



WHY SHOULD YOU INVEST TIME IN SEO?

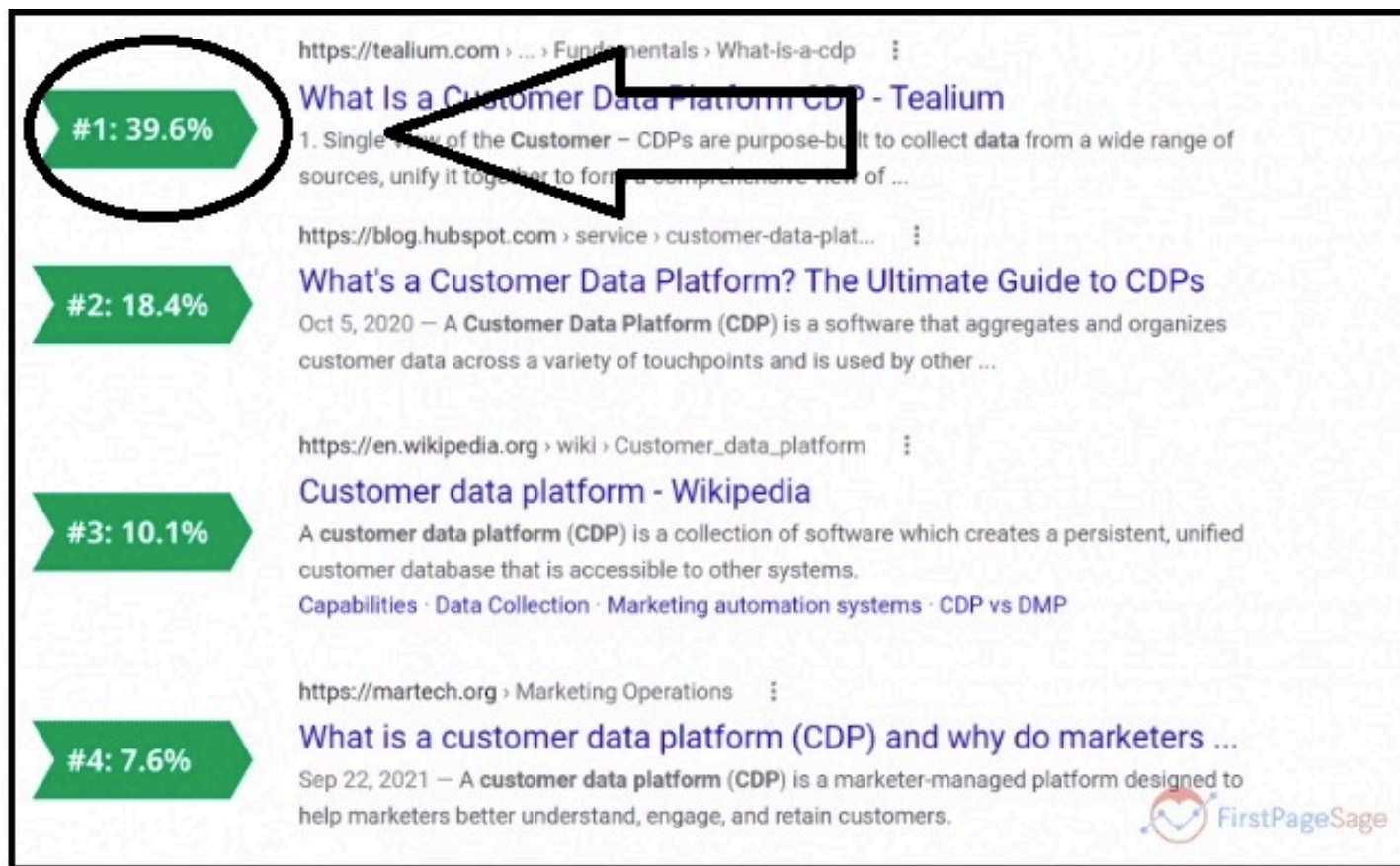
SEARCH ENGINE OPTIMISATION

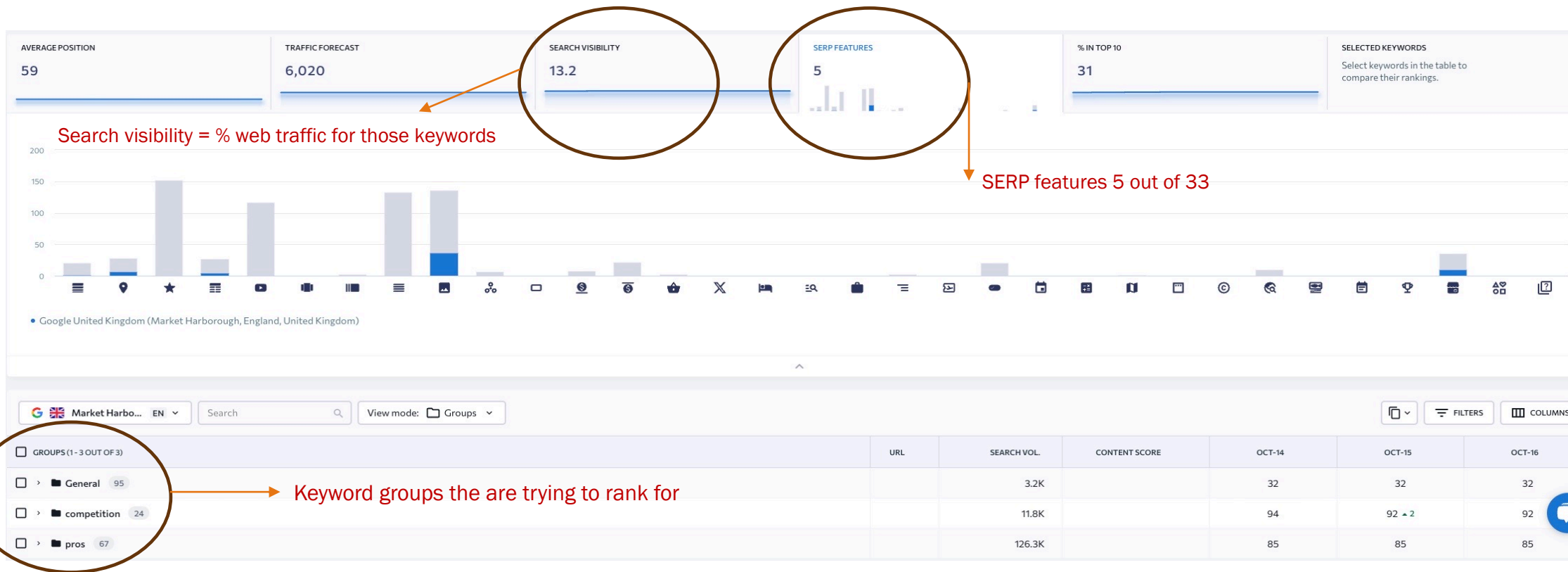
&

UNDERSTANDING

TOP POSITION 39.6% OF CLICKS

- There are more strategic reasons why SEO or organic lists are healthy for a business
- Firstly, they take time and understanding to achieve, typically a year.
- You therefore must invest time and effort working to a plan.
- Once your there, very few can follow or compete – so you establish a huge barrier to entry.
