

SEO



**3 FREE WAYS TO GET
FOUND HIGH UP IN GOOGLE
SEARCH RESULTS**

What We'll Cover

1. How to get found in the 3 Local map results (Google Business Profile)
2. How to get found high up in the Free / Organic results
3. How to get found high up in the image search results

The
Marketing
Crowd


Local
Enterprise
Office



**HOW TO GET FOUND HIGH UP IN LOCAL
MAP RESULTS
USING YOUR GOOGLE BUSINESS PROFILE**

Google has changed "Google My Business listings" to "Google Business Profiles"



Google has renamed Google My Business to Google Business Profile

It is trying to bring more of the business profile management out of the Google My Business app and directly into Google Search and Google Maps

What is a Google Business Profile – it gets you found in the 3 map results

The screenshot shows a Google search for "yoga classes mullingar". The search bar is at the top, followed by navigation tabs for All, Maps, Images, News, Shopping, and More. Below the search bar, it says "About 66,100 results (0.48 seconds)". There are three tabs for "Find results on": Facebook, Goldenpages, and Findglocal. Below this is a map showing several yoga studios in Mullingar, Ireland. The map includes labels for "Flourish Movement Studio", "Yogaheads Studio and Therapy Rooms", "Seomra Shakti Yoga Studio", and "Mullingar Physiotherapy". Below the map are filters for Rating, Hours, and Visit history. Three business listings are shown below the map, each with a star rating, number of reviews, and business type. Each listing has a "Website" and "Directions" link.

Search: yoga classes mullingar

Find results on: Facebook, Goldenpages, Findglocal

Map results:

- Seomra Shakti Yoga Studio: 5.0 ★★★★★ (2) - Gym, 3+ years in business - 19 Zone C
- Yogaheads Studio and Therapy Rooms: 4.8 ★★★★★ (5) - Yoga studio, First Floor, 5 Dominick St - 086 302 3510, Closed - Opens 6:30 p.m., "Lovely yoga studio, Kimberly is an excellent teacher."
- Flourish Movement Studio: 5.0 ★★★★★ (3) - Yoga studio, Market Point Medical Park, 12b Market Point - 086 815 9953, On-site services not available

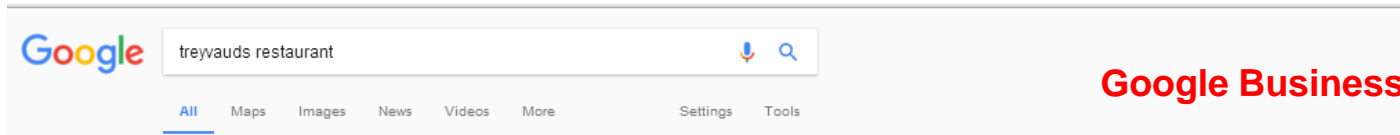
View all

- You can get a free Google Business Profile
- Whenever someone searches using a Geographic term in the search e.g. Restaurants in Cork, Yoga Classes Mullingar, they will place 3 listings in the map results at the top of the page

The only way to appear in these 3 map results is to a Google Business profile

Note: You could have your listing appear in the 3 map results and your web page appear in the 10 organic search results below them

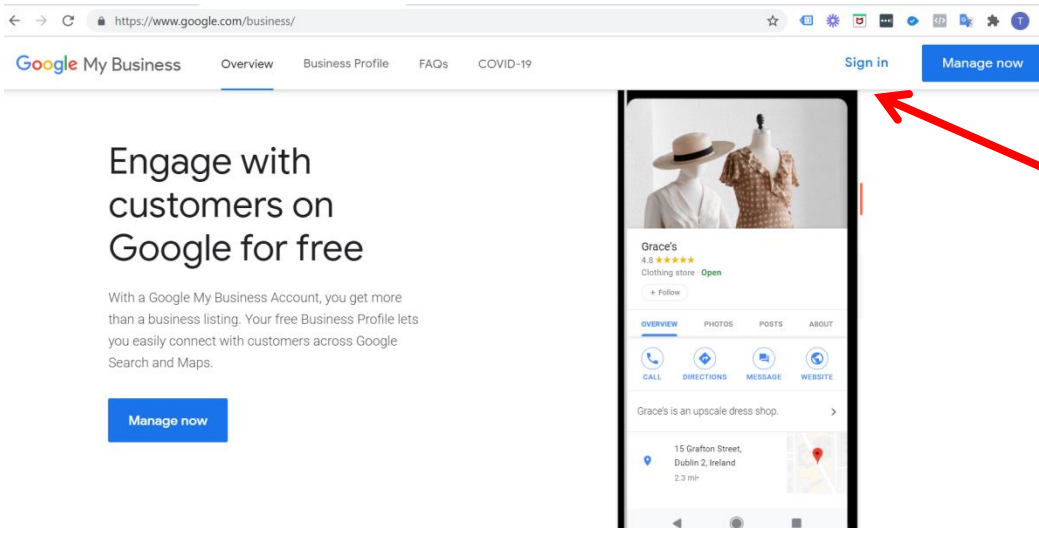
What is a Google business profile – it also appears on the right hand side when people search for your business by name



Google Business Profile

A screenshot of a Google Business Profile for 'Treyvaud's Restaurant'. The profile includes a header with a photo of food and a map. Below the header, there is a section for 'Treyvaud's Restaurant' with a 4.2 star rating and 20 Google reviews. The profile also includes a description, address, hours, and phone number. There are buttons for 'Website' and 'Directions'. A section for 'Reviews from the web' shows ratings from MenuPages.ie (4/5) and Facebook (4.3/5). A 'Popular times' chart shows the restaurant is usually not too busy, with a peak indicated. The profile is for a restaurant located at 62 High Street, Killarney, Co. Kerry.

Getting started



Go to Google.com/business

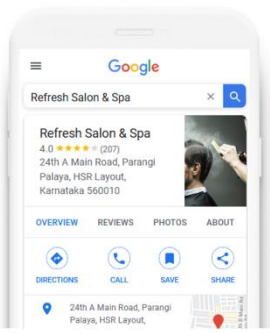
Click sign in on the top right and login with your Gmail account logins

If you have a listing setup using that account it will take you to it.

If not it will ask you to search for your business

If you business doesn't have a listing it will ask you to create one

Google My Business



Find and manage your business

Q Type your business name

Can't find your business?

[Add your business to Google](#)



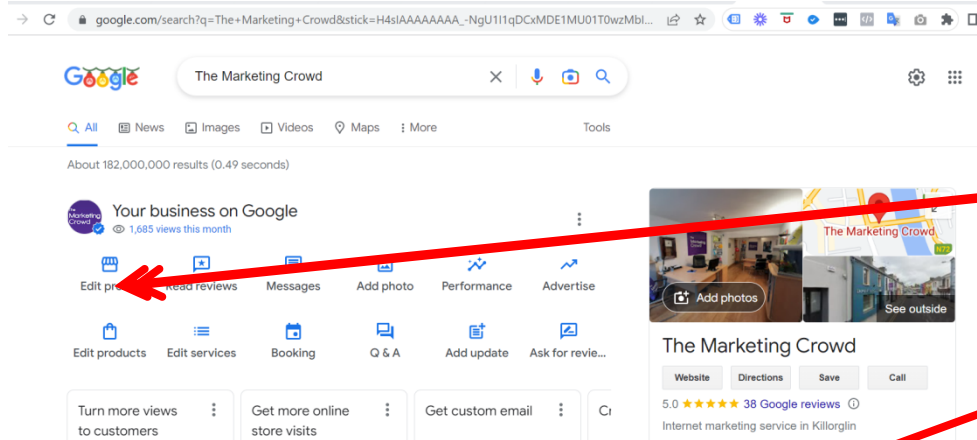
How do you now update your Google Business Profile?

The screenshot shows a Google search for "The Marketing Crowd". The search results page displays the business profile for "The Marketing Crowd" in Killorglin, Ireland. The profile includes a 5.0 star rating from 38 Google reviews and a description as an "Internet marketing service". A red box highlights the "Your business on Google" section, which contains various management tools such as "Edit profile", "Read reviews", "Messages", "Add photo", "Performance", "Advertise", "Edit products", "Edit services", "Booking", "Q & A", "Add update", and "Ask for review...". The "Edit profile" button is the largest and most prominent.

