SEO ON A BUDGET

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TABLE OF CONTENTS

- Content SEO
  - HTLM Titles & Descritpions
  - Content & Header Tags
  - Alternate Text
- Keyword Research
  - Google Trends
  - Soovle
  - Performance Report – Google Search Console
- Technical SEO
  - Google Search Console
  - Schema Markup
  - Free Tools

CONTENT SEO

```
<title>The Best Desktop Computers for 2020 | PCMag</title>
```

```
<meta name="description" content="Whether hulking towers,
sleek all-in-ones, or space-saving mini PCs, today&#039;s
desktops pack neater designs and more value than ever.
Check out our recent favorites, along with some in-depth
shopping advice and deep-dive reviews.">
```
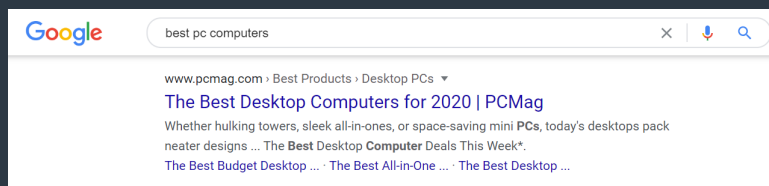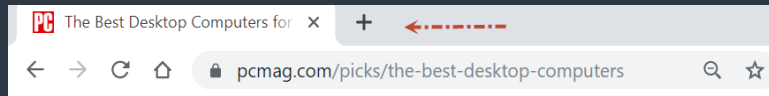
HTLM TITLES & DESCRIPTIONS

HTLM Titles:

- Think of them as the title of a book

- Should be 60 characters long including spaces

Descriptions:

- Although not taken into account in the algorithm, they are still very important

- Should be 155 characters long for optimal display in the SERP's

Titles and descriptions should be unique to each page!

