This is video 1.2 in the online course:

Learn SEO Copywriting

Module 1:
An introduction to SEO copywriting

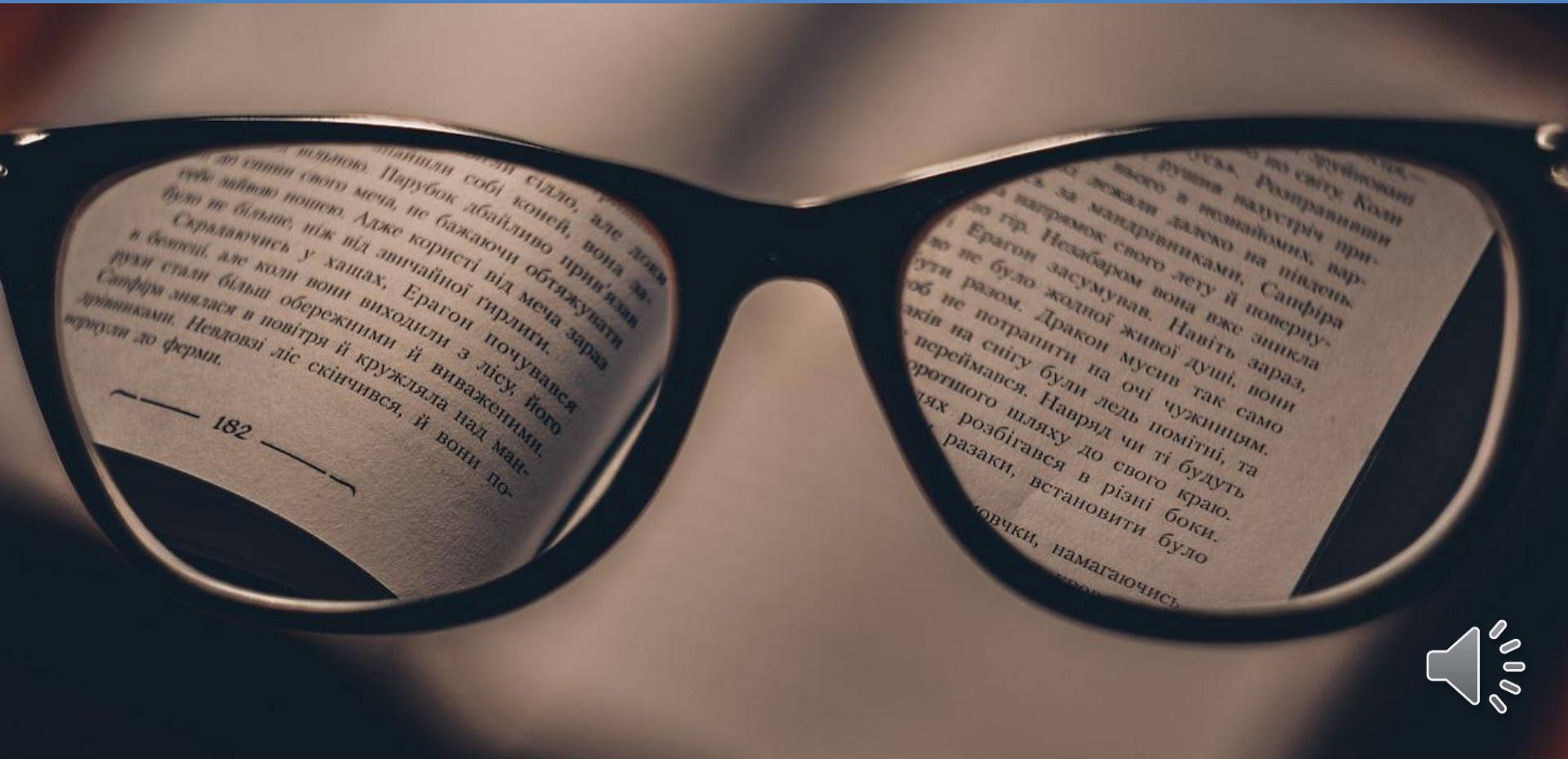
What we'll cover in this session

- On-page SEO factors
- How to write meta tags:
  - Page titles ('title tag')
  - Meta-description ('description tag')
  - Image tags

See handout 1.2

See handout 1.3

Our focus?



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?

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	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.

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?

WRITTEN BY: Search Engine Land

CREATED BY: COLUMN FIVE

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

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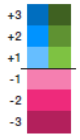

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On-page SEO factors

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On-page SEO factors

Meta tags

2 meta tags – title and description

Book a Virgin Australia Flight | Virgin Australia
https://www.virginaustralia.com/au/en/bookings/flights/make-a-booking/ ▾
Search for and book **Virgin** Australia and partner **flights** to Australian and international destinations.

Meta tags – title

Book a Virgin Australia Flight | Virgin Australia
https://www.virginaustralia.com/au/en/bookings/flights/make-a-booking/
Search for and book **Virgin** Australia and partner **flights** to Australian and international destinations.