- People can try and come after you however they either have to PAY enormous sums to buy Pay Per Click positions OR genuinely invest significant time and effort.
- If it's the former, (PPC) often they run out of money.
- If it's the latter, you can always respond





GOOGLE'S 33 SERP'S AREAS

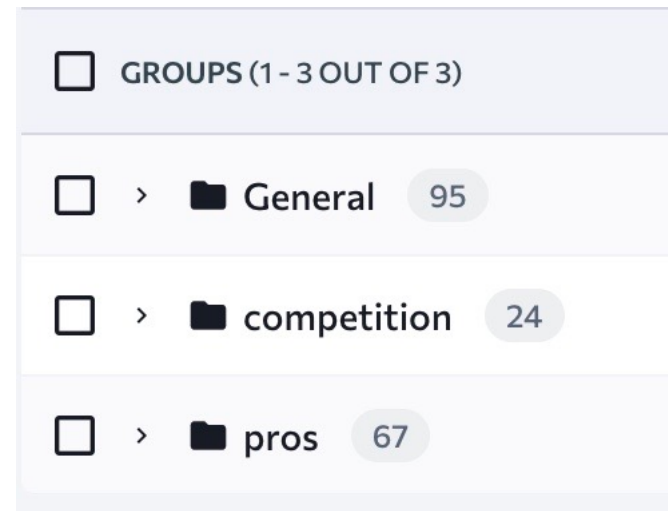
SEARCH ENGINE RESULT PAGES

We will spend a few slides explaining these graphics and numbers however here's a Key Takeaway
This site which gets 13.2% of the web traffic for the search terms its going for "only ranks in 5 SERP areas"