Do a search for your business name in Google

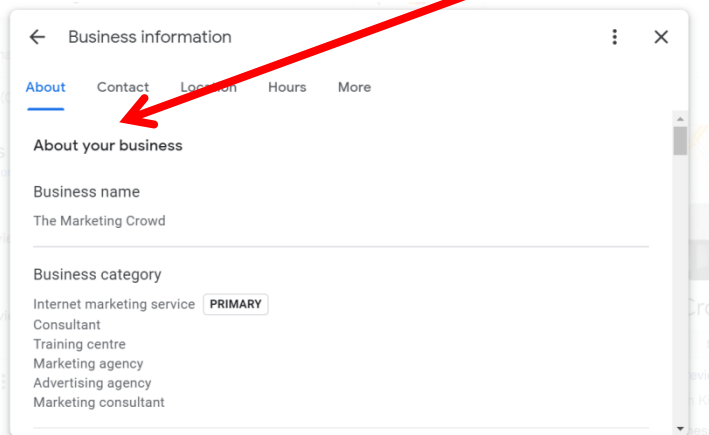
- If you are logged in with the Gmail address that you used to create your GMB listing, you will see a big edit profile button
- Click edit profile – this allows you to edit your details
- Click “promote” – this allows you to check your stats, ask for reviews, add offers etc
- Click “customers” – this allows you to reply to reviews, answer message or questions

How to optimise your Google My Business listing

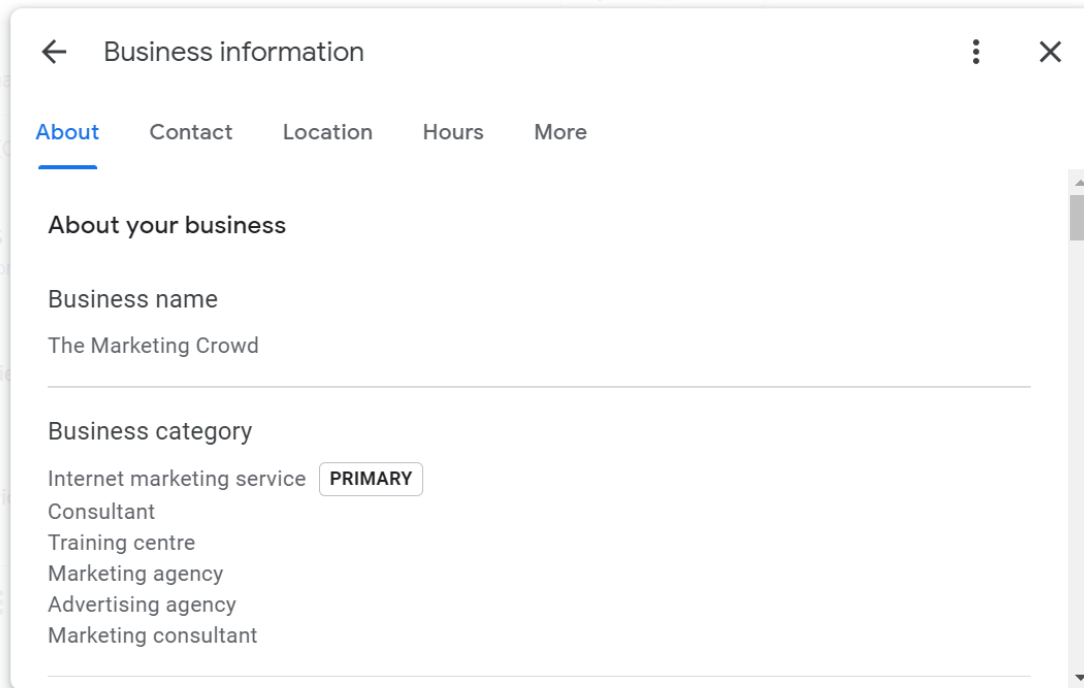


Click on Edit profile"

You can then edit the key sections of your profile.



How to setup and optimise your Google My Business listing



← Business information

About Contact Location Hours More

About your business

Business name

The Marketing Crowd

Business category

Internet marketing service **PRIMARY**

Consultant

Training centre

Marketing agency

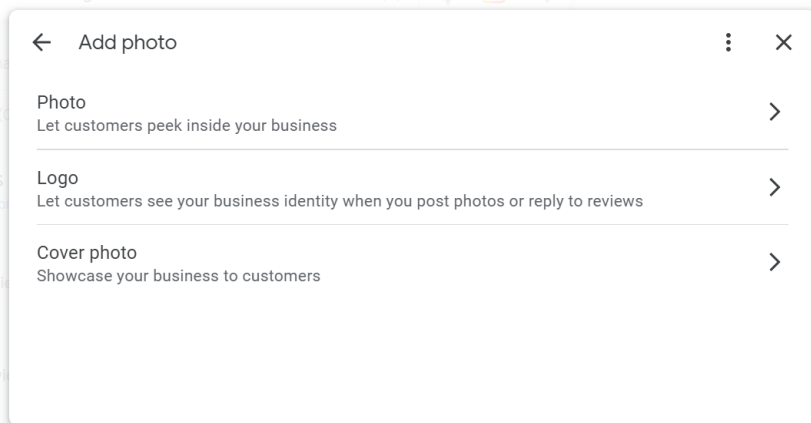
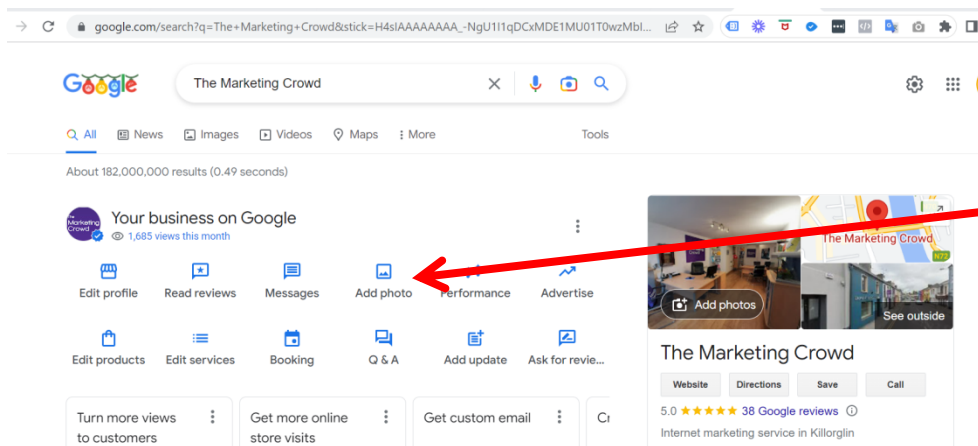
Advertising agency

Marketing consultant

Then work your way through each section and ensure you complete each section

- **Add 4-5 categories and not just one**
- **Add a geographic Service area – this is crucial in getting you found in those locations**
- **Add opening hours, products, services, company overview etc.**

How to setup and optimise your Google My Business listing



Add images to your listing

To add images click "Add photo"

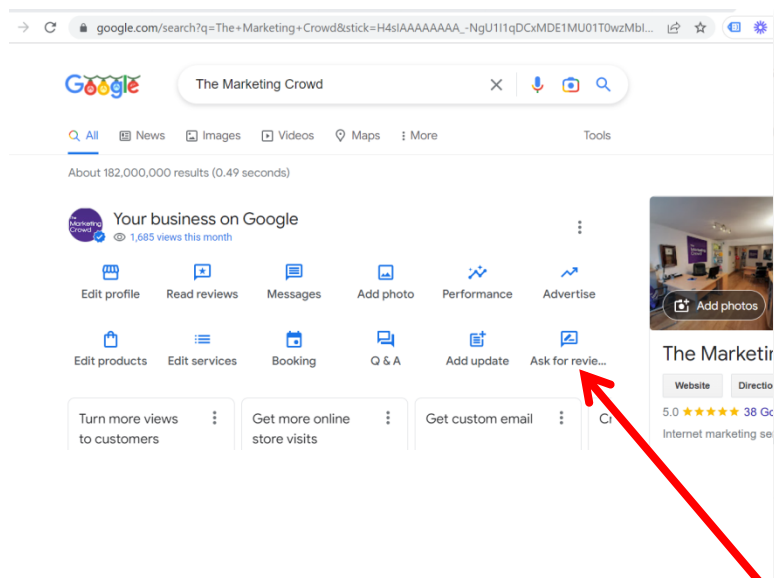
Ensure you upload your "identity" photos.

