



SEO for SMEs & local businesses

Registration from
9:30am

Course starts 10:00am





Introducing morphsites

Setup in 2010, morphsites are a 30+ strong team that provides digital marketing, bespoke web development and digital design services to UK businesses large and small as well as multinational companies.

- **100s of launched websites**
- **60 + digital retainer clients**
- **Google Partners for over 8**



morphsites.com/case-studies





Introduction – Who we are

This workshop is presented by Dan Drummond and Pete Fairburn. morphsites have built and managed over 100 digital marketing strategies for clients across diverse sectors in the UK and internationally.

We have built successful SEO strategies for clients in many sectors. This includes the highly competitive “car leasing” industry where we helped one e-commerce start-up grow from no online presence and no sales to dominating the “organic meat” SEO sector inside 30 months achieving over £1m per annum.

We've been featured as a case study by Semrush

semrush.com/company/stories/morphsites/



Dan Drummond
Head of Digital Marketing

Pete Fairburn
Director & Founder



Welcome everyone!

Hello
my name is

Hello
my name is

Dan

Introduction – course attendees

Please can you just say a few words about yourselves:

- Your name
- What your company does
- Explain what your Job role entails
- What you hope to gain from the workshop today



Introduction – course attendees

- Do you have access to your Google Analytics account?
- Do you have access to your Google Search Console?
- At lunch time we will take your website URLs and 3 competitors, so we can provide you with your website's keywords and your competitors keywords.

What will you learn from our workshop?

By the end of the day, we hope you will be able to understand the following:

1hr 30m

Why SEO is important for your business.

- What is SEO ?
- What are the benefits of a strong SEO presence to your business?
- What influences your SEO Presence?

45m

How to measure the basics of SEO performance

- Google analytics – how it works, how I can understand the data in it

12:00 – 13:00

Lunchtime

- Can cover any big questions during lunch

3hr

How to start improving your SEO and digital marketing efforts.

- Keyword and competitor research: Identifying opportunities to grow
- Google search console – how it works, why it's important
- Reviewing helpful tools to improve your SEO and data analytics

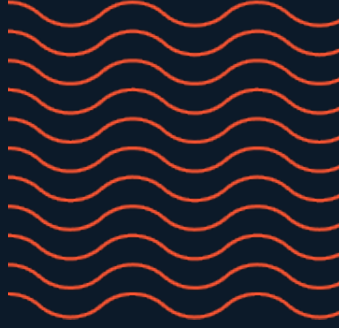




Course rules

A few ground rules for the course

- 1** Feel free to ask questions about the subject we are discussing.
- 2** We will be covering a lot of material. But as it's a larger group, we'll try to answer specific problems you have where possible.
- 3** If we have time, we can run some reports on your websites. See what keywords your websites are currently ranking for or even what your competition is ranking for...



What do you think SEO is?





Getting started – What is SEO?

SEO stands for “search engine optimization.”

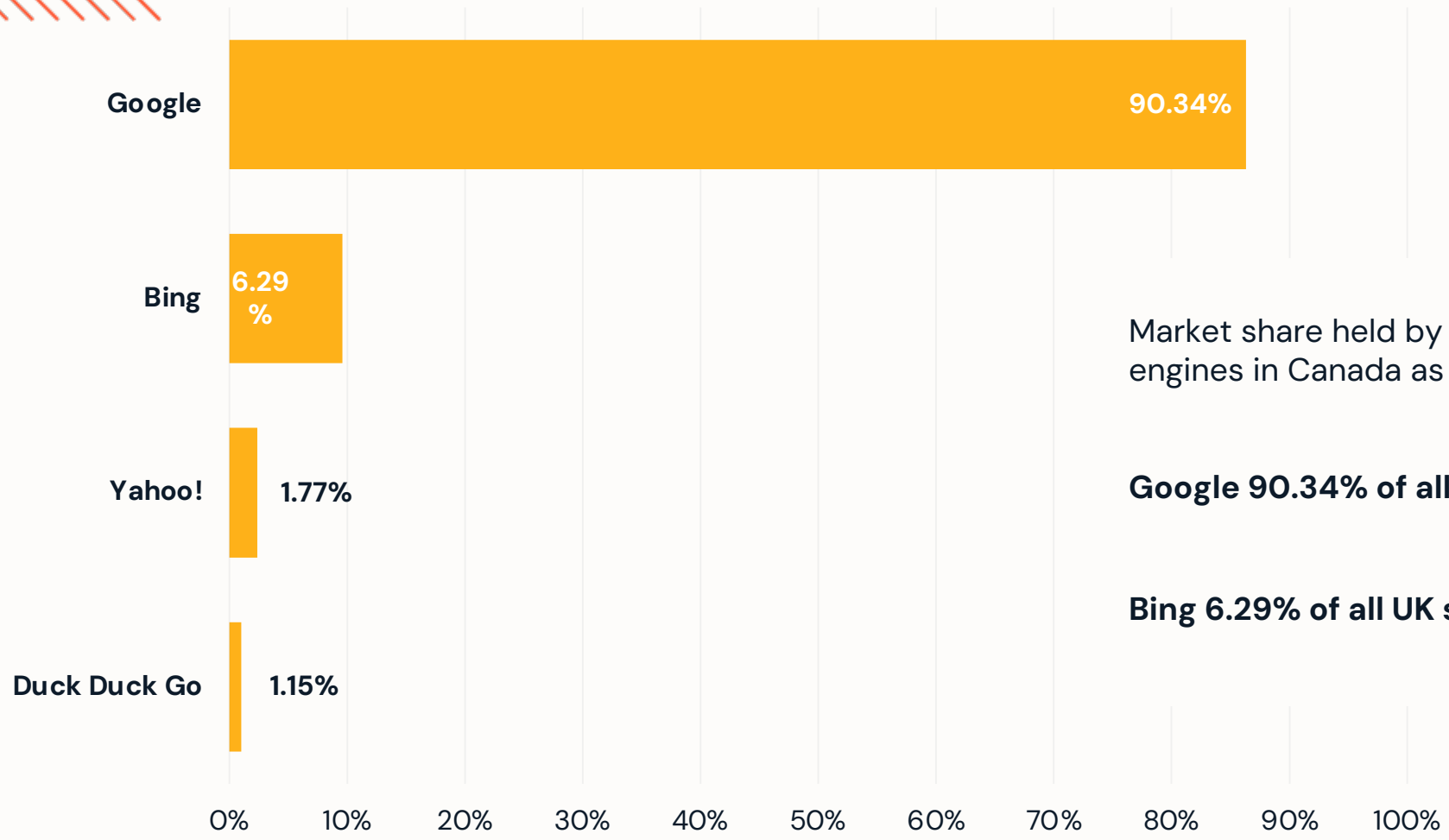
In simple terms, it means the process of improving your site to increase its visibility when people search for products or services related to your business in Google, Bing, and other search engines.

The better visibility your pages have in search results, the more likely you are to gather attention and attract prospective and existing customers to your business.

Today we will focus on how to rank your website on Google. Bing works in a very similar manner to Google, with only a few variations. But, as Google has the biggest market share, it makes sense to concentrate your efforts on Google best ROI.



How much market share do you think Google have in Canada?



Market share held by the leading search engines in Canada as of April 2024

Google 90.34% of all UK searches

Bing 6.29% of all UK searches



Source: <https://gs.statcounter.com/search-engine-market-share/all/canada>



Google's mission statement and its importance to your website

Google's mission is:

“ To organize the world's information and make it universally accessible & useful. ”

With that in mind, I want all of you to think about your own website for a moment.










organic beef

All Shopping Maps Images News More Tools

About 358,000,000 results (0.70 seconds)

Ads · Shop organic beef

 <p>The Everyday... £52.00 Coombe Farm... ★★★★★ (5) By Google</p>	 <p>32 Day Dry Ag... £89.00 Farmison & Co By Google</p>	 <p>Organic Beef... £16.99 Gazegill Organi... ★★★★★ (4) By Google</p>	 <p>32 Day Dry Ag... £57.00 Farmison & Co By Google</p>	 <p>Organic Beef... £36.00 Coombe Farm... ★★★★★ (4) By Google</p>
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Ad · <https://www.coombefarmorganic.co.uk/> 01460 279509
Organic Beef - 100% Certified Organic Beef
From **organic** steaks, juicy roasting joints to versatile minced **beef** & irresistible burgers. Buy...

Ad · <https://www.eversfieldorganic.co.uk/> 01837 871400
Organic Grass Fed Beef - Devon Family Farm
Award Winning **Organic** Devon Farm. 100% Traceability. Fresh & Butchered To Order. Best...

Ad · <https://organic.riverford.co.uk/meat/boxes>
Riverford Organic Farmers - Organic Meat Box Delivery
All prepared at our own butchery, & packed in reusable, recyclable, insulated packaging


Example desktop search – Paid listings

A Google search for "organic beef"

The top half of the page is covered in advertising. This is Google's main revenue stream.

Shopping ads for product placement with images.

Search ads are text ads based on the keywords that are searched.

 **Most expensive cost per click?**




organic beef

<https://www.abelandcole.co.uk> › Meat & fish

Organic Beef | Grass-Fed & British Beef Delivery | Abel ...

Have you heard about our **organic**, **British beef**? Every steak, burger and joint comes from grass-fed, free-range cows and is prepared by expert butchers.



People also ask


- Is organic beef Really Better?
- What does it mean if beef is organic?
- What is the difference between organic beef and regular beef?
- What is the difference between grass fed and organic beef?

Feedback

<https://www.coombefarmorganic.co.uk> › organic › org...

Organic Beef - Coombe Farm


From succulent **organic** steaks and juicy roasting joints to versatile minced **beef** and irresistible burgers, you'll find exactly what you need here at Coombe ...



<https://eversfieldorganic.co.uk> › collections › organic-bee...

Organic Grass-Fed Beef | Eversfield Organic | UK Delivery

Organic grass-fed beef, well hung and dry aged for 28 days. Butchered to order for UK home delivery, straight from our family farm in Devon.



Example desktop search – Organic listings

A Google search for "organic beef"

As you scroll down the page, you start to see organic or free listings.

Google doesn't always know what you are after.* So it will show different types of results like "People also ask" to cover more variations of your search.



