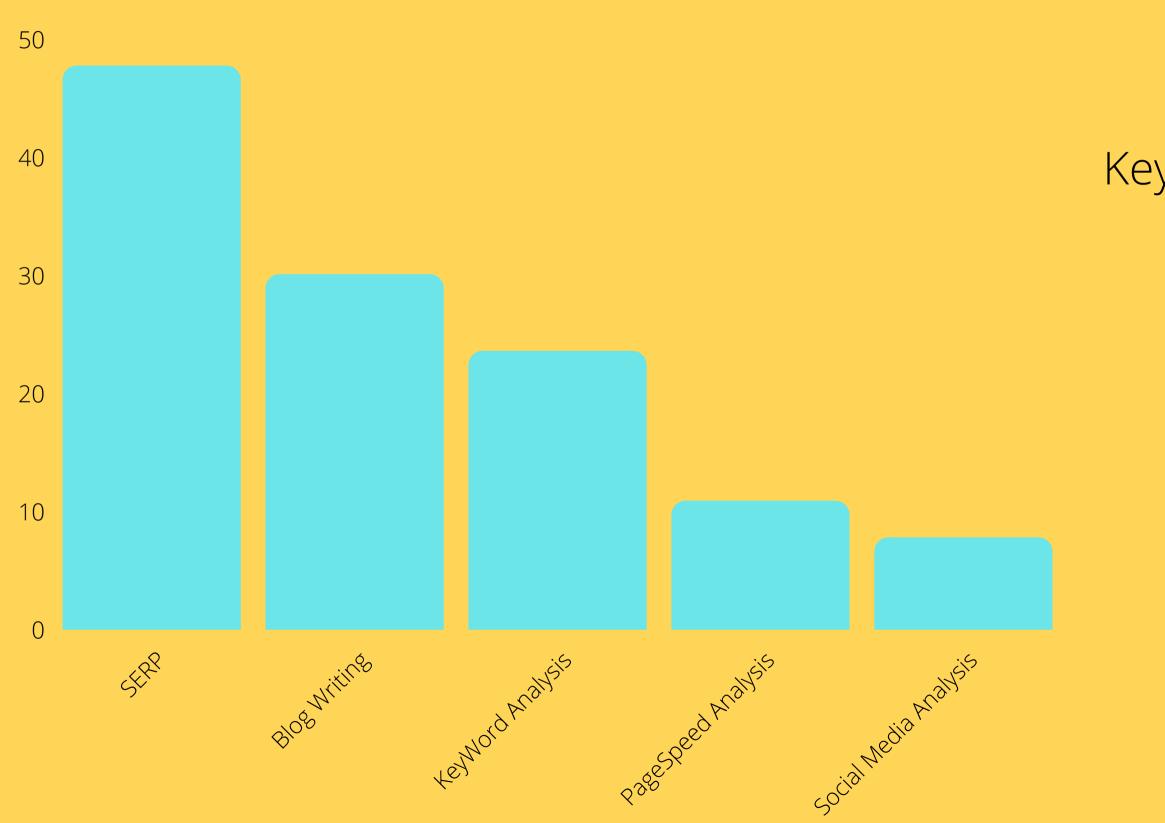
Authority (Domain) 22.6% *# and quality of websites that link to your domain*

Authority (Page) 21%

and quality of websites that link to your page







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**

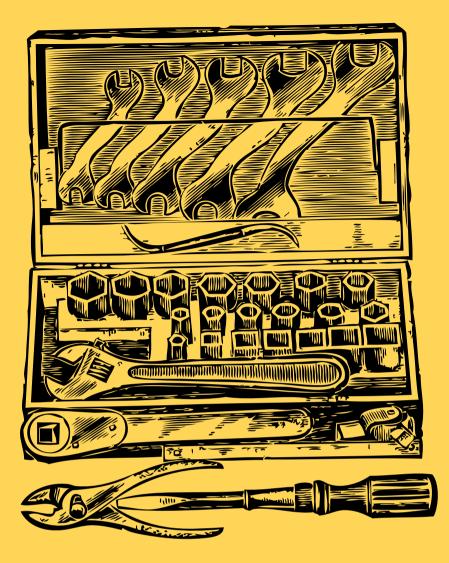
Create Accounts:

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:

• .cvs file for pillar content and blog ideas

*<u>Google PageSpeed Insights:</u>

• Download Report for domain/page url

*<u>Google Keyword Planner:</u>

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

***HARO:**

Social Media Accounts:

Google Ad Words:

YoastSEO:



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

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

• Create marketing campaigns (PCP or ads)

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

keyword research google keyword planner Start with your Keyword ex. "football agency" Avg number of results 523

A B	с	D E	F	G	н	1	J	к	L	м	N	0	Р	Q	R	S	Т	U	v	W	х	Y	Z	AA	AB	AC
1 Keyword stats 2021-	10-06 at 22 19																									
2 September 1, 2020 -																										
3 Keyword Currency	_		o Competiti	Competiti 1	Fop of pag	Top of pag A	d impres	Organic in	Organic av	In account	In plan?	Searches:	Searches:	Searches:	Searches:	Searches:	Searches:	Searches	Searches:	Searches:	Searches:	Searches:	Searches:	Concept:	(Concept: I	Concept: C
4 football a USD	500	0% Stable	Low	. 12	0.97	4.01			Ŭ																	
5 football a USD	50	0% Stable	Medium	39	0.64	4.28																			Non-Brand	ds
6 soccer age USD	500	0% Stable	Low	18	0.73	2.95																			Non-Brand	ds
7 best foott USD	50	0% Stable	Low	0																					Non-Brand	ds
8 jose mour USD	50	0% Stable	Low	0																					Non-Bran	jose mouri
9 football a USD	50	0% Stable	Low	13																					Non-Brand	
10 top footb: USD	50	0% Stable	Low	0																					Non-Brand	ds
11 become a USD	50	0% Stable	Low	5																					Non-Brand	ds
12 wasserma USD	50	0% Stable	Low	0																				wasserm	an	
13 famous fo USD	50	0% Stable	Low	0																					Non-Brand	ds
14 football a USD	50	0% Stable	Low	26	0.76	2.16																			Non-Brand	ds
15 biggest fo USD	50	0% Stable	Low	0																					Non-Brand	ds
16 soccer age USD	50	0% Stable	Low	27																					Non-Brand	ds
17 football p USD	50	0% Stable	Low	14	0.51	2.68																			Non-Brand	ds
18 plg footba USD	50 📟	Stable	Low	0																					Non-Brand	ds
19 cristiano a USD	50	0% Stable	Low	0																					Non-Brand	ds
20 uts footba USD	50	0% Stable	Low	5																					Non-Brand	ds
21 usm footb USD	50 📟	Stable	Low	10																				usm		
22 433 footbaUSD	50	0% Stable	Low	14																					Non-Brand	ds
23 asa footbaUSD	50	0% Stable	Low	0																					Non-Brand	ds
24 soccer age USD	50	0% Stable	Low	18	0.73	2																		us soccer		
25 prostar fo USD	50	0% Stable	Low	0																				prostar		
26 relatives f USD	50	0% Stable	Low	0																					Non-Brand	ds
27 mls soccei USD	50	0% Stable	Low	5																				us soccer	, mls	
28 wasserma USD	50	0% Stable	Low	0																				wasserm	an	
29 mtk footb USD	50	0% Stable	Unknown																					mtk		
30 john viola USD	50	0% Stable	Low	0																					Non-Bran(j	john
31 football a USD	50	0% Stable	Unknown																						Non-Brand	ds
32 stella foot USD	50	-100% Declining	g Unknown																						Non-Brand	ds
33 soccer pla USD	50	0% Stable	Low	10																					Non-Brand	ds
34 best socce USD	50	0% Stable	Low	1																					Non-Brand	ds
35 female fo USD	50	0% Stable	Low	0																					Non-Brand	ds
36 football a _l USD	50	0% Stable	Low	29																					Non-Brand	ds

