

This is video 2.2 in the online course:

Learn SEO Copywriting

Module 2: Structuring & writing effective SEO content



What we'll cover in this session

- How to write header tags
- Trigger phrases/opening statements
- Video and SEO



What we'll cover in this session

- Email and SEO
- Repurposing content
- How to create trusted content



What is a header (H1) tag?

- A Header (H1) tag stands for Heading Size 1 in HTML
- It's the main heading or title of your page and will be the largest headline on the page



Websites and blogs use H1, H2 etc

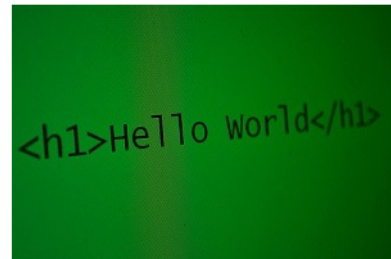
[Home](#) // [Internet Marketing](#) // [Can a H1 Tag Improve My SEO?](#)

Can a H1 Tag Improve My Website's SEO?

SEO trends may come and go, but for many years, it's been said that something as simple as a H1 tag can improve a website's SEO. Is this a myth, or is there some truth to the claim that H1 tags help SEO?

On this page, we'll discuss how you can use H1 and header tags on your site to improve your search engine rankings, as well as better satisfy visitors to your website. We'll also talk about how you can check your site for existing H1 tags, how other header tags may help with SEO, and offer a few other tips for SEO that may help those of you new to the practice of [search engine optimization](#).

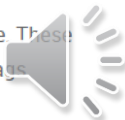
We'll start by introducing header tags, and explain how H1 tags work from a search engine standpoint.



What Are Header or Heading Tags?

Before webpages existed, printed materials like books, newspapers, and magazines utilized header text to either break up or introduce longer blocks of writing. This text was typically larger, in a different font, or otherwise emphasized to differentiate itself from the rest of the copy. For example, a headline in a newspaper would be considered a piece of header text.

After webpages were introduced in the 1990s, header tags—also called heading tags—were introduced to serve a similar purpose. These tags, represented by a capital H followed by a number, can be changed to appear differently on each website. However, header tags typically make text bigger, bolder, and easier to read, and are used on text that comes before longer blocks of copy.



H1 and H2 page code

Whiteboard Friday

Explore by Category



By: Rand Fishkin

How Do You Set Smart SEO Goals for Your Team/Agency/Project? - Whiteboard Friday

Business Practices | Whiteboard Friday

Are your SEO goals right for your organization? They must tie into your company goals, your marketing goals, & provide specific, measurable metrics. In this Whiteboard Friday, Rand outlines how to set smart SEO goals for your team & shares examples of how different businesses can do just that.

Read this post



By: Russ Jones

Let's Make Money: 4 Tactics for Agencies Looking to Succeed - Whiteboard Friday

Business Practices | Whiteboard Friday

What does it take for an agency to see success in a constantly changing industry? From confidently raising your prices to knowing when to say no, Russ Jones covers 4 essential tactics that'll ultimately increase your bottom line in this Whiteboard Friday.

Read this post



View page code - PC



H1 and H2 page code – Ctrl + U

```
main class="container">
<header class="top3 bottom2">
  <div class="row">
    <div class="col small-full-width med-two-thirds large-two-thirds xlarge-two-thirds">
      <h1 class="top0 bottom1">Whiteboard Friday</h1>
    </div>
  </div>
</header>
```

```
100
<h2 class="title font-lato">
  <a href="https://moz.com/blog/smart-seo-goals">How Do You Set Smart SEO Goals for Your Team/Agency/Project? - Whiteboard&nbsp;Friday</a>
</h2>
  <a href="https://moz.com/blog/category/business-practices">
Business Practices </a>
  </div>
</div>
```



Are H1 tags important for SEO?