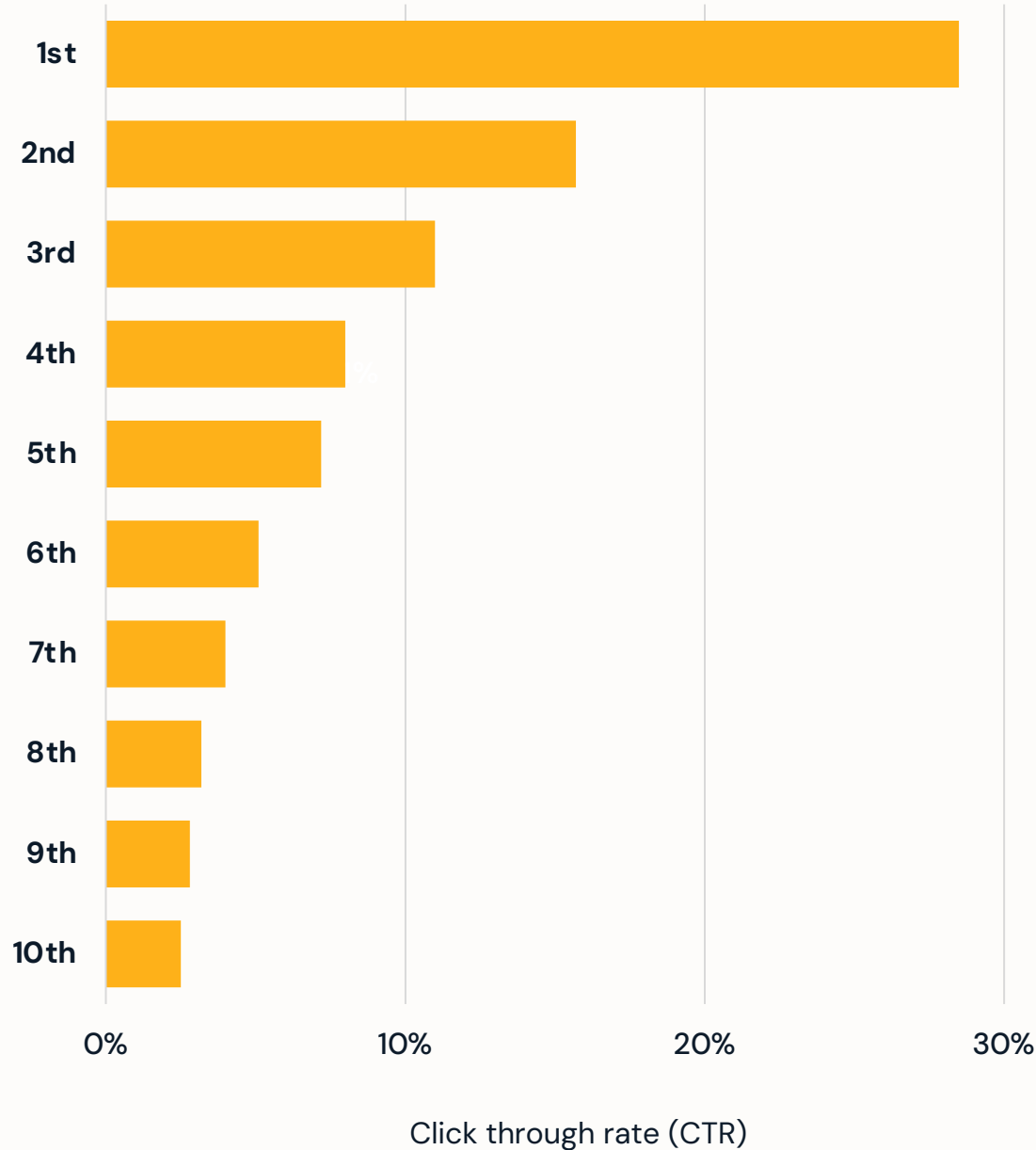


**On average, what %
of users click on the
first SEO result?**





Google search position



55.31%

Clickthrough rates vs position (no adverts)

The higher your website appears on Google's search result page the more likely your website result will be clicked on.

If you are not showing up in the top 10 search results you are unlikely to get much traffic.

The top 3 searches get around 55% of all clicks

Source: www.sistrix.com/blog/why-almost-everything-you-knew-about-google-ctr-is-no-longer-valid/#Most_Keyword_show_purely_organic_results



taylor swift net worth

All Images News Videos Maps More Tools

About 26,600,000 results (0.63 seconds)

Taylor Swift (\$80 million) 14 Jan 2022

[https://www.rollingstone.com > music > music-lists > high...](https://www.rollingstone.com/music/music-lists/high-...)

Nine of the 10 Highest-Paid Musicians of 2021 Were Men

About featured snippets Feedback

People also ask

- Who is richer Beyonce or Taylor Swift?
- Who is the richest singer in the world?
- Is Taylor Swift the richest singer?
- Is Taylor Swift from a rich family?

Feedback

[https://www.celebritynetworth.com > ... > Singers](https://www.celebritynetworth.com/.../Singers)

Taylor Swift Net Worth

What is **Taylor Swift's Net Worth**? ... Taylor Swift is an American singer, songwriter and producer who has sold over 200 million albums during her career to date.

Net Worth: \$400 Million	Date of Birth: Dec 13, 1989 (32 years old)
Salary: \$150 Million Per Year	Height: 5 ft 10 in (1.78 m)

Example of zero click search result

The information that the searcher is after has appeared on the SERP without the searcher needing to visit the source website.

'People also ask' is another form of this sort of search.

This has led to businesses failing.

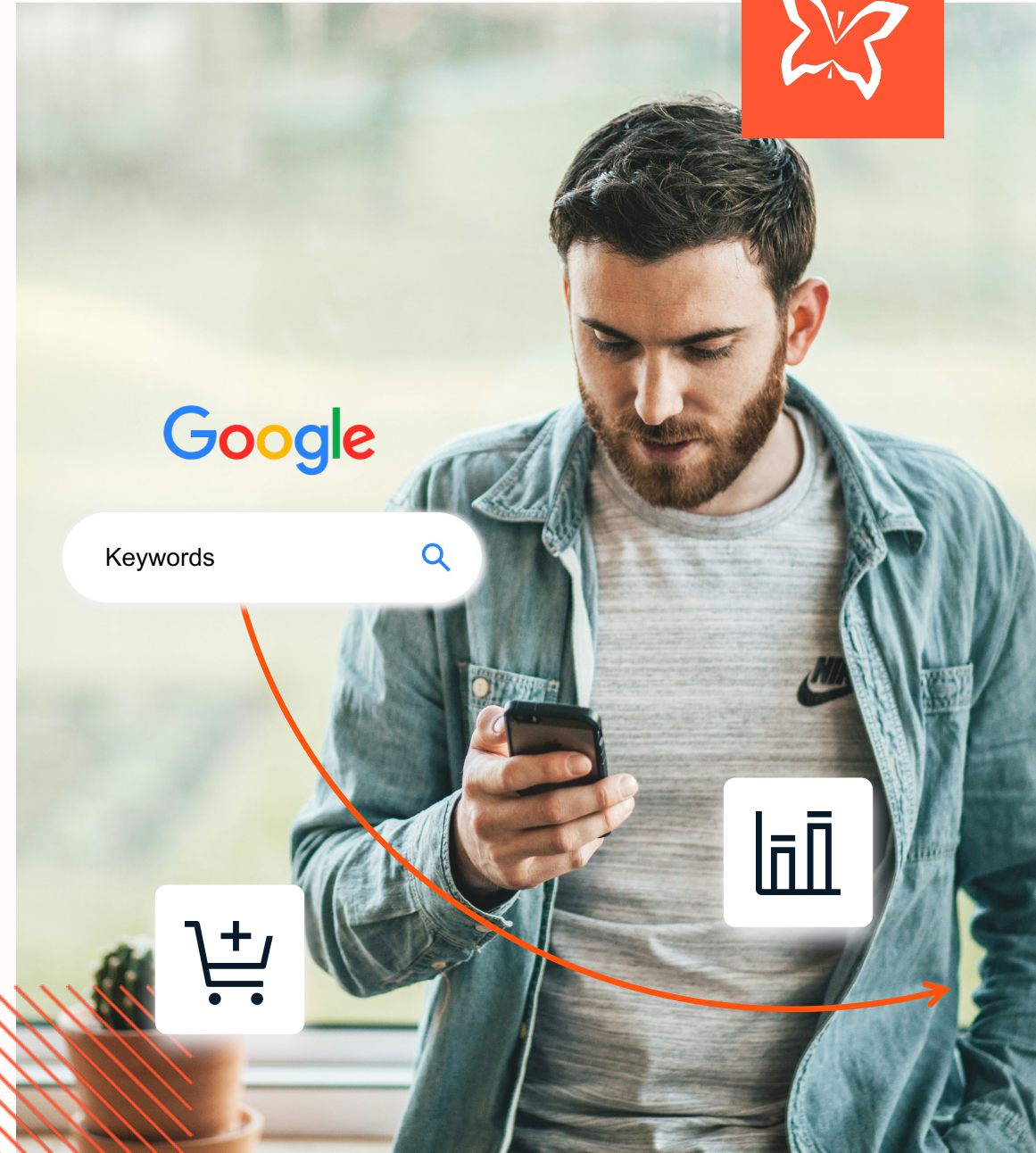
Source: www.google.com/search?q=taylor+swift+net+worth

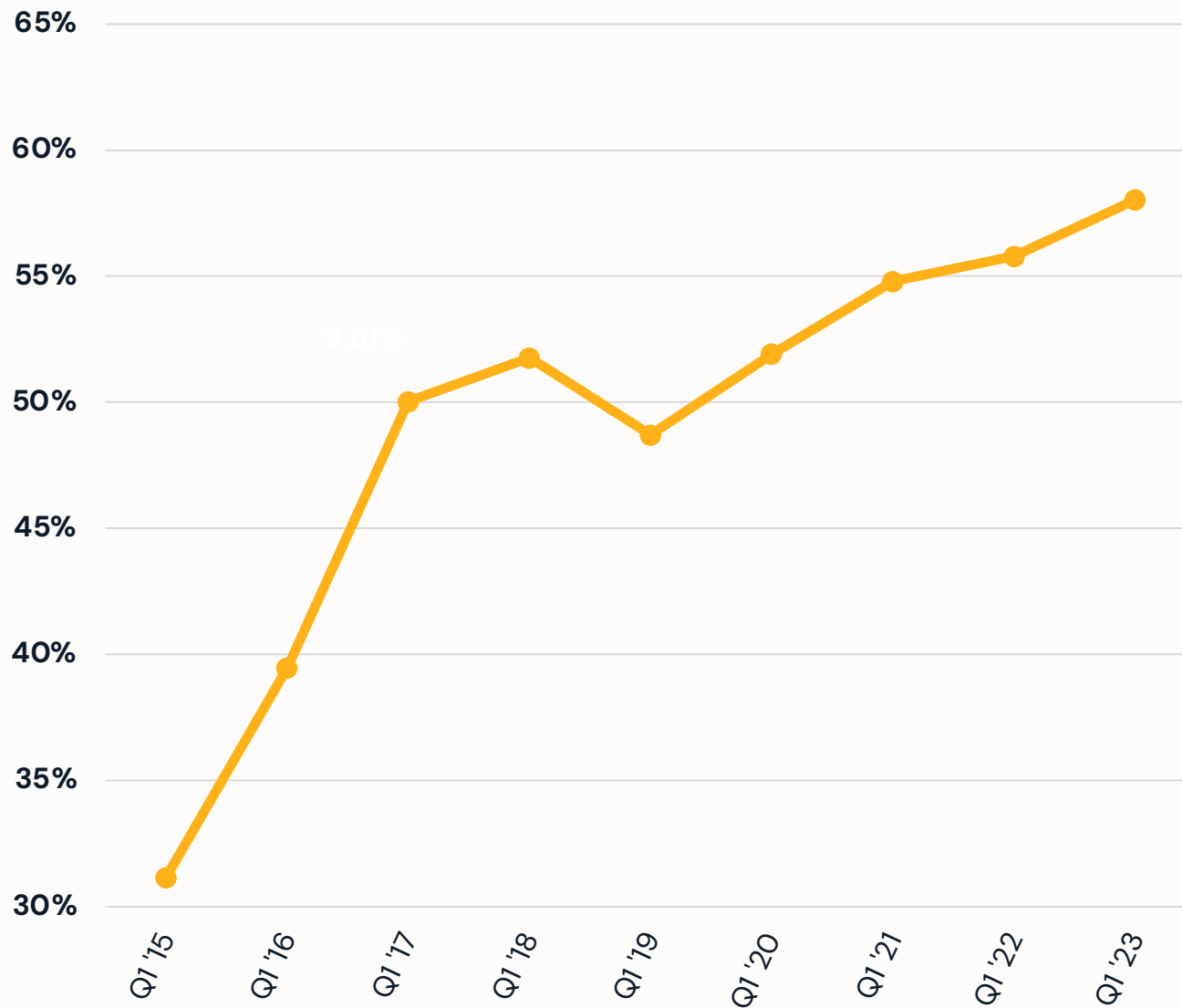


Mobile ^{vs} Desktop searches

Back in July 2017, Google switched their search index from looking at desktop first to mobile websites first. So now, instead of the desktop version of your website being crawled, only the mobile version will be evaluated and indexed by Google.