CONTENT AND HEADER TAGS

- **Content is King!** This is why users come to our sites

- Good content must supply a demand and be linkable

- It should always be unique and hyper-relevant

- It should always be written with the user in mind, not search engines

- **Header Tags**

- There should only be H1 tag per page

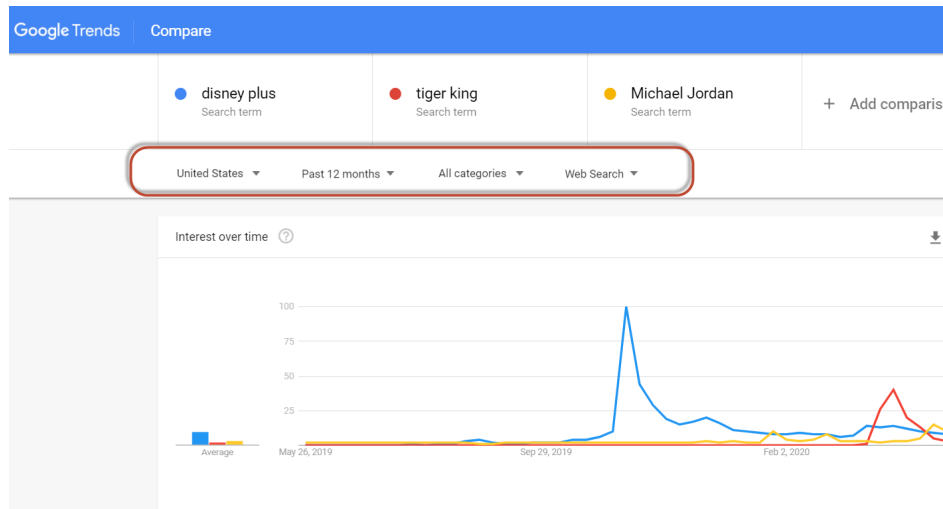- There can be several H2, H3, etc.
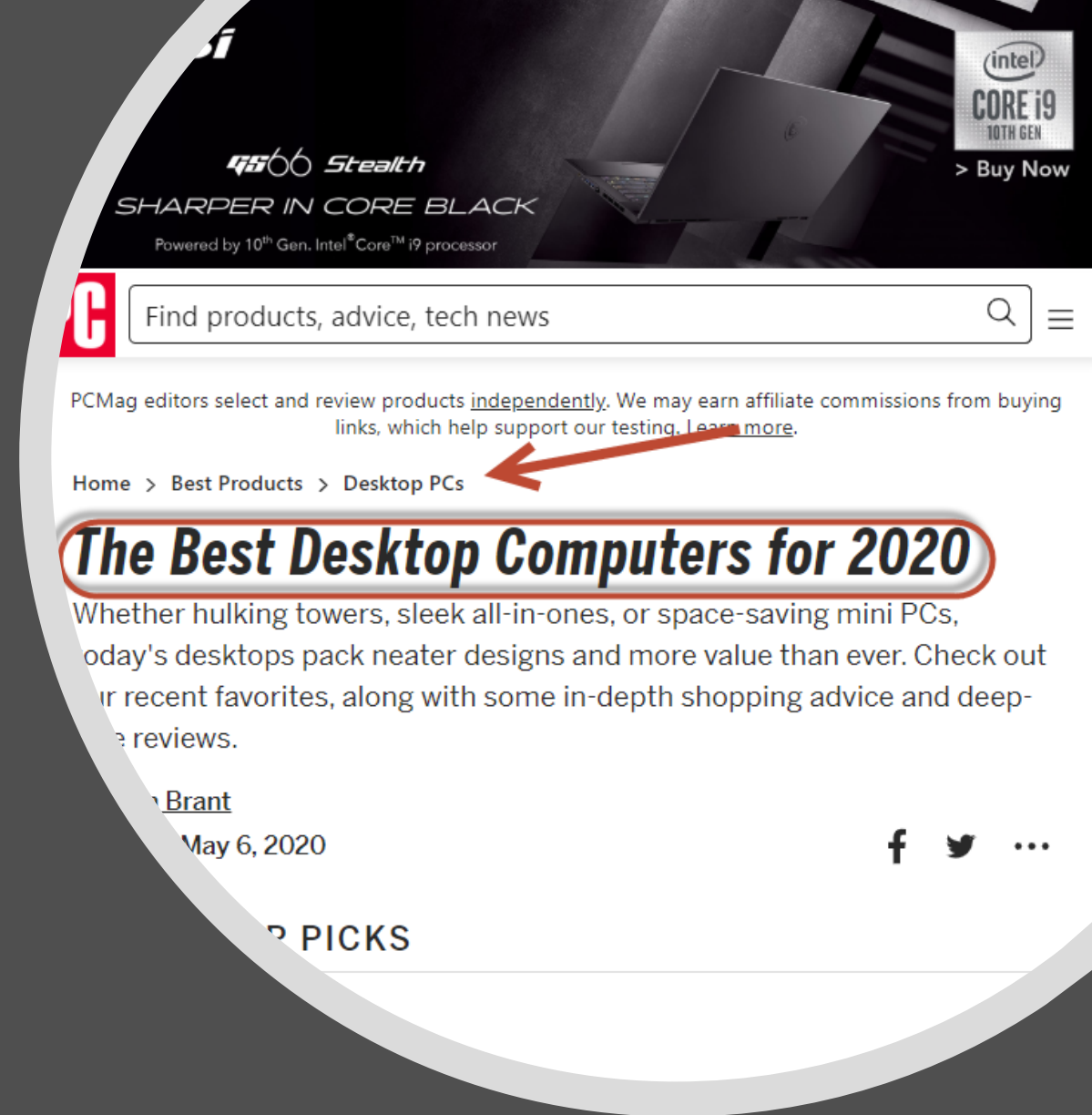
Alt Text Example

```
<img src="pupdanceparty.gif" alt="Puppies dancing">
```


Photo Credit: weheartit.com

ALTERNATE TEXT

- Also known as "alt attributes"
- Incorrectly referred to as "alt tags"
- Used within HTML to describe an image
- It tells search engines what the image is about
- Complete the theme of a page
- It helps the visually impaired

KEYWORD RESEARCH

GOOGLE TRENDS

- https://trends.google.com/trends - Google trends, can view by last hour, last 4 hours, last day, last seven days, custom date, and several industries and regions

