

# SEO



**SEO FOR BEGINNERS**

# What We'll Cover in the SEO course

Intro: How search engines work and why sites appear on page 1 of Google

## Part 1: How to get found high up in Google's organic search results

### Step 1: Keyword research

- How to find the search terms that you want to get found for
- Ranking reports – How to check where you currently appear in search results and how can you run a weekly report to check your rankings

### Step 2: Onsite optimization – to be seen as relevant

- Checklist - What to do to improve relevancy

### Step 3: Onsite technical optimization – To provide a good experience

- About Google's Page Experience Update

### Step 4: Offsite Optimisation

- What should you do outside of your website

# The Main Digital Marketing Elements – How they fit together

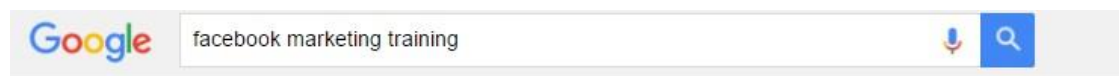


Your website is at the centre of your Digital Marketing. It is your sales environment that you control. Without a website you will find it hard to get the most out of digital marketing.

You need to ensure that this website is designed to turn visitors into enquiries and sales.

Visualise Google, Social Networks, YouTube and Email marketing as channels that you will use to drive traffic into your sales environment.

# What is the difference between organic traffic and paid adverts



All News Videos Images Maps More Search tools

About 145,000,000 results (0.43 seconds)

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Our Facebook marketing training course explains how to use Facebook to market your business.

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<https://www.facebook.com/business/news/education-resources-for-marketers>

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Facebook marketers, from small businesses to big brands and ...

Facebook Blueprint: Training Modules for advertising on Facebook

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We've put our best training into more than 50 in-depth online courses, and ... You'll get a

specialized skillset to offer clients looking to take their marketing to the ...

Training Courses & Workshops for Small Businesses - Local ...

<https://www.localenterprise.ie/Fingal/Training-Events/Training-for-All-Businesses/>

Marketing & Social Media - Courses and Workshops ... We run Facebook for Business workshops

on a regular basis.... Technology Training - Workshops.

Organic Search Results

# The importance of ranking highly in natural search results



Approximately 60 – 70 % of traffic from well optimised sites will come from search engines.

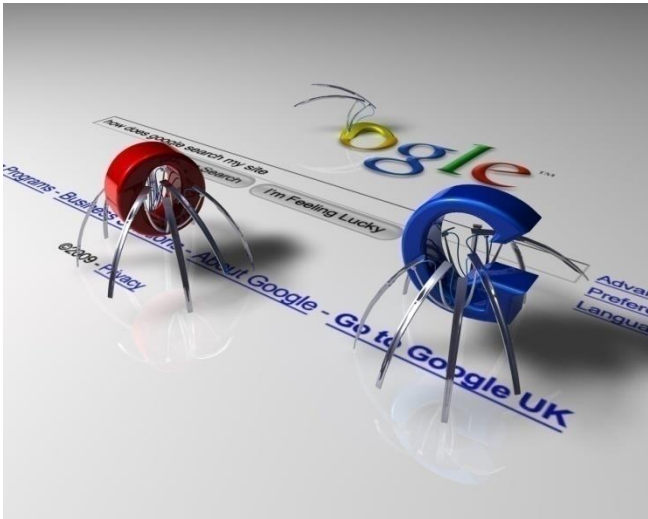
However,

- Results are displayed in lists of 10 per page
- 70% of searchers don't go beyond the first page of results
- 95% of searchers don't go beyond the 3<sup>rd</sup> page of results (i.e. 30 results)

Therefore, in order to drive traffic in larger volume to your site you need to appear in the top 30 results, and ideally the top 10 results for key search terms relating to your business and product/service.

The process of achieving that is called search engine optimisation i.e. optimising your site for search engines

# How search engines operate



1. Search engine “spiders” or “bots” crawl a site.
2. Areas on your pages (titles, descriptions, content) are scanned / indexed.
3. These are then stored in the search engines database.
4. People conduct a search and Google processes the search queries.
5. Google’s Algorithm (mathematical formula) determines rankings/search positions

*For an overview of the top 200 ranking factors check this article*

*<http://backlinko.com/google-ranking-factors>*

# In a nutshell, what makes sites appear high up in search results



A very complicated area but can be crudely distilled into this:

Google is in the business of serving the most relevant and trustworthy results. Therefore, it looks to see how relevant and trustworthy you are.

a) How relevant to the search terms Google thinks your page is

- The search term is in the page meta title
- There is relevant content for the search term on the page e.g. Headline, body text, image tag, url
- There are other sites within your sector linking to your site / page.

# In a nutshell, what makes sites appear high up in search results?



b) How trustworthy Google thinks your page is

There is also a trust score assigned to your site called domain authority

Having a high domain authority score does not guarantee that you will appear high up in results but it is a good indicator of how trustworthy Google thinks your site is

E.g. A new site with no sites linking to it doesn't look very trusted to Google



# In a nutshell, what makes sites appear high up in search results?



GOOGLE'S  
PAGE  
EXPERIENCE  
UPDATE



c) Whether Google thinks your page provides a good experience

It isn't sufficient to be trusted and relevant

Your site also needs to be secure, mobile friendly and needs to pass some "Core web vitals" tests such as page load speed and page responsiveness.

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# Keyword research

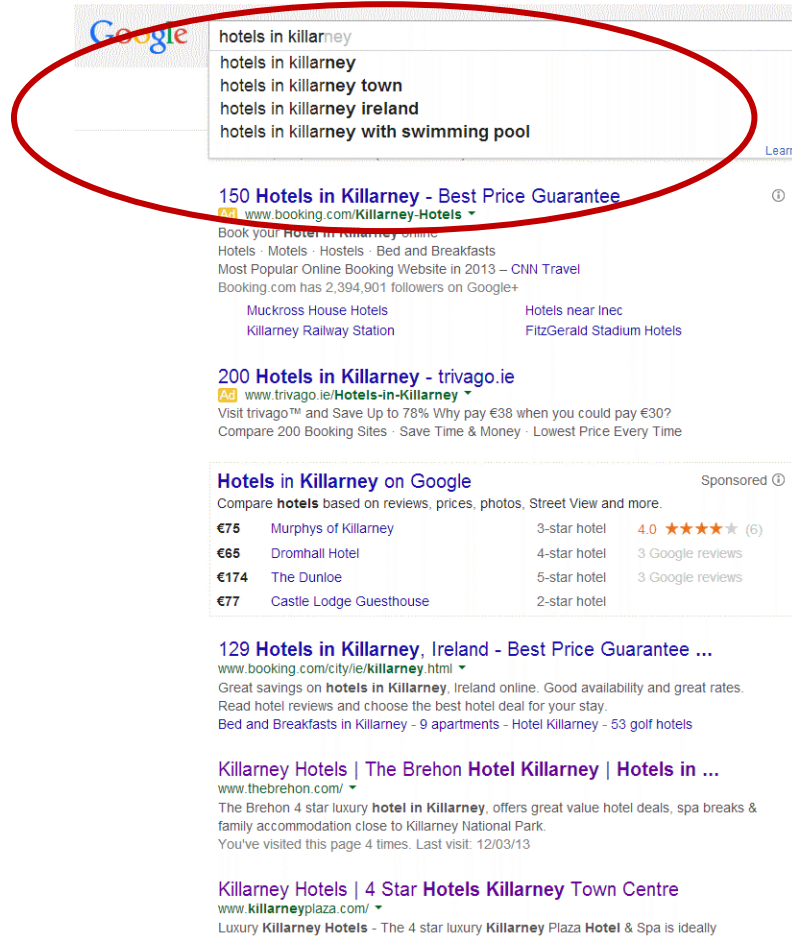
## Action point 1 - Look at competitor sites to see which terms they are targeting



### Process

1. Go under cover ...
  - Look at key phrases on competitor sites that appear high up in results.
  - Look at their page meta title to see which search terms they are targeting

# Action point 2 - Look at Google suggest and note the terms they are suggesting



Google

hotels in killarney

hotels in killarney

hotels in killarney town

hotels in killarney ireland

hotels in killarney with swimming pool

Learn

**150 Hotels in Killarney - Best Price Guarantee**

[www.booking.com/Killarney-Hotels](http://www.booking.com/Killarney-Hotels)

Book your **Hotels in Killarney** online

Hotels - Motels - Hostels - Bed and Breakfasts

Most Popular Online Booking Website in 2013 - **CNN Travel**

Booking.com has 2,394,901 followers on Google+

Muckross House Hotels  
Killarney Railway Station

Hotels near Inec  
FitzGerald Stadium Hotels

**200 Hotels in Killarney - trivago.ie**

[www.trivago.ie/Hotels-in-Killarney](http://www.trivago.ie/Hotels-in-Killarney)

Visit trivago™ and Save Up to 78% Why pay €38 when you could pay €30?