Cover Photo

Your cover photo is displayed on your [Google+ page](#) and should be something that showcases your business's personality and helps potential customers identify you. The best dimensions for your cover photo are 2120 x 1192 pixels.

Add photos to all sections – exterior, interior, staff etc.

How to setup and optimise your Google My Business listing



← Get more reviews

Give customers a link to review your business on Google

Reviews build trust and help your Business Profile stand out to customers on Search and Maps

Email WhatsApp Facebook

Review link

https://g.page/r/CWeG5_74Go7FEBM/review

[Learn more](#) about best practices for asking for reviews, and what to do about negative reviews

Try to get reviews for your Google listing

If you are in a very competitive market for local searches E.g. Hotels, restaurants, plumbers, Google will place the Listings with the most / best reviews highest in the search results.

To get more reviews, when you are in your listing click on "Ask for review". It will give you a link that you can then email customers. When they click it will take them directly to the reviews section of your listing

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

HOW TO GET FOUND HIGH UP IN FREE / ORGANIC SEARCH RESULTS



SEO

The Main Digital Marketing Elements – How they fit together

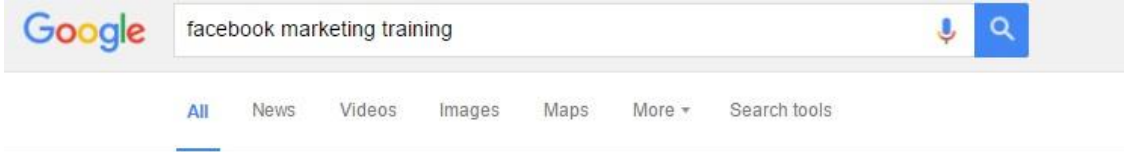


Your website is at the centre of your Digital Marketing. It is your sales environment that you control. Without a website you will find it hard to get the most out of digital marketing.

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



About 145,000,000 results (0.43 seconds)

Digital Marketing Course - FitzwilliamInstitute.ie
Ad www.fitzwilliaminstitute.ie/Marketing (01) 283 4579
6 Month Full Time Postgrad Arranged Work Exp, October 2016
Book online - 140 countries
📍 123 St Stephen's Green, Dublin
Request a Brochure Digital Marketing Courses
Apply Now Contact Us

Pay Per Click adverts



Facebook marketing training course - Facebook for business training
www.themarketingcrowd.ie/social-media-marketing-training.html
Our Facebook marketing training course explains how to use Facebook to market your business. Very detailed course notes and tutorial videos. View our video.

Learning Resources for Facebook Marketers | Facebook for Business
<https://www.facebook.com/business/news/education-resources-for-marketers>
Today we're launching new educational resources that provide answers and training to all Facebook marketers, from small businesses to big brands and ...

Facebook Blueprint: Training Modules for advertising on Facebook
<https://www.facebook.com/blueprint>
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.

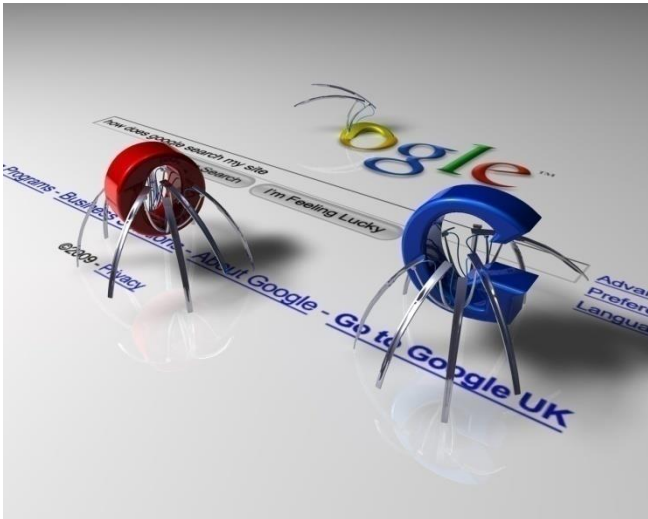
However,

- 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 3rd 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



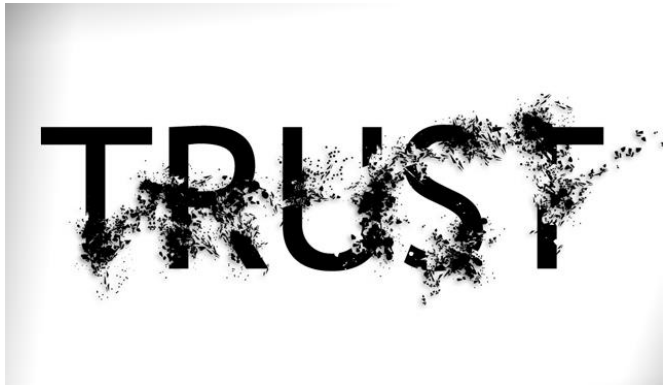
A very complicated area but can be crudely distilled into this:

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.

What We'll Cover

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

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

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Step 4: Offsite Optimisation

- What should you do outside of your website

Keyword research

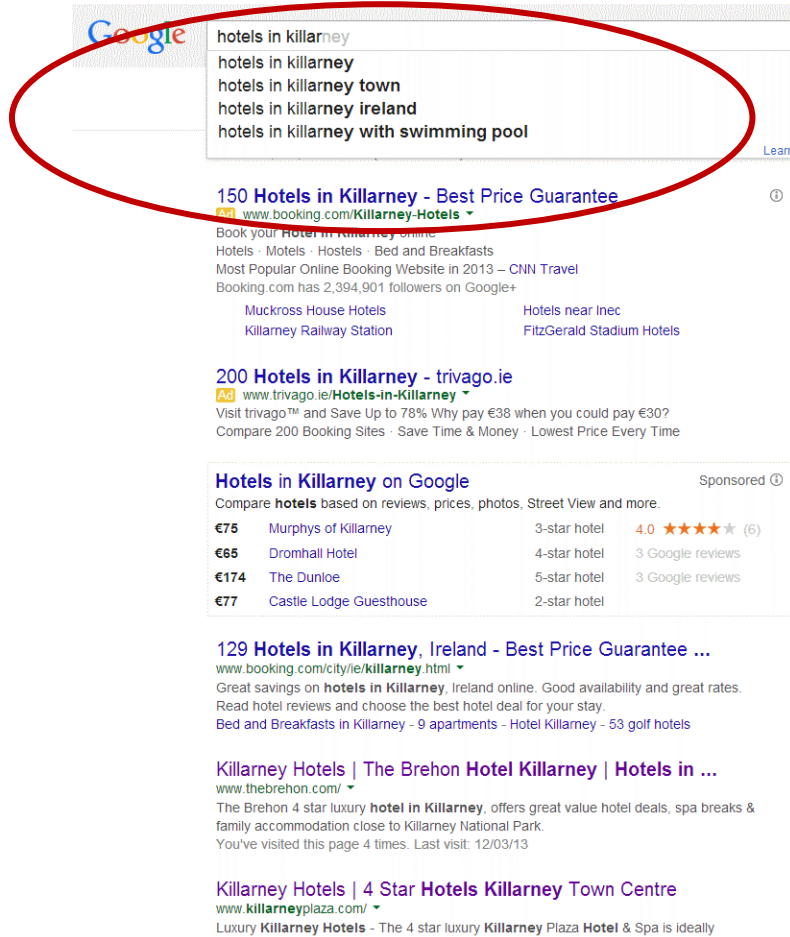
Action point 1 - Look at competitor sites to see which terms they are targeting



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 town
hotels in killarney ireland
hotels in killarney with swimming pool

