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
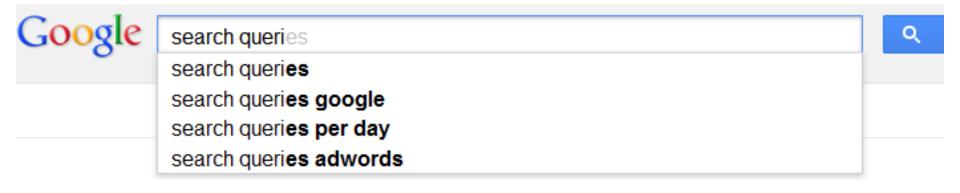- On-page vs off-page SEO

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?

THE BUYER'S JOURNEY AND CONTENT

Awareness Stage	Consideration Stage	Decision Stage
• Analyst reports • Research reports • eBooks • Editorial content • Expert content • Whitepapers • Educational content	• Expert guides • Live interactions • Webcast • Podcast • Video • Comparison whitepapers	• 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

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

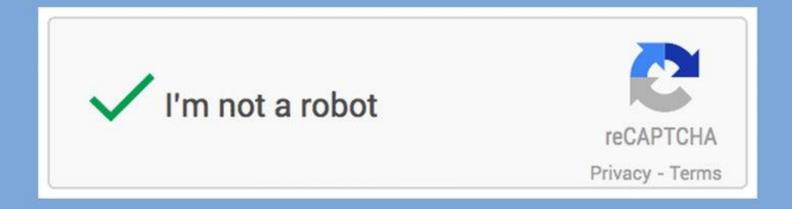# SEO techniques - black and white

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

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
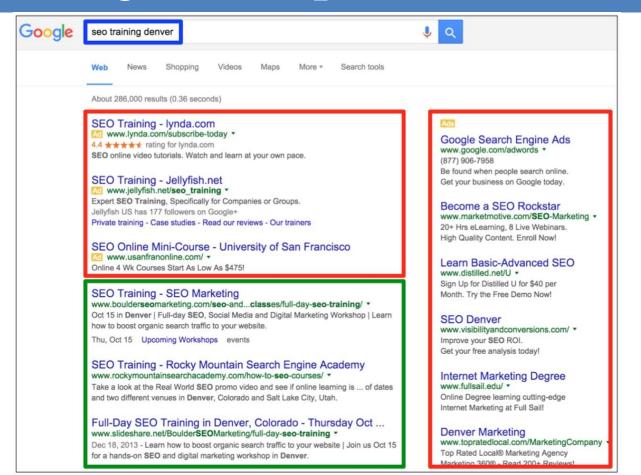
Keyword stuffing

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

3 types of searches

INFORMATIONAL
SEARCHES

. Generic keywords
. 80% of search volume
. Low efficiency

NAVIGATIONAL
SEARCHES

. Semi-generic keywords
. 10% of search volume
. Medium efficiency

TRANSACTIONAL
SEARCHES

. Specific keywords
. 10% of search volume
. High efficiency

Conversions

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

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)

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)

Short tail - coffee

- 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

Australian School of Copywriting

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

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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

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 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?
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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?
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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?

On-The-Page SEO

Content

Cq Quality	+3
Cr Research	+3
Cw Words	+2
Cf Fresh	+2
Cv Vertical	+2
Ca Answers	+2
Vt Thin	-2

Architecture

Ac Crawl	+3
Am Mobile	+3
Ad Duplicate	+2
As Speed	+2
Au URLs	+1
Ah HTTPS	+1
Vc Cloaking	-3

HTML

Ht Titles	+3
Hd Description	+2
Hs Structure	+2
Hh Headers	+1
Vs Stuffing	-2
Vh Hidden	-1

Off-The-Page SEO

Trust

Ta Authority	+3
Te Engage	+2
Th History	+2
Vd Piracy	-1
Va Ads	-1

Links

Lq Quality	+3
Lt Text	+2
Ln Numbers	+1
Vp Paid	-3
Vl Spam	-3

Personal

Pc Country	+3
Pl Locality	+3
Ph History	+2

Social

Sr Reputation	+2
Ss Shares	+1

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.

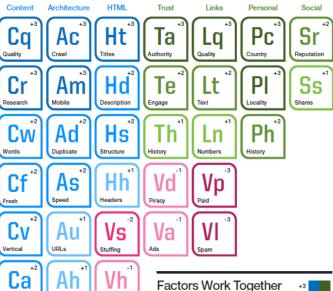|	
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On-The-Page SEO

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		
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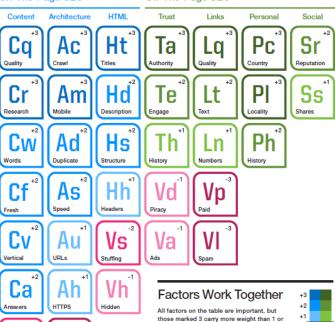| +3 |
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+3	
+2	
+1	
-1	
-2	
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WRITTEN BY: **Search Engine Land**

CREATED BY: **COLUMN FIVE**

LEARN MORE: http://selnd.com/seotable

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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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What do they all have in common?

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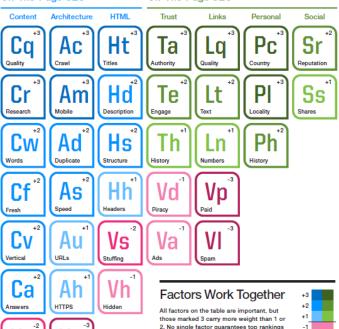|		
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Hs	STRUCTURE	Do pages use structured data to enhance listings?
Hh	HEADERS	Do headlines & subheads use header tags with relevant keywords?
Vs	STUFFING	Do you excessively use words you want pages to be found for?
Vh	HIDDEN	Do colors or design "hide" words you want pages to be found for?

What do they all have in common?

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 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?

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?
Vl	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?

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 +2 History	Ln +1 Numbers	Ph +2 History	
Vd -1 Piracy	Vp -3 Paid		
Va -1 Ads	Vl -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.

+3	
+2	
+1	
-1	
-2	
-3	

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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