



Andrew Martin  
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#optimisey

# SEO First Seven Steps

# Who the hell is this guy?

Learnt to code HTML/CSS at home in late 90s....

..when the internet was a much simpler, quieter.... and slower place to dial-up to.

1998 - Clinton impeached

**BBC NEWS** UPDATED EVERY MINUTE OF EVERY DAY

News in Audio News in Video Newyddion Hysbrytu Noticias أخبار 国际新闻 粵語廣播

Saturday, December 12, 1998 Published at 01:49 GMT

**Front Page**

[World](#)  
[UK](#)  
[UK Politics](#)  
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**Green light for impeachment**

The US House Judiciary Committee votes that President Clinton should face impeachment proceedings for committing perjury over the Monica Lewinsky affair.

ALSO:  
[US press calls for censure](#)  
[Moderate Republicans key to impeachment](#)  
[The articles of impeachment](#)

**Cuban survivors arrive in Florida**

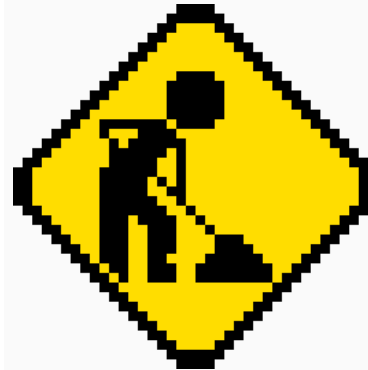
Survivors from a Cuban plane crash in the Gulf of Mexico arrive in Florida.

**FA Premiership preview**

**IRA: No arms surrender**

The Northern Ireland peace process receives a major blow as the IRA decides it will not give up any of its weapons and explosives.

**England on Tour**



Who the hell is this guy?



**Cambridge  
Assessment**



**CAMBRIDGE**  
UNIVERSITY PRESS

**Boiler**  **Juice.com**™  
THE SMART WAY TO BUY CHEAPER HEATING OIL

1. Who is it for?

Search Engines want to get users to  
the best answer in the fastest possible time.

Users expect Search Engines to get them to the best answer in the fastest possible time.

**Always produce  
web content for  
human users.**

\*occasionally cats



# Who Is It For?

## Write naturally

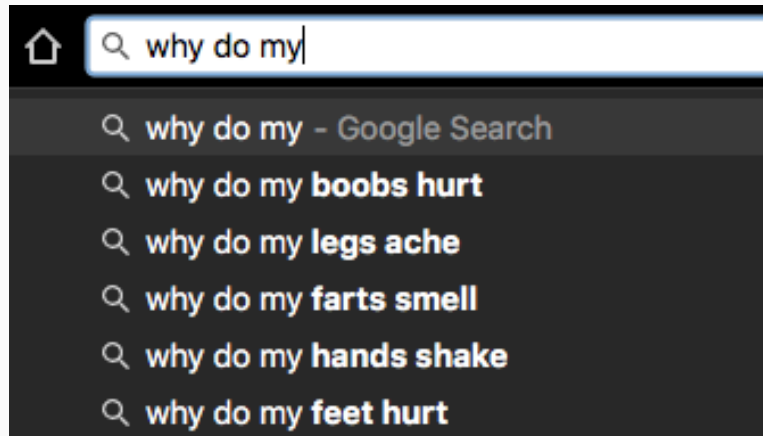
- Avoid long words and complicated language
- Use full sentences and paragraphs
- Use bullet points to break down complicated topics
- Add images with captions
- Link to other pages contextually

## Search Engines are constantly evolving

- Constantly learning
- Desperate to be helpful
- Desperate to be human
- Trying to predict human behaviour


## Writing for a search engine might work for a bit

- The rules change
- You could be given a penalty
- Humans won't enjoy your keyword stuffed content





## Who is it for?

If you live in Beacons Bottom, a hamlet located on the A40 road between the villages of Piddington and Stokenchurch, and three miles north of the M40, and you require domestic heating oil in Beacons Bottom then  is your local domestic heating oil supplier in Beacons Bottom.

