

This is video 1.1a in the online course:

Learn SEO Copywriting

Module 1:
An introduction to SEO copywriting



What we'll cover in this session

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



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



What is a search query?



search queries

search queries

search queries **google**

search queries **per day**

search queries **adwords**



THE BUYER'S JOURNEY AND CONTENT

Awareness Stage

- Analyst reports
- Research reports
- eBooks
- Editorial content
- Expert content
- Whitepapers
- Educational content

Consideration Stage

- Expert guides
- Live interactions
- Webcast
- Podcast
- Video
- Comparison whitepapers

Decision Stage

- Vendor comparison
- Product comparison
- Case studies
- Trial download
- Product literature
- Live demo

Prospect is experiencing and expressing symptoms of a problem or opportunity.

Prospect has now clearly defined and given a name to their problem or opportunity.

Prospect has now decided on their solution strategy, method, or approach.



GOOGLE'S TOP 3 MOST IMPORTANT PQ CONSIDERATIONS



1. Quality and quantity of the main content
2. Level of expertise, authoritativeness, and trustworthiness (E-A-T) of the page and website
3. Reputation of the website



What does Google care about now?

E.A.T.

Google's new name for what every high-quality page needs:

E-A-T. (A High Level of Expertise, Authoritativeness, Trustworthiness)



Google's Search Quality Guidelines, Section 4.1

Y.M.Y.L.

Google's highest quality standard of web pages.

"Some types of pages could potentially impact the future happiness, health, or wealth of users. We call such pages "Your Money or Your Life" pages, or YMYL."



Google's Search Quality Guidelines, Section 2.3



YMYL websites

- Websites that allow visitors to purchase:
 - products or services
 - pay bills
 - transfer money from one institution or person to another



YMYL websites

- Sites providing information about:
 - taxes
 - investments
 - buying insurance
 - planning for retirement



YMYL websites

- Websites offering medical information or advice about:
 - diseases
 - drugs
 - mental illness
 - treatments



YMYL websites

- Legal websites offering information or advice about any legal topic such as:
 - wills
 - divorce
 - child custody
 - personal injury



SEO techniques - black and white



Black hat SEO

- The use of aggressive SEO strategies, techniques and tactics
- Focuses only on search engines and not a human audience
- Usually does not comply with search engine guidelines



White hat SEO



I'm not a robot



reCAPTCHA

[Privacy](#) - [Terms](#)



Keyword stuffing

- Keywords are loaded into a web page's meta tags, visible content, or backlink anchor text in an attempt to gain an unfair rank advantage in search engines



Keyword stuffing

Welcome to Red Apples Online!

If red apples are what you're looking for, then you are definitely in the right place to buy red apples. When it comes to red apples, you won't find a higher quality selection of red apples anywhere! Our red apples experts know how to pick only the best, most savory red apples from the bunch, and we sell these premium red apples right here for you to enjoy (red apples). Seriously, go to another red apples website and try their red apples. We guarantee you'll come crawling back to buy our red apples, buddy.



Organic vs paid search

Google

Web News Shopping Videos Maps More Search tools

About 286,000 results (0.36 seconds)

SEO Training - lynda.com
Ad 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
Ad www.jellyfish.net/seo_training ▾
Expert SEO Training, Specifically for Companies or Groups.
Jellyfish US has 177 followers on Google+
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SEO Online Mini-Course - University of San Francisco
Ad 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
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Sign Up for Distilled U for \$40 per Month. Try the Free Demo Now!