MOST FOLK DO A POOR JOB ON GOOGLE SEARCH




Let's explain the SERanking SERP's chart
- so, its demystified

- Firstly, they don't understand what to do?
- Secondly, they don't understand the resources
- Thirdly, they re not patient enough



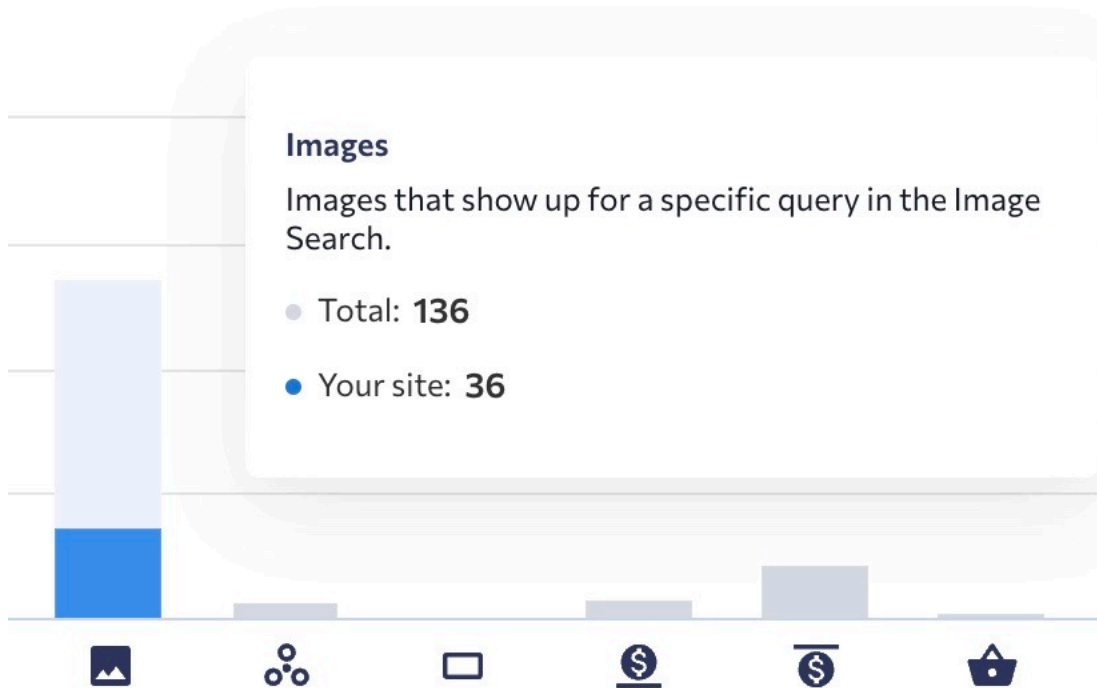
This panel above taken from the left of the SERP graphic
Shows they are trying to rank for 3 groups of keywords
General 95 Keywords
Competition 24 keywords
Professional 67 keywords

SEARCH METRICS EXPLAINED

<input type="checkbox"/> GROUPS (1 - 3 OUT OF 3)	SEARCH VOL. <i>i</i> ✓	CONTENT SCORE	OCT-14
<input type="checkbox"/> >  General 95	3.2K		32
<input type="checkbox"/> >  competition 24	11.8K		94
<input type="checkbox"/> >  pros 67	126.3K		85

- For the group of 95 keywords , the were 3,200 searches, and the ranking for all combined was 32nd (third page at best in Google
- That this companies' competition received nearly 4 times the traffic 11,800 searches, where the average ranking was 94 (page 9)
- That Professional search terms (67) received 40 times the search traffic, and they were ranked on average on the 9th page (postn 85)
- Take Away, there's a lot of work to do, and the professional terms are where the search volume is