SOOVLE

- https://soovle.com/ - Provides keyword ideas from several sites and it has a "drag & drop" feature to save your favorites to later export as a CSV file
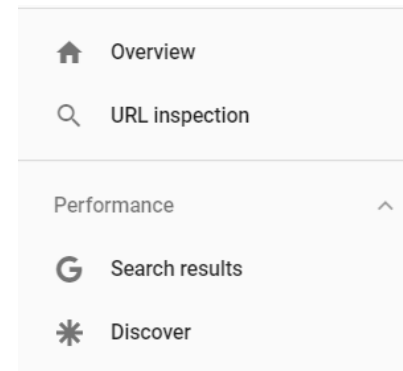
GOOGLE SEARCH CONSOLE: PERFORMANCE REPORT

- Extremely important and versatile tool

- You can gather keyword ideas to expand the content of your website

- You can drill down to a specific page to see which keywords are driving traffic, which keywords are driving impressions

- You can modify the report to see this information by search type
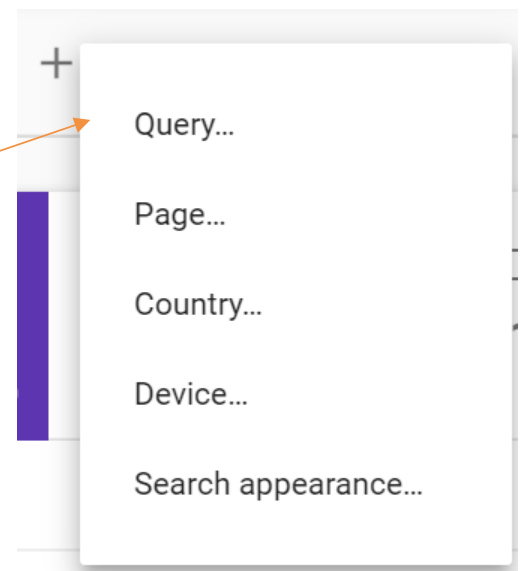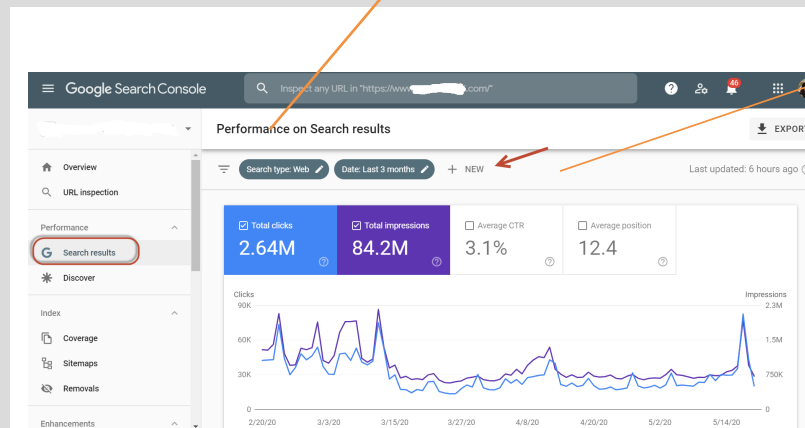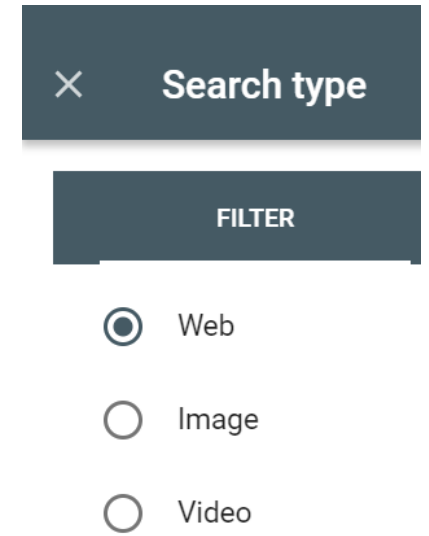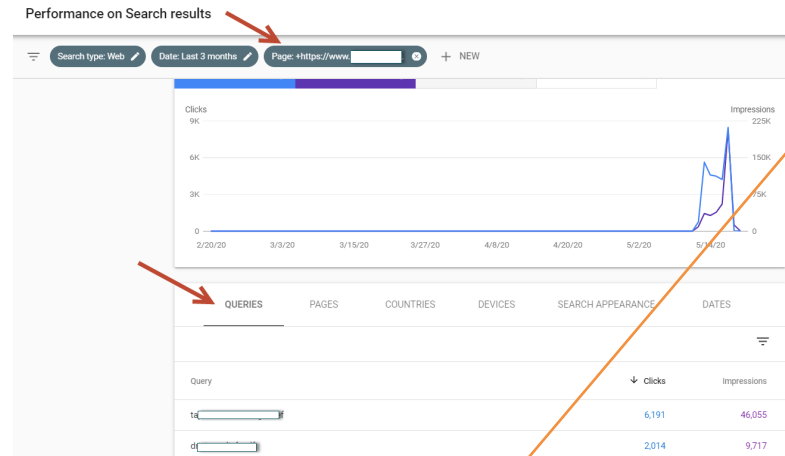
TECHNICAL SEO