Google started rolling this change out because most searches now take place on mobile phones. The number of desktop searches had been steadily falling, while the number of searches taking place on the smartphones continued to grow.





Market share of mobile traffic versus desktop traffic.

54.4% of all searches on Google are now coming from mobile devices

Desktop searches, on the other hand, have fallen. Although this remained steady over the last 12 months.

Mobile is more important than desktop on Google.

Source: www.statista.com/statistics/277125/share-of-website-traffic-coming-from-mobile-devices/

1. It Can Help You Reach More People

Imagine a motorway with people driving on it all day every day who are all after your company's services. How much would you pay to put a sign advertising your business that drivers could see from that motorway?

Well, that is just like what having a strong SEO presence can do for your business.

SEO can help you attract anyone with intent to use services you provide at a given point in time, no matter what stage of the buying journey they are currently at.

If you target the right keywords, you can attract more prospects who may be interested in doing business with you.



2. It Gives You A Competitive Advantage Over the Competition

Your competitors will likely be investing in SEO, which means you should do so too.

Those who invest heavily in SEO often outrank the competition in search engine results and gain market share. As discussed, the top 3 positions take the bulk of the traffic.

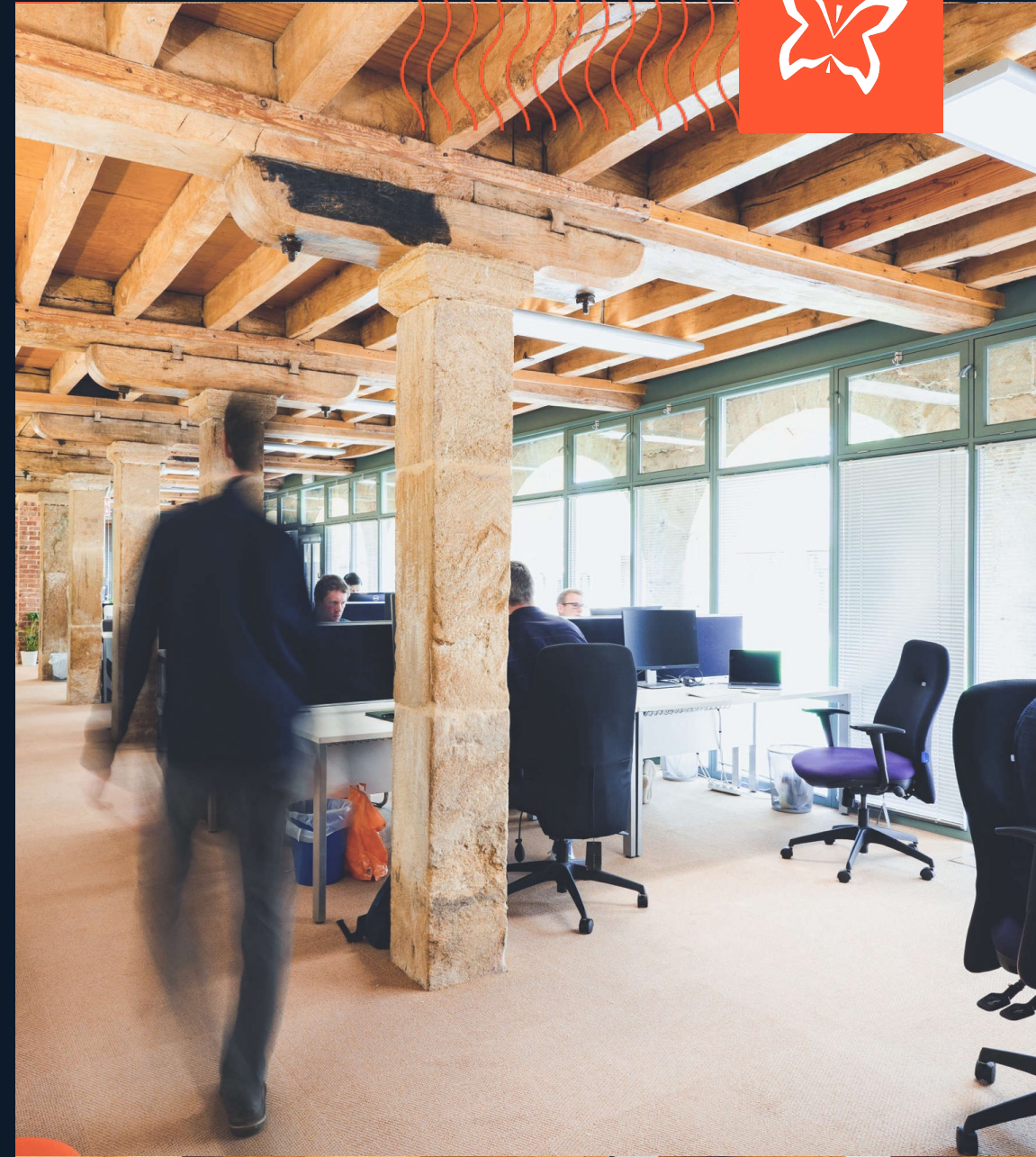
If you consider that results on the first page of a Google search get over 90% of traffic, you cannot afford not to be there, especially if your local competitors are showing above you.



3. It Boosts Your Website's Credibility

A site that ranks high on search engine results pages is typically considered high-quality and trustworthy by search engines. This, in turn, boosts the credibility of your business in the minds of your potential customers.

Even if people don't click directly on your business straight away, searchers often go back to the search results to compare and contrast companies. The fact you are on the first page boosts your company's credibility and increases the chances of your target customers enquiring about your services.



4. It Doesn't Have To Cost You Anything

Apart from time (if you handle it yourself), SEO does not cost anything like other marketing strategies, such as pay-per-click using Google Ads.

Search engines crawl your site 24/7, promoting useful content and helping you find new customers organically. To make the most of your SEO efforts, allocate some of your time to reviewing the content on higher ranking sites within your niche and aim to write content that's better than theirs. Then, share your content on your social platforms.

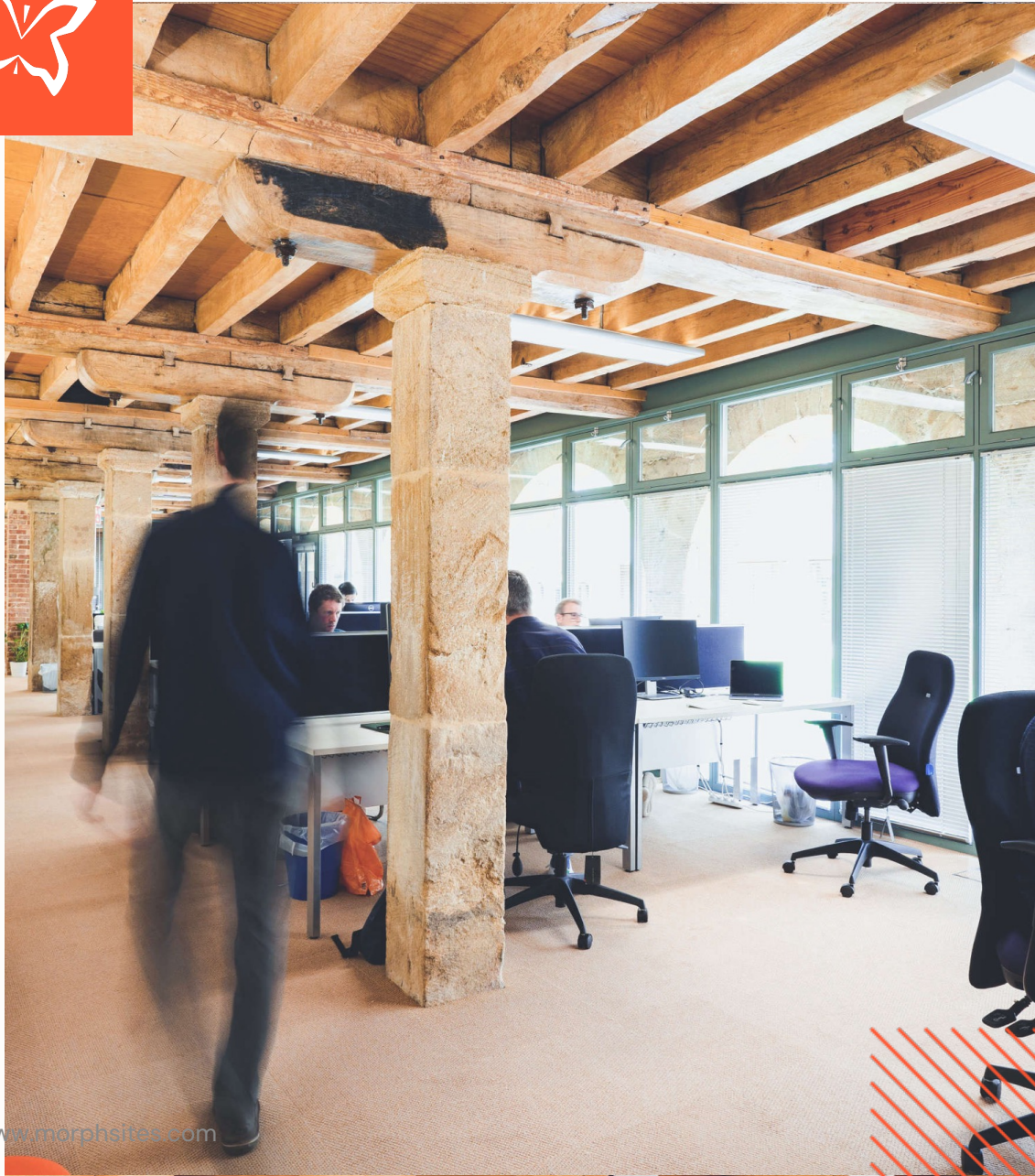


5. You Get Quantifiable Results

With SEO, you can track changes in rankings, conversions and website traffic. Platforms like Google Analytics provide a comprehensive suite of information, allowing you to drill down to an incredibly granular level.

For example, you can see every website user's buying journey — including the pages they engaged with, the keywords they used to search and whether they completed specific actions. You can use these insights to adjust and improve your SEO strategy. We will go into this in more detail later.