SERP'S TERMS



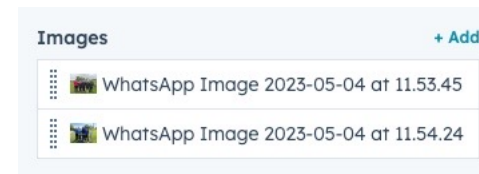
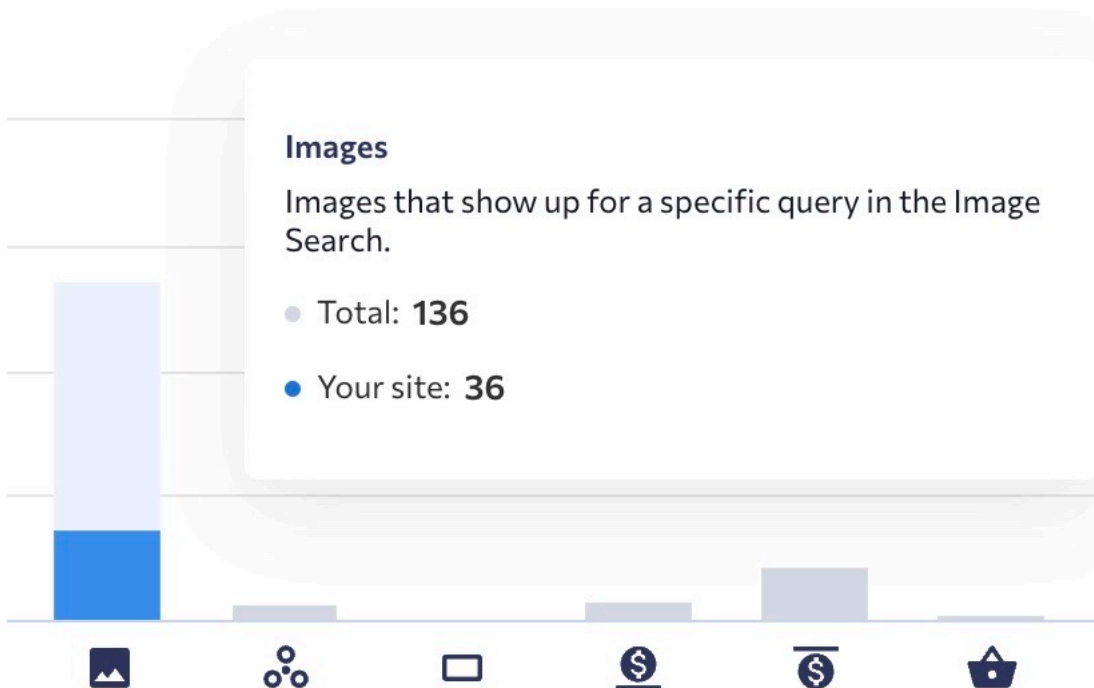
Each of the 33 SERP's area determine your ranking
- in this image you can see there are 136 images that return for ALL the keywords
- And the example company has 36 of them

Why only 36 when their website social media have 174 images?

Because they weren't correctly labelled "alt tagged"

TAGGING CONTENT – SO GOOGLE FINDS IT

- If we are trying to rank for a keyword say “Market Harborough catering” then Google has to find content Tagged with that description.
- Closer inspection shows all 138 images out the 174 images that do not get ranked / indexed in Google have image descriptions like the two to the right “whatsapp image or pastedgraphic”.
- This just requires a little attention to detail when “creating posts” and if you have tools like HubSpot they highlight these issues



Whatsappimage

Image Options Advanced

Link to

No link

No link

Choose from the list of options

☐ Open this link in a new window

Image

Replace

undefined-Oct-10-2023-0...
78.6KB

Alt text

pastedGraphic_1.png

Apply

Cancel

Pastedgraphic_1.png

SERP SECTIONS

Each of these areas is simple to rank for when you know how!