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

										e	
16	- f_X Non-Bran	ds								-	
	A	В	С	D	E	F	G	н		J	К
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 assist	tance	
9	in home alzheimer's care	5000	Low	28	3.73	14.79	home care, dem	consideration	home care assist	tance	
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 o	are	
15	assisted hands home care	5000	Low	29	2.58	8.6	home care	decision	home care assist	tance	
16											
17								8			
18							×				

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

Could automate- not currently provided

keyword research "human performance improvement" SERP Take top keywords and gain insights from top performing pages. Moz

	А	В	С	D	E	F	G	Н		J	К	L	M
1	#												
2	SERP Anal	human pe	rformance	improver	nent								
3	Volume R	201 - 500											
4	Keyword I	40											
5	Organic C	41											
6	Combined	52											
7	Analysis D	#######################################											
8	Export Dat	##########											
9	#												
10													
11													
12	Rank	Туре	Enhancem	Column	URL	Title	PA	Referring	g DA Referring Domains to Doma		o Domain		
13	0		n/a	Main	n/a	n/a	n/a	n/a	n/a	n/a			
14	1	Organic	n/a	Main	https://w	What Is Hu	40	11	62	13675			
15	2	Organic	n/a	Main	http://wik	Human pe	42	4	82	50851			
16	3	Organic	n/a	Main	https://w	Human Pe	50	48	76	59822			
17	4	Organic	n/a	Main	https://w	The ATD H	33	15	45	2139			
18	5	Organic	n/a	Main	https://w	Human Pe	32	6	47	1955			
19	6	Organic	n/a	Main	https://er	Human pe	68	148	98	6607946			
20	7	Organic	n/a	Main		Human Pe		1	96	4706360			
21	8	Organic	n/a	Main	https://w	Human Pe	39	13	61	7022			
22	9	Organic	n/a	Main	https://w	Human Pe	40	13	61	12598			
23	9.1	Knowledg	n/a	Right	n/a	n/a	n/a	n/a	n/a	n/a			
24													
25													
26													