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**Hotels in Killarney on Google**

Sponsored

Compare **hotels** based on reviews, prices, photos, Street View and more.

€75	Murphys of Killarney	3-star hotel	4.0 ★★★★★ (6)
€65	Dromhall Hotel	4-star hotel	3 Google reviews
€174	The Dunloe	5-star hotel	3 Google reviews
€77	Castle Lodge Guesthouse	2-star hotel	

**129 Hotels in Killarney, Ireland - Best Price Guarantee ...**

[www.booking.com/city/ie/Killarney.html](http://www.booking.com/city/ie/Killarney.html)

Great savings on **hotels in Killarney**, Ireland online. Good availability and great rates.

Read hotel reviews and choose the best hotel deal for your stay.

Bed and Breakfasts in Killarney - 9 apartments - Hotel Killarney - 53 golf hotels

**Killarney Hotels | The Brehon Hotel Killarney | Hotels in ...**

[www.thebrehon.com/](http://www.thebrehon.com/)

The Brehon 4 star luxury **hotel in Killarney**, offers great value hotel deals, spa breaks & family accommodation close to Killarney National Park.

You've visited this page 4 times. Last visit: 12/03/13

**Killarney Hotels | 4 Star Hotels Killarney Town Centre**

[www.killarneyplaza.com/](http://www.killarneyplaza.com/)

Luxury **Killarney Hotels** - The 4 star luxury **Killarney Plaza Hotel & Spa** is ideally

## Process

### Use Google' keyword suggestion

- Type in key search terms and Google will suggest keywords based on the most common terms that have been searched previously.
- Reported that 40% of searches are based on keyword suggestion so ensure you know which terms relevant to your business are being suggested.

## Action point 3 - Look at Keyword Planner in Google adwords and identify the terms that people are searching for and the volumes



**Keyword Tool**

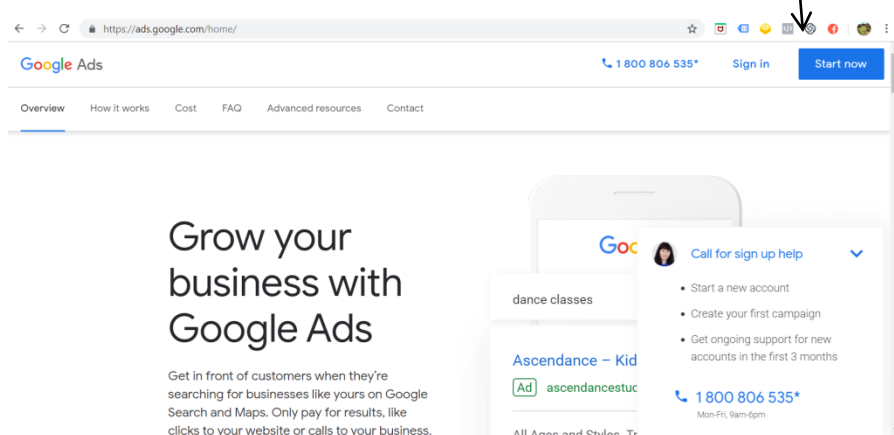
### Process

Use Google's keyword research tool (Keyword Planner)

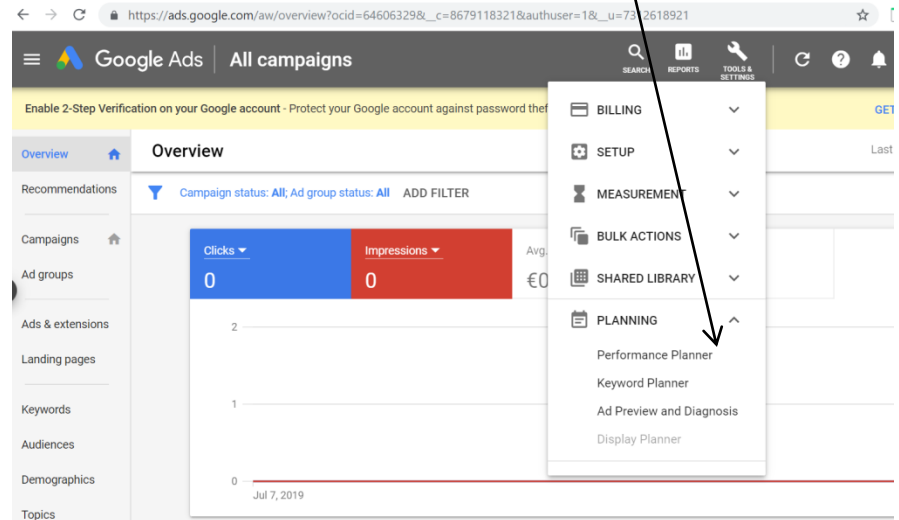
- Use Google's free tool to see how many times people are searching for terms each month.
- The tools also suggest alternative / related terms you could target

# Google's free tool –enter phrase and get suggestion and volumes

1. Go to [www.google.com/adwords](https://www.google.com/adwords) and sign in

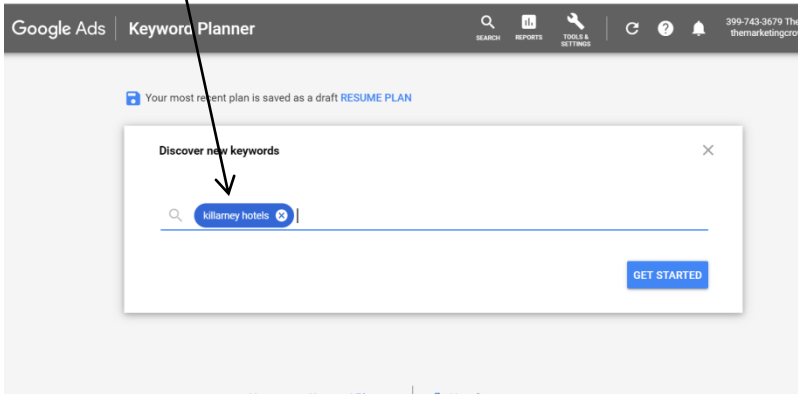
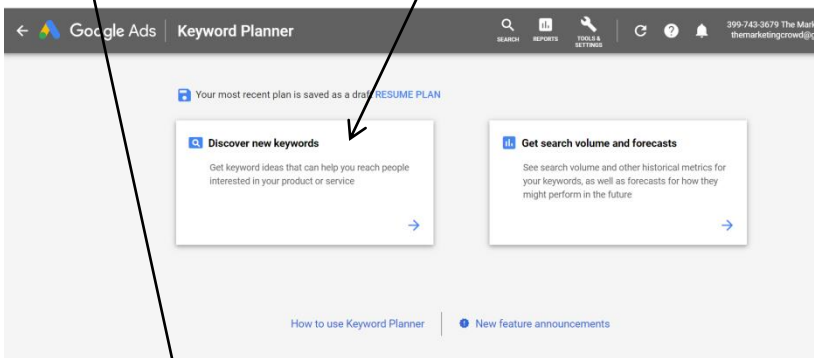


2. From Tools menu select "Keyword planner"



# Google's free tool –enter phrase and get suggestion and volumes

3. Click on discover new keywords”  
Type in one or more search terms and click get started



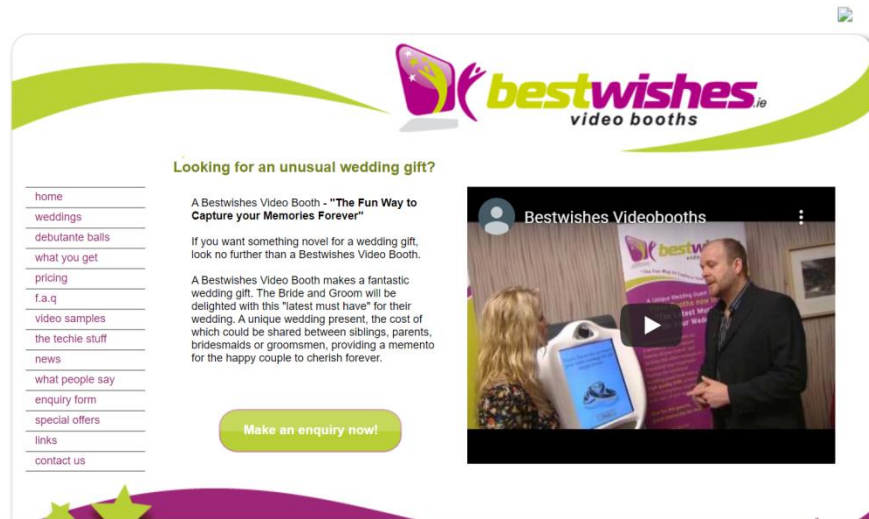
4. You can now see the average monthly search volume for this term and other related terms

A screenshot of the Google Ads Keyword Planner results table. The search term 'killarney hotels' is entered in the search bar. The table displays 828 keyword ideas available. The table has columns for Keyword (by relevance), Avg. monthly searches, Competition, Ad impression share, Top of page bid (low range), Top of page bid (high range), and Acci. The table lists several related keywords with their respective search volumes and competition levels. A purple arrow points to the search bar from the text above.

