Clean Up Your Website for SEO Before You Blog

Score Silicon Valley

siliconvalley.score.org

July 18, 2024

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About SCORE

Successful and experienced executives acting as volunteer consultants

Webinars and workshops, most are free

Free personal mentoring via video, phone, e-mail, or in-person

Resources for small business:

score.org
siliconvalley.score.org

Request Mentoring:

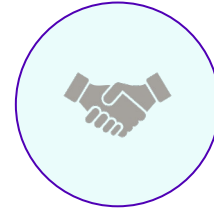**Follow us on social media:** **Facebook**   **LinkedIn**   **Instagram**
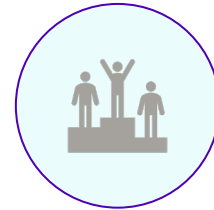
SCORE
FOR THE LIFE OF YOUR BUSINESS
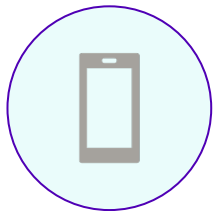
Why blog?

Increase traffic to your site

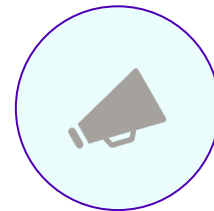Build trust within your client relationships

Reinforce your brand and message

Set yourself apart from the competition

Help you connect on social media

Encourage customers to engage with you

Blogs help you reach the

right audience
right message
right time

But first.....

Set up your website to get the most from your blogs by optimizing for SEO

Category: Gear Guides

Binoculars Buying Guide – How to Choose the Best Binoculars for your Outdoor Adventures

How to Pick the Best Camp Chair for You

11 Best Headlamps for Camping and Hiking

13 Best Backpacking Stoves for Backcountry Adventures

11 Best Camp Chairs for Every Use

How to Clean and Store your Camping Gear Off-Season

Optimize and tidy behind the scenes

1. Pick business keywords
2. Update on-page content for your key pages
3. Review URL structure
4. Add meta descriptions
5. Add tags
6. Optimize images with alt text
7. Solve any tech issues

1. Pick (or Revisit) Business Keywords

What keywords do you need?

Business keywords

Overall business descriptors
Best done intuitively as first
Choose 3-6 main keywords

Product keywords

Specific to the products/services you sell
Choose 1-3 per product
Use on product description pages (PDPs)
Link to PDP when you mention them in blogs

Blog keywords

Not part of clean-up
Topic-related
Adjacent to your main keywords

What are keywords?

- Any term used in search engine search bar
- Can be a single word or longer phrase
- Not your company values or guiding principles
- Keywords have hard, crisp edges
    - What you sell
    - What services you provide
    - What info you provide that will help their users find the best answer to a query

best keyword research tool

Intentional   Specific   Focused   Important

Keyword types: shoot for long-tail

Head/seed keywords
- 1-2 words
- Very hard to rank for

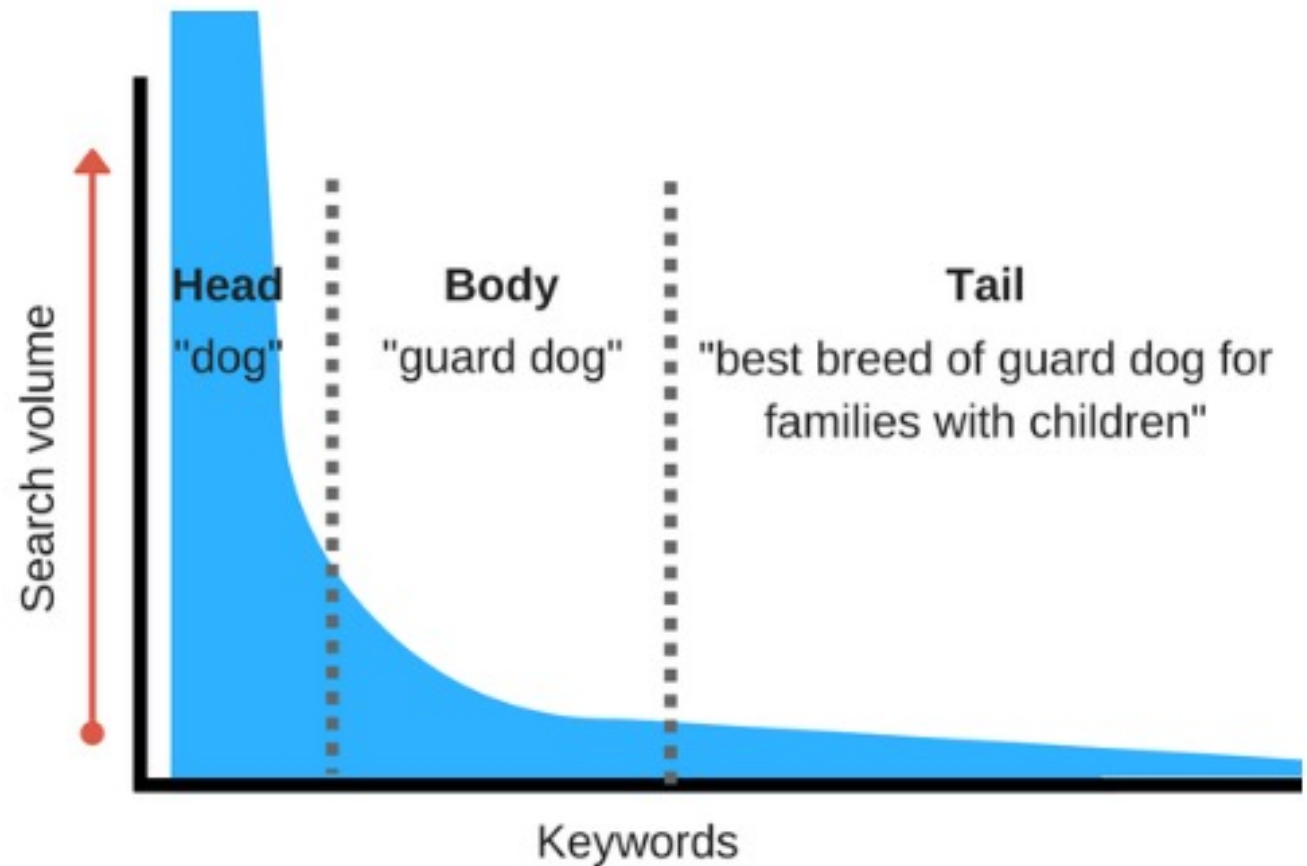Body keywords
- 2-3 words
- Hard to rank for

Long-tail keywords
- Longer than 3 words
- Easier to rank for
- Ideal for local search
- More than 70% of searches

Business keywords vs blog keywords

Business = Commercial/transactional

- Apply to overall business
- Use on most/all pages
- Help Google understand what you do
- Clear selling points

Business keyword examples
Immune boosting supplements
SEO professional San Jose
SSD storage manufacturer
Family portrait photographer Morgan Hill
Handcrafted baked goods
Organic local raw honey

Blog = informational

- Topics related to your business
- Wider range
- Generally informational
- Jobs to be done topics
- Limited direct selling

Blog job to be done examples
When is the best time to clean gutters
Best ebikes for commuting
What do I wear to a headshot photo shoot
Should I file taxes myself or hire a firm
Why buy organic local honey

Ubersuggest

- Free option available

- Gives you volume & difficulty

- Best to focus on low difficulty and medium volume

Where to use business keywords

- Use your **business keyword(s)** on every page's

    footer or header

- Sprinkle your **business keywords** into copy throughout your website

- Use **business keywords**
    - In your meta descriptions
    - On the home page
    - On the money pages
    - On the about page
    - On your linked assets

Where to use product keywords

Use on PDP or service pages
Generally brand specific

- Transactional
- Commercial
- Differentiate your products from each other

Beekeeper's Honey
$46.00

Beeswax Lip Balm
$4.00

Buckwheat Honey
From $4.00

Campbell Wildflower Honey
From $4.00
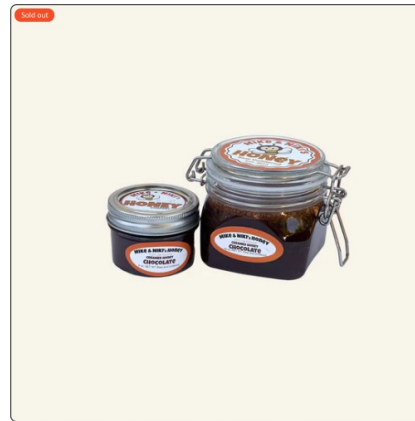
Campbell Wildflower Honey - Exclusively Limited Edition
From $41.50
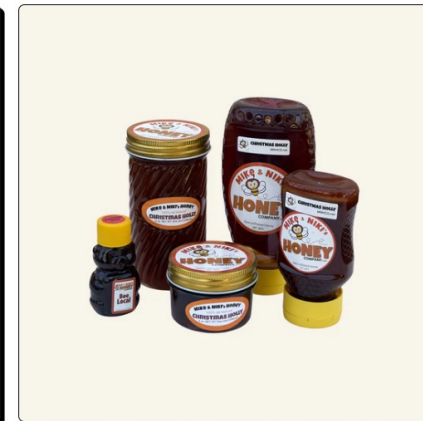
Canola Flower Honey
From $4.00

