

This is video 1.1 in the online course:

Learn SEO Copywriting

Module 1:
An introduction to SEO copywriting



What we'll cover in this session

- What is SEO?
- What is SEO copywriting?
- How does Google work
- Factors that affect website rankings



What we'll cover in this session

- What Google looks for and how to write optimised copy
- Black hat vs white hat SEO
- On-page vs off-page SEO



What is SEO?

- Marketing activity
- Focused on growing visibility in organic (non-paid) search engine results
- Includes technical and creative elements



What is SEO copywriting?

- Many aspects to SEO – words, links, structure on your page
- Write for humans, not Google
- Drives commerce – most purchases begin with a Google search



Why learn about SEO copywriting?

- If you can understand Google, you may be able to get on page one of Google
- Higher rankings lead to more clicks
- Instils trust and credibility



Why learn about SEO copywriting?

- Google rewards quality content
- The words you use matter
- Strategic placement of words is critical



Types of search engines

Google™

YAHOO!®

bing™



Most used search engines

- Google.com 59.30%
- Google Images 26.79%
- YouTube.com 3.71%
- Yahoo! 2.47%



Most used search engines

- Bing 2.25%
- Google Maps 2.09%
- Amazon.com 1.85%
- Facebook.com 0.69%

– Source: <https://moz.com/blog/state-of-searcher-behavior-revealed>



That's why we'll focus mainly on...

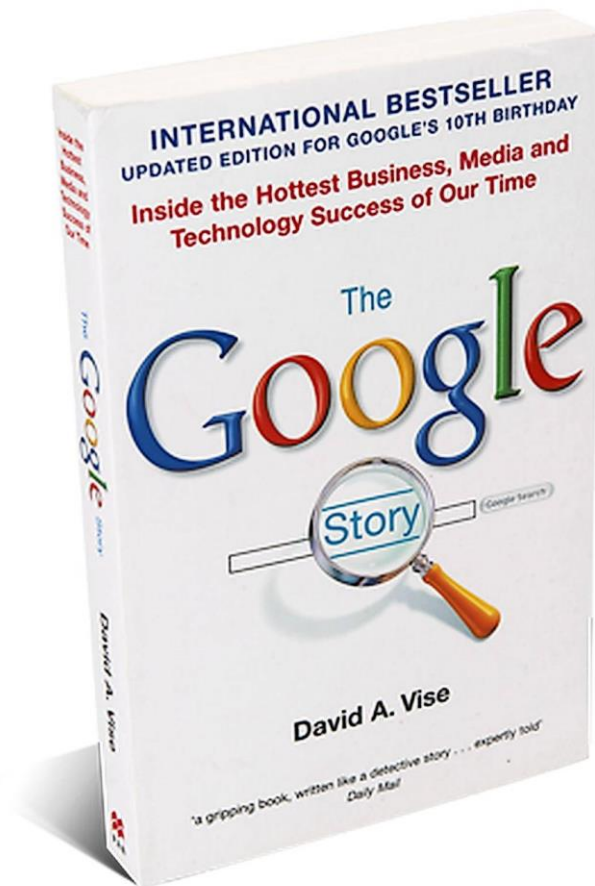
Google



Who founded Google?



The Google story



What are people typing in to find you?



Search Google or type URL



What is a search query?



search queries

search queries

search queries **google**

search queries **per day**

search queries **adwords**





What is a search query?

- The words users type into the search box
- Where Google searches begin
- Very important to understanding SEO




Search Engine Results Page (SERP)


The screenshot shows a Google search for 'seo training denver'. The search bar is at the top with the Google logo on the left and a microphone icon on the right. Below the search bar are tabs for Web, News, Shopping, Videos, Maps, More, and Search tools. The results show 'About 286,000 results (0.36 seconds)'. The results are divided into two main sections: organic search results on the left and sponsored ads on the right. The organic results are highlighted with a green border, and the ads are highlighted with a red border.