Keyword (by relevance) ↓	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Acci
<input type="checkbox"/> killarney accommodation	1K - 10K	High	—	€0.80	€3.78	
<input type="checkbox"/> hotels in killarney town	100 - 1K	High	—	€0.64	€2.11	
<input type="checkbox"/> killarney hotel deals	100 - 1K	High	—	€0.53	€1.52	
<input type="checkbox"/> hotels in killarney town centre	100 - 1K	High	—	€0.58	€1.52	
<input type="checkbox"/> quality hotel killarney	100 - 1K	Medium	—	€0.36	€2.37	
<input type="checkbox"/> 5 star hotels killarney	100 - 1K	Medium	—	€0.28	€1.30	
<input type="checkbox"/> heights hotel killarney	1K - 10K	Medium	—	€0.26	€1.81	
<input type="checkbox"/> places to stay in killarney	100 - 1K	Medium	—	€0.66	€2.89	

To get more detailed statistics, run a campaign.

# Action point 4 – Thinks creatively about topics that you might be relevant for



Are there some topics you would be relevant for?

## Examples:

A Video booth website is relevant when people search for "Unique wedding gift ideas"

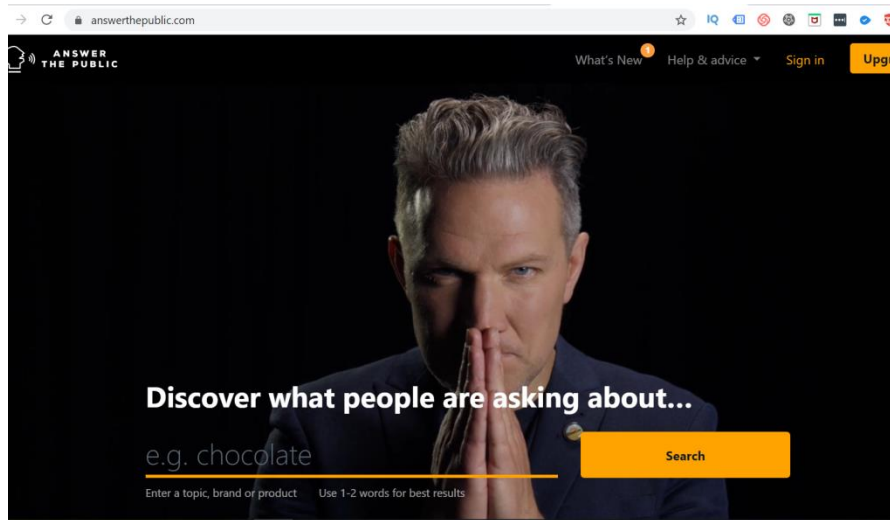
A portrait artist would be relevant when people search for "25<sup>th</sup> wedding anniversary gift ideas"

A site that sells Black Pudding is relevant when people search for "Black Pudding and scallops Recipes"

To be seen as relevant and have a chance of getting found high up you would need to create a page for each of these topics.



# Action point 5 – Consider that lots of people are at the research stage – asking questions. Create pages that answer those questions



Are people searching using questions that you could provide the answer to? You could then pull lots of relevant traffic into your site.

Answerthepublic.com is a brilliant site that tells you all the questions that people are searching for on Google and YouTube

Simply type in a topic and it will show you the questions.

This is a paid for tool but allows you 1-2 free searches a day

# Recap - Keyword Research Action Point Checklist



## Keyword Research Checklist

1. Look at competitor sites to see which terms they are targeting
2. Look at Google suggest and note the terms they are suggesting
3. Look at Keyword Planner in Google adwords and identify the terms that people are searching for and the volumes
4. Think creatively about what people are searching for that your product matches e.g. Blackpudding recipes, unique wedding gifts for a video booth
5. Look at the questions potential customers are asking online and create pages that answer those questions.

Make a list of all the topics that people are searching for the main search terms you want to target

# Action Point 6 - Check where you appear in Google Search results



[Serprobot.com](https://www.serprobot.com)

Free website where you can go and enter 10 Search terms and it will tell you where you appear in Google search results

Very useful in order to run a ranking report.

Also, very useful to see where you appear when strangers search – quite often you see personalised results from Google when you search

# Action Point 7— Create a colour coded ranking report that you update monthly

	Nov	Dec	Jan	Feb	Mar
Hotels in Killarney	6	6	5	5	4
Killarney hotels	3	4	4	3	2
Killarney accommodation	17	15	9	9	7
Best accommodation in Killarney	25	17	13	13	9
Family hotels Killarney	55	50	29	29	14
Killarney family hotels	69	45	32	31	31
Cheap hotels Killarney	88	58	27	27	27
Hotel deals Killarney	92	62	35	32	23
Town centre Killarney hotels	45	31	22	19	19
Accommodation in Killarney town	62	49	29	15	8

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# Action point 1 - Make a list of the topics that you want to be found for and then ensure there is a page for each topic on your site.

**Based on the keyword research, ensure there is a page for each search topic you want to get found for.**

List the topics that you want to be found for.

Check your site to see if you have a page for each and make a note of which new pages you need to create.

Then write great content about that topic – ideally content that is so relevant and interesting that other people will link to it from websites or social media

*Why not have a blog on your site and write useful guides / tips to cover the topics that you want to be found for?*

## Action point 2 - Allocate search terms to pages

Then ensure that 2-3 of the search terms that you have allocated to the page are covered by the content

The content of the pages should match the search terms you are optimising for. E.g. if you are promoting taxi rides for golfers then the page on the site should be about golfing and taxi rides – not taxi services for weddings.

Write great content about that topic – ideally content that is so relevant and interesting that other people will link to it from websites or social media

*Why not have a blog on your site and write useful guides / tips to cover the topics that you want to be found for?*

## Action point 3 - Write a unique meta title for the page which contains search terms (70 characters) relating to the topic

### Page Title tag

Generally accepted as one of THE key elements in the Google Algorithm.

- Insert 2 or three search terms (up to 70 characters)
- Place the most important term at the start as Google places the most importance on this. Therefore, don't put "Welcome" or your company name at the start.
- There is a limit of 70 characters so try not to exceed it

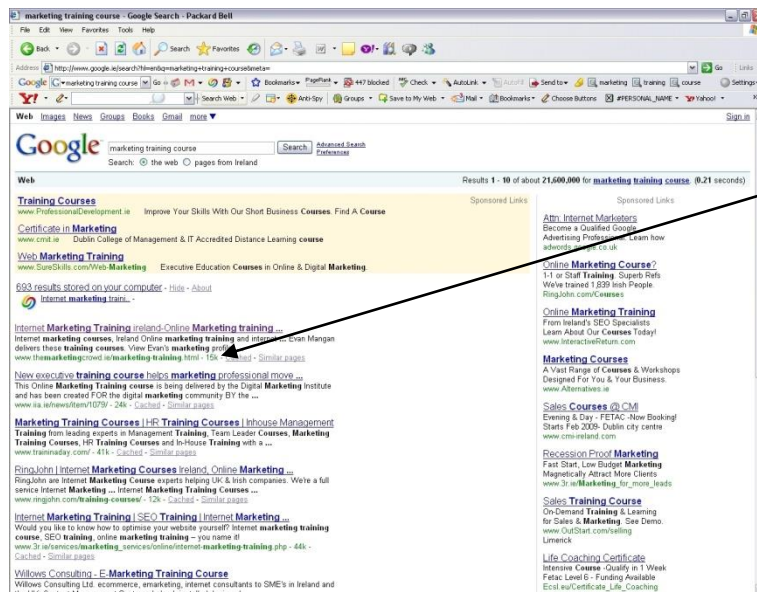
Note: Every page should have a unique title



# Action Point 4- Write a unique meta description which will appear in search results

## Optimise your page meta description

- Write relevant description text. Generally felt that the description is no longer a ranking factor but it is very important in encouraging browsers to click on your search result.
- This description will be viewed by users in search results – it appears just below the title - so ensure it is compelling and not just a list of keywords.