- Search engines expect your H1 to reflect the main topic for the web page
- Helps Google understand page content and relevance to someone's search
- The H1 text should reflect the content



H1 best practices for SEO

- Don't write your H1s for Google bots – write them for your readers
- Use tools like Google Keyword Planner to research popular keyword terms
- Aim for 12 words maximum



H1 best practices for SEO

- Online headings need to be as clear as possible (even if it seems boring)
- Don't be clever or creative
- Be obvious



H1 best practices for SEO

- There should be only one H1 on your page
- You can have multiples of the other headings (H2 – H6)
- Each number should be used in order (e.g. H1, H2, H3, H4, H5 etc)



H1 best practices for SEO

- Search engines not only use your title tag and H1, but also other headings to understand more about your content
- It's important that you stay on topic and use words related to your key phrases



Writing great headers

- Use the 'how to write headlines' module as a guide
- Must get the attention of the reader
- How to kick off an opening statement



Opening Statements – see handout 2.1

- It's no secret that...
- You've probably noticed that...
- The results are in...
- It's not every day that...
- Just a note to tell you about...



Opening Statements

- Within 30 days from today, you could be...
- Think about...
- Now you can...
- For under \$... you can...



Opening Statements

- Believe it or not...
- If you're like most people, you probably...
- In today's competitive marketplace...
- In today's uncertain economy...



Opening Statements: insert keywords

- It's no secret that...financial planners need certification
- You've probably noticed that...viral marketing and video marketing are getting spectacular results



Opening Statements: insert keywords

- The results are in...yoga for children is one of the fastest growing sectors in the wellness industry
- Believe it or not...people actually love receiving catalogues in the mail



Opening Statements: insert keywords

- Opening statements make it easy to get started
- Make it easy to insert keywords
- To write body copy, use the 7 step method



Video and SEO

- Video helps build links, generate social shares and increase conversions
- Video is a powerful form of content
- Easy and quick to make – phone camera



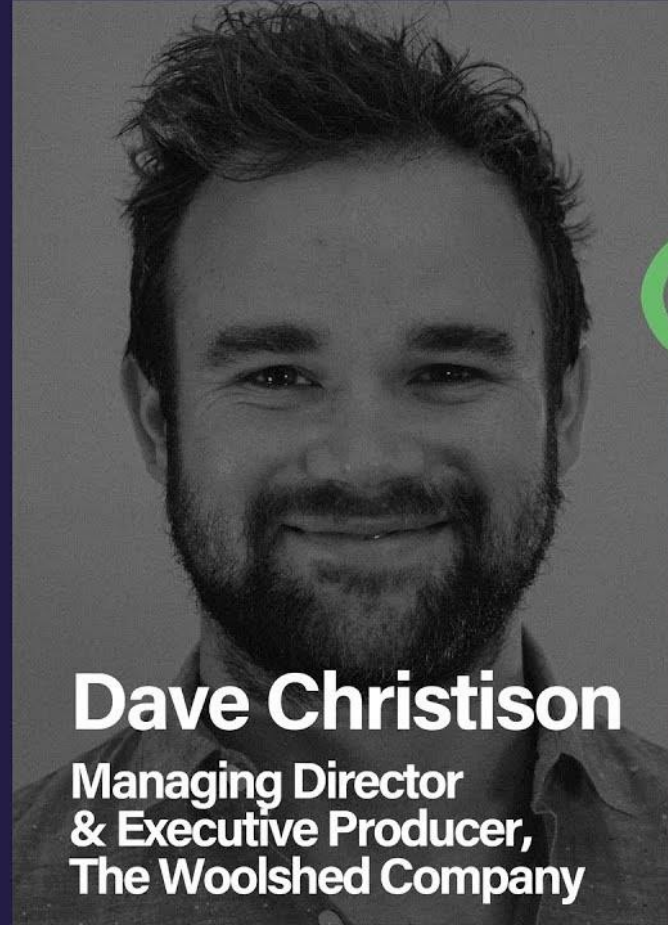
Video and SEO

- Doesn't have to be high quality production
- Can contribute to your overall SEO strategy
- Somewhat easier to get found on YouTube than Google search (for some terms)



How to make a viral video

The Viral Experiment



Dave Christison

Managing Director
& Executive Producer,
The Woolshed Company



Chased by a bear video – 360m views



How to make a viral video



How to make a viral video

NEWS

LOCATION:

Brisbane, Qld Change



Just In

Politics

World

Business

Sport

Science

Health

Arts

Analysis



Print



Email



Facebook



Twitter



More

How to make a viral video: The Woolshed Co. reveals the secrets behind their biggest YouTube hits

By [Peter Marsh](#)

So you want to make a viral video?