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	100%	, + , ° ¢									
- <i>fx</i>	Result										
Α	В	С	D	E	F	G	н	I.	J	K	L
Resul	lt Type	Column	URL	Title	Page Authority	Domains to Page	e Domain Authorit	Referring Domains to Domair	Content		
1	1 Organic	Main	http://wiki-nkm.iaea.org/wiki/index.php/Human performance improveme	Human performance improvement - NKM WIKIDOC	40) :	2 76	5 44293	Wikipedia Page		
1	2 Organic	Main	https://www.td.org/insights/what-is-human-performance-improvement	What Is Human Performance Improvement? - Association for	38	3	7 61	l 11591	Blog		
Î	3 Organic	Main	https://www.hrexchangenetwork.com/learning/articles/human-performance	Human Performance Improvement: Keeping an Eye on	26	i :	1 49	5 1221	Blog + Images		
4	4 Organic	Main	https://www.vectorsolutions.com/resources/blogs/atd-human-performance	The ATD Human Performance Improvement (HPI) Model	24	4 :	1 42	2 1456	Blog + Video		
1	5 Organic	Main	https://www.standards.doe.gov/standards-documents/1000/1028-BHdbk-2	Human Performance Improvement Handbook - DOE	49	31	7 71	56806	Handbook PDF		
-	6 Organic	Main	https://en.wikipedia.org/wiki/Human performance technology	Human performance technology - Wikipedia	67	125	5 98	5782070	Wikipedia Page		
6.1	1 Image	Main	http://wiki-nkm.iaea.org/wiki/index.php/Human_performance_improvement	n/a	40) n/a	76	5 n/a	Wikipedia Page		
6.1	.2 Image	Main	https://www.youtube.com/watch?v=rjVK-GKgjHc	n/a	61	l n/a	100) n/a	Video		
6.3	.3 Image	Main	https://www.mdaturbines.com/resources/human-performance-improveme	n/a	21	l n/a	29) n/a	Blog with Chart		
6.4	<mark>4</mark> Image	Main	https://www.highperteams.com/what-we-do/human-performance-improve	n/a	4	↓ n/a	1	7 n/a	Reactive Design	Page with Visuals	
6.5	.5 Image	Main	https://www.researchgate.net/figure/Human-Performance-Improvement-N	n/a	43	3 n/a	93	3 n/a	Flow Charts		
6.(.6 Image	Main	https://www.nerdsmakemedia.com/blog/isd	n/a	23	3 n/a	16	5 n/a	Blog		
6.	.7 Image	Main	https://www.amazon.com/Human-Performance-Improvement-Building-Pra	n/a	51	l n/a	96	5 n/a	Amazon Book		
6.1	.8 Image	Main	https://www.vectorsolutions.com/resources/blogs/atd-human-performance	n/a	24	↓ n/a	42	2 n/a	Blog with Video		
6.9	.9 Image	Main	https://hptmanualaaly.weebly.com/ispi-hpt-model.html	n/a	17	7 n/a	9) n/a	Blog with Flow Ch	nart	
	7 Image	Main	https://www.peoriamagazines.com/ibi/2010/apr/identifying-barriers-emplo	n/a	30) n/a	51	l 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	5 :	1 70	22455	PPT Slide		
1	8 Organic	Main	https://blog.psionline.com/talent/human-performance-improvement-hpi-a	Human Performance Improvement (HPI) and SafetyDNA	26	5 (0 50	3821	Blog with Tables		
1	9 Organic	Main	https://www.nerc.com/pa/rrm/hp/2014 Human Performance Conference	Human Performance - NERC	35	5 4	4 6:	L 6134	PDF Presentation	1	
9.1	1 Ad	Main	n/a	n/a	n/a	n/a	n/a	n/a			
	2 Knowledge Pa	_	n/a	n/a	n/a	n/a	n/a	n/a			
Website	Organic	Main	/blog/human-performance-improvement	What is Human Performance Improvement (HPI) Model? [5 minute	read				Blog with Flow Ch	nart	



	Kenned	-		Diles.	- 	Maria de Ca	Marath 2		Manual F
		Relevance	Overall Importance	Pilar	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			х			
	quality improvement methods	9	27			х			
	cycle time reduction	9	27			х			
)	dmaic problem solving	9	27			x			
1	kaizen lean six sigma	9	27			х			
2	lean process management	9	27				x		
3	continuous improvement strategies	9	27				x		
4	lean improvement	9	27				x		
5	quality improvement strategies	9	27				x		
5	kaizen process improvement	9	27				x		
7	lean process improvement steps	9	27					x	
3	kaizen project management	9	27					x	
9	process improvement team	9	27					x	
)	process improvement project	9	27					x	
	lean six sigma process improvement	9	27					x	
2	process improvement in healthcare	9	27						x
3	process improvement strategies	9	27						х
1	manufacturing process improvement	9	27						x
5	continuous improvement management	9	27						х

Domain & Brand Authority

SEO Impact: 20.94% **Definition:** Quality and trust of links to the domain as well as brand mentions

How to Improve:

29.53%

- 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.

47.77%

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!

62.71%

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

tball in US vs Football in Europe) tting for optimal click through rate (more on this in

ep, guide, blog, pdf) prming pages

Writing Skill & Load Time

SEO Impact: 9.8 % **Definition:** Content length, readability, unqiueness, page load time

How to Improve:

72.51%

- **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

using helpful headers and subheaders s, use helpful tools like YoastSEO to give you unless that is standard in your audience's language ideas from other sites but do not copy word for word eSpeed Insights, work with developers to trouble ky page components like carousels if needed.

Traffic to Page

80.57%

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 %

87.81%

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 94.79% Leve

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

Domain Wesite Dev

100%

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

sure your campaign titles are catchy and sticky s are clean