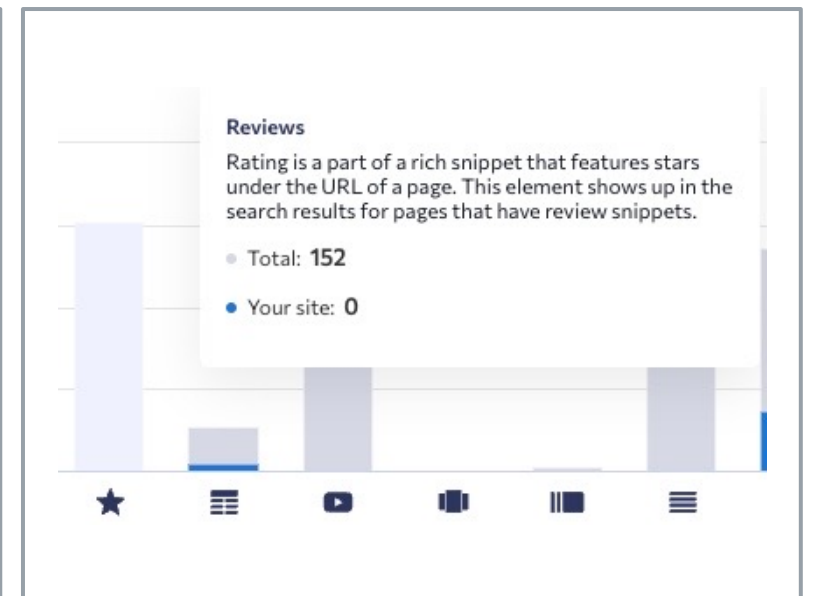
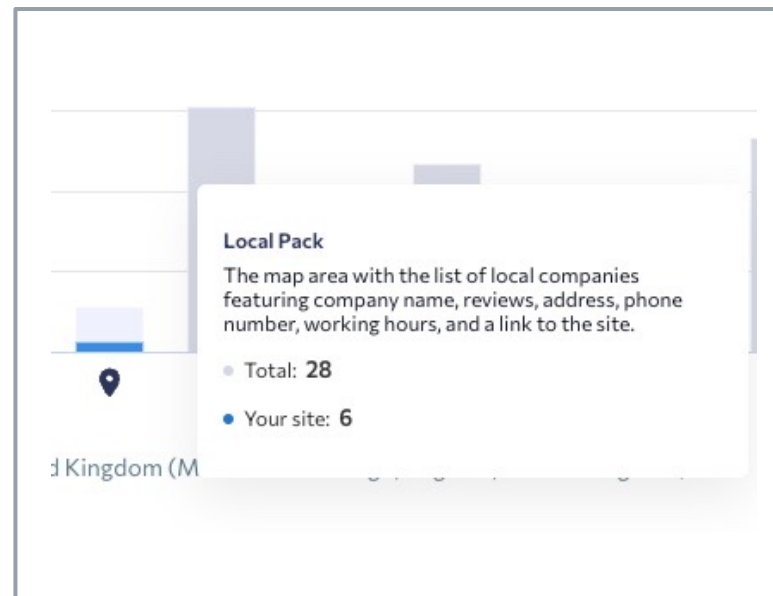
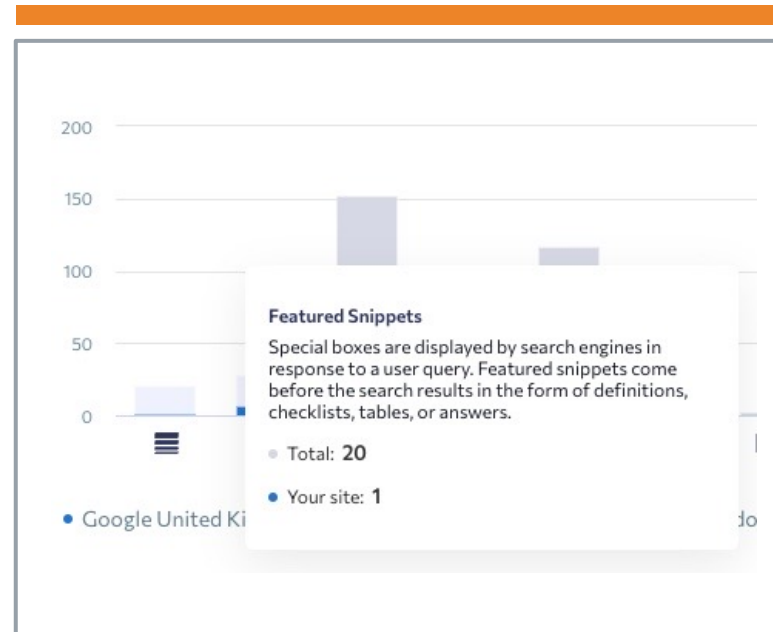
Score 1:20 in featured snippets

Score 4:27 site links

Score 6:26 local packs

Score 0:152 reviews

So Google's Ranking Algorithm
Sees a score of 11:225 for this
Site and ranks "it" accordingly



SERP SECTIONS

■ Each of these areas is simple to rank for when you know how!