Australian studio The Woolshed Co. has [revealed it's behind eight of the biggest viral video hits](#) of the past two years.

The two-year experiment creating fake videos — part-funded by Screen Australia — aimed to figure out exactly what makes one go viral.

We asked The Woolshed Co. managing director Dave Christison to **break down** what went into making their videos international smash hits.



PHOTO: Thumbnail from one of the fakes created by Australian studio The Woolshed Co.



How to make a viral video



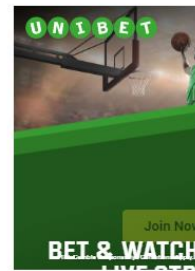
ENTERTAINMENT



Your Favourite Viral Video Was Probably Faked By The Woolshed Co

We're not even mad.

By Cayla Dengate



TRENDING



All The Horrific



Huffington Post story

Remember the video of the snowboarder being chased by a bear? FAKE.

What about the great white shark surprising a cliff jumper at Manly? **Fake.**

And the hilarious response of a couple being nearly struck by lightning? *Totally fake.*

Basically all your favourite viral videos are a lie that have been artfully produced and disseminated under fake names by independent Melbourne studio The Woolshed Co.



Dollar Shave Club viral video



1.33 minute video = \$1 billion dollars



DollarShaveClub.com - Our Blades Are F***ing Great

25,496,087 views

👍 122K 💬 2.4K ➦ SHARE ➦ ...



Dollar Shave Club ✓
Published on Mar 6, 2012

SUBSCRIBE

Dollar Shave Club delivers amazing razors and grooming products for just a few bucks. Try the Club

→ <http://www.dollarshaveclub.com/intro>



Dollar Shave Club viral video

- Your video has to offer something to the viewer - helpful or entertaining
- Needs to evoke a strong emotional reaction so they'll want to share it



Dollar Shave Club viral video

- Goal – to get them to re-tweet or write a post about it with a link back to your site (building the links)



Dollar Shave Club viral video

- It wasn't produced for link building purposes
- It's aim was to raise brand awareness
- Brand awareness and link building are directly related



Dollar Shave Club viral video

- Within hours of uploading, it featured on:
 - Mashable
 - Techcrunch
 - Forbes
 - BusinessWeek