If you live in Beacons Bottom, Buckinghamshire, and you require domestic heating oil, then [\_\_\_\_\_] is your local supplier.



**SPAM**  
MAKES A LUNCH  
ENTERTAINMENT  
CUTIE

Préparation  
Séjour

**Hormel**  
Foods

340 g

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FULLY COOKED LUNCHEON MEAT

**50% LESS SODIUM  
THAN OUR REGULAR LUNCHEON MEAT**

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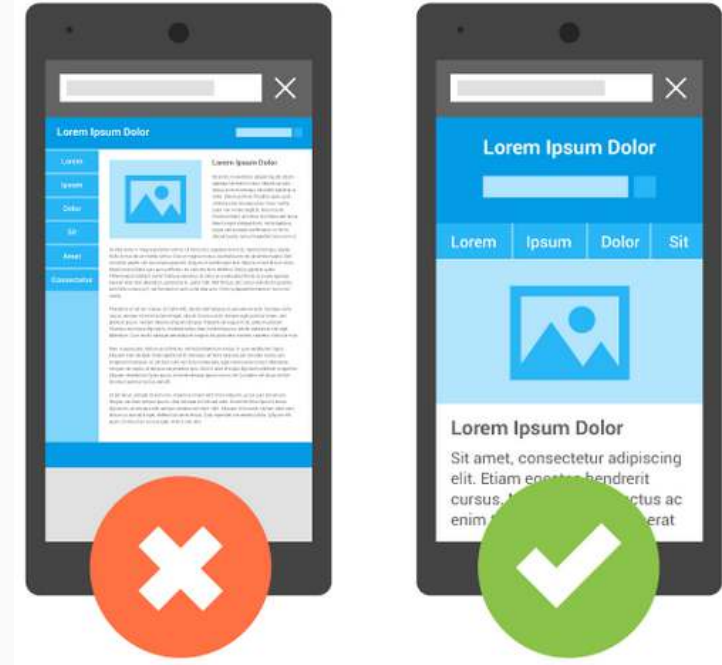
**Hormel**  
Foods

## 2. Go mobile



## 2. Go mobile

- Search Engines began to favour mobile-friendly sites in 2015.
- “Mobilegeddon”
- Was in response to change in user behaviour:
- **Mobile users overtook desktop users**
  - Search engines changed their rules
  - Users were on the go
  - On the train
  - On the toilet
  - Still in bed
  - Sitting in conference audiences



## 2. Go mobile

- Mobile-friendly sites began to rank higher than mobile-unfriendly sites.
  - Pinch and pull
  - Oversized content
  - Slow
- Responsive Web Design
  - Adapts to fit screen of device
  - Designed from the smallest screen upwards
  - One site (rather than versions)
  - Benefits from mobile-friendly search
  - ..and indexing
  - ..but if you go mobile, you've got to...



3. Go fast

And then faster.

- 1 second delay means a 7% reduction in conversions.
- 79% of customers who report dissatisfaction with website performance say they are less likely to buy from that site again.
- 47% of customers expect a webpage to load in 2 seconds or less.
- Pages that take 3.3s can expect a 20% 'bounce' rate
  - 'Pogo-sticking'
  - Search Results > Webpage > Search Results
- A slow site can impact your 'crawl budget' and indexation



### 3. Go fast

- Compress images
    - Only make them as big as they need to be
  - Compress (GZIP) and minify your code - HTML, CSS, Javascript.
  - Reduce re-directs
  - Use 'browser caching' to speed up delivery
  - Improve your server capacity
- 
- Help is at hand!
  - Google PageSpeed Insights
    - Easy and Free to use
    - Page-by-page :(
    - Detailed with great advice
    - Splits mobile and desktop

#### PageSpeed Insights

https://www.bbc.co.uk/

ANALYZE



Mobile



Desktop

Poor

61 / 100

This page is not optimized and is likely to deliver a slow user experience. Please prioritize and apply the recommendations below.