Google  

[Web](#) [News](#) [Shopping](#) [Videos](#) [Maps](#) [More ▾](#) [Search tools](#)

About 286,000 results (0.36 seconds)

SEO Training - lynda.com
 www.lynda.com/subscribe-today ▾
4.4 ★★★★★ rating for lynda.com
SEO online video tutorials. Watch and learn at your own pace.

SEO Training - Jellyfish.net
 www.jellyfish.net/seo_training ▾
Expert SEO Training, Specifically for Companies or Groups.
Jellyfish US has 177 followers on Google+
[Private training](#) - [Case studies](#) - [Read our reviews](#) - [Our trainers](#)

SEO Online Mini-Course - University of San Francisco
 www.usanfranonline.com/ ▾
Online 4 Wk Courses Start As Low As \$475!

SEO Training - SEO Marketing
www.boulderseomarketing.com/seo-and...classes/full-day-seo-training/ ▾
Oct 15 in Denver | Full-day SEO, Social Media and Digital Marketing Workshop | Learn how to boost organic search traffic to your website.
Thu, Oct 15 [Upcoming Workshops](#) events

SEO Training - Rocky Mountain Search Engine Academy
www.rockymountainsearchacademy.com/how-to-seo-courses/ ▾
Take a look at the Real World SEO promo video and see if online learning is ... of dates and two different venues in Denver, Colorado and Salt Lake City, Utah.

Full-Day SEO Training in Denver, Colorado - Thursday Oct ...
www.slideshare.net/BoulderSEOMarketing/full-day-seo-training ▾
Dec 18, 2013 - Learn how to boost organic search traffic to your website | Join us Oct 15 for a hands-on SEO and digital marketing workshop in Denver.

Google Search Engine Ads
www.google.com/adwords ▾
(877) 906-7958
Be found when people search online.
Get your business on Google today.

Become a SEO Rockstar
www.marketmotive.com/SEO-Marketing ▾
20+ Hrs eLearning, 8 Live Webinars.
High Quality Content. Enroll Now!

Learn Basic-Advanced SEO
www.distilled.net/U ▾
Sign Up for Distilled U for \$40 per Month. Try the Free Demo Now!

SEO Denver
www.visibilityandconversions.com/ ▾
Improve your SEO ROI.
Get your free analysis today!

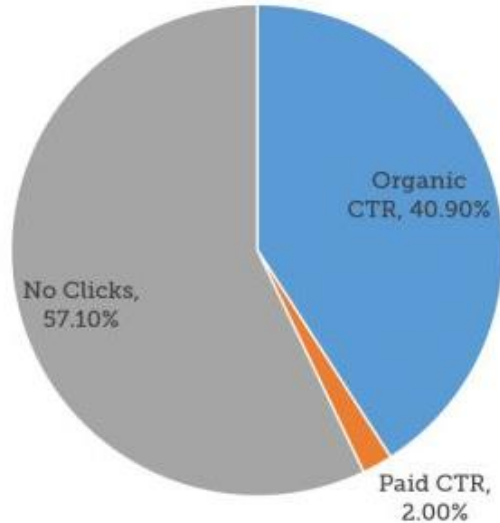
Internet Marketing Degree
www.fullsail.edu/ ▾
Online Degree learning cutting-edge Internet Marketing at Full Sail!

Denver Marketing
www.topratedlocal.com/MarketingCompany ▾
Top Rated Local® Marketing Agency
Marketing 360® • Read 200+ Reviews!