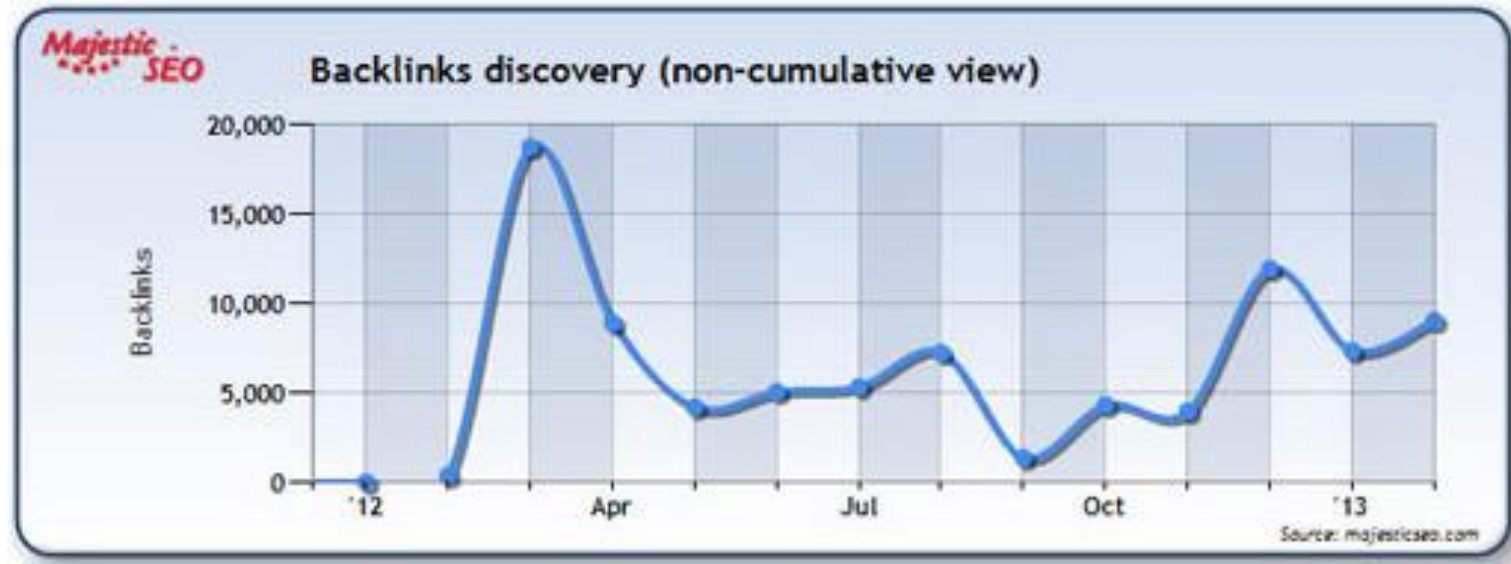


Dollar Shave Club viral video

- Gained ETA: expertise, trust, authority
- Hard to get links from these high authority publications/magazines
- He did it within weeks - all linked back to his site



Dollar Shave Club viral video



Dollar Shave Club viral video

- Around March 2012 (when the video was uploaded), the video attracted approximately 18,000 backlinks
- Continues to attract relatively large numbers of links every month since



Why did it go viral?

- Funny and original
- Kept its target audience in mind
- Struck a chord with its audience
- People wanted to share it



PS: PR played a role too

- There also was outreach/PR strategy in place
- Got the video off the ground and started the link building process
- Sold to Unilever for \$1 billion in 2016



Videos don't have to be funny

- Videos don't have to be funny to attract links
- They have to offer viewers something they want to see
- Educational videos are great



Case study

- Every Friday, SEOMoz.org posts a 'whiteboard' style video on their blog
- Become known as the 'Whiteboard Friday' videos
- Attracts significant number of links

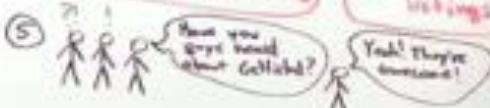


Whiteboard Friday

The Varying Effectiveness of Social Proof

- ① 90,000 small businesses use GetListed.org
- ② 141 restaurants in Getland, OR use GetListed.org to manage their online listings and SEO
- ③ 141 restaurants...
- ④

I just used GetListed.org to check my local listings

I just used GetListed.org to check my local listings
- ⑤ 



Free link from YouTube

- Get a free link back to your content from the video webpage



DollarShaveClub.com - Our Blades Are F***ing Great

25,496,116 views

122K 2.4K SHARE ...



Dollar Shave Club
Published on Mar 6, 2012

SUBSCRIBE

Dollar Shave Club delivers amazing razors and grooming products for just a few bucks. Try the Club
→ <http://www.dollarshaveclub.com/intro>



Video on a landing page

- Embedding a video on your website increases the length of time that visitors stick around
- Increases the number of conversions



Types of videos

- Product videos help retailers increase the conversion rate
- Explainer videos help demonstrate product
- If they are done well, they get shared