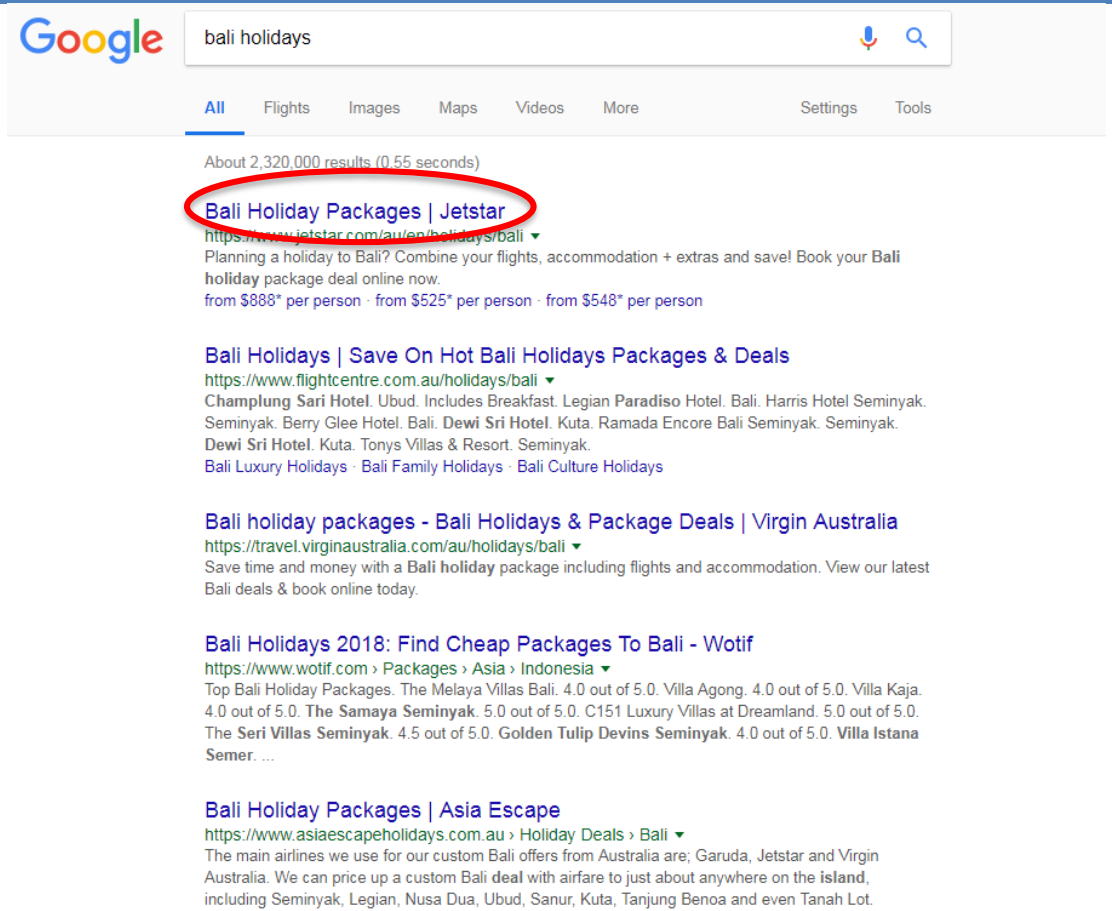
Meta tags – description

Book a Virgin Australia Flight | Virgin Australia

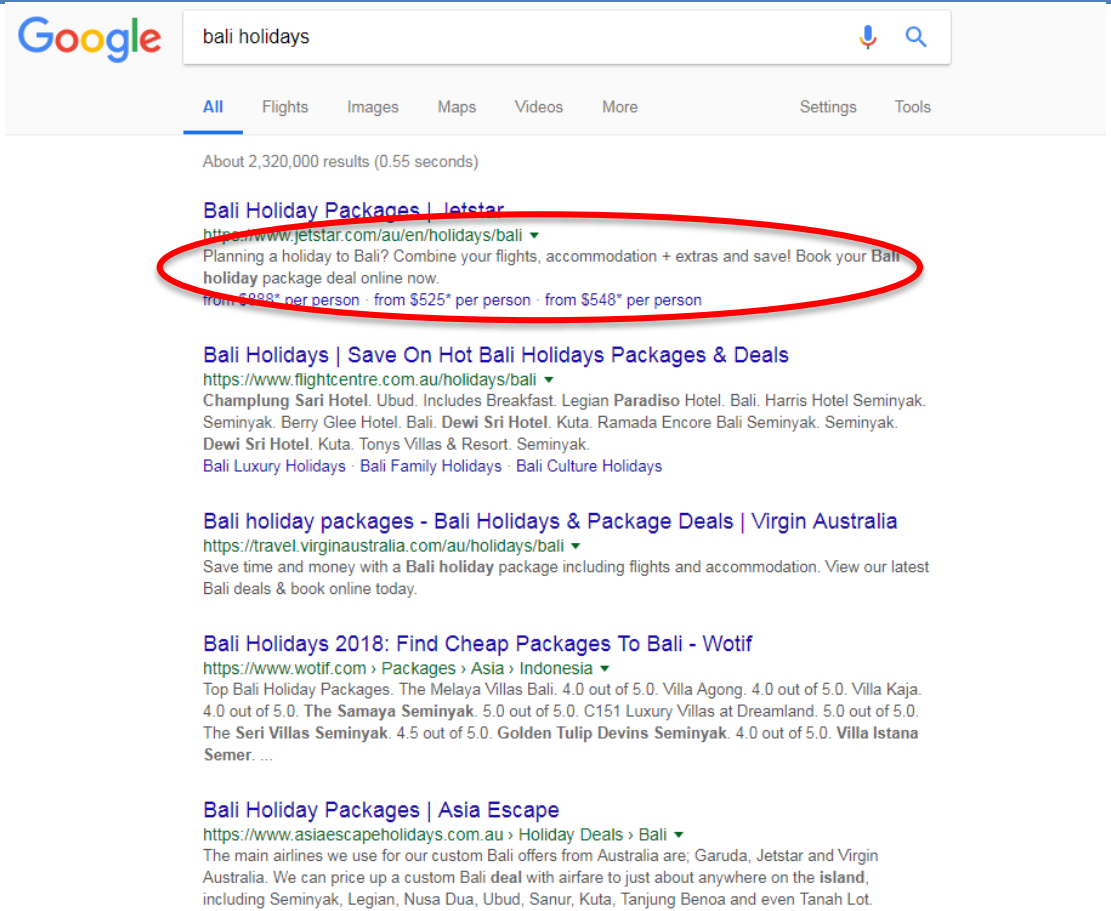
https://www.virginaustralia.com/au/en/bookings/flights/make-a-booking/

Search for and book **Virgin** Australia and partner **flights** to Australian and international destinations.

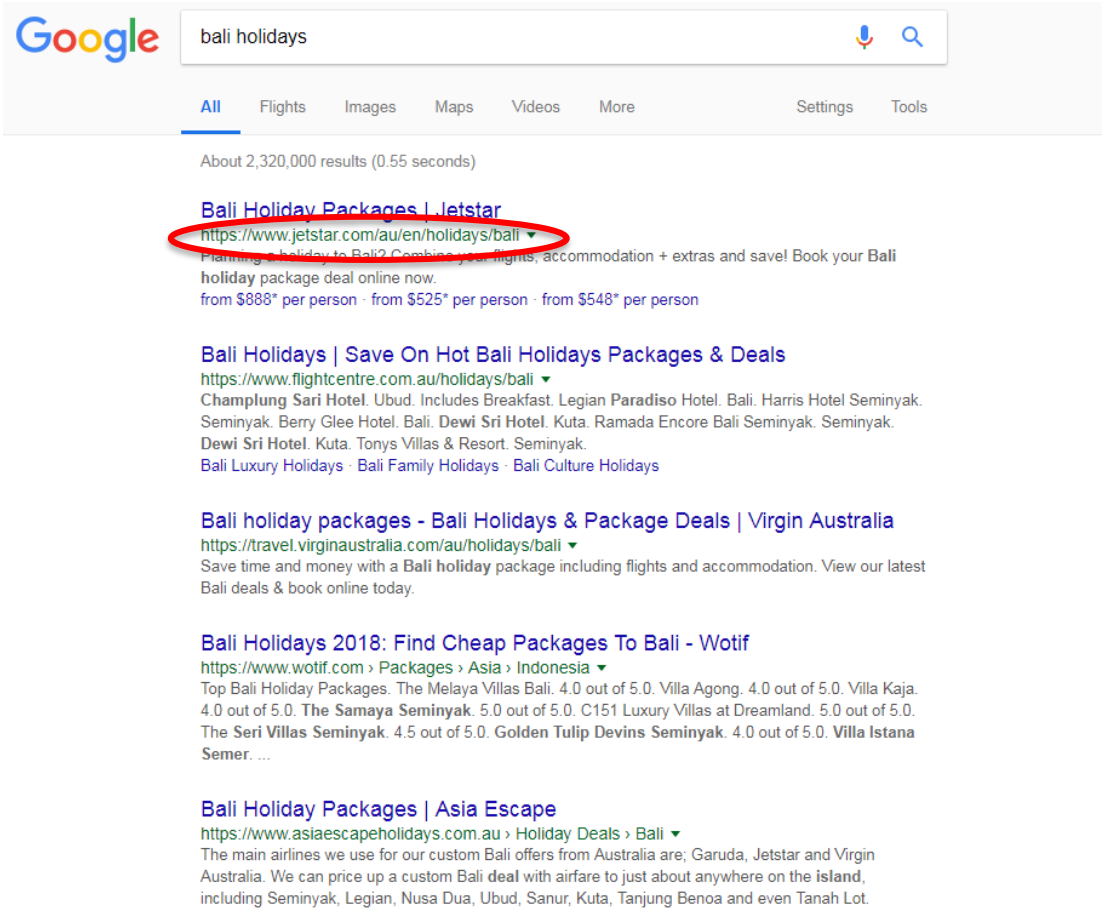
Title tags – in blue



Description tags – in black



URL – in green


Google
bali holidays
All
Flights
Images
Maps
Videos
More
Settings
Tools
About 2,320,000 results (0.55 seconds)
Bali Holiday Packages | Jetstar
https://www.jetstar.com/au/en/holidays/bali
Planning a holiday to Bali? Combine your flights, accommodation + extras and save! Book your Bali holiday package deal online now.
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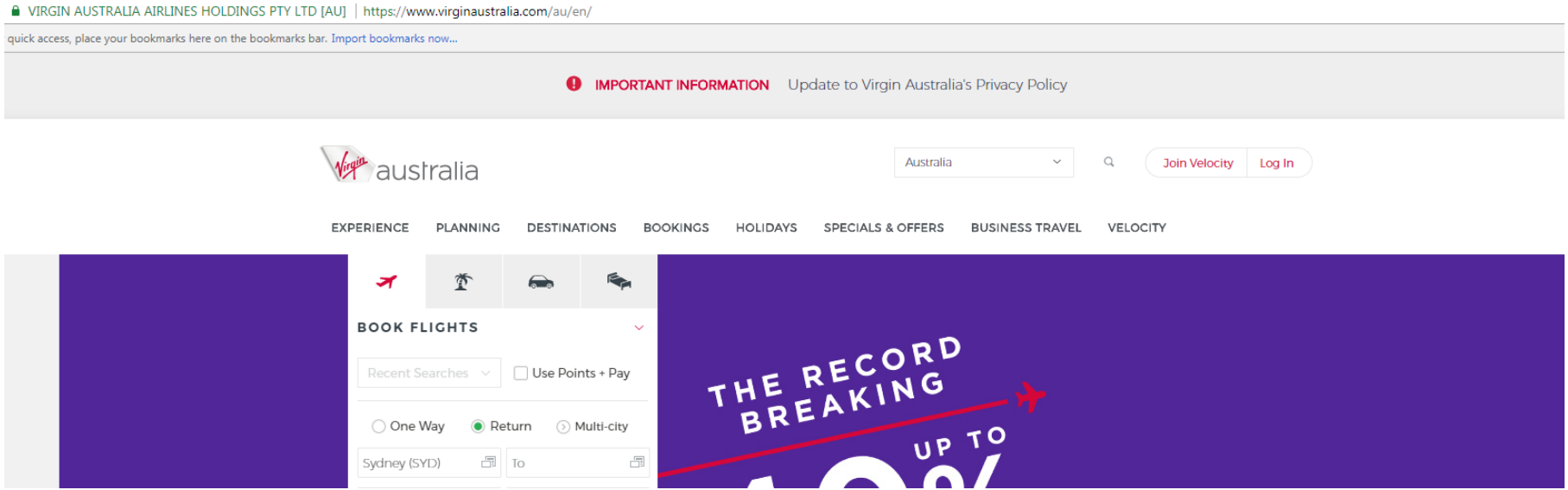
Bali Holidays | Save On Hot Bali Holidays Packages & Deals
https://www.flightcentre.com.au/holidays/bali
Champlung Sari Hotel. Ubud. Includes Breakfast. Legian Paradiso Hotel. Bali. Harris Hotel Seminyak. Seminyak. Berry Glee Hotel. Bali. Dewi Sri Hotel. Kuta. Ramada Encore Bali Seminyak. Seminyak. Dewi Sri Hotel. Kuta. Tonys Villas & Resort. Seminyak.
Bali Luxury Holidays · Bali Family Holidays · Bali Culture Holidays
Bali holiday packages - Bali Holidays & Package Deals | Virgin Australia
https://travel.virginaustralia.com/au/holidays/bali
Save time and money with a Bali holiday package including flights and accommodation. View our latest Bali deals & book online today.
Bali Holidays 2018: Find Cheap Packages To Bali - Wotif
https://www.wotif.com › Packages › Asia › Indonesia
Top Bali Holiday Packages. The Melaya Villas Bali. 4.0 out of 5.0. Villa Agong. 4.0 out of 5.0. Villa Kaja. 4.0 out of 5.0. The Samaya Seminyak. 5.0 out of 5.0. C151 Luxury Villas at Dreamland. 5.0 out of 5.0. The Seri Villas Seminyak. 4.5 out of 5.0. Golden Tulip Devins Seminyak. 4.0 out of 5.0. Villa Istana Semer. ...
Bali Holiday Packages | Asia Escape
https://www.asiaescapeholidays.com.au › Holiday Deals › Bali
The main airlines we use for our custom Bali offers from Australia are; Garuda, Jetstar and Virgin Australia. We can price up a custom Bali deal with airfare to just about anywhere on the island, including Seminyak, Legian, Nusa Dua, Ubud, Sanur, Kuta, Tanjung Benoa and even Tanah Lot.