Chocolate Creamed Honey
From $7.00
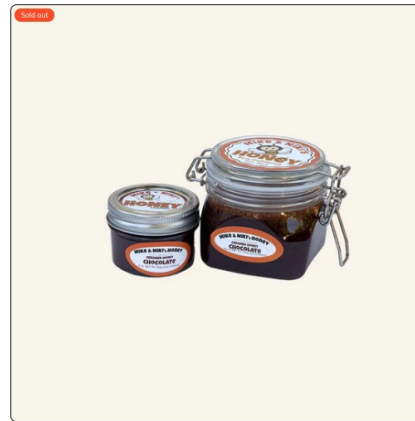
Christmas Holly Honey
From $4.00
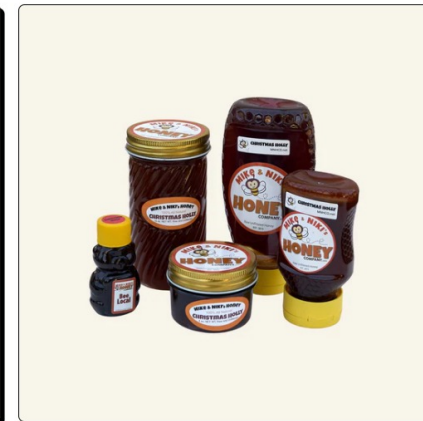
Clover Honey
From $4.00

Example 1

Tricia Dolkas – Kickstart Career

www.kickstartcareer.com

Ideal customers: parents of young adults who are transitioning from college to career or mid-career professionals deciding to make a significant career pivot

Phrases people might use to search:

- career coach near me
- resume writer near me
- interview coach near me
- job search coach near me
- help with a job search
- help starting a career
- improving LinkedIn profile
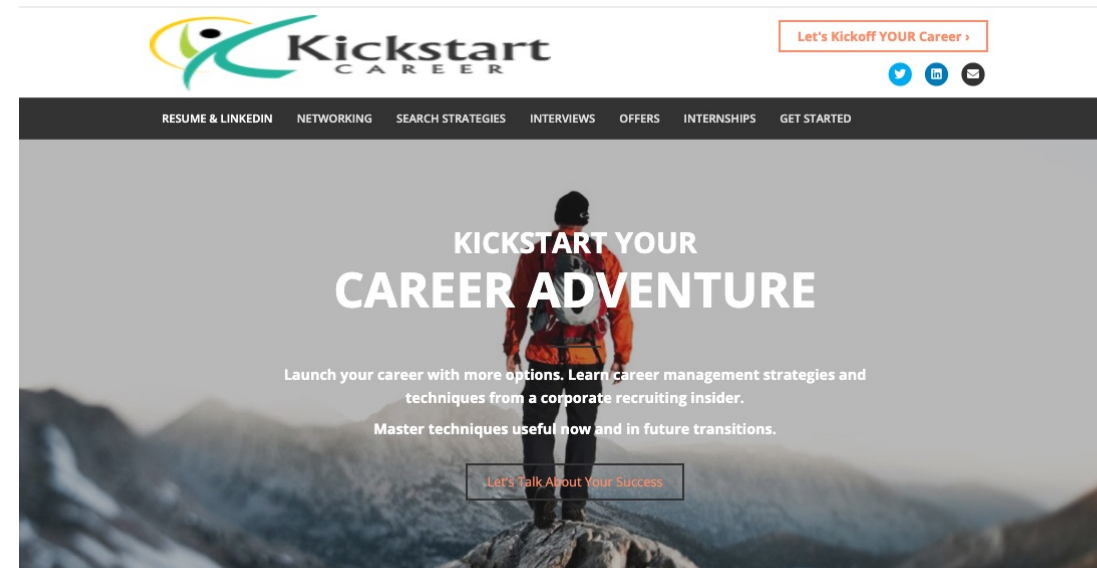
Example 2   Kerry Lindell – Lindell Chiropractic

www.lindellchiropractic.com

Ideal customers: someone who is looking for help to recover from an acute or chronic injury or pain. It could also be someone who wants help with improving their posture

Phrases people might use to search:

- Neck Pain
- Back Pain
- Headaches
- Spasm
- Shoulder Pain
- Plantar Fasciitis
- Posture
- Leg Pain
- Arm Pain

Example 3

Women Out West Tours
— Find your EXHALE. Feed your JOY. —
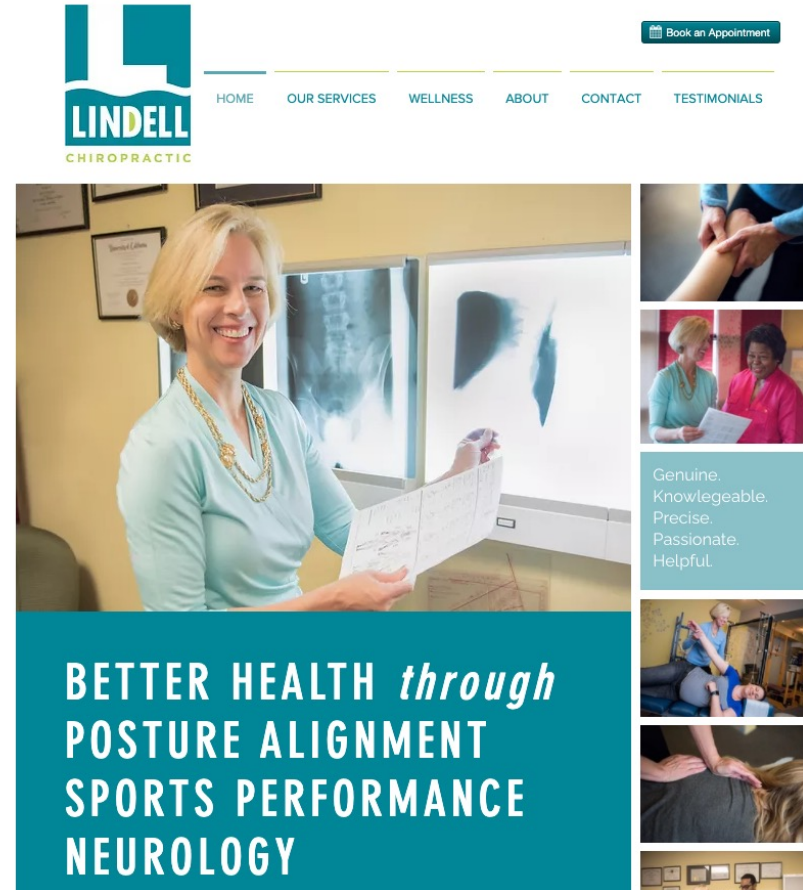
—— Our Tours ——
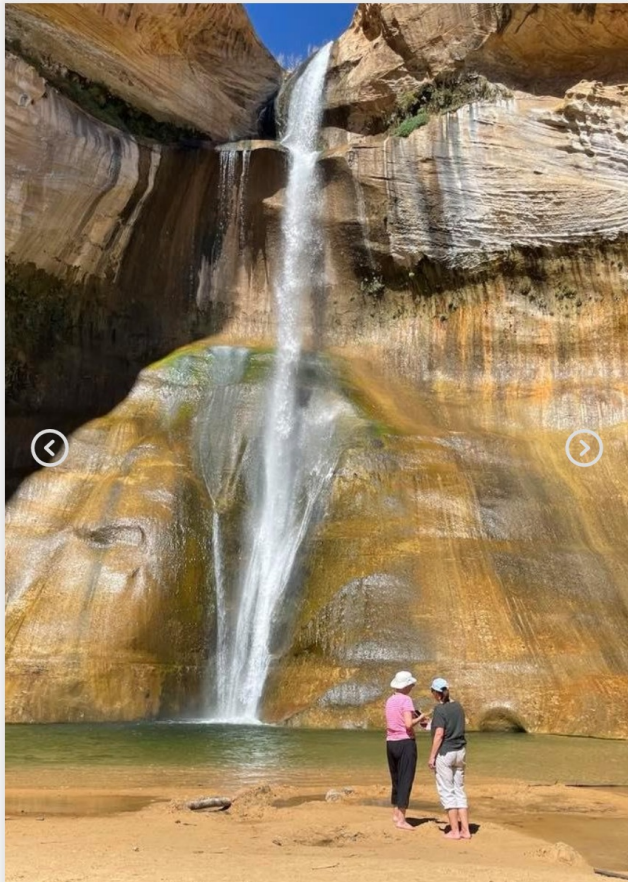
Slot Canyons & Waterfalls, 5-day

TORREY, BOULDER & ESCALANTE, UT

2022 dates

- March 28 - April 1
- April 11 - April 15
- April 18 - April 22
- April 25 - April 29

- Aug 29 - Sept 2
- Sept 12 - Sept 16
- Sept 19 - Sept 23
- Oct 3 - Oct 7
- Oct 10 - Oct 14

Tour availability will be shown on the registration page

Adventures in the canyons of Capitol Reef National Park and the slots and waterfalls of Grand Staircase Escalante National Monument, tailored to the group's needs. Local cuisine, custom-prepared meals and beautiful lodging ground our explorations.