GOOGLE SEARCH CONSOLE

- It's a must if you own a website
- It gives you an idea of how Googlebot sees your site
- It has three main areas of focus
  - Performance
  - Index
  - Enhancements
- It also includes a URL inspector
- A section for security & manual actions
- And a look at your linking profile
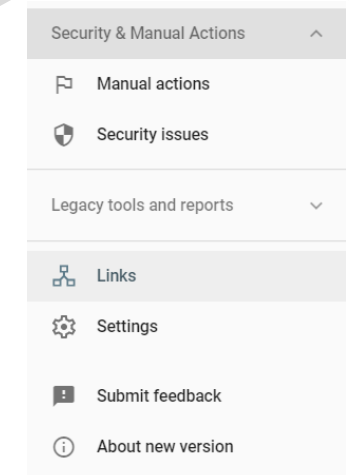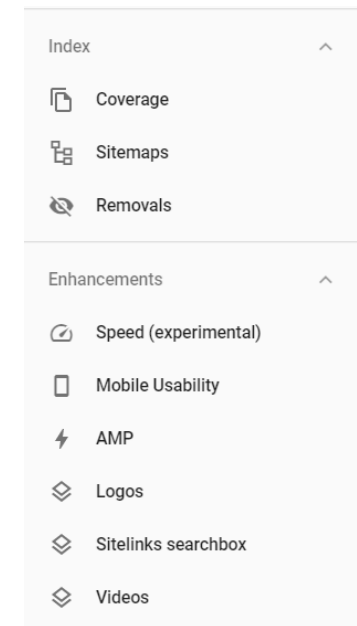
INDEX: COVERAGE REPORT

Gives you a peek behind the curtain of how Googlebot sees your site

INDEX: SITEMAPS

- Extremely important!

- There are various types of sitemaps, based on 'media type' (sitemap extensions)
  - News
  - Video
  - Images

- They inform Google of the pages that exist in your site

- In this section you can see if the sitemaps are working

Add a new sitemap

https://www.[____].com/ Enter sitemap URL   SUBMIT

Submitted sitemaps

Sitemap	Type	Submitted ↓	Last read	Status	Discovered URLs
[____]sitemap.xml	Sitemap	May 18, 2020	May 22, 2020	Success	2,477
[____]sitemap.xml	Sitemap	May 11, 2020	May 22, 2020	Success	16
/video_variant/sitemap.xml	Sitemap index	May 10, 2020	May 21, 2020	Success	80,572
/sitemap.xml	Sitemap index	May 4, 2020	May 21, 2020	Success	194,385

Here is a very basic XML sitemap that includes the location of a single URL:

```xml
<?xml version="1.0" encoding="UTF-8"?>
<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">
  <url>
    <loc>http://www.example.com/foo.html</loc>
    <lastmod>2018-06-04</lastmod>
  </url>
</urlset>
```