Tip! Check all the meta descriptions on a site by doing a Google search for site:www.webaddressss.com

# Action point 5 - Write a headline which relates to the topic and tag it as H1

**<h1>Heading</h1>**

**<h2>Heading</h2>**

**<h3>Heading</h3>**

**<h4>Heading</h4>**

**<h5>Heading</h5>**

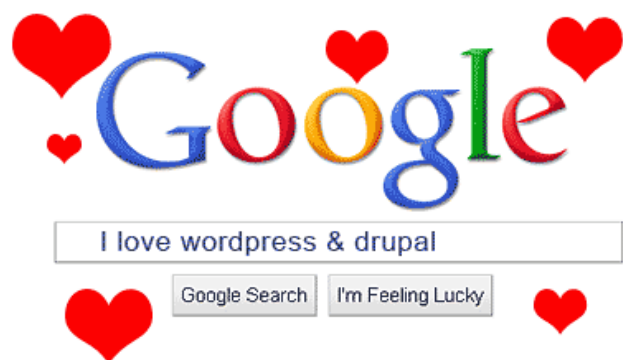
**<h6>Heading</h6>**

## Page headers H1, H2

**These refer to the Headline (H1) and sub headline (H2) on a page**

- Ensure your headline relates to the topic that is in your meta title
- Tag (Html) the headline with a H1 tag and subhead with a H2 tag
- These are the first bits of text that Google indexes on the page and it places a lot of importance on them.

# Action point 6 - Write body text on the page relating to the topic



Create content that will engage and attract visitors

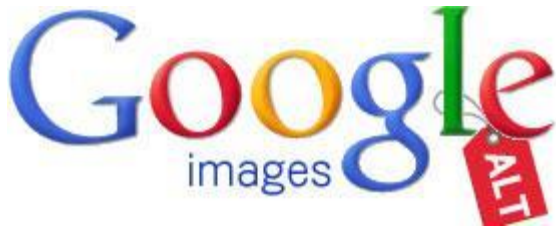
Aim to ...

- Have content that is relevant to the topic you want to be found for. The more it is consistent the more Google sees your page as being highly relevant to the search term.
- Ensure the content is well written
- Have content that will elicit lots of likes and shares on social media

Note: Do not stuff your page with the search term you want to be found for. Also, use different ways of phrasing your search term. Google knows the different ways it is phrased.

Consider having a blog on your site and add useful articles / videos to the site.

# Action point 7 - Tag images on the page with a description relating to the topic



## Optimise your images

Every image has a Title and description fields – make sure these reflect the topic you want to be found for.

Every image also has an Alt tag where you can input a description for what the image is about.

Google reads the text in the same way as it reads normal text on a page. Therefore, you can place one keyword in each image tag and it increases the relevancy of the page.

# Action point 8 – Add internal links



## Internal Links

Try to have links from each page to other internal pages of your website.

This will prompt visitors to browse around your site (increases engagement) but it also helps the spider identify which pages are important and the words are being used when linking indicates to Google what the page is relevant for

## Action point 9 - Incorporate multimedia / Video into your website



Google and Double click ran a study that found that Websites with a video had an increased engagement of between 400 – 700% compared to sites without a video.

Where possible, include a video on your pages as it helps the user experience and is viewed positively by Google in terms of the quality of your site.

Also, if you embed a YouTube video which has a title / description / tags that are relevant to the topic of your web page. Google will see relevant content on the page

## Action point 10 - Add a blog section to the site to share tips / guides / tutorial videos. Write content on topics that people are searching for



### **Consider adding a blog section**

If you have a blog on your site it is very easy for you to add blog posts / articles about topics that people are searching for.

Therefore you will have more relevant pages doing battle for you in the search engines.

# Recap - Onsite optimisation Action Point checklist



## Checklist - What to do to improve relevancy

1. Ensure you have a page for every topic you want to be found for
2. Allocate search terms / topic to each page
3. Write a unique meta title for the page which contains search terms (70 characters) relating to the topic
4. Write a unique meta description which will appear in search results
5. Write a headline which relates to the topic and tag it as H1
6. Write body text on the page relating to the topic
7. Tag images on the page with a description relating to the topic
8. Add internal links
9. Embed videos for your website that are to do with the topic of the page
10. Add a blog section to the site to share tips / guides / tutorial videos. Write content on topics that people are searching for



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# Why is Google making this big update to the Algorithm?



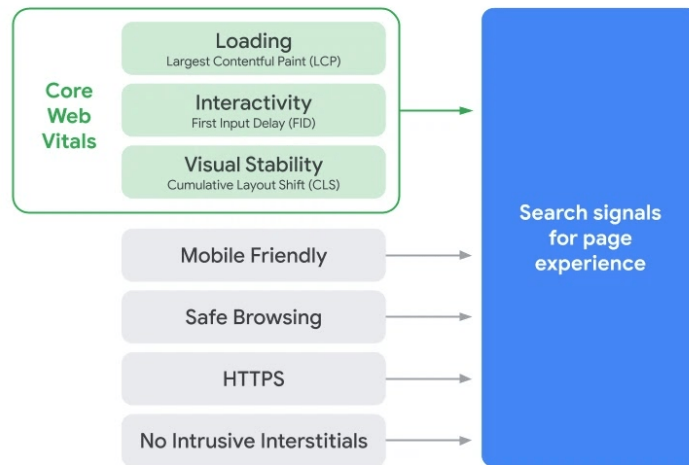
## GOOGLE'S PAGE EXPERIENCE UPDATE



- The internet has evolved over the past 10 years
- More than 50% of searchers are on a mobile so mobile experience is important
- Websites have become bloated with design features and marketing tracking features that is slowing pages down

If there are many sites with relevant content that are similarly trusted, Google will opt for the pages that provide a Google page experience and put them higher

# What feeds into “Page Experience”?



Some of these elements are not new and are things that we should have been focused on for the past few years. For example,

1. Ensuring the site is mobile friendly
2. Ensuring it is secure (HTTPS)

Except NOW Google is saying that within the Algorithm, these will have a bigger impact on your ranking

## “Core Web Vitals” Metrics

Also – there are new metrics that you need to be aware of for your website called Core Web Vitals and you need to work with your web developer to pass these metrics.

# What are “Core Web Vitals”?

## Core Web Vitals



(Loading)

### LCP

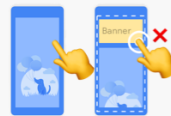
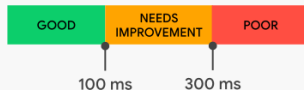
Largest Contentful Paint



(Interactivity)

### FID

First Input Delay



(Visual Stability)

### CLS

Cumulative Layout Shift



**There are 3 metrics you need to be aware of**

The **FIRST** metric of Core Web Vitals is “How fast does the page load?” and is called LCP – Largest Contentful paint

The **SECOND** metric of Core Web Vitals is “How stable is the page?” and is called CLS – Cumulative Layout Shift

The **THIRD** metric of Core Web Vitals is “How quickly is the page interactive?” and is called FID – First Input Delay

# Core Web Vital Metric 1: Largest Contentful Paint (LCP)

(loading)

# LCP

Largest Contentful Paint



## Largest Contentful Paint (LCP)

**This is about page load speed**

Score:

2.5 seconds – good

4.0 seconds – poor

longer than 4 seconds – bad

This is the speed at which the largest block of content loads on a web page. We want the user to be able to get the page loaded up and visible as soon as possible.

# Core Web Vital Metric 1: Largest Contentful Paint (LCP)

(loading)

# LCP

## Largest Contentful Paint



In the past, web pages have measured the load event with metrics that measured the time to load the whole web page or the time to load the first bit of any element. What will be the “contentful” element then?

The content to be considered for LCP is limited to:

- images
- video
- block-level text

By “largest” Google means “physically biggest content on the user’s screen,” not in terms of file size. Google will specifically look at the size in terms of a rectangular frame around the content block.

.Google will only measure a block of content it determines to be the largest frame on the page as the LCP.

# Core Web Vital Metric 2: Cumulative Layout Shift (CLS)

(Visual Stability)

# CLS

Cumulative Layout Shift



## Cumulative Layout Shift (CLS)

*“How stable is the page?”*

Score:

0.1 – good

0.25 – poor

over 0.25 – bad

This deals with an issue that annoys website users the most. The page loads and you think it's done, but then you go to tap a button and an element just loaded above it that shifted the page layout right when you were going to tap.

Or you start reading text and then a banner image loads and pushes the text lower down the page.

# Core Web Vital Metric 2: Cumulative Layout Shift (CLS)

(Visual Stability)

# CLS

## Cumulative Layout Shift



The Cumulative Layout Shift is a distance measurement, measuring how much elements on the page moved between first loading and finally done loading.

CLS only bears an impact on *unstable* elements on a page, which means elements that changed the amount of size they take up on the screen from pre-load to post-load.

Any element which has its size specified, to begin with, is stable.