Hiking choices from 1 to 6 miles round trip, easy to moderate exertion with some light scrambling, walking over sloped rock and in sand. Pace is unhurried and no one is left behind.

$2000 pp

VIEW MORE >

Women outdoor adventure tours

Outdoor adventure tours

Women outdoor tours

Adventure tours

explorerchick co   csv   www.canyoncalli   csv   Show All

Example 4

Maria Abalaye
Heartbox Photography

www.heartbox-photography.com

Ideal Customers: Women in the Bay Area, 40 years old and up who are interested in headshots or personal portraits

Phrases people might use to search:

- Bay Area headshots
- Bay Area portraits
- portrait photography
- headshot photography
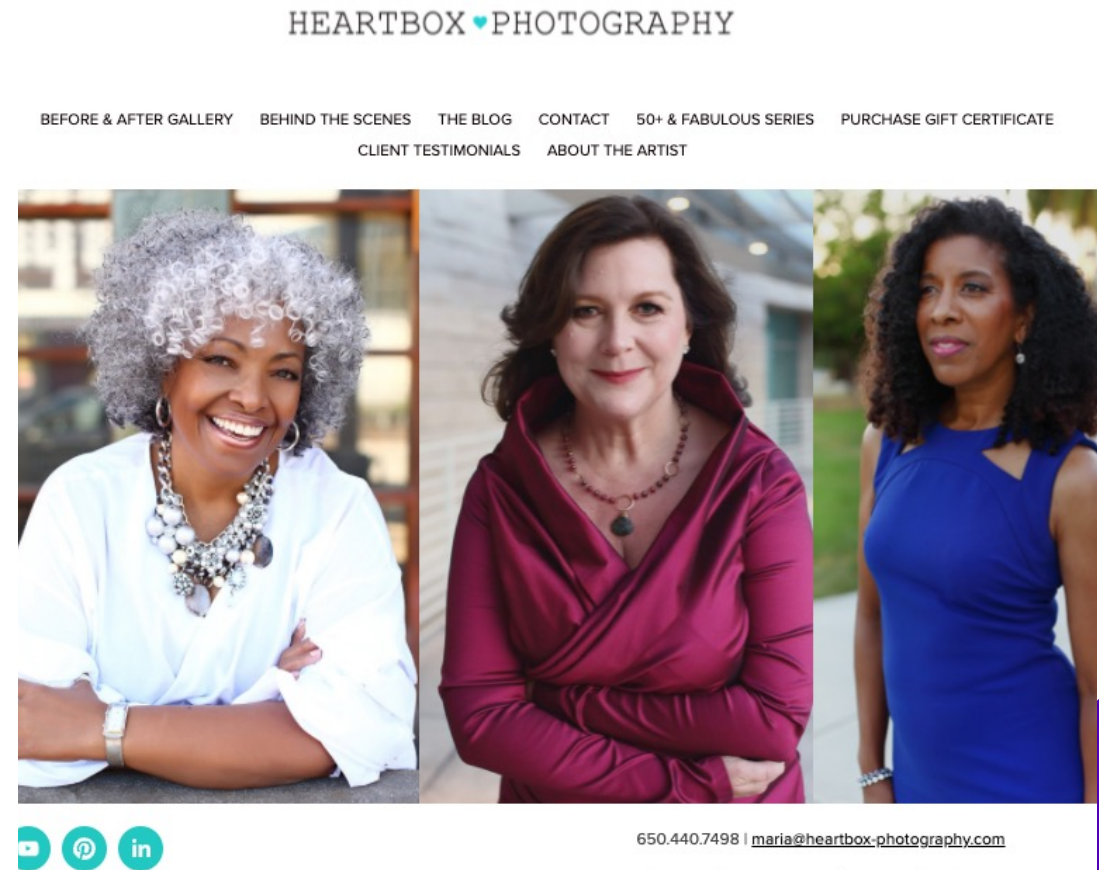
2. Update Content on Your Key Pages

What does Google want from you?

To be the best answer to the *intent* of the query entered

Meaning and intent

Does your page answer the scope, location, and language of the query?

Relevance

Does your site offer in-depth answers that match the query? (This is where keywords come in)

Quality

Is your content well-written and free of errors?

How Search Engines Work

You publish content on your site

Google bots or "spiders" crawl your site and review pages

Google indexes your page

If your page meets the ranking criteria, Google will show it in its search results

Google — SERP (search engine results pages)

semrush.com — SEMRUSH
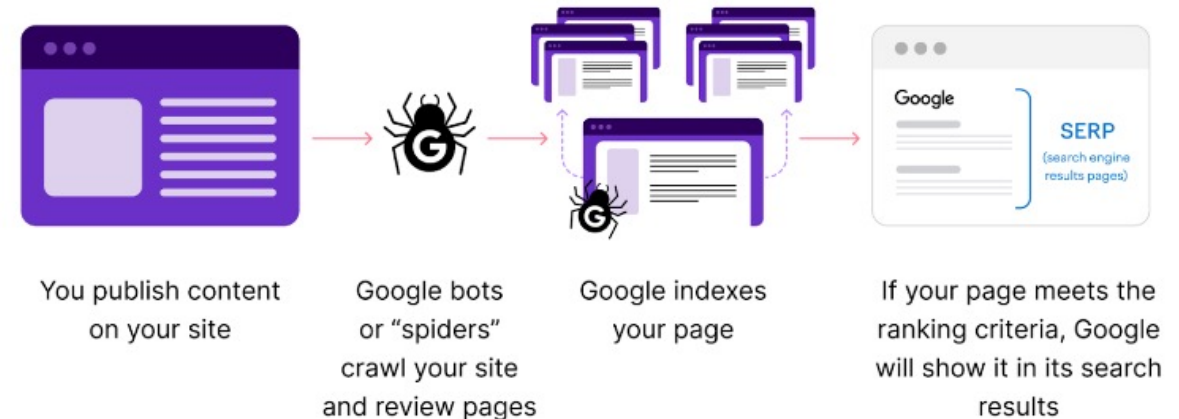
Put engaging content on every page

Make sure someone coming on your page knows what you do in 3 seconds or they bounce

E-E-A-T

Experience
How long have you been in business
Team member's time in the industry
First-hand experience with the topics in your blog
Limit AI use in creating your content

Expertise
Degrees
Knowledge in your field
Clients

Authority
Awards and certification
Earned backlinks

Trustworthiness
Verifiable accuracy of info on your site
Show there is a real organization behind you
Real pictures of you/your work/your products
Some stock photos are okay
Provide ways to contact you
Avoid all errors – spelling, grammar, font usage, tiles lining up, etc

Review your on-page text

- Be yourself
- Make it easy to read
  - Numbered lists, bullet points, white space
- Check your word count
- Add CTAs
- Add NAP

- Check Home page
- Update About page
  - Anything new?
  - Anything changed?

ABOUT US ›

We are conveniently located in San Jose, California. Our nail salon is proud to deliver the highest quality treatments to each and every one of our customers.

FIND OUT MORE

SERVICES ›

At Pinko Nails & Spa, your waxing and nail salon in San Jose, we offer a warm, welcoming atmosphere where you can escape the stresses of everyday life and enjoy transformative spa and salon services. Whether you need a manicure, a pedicure, or just somewhere to relax, the team at Pinko can take care of you.

FIND OUT MORE

CONTACT US ›

Do you have questions about the salon and spa services that we offer? Get in touch with us for more information. If you are in the area, come in, relax, and see what treatments we can offer you.

CONTACT US

SCHEDULE TODAY ›

We take pride in the services that we provide for our customers. We maintain a clean, relaxing, professional environment that will keep you coming back for more. We want you to feel comfortable recommending us to your friends and family!

BOOK NOW

What is a Tax Strategist?

The tax training required to become a CTS extends beyond what a typical a CPA or Enrolled Agent receives.

Why Work with a Tax Strategist?

We have the skills to uncover credits, deductions, and tax loopholes that rescue thousands of dollars.

Get Your Tax Strategy

We diligently create personalized tax plans to significantly reduce tax liabilities and protect income.

Who We Serve

Successful business owners, entrepreneurs, cannabis businesses, and individuals save the most money.

Word count for each type of page

Home, **Contact** and **Product** pages 100 min, target over 350 words

    Make it easy to understand
    Tell them above the fold (3 seconds)
    What you do and why you are good at it
    How you benefit the customer

About page 400 word min, target 600+

    May be your most important page
    Builds trust
        People buy from those they trust, and
        they trust those they know
    Be yourself
    Be personal and vulnerable
    Review it every year – do I still feel this
    way?

Blog articles 350 word min, target 800-1500 or more

    Once you clean up your site, these are a great way to get
    noticed in your industry so plan to incorporate it soon

Home   Shop All   Wholesale ⌄   Events & Locations   Recipes   Who We Are ⌄   Contact

We are a family-owned business dedicated to producing high-quality honey products while promoting bee conservation and community support.

Who we are:
Mike & Niki's Honey Company was founded by Mike Ryan and Niki Canotas, two bee enthusiasts who turned their passion into a business. We are based in San Jose, California, and have been producing delicious honey products for over a decade. Our team includes expert beekeepers, candle makers, and honey artisans who are passionate about their craft.