What influences your websites SEO presence?

Google are not exactly transparent when it comes to everything that affects your Google rankings.

Sure, Google give us a list of things that affect your website rankings, but this is like having a complicated recipe with all the ingredients.

But what they don't tell you is how much of each ingredient you need to use to get the best results.



What influences your websites SEO presence?

For this reason, a group of SEO experts get together every year since 2011 to put together a Periodic Table of SEO. This has become a globally recognised tool that search professionals have relied on to help them understand the elements essential to building a winning SEO strategy.

Source: downloads.digitalmarketingdepot.com/rs/727-ZQE-044/images/SEL_2106_SEOPerTabl.pdf



SEO Periodic table

Search engine optimisation seems like alchemy to the uninitiated. This guide to success factors, best practices and potential pitfalls can build the framework for your SEO strategy.

Ex. +3 — WEIGHT RANKING

EXAMPLE — ELEMENT SYMBOL

Element description — DESCRIPTION

example —

EXAMPLE CATEGORY — CATEGORY

Qu +5 QUALITY Pages must be well written and have substantial quality. CONTENT	R +5 RELEVANCE Content should meet or exceed users expectations. CONTENT	H +5 HTTPS Ensure your site is secure with a valid SSL. ARCHITECTURE
Au +5 ACCURACY Content should be what you say it will be. CONTENT	Cw +5 CRAWL Search engines must be able to easily crawl your pages. ARCHITECTURE	Ca +4 CANONICALISE Use canonicals and redirects to avoid confusing search engines. ARCHITECTURE
An +4 ANSWERS Create content that can be turned into answers in the SERP. CONTENT	Rs +4 RESEARCH Discover keywords people may use to find your content. CONTENT	Mo +4 MOBILE FIRST Optimize for smartphone and tablets. ARCHITECTURE
Dt +4 DEPTH Shallow content fails. Aim for substance. CONTENT	Cn +4 CONSENSUS Align with other high-quality sources. CONTENT	St +4 STRUCTURE Make sure the page's structure is easy for both users and bots to understand. ARCHITECTURE
Kw +3 KEYWORDS Build target keywords into your pages. CONTENT	L +3 LANGUAGE Content should match your users' language. CONTENT	Pa +4 PAGINATION Party between mobile and desktop experiences. ARCHITECTURE
Fr +3 FRESHNESS Create timely content; refresh or retire stagnant pages. CONTENT	U +3 UNIQUENESS Stand out from the crowd. Add extra value. CONTENT	Ur +4 URLS Build exact match keywords into your page addresses. ARCHITECTURE
Mm +3 MULTIMEDIA Images, video and audio can set your content apart. CONTENT	V +3 VALUE Content should have a real purpose. CONTENT	Ta +4 TAXONOMY Organize content and structure your pages wisely. ARCHITECTURE



SEO Periodic table

Search engine optimisation seems like alchemy to the uninitiated. This guide to success factors, best practices and potential pitfalls can build the framework for your SEO strategy.

Ex ⁺³ — WEIGHT RANKING

— ELEMENT SYMBOL

EXAMPLE — ELEMENT NAME

Element description — DESCRIPTION

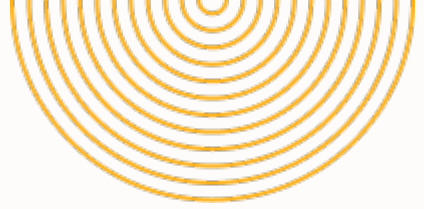
example

EXAMPLE CATEGORY — CATEGORY

Qu ⁺⁵ QUALITY Pages must be well written and have substantial quality. CONTENT	H ⁺⁵ HTTPS Ensure your site is secure with a valid SSL. ARCHITECTURE	Cw ⁺⁵ CRAWL Search engines must be able to easily crawl your pages. ARCHITECTURE	A ⁺⁵ AUTHORITATIVENESS Be an advocate, let others follow. REPUTATION	Cl ⁻⁵ CLOAKING Don't show the engines different content than you're showing searchers. TOXINS
Au ⁺⁵ ACCURACY Content should be what you say it will be. CONTENT	R ⁺⁵ RELEVANCE Content should meet or exceed users expectations. CONTENT	Ca ⁺⁴ CANONICALISE Use canonicals and redirects to avoid confusing search engines. ARCHITECTURE	Au ⁺⁵ AUTHORITY Authority is everything. Cover links, shares, and other signals. REPUTATION	Sc ⁻⁴ SCHEMES Buying links, spamming blogs and so on are tactics that can get you penalized. TOXINS
An ⁺⁴ ANSWERS Create content that can be turned into answers in the SERP. CONTENT	Rs ⁺⁴ RESEARCH Discover keywords people may use to find your content. CONTENT	Mo ⁺⁴ MOBILE FIRST Optimize for smartphone and tablets. ARCHITECTURE	Lq ⁺⁵ LINK QUALITY Seek links from trusted, quality websites. LINKS	Bc ⁻⁴ BAD CONTENT Google punishes automated/generated content, scraped content, and doorway pages. TOXINS
Dt ⁺⁴ DEPTH Shallow content fails. Aim for substance. CONTENT	Cn ⁺⁴ CONSENSUS Align with other high-quality sources. CONTENT	Tt ⁺⁵ TITLES Build keywords into your titles. CODE	Qa ⁺⁴ QA QUALITY Qualify all your links "nofollow, UGC, sponsored" LINKS	Ux ⁺⁴ USER EXPERIENCE Let your users easily find what they need. USER
Kw ⁺³ KEYWORDS Build target keywords into your pages. CONTENT	St ⁺⁴ STRUCTURE Make sure the page's structure is easy for both users and bots to understand. ARCHITECTURE	Br ⁺⁴ BRAND Be a confident brand. REPUTATION	Co ⁺⁵ CORE WEB VITALS Ensure your site passes all metrics to rank well on Google. PERFORMANCE	Mb ⁻⁴ MALIGNANT BEHAVIOUR Phishing, botnets, malware and hacking will get you kicked out of the index. TOXINS
L ⁺³ LANGUAGE Content should match your users' language. CONTENT	Sc ⁺⁴ SCHEMA Structured data and schema can turn data into enhanced listings. CODE	Xp ⁺⁴ EXPERIENCE Prove your credentials through partnerships and reviews. REPUTATION	In ⁺⁴ INTERNAL Interlink your pages to guide users. LINKS	It ⁺⁴ INTENT Consider why someone is conducting a specific search. USER
Fr ⁺³ FRESHNESS Create timely content; refresh or retire stagnant pages. CONTENT	Pa ⁺⁴ PAGINATION Parity between mobile and desktop experiences. ARCHITECTURE	S ⁺⁴ SPEED Deploy CDNs and be quick to load in your users destination. PERFORMANCE	En ⁺⁴ EXTERNAL Link out to credible, reputable sources. LINKS	Sf ⁻³ STUFFING Don't be excessive with packing keywords into your copy. TOXINS
Mm ⁺³ MULTIMEDIA Images, video and audio can set your content apart. CONTENT	Hd ⁺³ HEADINGS Build keywords into your headers and subheaders. CODE	Ex ⁺⁴ EXPERTISE Demonstrate you know more. Be a thought leader. REPUTATION	Ly ⁺³ LOCALITY Consider the region, city or town of your searcher, create experiences for them. USER	Hi ⁻³ HIDING Obfuscating your keywords is a spam tactic. TOXINS
V ⁺³ VALUE Content should have a real purpose. CONTENT	Ur ⁺⁴ URLS Build exact match keywords into your page addresses. ARCHITECTURE	Sn ⁺³ STICKINESS Engage your users, make them want to come back. PERFORMANCE	Ac ⁺⁴ ANCHORS Link anchor text words should be relevant to the destination URL, of the link. LINKS	Ar ⁻² PIRACY Hosting stolen content can get you flagged. TOXINS
Ta ⁺⁴ TAXONOMY Organise content and structure your pages wisely. ARCHITECTURE	Ds ⁺² DESCRIPTIONS Meta tags should describe what pages are about. CODE	Tr ⁺⁴ TRUST Established sites that have operated the same way for years carry weight. REPUTATION	Cy ⁺² COUNTRY Consider the country of your searcher, create experiences for them. USER	Rw ⁺³ REVIEWS There is a direct correlation between the number and quality of reviews and local SEO rankings. LOCAL SEO
Alt ⁺¹ IMAGE ALT Alt text for images improves accessibility and image SEO. CODE	Cr ⁺³ CREATOR Be a leader of content; cite and backup sources. REPUTATION	Rv ⁺³ RESPONSIVENESS Accommodate all user groups, particularly mobile. PERFORMANCE	Qt ⁺² QUANTITY The more high-quality links, the better. LINKS	Es ⁺² FLEXIBLE SAMPLING If your news is behind a subscription, experiment with metering and lead-ins. PUBLISHING
Eg ⁺² ENGAGEMENT Visitors should spend time with your pages, not bounce. USER	Iv ⁻² INTRUSIVENESS Ad-heavy content, intrusive interstitials are a bad idea. TOXINS	Pg ⁺³ PAGINATION Ensure that important product pages are not being orphaned and prevent unnecessarily deep site structures while providing positive UX. ECOMMERCE		

Niches

Gmb ⁺⁵ GOOGLE MY BUSINESS A Google My Business listing is required to get found on the local map. LOCAL SEO	Ts ⁺⁴ TOP STORIES Optimizing your site to show in Top Stories can be a goldmine of organic traffic for publishers. PUBLISHING	Pd ⁺⁵ PRODUCT DESCRIPTIONS Product descriptions should be detailed and thorough, but easy to understand. ECOMMERCE
At ⁺⁴ ARCHITECTURE Product architecture should be intuitive and give buyers easy access to what they need. ECOMMERCE	Lc ⁺⁵ LOCATIONS The searcher's location plays into what results show up in a local search. LOCAL SEO	Mc ⁺⁴ MERCHANT CENTER Manage how your inventory displays in Google search. ECOMMERCE
Av ⁺³ ARCHIVES A strong, well-optimized archive acts as a content pillar in your industry. PUBLISHING	Dc ⁺⁴ DISCOVER Google's Discover feed personalizes news for readers. This means more qualified website visitors. PUBLISHING	Sd ⁺⁴ STRUCTURED DATA Include structured data for products, offers & reviews. ECOMMERCE
Url ⁺³ URLS Ensure URL structure is easy to read and tells buyers where they came from. ECOMMERCE	Ci ⁺³ CITATIONS Citations show search engines you're a real business. LOCAL SEO	Ir ⁺³ IMAGE REQUIRED Every page is required to include at least one image. Images should be at least 1000 pixels wide if the height is 800px. PUBLISHING
Url ⁺³ URLS Ensure URL structure is easy to read and tells buyers where they came from. ECOMMERCE	Nap ⁺³ NAP Name, address, and phone number must be consistent across all digital citations. LOCAL SEO	Ar ⁻² PIRACY Hosting stolen content can get you flagged. TOXINS
Pg ⁺³ PAGINATION Ensure that important product pages are not being orphaned and prevent unnecessarily deep site structures while providing positive UX. ECOMMERCE	Hi ⁻³ HIDING Obfuscating your keywords is a spam tactic. TOXINS	



Content is still paramount

Google is always looking for updated new content.