#### Possible Optimizations

Eliminate render-blocking JavaScript and CSS in above-the-fold content

► [Show how to fix](#)

Avoid landing page redirects

► [Show how to fix](#)

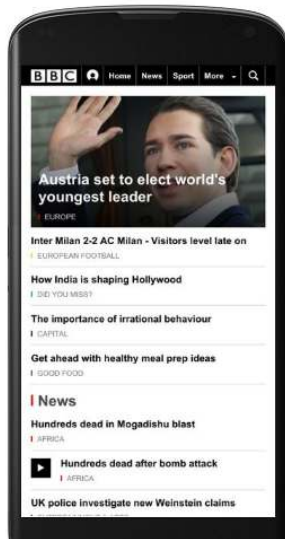
Leverage browser caching

► [Show how to fix](#)

Optimize images

► [Show how to fix](#)

Enable compression



## 4. Go Local



eagle cherry lab



All

Shopping

Maps

Videos

Images

More

Settings

Tools

About 666,000 results (0.75 seconds)

## Eagle Lab Cambridge Maker Space | Barclays Eagle Labs

<https://labs.uk.barclays/locations/cambridge-cherry-hinton> ▼

7-8 Clifton Court, Cherry Hinton Rd, Cambridge, CB17BN. Get in touch. Barclays first **Eagle Lab** opened by HRH Duke Of York KG in December 2015. Access to ...

## Cherry Eagle Lab is 1 year old | Barclays Eagle Labs

<https://labs.uk.barclays/community/cherry-lab-1> ▼

The **Eagle Lab** is positioned on **Cherry** Hinton road, close to the centre of the City of Cambridge. The fantastic space offers Event Space and room hire, as well ...

## Eagle Labs | HackLab location

<https://www.thehacklab.uk/locations/cambridge/eagle-lab-camb.htm> ▼

Eagles Labs is a brand new maker space, opened in November 2015. It is part of ... Barclays **Eagle Lab**, Barclays Branch, 7-8 Clifton Court, **Cherry** Hinton Road, ...

## Barclays Eagle Labs - Cambridgeshire.net

[www.cambridgeshire.net/organisation/barclays-eagle-labs/175113.aspx](http://www.cambridgeshire.net/organisation/barclays-eagle-labs/175113.aspx) ▼

25 Jul 2016 - Where: Barclays **Eagle Labs**, 7-8 Clifton Court **Cherry** Hinton Road, Cambridge, Cambridgeshire, CB1 7BN; Organisation type: Community ...

## Barclays Eagle Lab Cherry Cambridge events. Buy official tickets here

<https://www.skiddle.com> > Events > Cambridge events ▼

Find 1 upcoming events at Barclays **Eagle Lab Cherry** in Cambridge. Official fan-friendly primary ticket outlet. Full event details plus travel info, opening times + ...

Thu 19 Oct Optimisey - Cambridge SEO MeetUp



## Barclays Eagle Labs Cambridge ★

4.0 ★★★★★ 3 Google reviews

Coworking space in Cambridge, England

Website

Directions

**Address:** 7-8 Clifton Court,, Cherry Hinton Rd, Cambridge CB1 7BN

**Hours:** **Closed today** ▼

[Suggest an edit](#)

### Add missing information

[Add phone number](#)