CLS only applies to an *unexpected* element shift. If the user taps a dropdown menu to open a dialog on the page, that was an expected interaction.

***The big picture is that CLS measurement is to prevent the page hopping around when you are reading it.***



# Core Web Vital Metric 3: First Input Delay (FID)

(interactivity)

# FID

First Input Delay



## First Input Delay (FID)

*“How quickly is the page interactive?”*

Score:

100 milliseconds – good

300 milliseconds – poor

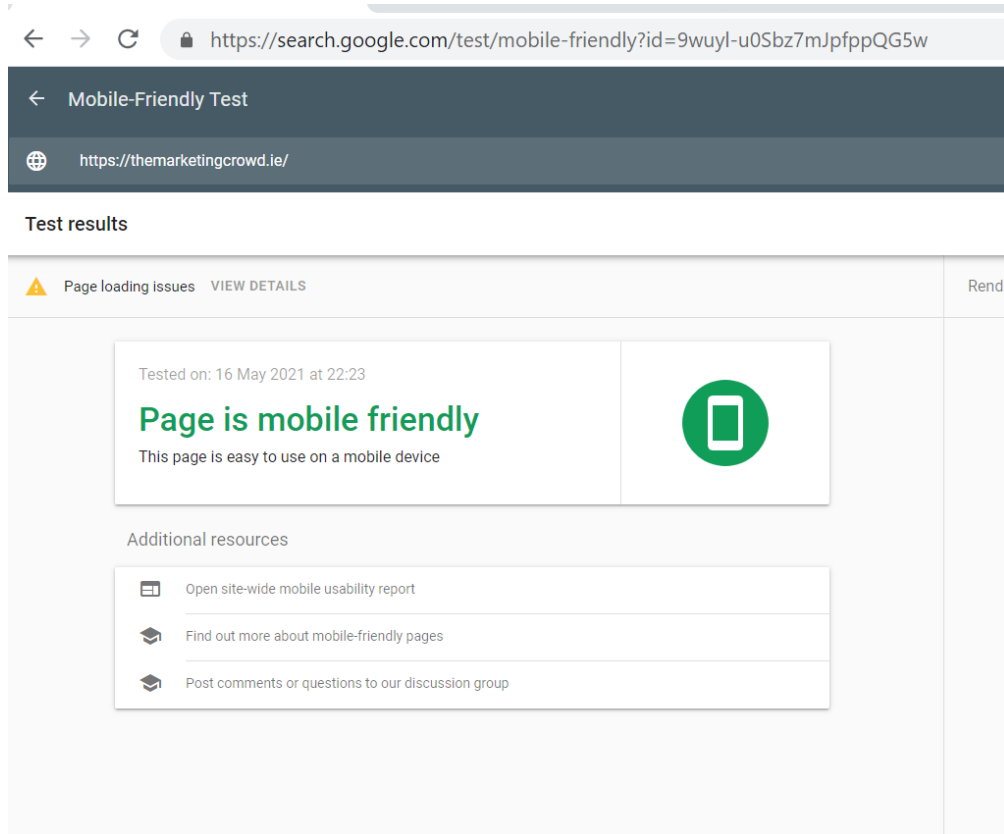
over 300 milliseconds – bad

This is another speed factor but this time we want to know: when are interactive elements on the page ready to function in response to the user input?

If there's a text box entry field (e.g., to fill in a date for age verification), how soon can it handle input?

For each button, how soon can it handle input?  
Likewise for each clickable and tappable element.

# Next Steps: 1 – Check that Google Sees your site as mobile friendly



Use the Google tool that check if Google sees your site as mobile friendly. It isn't sufficient to think it is mobile friendly - it might look mobile friendly but could still fail Google's test

<https://search.google.com/test/mobile-friendly>

If your site fails this test contact your Web developer

## Next Steps: 2 – Ensure you have an SSL cert on your site



Google wants all websites to handle data that is input by users securely e.g. email, Eircode etc.

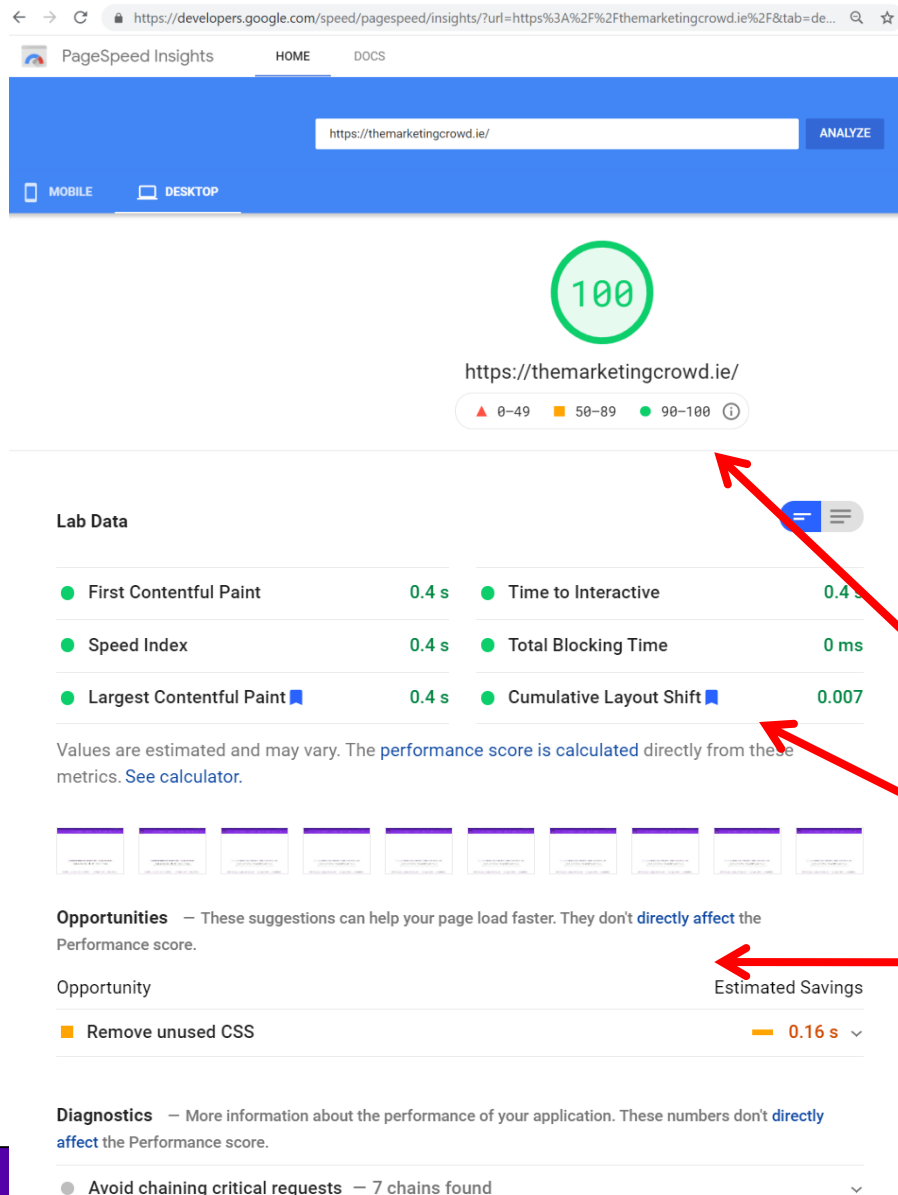
In order to be secure you must have an SSL cert which also then means your address starts with HTTPS

For websites that have a HTTPS protocol, the search bar in the browser display a lock symbol, and on Google Chrome, the word “secure”.

However, if it isn't on HTTPS, you won't see the symbol

Check your site and ensure you get an SSL cert added. Ask your web designer or hosting company to add it.