Where We Are:
Our apiaries are located throughout Northern California, including San Jose, Half Moon Bay and Morgan Hill. We also have bees in Hawaii, where we produce unique and delicious Hawaiian honeys. Our products are available online and in various stores and farmers' markets throughout California.

How We Save the Bees and Support Our Community:
We believe that bees are vital to our ecosystem, and we are committed to doing our part to save them. We practice sustainable beekeeping techniques and use natural remedies to prevent pests and diseases in our hives. We also educate the public about the importance of bees and how they can help support their local bee populations.

In addition to promoting bee conservation, we also support our community by giving back. We donate a portion of our profits to local charities and organizations, including those that support education and the environment. We also participate in community events and offer educational programs to teach people about bees and honey production.

At Mike & Niki's Honey Company, we are dedicated to producing high-quality honey products while supporting our community and protecting the bees.

Products & Services – Selling is the point of SEO

Blogs will bring people to your site:

What do you want them to do once they're there?

Pono Wellness Spa Services

BOOK ONLINE

Pono Signature Massage
We create an individualized massage session just for you. Enhancing the experience with hot stones, warm compresses, and hot towels, your therapist will blend different massage modalities for optimum results.
60 min $115
90 min $145
120 min $190

Pono Signature Couples Massage
Available by calling the spa 408-612-8835 Mahalo!
60 min $215
90 min $275
120 min $350

Pono Prenatal Massage (After 1st Trimester)
Our Pono Signature massage especially for the mom to be. Relax and refresh muscles in the ever-changing body during pregnancy. Helps relieve swelling and achy muscles while feeling pampered.
60 min $115
90 min $145
120 min $190

Lymphatic Drainage Therapy
Reduces toxins and boosts the immune system. Using the subtle and very effective Chikly style of lymphatic drainage. For general lymphatic drainage or more specific work after a surgery or injury. Relieves pressure and discomfort.
60 min $115
90 min $145
120 min $190

- Highest priority to revamp are your product and services pages
- You want their buyer journey to be smooth
- You need to make it easy to for visitors to "convert"
- What is conversion?
  - Buy
  - Sign up
  - Download
  - Share
  - Book

SEO Resources

You don't want to just bring visitors to your website, you want visitors who convert and become clients. We can get you started on your way to understanding how Search Engine Optimization can help your business grow.

- Evaluate where you are now with SEO
- Track who visits your site
- Identify where you can improve *not just website traffic, but client acquisition*

Download valuable resources to help you jumpstart your website's SEO. Let's get you

AdResults
We mind your business, we mind your AdResults.

Please enter a URL to check:

https://soracreative.com/resources/

Check

Page title   Resources - Sora Creative Content SEO

Heading 1   Niet gevonden

Heading 2   SEO Resources
Persona Worksheet
Blog ContentCreative BriefInstructions
Keyword Tips
Google Analytics Setup Checklist
SEO Tactics Checklist
SEO Starter Guide
Google My Business Checklist
On-Page SEO Checklist
Writing Tips for Blog Posts
SEO for Lawyers
Set the foundations with SEO strategy for your small business today
Sora Creative Content
Follow us
Subscribe to our Newletter to Get the Latest on SEO
This website uses cookies to ensure you get the best experience on our website.

AdResults
We mind your business, we mind your AdResults.

Please enter a URL to check:

https://soracreative.com/resources/

Check

Page title   Resources - Sora Creative Content SEO

Heading 1   SEO Resources

Heading 2   Persona Worksheet
Blog ContentCreative BriefInstructions
Keyword Tips
Google Analytics Setup Checklist
SEO Tactics Checklist
SEO Starter Guide
Google My Business Checklist
On-Page SEO Checklist
Writing Tips for Blog Posts
SEO for Lawyers
Set the foundations with SEO strategy for your small business today
Sora Creative Content
Follow us
Subscribe to our Newletter to Get the Latest on SEO
This website uses cookies to ensure you get the best experience on our website.

3. Review Your URL Structure

Check your website URL structure

Homepage should link to:
    About
    Content (blog) category page
    Services & product category pages

Don't let your home page menus get unwieldy
    Keep to under 5-6 items in the drop down
    More than that? Make a category page or rethink the structure
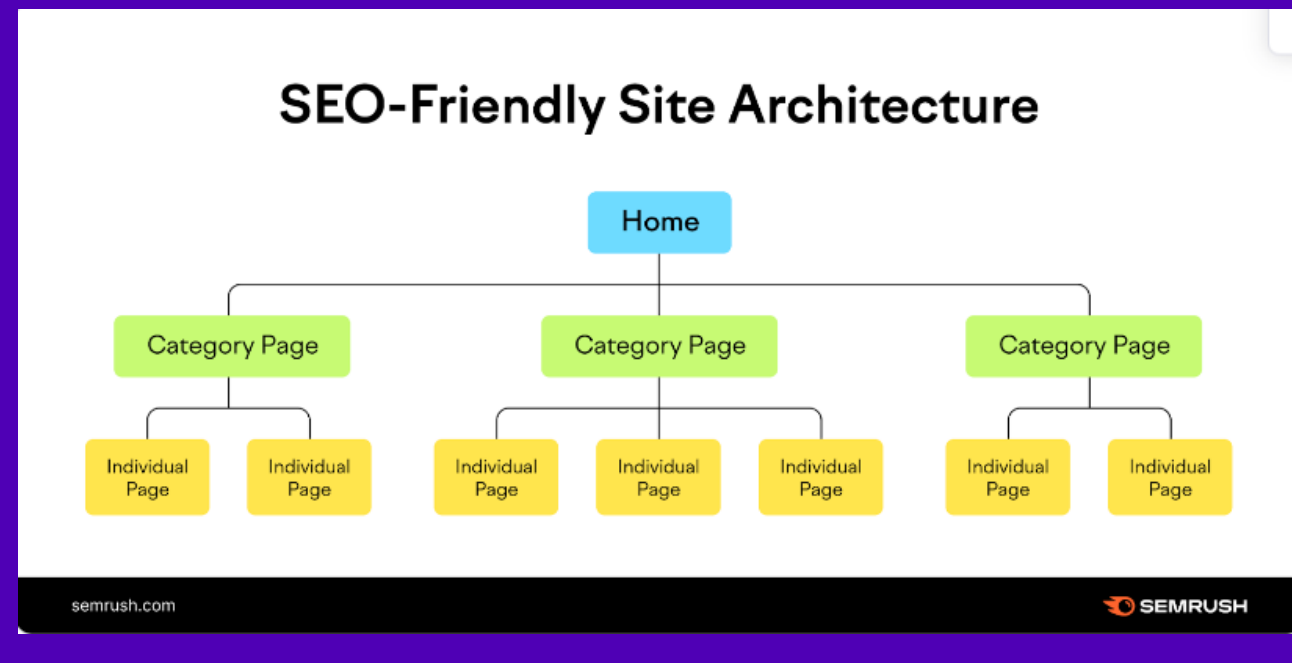   Why? Google doesn't like it because it's hard for visitors to navigate

Use a free site structure tool to make sure it can grow over time
    https://slickplan.com/

Don't change it if its already in place unless it really makes sense and you redirect correctly
    Adopt better URL creation for sub pages going forward