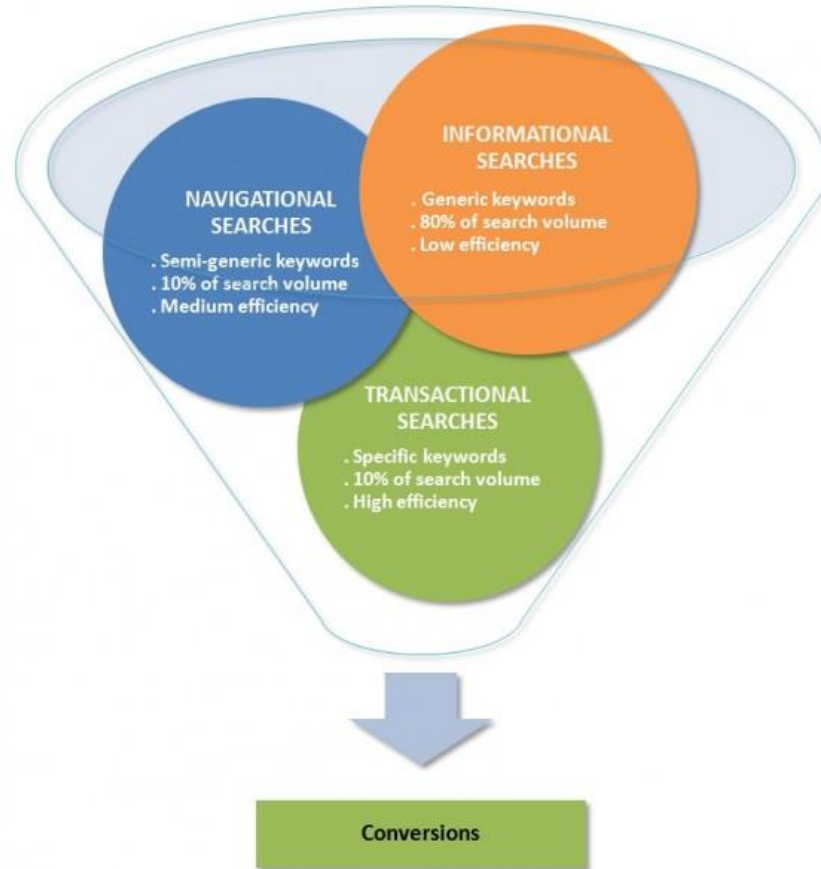
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Top Rated Local® Marketing Agency
Marketing 360® • Read 200+ Reviews!



3 types of searches



Go/Know/Do

Navigational

The intent is to reach a particular site.

Examples:

"facebook"

"citibank log in"

"white house web site"

Informational

The intent is to acquire information assumed to be present on one or more web pages.

Examples:

"signs of pregnancy"

"austin home prices"

"lcd tv reviews"

Transactional

The intent is to perform some web-mediated activity.

Examples:

"get insurance quotes"

"buy yard signs online"

"subscribe to new york times"



1. Navigational (Go)

- The user is looking to reach a particular website
- There's only one likely destination that they're looking to reach



1. Navigational (Go)

Log on to NetBank and other online services - CommBank

<https://www.commbank.com.au/.../log-on-to-netbank-and-other-online-services.html> ▼

Log on to NetBank, CommBiz or CommSec and search our FAQs or Support Community if you need more information.



2. Informational (Know)

- The user is looking to find out a specific answer



2. Informational (Know)

how old is barack obama

All News Shopping Images Videos More ▾ Search tools


About 124,000,000 results (0.73 seconds)

Barack Obama / Age

54 years
August 4, 1961



 Donald Trump
69 years

 Hillary Rodham Clinton
68 years

 Bernie Sanders
74 years





3. Transactional (Do)

- The user wants to get to a website where there will be more interaction, eg buying something, downloading something, signing up or registering etc



3. Transactional (Do)



[All](#) [Shopping](#) [Images](#) [Maps](#) [News](#) [More](#) [Settings](#) [Tools](#)

About 57,200,000 results (0.88 seconds)

Progressive® Insurance - #1 Rated Website for 11 Years
[Ad](#) www.progressive.com/ ▼
Get A Progressive Car Insurance Quote & Start Saving! Buy Online Today.
Insurance coverage: Auto, Home/Renters, Motorcycle, Boat, RV/Trailer, Life

Insurance NRMAD Better - Get A Quote Online Now - NRMA.com.au
[Ad](#) www.nrma.com.au/Insurance/Online-Quote ▼
★★★★★ Rating for nrma.com.au: 4.9 - 453 reviews
Insure Your Car, Motorcycle, Boat, Business, Home, Contents Or Caravan Today.
Types: Car, Home, Travel, Business, Motorcycle
[Travel Insurance](#) · [Home & Contents Insurance](#) · [Motorcycle & Scooter](#) · [Business Insurance](#)