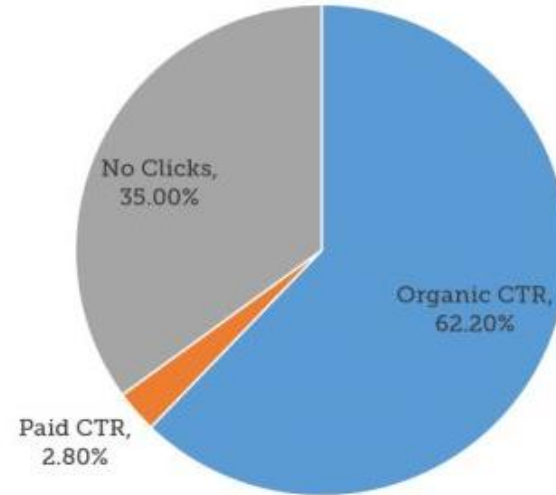


Focus on organic, not paid search

Google Search Clicks on Mobile Devices



Google Search Clicks on Desktop Devices



Source: 10/16 Jumpshot panel of active US searchers

jumpshot MOZ



Focus on results

- 'Almost half of articles in Australian trade press were about social media. That makes up 5% of the media spend.'
- Prof Mark Ritson



A vital component

- Most companies invest in social media but not SEO
- Investing in SEO can deliver an exceptional rate of return
- It touches on many disciplines



Elements of SEO



The value of SEO?

- All these elements require word placement
- Knowing what words to use and where to place them is the essence of SEO
- SEO copywriting – art and science of creating content



The value of SEO?

- Can get you thousands of visitors and increased attention
- Can elevate your site to page one
- Can bury your site on page 20



The value of SEO?

- SEO can get technical
- The basics are easy to understand
- Small changes to a site can make a big difference



Skills involved

- Copywriting
- Digital marketing
- User experience (UX)
- Web development



What's involved

- PR
- Blogging
- Data analytics
- Psychology and consumer behaviour

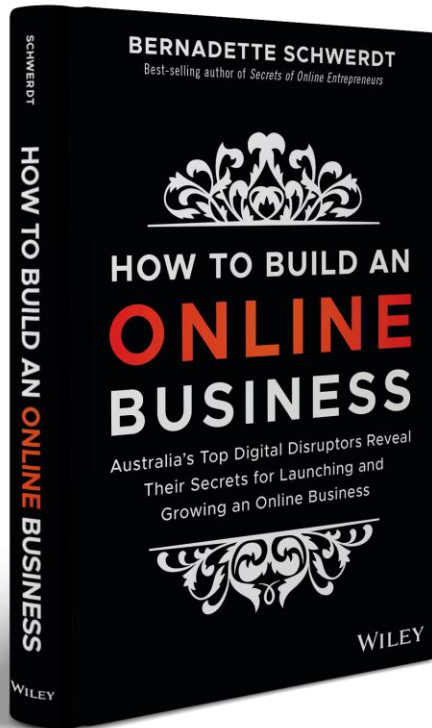


Demand for SEO copywriters

- High and growing rapidly
- Early days, exciting opportunities
- Plays a major role in marketing



All top disruptors value SEO



How does Google work?



No one really knows



What we do know

- Many factors and they change often
- Closely guarded by Google
- Can impact a company's fortunes instantly



What we do know

- What used to work doesn't work now
- Need to keep updated
- Major reference points



Google Webmaster Guidelines



WEBMASTER GUIDELINES UPDATES



Google Webmaster Guidelines



Describe your issue

[Search Console Help](#)

[Follow our guidelines](#)

Webmaster Guidelines

Webspam Content Violations



Google

Follow our guidelines

Webmaster Guidelines

[Content guidelines](#)

[Quality guidelines](#)

[AMP on Google Search guidelines](#)



Google Webmaster Guidelines

General Guidelines

Help Google find your pages



Help Google understand your pages



Help visitors use your pages



Google Quality Rating Guidelines

Google Officially Releases
Search Quality Rating Guidelines



theReal Housewives

OF NEW YORK CITY



Google Quality Rating snapshot

3.1 Page Quality Rating: Most Important Factors

Here are the most important factors to consider when selecting an overall Page Quality rating:

- **Expertise, Authoritativeness, Trustworthiness:** This is an important quality characteristic. Use your research on the additional factors below to inform your rating.
- **Main Content Quality and Amount:** The rating should be based on the landing page of the task URL.
- **Website Information/information about who is responsible for the website:** Links to help with website information research will be provided.
- **Website Reputation:** Links to help with reputation research will be provided.