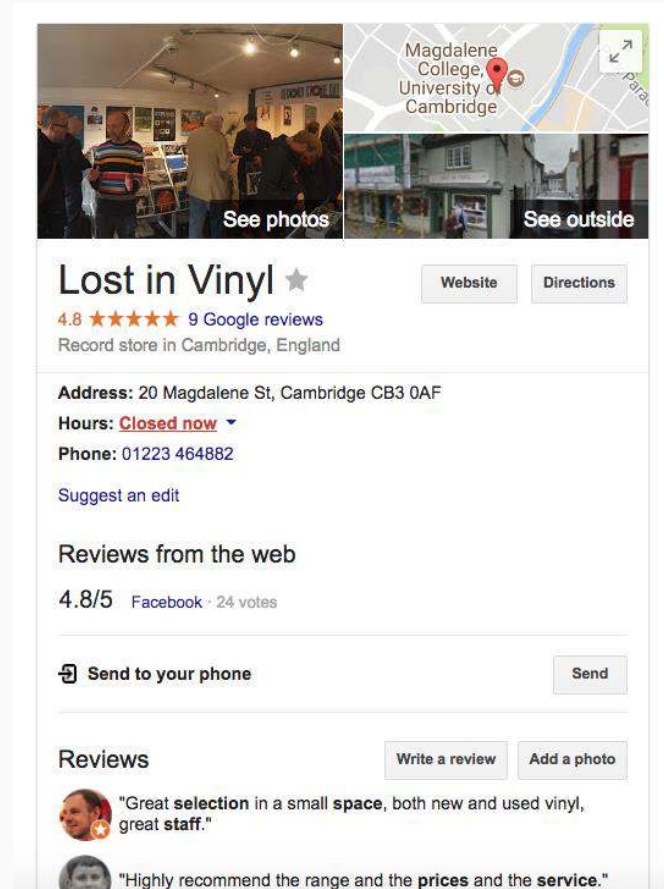
**Know this place?** Answer quick questions

Send to your phone

Send

## 4. Go Local

- Go looking for yourself!
  - Use search queries
  - Current and old addresses and telephone nos, business name variants.
  - Directory Listing sites
  - Your own sites and social channels
- Sort out your **NAP**
  - **N**ame
  - **A**ddress
  - **P**hone Number
- Pick one format of your address and update everything.
- Paid-for tools: Whitespark, MOZ Local etc
- Or just use a spreadsheet!
- Claim your business
  - Google My Business
  - Bing Places





# 5. Go Meta



# Meta

Meta tags live in the head section of the HTML code of your web pages. They tell search engines about each page and the page content.

- **Title**

- Unique descriptive title of each page
- Includes brand name
- <60 characters appear in search results
- Gets truncated
- Appears in tab of browser
- Prominent in search results

- **Meta Description**

- Unique description of each page.
- <156 characters
- Longer description gets truncated
- Visible in Search Results

- **Meta Keywords**

- Used to be significant
- Now demoted by many search engines



```
<!DOCTYPE html PUBLIC  
<html xmlns="http://  
<head>  
  <meta name="TITLE  
  <meta http-equiv=  
  <meta name="keywor  
  <meta name="descrip  
  <meta name="Author"  
  <meta name="distrib  
  <meta name="copyrigh  
  <meta name="content=  
  <meta name="
```

## Pizza Recipes | Jamie Oliver

<https://www.jamieoliver.com/recipes/category/dishtype/pizza/> ▼

Our amazing pizza recipes help launch this classic dish into outer space with a variety of toppings; who doesn't love a pizza? JamieOliver.com.

```
<! Meta >
```

```
<title>Pizza Recipes | Jamie Oliver</title>
```

```
<meta name="description" content="Our amazing pizza recipes help launch this classic dish into outer space with a variety of toppings; who doesn't love a pizza? JamieOliver.com" />
```

```
<meta name="keywords" content="jamie oliver, jamieoliver.com" />
```

```
<meta name="author" content="JamieOliver.com" />
```

```
<meta name="p:domain_verify" content="050179ea6bc8e9e62d0fd9edcc154d4a" />
```



## Meta Robots

**Advises** search engines what to do with your page on an individual level.

```
<meta name="robots" content="noindex,nofollow,noarchive">
```