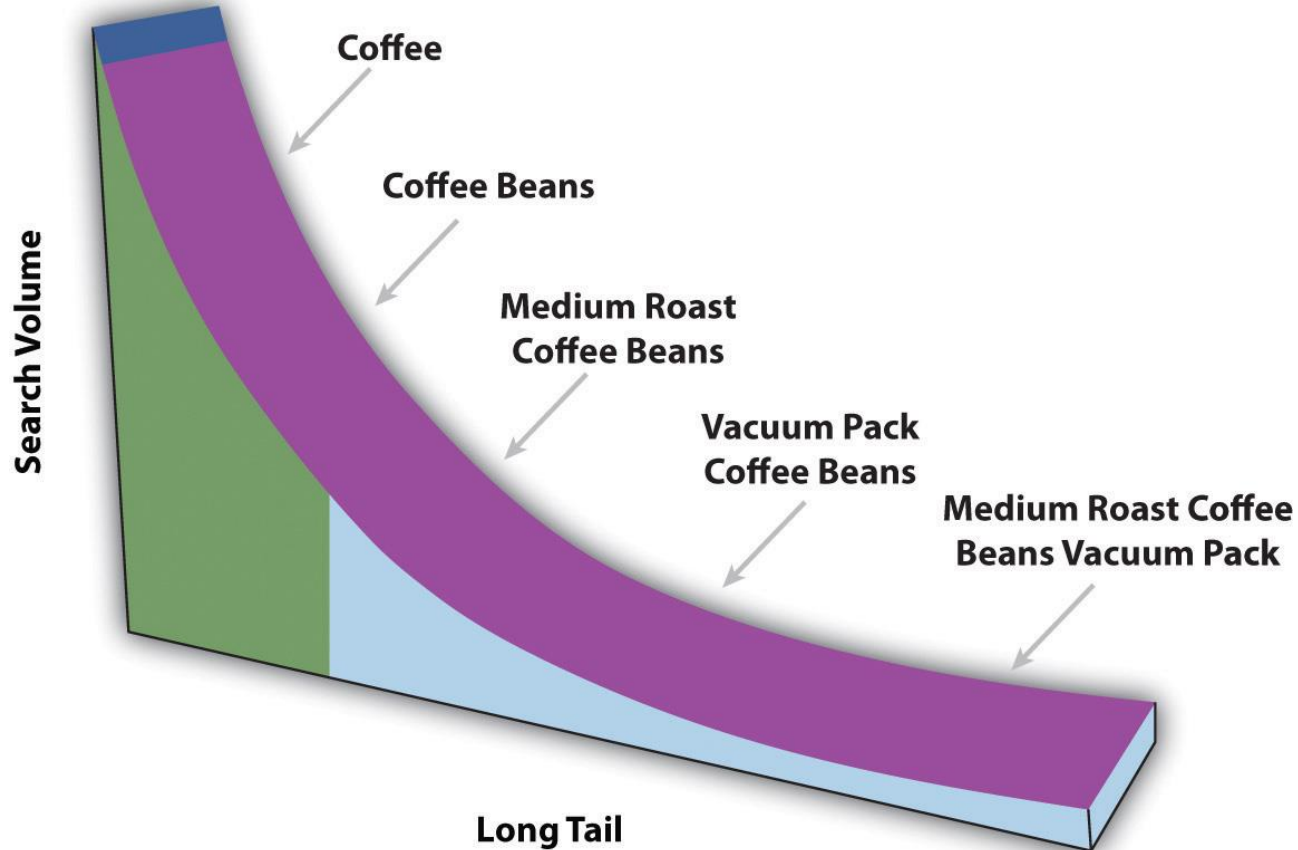
AAMI Insurance Quote - Compare Insurance with AAMI
[Ad](#) www.aami.com.au/Insurance/Get-a-Quote ▼
Award Winning Customer Service. Get a Quick Quote Online Now and Save!
Award-Winning Insurer - Lucky You're with AAMI - Lifetime Repair Guarantee
Insurance coverage: Car Insurance, Motorcycle Insurance, Home & Content Insurance, Travel Insura...