# Next Steps: 3 – Check your Core Web Vitals scores



1. Use Google's Page Speed Insights tool to check your scores

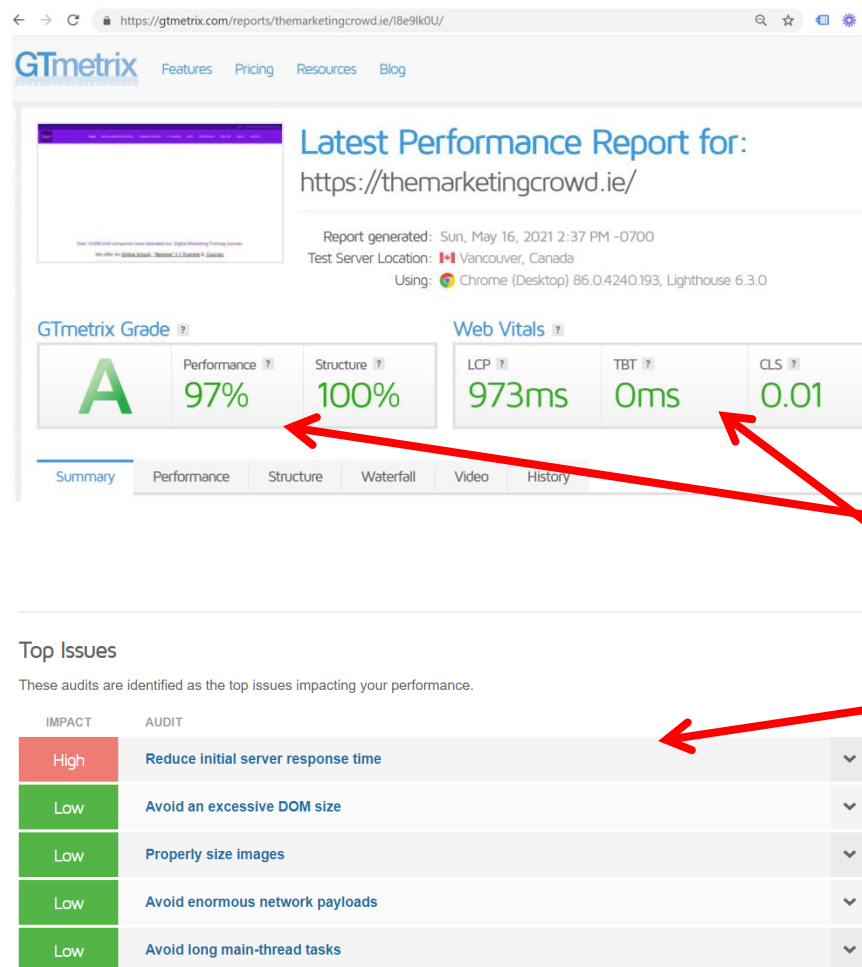
<https://developers.google.com/speed/pagespeed/insights/>

It will give you an overall score out of 100 for both mobile and Desktop

When you scroll down it will tell you your core vitals scores

It will also indicate what you should work on to improve your scores

# Next Steps: 3 – Check your Core Web Vitals scores



2. You could also use Gtmetrix.com to check and compare results.

<https://gtmetrix.com/>

This tool also gives you ...

1, An overall score out of 100

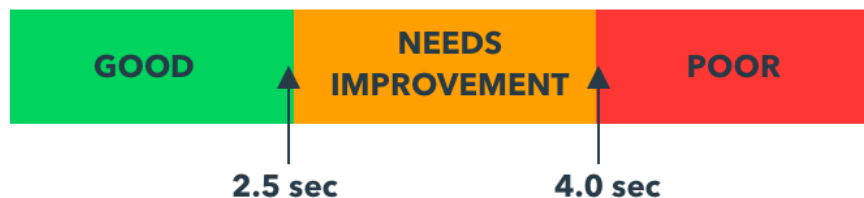
2, Your core vitals scores

3. It will also indicate what you should work on to improve your scores

# Core Web Vital Metric 1: Largest Contentful Paint (LCP)

(Loading)  
**LCP**

Largest Contentful Paint



## How To Fix Issues if your score is poor

LCP is all about speed and a number of things can impact loading speed

- Slow server
- Too much Javascript and CSS blocking the render time
- Slow time fetching the resources

You should look at

1. Investing in good hosting. E.g. for WordPress, WP engine is very good.
2. Ask you web designer to look at speed and he / she might need to look at ,...
  - Loading JavaScript after the content
  - Avoiding excessive iframes,
  - Avoiding embedding apps e.g. forms
  -

# Core Web Vital Metric 2: Cumulative Layout Shift (CLS)

(visual stability)

# CLS

Cumulative Layout Shift



## How To Fix Issues if your score is poor

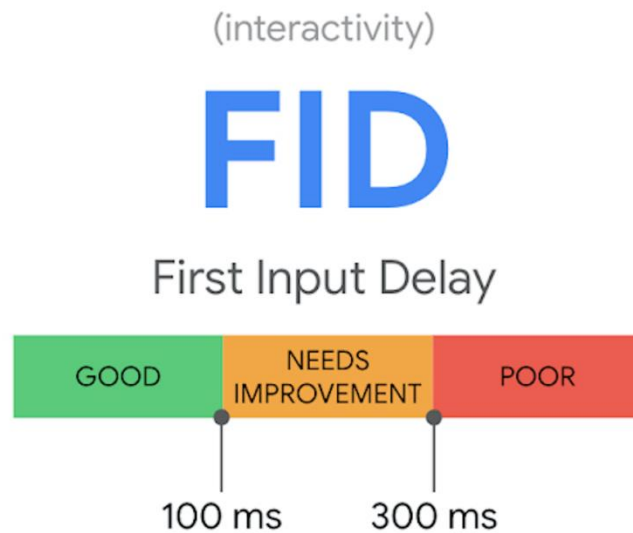
Cumulative Layout Shift is 100% fixable:

Ask your web designer to look at this.

He / she needs to specify the size dimensions for every image and video element on the page

Specifying the size dimensions lets the web browser software reserve a “parking space” for that block of content so that when it loads, it doesn’t move the other page elements around.

# Core Web Vital Metric 3: First Input Delay (FID)



## How To Fix Issues if your score is poor

This is something your programmer / web developer needs to look at.

Javascript programs loading in the background and blocking interaction cause delays.

Fixing it will involve testing, auditing, and optimizing the code.



If your web designer can't improve things, try Fiverr.com



Website speed and core web vitals is quite specialised and your web designer might not be able to improve things.

Be aware that there are freelancers on Fiverr.com who specialise in this

Search on Fiverr for "Core Web vitals"

# What We'll Cover

Intro: How search engines work and why sites appear on page 1 of Google

## Part 1: How to get found high up in Google's organic search results

### Step 1: Keyword research

- How to find the search terms that you want to get found for
- Ranking reports – How to check where you currently appear in search results and how can you run a weekly report to check your rankings

### Step 2: Onsite optimization – to be seen as relevant

- Checklist - What to do to improve relevancy

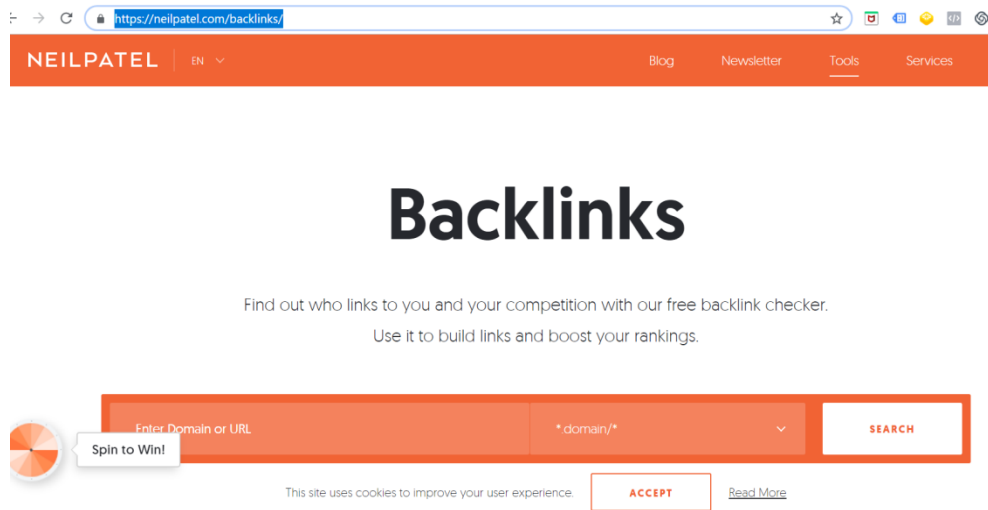
### Step 3: Onsite technical optimization – To provide a good experience

- About Google's Page Experience Update

### Step 4: Offsite Optimisation

- What should you do outside of your website

# Action point 1 - Check how much Google currently trusts you using Link Explorer (Domain authority)



The screenshot shows the Neil Patel Backlinks tool interface. At the top, there's a navigation bar with 'NEILPATEL' and links for 'Blog', 'Newsletter', 'Tools', and 'Services'. The main heading is 'Backlinks'. Below it, a subheading reads: 'Find out who links to you and your competition with our free backlink checker. Use it to build links and boost your rankings.' The central part of the interface is a search bar with the placeholder text 'Enter Domain or URL'. To the left of the search bar is a 'Spin to Win!' button. To the right of the search bar is a dropdown menu showing '\* domain/\*' and a 'SEARCH' button. At the bottom, there's a cookie consent banner that says 'This site uses cookies to improve your user experience.' with an 'ACCEPT' button and a 'Read More' link.