Virgin Airlines website example



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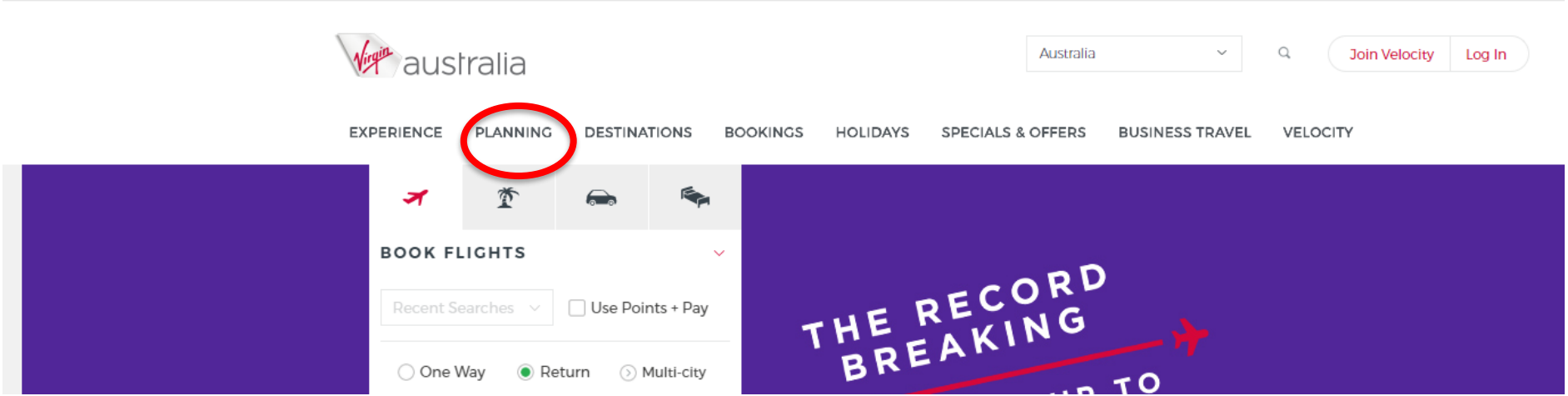
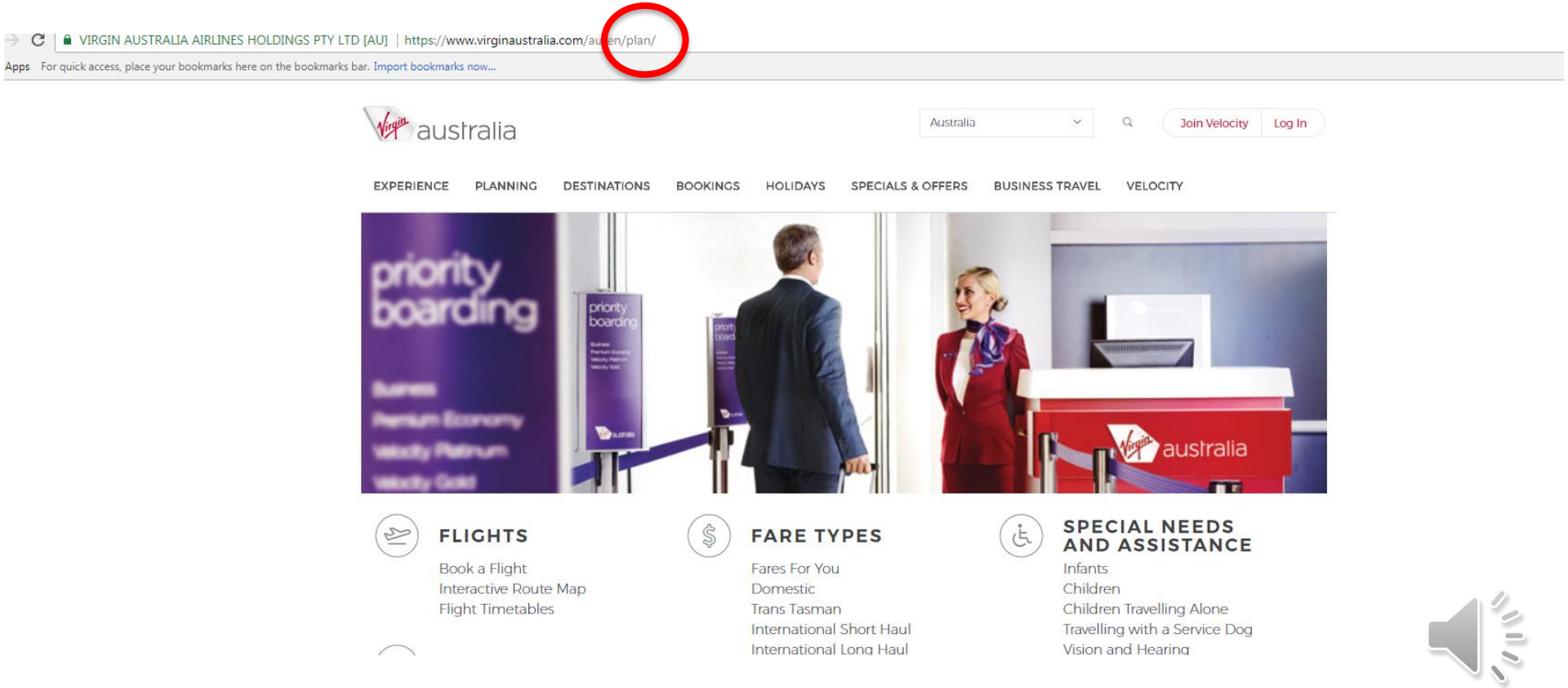


Page (title) shows up in the browser bar



What is a title tag?

- A title tag is an HTML element that specifies the title of a web page
- Title tags are displayed on search engine results pages (SERPs) as the clickable headline for a given result

What is a title tag?

- The title tag of a web page is meant to be an accurate and concise description of a page's content
- Important for usability, SEO and social sharing

What is a title tag?

- Most title tags are limited to 50 - 60 characters to allow them to be viewed correctly
- For the most accurate results, view on a desktop browser

Title tag character count

- Google displays the first 50 - 60 characters of a title tag
- If it goes over, Google will cut it off (...)
- You need to specify the title tag content or Google will pick it up from your site for you

Title tag character count

- There's no exact character limit
- Characters can vary in width
- Titles cut out (currently) at 600 pixels

Why are title tags important?

- Title tags are a major factor in helping search engines understand what your page is about
- They are the first impression many people have of your page

Why are title tags important?

- Your title tag determines your display title in SERPs
- It is a search visitor's first experience of your site
- Even if your site ranks well, a good title is essential to generating click-throughs

Why are title tags important?