Budget Direct™ Quote - Get more from your insurance
[Ad](#) www.budgetdirect.com.au/Insurance/Quote ▼
You could save 100s on your policy! Why wait? Get a quick online quote.
Insurance coverage: Comprehensive Car, Third Party, CTP, Home, Landlord, Contents, Home & Cont...
[Online Quick Quote](#) · [Car Insurance](#) · [Insurer of the Year](#) · [Life Insurance](#) · [Home Insurance](#)

Car Insurance | Compare Car Insurance Quotes | iSelect
<https://www.iselect.com.au/car/> ▼
★★★★★ Rating: 8.7/10 - 2,104 reviews
Get the right car insurance with iSelect. Get acquainted. Provide us with a few details and the type of car insurance you're looking for. Get fitted. We'll go through your car insurance quotes and compare your cover options. Get covered.
[CTP Insurance](#) · [Comprehensive Car Insurance](#) · [Types of Car Insurance](#) · [Partners](#)



Short tail - coffee



Short tail keywords (head terms)

- Commonly used words:
 - House paint
 - Coffee beans
 - Running shoes



Benefits of short tail

- Tend to be around 2 - 3 words
- People search for these terms more often than 'long tail keywords'
- They bring in more traffic and are therefore more desirable (sometimes)



Benefits of long tail

- 'Can I use exterior paint on interior walls?'
- 'What are the strongest coffee beans?'
- 'What are the best running shoes for pregnant women?'
- More targeted



Benefits of long tail

- Easier to understand a searcher's user intent
- Web page more relevant to what people are searching for
- Delivers qualified buyers/boosts conversion rates



Benefits of long tail

- Less competition – long tail keyword phrases are less popular
- Lower search volume of these terms
- More chance of being found



Focus on user intent

- Must have an understanding of your audience
- Once you grasp what your target market is looking for, you can create more relevant content to suit them



Matching user intent with content

Informational Intent
80%

Navigational Intent 10%

Transactional Intent 10%

Informational Intent
what, why, and how?

I WANT TO KNOW

Guides
How-tos
Tools
FAQ

Goal: Attract wider users
that are unfamiliar with
your brand

Navigational Intent
"About business"

I WANT TO GO

Store locations
Services
Press releases
Customer service info

Goal: Provide expertise
& a positive shopping
experience

Transactional Intent
"Buy, book, convert"








I WANT TO DO

Videos
Product information
Comparisons
Product stories

Goal: Convince user to
make a purchase










Google Algorithms

Google Algorithms' Overview			
GOOGLE ALGORITHM 	PANDA 	PENGUIN 	HUMMINGBIRD 
SEARCH 	CONTENT	BACK-LINKS	ANSWERS, NOT KEYWORDS
WIN 	Well-written content Informative content Low bounce rate	Natural back-links Natural anchor text profile	Longer content Wider range of words Content written to deliver direct answers
LOSE 	Thin content Duplicate content Auto-generate content Content farm	Over optimised content Keywords stuffing Low quality back-links Links schemes	Thin content keyword based Keyword based optimisation



Why is this good for copywriters?

Google Algorithms' Overview			
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What to look out for

Beware!



link farms
invisible text



keyword stuffing
forum posts



poor content
link buying



Two types of SEO

- On-page:
 - elements in direct control of the publisher
- Off-page:
 - elements influenced by readers, visitors or other website publishers



500+ factors – see handout



On-The-Page Factors

These elements are in the direct control of the publisher

Content

Cq	QUALITY	Are pages well written & have substantial quality content?
Cr	RESEARCH	Have you researched the keywords people may use to find your content?
Cw	WORDS	Do pages use words & phrases you hope they'll be found for?
Cf	FRESH	Are pages fresh & about "hot" topics?
Cv	VERTICAL	Do you have image, local, news, video or other vertical content?
Ca	ANSWERS	Is your content turned into direct answers within search results?
Vt	THIN	Is content "thin" or "shallow" & lacking substance?