Learn

150 Hotels in Killarney - Best Price Guarantee
www.booking.com/Killarney-Hotels

Book your Hotel 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 Hotels near Inec
Killarney Railway Station FitzGerald Stadium Hotels

200 Hotels in Killarney - trivago.ie
www.trivago.ie/Hotels-in-Killarney

Visit trivago™ and Save Up to 78% Why pay €38 when you could pay €30?
Compare 200 Booking Sites · Save Time & Money · Lowest Price Every Time

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

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/

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/

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

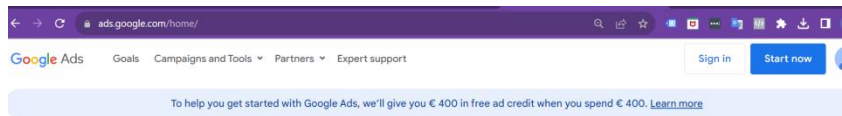
Process

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

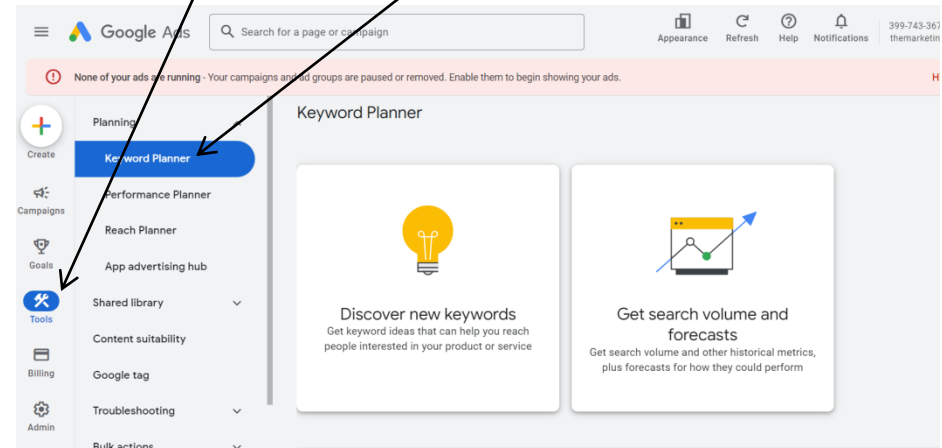
1. Go to www.google.com/adwords and sign in



Be found
with Google Ads

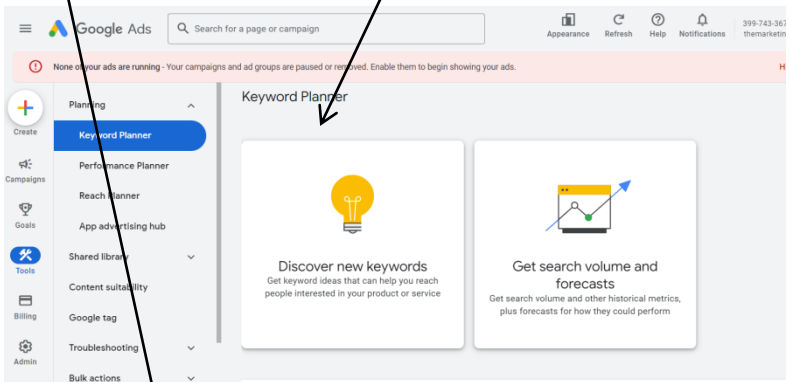
An advertisement for 'Modern Design & Co.' featuring a search bar with the text 'Search' and a magnifying glass icon. Below the search bar, it says 'Ad - example-business.com Modern Design & Co'. To the right, there is a chat bubble that says 'Chat with a Google Ads Expert for a 1-to-1 consultation at no-cost.'

2. From Tools menu select "Keyword planner"



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

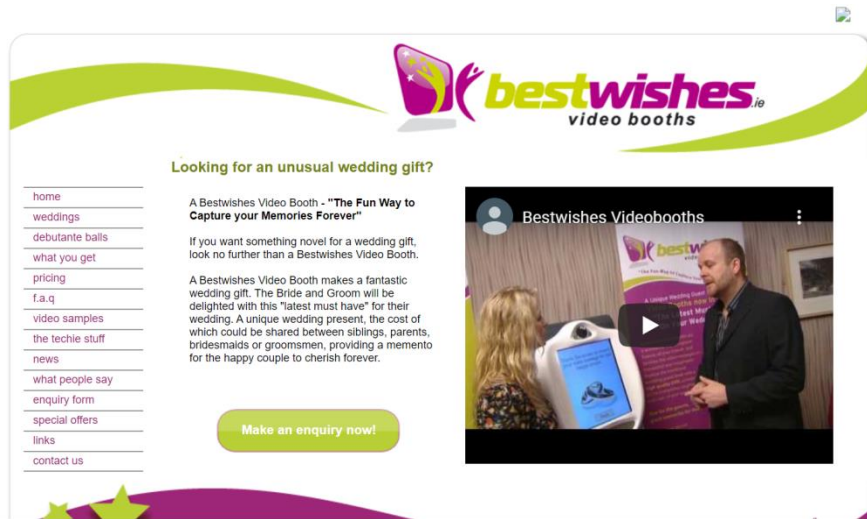
3. Click on discover new keywords”
Type in one or more search terms and click get started



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

Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
<input type="checkbox"/> christmas presents for dad	100 - 1K	0%	0%	High	-	€0.14	€0.99
<input type="checkbox"/> christmas gift ideas for dad	100 - 1K	0%	0%	High	-	€0.17	€0.74
<input type="checkbox"/> christmas gifts for dad 2022	10 - 100	0%	-100%	-	-	-	-

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



Are there some topics you would be relevant for?

Examples:

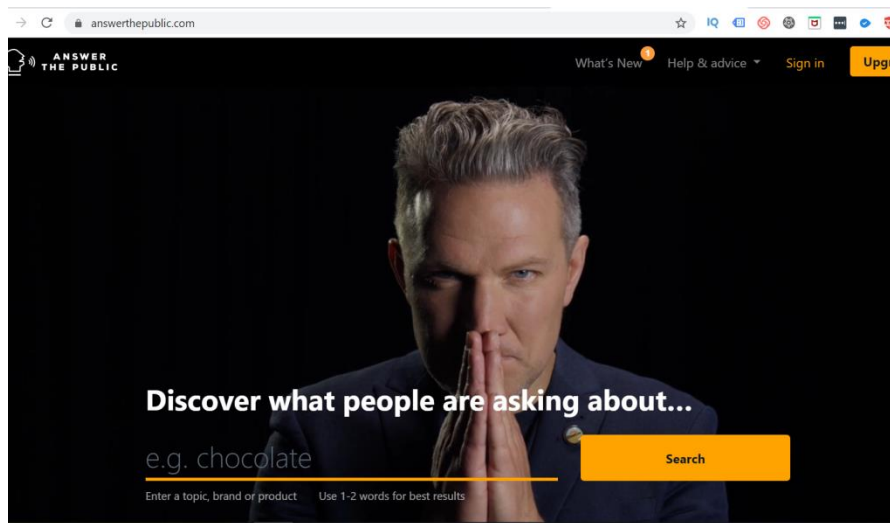
A Video booth website is relevant when people search for "Unique wedding gift ideas"

A portrait artist would be relevant when people search for "25th 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

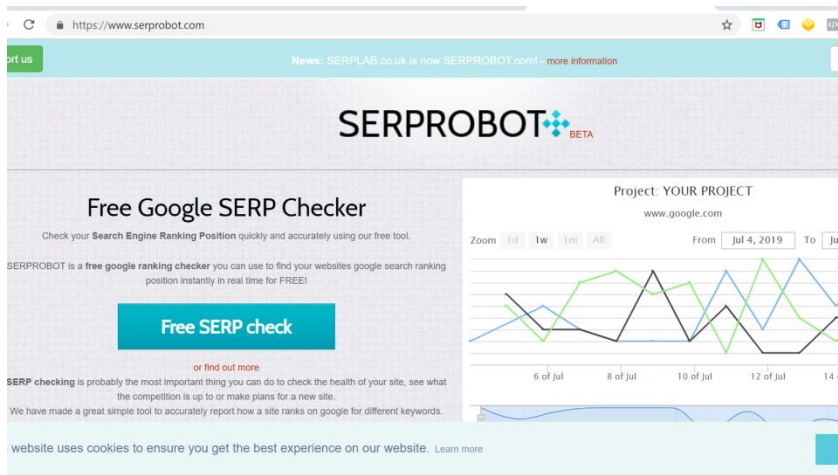


Keyword Research Checklist

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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- What should you do outside of your website

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.

