



SEO (Search Engine Optimisation)

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What is SEO?

- ▶ **Optimisation of your website that will give your service or product the best chance of being found by users looking for what your organisation offers**
- ▶ Ranking and visits are the first step to converting visitors into buyers or users who become engaged with your site.
- ▶ Ranking for irrelevant search queries or attracting irrelevant visitors will not further the aims of your organisation.



Who are the search engines?

- ▶ Large, global businesses that aim to offer the most relevant results to anyone using their service to search the web
- ▶ Google has approx 95% share in UK and Europe
- ▶ Constantly refining their algorithms to stay ahead of competition
- ▶ Increasingly using mined data to make refinements in search



Who can benefit from SEO?

- ▶ Any company or organisation that will see a benefit from being found by people searching the web
- ▶ SEO is a commercial marketing decision that is unique to every company
- ▶ Massive returns for: car insurance, gifts, finance, etc
- ▶ Limited returns for: newsagents, very specialised industries, etc



How does it work?

- ▶ Search engines crawl and index billions of documents, pages, files, videos and other media
- ▶ They use this information to answer user queries through listing relevant web pages
- ▶ Pages are retrieved and ranked for relevance and popularity - SEO needs to improve a search engine's perception of both of these factors



Some work can be done on your site

- ▶ Referred to as 'on page SEO'. This covers the technical structure of your site and the inclusion of keywords.
- ▶ Following the rules of the search engines in how they like websites to be structured to make it easy for their crawlers to understand
- ▶ Sites must now be mobile friendly
- ▶ Flash, shockwave and images are all examples of things that can't be crawled by search engines
- ▶ Increasing navigation speed and performance of your site



Most work is content driven

- ▶ Unique content should have a real value to your target audience
- ▶ If your content has value, people will share links to the content on your site, increasing the relevance and authority of your site
- ▶ Content can be promoted socially and across the web, encouraging new visitors to engage with your site
- ▶ Create content for your audience first and the SEO benefits will follow



Black Hat SEO

- ▶ There used to be a lot of SEO shortcuts
- ▶ There still are shortcuts but not many and search engines are punishing these sites hard
- ▶ Always avoid: keyword stuffing, hidden text and links, and above all, low quality links into your site - these are hard to rectify!



SEO in 2015

- ▶ Search users expect more relevant results and a slicker web experience
- ▶ Matching keywords have become matching topics
- ▶ SEO data is becoming locked down to drive analysis through paid for search (PPC)
- ▶ Increased integration of social / other online
- ▶ Mobile friendly site now key to ranking for mobile devices



What is PPC?

- ▶ Paid for search that sidesteps organic rankings
- ▶ More sales / enquiry focussed than organic SEO
- ▶ Conversion is key - the aim is to only pay for the most relevant visitors and to have landing pages to convert their visit into an enquiry
- ▶ More integrated with SEO now as a way to test what search topics to invest in

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Thank You!