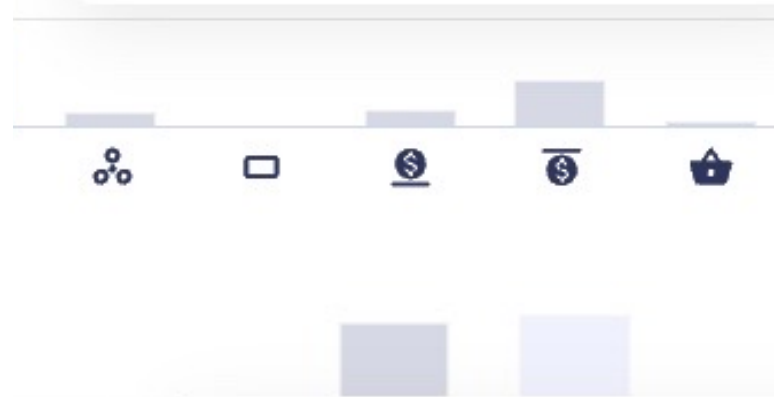
- Score 36:136 in images
- Score 0:133 in people also ask
- Score 0:0 in carousel
- Score 0:2 Top Stories

■ So Google's Ranking Algorithm
■ Sees a score of 36:271 for this Site and ranks "it" accordingly

Images

Images that show up for a specific query in the Image Search.

- Total: 136
- Your site: 36



Carousel Results

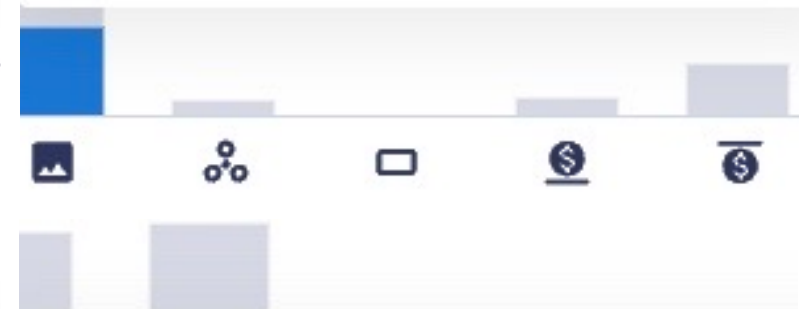
A carousel is a sliding row of images that appears at the top of SERP and displays an image. Clicking on a carousel element will take you to a group of more specific results.

- Total: 0

People also ask

Sets of questions related to the original search query that contain drop-down answers. This search element can show up anywhere in SERP.

- Total: 133
- Your site: 0



Top Stories

A feature displaying top stories in Google News contains a headline, image, link, and the time the story was published.

- Total: 2

United Kingdom)

SERP SECTIONS

- Each of these areas is simple to rank for when you know how!
 - Score 0:2 in featured shopping results
 - Score 0:0 knowledge cards
 - Score 0:7 Top ads
 - Score 0:6 knowledge graphs
-
- So Google's Ranking Algorithm
 - See's a score of 0:15 for this site and ranks "it" accordingly

The diagram illustrates four distinct SERP (Search Engine Results Page) sections, each with a corresponding icon and a description of its content and ranking potential.

- Shopping Results**: Represented by a shopping bag icon. It is described as a carousel block for shopping queries showing product images, names, prices, stores, and ratings. The ranking score is **Total: 2**.
- Knowledge Card**: Represented by a document icon. It is described as an element at the top of search results providing a general overview of the search subject. The ranking score is **Total: 0** and **Your site: 0**.
- Top Ads**: Represented by a dollar sign icon. It is described as paid advertising at the top of the SERP over organic results, featuring a box with the word "Ad". The ranking score is **Total: 7** and **Your site: 0**.
- Knowledge Graph**: Represented by a network icon. It is described as a section on the right side of the SERP containing information from various sources related to the search query. The ranking score is **Total: 6** and **Your site: 0**.