Architecture

Ac	CRAWL	Can search engines easily "crawl" pages on site?
Am	MOBILE	Does your site work well for mobile devices?
Ad	DUPLICATE	Does site manage duplicate content issues well?
As	SPEED	Does site load quickly?
Au	URLS	Do URLs contain meaningful keywords to page topics?
Ah	HTTPS	Does site use HTTPS to provide secure connection for visitors?
Vc	CLOAKING	Do you show search engines different pages than humans?

HTML

Ht	TITLES	Do HTML title tags contain keywords relevant to page topics?
Hd	DESCRIPTION	Do meta description tags describe what pages are about?
Hs	STRUCTURE	Do pages use structured data to enhance listings?
Hh	HEADERS	Do headlines & subheads use header tags with relevant keywords?
Vs	STUFFING	Do you excessively use words you want pages to be found for?
Vh	HIDDEN	Do colors or design "hide" words you want pages to be found for?

The Periodic Table of SEO Success Factors

Search engine optimization (SEO) seems like alchemy to the uninitiated. But there's a science to it. Below are some important "ranking factors" and best practices that can lead to success with both search engines and searchers.

On-The-Page SEO

Content Architecture HTML

Cq ⁺³ Quality	Ac ⁺³ Crawl	Ht ⁺³ Titles
Cr ⁺³ Research	Am ⁺³ Mobile	Hd ⁺² Description
Cw ⁺² Words	Ad ⁺² Duplicate	Hs ⁺² Structure
Cf ⁺² Fresh	As ⁺² Speed	Hh ⁺¹ Headers
Cv ⁺² Vertical	Au ⁺¹ URLs	Vs ⁻² Stuffing
Ca ⁺² Answers	Ah ⁺¹ HTTPS	Vh ⁻¹ Hidden
Vt ⁻² Thin	Vc ⁻³ Cloaking	

Off-The-Page SEO

Trust Links Personal Social

Ta ⁺³ Authority	Lq ⁺³ Quality	Pc ⁺³ Country	Sr ⁺² Reputation
Te ⁺² Engage	Lt ⁺² Text	Pl ⁺³ Locality	Ss ⁺¹ Shares
Th ⁺¹ History	Ln ⁺¹ Numbers	Ph ⁺² History	
Vd ⁻¹ Piracy	Vp ⁻³ Paid		
Va ⁻¹ Ads	VI ⁻³ Spam		

Factors Work Together

All factors on the table are important, but those marked 3 carry more weight than 1 or 2. No single factor guarantees top rankings or success, but having several favorable ones increases the odds. Negative "violation" factors shown in red harm your chances.



Off-The-Page Factors

Elements influenced by readers, visitors & other publishers

Trust

Ta	AUTHORITY	Do links, shares & other factors make pages trusted authorities?
Te	ENGAGE	Do visitors spend time reading or "bounce" away quickly?
Th	HISTORY	Has site or its domain been around a long time, operating in same way?
Vd	PIRACY	Has site been flagged for hosting pirated content?
Va	ADS	Is content ad-heavy? Do you make use of intrusive interstitials?

Links

Lq	QUALITY	Are links from trusted, quality or respected web sites?
Lt	TEXT	Do links pointing at pages use words you hope they'll be found for?
Ln	NUMBER	Do many links point at your web pages?
Vp	PAID	Have you purchased links in hopes of better rankings?
VI	SPAM	Have you created links by spamming blogs, forums or other places?

Personal

Pc	COUNTRY	What country is someone located in?
Pl	LOCALITY	What city or local area is someone located in?
Ph	HISTORY	Has someone regularly visited your site?

Social

Sr	REPUTATION	Do those respected on social networks share your content?
Ss	SHARES	Do many share your content on social networks?

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Our focus?



Our focus?

- Mostly on-page factors
- Some off-page factors
- Copywriting elements related to creating trust, content and user engagement



On-page factors

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Vh	HIDDEN	Do colors or design "hide" words you want pages to be found for?