Home menu examples

Yes
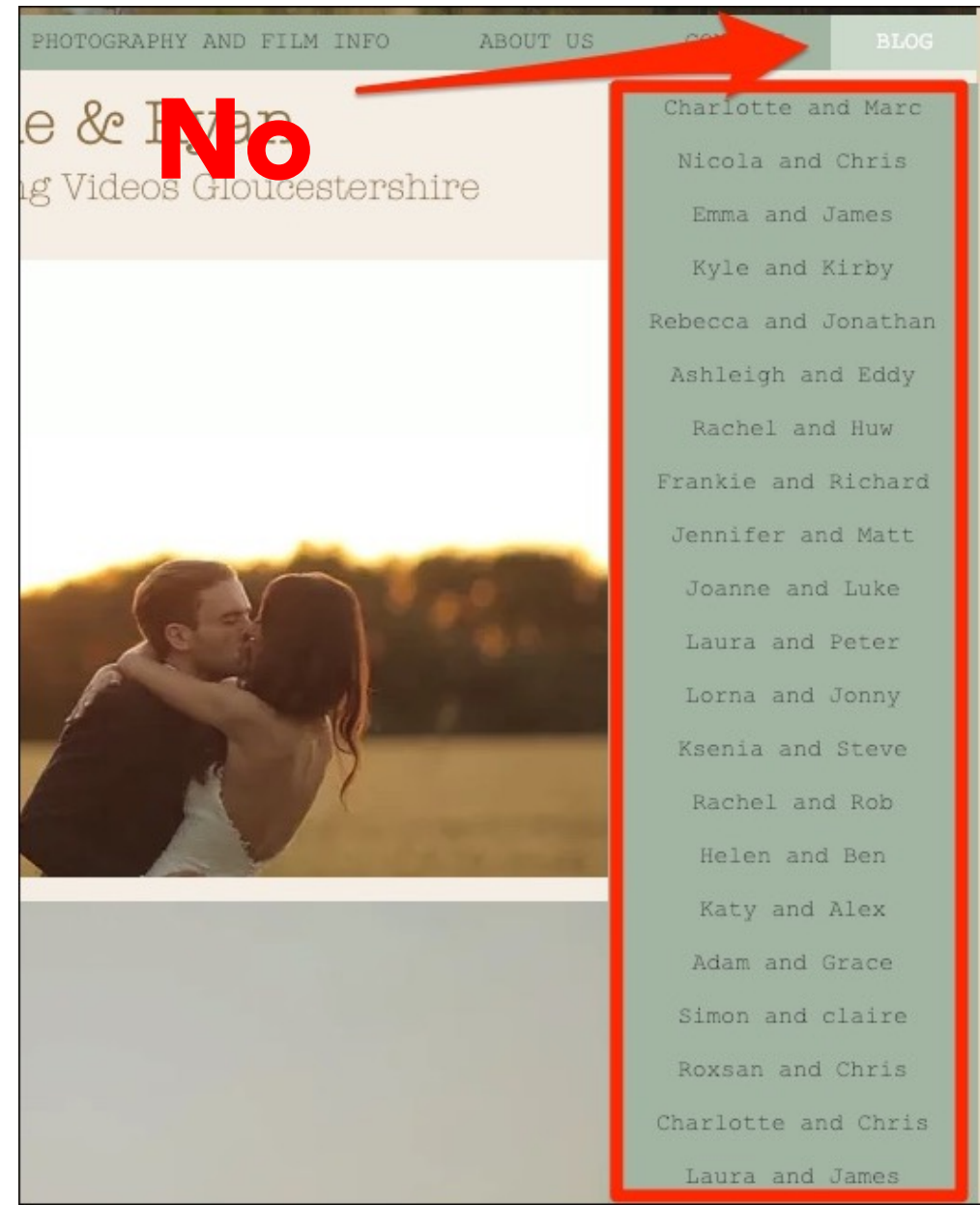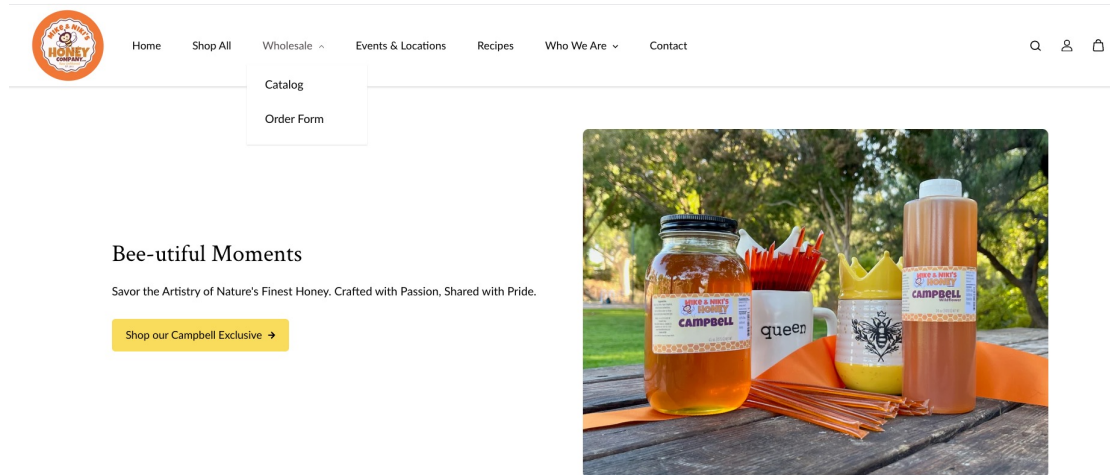
No

Make your buyer journey easy

5 clicks	Don't take visitors down a rabbit hole 3 to 5 clicks is ideal to get to a buying opportunity
Easy	Make the URL easy to read www.mikeandnikishoney.com/product/orange-blossom-honey www.mikeandnikishoney.com/product/orangeblossomhoney
Dashes	Use dashes NEVER underscores /best-seo-speaker-san-jose – I'll come up /best_seo_speaker_san_jose – it could be a speaker on any topic, along with a definition of what SEO is
Redirect	If you need to change any URLs, redirect to keep SEO intact 301 – Permanent (to change underscores to dashes) 302 – Temporary (for instance for site maintenance)

EASY
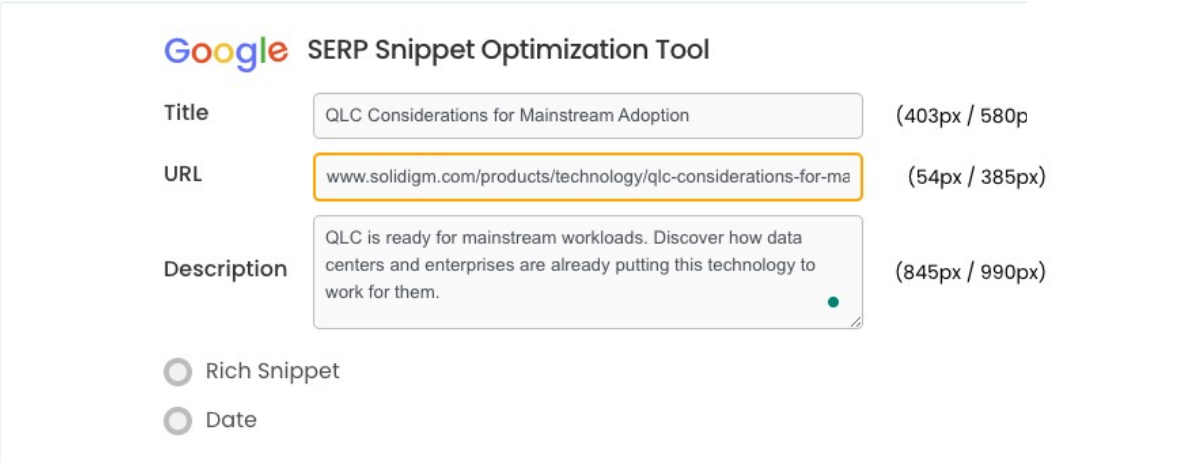
4. Add Meta Descriptions

On-page optimization

Create engaging page title and meta descriptions

1. Your page title is different from your H1
    1. Title will show on the browser tab/SERP
    2. H1 will be at the top of your web page
2. Make sure you have both
3. Each meta description needs to be unique
4. If you have an ecommerce site with multiple similar products, make sure each page has a different meta description, even by a small amount (size, color, usage, etc.)
5. Duplicate meta description will confuse Google
6. Check each page's current ones with:

https://www.highervisibility.com/seo/tools/serp-snippet-optimizer/
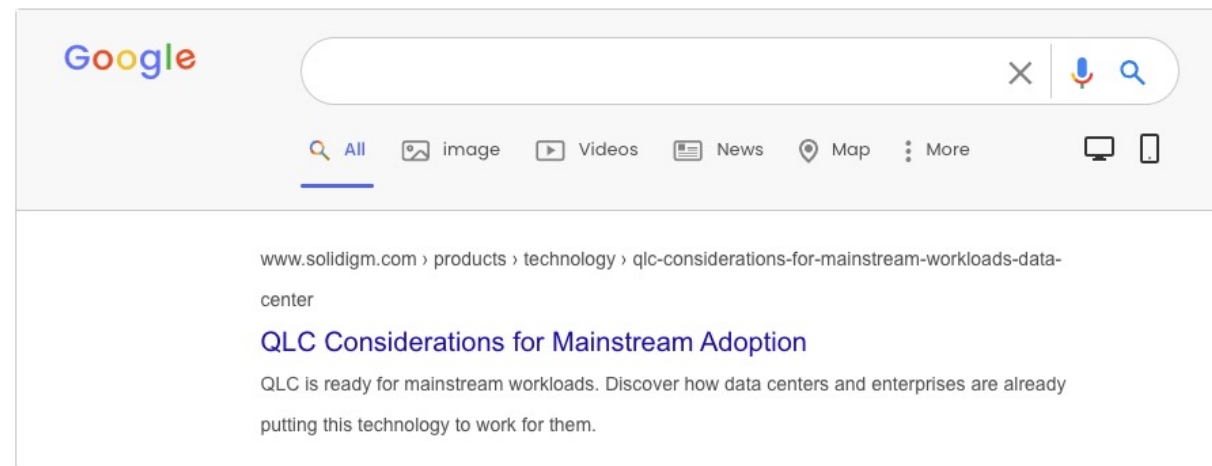
Title 70 characters
Meta description 156 characters
Use Keywords in each
    If it's boring, rewrite it
    If it's too long, shorten it
    If it's missing, add it

5. Add Tags

Tags

- Media
- Pages
- Comments
- OptinMonster
- Elementor
- Templates
- Appearance
- Plugins 19
- Users
- Tools
- All-in-One WP Migration

Why You Should Use Google My Business for a Local SEO Boost — Cecily Whiteside — Content Strategy, SEO — GMB, Google my business, SEO, seo strategy, social media — — Published 2022/05/31 at 9:17 pm

How to Find the Best Keywords for Your Business Website — Cecily Whiteside — Content Strategy, SEO — blog content, blog keywords, business keywords, curated content, head keywords, keywords, long-tail keywords, SEO, seo strategy — — Published 2022/04/26 at 4:02 am