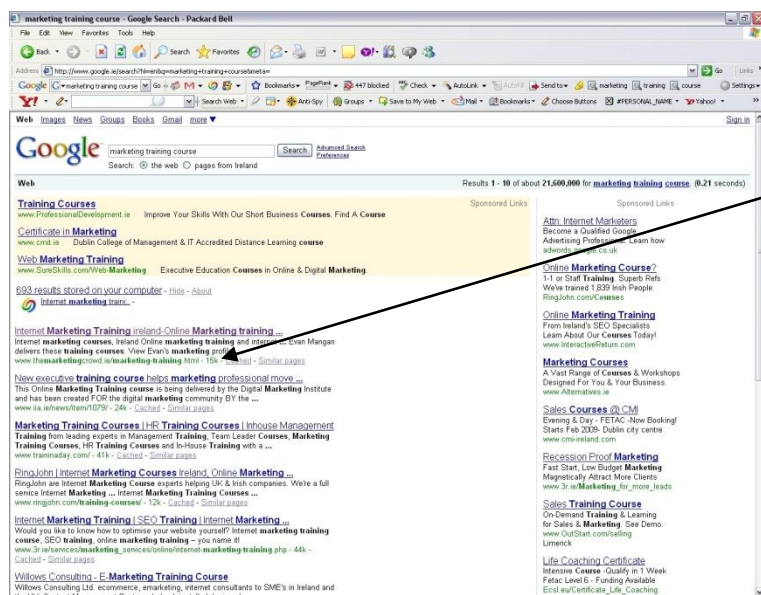
- Insert 2 or three search terms (up to 70 characters)
- Place the most important term at the start as Google places the most importance on this. Therefore, don't put "Welcome" or your company name at the start.
- There is a limit of 70 characters so try not to exceed it

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.webaddress.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>

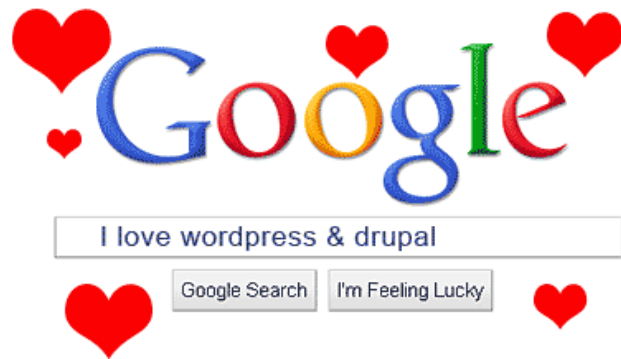
<h6>Heading</h6>

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

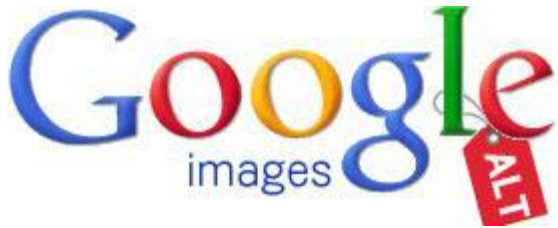
Aim to ...

- 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 has 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

What We'll Cover

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

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

About the Google page experience update



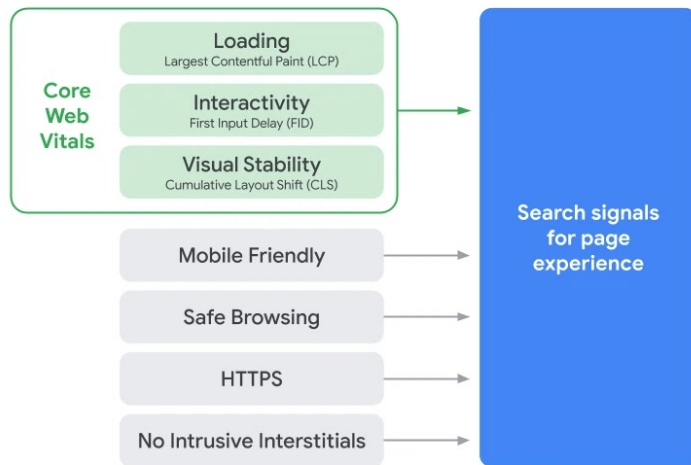
GOOGLE'S PAGE EXPERIENCE UPDATE



- 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

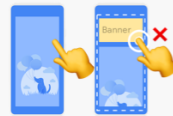
Largest Contentful Paint



(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

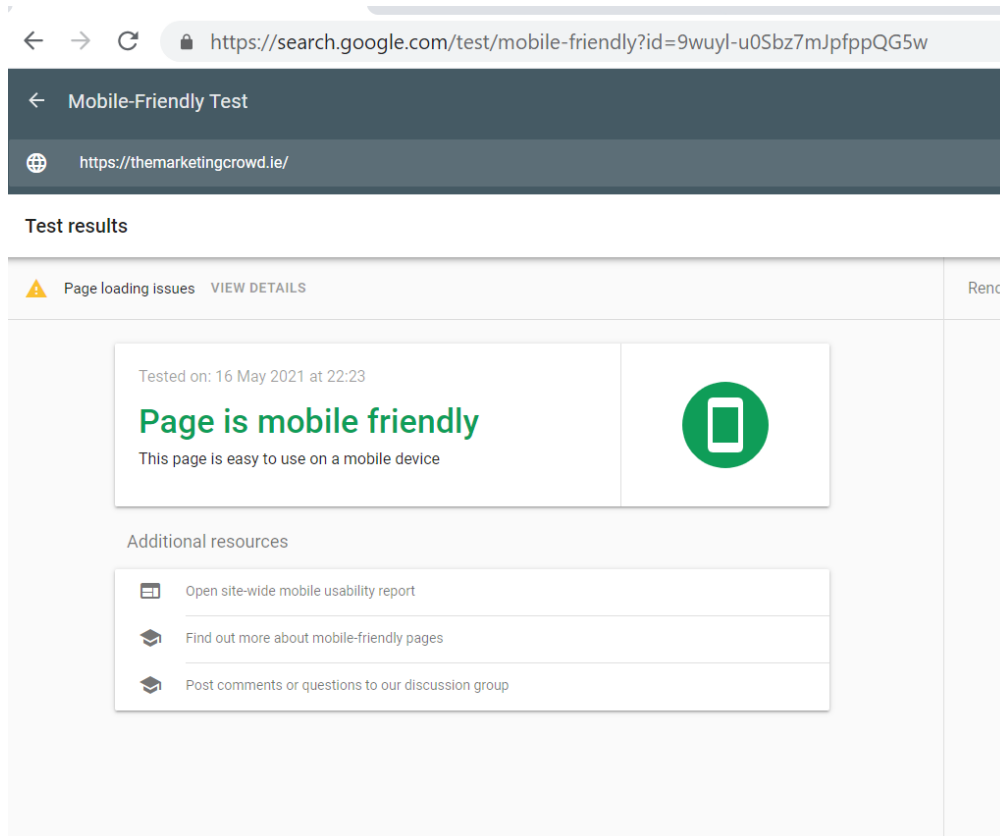
over 300 milliseconds – bad

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



The screenshot shows the Google Mobile-Friendly Test interface. At the top, the browser address bar displays the URL: <https://search.google.com/test/mobile-friendly?id=9wuyl-u0Sbz7mJpfpQG5w>. Below the address bar, the page title is "Mobile-Friendly Test" and the URL of the tested page is <https://themarketingcrowd.ie/>. The "Test results" section shows a warning icon for "Page loading issues" with a "VIEW DETAILS" link. The main result is a green box stating "Page is mobile friendly" with the subtext "This page is easy to use on a mobile device" and a green mobile phone icon. The test was performed on 16 May 2021 at 22:23. Below the result, there are "Additional resources" including links to "Open site-wide mobile usability report", "Find out more about mobile-friendly pages", and "Post comments or questions to our discussion group".