On-page factors

On-The-Page Factors		
These elements are in the direct control of the publisher		
Content		
Cq	QUALITY	Are pages well written & have substantial quality content?
Cr	RESEARCH	Have you researched the keywords people may use to find your content?
Cw	WORDS	Do pages use words & phrases you hope they'll be found for?
Cf	FRESH	Are pages fresh & about "hot" topics?
Cv	VERTICAL	Do you have image, local, news, video or other vertical content?
Ca	ANSWERS	Is your content turned into direct answers within search results?
Vt	THIN	Is content "thin" or "shallow" & lacking substance?
Architecture		
Ac	CRAWL	Can search engines easily "crawl" pages on site?
Am	MOBILE	Does your site work well for mobile devices?
Ad	DUPLICATE	Does site manage duplicate content issues well?
As	SPEED	Does site load quickly?
Au	URLS	Do URLs contain meaningful keywords to page topics?
Ah	HTTPS	Does site use HTTPS to provide secure connection for visitors?
Vc	CLOAKING	Do you show search engines different pages than humans?
HTML		
Ht	TITLES	Do HTML title tags contain keywords relevant to page topics?
Hd	DESCRIPTION	Do meta description tags describe what pages are about?
Hs	STRUCTURE	Do pages use structured data to enhance listings?
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The Periodic Table of SEO Success Factors

Search engine optimization (SEO) seems like alchemy to the uninitiated. But there's a science to it. Below are some important "ranking factors" and best practices that can lead to success with both search engines and searchers.

On-The-Page SEO

Content	Architecture	HTML
Cq ⁺³ Quality	Ac ⁺³ Crawl	Ht ⁺³ Titles
Cr ⁺³ Research	Am ⁺³ Mobile	Hd ⁺² Description
Cw ⁺² Words	Ad ⁺² Duplicate	Hs ⁺² Structure
Cf ⁺² Fresh	As ⁺² Speed	Hh ⁺¹ Headers
Cv ⁺² Vertical	Au ⁺¹ URLs	Vs ⁻² Stuffing
Ca ⁺² Answers	Ah ⁺¹ HTTPS	Vh ⁻¹ Hidden
Vt ⁻² Thin	Vc ⁻³ Cloaking	

Off-The-Page SEO

Trust	Links	Personal	Social
Ta ⁺³ Authority	Lq ⁺³ Quality	Pc ⁺³ Country	Sr ⁺² Reputation
Te ⁺² Engage	Lt ⁺² Text	Pl ⁺³ Locality	Ss ⁺¹ Shares
Th ⁺¹ History	Ln ⁺¹ Numbers	Ph ⁺² History	
Vd ⁻¹ Piracy	Vp ⁻³ Paid		
Va ⁻¹ Ads	VI ⁻³ Spam		

Factors Work Together

All factors on the table are important, but those marked 3 carry more weight than 1 or 2. No single factor guarantees top rankings or success, but having several favorable ones increases the odds. Negative "violation" factors shown in red harm your chances.



Off-The-Page Factors

Elements influenced by readers, visitors & other publishers

Trust		
Ta	AUTHORITY	Do links, shares & other factors make pages trusted authorities?
Te	ENGAGE	Do visitors spend time reading or "bounce" away quickly?
Th	HISTORY	Has site or its domain been around a long time, operating in same way?
Vd	PIRACY	Has site been flagged for hosting pirated content?
Va	ADS	Is content ad-heavy? Do you make use of intrusive interstitials?
Links		
Lq	QUALITY	Are links from trusted, quality or respected web sites?
Lt	TEXT	Do links pointing at pages use words you hope they'll be found for?
Ln	NUMBER	Do many links point at your web pages?
Vp	PAID	Have you purchased links in hopes of better rankings?
VI	SPAM	Have you created links by spamming blogs, forums or other places?
Personal		
Pc	COUNTRY	What country is someone located in?
Pl	LOCALITY	What city or local area is someone located in?
Ph	HISTORY	Has someone regularly visited your site?
Social		
Sr	REPUTATION	Do those respected on social networks share your content?
Ss	SHARES	Do many share your content on social networks?

WRITTEN BY: [Search Engine Land](#)

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

Learn SEO Copywriting

Module 1:
An introduction to SEO copywriting