Edit | Quick Edit | Trash | View

6. Optimize photos for SEO

Optimize your photos for SEO

Decide on a naming convention for photos

    Use hyphens, never underscores

    Include your keywords if possible

Add alt text to describe each image as if describing to visually impaired person with keyword(s)

Resize images *before you upload them* so they don't slow down your site

    Everything always 72 dpi

    Choose 70% to 80% when exporting from your editing software

- Panoramic or full width images: 2560 pixels wide
- Header images: 1200 pixels wide
- Background images: 1920 x 1080 pixels (16:9 ratio)
- Other images: under 1000 pixels wide
- Thumbnails 800-900 pixels wide
- Logos: 250 x 100 pixels PNG

Choose the right file type for the image

    JPG for images

    PNG for charts, graphs, logos

    PNG for transparent backgrounds

    GIF for animations

    SVG for logos, illustrations, drawings

Tabletop Sculpture — David ..
ddaysculpture.com
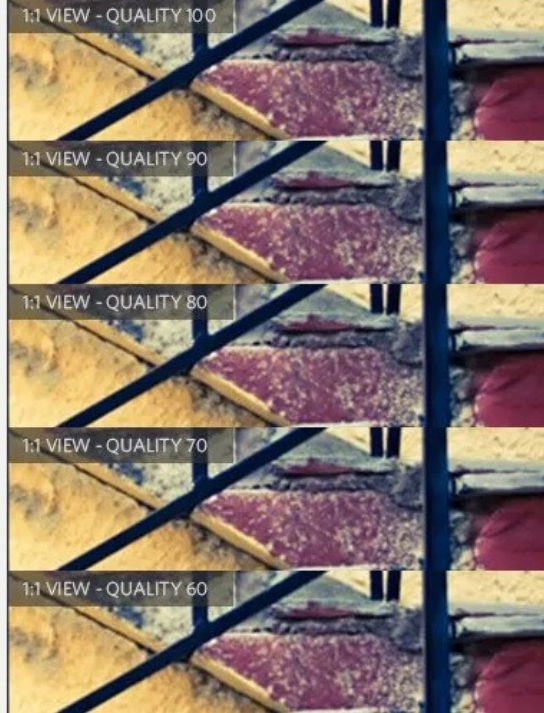
David Day Sculpture
ddaysculpture.com

ADOBE LIGHTROOM
JPG EXPORT AT 1500px

1:1 VIEW - QUALITY 100
1:1 VIEW - QUALITY 90
1:1 VIEW - QUALITY 80
1:1 VIEW - QUALITY 70
1:1 VIEW - QUALITY 60

QUALITY	FILE SIZE
100	1,614 KB
90	1,149 KB
80	827 KB
70	641 KB
60	400 KB

Add alt text

Be specific
Keep it short
Be truthful
Don't repeat yourself

Use alt text on photos the matter

How to add alt text

7a. Solve technical SEO issues

1. Check for 404 errors
   Redirect the link to an existing page
   Delete the link if the page or resource no longer exists
   Make a 404 page that has your homepage URL and menu so if they land
   of this, they are not lost forever in the ether of the internet

2. Good redirects
   301 redirect: Page has permanently moved
   302 redirect: Page has temporarily moved

3. Make sure you have SSL certificate
   http vs https

Screenshot: https://www.lego.com/en-us/404

7b.

- Page load speed
- Broken images
- Mobile friendly

- Secure
- Sitemap
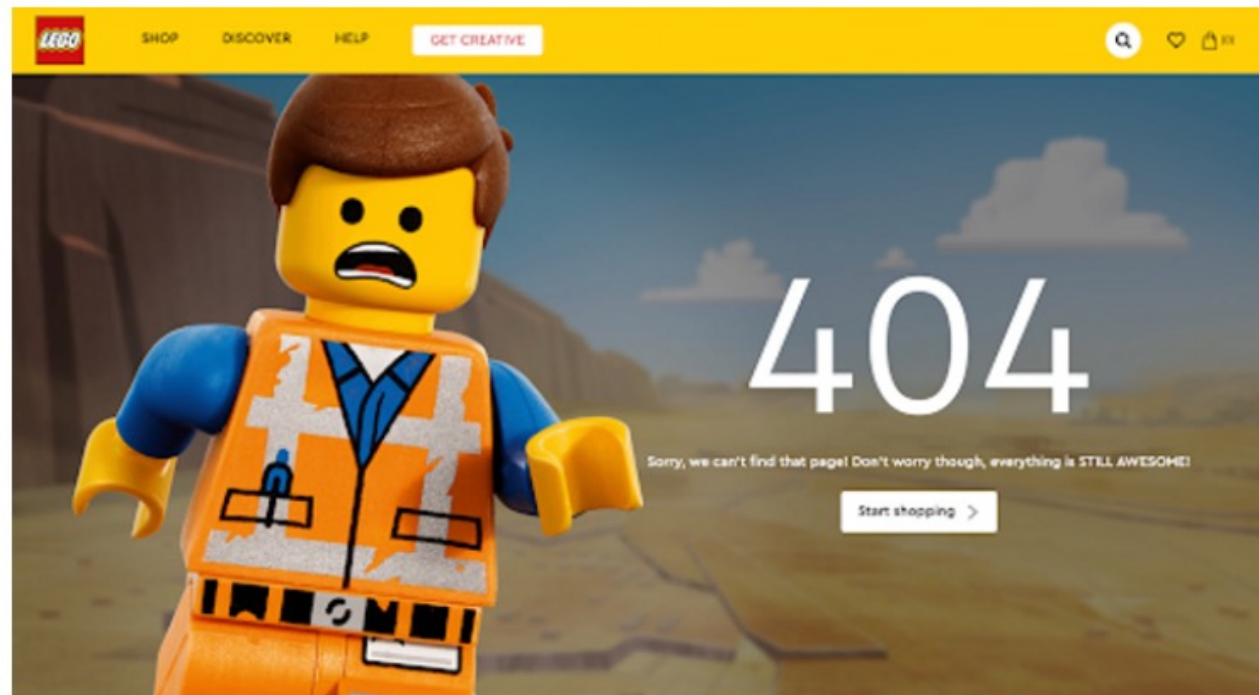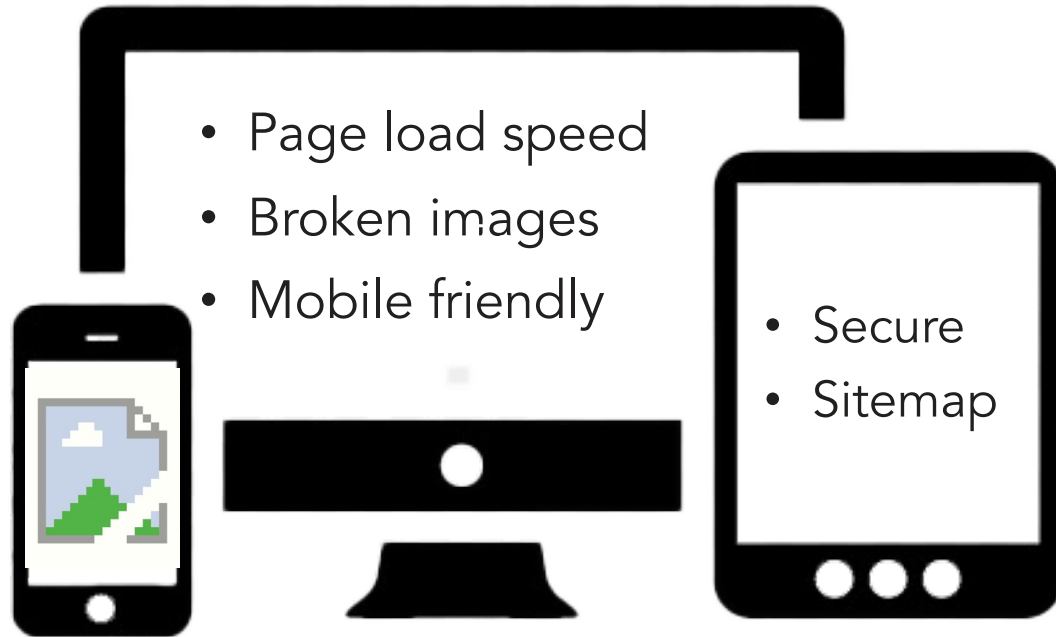
4. Page load speed

- Resize images so they don't slow down your site
- Use a compression tool on your website to keep images sizes small so your images load quickly

5. Fix broken images

- You may need to upload new ones to replace broken ones
- It's usually faster than trying to figure out the problem
- It's a great chance to use your new naming conventions with keywords

6. Mobile friendly

- Most WP themes automatically do this
- Have your web designer check to make sure
- Google prioritizes mobile first in ranking your pages
- Starting July 1 2024 will deindex site that are not mobile friendly

7c. Check site speed

https://pagespeed.web.dev/

Free image size check tool
https://tools.pingdom.com/free
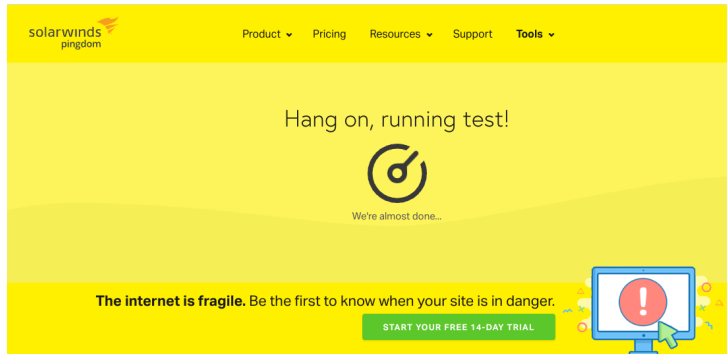
Large images are usually the main thing that slows down your site.
Javascript is often #2.