## How to check Domain Authority for your site

You can check your domain authority on <https://neilpatel.com/backlinks/>

# At a glance, what is the trust score “Domain authority” of all the sites that are appearing on page 1 of Google?

The screenshot shows a Google search for "online pharmacy ireland" on the .ie domain. The search results are as follows:

URL	Domain Authority	Est. Visits	Backlinks
<a href="https://www.mccabespharmacy.com">https://www.mccabespharmacy.com</a> <b>McCabes Pharmacy   Free Delivery over €38*   Next Day ...</b>	40	24,507	2,527
<a href="https://www.inishpharmacy.com">https://www.inishpharmacy.com</a> <b>Home   Inish Pharmacy   Ireland</b>	38	6,770	165
<a href="https://pharmadirect.ie">https://pharmadirect.ie</a> <b>Online Pharmacy Ireland   Pharma Direct.ie   Fast Nationwide ...</b>	27	1,717	104
<a href="https://www.carapharmacy.com">https://www.carapharmacy.com</a> <b>Cara Pharmacy: Online Pharmacy Ireland, Best Online ...</b>	39	5,456	10,607

The first result, McCabes Pharmacy, has its domain authority score of 40 circled in red.

The Neil Patel / Ubersuggest website provides a free Chrome / Firefox extension which you can install in your browser.

Then, when you search on Google it will give you additional information for every website that appears in organic search results including ...

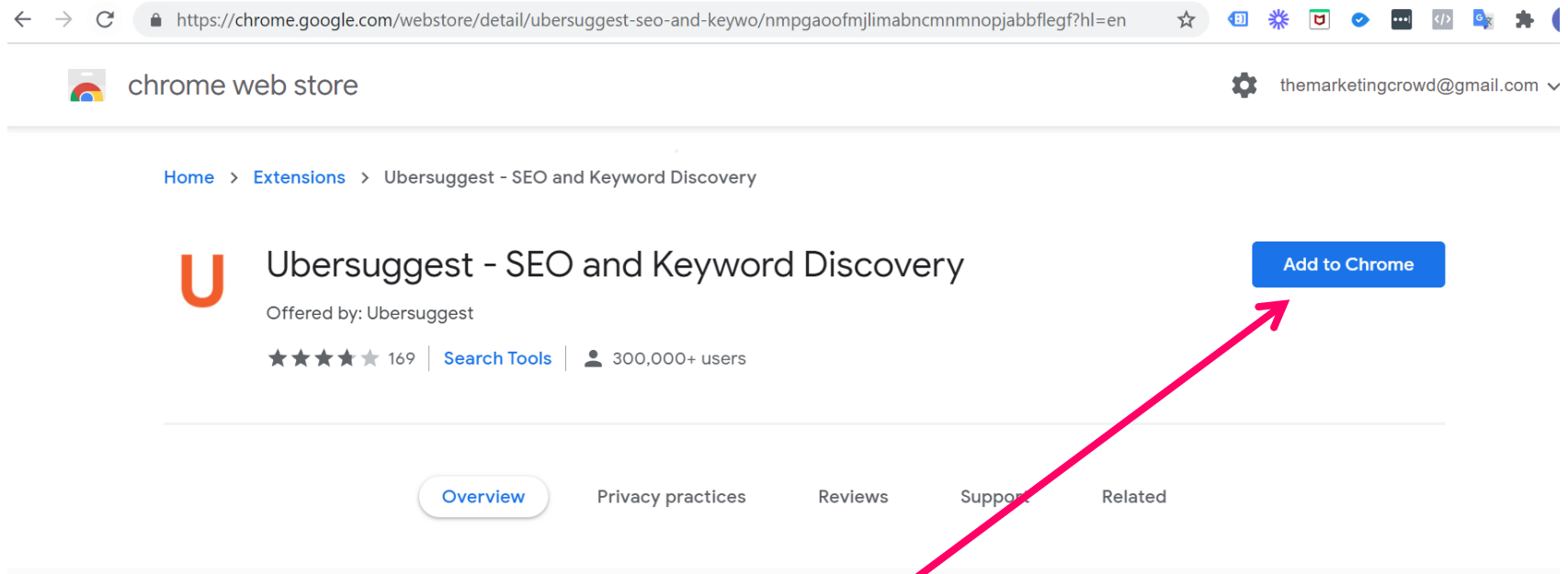
- Domain Authority
- Number of backlinks

## Why is this useful?

It gives you an indication of what levels of trust (domain authority) you are competing against.

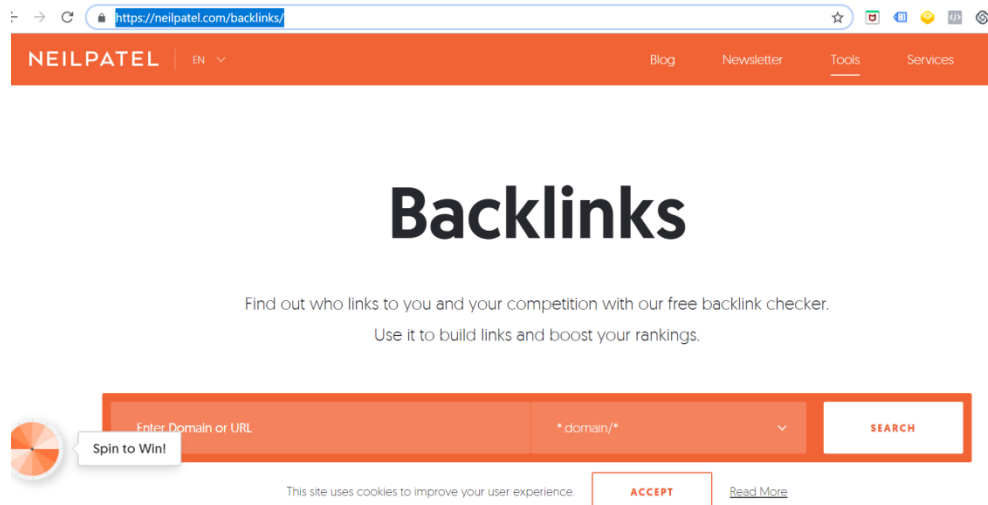
If your score is around 10 and the sites near the top of page 1 are around 10 – 15, you know you can compete.

# How do you get this free Chrome extension?



When using Chrome browser, Google search "Ubersuggest chrome extension"  
Click on the first search result in Google  
Then click on "add to chrome"

# Action point 2 - Look at how many backlinks you have and the quality – using Neil Patel's Backlink Checker tool

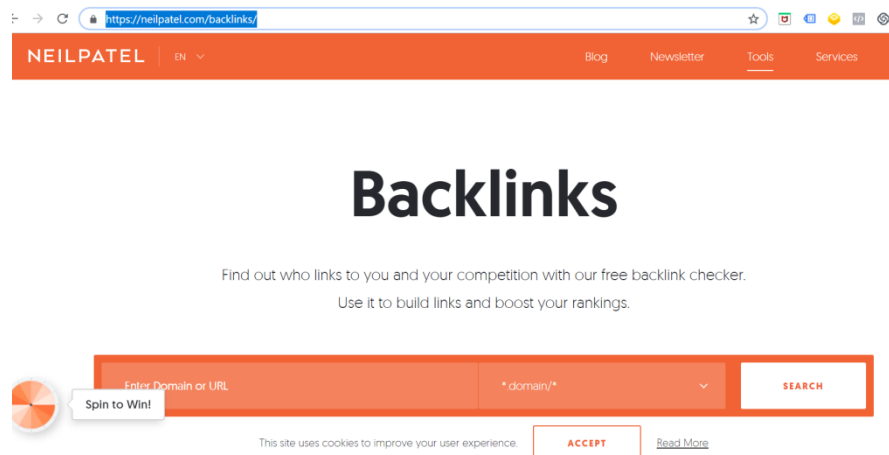


The screenshot shows the Neil Patel Backlink Checker tool in a web browser. The address bar displays <https://neilpatel.com/backlinks/>. The page has an orange header with the NEILPATEL logo and navigation links for Blog, Newsletter, Tools (underlined), and Services. The main heading is "Backlinks" in large black font. Below it, a subheading reads: "Find out who links to you and your competition with our free backlink checker. Use it to build links and boost your rankings." The search interface consists of an orange bar with a text input field labeled "Enter Domain or URL", a dropdown menu showing "\* domain/\*", and a "SEARCH" button. To the left of the search bar is a "Spin to Win!" wheel icon. At the bottom of the page, there is a cookie consent banner that says "This site uses cookies to improve your user experience." with an "ACCEPT" button and a "Read More" link.