WE HAVE COVERED ONLY 12 OF 33 SERP'S AREAS – INSIGHTS AS FOLLOWS

01

This customer only needed to Edit its posts to get 130+ images getting ranked

02

It had no Video on its site, just required a professional YouTube premium account set up (£30 a month)

03

And the video correctly tagged to rank for the right keywords

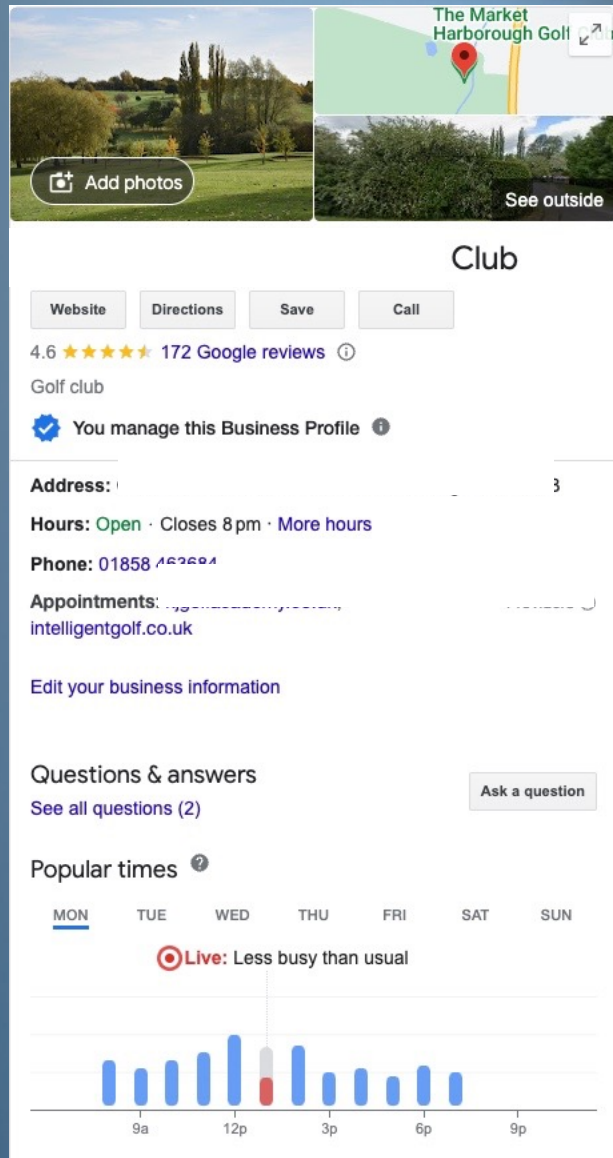
04

They were underperforming their potential with 47 : 541 SERP features across 12 areas

05

The had started to do a good job on the Google Business Pages

GOOGLE BUSINESS PAGES



All they did was go into Google and “own there Business”
Set up an administrator with a Google email.

Start managing the Page which took 5 minutes a week after the initial 1 hour set up



Your business on Google

11, 10,957 customer interactions

Profile strength



[Complete info](#)