Give this to your web person. Anything glaring should be higher priority, but don't stress too much about it

7d. Compress images

Use a compression tool on your website to keep images sizes small so your images load quickly

Wordpress plugins:

ShortPixel *(recommended)*

Imagify *(no longer has one-time credits)*

EWWW Image Optimizer

Kraken

Robin Image Optimizer

Optimole

ImageRecycle

Optimizilla

Smush Image Compression and Optimization

Optimus *(limited to 100 KB images in the free version)*

7e. Test to see if your site is mobile friendly, i.e, "responsive"

Google ranks mobile-first so you lose out if you are not
This is extremely important for local search:
   80+% of searchers visit a local vendor within 24 hours of a local search
   60% of all searches are on mobile

Final thoughts

Google is broken

GOOGLE'S FOCUS ON THE USER (HUMAN) EXPERIENCE
UPDATES, ALGORITHMS AND RANKING SIGNALS

PENGUIN
Penguin Update
Venice Update
Page Layout
Schema.org

E-A-T
Concept in Search Quality Guidelines to ensure websites offer users expert and authoritative content that can be trusted

MOBILE FRIENDLY 2.0
Ensuring your web pages are mobile-friendly
Quality Update

MOBILE-FIRST INDEXING
Improving user experience and making search results more useful by making its index mobile-first.

PANDEMIC RESPONSE
Consumer behavior, content and misinformation

Core Quality Update
Passage Based Indexing

PRODUCT ALGORITHM UPDATE
Focusing on identifying high quality reviews for users
Page Experience for Desktop
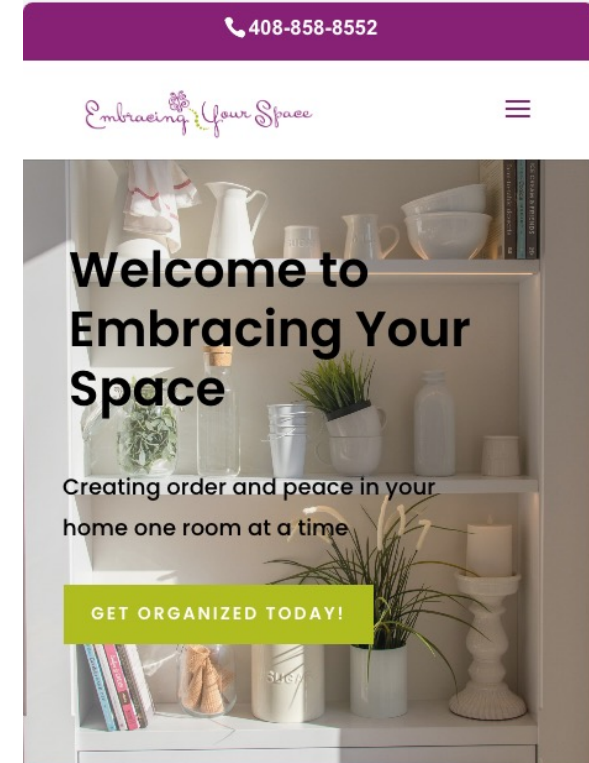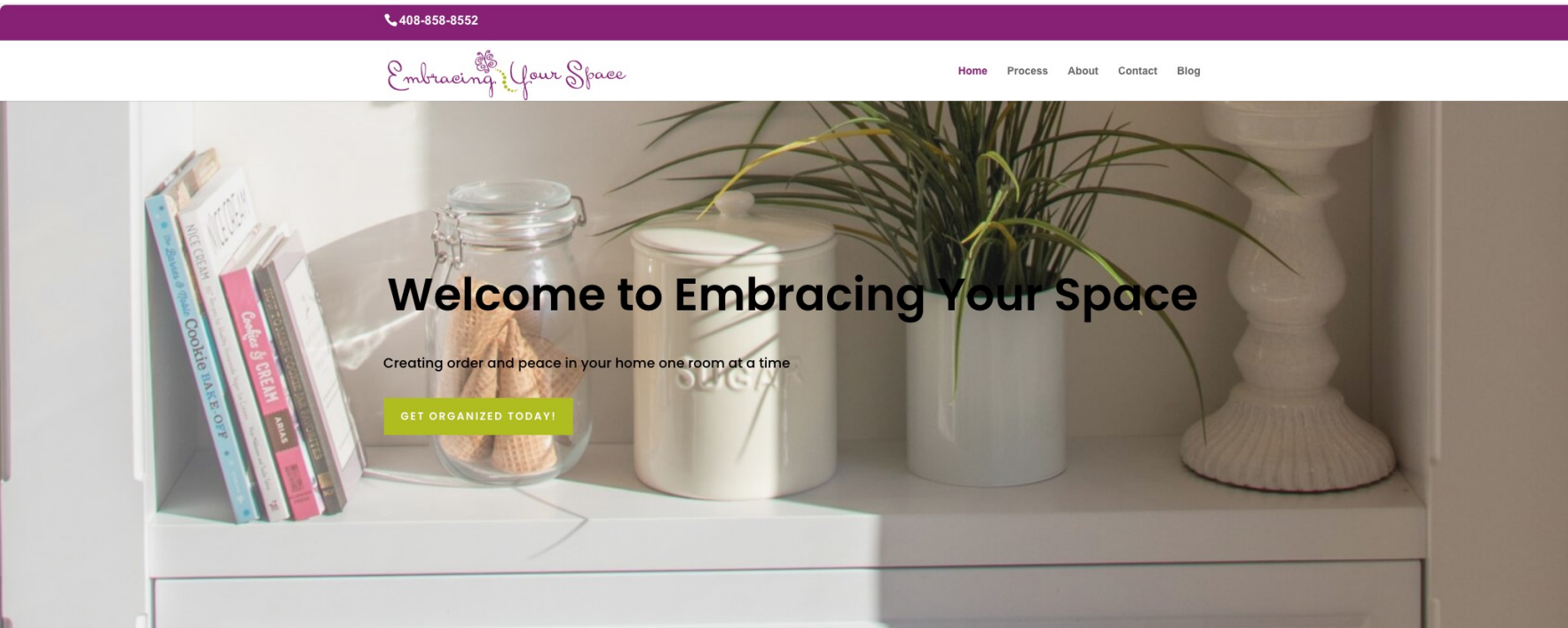
HELPFUL CONTENT UPDATE (HCU)
Part of a broader effort to help searchers see more original content written for humans, instead of search engines

PRODUCT REVIEWS UPDATE
Rolling out to eleven languages this update gives extra guidance on the previous update to weed out thin content and surface relevant and well researched summaries

2011   2013   2015   2017   2019   2021   2022
2012   2014   2016   2018   2020   2022   2023

Core Updates   Core Updates

PANDA
Producing and optimizing unique and compelling content

HUMMINGBIRD
Creating and optimizing content that audiences want
Pigeon Update
Page Layout Refresh

MOBILE UPDATE
Focusing on mobile content and the user experience
QUALITY UPDATE
Focusing on the user experience with quality content and avoiding too much irrelevant user-generated content and too many ads
RANKBRAIN
Ensuring content reflects user intent and optimizing for conversational search

FRED
Snippet Length
Quality Updates
User Localization

BROAD CORE UPDATE
Focusing on mobile content and user experience
Mobile Speed
Desktop Carousels

BERT
Improving the under-standing of consumer intent through conversational type search themes
Rich Snippet Review

MUM
Solving complex queres by using multiple formats of content such as images and text to produce rich and nuanced answers for users

PAGE EXPERIENCE UPDATE
CORE WEB VITALS (CWV)
Integrating new Core Web Vitals metrics to measure and improve on-page experiences
Spam and Link Updates
Local Search Updates
Product Reviews Update

HCU
Ranking Signal that impacts sites with poor content that does not satifiy the user
Targets
Content for search rank only
Poor content (E-A-T)
Poor product pages
AI generated conent
Content that is not useful for the user with no added value
Multi-Search
Link Spam Update
Expanded Multi-Search
E-E-A-T
Continous Scroll - Desktop

(ChatGPT)
The Genrative AI and Chatbot explosion has caused much debate in search. Google introduced an AI chatbot LaMDA in 2021

BARD
Bard is an experimental conversational AI service, powered by LaMDA

Generative AI
Future AI features in Google Search - seperate from BARD which is a standalone experience

BRIGHTEDGE

2023 Google Algorithm Updates

2023

SUMMARY	DATE	DURATION
November 2023 reviews update	8 Nov 2023	Information
November 2023 core update	2 Nov 2023	Information
October 2023 core update	5 Oct 2023	13 days, 23 hours
Ranking is experiencing an ongoing issue	5 Oct 2023	26 days
October 2023 spam update	4 Oct 2023	15 days, 12 hours
September 2023 helpful content update	14 Sep 2023	13 days, 11 hours
August 2023 core update	22 Aug 2023	16 days, 3 hours
April 2023 reviews update	12 Apr 2023	13 days, 2 hours
March 2023 core update	15 Mar 2023	13 days, 7 hours
February 2023 product reviews update	21 Feb 2023	14 days

List of Google algorithm updates that have occurred so far in 2023.