Example sitemap

Here is a sample video sitemap with one page hosting one video. This example includes all of the tags that Google uses.

```xml
<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9"
        xmlns:video="http://www.google.com/schemas/sitemap-video/1.1">
  <url>
    <loc>http://www.example.com/videos/some_video_landing_page.html</loc>
    <video:video>
      <video:thumbnail_loc>http://www.example.com/thumbs/123.jpg</video:thumbnail_loc>
      <video:title>Grilling steaks for summer</video:title>
      <video:description>Alkis shows you how to get perfectly done steaks every
       time</video:description>
      <video:content_loc>
        http://streamserver.example.com/video123.mp4</video:content_loc>
      <video:player_loc>
        http://www.example.com/videoplayer.php?video=123</video:player_loc>
      <video:duration>600</video:duration>
      <video:expiration_date>2021-11-05T19:20:30+08:00</video:expiration_date>
      <video:rating>4.2</video:rating>
      <video:view_count>12345</video:view_count>
      <video:publication_date>2007-11-05T19:20:30+08:00</video:publication_date>
      <video:family_friendly>yes</video:family_friendly>
      <video:restriction relationship="allow">IE GB US CA</video:restriction>
      <video:price currency="EUR">1.99</video:price>
      <video:requires_subscription>yes</video:requires_subscription>
      <video:uploader
        info="http://www.example.com/users/grillymcgrillerson">GrillyMcGrillerson
      </video:uploader>
      <video:live>no</video:live>
    </video:video>
  </url>
</urlset>
```

URL INSPECTION

- Allows you to check on individual pages within your site

- Tells you whether or not they are part of their index

- If they aren't you can request indexing

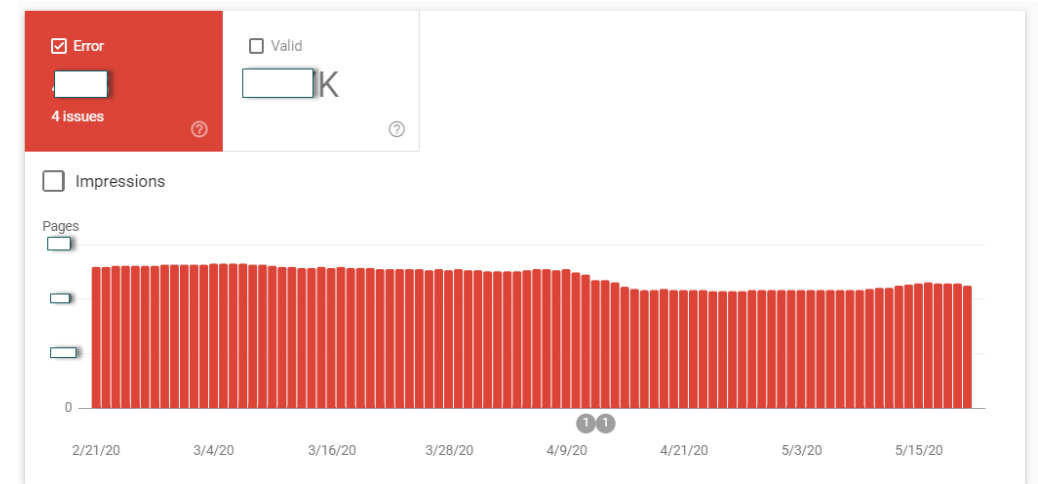- If they are already part of the index it provides additional details

ENHACEMENTS: SPEED

- Breaks up the slow, moderate and fast URLs within your site for Mobile and Desktop

- Speed is important because longer load times have detrimental effects on bounce rates

- If page load increases from 1 second to 3, bounce rate increases by 32% and so forth

- Also, pages considered slow may be demoted by Google in SERPs

Mobile

OPEN REPORT >

— slow URLs   — moderate URLs   — fast URLs

Details

Status	Type ?	Validation ↓	Trend	URLs
Slow	FID issue: longer than 300ms (mobile)	ⓘ Not Started		
Slow	FCP issue: longer than 3s (mobile)	ⓘ Not Started		