- Content that is written to and for the benefit of users.
- Does this answer someone's questions fully?
- What are the search volumes of keywords on your site? Is anyone searching for that term?
- Do you have a regular content plan that you follow?
- Is your content on your website regularly updated or refreshed?
- How much content is on your website?

Qu +5
QUALITY
Pages must be well written and have substantial quality.
CONTENT

Au +5
ACCURACY
Content should be what you say it will be.
CONTENT

R +5
RELEVANCE
Content should meet or exceed users expectations.
CONTENT

Rs +4
RESEARCH
Discover keywords people may use to find your content.
CONTENT

An +4
ANSWERS
Create content that can be turned into answers in the SERP.
CONTENT

Cn +4
CONSENSUS
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DEPTH
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Build target keywords into your pages.
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L +3
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Content should match your users' language.
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Stand out from the crowd. Add extra value.
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VALUE
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CONTENT

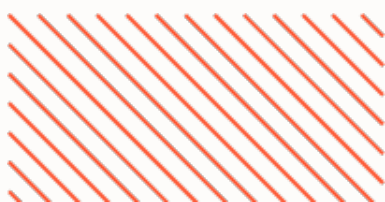




Architecture

Your website layout.

- Can Google easily crawl my website?
- Is your website mobile first?
- Is the page structure of the website easy to follow?
- Do your URLs contain keywords?
- Do you have lots of duplicate content?
- Have you signposted to Google the best form of your content?
- Does your website load quickly?
- Is it secure?



H +5
HTTPS
Ensure your site is secure with a valid SSL.
ARCHITECTURE

Cw +5
CRAWL
Search engines must be able to easily crawl your pages.
ARCHITECTURE

Mo +4
MOBILE FIRST
Optimize for smartphone and tablets.
ARCHITECTURE

Ca +4
CANONICALISE
Use canonicals and redirects to avoid confusing search engines.
ARCHITECTURE

Pa +4
PAGINATION
Parity between mobile and desktop experiences.
ARCHITECTURE

St +4
STRUCTURE
Make sure the page's structure is easy for both users and bots to understand.
ARCHITECTURE

Ur +4
URLS
Build exact match keywords into your page addresses.
ARCHITECTURE

Ta +4
TAXONOMY
Organise content and structure your pages wisely.
ARCHITECTURE





Code

Code base of your website.

- Does your website use the right titles?
- Do you have meta titles and descriptions that use keywords?
- Are the right keywords on your website signposted as headings?
- Does your website suffer from poor CLS scores?
- Do you include alt text on your images?

Tt +5

TITLES
Build keywords into your titles.

CODE

Sc +4

SCHEMA
Structured data and schema can turn data into enhanced listings.

CODE

Hd +3

HEADINGS
Build keywords into your headers and subheaders.

CODE

Ds +2

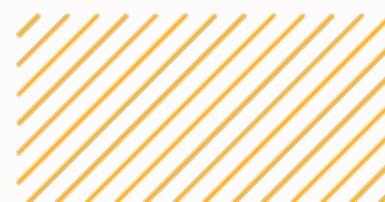
DESCRIPTIONS
Meta tags should describe what pages are about.

CODE

Alt +1

IMAGE ALT
Alt text for images improves accessibility and image SEO.

CODE





Reputation

Consider the reputation of your website.

- Do you use Google reviews? Or do you have another 3rd party review system?
- Do you encourage sharing of your articles online?
- Are any of your articles long form content that cover a topic in depth?
- Does your website generate shares or links to key pages?
- Has your website been around for a long time?

A +5
AUTHORITATIVENESS
Be an advocate, let others follow
REPUTATION

Au +5
AUTHORITY
Authority is everything. Covet links, shares, and other signals.
REPUTATION

Ex +4
EXPERTISE
Demonstrate you know more. Be a though leader.
REPUTATION

Tr +4
TRUST
Established sites that have operated the same way for years carry weight.
REPUTATION

Br +4
BRAND
Be a confident brand
REPUTATION

Xp +4
EXPERIENCE
Prove your credentials through partnerships and reviews.
REPUTATION

Cr +3
CREATOR
Be a leader of content; cite and backup sources.
REPUTATION



Performance

Your website layout.

- Does your website load quickly?
- Does your website pass CLS checks ?
- Is your website mobile first?
- Do users come back to your website, is it useful and retain them?



Co +5

CORE WEB VITALS
Ensure your site passes all metrics to rank well on Google.

PERFORMANCE

S +4

SPEED
Deploy CDN's and be quick to load in your users destination.

PERFORMANCE

Sn +3

STICKINESS
Engage your users, make them want to come back.

PERFORMANCE

Rv +3

RESPONSIVENESS
Accommodate all user groups, particularly mobile.

PERFORMANCE





Links

- Which websites link back to your website?
- What is your backlink profile like?
- Are there lots of strong links from high reputation websites pointing to my website?
- What pages are those links pointing too?
- How many links do you have?
- What are the anchors to those links?

Lq +5

LINK QUALITY
Seek links from trusted, quality websites.

LINKS

Qa +4

QA QUALIFY
Qualify all your links "nofollow, UGC, sponsored"

LINKS

In +4

INTERNAL
Interlink your pages to guide users.

LINKS

En +4

EXTERNAL
Link out to credible, reputable sources.

LINKS

Ac +4

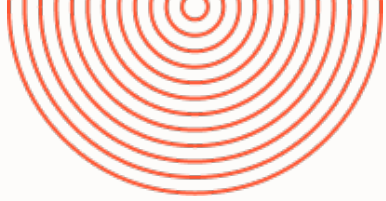
ANCHORS
Link anchor text words should be relevant to the destination URL of the link.

LINKS

Qt +2

QUANTITY
The more high-quality links, the better.

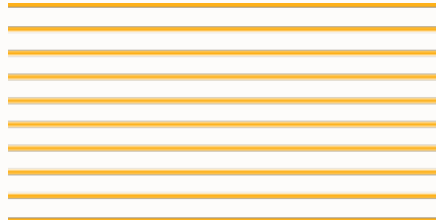
LINKS



User

How users interact with your website.

- UX – What is the user experience like on your website?
- Intent – Why is someone coming through to my website?
- Does my website appear correctly in multiple languages where applicable?
- Does my website contain references to my local area?
- What's the bounce rate like?
- How long do people engage with my website?



Ux +4

USER EXPERIENCE
Let your users easily find what they need.

USER

Ly +3

LOCALITY
Consider the region, city or town of your searcher, create experiences for them.

USER

It +4

INTENT
Consider why someone is conducting a specific search.

USER

Cy +2

COUNTRY
Consider the country of your searcher, create experiences for them.

USER

Eg +2

ENGAGEMENT
Visitors should spend time with your pages, not bounce.

USER



Toxins

Major elements to avoid on your website.

- Does your website have hidden content?
- Do you engage in keyword stuffing across your content?
- Do you buy lots of links from 3rd party companies?
- Does your website contain negative content, or have you copied content from other sites?
- Does your website have too many ads or popups?

Cl -5
CLOAKING
Don't show the engines different content than you're showing searchers.
TOXINS

Bc -4
BAD CONTENT
Google punishes automated/generated content, scraped content, and doorway pages.
TOXINS

Sc -4
SCHEMES
Buying links, spamming blogs and so on are tactics that can get you penalized.
TOXINS

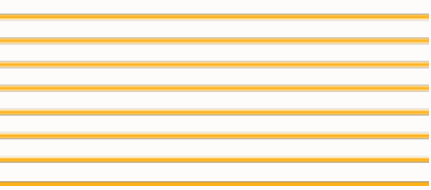
Mb -4
MALICIOUS BEHAVIOUR
Phishing, trojans, malware and hacking will get you kicked out of the index.
TOXINS

Hi -3
HIDING
Obfuscating your keywords is a spam tactic.
TOXINS

Sf -3
STUFFING
Don't be excessive with packing keywords into your copy.
TOXINS

Ar -2
PIRACY
Hosting stolen content can get you flagged.
TOXINS

Iv -2
INTRUSIVENESS
Ad-heavy content, intrusive interstitials are a bad idea.
TOXINS



Local SEO

Do you have a Google My business account listing setup?

Does my website contain local address information?

Do you have real high-quality reviews on your site and GMB page?

Gmb ⁺⁵

GOOGLE MY BUSINESS
A Google My Business listing is required to get found on the local map.

LOCAL SEO

Lc ⁺⁵

LOCATIONS
The searcher's location plays into what results show up in a local search.

LOCAL SEO

Ci ⁺³

CITATIONS
Citations show search engines you're a real business.

LOCAL SEO

Nap ⁺³

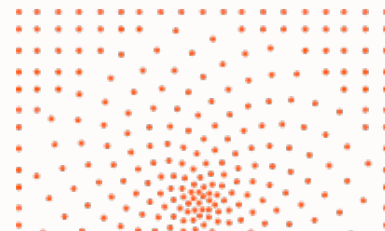
NAP
Name, address, and phone number must be consistent across all digital citations.

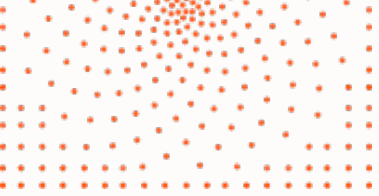
LOCAL SEO

Rw ⁺³

REVIEWS
There is a direct correlation between the number and quality of reviews and local SEO rankings.

LOCAL SEO





Publishing

Ensure that your website is setup to take advantage of Google new articles schema.

- Does your website have the right schema markup?
- Do you have images tagged with your articles?
- Can your articles appear in Googles Discover feed?

Ts +4

TOP STORIES
Optimizing your site to show in Top Stories can be a goldmine of organic traffic for publishers.

PUBLISHING

Av +3

ARCHIVES
A strong, well-optimized archive acts as a content pillar in your industry.

PUBLISHING

Ir +3

IMAGE REQUIRED
Every page is required to include at least one image. Images should be at least 1200 pixels wide if the height is 800px.

PUBLISHING

Dc +4

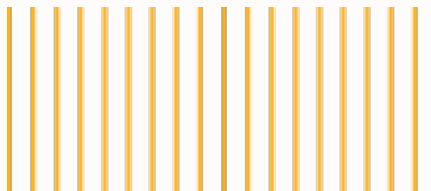
DISCOVER
Google's Discover feed personalizes news for readers. This means more qualified website visitors.

PUBLISHING

Es +2

FLEXIBLE SAMPLING
If your news is behind a subscription, experiment with metering and lead-ins.

PUBLISHING





Ecommerce

Ensure your website has the right structured markup for an e-commerce website.

- Do you have product descriptions?
- Does your website have pagination?
- Do you have Google merchant centre setup?
- Are you sending the right data?