- Title tags ‘show up’ in three key places:
  - SERPs (Search Engine Results Pages)
  - Web browsers
  - Social networks

1. SERPS (search engine results pages)

Moz: SEO Software, Tools and Resources for Better Marketing

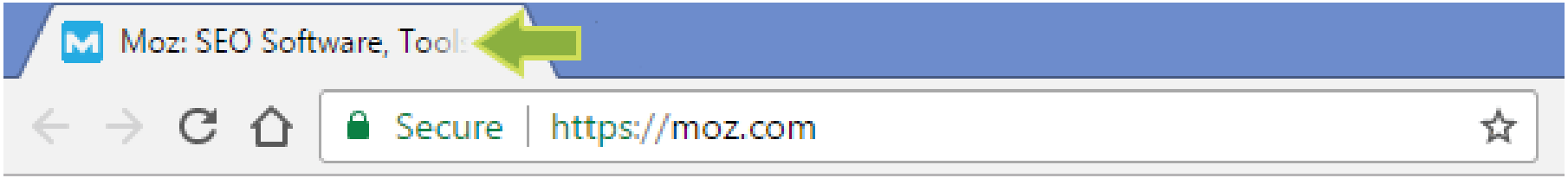
https://**moz**.com/

Backed by industry-leading data and the largest community of SEOs on the planet, **Moz** builds tools that make inbound marketing easy. Start your free trial today!

2. Web browsers

- Displayed at the top of your web browser
- Acts as a placeholder, especially for people who have multiple tabs open

2. Web browsers



3. Social networks

- Some external websites - especially social networks - will use your title tag to determine what to display when you share that page
- Example: Facebook

3. Social networks

3. Social networks

- Facebook and Twitter (and others) have their own meta tags
- Allows you to specify titles that differ from your main title tag
- Helps you to optimise for each network, and provide longer titles when beneficial

How to write title tags

- Unique and easily recognisable titles
- Put important keywords near the front
- Helps ensure that people don't lose track of your content

How to write title tags

- Title tags are an important part of SEO and user experience (UX)
- Well written tags are an ‘easy win’:
  - low-effort
  - high-impact SEO task

Watch your title length

- Stick to between 50 – 60 characters
- If your title is too long, search engines may cut it off by adding an ellipsis (...) and could end up omitting important words
- ‘Front load’ it with keywords

Watch your title length

- Some characters naturally take up more space
- A character like uppercase W is wider than a lowercase character like i or t

Example

Littlest Pet Shop Petfest - Littlest Pet Shop Official Website | LPS | Hasbro
(77 Characters Wide)

Custom Wedding Koozies-Wedding Can Coolers ...
(42 Characters Long)

Example

- Title 1: 77 characters because the ‘ittl’ in ‘Littlest’ is very narrow, and the title contains pipes (‘|’)

Littlest Pet Shop Petfest - Littlest Pet Shop Official Website | LPS | Hasbro
(77 Characters Wide)

Example

- Title 2: cuts off after only 42 characters because of wide capital letters (like ‘W’)

Custom Wedding Koozies-Wedding Can Coolers ...
(42 Characters Long)

Tips for writing title tags

- Try to avoid ALL CAPS titles:
  - hard for people to read
  - limits the number of characters Google will display
  - looks spammy

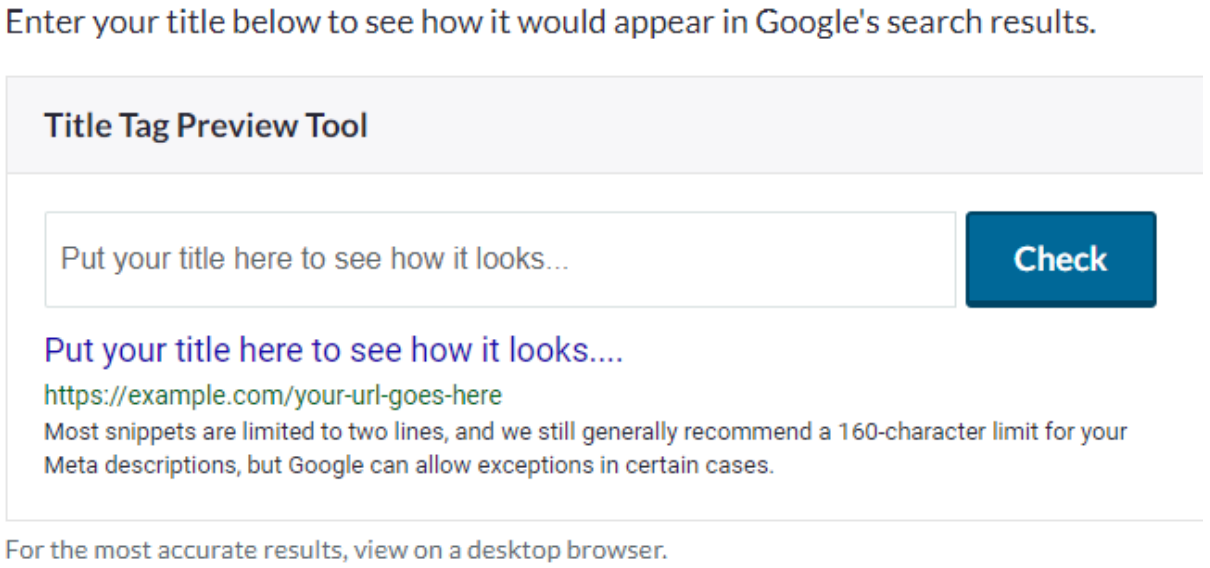
Tips for writing title tags

- Longer titles may work better for social sharing
- There are no penalties for long titles
- Use your judgement - think like a ‘search visitor’

Test your titles out

- Be mindful of how your titles appear in search results
- Edit and re-edit to get it right
- See it in advance here with this tool

Test your titles out



- https://moz.com/learn/seo/title-tag

Options for writing a title tag

1. Let Google write it for you (not ideal)
2. Write it yourself without worrying about character count
3. Follow the character count guidelines and hope Google picks it up

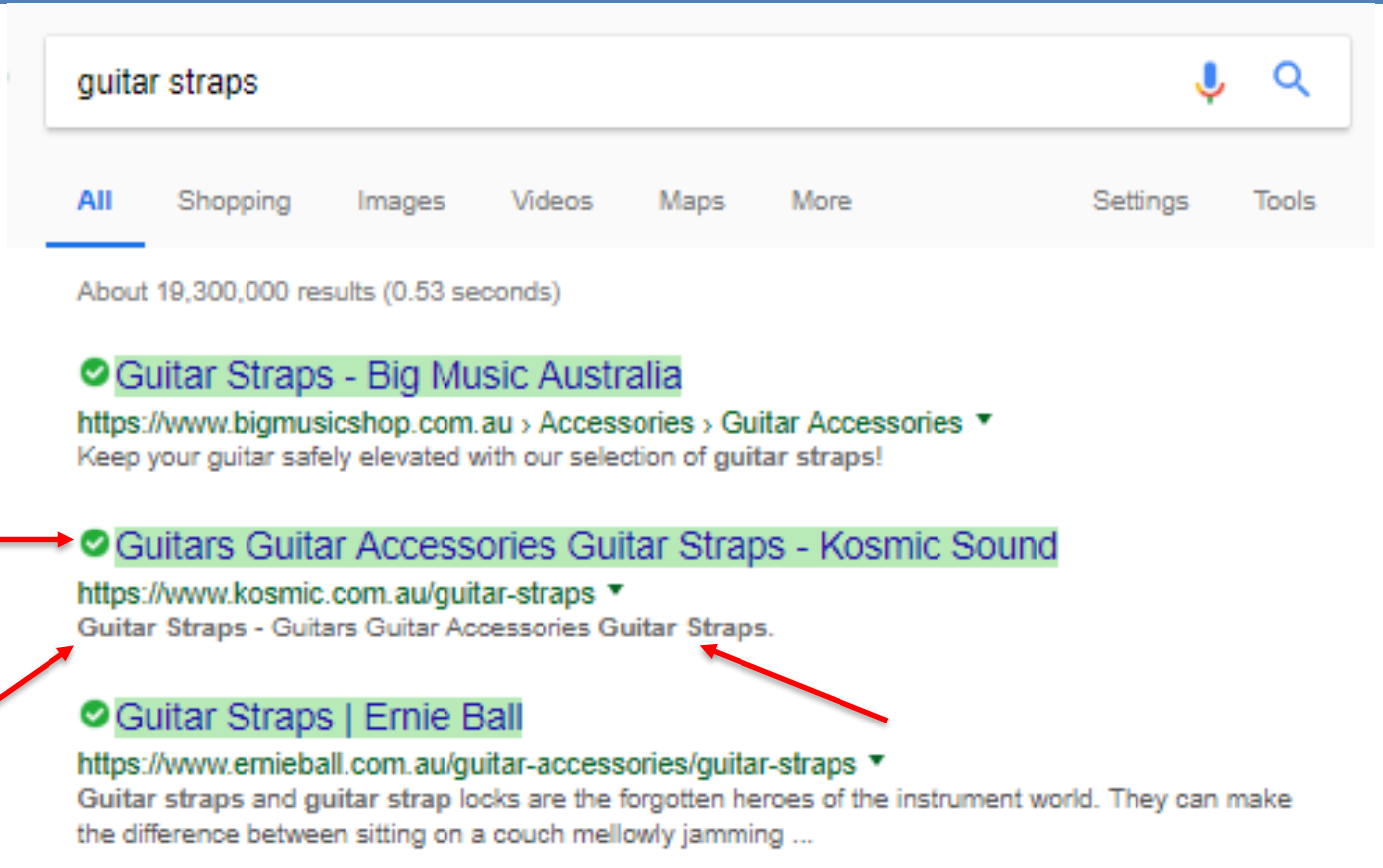
Don't overdo SEO keywords

- There is no ‘penalty’ for long titles
- But don’t keyword stuff
- Creates a bad user experience:
  - Buy Widgets, Best Widgets, Cheap Widgets, Widgets for Sale