Edit profile



Read reviews



Messages



Add photo



Performance



Advertise



Edit products



Bookings



Q & A



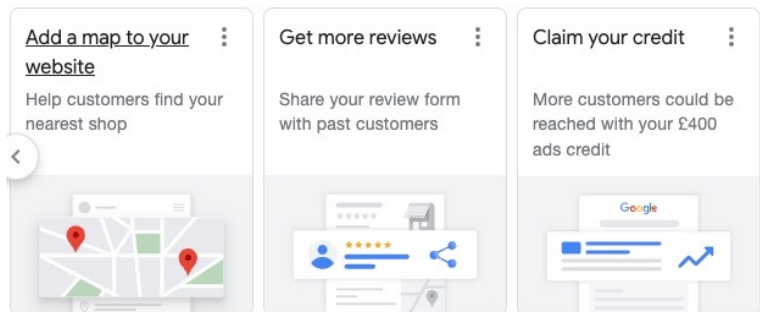
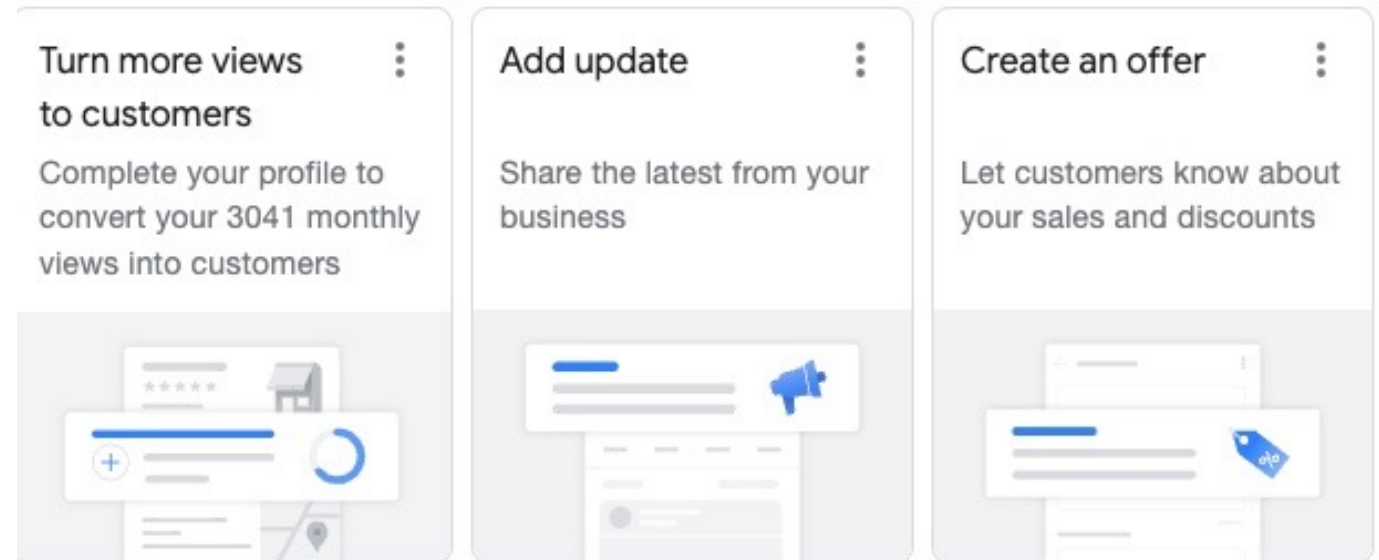
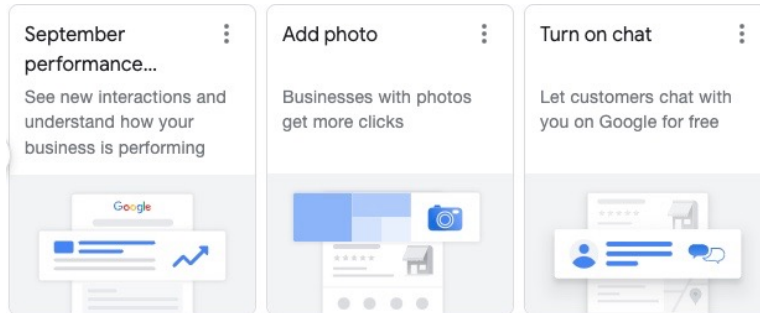
Add update



Ask for review...

GOOGLE BUSINESS PAGE

GOOGLE WILL ENCOURAGE YOU TO IMPROVE YOUR ENTRY WITH ADDITIONAL CONTENT



**GOOGLE BUSINESS PAGES
AS SOON AS YOU BECOME AN
ADMINISTRATOR, THEY STEER YOU**



WE'D ADVISE THE FOLLOWING

- Take a Long-term view on Google , minimum a year.
- Take it seriously , invest time and effort to get ahead of competition.
- Take comfort from 99% of competition are doing a worse job than you are.
- A small team will quickly make a substantial difference.
- Appoint a small team of 4 led by someone who knows Google backwards.
- Differentiate your business long term from competitors.
- Within 3 months you see the numbers start to trend the right way.