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

The screenshot shows the Google PageSpeed Insights interface. At the top, the URL <https://themarketingcrowd.ie/> is entered in the search bar. Below the search bar, a large green circle displays the overall score of 100. A legend below the score indicates that scores of 90-100 are in the green range. The 'Lab Data' section lists several Core Web Vitals metrics:

Metric	Score
First Contentful Paint	0.4 s
Speed Index	0.4 s
Largest Contentful Paint	0.4 s
Time to Interactive	0.4 s
Total Blocking Time	0 ms
Cumulative Layout Shift	0.007

Below the metrics, there is a section for 'Opportunities' with one item: 'Remove unused CSS' with an estimated saving of 0.16 s. The 'Diagnostics' section is partially visible at the bottom, showing 'Avoid chaining critical requests' with 7 chains found.

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

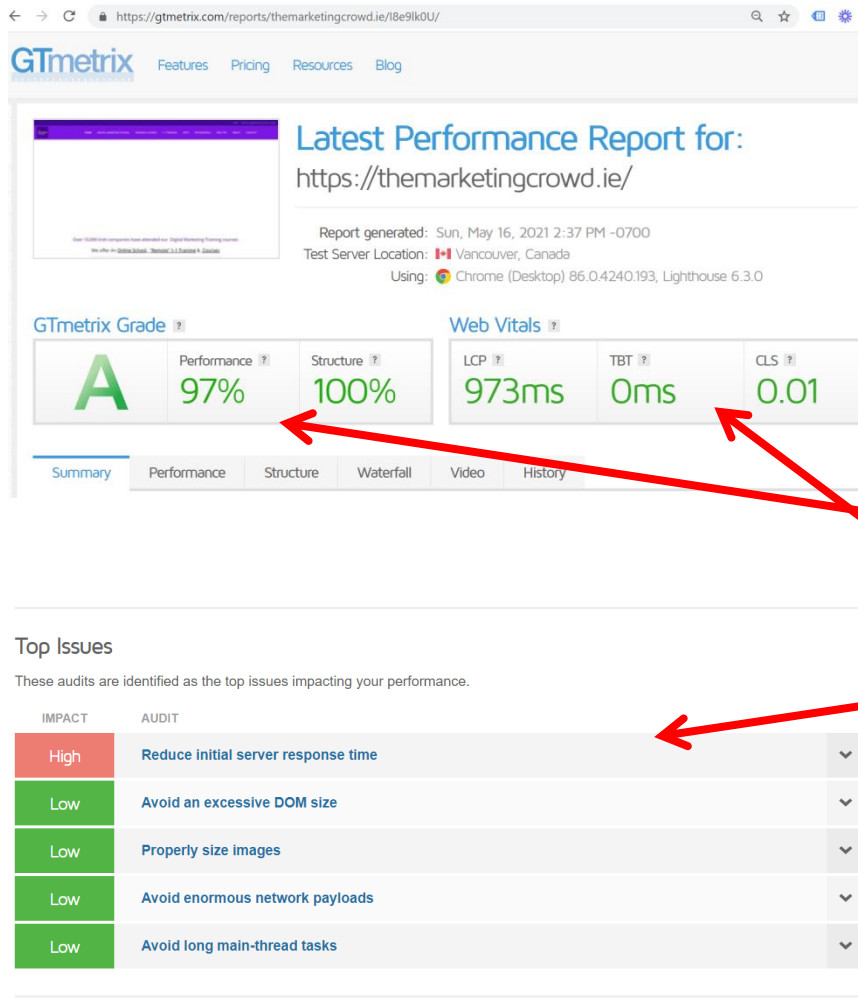
<https://developers.google.com/speed/pagespeed/insights/>

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

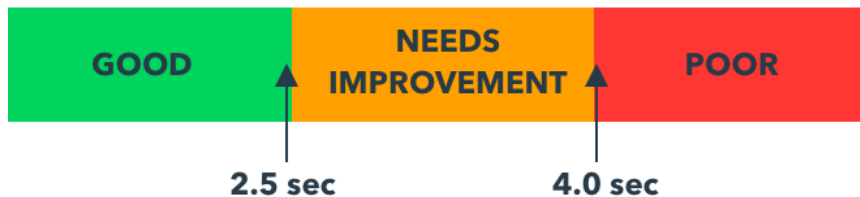
3. It will also indicate what you should work on to improve your scores

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)

(interactivity)

FID

First Input Delay



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"

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Step 2: Onsite optimization – to be seen as relevant

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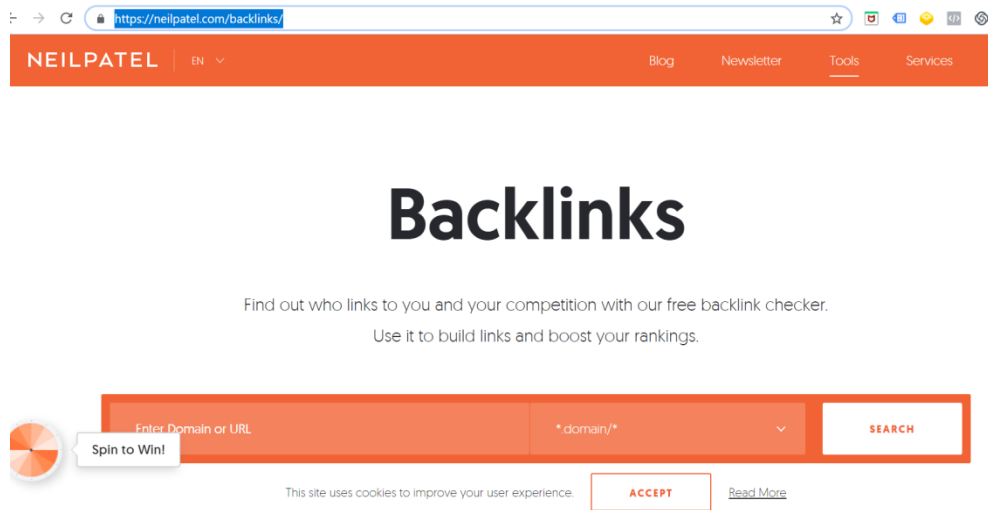
Step 3: Onsite technical optimization – To provide a good experience

- 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 checker tool. The browser address bar displays <https://neilpatel.com/backlinks/>. The page header includes the Neil Patel logo and navigation links for Blog, Newsletter, Tools, and Services. The main heading is "Backlinks". Below the heading, there is a sub-heading: "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 form consists of an input field labeled "Enter Domain or URL" with a dropdown menu showing "*domain/*", a "SEARCH" button, and a "Spin to Win!" icon. At the bottom, there is a cookie consent banner that says "This site uses cookies to improve your user experience." with "ACCEPT" and "Read More" options.

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?

https://www.google.ie/search?q=online+pharmacy+ireland&sxsrf=AOaemvKM-LV-q5tuptO9QCBJV

Google online pharmacy ireland Monthly searches: 2,900 | CPC: €0.77

About 42,500,000 results (0.54 seconds)

<https://www.mccabespharmacy.com>
McCabes Pharmacy | Free Delivery over €38* | Next Day ...
Domain Authority: 40 Est. Visits: 24,507 2,527 1,056

Discover what makes McCabes Pharmacy, Ireland's leading online digital pharmacy. We offer an extensive range of services and products that you won't find ...
Health & Pharmacy · Health & Pharmacy Offers · Fujifilm Online Photo Processing

<https://www.inishpharmacy.com>
Home | Inish Pharmacy | Ireland
Domain Authority: 38 Est. Visits: 6,770 165

Covering all your healthcare needs, Inish Pharmacy Ireland.

<https://pharmadirect.ie>
Online Pharmacy Ireland | Pharma Direct.ie | Fast Nationwide ...
Domain Authority: 27 Est. Visits: 1,717 104

Ireland's leading online pharmacy. Fast next day delivery. Great prices on over the counter medicines, hair loss products, weight loss, electrical, ...
Pharmacy & Health · Online GP · Buying Medicines Online · Antigen Tests

<https://www.carapharmacy.com>
Cara Pharmacy: Online Pharmacy Ireland, Best Online ...
Domain Authority: 39 Est. Visits: 5,456 10,607 197

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.