### **noindex**

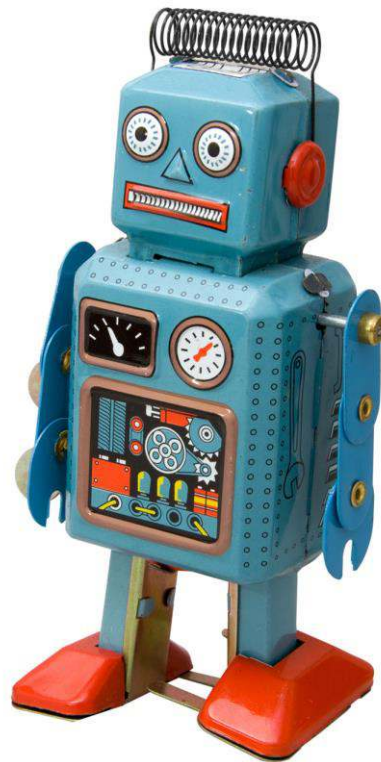
= When you see this page, ignore it. Don't put it in search results.

### **nofollow**

= When you see this page, do not follow any of the links on it to other pages.

### **noarchive**

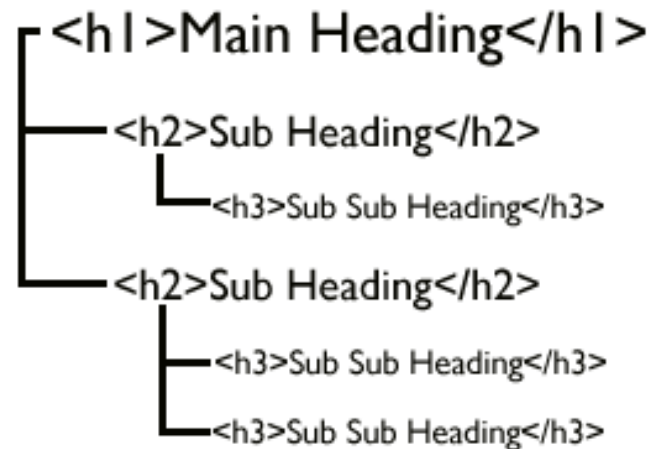
= When you see this page, do not keep a copy of it in your cached search results.



# 6. Headings

# Headings

- Headings help search engines understand content
- ..and context.
- They help users read articles by visually breaking up sections of longer content.
- `<h1>` is the most important
  - Indicates the main topic of the page.
  - Only have 1 of these!
  - Often the big headline in main part of page.
- `<h2>` is a subsection of the `<h1>` content
- `<h3>` is a subsection of the `<h2>` content
- Often misused by content uploaders because of their style preference





**THAT RED  
H6 TAG**

**CMS USER**

**SEO**

# 7. Links

## 7. Links

- The web can only be a web if there are links.
- Be careful who/what you link to
- Not all links are created equal!
  - Watch out for 'spam' sites
  - Low-quality sites thin/duplicate content
  - Advert heavy pages
  - Spam-filled comments
  - Dangerous malware sites
- You could get penalized
- Only link out when it offers genuine value to user.
- Link to content on your own site to help crawlers and users discover more content.
- Use 'rel=nofollow' for links to useful sites that just seem a bit spammy



Check your site links for spam: <https://moz.com/researchtools/ose/>

Check a site before you link to it: <https://moz.com/products/pro/seo-toolbar>

Great article on bad links: <https://ahrefs.com/blog/bad-links/>

**Never buy links.**

**Earn them.**



**Have the best content  
on the best website.**

**Tell the right people.**

Thank you  
for your ears.



@AndrewDoesSEO

Open Site Explorer / Keyword Explorer

- [www.moz.com](http://www.moz.com)

Google Search Console

- [www.google.com/webmasters](http://www.google.com/webmasters)

Search Engine Land

- [www.searchengineland.com](http://www.searchengineland.com)

SEMrush

- [www.semrush.com](http://www.semrush.com)

WhiteSpark for Local SEO

- [www.whitespark.ca](http://www.whitespark.ca)