You can check your backlinks on  
<https://neilpatel.com/backlinks/>

Sign in with your Gmail address and you  
will see all the backlinks – not just the first  
10

# Action point 3 - Also look at your key competitors and the sites appearing high up on page 1. Look at how many links these sites have and the quality



The screenshot shows the Neil Patel Backlinks checker tool. The browser address bar displays <https://neilpatel.com/backlinks/>. The website's navigation bar is orange with the text "NEILPATEL" on the left and links for "Blog", "Newsletter", "Tools", and "Services" on the right. The main heading is "Backlinks" in a large, bold, black font. Below it, a subheading reads: "Find out who links to you and your competition with our free backlink checker. Use it to build links and boost your rankings." The search interface consists of an orange input field with the placeholder text "Enter Domain or URL", a dropdown menu showing "\* domain/\*", and a white "SEARCH" button. A "Spin to Win!" badge is visible on the left side of the input field. At the bottom, a cookie consent banner states "This site uses cookies to improve your user experience." with "ACCEPT" and "Read More" options.

## Look at competitors backlinks

Also look at your key competitors and the sites appearing high up on page 1. Look at how many links these sites have and the quality

# Link building



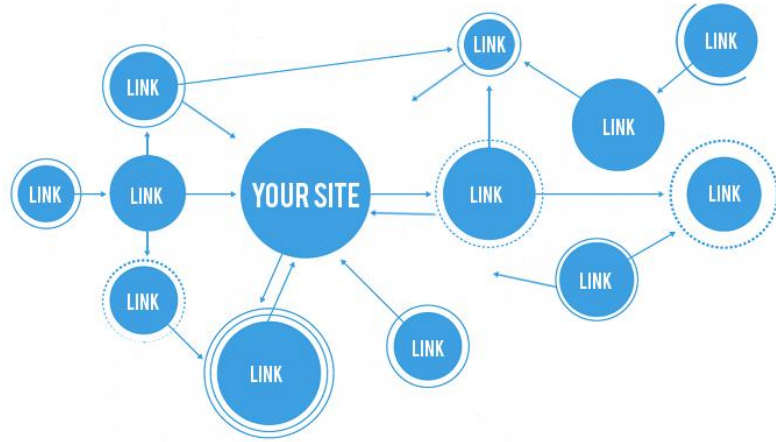
The ideal links are

1. One way links (not part of a reciprocal deal)
2. From sites with high domain authority (trust)
3. From sites within your sector (relevance)



# How do you improve your domain authority?

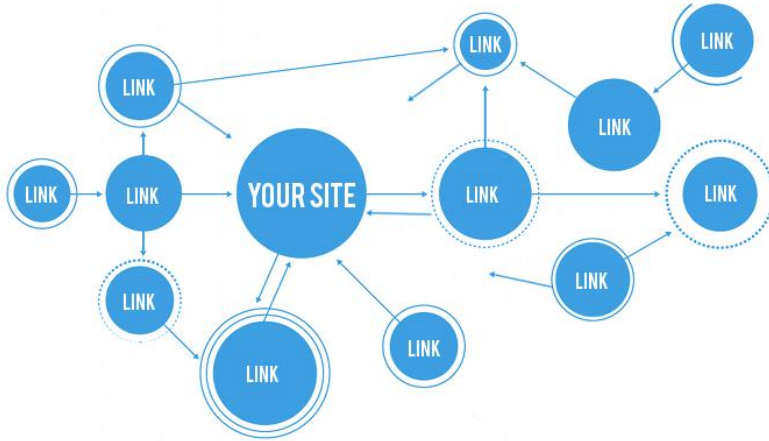
## Think of Pragmatic ways to build links



1. Look at competitor sites and see which sites are linking to them. Use the Ubersuggest backlink tool to view these links.
2. Ask suppliers to link to you. Offer a customer testimonial to place on their site with a link to yours.
3. If you advertise with local newspapers or radio stations request a link.
5. Sponsor a local charity and ask for a link in return – many charities have a “thank you” page
6. Approach related companies in your Chamber of Commerce and request reciprocal links

# How do you improve your domain authority?

. Focus on what Google wants us to do – create a site and product that attracts backlinks



## Create Useful content

Create powerful content that other sites will want to link to or people on social media will want to link to.

Examples include:

- Write your own blog articles/tips
- Create “How to videos” which will help customers
- Create books which will help customers
- Generate a huge list related to your industry: 101 things you should know about something
- Generate a list of 200 useful blogs relating to your industry. This is something other sites will link to
- Useful business tools – e.g. SEO tools, tax calculators, life expectancy calculator

**Note: The future of SEO is in creating great content that people will want to recommend and link to. These are the sites Google wants high up.**

# Recap - Offsite Optimisation Action Point Checklist



## Offsite Optimisation Checklist

### Increasing Trust

1. Check how much Google currently trusts you using [opensite explorer.org](https://www.opensiteexplorer.org) (Domain authority)
2. Also look at your key competitors and the sites appearing high up on page 1. Look at how many links these sites have and the quality
3. Look at how many backlinks you have and the quality – using [opensite explorer](https://www.opensiteexplorer.org)
4. Develop a plan for generating backlinks – through pragmatic ways but ideally through generating great content.

**In case we don't get to cover this on the course ... some bonus slides**

How do you increase your chances  
of getting found high up in Image  
Search results?

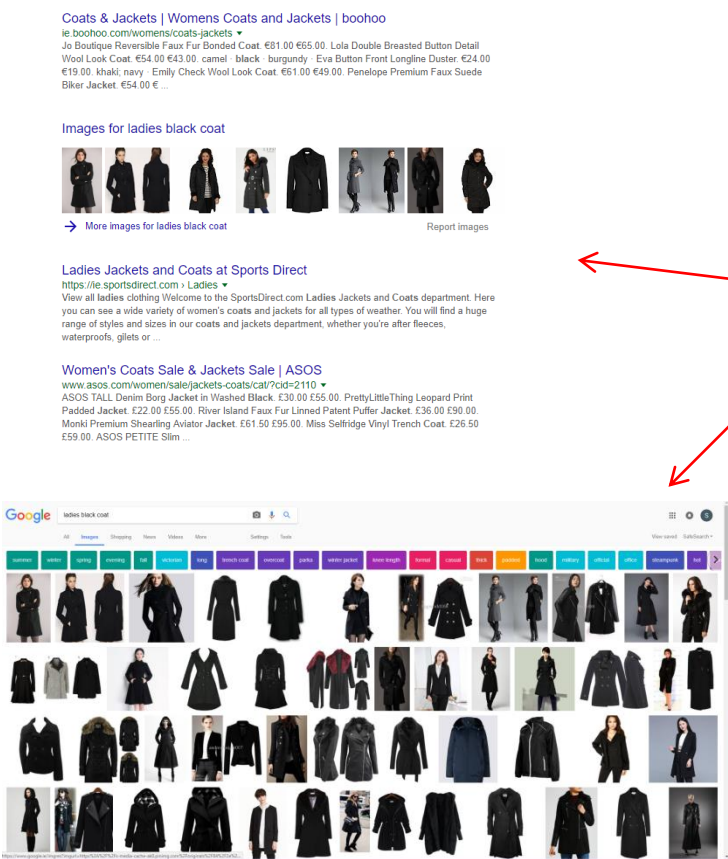
# How to appear high up in Google image search

1/3 of all searches performed in Google are for images and 12.5% of SERPs show Image Pack results

If you think people might be starting their search using images search you need to know what is involved in appearing high up

If you search for “ladies black coat” you will see

- a) Some images appearing in between the 10 organic results
- b) Or you can click on “images” in the menu and then see Google images results



# How to appear high up in Google image search



## **The Main ranking factors for image results are ...**

### **A. The image file name**

Rename your image from 007.jpg to your\_product\_name.jpg

### **B. The image title and The alt attribute on the image.**

Add an alt tag to the image e.g. Your Product name

### **C. Surrounding text content.**

Google is going to look at this text above and below and around the images to see if it has relevance.

# Action point 7 - Tag images on the page with a description relating to the topic



## **D. The page meta title**

Is the image on a page that has a meta title about the topic

## **E. The image dimensions matter.**

When you do a Google Image Search, you will notice that they don't show, or they rarely show, unusual image dimensions. So an image which is very, very horizontal and not very vertical, probably wouldn't do well. Just as a very vertical, not very horizontal one.

They tend to look 16 by 9, 4 by 3, square images,.

# Action point 7 - Tag images on the page with a description relating to the topic



## The Main ranking factors for image results are ...

### **F. Traditional web ranking factors on the existing URL.**

If the page ranks high up e.g. in the top five or six or seven for e.g. the key search terms the chances are good that images from that page would also rank in the first few images results. The reverse isn't always true

**G. Image engagement and popularity.** |Studies have shown that if you do a search on Google Images and you click the 12th image down and a lot of people start doing that, Google will move it up, just like in the web results, but sometimes even more so with images.



**Thank you for your time**