Rows per page: 10 ▾   1-2 of 2   ‹ ›
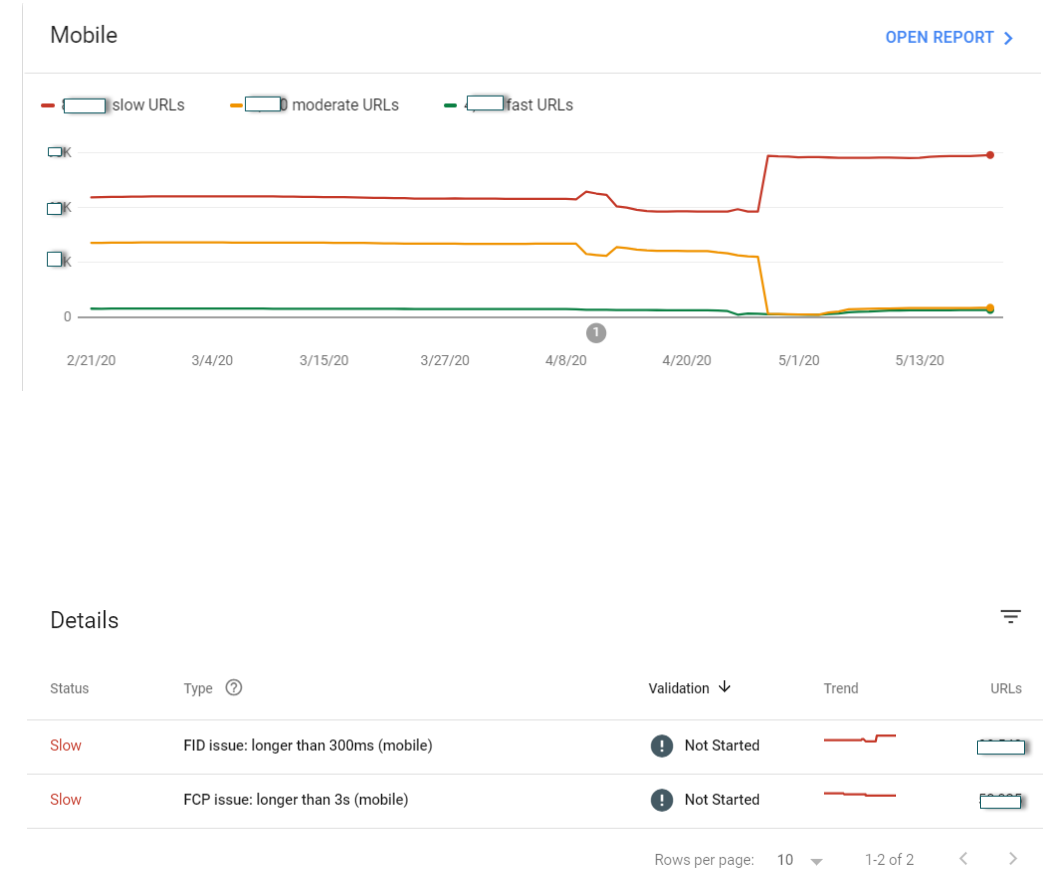
ENHACENMENTS

- MOBILE USABILITY
  - It gives you an idea of which pages need to be improved from an usability standpoint when viewed on mobile devices
  - These are listed in order of priority
- AMP
  - It gives you a list of errors and how to fix them
  - Pages with errors won't display in AMP

SCHEMA MARKUP

SCHEMA MARKUP

Snippet of code added to a site to help search engines understand your content better, so they can return and display your pages better

Types of Schema

- Reviews

- Videos

- Articles

- Events

- Products

- Restaurants

FREE TOOLS

SEOQUAKE

- Free browser extension

- Get a complete SEO audit of webpage

- Review all major KPIs

- Get a thorough analysis of SERPs and export the results in CSV

- Estimate Keyword Difficulty

MOZ.com

- Keyword Explorer: discover & prioritize, top ranking, compare against competitors
- Link Explorer: inbound, linking domains, spam score, discovered & lost
- MozBar: Instant metrics, quick look at domain & page authority, keyword highlighter
- Offers excellent learning resources

YOAST SEO

- Free & premium version (14.0)
- Premium version is only $89 USD for one site per year
- Includes keyword optimization
- Schema.org data
- Canonical URLs
- Internal linking suggestions
- Redirect Manager

Questions?