Pd +5
PRODUCT DESCRIPTIONS
Product descriptions should be detailed and thorough, but easy to understand.
ECOMMERCE

At +4
ARCHITECTURE
Product architecture should be intuitive and give buyers easy access to what they need.
ECOMMERCE

Sd +4
STRUCTURED DATA
Include structured data for products, offers & reviews.
ECOMMERCE

Mc +4
MERCHANT CENTER
Manage how your inventory displays in Google search.
ECOMMERCE

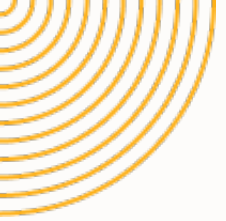
Url +3
URLS
Ensure URL structure is easy to read and tells buyers where they came from.
ECOMMERCE

Pg +3
PAGINATION
Ensure that important product pages are not being orphaned and prevent unnecessarily deep site structures while providing positive UX.
ECOMMERCE

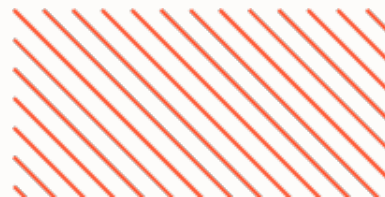


Google Analytics / Measuring success

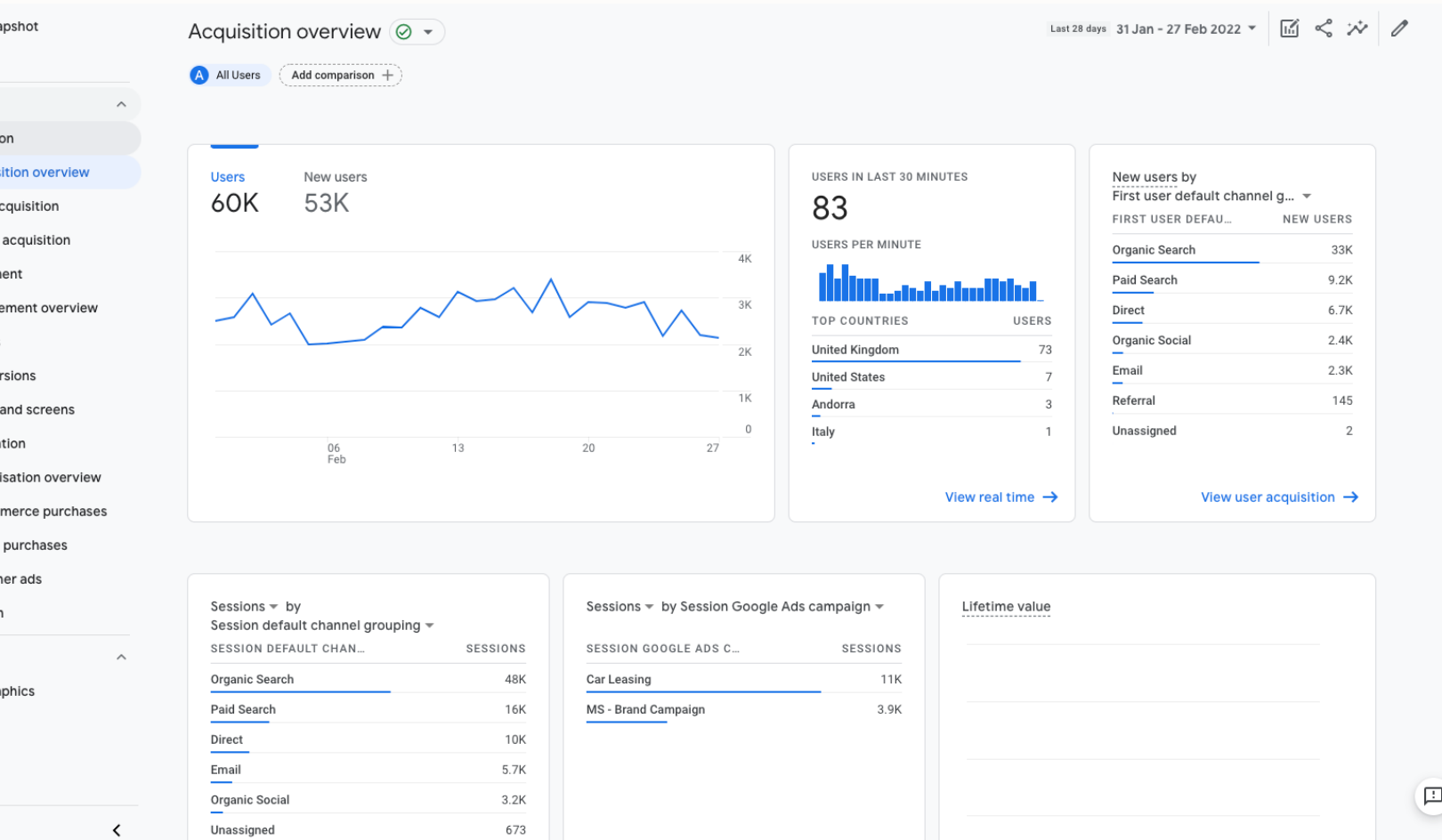




- **Is your Google Analytics account a source of valuable information to your business?**
- **If not, why not?**



Where is your traffic coming from?



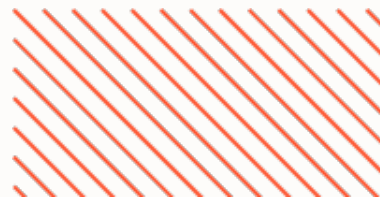
What channels is traffic reaching your website from?

How long are users on your website?

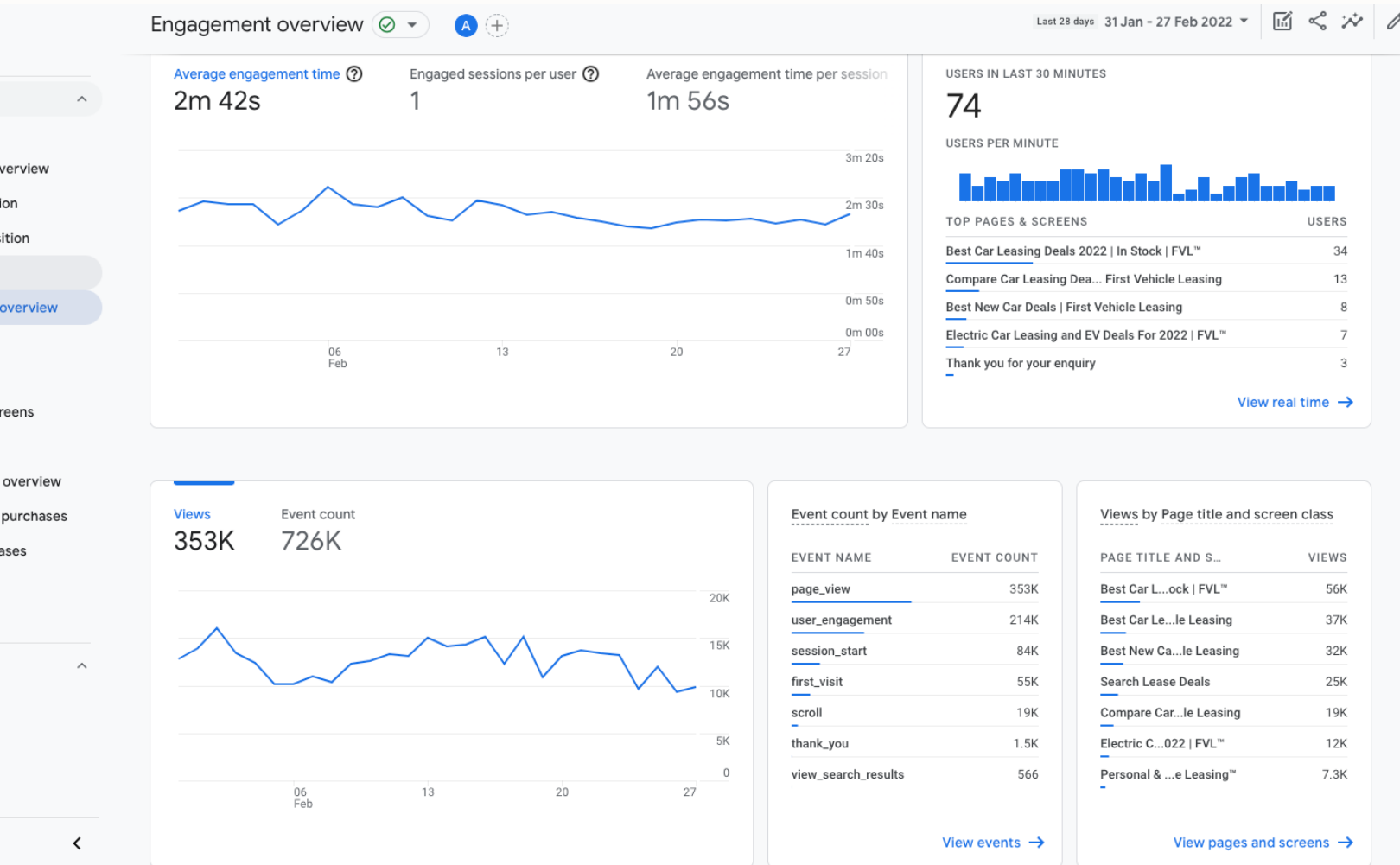
What valuable actions are users taking on your website?

Track everything:

- Phone calls
- Enquires
- Sales

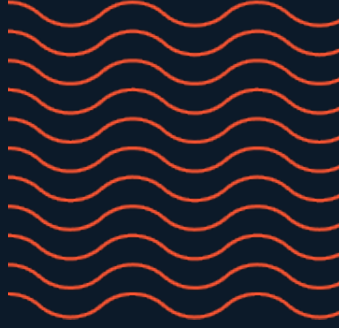


What pages are users visiting?



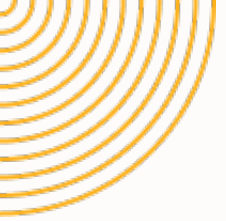
How does your navigation influence these pages?

Are these pages engaging to users?



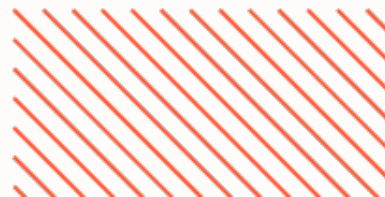
Let's talk about Conversions...





Ensure you are tracking everything of value to your business or organisation.

- **Contact forms**
- **Enquiries**
- **Transactions**
- **Revenue**
- **Phone calls**
- **Bookings**
- **Chat interactions**





Working Lunch...



Lunchtime Activity – download these 2 free tools on Google Chrome, we will use them later.

<https://smart.linkresearchtools.com/seo-tools/lrt-power-trust-extension>

A plugin which displays PowerTrust – a metric similar to Google PageRank and Moz DA/PA

<https://chrome.google.com/webstore/detail/seo-meta-in-1-click/bjogjfinolnhfhkbipphpdlldadpnmhc>

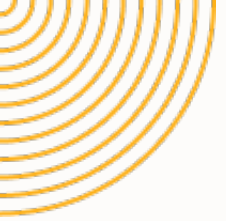
A plugin which shows the headings and meta data for any web page





Your website backlinks – are they any good?





What do you think makes a good backlink?





Links

- Which websites link back to your website?
- What is your backlink profile like?
- Are there lots of strong links from high reputation websites pointing to my website?
- What pages are those links pointing too?
- How many links do you have?
- What are the anchors to those links?