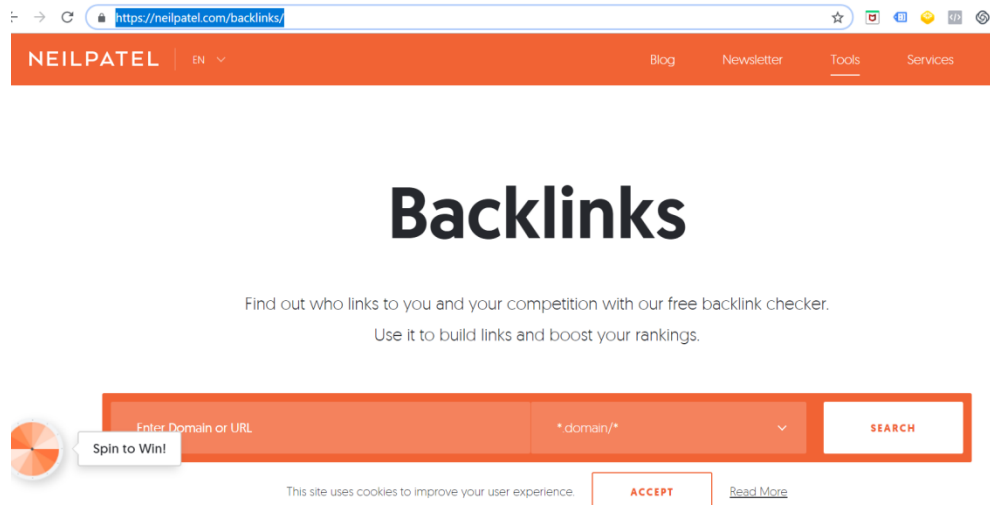
If your score is around 10 and the sites near the top of page 1 are around 10 – 15, you know you can compete.

How do you get this free Chrome extension?

The screenshot shows the Chrome Web Store interface. At the top, the browser address bar displays the URL: <https://chrome.google.com/webstore/detail/ubersuggest-seo-and-keywo/nmpgaoofmjlimabncmnmnopjabbflegf?hl=en>. The page title is "chrome web store" and the user profile is "themarketingcrowd@gmail.com". The breadcrumb navigation shows "Home > Extensions > Ubersuggest - SEO and Keyword Discovery". The main content area features the extension's logo (a large orange 'U'), the title "Ubersuggest - SEO and Keyword Discovery", and the text "Offered by: Ubersuggest". Below this, there are five stars, a rating of "169", a link to "Search Tools", and a user count of "300,000+ users". A blue button labeled "Add to Chrome" is positioned to the right of the extension title. Below the main content, there are tabs for "Overview", "Privacy practices", "Reviews", "Support", and "Related".

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

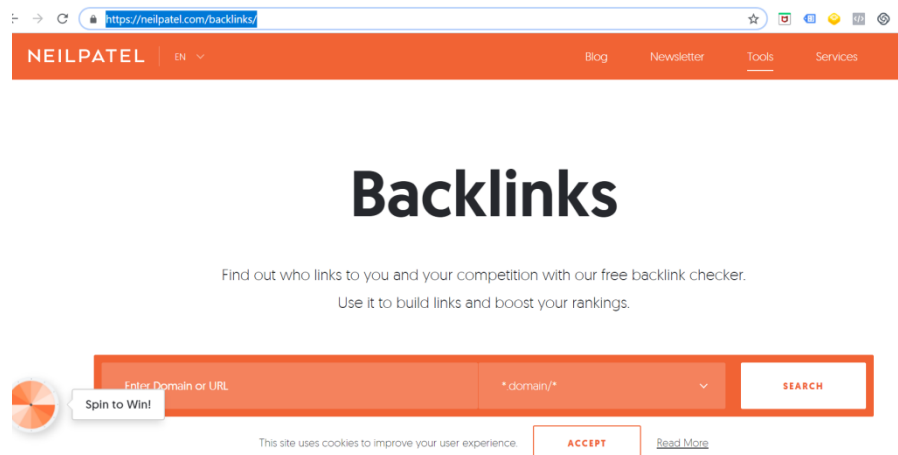


The screenshot shows the Neil Patel Backlink Checker tool interface. At the top, there is a navigation bar with the Neil Patel logo and links for Blog, Newsletter, Tools, and Services. The main heading is "Backlinks". Below the heading, there is a sub-heading: "Find out who links to you and your competition with our free backlink checker. Use it to build links and boost your rankings." The tool itself is a horizontal form with an input field labeled "Enter Domain or URL" containing the placeholder text "*domain/*", a dropdown menu, and a "SEARCH" button. A "Spin to Win" wheel icon is on the left. At the bottom, there is a cookie consent banner 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

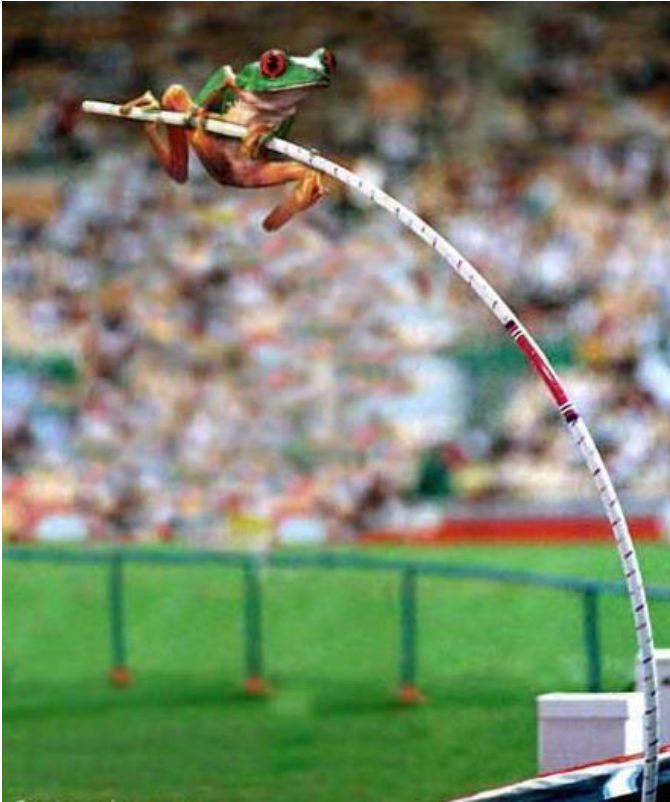


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Look at competitors backlinks

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

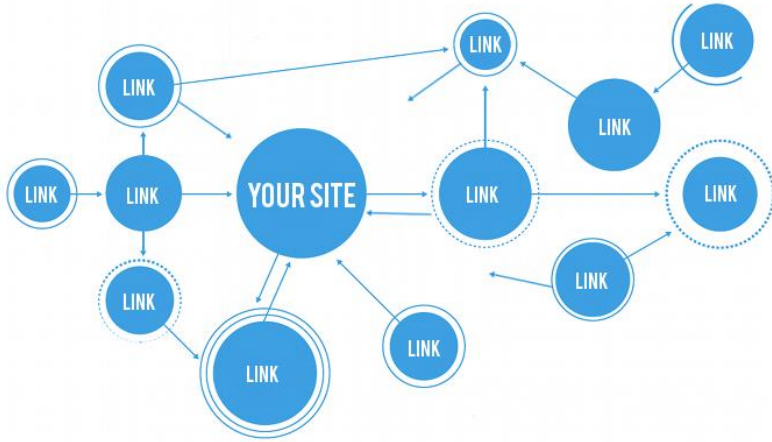
Link building



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)

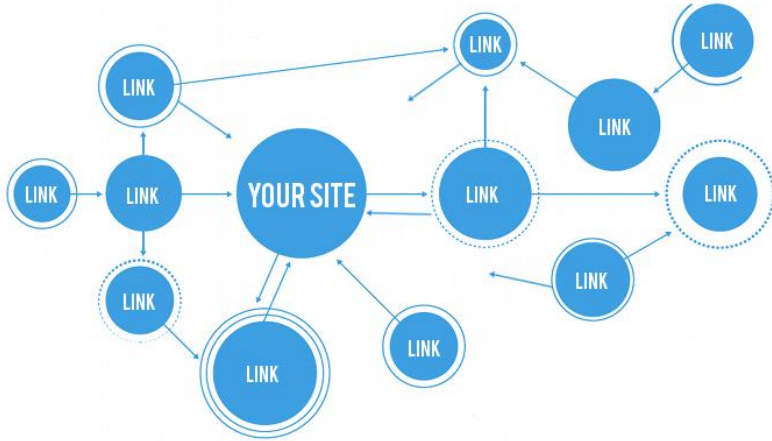
How do you improve your domain authority? Think of Pragmatic ways to build links



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 [opensiteexplorer.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 [opensiteexplorer](https://www.opensiteexplorer.org)
4. Develop a plan for generating backlinks – through pragmatic ways but ideally through generating great content.