Top product demonstration videos

Man Crates

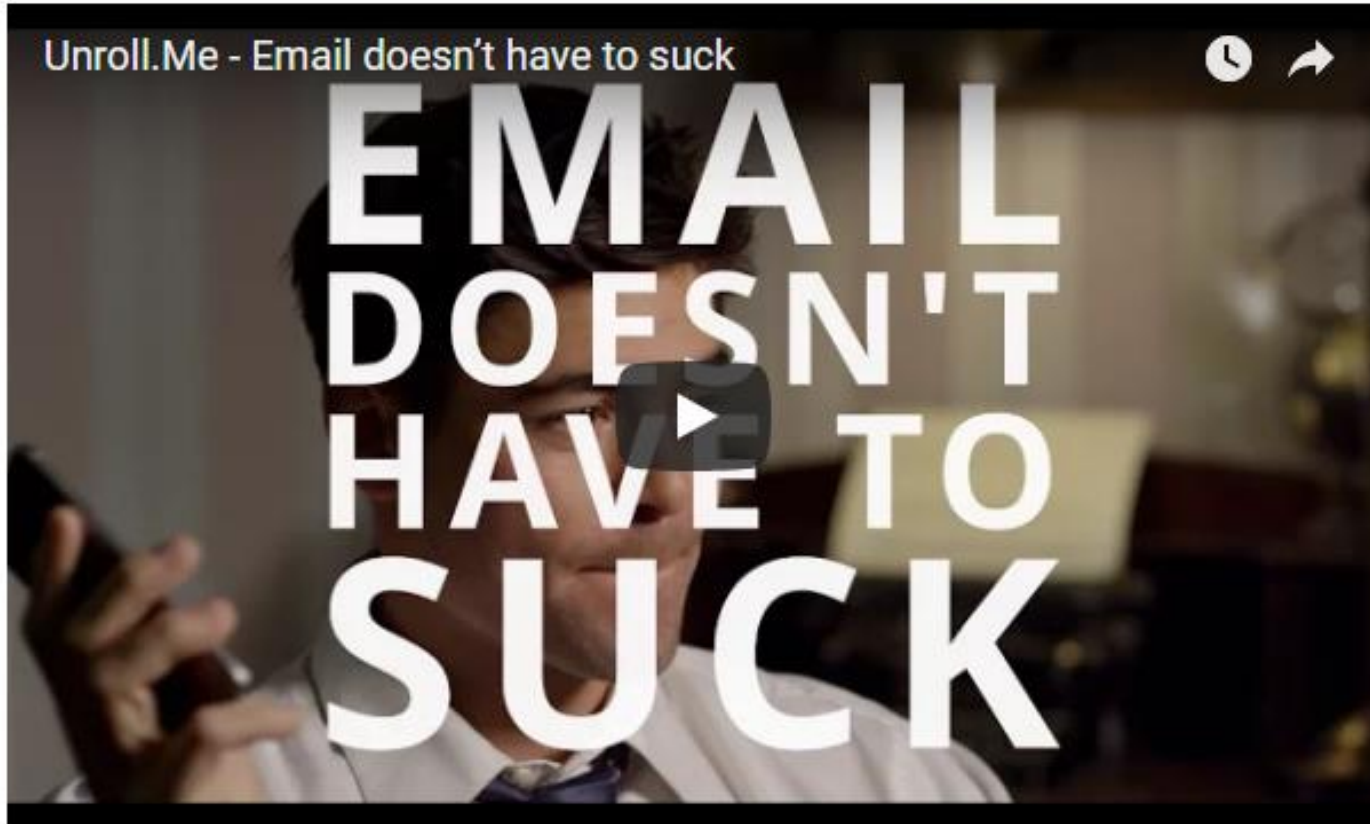


Top product demonstration videos

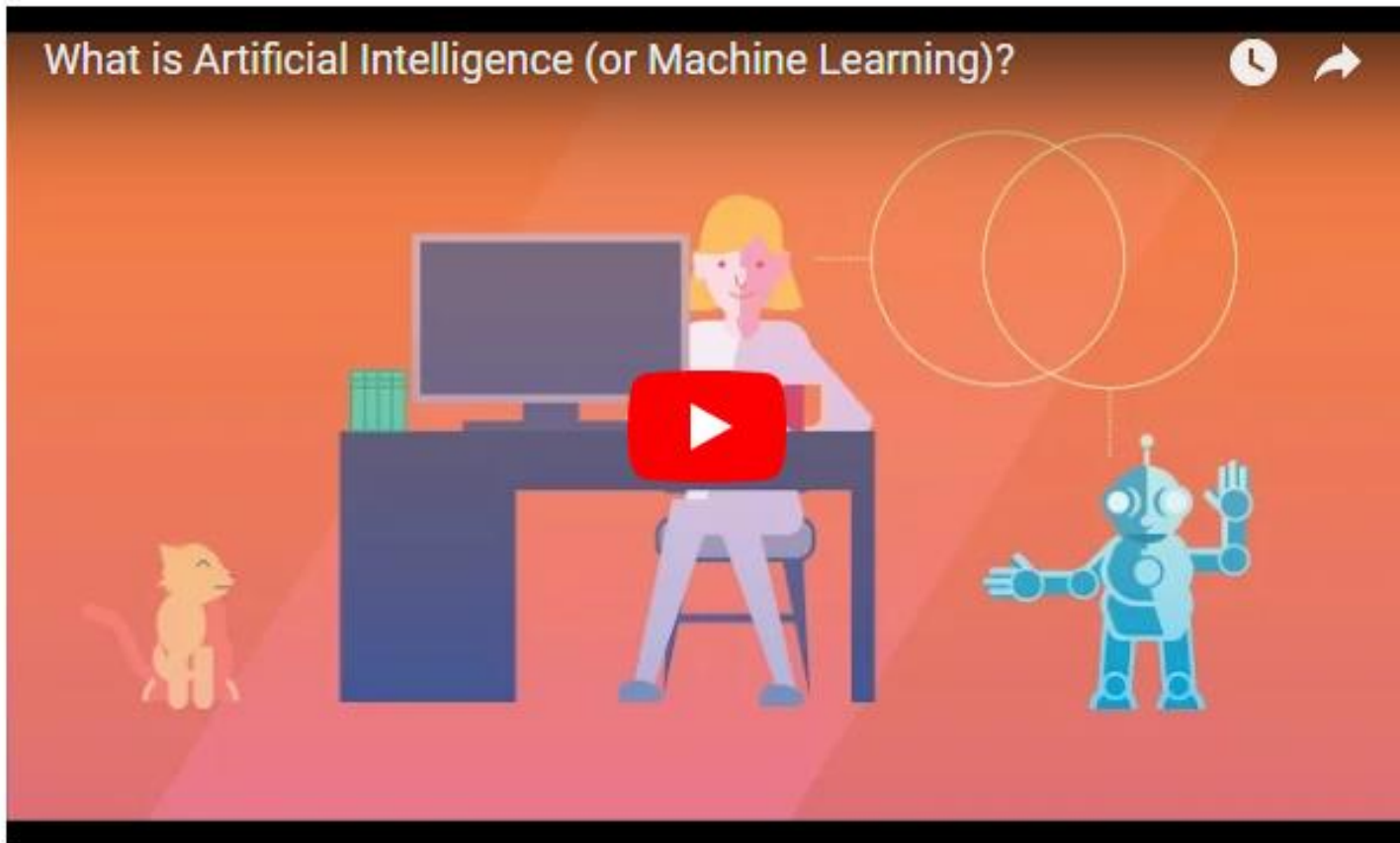
Native Union



Top explainer videos



Top explainer videos



Top explainer videos



Videos about your team

Showpo.

[What's New](#)

[Clothes](#)

[Shoes](#)

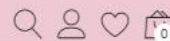
[Accessories](#)

[Beauty](#)

[Back In Stock](#)

[Sale](#)

[Blog](#)



Meet The Team

A bunch of digital geeks who also happen to love fashion? Yup, that pretty much sums up the effervescent group of Showpo team members. Meet them here!



Fun shareable videos

Showpo *edit*

FASHION STUFF

BEAUTY STUFF

BOY STUFF

CAREER STUFF ▾

LIFE STUFF

CELEB STUFF

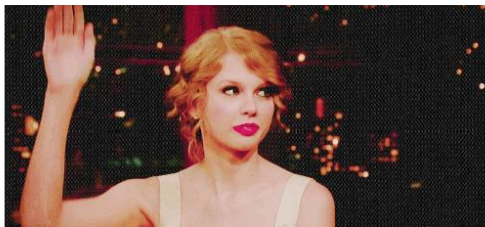
Videos That'll Make You Feel Better About Everything

Try not to laugh at these vids 🤪

• October 30, 2017



Raise your hand if you've got a mad case of Monday-itus...