Lq +5
LINK QUALITY
Seek links from trusted, quality websites.
LINKS

Qa +4
QA QUALIFY
Qualify all your links "nofollow, UGC, sponsored"
LINKS

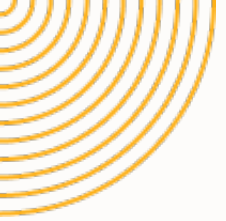
In +4
INTERNAL
Interlink your pages to guide users.
LINKS

En +4
EXTERNAL
Link out to credible, reputable sources.
LINKS

Ac +4
ANCHORS
Link anchor text words should be relevant to the destination URL of the link.
LINKS

Qt +2
QUANTITY
The more high-quality links, the better.
LINKS





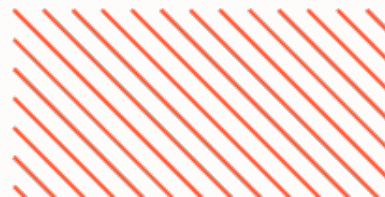
What makes a Good Backlink?

A good backlink is a relevant outbound link to a **trusted, authoritative site**.

Generally, a site is viewed as trustworthy if it has lots of strong backlinks pointing to it. Google views these backlinks as one way to confirm that your site contains helpful, quality content.

Main points

- It comes from an **authoritative** site
- It's **relevant** to your websites on-page content
- The anchor text or "label" of the link is **specific** to the content on your website.





Example of a good backlink

Coombe Farm Organic have a link from this article on the Independent website:

<https://www.independent.co.uk/extras/indybest/food-drink/subscription-boxes/best-meat-boxes-a9513826.html>

Related content

Article title: "12 best meat boxes from ethical farms delivered to your door"

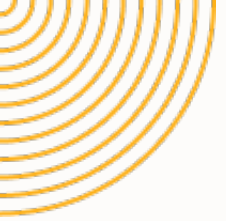
Great domain strength

The Independent is obviously a very trusted website by Google.

Anchor text

Coombe Farm Organic





What do you think makes a bad backlink?



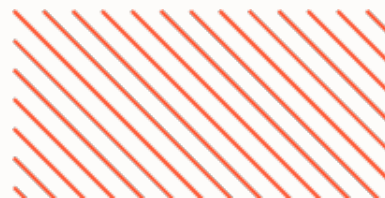


What makes a Bad Backlink?

Bad backlinks can **damage** your overall site performance. Since Google focuses mostly on quality over quantity, they track and evaluate backlinks to flag potentially spammy practices.

Main things to look out for:

- **Thousands of links** pointing to one site
- It's sourced in **spammy** forum comments
- Links are **hidden** to users using the website
- The content is **not related** to content on your website at all





Example of a bad backlink

10 years ago, acquiring directory links was a really common tactic used by SEOs to manipulate the Google algorithm. This sort of link will now be heavily penalized by Google.

<https://www.piseries.com/>

Not related content

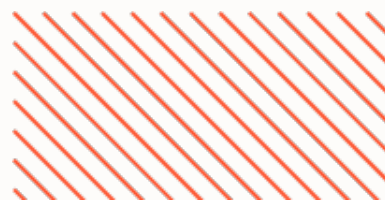
No value in this content for any website

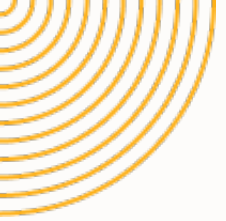
Poor domain strength

Lots of powerful link but no trust, means its unbalanced.

Anchor text

Not relevant to the content it points too.





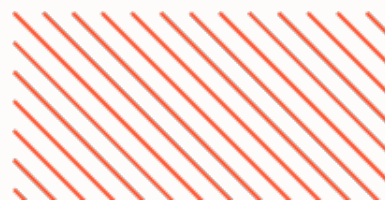
You can use tools like **Link Research Tools** to audit your link profile





Benefits of auditing your link profile

- See where your good links are coming from.
- Identify any bad links that are pointing to your website...so you can take action to remove them.
- Check out what your competitors backlinks are like.
- Then possible reach out to wherever your competitors are getting their best links from to get links on that page too.





URL: <https://www.coombefarmorganic.co.uk/>

Want to know what it takes to audit and manage the backlink profile of this domain? >

DOMAIN

LRT Power 4



LRT Trust 4

Backlinks

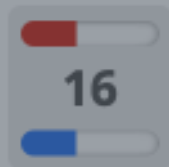
135K

Ref Domains

2K

PAGE

LRT Power 4



LRT Trust 4

Backlinks

5K

Ref Domains

498

[More about Power*Trust](#)

[Try LinkResearchTools](#)



Domain

How many links your total website has.

Referring domain

How many different domains link to your website.



URL: <https://www.coombefarmorganic.co.uk/>

Want to know what it takes to audit and manage the backlink profile of this domain? >

DOMAIN

LRT Power 4



16



LRT Trust 4

Backlinks

135K

Ref Domains

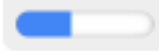
2K

PAGE

LRT Power 4



16



LRT Trust 4

Backlinks

5K

Ref Domains

498

[More about Power*Trust](#)

[Try LinkResearchTools](#)



Page

How any backlinks and referring domains an individual page has.

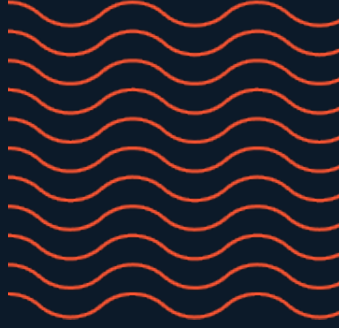
You can see which pages are most important by how many links the have.



Activity: Check how many links your website has. Check your competitor's links

- Use the LRT Power trust Chrome extension to see how many links your website has.
- Check your main competitors too, how does your score compare to them.
- You want to see **high trust** and **high power** scores.





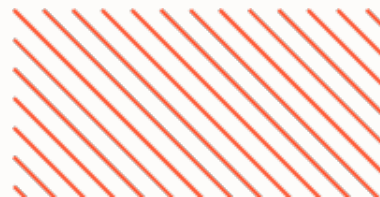
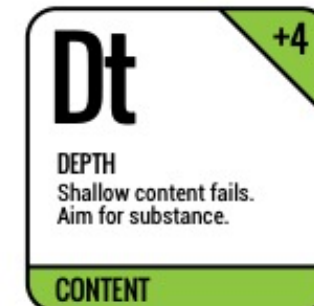
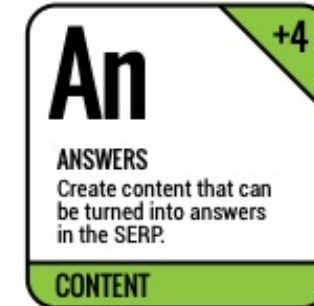
How you can optimise your content for more traffic, engagement and sales

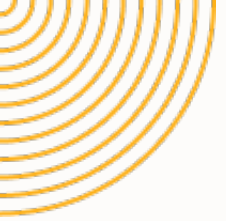


Content is still paramount

Google is always looking for updated new content.

- Content that is written to and for the benefit of users.
- Does this answer someone's questions fully?
- What are the search volumes of keywords on your site? Is anyone searching for that term?
- Do you have a regular content plan that you follow?
- Is your content on your website regularly updated or refreshed?





Q. When you search Google for a keyword, does every page of your site appear?



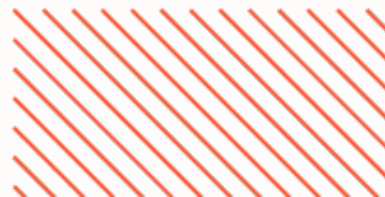


Target one main keyword per page and expect it to rank for closely related terms

- A big mistake in SEO is to run the same keyword through your entire site.
- Google only shows 1 or at most 2 pages from your site for any specific keyword.

A winning strategy will

- Target one main keyword to the page – don't try to rank every page for the same keyword.
- Your homepage or category pages will likely pick up "multiple" higher volume keywords.
- Blog articles and product pages will likely pick up longer tail lower volume keywords.
- Internally point links from articles and product pages to the main category pages you want to rank.





Keyword	Intent	Volume	Trend	KD %	CPC (U...)
+ spring bulb flowers >>	I	1,000		50 ●	0.37
+ spring flowering bulbs >>	C	880		38 ●	0.37
+ spring flower bulbs >>	C	480		32 ●	0.37
+ spring bulbs flowers >>	I	320		37 ●	0.37
+ spring bulbs purple flowers >>	C	320		28 ●	0.00
+ blue spring flowers from bulbs >>	I C	260		25 ●	0.00
+ spring flowering bulbs for sale uk >>	T	260		25 ●	0.42
+ bulbs for spring flowers >>	C	210		36 ●	0.37
+ flowering spring bulbs >>	I	170		41 ●	0.37
+ purple bulb flowers spring >>	I C	170		32 ●	0.00
+ spring flowering bulbs uk >>	C	170		23 ●	0.45
+ when to plant spring flower bulbs >>	I	170		59 ●	0.00
+ when to plant spring flowering bulbs >>	I	170		59 ●	0.00



Keyword research (closely related terms)

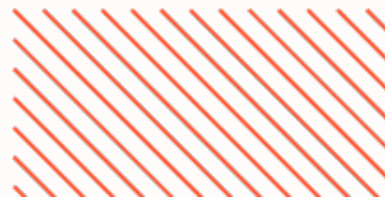
Each page has a main ranking keyword it's aimed at ranking for.

Is the content on this page relevant to this top-level keyword?

Example – Spring bulb flowers category page

What content on this page could you provide to improve your chances to rank?

- When to plant spring flower bulbs?
- Purple bulb flowers. (can you provide a link to purple ones?)
- Include variations of the keyword naturally in the copy on the page.





Keyword intent examples

Informational intent: searchers looking for an answer to a specific question or general information.

EXAMPLE: "what are perennials?"

Navigational intent: searchers intending to find a specific site or page.

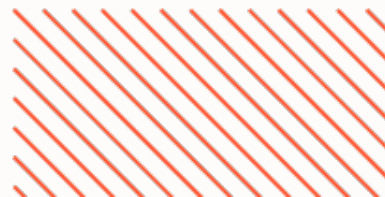
EXAMPLE: "hardy perennial plants"

Commercial intent: searchers looking to investigate products, services, or brands. These commonly have an intent to complete an action or purchase sometime in the future.

EXAMPLE: "perennial plants uk"

Transactional intent: searchers intending to complete an action or purchase (aka buyer intent keywords).

EXAMPLE: "best perennial plants to buy"





Write your content directly to the user

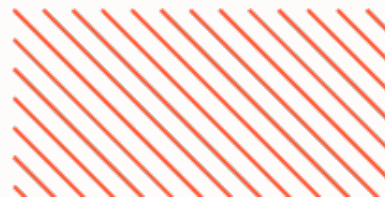
The "Is trend"

For example [keyword] is...[short answer].. and [benefit].

A paragraph targeting "Tesla leasing"

"Tesla leasing is a great way for you to get an electric car with the latest technology on a cost-effective monthly budget".