What do you do first?

Check your basics

1. You have a secure website with good content

2. You created an account for:
    Google Search Console
        https://search.google.com/search-console/about
    Google Analytics
        https://analytics.google.com/analytics/web/
    Bing Webmaster Tools
        https://login.microsoftonline.com/

3. You claimed Google My Business/Google Business Profile
        https://www.google.com/business/
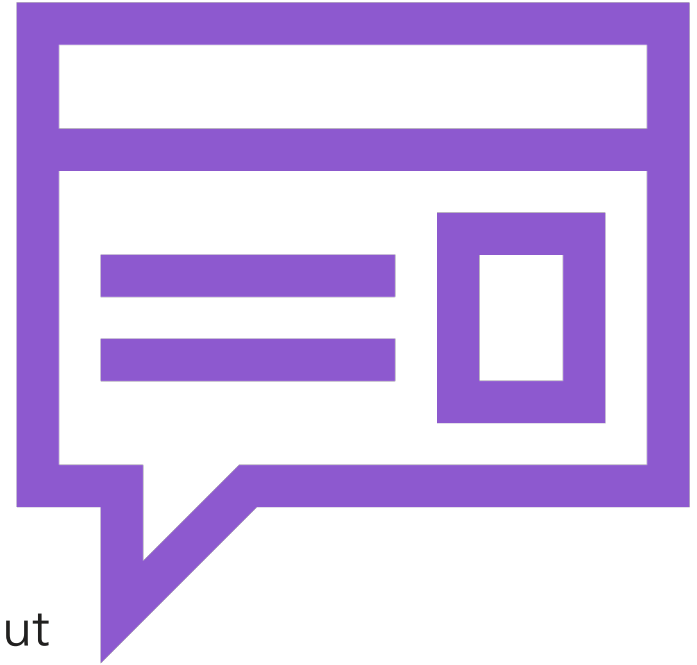
Once you've made changes…

Index your web pages

Create Google Search Console account
https://search.google.com/search-console/about

You can submit individual pages as you add/change them
There is a daily limit

You can submit a sitemap and index all at once
site.com/sitemap.xml
site.com/sitemap_index.xml
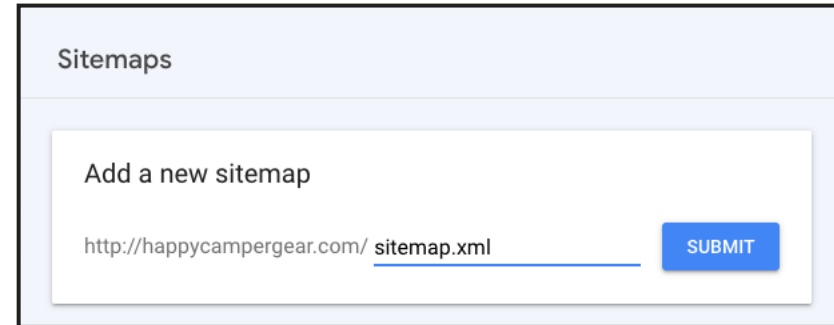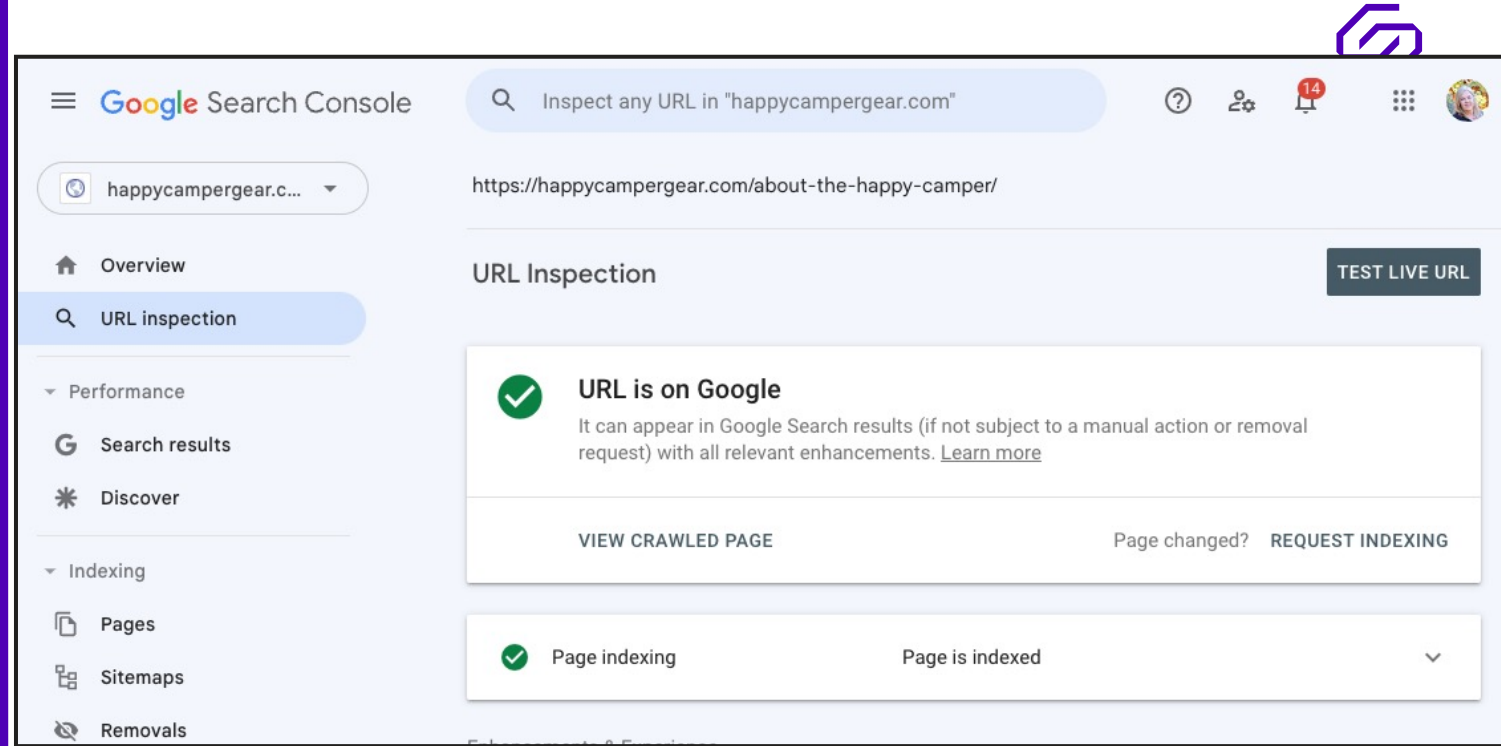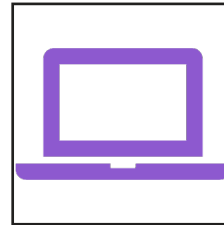
Where do I put my time and effort today?

Review your business and product keywords

3 to 6 business

1 to 3 per product

Add updated keywords as you review your on-page content
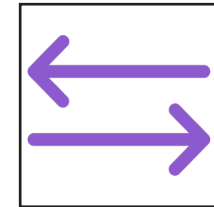
Home page first

About page second

PDPs next

Check your headings and subheadings

Title for each page

H1s on every page

H2s and H3s where it makes sense

Check tech issues and fix glaring ones

Page speed

Images

Redirects

SSL certificate

Index your site

Any page that you changed

Any pages not indexed yet

Your Own SCORE Mentor

Take advantage of this free service to help you make great business decisions.

When challenges arise, you can find mentors with relevant skills.

Review mentor profiles and request a free consultation with your choice.

score.org/find-mentor

siliconvalley.score.org/find-mentor

Request Mentoring:

Follow us on social media: **Facebook**   **LinkedIn**   **Instagram**

Spread the Word

Thank you for attending our class!

If you have any issue with our class or SCORE, please email:
workshop405@scorevolunteer.org

If you believe that we have helped you, please tell business acquaintances or write a Google Review. This will help other entrepreneurs find SCORE and access resources.
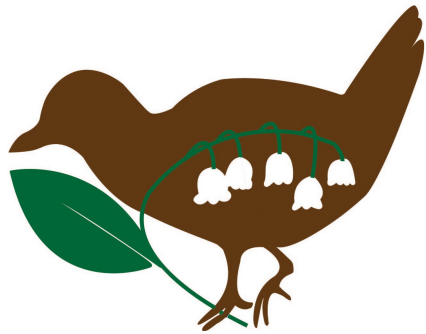
Follow us on social media: Facebook   LinkedIn   Instagram

SCORE
FOR THE LIFE OF YOUR BUSINESS

Questions?

Cecily Whiteside

Sora Creative Content

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