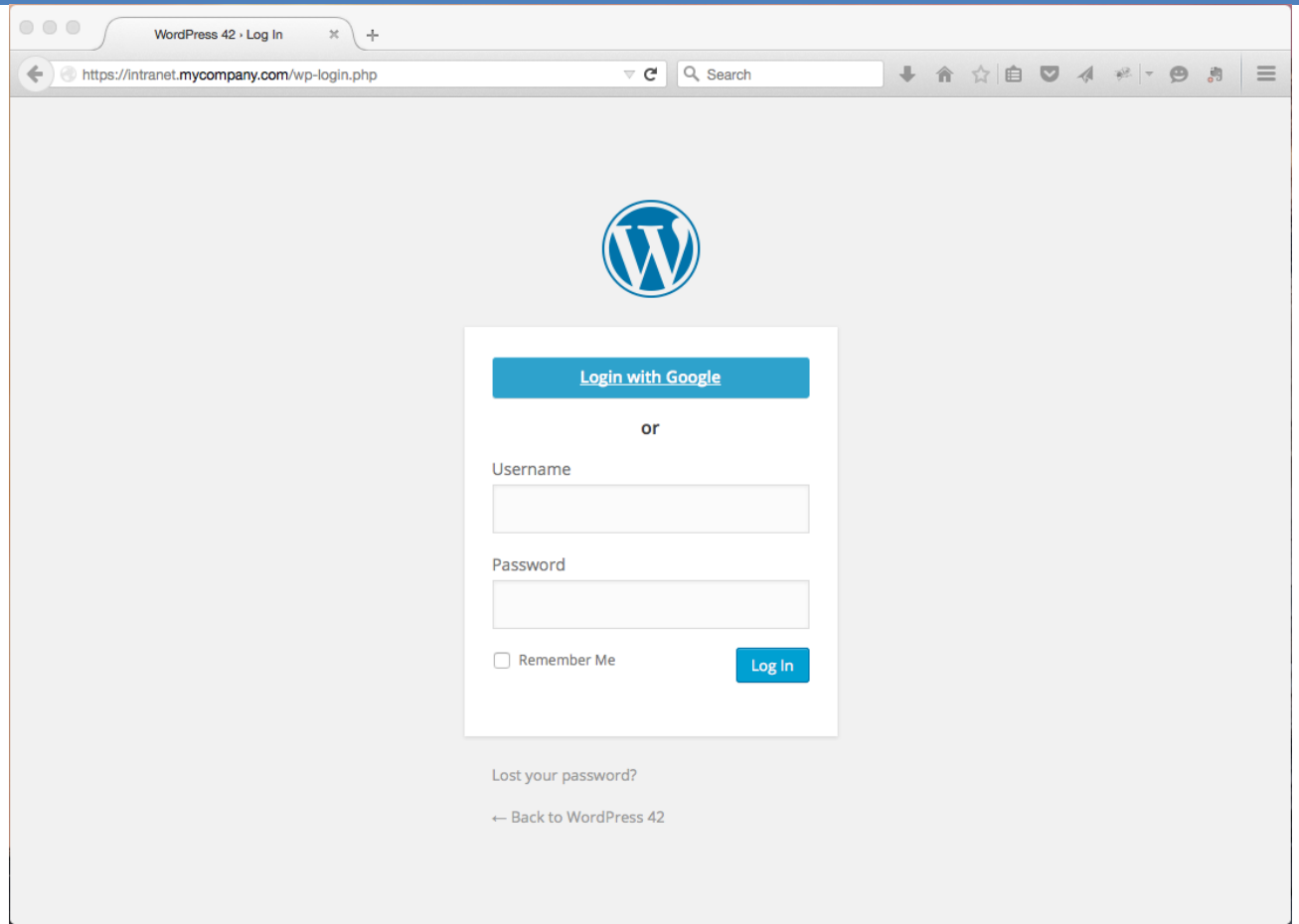
Don't overdo SEO keywords

- Avoid titles that are just a list of keywords or variations of the same keyword
- Search engines understand variations of keywords
- Keep the reader in mind

Keyword ‘stuffing’



How do you change the tags?

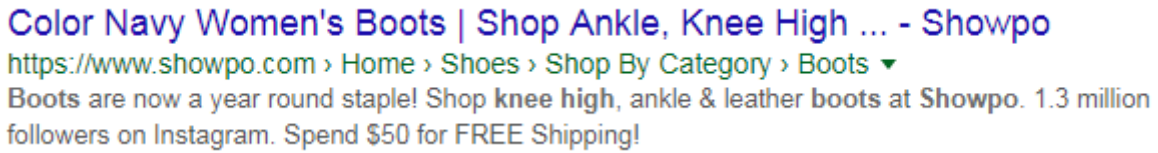


Give every page a unique title

- Helps search engines understand that your content is unique and valuable
- Drives higher click-through rates (CTR)
- Can be automated for large sites

Give every page a unique title

- Product colour – product category – company name



Give every page a unique title

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Over The Knee Boots | Shop Women's Shoes Online | Showpo
https://www.showpo.com/shoes/by/shoe-style/over-the-knee-boots/ ▾
They do say that behind every woman is a fabulous pair of **shoes**. We believe wholeheartedly in this m... Read more. **Show** Filters (1). New In, Price **High** to Low ...

Avoid default titles

- Avoid titles like ‘Home’ or ‘New Page’:
  - Google may think that you have duplicate content across your site
  - It reduces click-through rates
  - Would you click on a page called ‘Untitled’?

Put important keywords first

- Keywords closer to the beginning of your title tag may have more impact on search rankings
- People may scan as few as the first two words of a headline

Take advantage of your brand

- If you have a strong, well-known brand, then adding it to your titles may help boost click-through rates
- Generally put your brand at the end of the title

Write for your customers

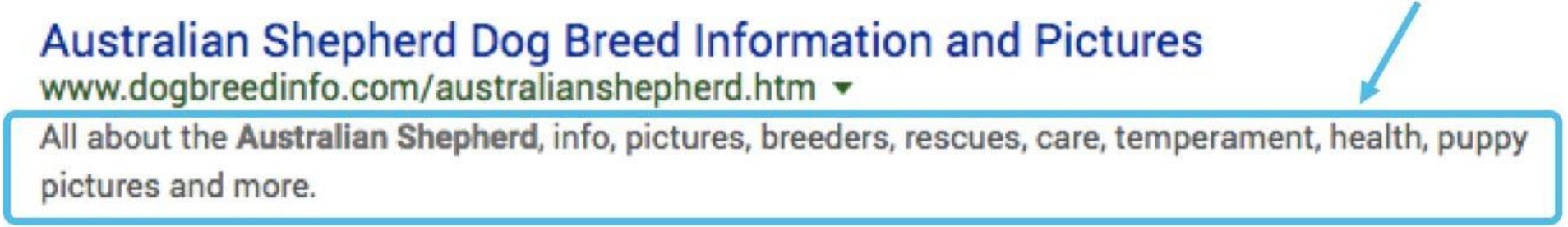
- Whilst important for SEO, the title tag's job is to attract clicks from well-targeted visitors who are likely to find your content valuable
- It's an advertisement for your website

Why won't Google use your title tag?

- Your title is keyword stuffed
- Your title doesn't match the query
- If your page is matching for a search query that isn't well represented in the title, Google may rewrite your display title

What is a meta description?

Meta description



What is a meta description?

- HTML attributes that provide concise summaries of webpages
- Can be a few words, one sentence or a short paragraph

What is a meta description?

- They ‘advertise’ content to searchers
- Searchers decide whether the content is relevant and useful (based on their search query)
- If it meets their needs, they will click on it

Google ranking factor?