Note: Some tasks may ask you to view the page on your phone, but to do research (e.g., finding website information and reputation) on your desktop. Other tasks may ask you to do everything on desktop. Please follow instructions in the task.

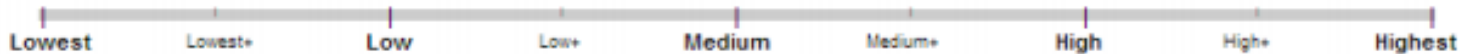


Google Quality Rating scorecard

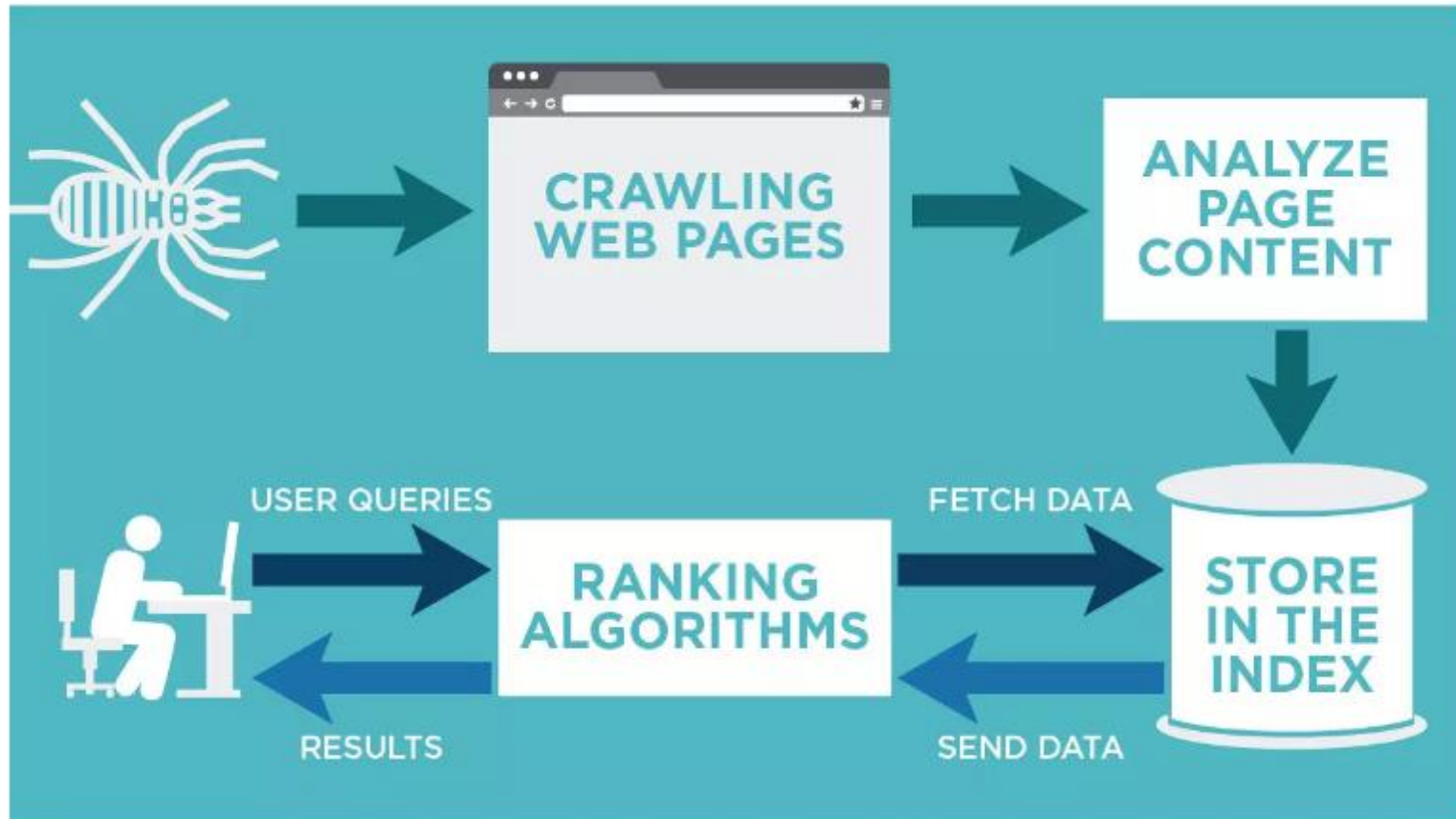