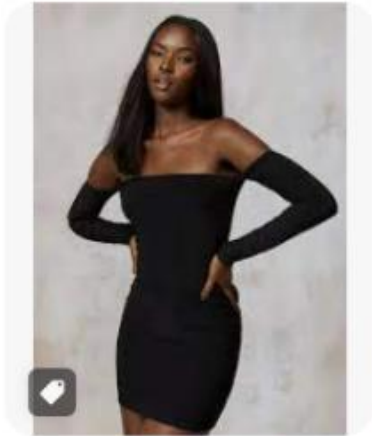


black dress



Local Enterprise Office

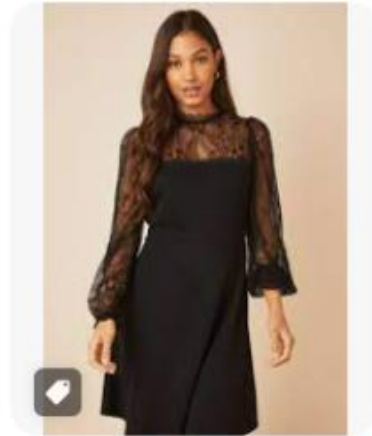
The Marketing Crowd



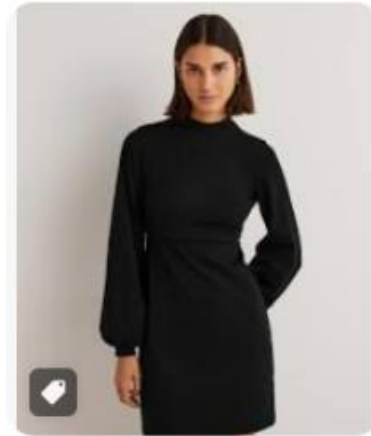
Boohoo · In stock
Kourtney Kardashian Bar...



Boohoo · In stock
Lace High Neck Long Sle...



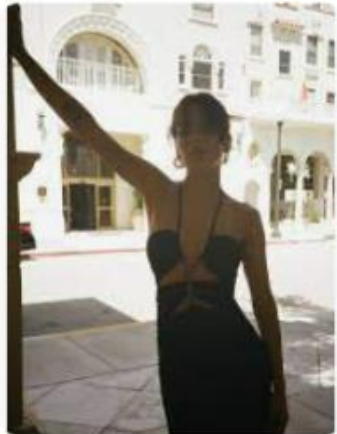
Next.ie · In stock
Long Sleeve Dress ...



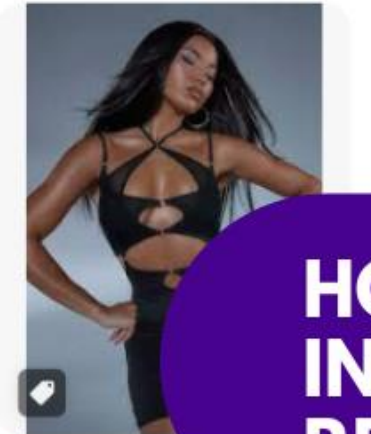
Boden EU · In stock
Blouson Jersey Mini Dres...



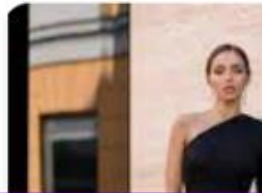
Zalando IE
Even&Odd LONG



ZARA
CUT-OUT DRESS - Black ...



PrettyLittle...
Black Strappy Mesh D...



HOW TO GET FOUND HIGH UP
IN GOOGLE IMAGE SEARCH
RESULTS

How to appear high up in Google image search

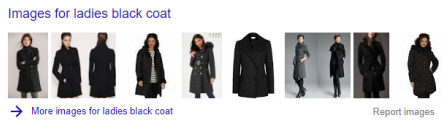
1/3 of all searches performed in Google are for images and 12.5% of SERPs show Image Pack results

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

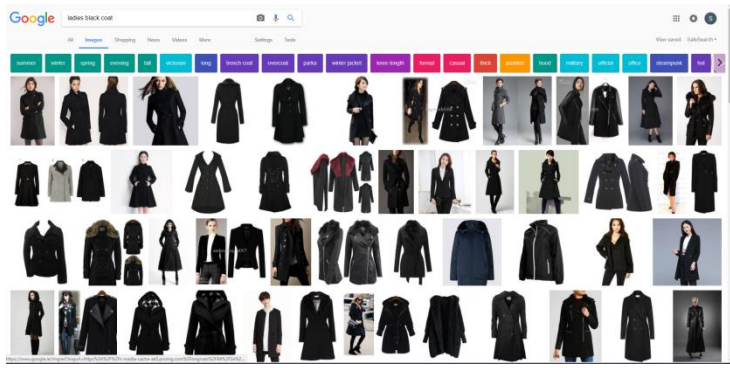
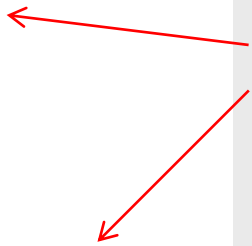
- a) Some images appearing in between the 10 organic results
- b) Or you can click on "images" in the menu and then see Google images results

Coats & Jackets | Womens Coats and Jackets | boohoo
ie.boohoo.com/womens/coats-jackets
Jo Boutique Reversible Faux Fur Bonded Coat. €81.00 €65.00. Lola Double Breasted Button Detail Wool Look Coat. €54.00 €43.00. camel - black - burgundy - Eva Button Front Longline Duster. €24.00 €19.00. khaki; navy - Emily Check Wool Look Coat. €61.00 €49.00. Penelope Premium Faux Suede Biker Jacket. €54.00 €...



Ladies Jackets and Coats at Sports Direct
https://ie.sportsdirect.com > Ladies
View all ladies clothing Welcome to the SportsDirect.com Ladies Jackets and Coats department. Here you can see a wide variety of women's coats and jackets for all types of weather. You will find a huge range of styles and sizes in our coats and jackets department, whether you're after fleeces, waterproofs, gilets or ...

Women's Coats Sale & Jackets Sale | ASOS
www.asos.com/women/sale/jackets-coats/cat/?cid=2110
ASOS TALL Danim Borg Jacket in Washed Black. €30.00 €55.00. PrettyLittleThing Leopard Print Padded Jacket. €22.00 €55.00. River Island Faux Fur Lined Patent Puffer Jacket. €36.00 €90.00. Monki Premium Shearling Aviator Jacket. €61.50 €95.00. Miss Selfridge Vinyl Trench Coat. €26.50 €59.00. ASOS PETITE Slim ...



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`

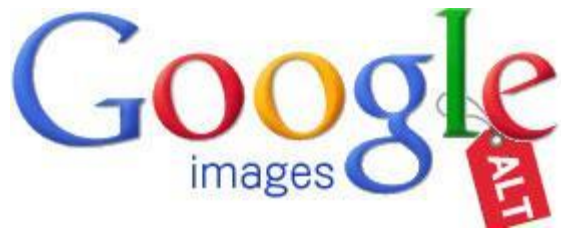
B. The image title and The alt attribute on the image.

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.

How to appear high up in Google image search



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,.

How to appear high up in Google image search



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