- Meta descriptions or meta keywords do not factor into Google’s ranking for web search
- They can however impact a page's CTR (click-through-rate) on Google which can positively impact a page's ability to rank

Optimal length

- Was ~ 155 characters
- Changed to ~ 300 characters
- Changed back to ~ 155 characters
- Meta descriptions can be any length, but Google will truncate them

Best practice for meta descriptions

- The ‘optimal’ length will vary depending on the situation
- Sometimes less is more
- Your primary goal should be to provide value and drive clicks

Best practice for meta descriptions

- Ensure that your descriptions make sense in the first 50 – 130 characters
- This will work well on mobile as well as on desktop

How to write a meta description

- Natural, active, non-spammy way
- Use keywords that page is targeting
- Create a compelling description that a searcher will want to click

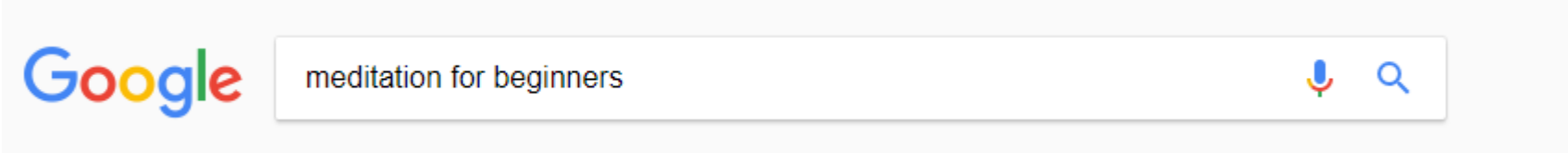
How to write a meta description

- Directly relevant to the page it describes
- Be unique from the descriptions for other pages
- Use keywords

How to write a meta description tag

- To maximise click-through rates, Google **bolds** keywords in the description when they match search queries
- Bolding has no impact on ranking
- Italics has no impact on ranking

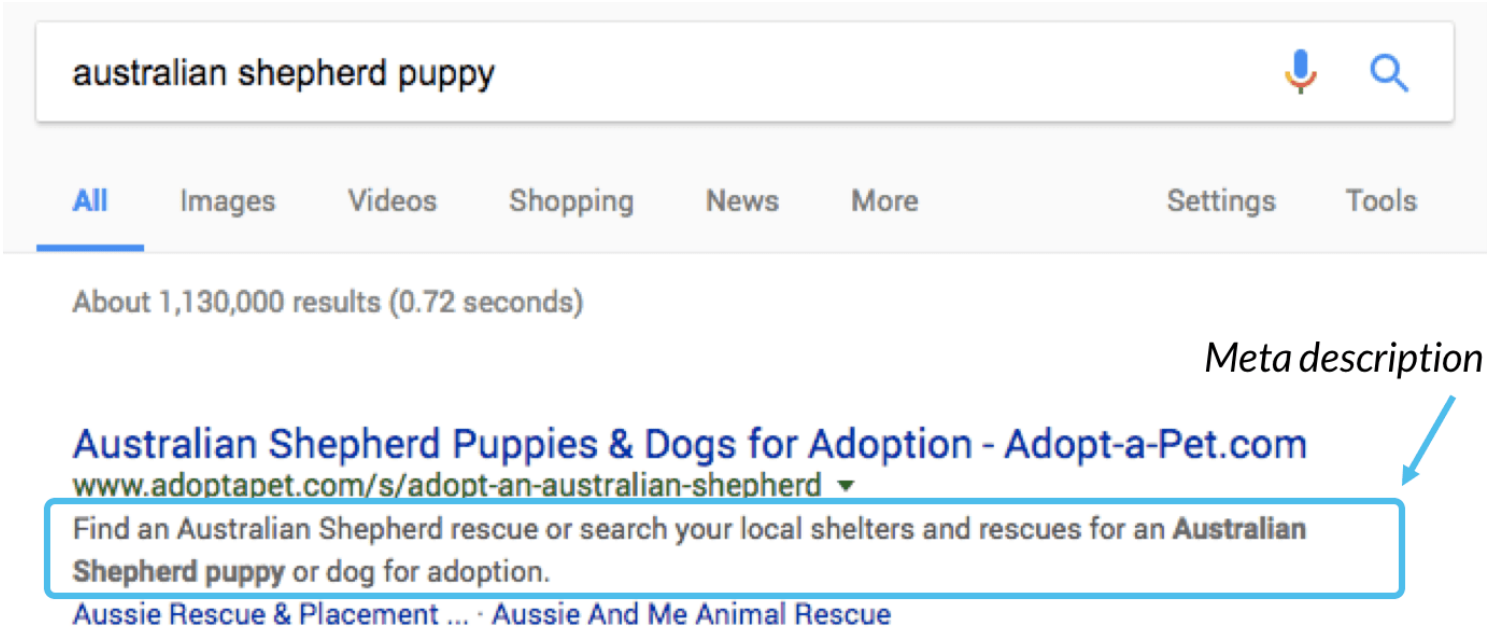
Google ‘bolds’ keywords



Meditation 101: Techniques, Benefits, and a Beginner's How-to - Gaiam
https://www.gaiam.com/.../meditation-101-techniques-benefits-and-a-beginner-s-how-...
How to **meditate**: Simple **meditation for beginners**. Sit or lie comfortably. You may even want to invest in a **meditation** chair or cushion. Close your eyes. Make no effort to control the breath; simply breathe naturally. Focus your attention on the breath and on how the body moves with each inhalation and exhalation.
Meditation for Beginners DVD · 9 Ways to get a Better Night's ...

How to Meditate for Beginners: 15 Steps (with Pictures) - wikiHow
https://www.wikihow.com/Meditate-for-Beginners
★★★★½ Rating: 91% - 38 votes
How to **Meditate for Beginners**. Meditation has many benefits, relief for stress and anxiety being among them. If you want to get started in meditation, read this ...

Example



Meta description ***written as "ad copy"***

Avoid duplicate meta description tags

- As with title tags, it's important that meta descriptions on each page be unique
- Otherwise, you'll end up with SERP results that look like this

Example

Puppies! on Twitter: "This is otterly ridiculous. http://t.co/fHSK8WgdEU"
https://twitter.com/puppies/status/568969640954757121
Feb 20, 2015 - **Puppies! @puppies.** ʕ•ᴥ•ʔ woof. Joined August 2013. © 2017 **Twitter**; About · Help Center · Terms · Privacy policy · Cookies · Ads info. Dismiss.

Puppies! on Twitter: "I'm staying in bed all day #sorrynotsorry http://t.co ...
https://twitter.com/puppies/status/572124477087223810?lang=en
Mar 1, 2015 - **Puppies! @puppies.** ʕ•ᴥ•ʔ woof. Joined August 2013. © 2017 **Twitter**; About · Help Center · Terms · Privacy policy · Cookies · Ads info. Dismiss.

Puppies! on Twitter: "Pups in Cups http://t.co/qb2UGrVHlR"
https://twitter.com/puppies/status/511207790875275264?lang=en
Sep 14, 2014 - **Puppies! @puppies.** ʕ•ᴥ•ʔ woof. Joined August 2013. © 2017 **Twitter**; About · Help Center · Terms · Privacy policy · Cookies · Ads info. Dismiss.

Different pages, ***identical meta descriptions.***

Don't include double quotation marks

- Any time quotation marks are used in the HTML of a meta description, Google cuts off that description at the quotation mark when it appears on a SERP

Don't include double quotation marks

- If quotation marks are needed, use the HTML entity rather than double quotes to prevent truncation.
- Learn more:
  - https://www.w3schools.com/html/html_entities.asp

Google may overrule you

- Google may overrule the meta description you write
- Will insert a ‘better’ version
- It identifies a snippet from the target page that better matches a searcher's query