3.0 Overall Page Quality Rating Scale

The overall Page Quality rating scale offers five rating options: **Lowest**, **Low**, **Medium**, **High**, and **Highest**.

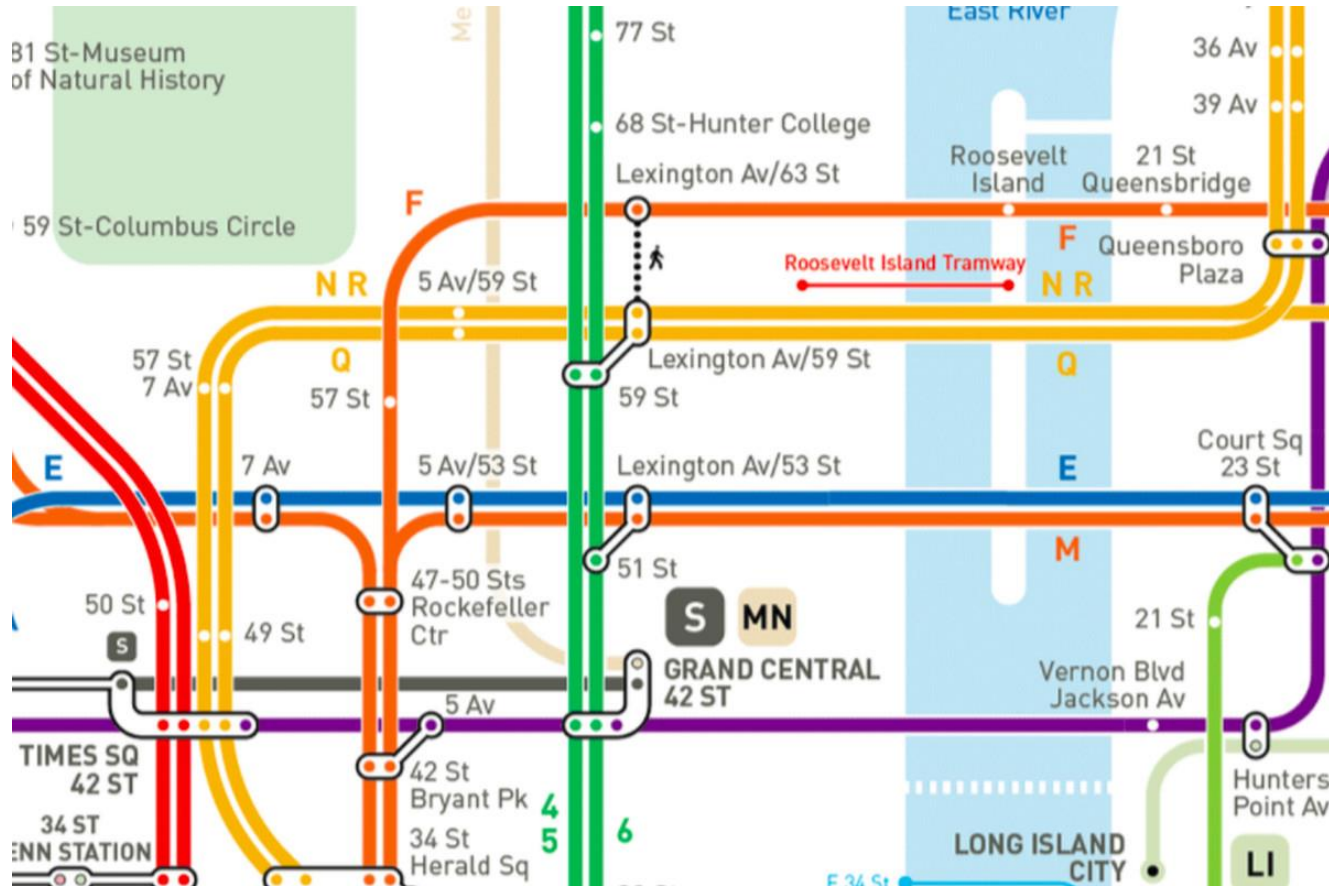
On Page Quality rating tasks, you will use the Page Quality sliding scale (slider) to assign the overall PQ rating. The slider looks like this:



How does Google work?



WWW = a network of stops



Crawling and indexing

- Each stop is a unique document (web page, PDF, JPG, or other file)
- Google needs a way to 'crawl/index' the 'city' to find all the stops along the way
- Uses the best path available - links



Link structure – binds web pages

- Once the engines find these pages, they decipher the code from them
- Stores selected pieces in massive databases
- Recalled later when needed for a search query



Storage of data

- Storage facilities (data centres) house thousands of machines
- Process large quantities of information very quickly
- Results provided instantaneously



Google data centres

Google Data Centers



[Data centers](#) > [Inside look](#) > [Locations](#)

Data center locations

We own and operate data centers around the world to keep our products running 24 hours a day, 7 days a week. Find out more about our data center locations, community involvement, and [job opportunities](#) in our locations around the world.

Americas

[Berkeley County, South Carolina](#)
[Council Bluffs, Iowa](#)
[Douglas County, Georgia](#)
[Jackson County, Alabama](#)
[Lenoir, North Carolina](#)
[Mayes County, Oklahoma](#)
[Montgomery County, Tennessee](#)
[Quilicura, Chile](#)
[The Dalles, Oregon](#)

Asia

[Changhua County, Taiwan](#)
[Singapore](#)

Europe

[Dublin, Ireland](#)
[Eemshaven, Netherlands](#)
[Hamina, Finland](#)
[St Ghislain, Belgium](#)



Speed and trust

- 'Searchers' have zero tolerance for delays
- Google has zero tolerance for delays
- Values fast, well structured sites
- Helps deliver fast, relevant results



Speed and trust

**WE WOULDN'T SURVIVE
IF PEOPLE DIDN'T TRUST US**

- Sergey Brin



Relevance and popularity

- It returns only those results that are relevant or useful to the searcher's query
- It ranks those results according to the popularity of the websites serving the information



Relevance and popularity

- SEO influences relevance and popularity
- Google assumes that the more popular a website (or document), the more valuable the information it contains must be



Relevance and popularity

- Google measures and ranks accordingly
- Relevance and popularity aren't determined manually



Relevance and popularity

- Google uses mathematical equations (algorithms) to measure relevance of sites
- It rank the sites in order of quality (popularity)



Ranking factors

- These algorithms often comprise hundreds of variables
- They're referred to as 'ranking factors'
- SEO is all about influencing those factors



What is Page Rank?

- An algorithm used by Google search to rank websites in search engine results
- Larry 'Page', co-founder of Google
- Measures the importance of website pages



Algorithms

ALGORITHMS

Used in both math and computer science, an algorithm is a step-by-step procedure for performing calculations or solving a problem. You can use an algorithm to convert from Fahrenheit to Celsius. For example: take the temperature in Fahrenheit. Subtract 32. Multiply the result by 5. Divide by 9. Easy, right?



Early version of PageRank algorithm

$$\text{PageRank of site} = \sum \frac{\text{PageRank of inbound link}}{\text{Number of links on that page}}$$

OR

$$PR(u) = (1 - d) + d \times \sum \frac{PR(v)}{N(v)}$$



Context

- Search has evolved
- Used to be about keywords and technical elements
- Now it's also about context and user intent



Google understands - contextual



movie about layers of dreams



All

Images

Videos

Shopping

News

More

Settings

Tools

About 9,730,000 results (0.86 seconds)

[Inception dream levels explained in flowchart | FlowingData](https://flowingdata.com/2010/08/04/inception-dream-levels-explained-in-flowchart/)

<https://flowingdata.com/2010/08/04/inception-dream-levels-explained-in-flowchart/> ▼

Aug 4, 2010 - Update: Sean provides a revised version after seeing the movie for the Mal and Cobb committed suicide in Limbo which was a few layers ...