Product videos

- According to Invodo, 53% of consumers say that watching product videos makes them feel more confident about going ahead and making a purchase



Zappos product videos



POWERED by SERVICE®

SHOP NOW »



FREE SHIPPING & RETURNS

SEARCH BY: [Size](#), [Narrow Shoes](#), [Wide Shoes](#), [Popular Searches](#)

SHOES CLOTHING BAGS & HANDBAGS AT HOME BEAUTY ACCESSORIES SHOP BY... WOMEN'S MEN'S KIDS' ALL DE

ALPHABETICAL BRAND INDEX # A B C D E F G H I J K L M N O P Q R S T U V W


« Back | Clothing > Dresses > Nicole Miller



VIDEO

Nicole Miller L/S Stretchy Matte Tuck Dress

★★★★★ 2 Reviews



\$275

Ships 1-Business Day



Navy



Size: PT (US 0

Don't see yo

Add to

Add to Fav

Share:  

Share this video: <embed>  



Case study - Zappos

- Online retailer Zappos use product videos
- Used on the page for women's Levi jeans



Case study - Zappos

- Zappos sales increased by between 6% and 30% for products with product videos



Video on landing pages



1-646-564-3499



Jea Yu, Master Trader Alpha 7 Academy

"There's no such thing as a level playing field in any financial market. Insider trading strategies tip the scales in favor of large institutions. Even experienced traders don't know most of these tricks – much less how to beat them." ~ Jea Yu

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Rich snippets



what are rich snippets



All

Images

News

Videos

Maps

More

Settings

Tools

About 3,950,000 results (0.79 seconds)

Rich Snippets is the term used to describe structured data markup that site operators can add to their existing HTML, which in turn allow search engines to better understand what information is contained on each web page. Jul 1, 2014



[A Beginner's Guide to Rich Snippets - Positionly Blog](#)
positionly.com/blog/seo/rich-snippets

**A featured snippet
about Rich Snippets**

People also ask

What is the meaning of structured data?



What is a snippet in SEO?



How do I create a Google review?



What is a schema in SEO?



[Feedback](#)

[A Beginner's Guide to Rich Snippets - Positionly Blog](#)

positionly.com/blog/seo/rich-snippets

Jul 1, 2014 - Rich Snippets is the term used to describe structured data markup that site operators can



Video rich snippets

- Been a big increase in the use of 'rich snippets', and, in particular, 'video rich snippets'

[No. Content is Not the Only Way - Whiteboard Friday | SEOmoz](#)



www.seomoz.org/.../content-is-not-the-only-wa...

Nov 15, 2012

Although content marketing is a powerful strategy, it's not the only way to win at inbound marketing. In this ...

More by Erica McGillivray - in 879 Google+ circles

[Discovering Local Citation Opportunities - Whiteboard Friday ...](#)



www.seomoz.org/.../discovering-local-citation-o...

Dec 20, 2012

Local SEO has become increasingly important in the search results game, especially for small businesses. In ...



Email and SEO

- Google doesn't crawl or rank your individual emails
- A large list of subscribers doesn't make you rank any higher for your favourite terms



Email and SEO

- Great e-newsletter content should be reused and repurposed as blog content
- Turn long e-newsletters into smaller blog posts
- Slice and dice



Repurposing email newsletter content

- The blogs become 'cheat sheets'
- The 'cheat sheets' become infographics
- The blogs and infographics become an eBook



Repurposing email newsletter content

- The eBook becomes an online mini-course
- The online mini-course becomes a webinar series
- The webinar series gets put on iTunes as a podcast



Email and SEO

- Allows non-subscribers to glean your insights and read your messages
- Creates quality content without effort
- Enables you to rank for it – not tied up in email inboxes



Email and SEO

- Beats having to do the 'heavy lifting' of writing up the story a second time
- Insert relevant links (using keywords)
- Share on social media channels



Handouts for Module 2

- An extended list of 'opening statements' can be found in Handout 2.1
- The links to the videos can be found in Handout 2.2
- An example using link words can be found in Handout 2.3



This is the end of video 2.2 in the online course:

Learn SEO Copywriting

Module 2: Structuring & writing effective SEO content