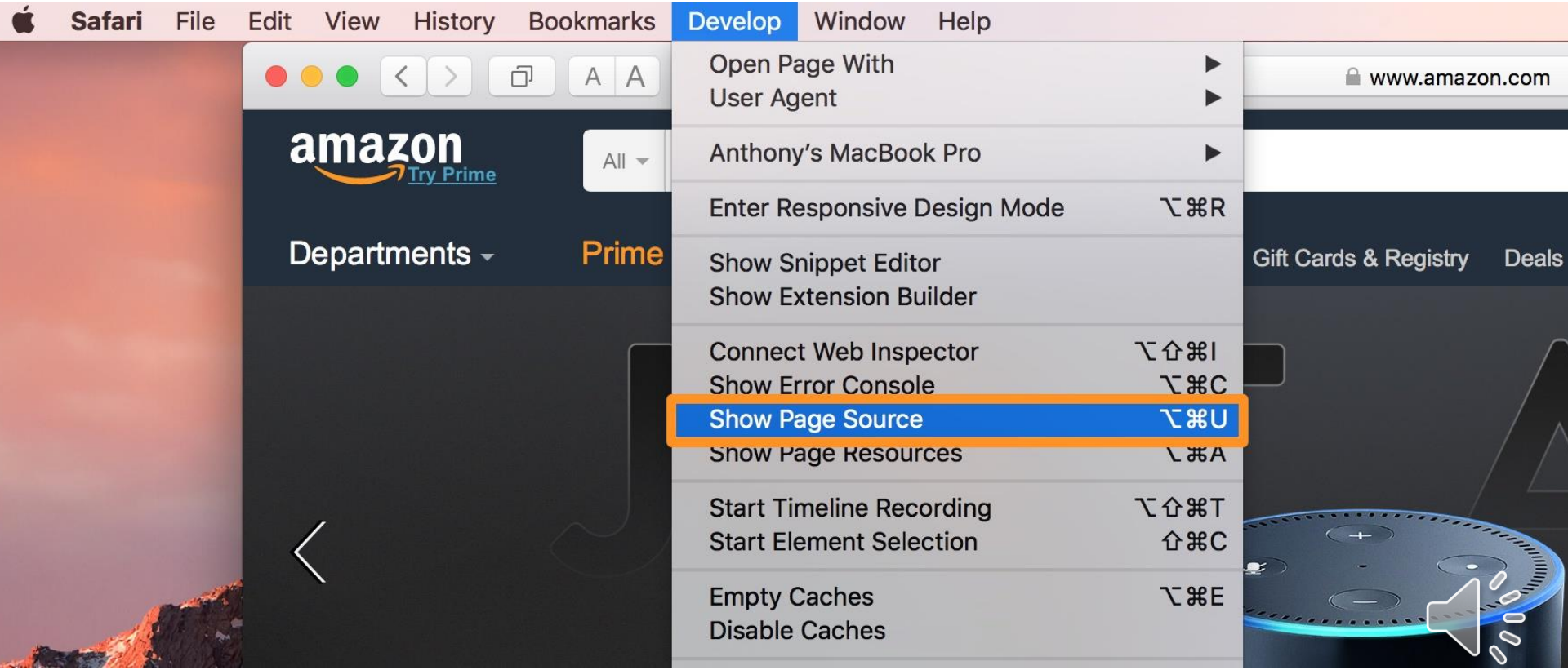
How to see what tags others use

- You can see all the tags for most sites
- Here's how to view 'page code'
- Powerful tool to see what competitors are doing

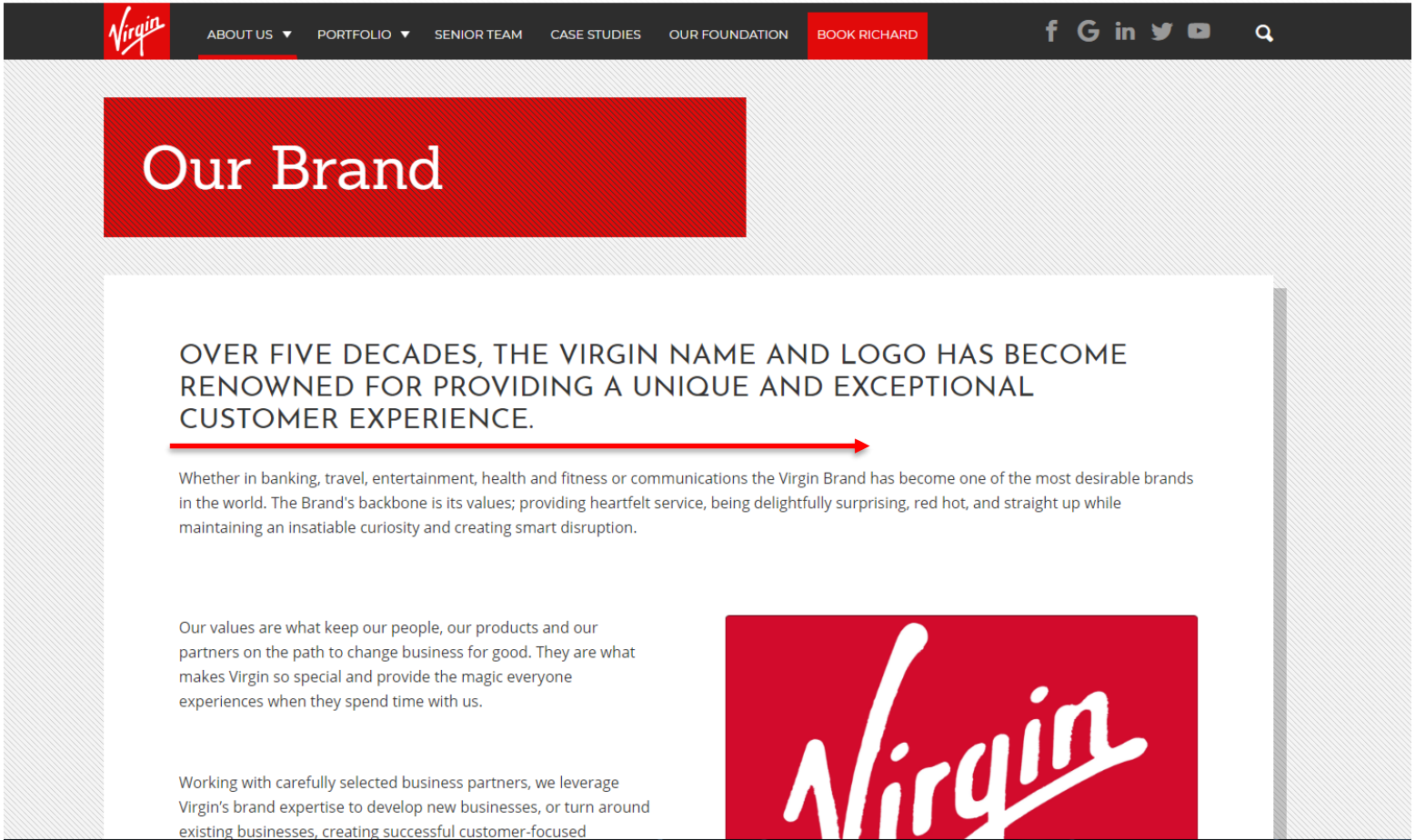
View page code - PC

View page code - Mac

View page code - Mac



View page code - example



View page code - example

```
150
151 <article class="node-446 node node-basic-page view-mode-full clearfix" about="/virgingroup/content/our-brand-0" typeof="sioc:Item foaf:Document">
152   <span property="dc:title" content="Our Brand" class="rdf-meta element-hidden"></span>
153 <div class="paragraphs-items paragraphs-items-field-content paragraphs-items-field-content-full paragraphs-items-full">
154   <div class="field field-name-field-content field-type-paragraphs field-label-hidden"><div class="field-items"><div class="field-item even" property=""><div class="entity entity-paragraphs-item paragraphs-item-full-width-text-block paragraphs-item-976"
    about="" typeof="">
155   <div class="content">
156     <div class="field field-name-field-text field-type-text-long field-label-hidden"><div class="field-items"><div class="field-item even"><h3>OVER FIVE DECADES, THE VIRGIN NAME AND LOGO HAS BECOME RENOWNED FOR PROVIDING A UNIQUE AND EXCEPTIONAL CUSTOMER
    EXPERIENCE.</h3>
157
158 <p>Whether in banking, travel, entertainment, health and fitness or communications the Virgin Brand has become one of the most desirable brands in the world. The Brand's backbone is its values; providing heartfelt service, being delightfully surprising, red
    hot, and straight up while maintaining an insatiable curiosity and creating smart disruption.</p>
159 </div></div></div>  </div>
160 </div>
161 </div><div class="field-item odd" property="">
162
163 <div class="entity entity-paragraphs-item paragraphs-item-single-text-l-single-media-r paragraphs-item-1016" about="" typeof="">
164   <div class="content">
165         <div class="field field-name-field-media-asset field-type-media field-label-hidden"><div class="field-items"><div class="field-item even"><div id="file-621" class="file file-image file-image-jpeg">
166
167         <h2 class="element-invisible">virgin_script_05_wonr_hires.jpg</h2>
168
```

View page code - example

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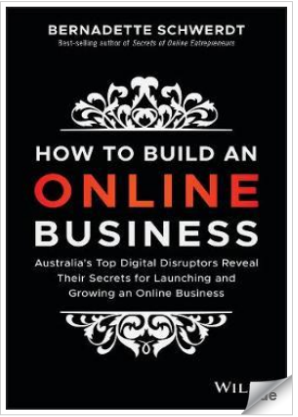

How to Build an Online Business

Australia's Top Digital Disruptors Reveal Their Secrets for Launching and Growing an Online Business

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By: Bernadette Schwerdt

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The ultimate guide to launching and growing an online business

You've got a crazy idea, a hobby, a business or special expertise. You want to take it online, and you want to it be a money-making success. But what do you do next? Using a simple 5-step approach, best-selling author and digital marketing specialist Bernadette Schwerdt uncovers the inside tips and tricks that Australia's most successful online entrepreneurs use to build their multi-million dollar businesses.