[7 Dream Layers of Inception - Taylor Holmes inc.](https://taylorholmes.com/2010/07/20/7-layers-of-inception/)

<https://taylorholmes.com/2010/07/20/7-layers-of-inception/>

Jul 20, 2010 - There are 7 Layers of Inception - promise. Are you confused about what is going on in Nolan's movie Inception? Join us as we dissect each ...

[Inception \(2010\) - IMDb](http://www.imdb.com/title/tt1375666/)

www.imdb.com/title/tt1375666/ ▼

★★★★★ Rating: 8.8/10 - 1,568,183 votes

Action · A thief, who steals corporate secrets through use of dream-sharing technology, is given Q: What are the evidences that show Reality exists during the film and Cobb is in reality at the end of the film? Q: Was the end a dream or reality ...

[Inception \(2010\) - FAQ - IMDb](http://www.imdb.com/title/tt1375666/faq)

www.imdb.com/title/tt1375666/faq ▼

What were the dream layers in order? ... Was the decaying city limbo or was it Cobb's dream? ... What is the evidence that show the whole film is a dream?

[Inception - Wikipedia](https://en.wikipedia.org/wiki/Inception)

<https://en.wikipedia.org/wiki/Inception> ▼

Inception is a 2010 science fiction film written, co-produced, and directed by Christopher Nolan, ... While dream-sharing with Cobb, Ariadne learns his subconscious houses an invasive projection of his late wife Mal (Marion Cotillard). When the ...



Inception



2010 · Science fiction film/Thriller · 2h 28m

8.8/10
IMDb

74%
Metacritic

86%
Rotten Tomatoes

Dom Cobb (Leonardo DiCaprio) is a thief with the rare ability to enter people's dreams and steal their secrets from their subconscious. His skill has made him a hot commodity in the world of corporate espionage but has also cost him everything he loves. Cobb gets a chance at redemption when he is of... [More](#)

Release date: 22 July 2010 (Australia)

Director: Christopher Nolan

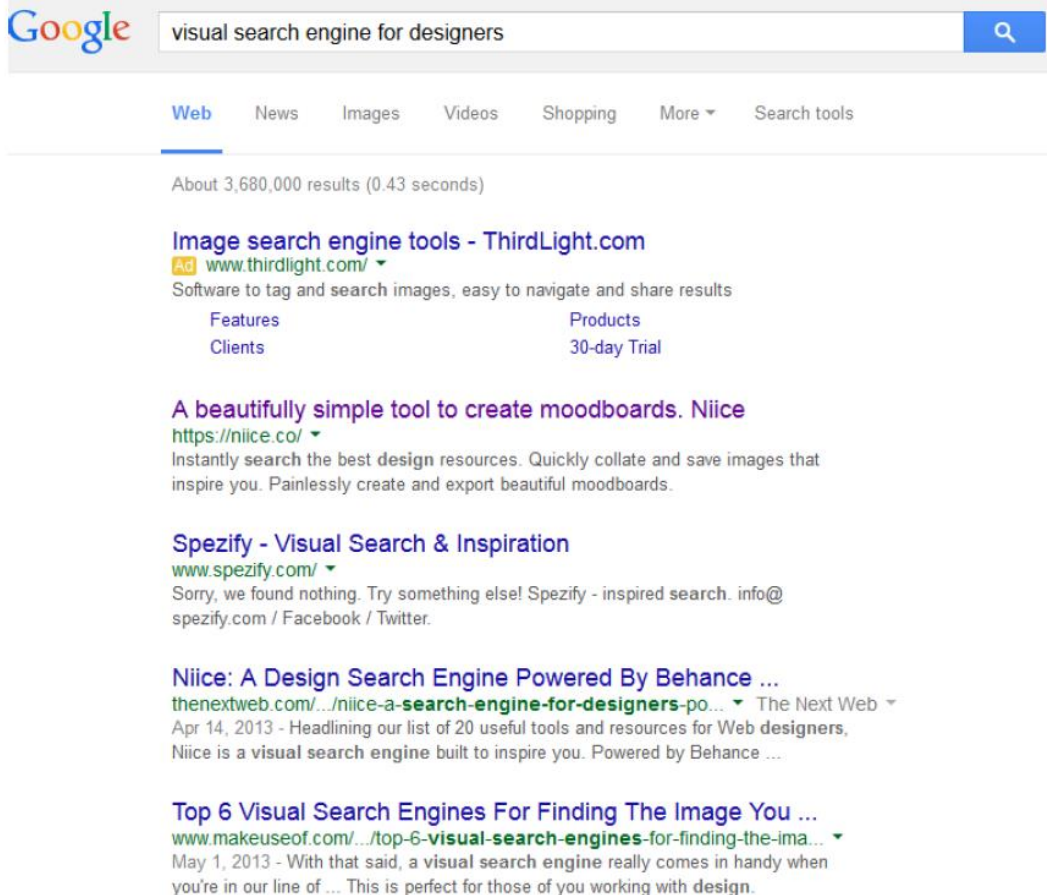
Featured song: Non, je ne regrette rien

Screenplay: Christopher Nolan

Awards: Academy Award for Best Visual Effects, more



Google can determine intent



The screenshot shows a Google search interface with the query 'visual search engine for designers'. The search results are filtered to the 'Web' tab. The first result is an advertisement for 'Image search engine tools - ThirdLight.com', which includes links to 'Features', 'Products', 'Clients', and a '30-day Trial'. The second result is 'A beautifully simple tool to create moodboards. Niice', with a link to 'https://niice.co/'. The third result is 'Spezify - Visual Search & Inspiration', with a link to 'www.spezify.com/' and a note that nothing was found. The fourth result is 'Niice: A Design Search Engine Powered By Behance ...', with a link to 'thenextweb.com/.../niice-a-search-engine-for-designers-po...' and a description of the tool. The fifth result is 'Top 6 Visual Search Engines For Finding The Image You ...', with a link to 'www.makeuseof.com/.../top-6-visual-search-engines-for-finding-the-ima...' and a description of the article.

Google

visual search engine for designers

Web News Images Videos Shopping More Search tools

About 3,680,000 results (0.43 seconds)

Image search engine tools - ThirdLight.com
Ad www.thirdlight.com/ ▼
Software to tag and search images, easy to navigate and share results
Features Products
Clients 30-day Trial

A beautifully simple tool to create moodboards. Niice
<https://niice.co/> ▼
Instantly search the best design resources. Quickly collate and save images that inspire you. Painlessly create and export beautiful moodboards.

Spezify - Visual Search & Inspiration
www.spezify.com/ ▼
Sorry, we found nothing. Try something else! Spezify - inspired search. info@spezify.com / Facebook / Twitter.

Niice: A Design Search Engine Powered By Behance ...
thenextweb.com/.../niice-a-search-engine-for-designers-po... ▼ The Next Web ▼
Apr 14, 2013 - Headlining our list of 20 useful tools and resources for Web designers, Niice is a visual search engine built to inspire you. Powered by Behance ...

Top 6 Visual Search Engines For Finding The Image You ...
www.makeuseof.com/.../top-6-visual-search-engines-for-finding-the-ima... ▼
May 1, 2013 - With that said, a visual search engine really comes in handy when you're in our line of ... This is perfect for those of you working with design.



What Google cares about? Relevance

- Google's primary purpose is to serve relevant results to their users
- It all starts with words typed into a box
- Search query



This is the end of video 1.1 in the online course:

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