tv | blog

View page code - example

```
<head>
    <link rel="canonical" href='https://www.booktopia.com.au/how-to-build-an-online-business-bernadette-schwerdt/prod9780730345466.html'/>
          <link rel="stylesheet" href="/template-resources/stylesheet/booktopia-wishlist-popup.css?v=2018-01-03" type="text/css"/>
        <script src="https://cdnjs.cloudflare.com/ajax/libs/yui/3.6.0/yui/yui-min.js"></script>
              <script type="text/javascript" src="https://reviews.booktopia.com.au/pwr/engine/js/full.js"></script>
        <link rel="stylesheet" href="/template-resources/stylesheet/pwr_override_styles.css?v=2018-01-03" type="text/css"/><script type="text/javascript">var pr_merchant_group_id="15381";var pr_merchant_id="683229";var pr_site_id="1";var pr_locale="en_AU";var
pr_zip_location="https://reviews.booktopia.com.au";var pr_style_sheet="https://www.booktopia.com.au/template-resources/stylesheet/pwr_override_styles.css?v=2018-01-03";var pr_page_id=encodeURIComponent("9780730345466");</script>


    <title>Booktopia - How to Build an Online Business, Australia's Top Digital Disruptors Reveal Their Secrets for Launching and Growing an Online Business by Bernadette Schwerdt, 9780730345466. Buy this book online.</title>
    <meta http-equiv="Content-Type" content="text/html; charset=UTF-8"/>

    <meta name="description" content="Booktopia has How to Build an Online Business, Australia's Top Digital Disruptors Reveal Their Secrets for Launching and Growing an Online Business by Bernadette Schwerdt. Buy a discounted Paperback of How to Build an
Online Business online from Australia's leading online bookstore."/>
    <meta name="keywords" content="How to Build an Online Business, Australia's Top Digital Disruptors Reveal Their Secrets for Launching and Growing an Online Business, Bernadette Schwerdt, Paperback, 9780730345466, Non-Fiction, Business & Management,
Entrepreneurship, Non-Fiction, Business & Management, Non-Fiction, Self-Help & Personal Development, Advice on Careers & Achieving Success, Non-Fiction, Business & Management, Business Strategy books, online, booktopia, online bookstore,  discount books,
online bookshop, buy online, australian bookstore, bookshop, australia,  shop for books, purchase books, best books, new releases, top books, online shopping, recommended books, audio books, DVD"/>
          <meta name="googlebot" content="index, follow"/>
```

Writing meta tags

- You'll need access to the back end
- A good source of income for copywriters
- Need to liaise with the web developer or website owner/publisher
- An easy, quick win to improve CTR

Can you automate writing of meta tags?

- Yoast SEO software automatically add title and description templates to certain pages
- Read more here:
  - https://kb.yoast.com/kb/yoast-wordpress-seo-titles-metas-template-variables/

Alt image text

WHAT WE SEE

WHAT SEARCH ENGINES SEE

ALT TEXT ENSURES THAT SEARCH ENGINES CAN "SEE" IMAGES.

Vogue magazine – image tag

What is an alt tag?

- The ’alt tag’ (or alt text) is text that describes the image on the web page
- Screen readers for the visually impaired read it out
- Makes your image accessible to Google

What is an alt tag?

- If you have an image that's used as a button to buy product X, the alt text would say: 'button to buy product X'
- It could contain an extra call-to-action, like 'Buy product X now for $19'

Image tags

- Each image should have alt text
- Google places a relatively high value on alt texts
- It helps Google determine the topic of surrounding text

Should you add an image to an article?

- Yes
- Images make an article more vivid
- Contributes to the SEO of your content

How to optimise images

- Make it as small as possible – in terms of download size – by using the right image compression
- Give it the right name and alt text

Best practice for naming images

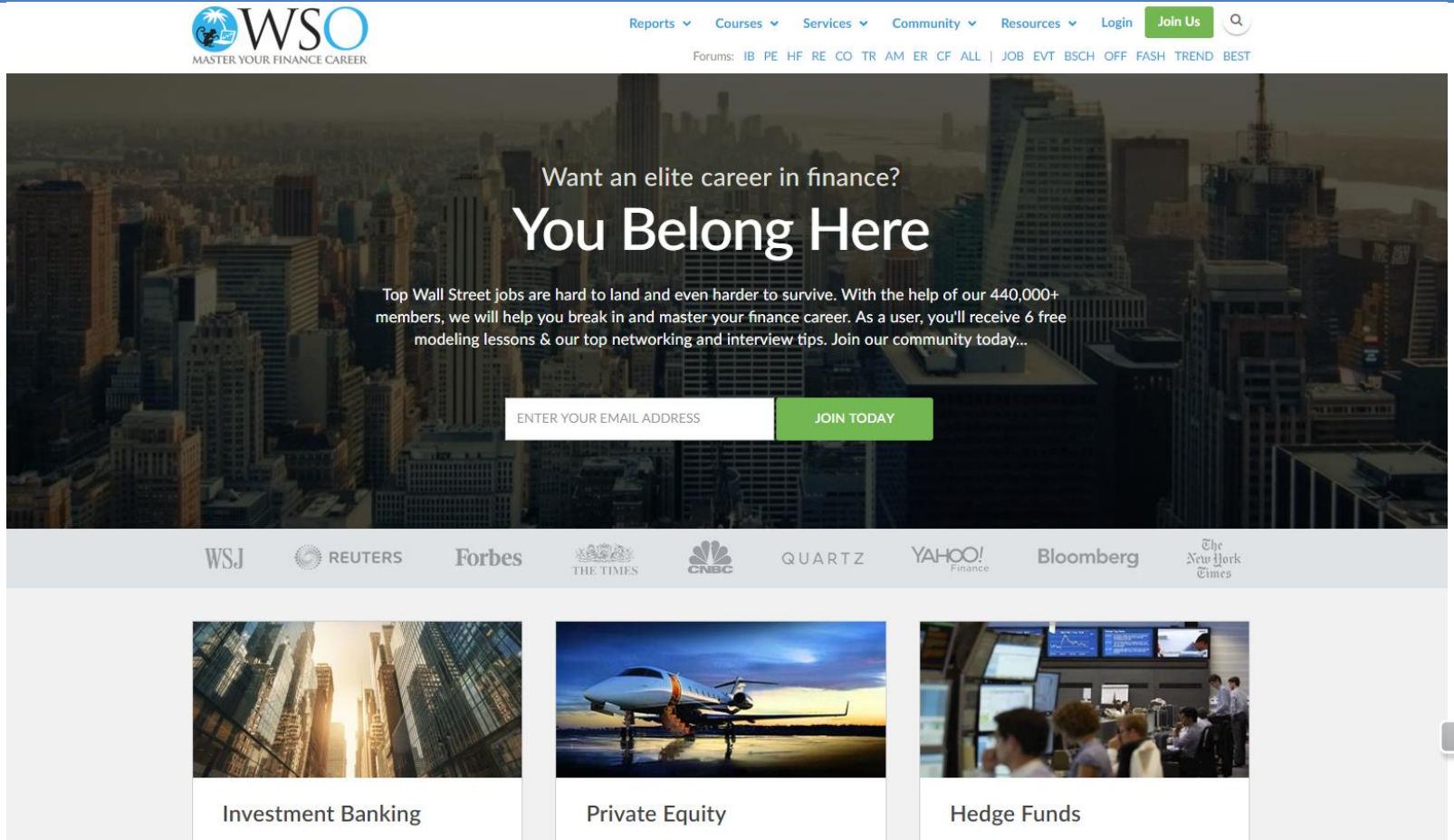
Best practice for naming images

- DSC4536.jpg (default tag)
- notre-dame-paris-sunset.jpg (SEO'd tag)
- Tell Google what the image is about
- The main subject/keyword - Notre Dame

Choose the right file name

- Put at the beginning of the file name
- Google Images is a search engine too
- Make the effort – valuable SEO

Case study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Forbes
THE TIMES
CNBC
QUARTZ
YAHOO! Finance
Bloomberg
The New York Times
Investment Banking
Private Equity
Hedge Funds

Case study

- Case study: Wall Street Oasis
- Online community - careers in finance
- 2 million visits per month

The problem

- Traffic stopped
- Rankings fell
- Tested five hypotheses of how to boost organic traffic
- Here’s what they did

1. Longer content with subtitles

- Increased the length of the content and added relevant H2 and H3 subtitles to give the reader more detailed and useful information

2. Changed the H1 tag

- …so that it matched more high-volume keywords using Moz's Keyword Explorer

3. Changed the URL

- …so that it also was a better match to high-volume and relevant keywords

4. Added a relevant image

- **…**to help break up large ‘walls of text’ and enrich the content

5. Added a relevant video

- …helped increase time on page and enrich the content around the topic

This is the end of video 1.2 in the online course:

Learn SEO Copywriting

Module 1:
An introduction to SEO copywriting