- Google seeks out paragraphs like this on your page so ensure you create one for your pages target keyword.
- Try not to write about the subject – write it to the user.
- Write directly to the user putting yourself in their shoes. Reference "You"
- Look out in search results what is ranking, you will likely see this trend on top results.





car leasing × 🔊 🔍

<https://www.nationwidevehiclecontracts.co.uk> › deals

Car Leasing Deals - Nationwide Vehicle Contracts

Car leasing is a long-term rental agreement of usually two, three or four years. It is a popular - and often cheaper alternative - to buying a car outright or ...

What is the difference between business and personal car leasing? ▼

Is it cheaper to buy or lease a car? ▼

You've visited this page many times. Last visit: 06/02/22

People also ask

Is it better to lease or purchase a car? ▼

Is it smart to lease a car? ▼

Is vehicle leasing a good idea? ▼

Is leasing a car a waste of money? ▼

Feedback

<https://www.carwow.co.uk> › car-leasing

Best Car Lease Deals | carwow

Leasing or Contract Hire (PCH is Personal Contract Hire) can be a simple way to drive your brand new car in exchange for fixed monthly payments. It is ...

You've visited this page many times. Last visit: 14/02/22

<https://www.allcarleasing.co.uk>

All Car Leasing: Car Leasing | UK Car Leasing Specialists

Car leasing is an agreement between an individual or business and a leasing company. This agreement allows that individual or business to essentially rent a ...

You've visited this page many times. Last visit: 21/02/22



Google doesn't always know what you are after.

So it will show different types of results like "People also ask" to cover more variations of your search.

These are hints of what others are searching for.

Try to answer these questions on your website to maximise the chances Google will show your site.





flowering bulbs

All Shopping Images Videos News More Tools

About 32,500,000 results (0.67 seconds)

https://www.thompson-morgan.com > flower-bulbs

Flower Bulbs & Tubers | Thompson & Morgan



Thompson & Morgan have a wide range of **flower bulbs** available to buy online in the UK. With all types of **flower bulbs** available for delivery - Buy Online!
[Tulip Bulbs](#) · [Allium Bulbs](#) · [Daffodil Bulbs](#) · [Lily Bulbs](#)

People also ask






- What flower bulbs bloom the longest?
 - Which bulbs flower every year?
 - Do flowering bulbs multiply?
 - When should I buy bulbs for my garden?
- Feedback

https://www.suttons.co.uk > flower-plants > flowering-b...

Flower Bulbs & Tubers - Bulb Mixes & Collections | Suttons



Ads · Shop now

 Allium azureum 50 bulbs £6.00 Farmer Gracy By Google	 GreenBrokers 101 Bulbs... £9.99 Amazon.co.uk By Google	 Allium Aflatunense... £10.99 Quality Garden.. By Google
 Dahlia tubers - Mixed... £9.49 Was £13 Amazon.co.uk By Google	 GreenBrokers All Summer... £9.99 Amazon.co.uk By Google	



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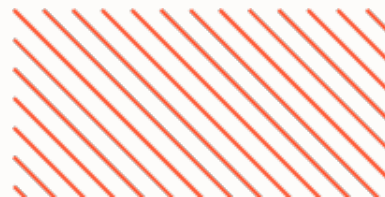




Identifying opportunities to grow



- Search a keyword and check what is ranking in the top 10 results.
- How many words per page do they have
- Are there any characteristics that they share
- Do they all use the same meta titles or focus on the same content?
- What are the People Also Ask questions – could you answer these and put those answers on your website page with FAQ markup.
- Is it homepage pages or internal pages ranking for that keyword
- Target each page to a different group of closely related keywords
- Don't forget spoken keywords. Many searches are voice controlled. Siri, Alexa etc.



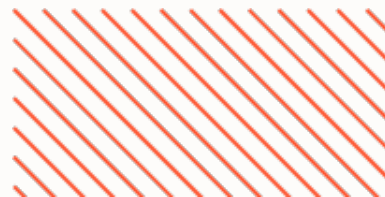


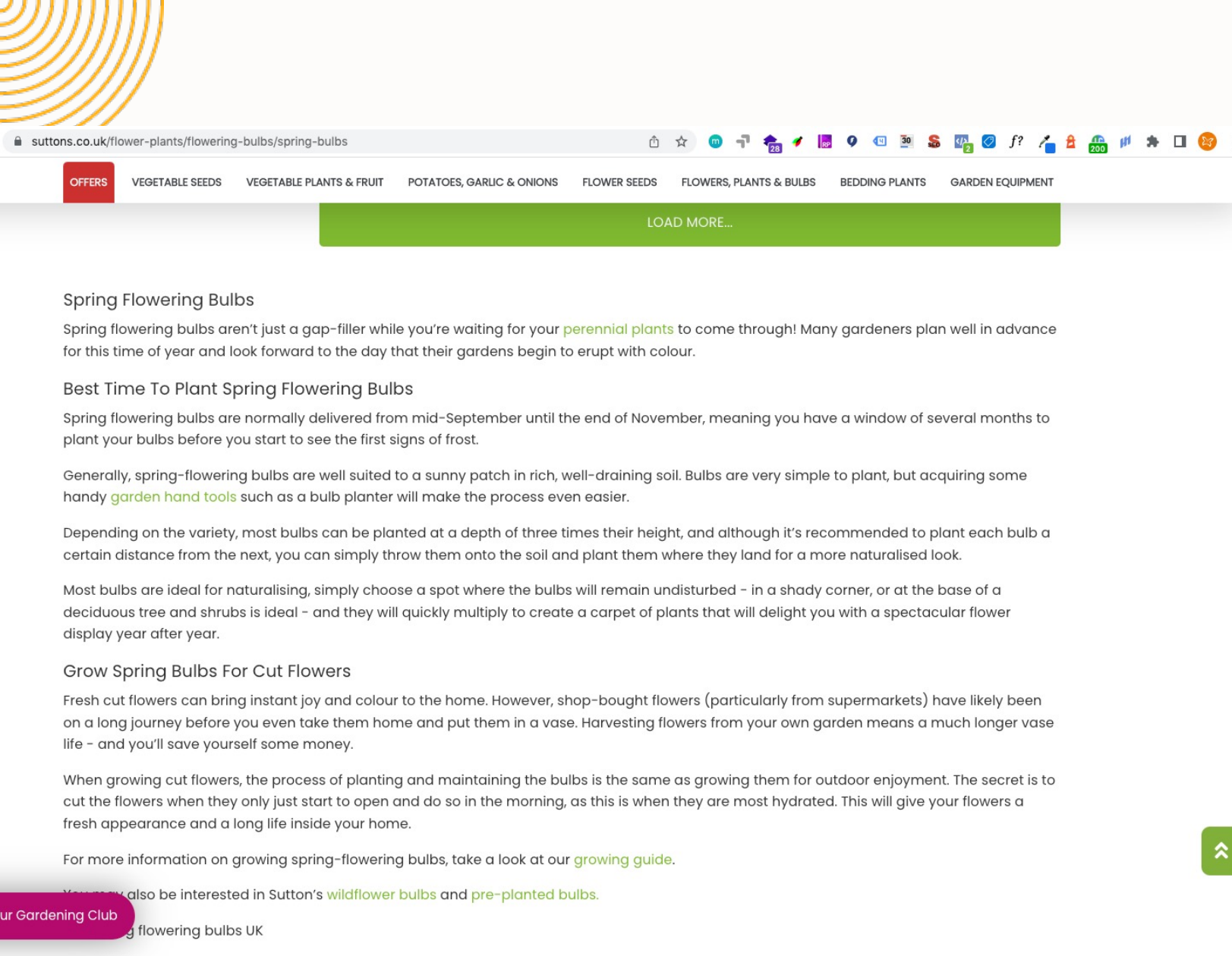
Example – how to write content for: "Spring Flowering Bulbs"

https://www.google.com/search?q=SPRING+FLOWERING+BULBS&rlz=1C5CHFA_enGB867GB867&sourceid=chrome&ie=UTF-8

1. Search a keyword and check what is ranking in the top 10 results.
2. How many words per page do they have?
3. Are there any characteristics that they share?
4. Do they all use the same meta titles or focus on the same content?

For this search we see that articles like "Top 10 spring flowering bulbs" are ranking. However, from position 5 down we see that more transactional websites are appearing.





A Google search for “flowering bulbs”

Suttons is the top e-commerce site for this search. We can see why when analysing the page.

We have a block of unique text at the top of the page.

But an even bigger one at the top of the page. Answering top questions related to the search in Google.

<https://www.suttons.co.uk/flower-plants/flowering-bulbs/spring-bulbs>



Example – how to find questions related to "Spring Flowering Bulbs"



With any keyword, Google tries to pre-empt what a user is trying to find. This is one reason why it has People Also Ask suggestion boxes in Google SERPs.

- This is **gold**. Google is telling you what to write about and what sort of content will rank for these terms.
- However, ensure you do not steal other people's content – **it has to be unique!**

People also ask :

Which bulbs flower in spring? 

When should I buy spring flowering bulbs? 

Which bulbs flower in spring in the UK? 

Do spring bulbs come back every year? 

[Feedback](#)





Content planning – Try to answer the problem a user has and take them on a journey



With any keyword, Google tries to pre-empt what a user is trying to find. This is one reason why it has People Also Ask suggestion boxes in Google SERPs.

By focusing your content on answering questions, Google will prefer your page.

"Car leasing"

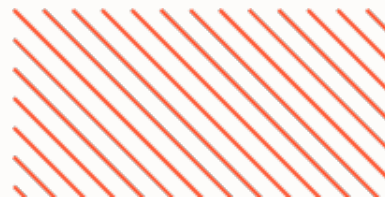
If you are selling a car, you may want to gain a sale for "Car leasing deals"

But Google knows some users want the answer to "What is car leasing?" So, write that answer on your page

Car leasing is...

And every page should follow a journey which leads to an outcome – on the page.

What is car leasing? > Why should I lease a car > Is car leasing right for me? > How do I lease a car?

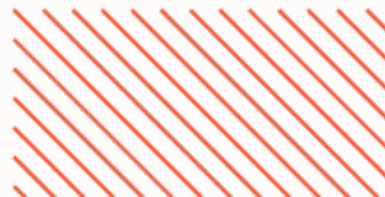




Use headings to highlight your content to Google

Just like you would structure an essay with a main title and supporting headers and paragraphs your content on your website should be structured in the same way. Not only for Google but for the benefit of potential readers of this content.

- You should have 1 Header 1 (H1) per page. – This is the main keyword you want this page to rank for.
- You can have a few supporting Header 2s (H2). – These keywords should be related to the main header 1 term.
- Header 3s (H3) are supporting headers linked to your header 1 of less importance than your






Make your content and headings more engaging



Some ways to optimise meta titles, descriptions and page headings (H1, H2, H3)

- Expect Google to use your page copy and headings directly in search results – Make them good. H1, H2s
- Use numbers, "10 things to do in Woodstock", "5 ways to cook rice" which increases CTR
- Use years to make your content more relevant "Best things to do 2022" (and current)
- Research the volume of your target keywords and find related LSI keywords which are less competitive
- Use pre-keywords to extend your content scope such as Top, Best, New, Cheap

For Products:

- Add categories relevant to your industry to extend reach "Best Spring Flowering Bulbs for your garden"
 - An example for "Garden Sheds" could be "Top 5 Green Wooden Garden Sheds from \$99.99"
- 



Activity – use SEO-meta-in-1-click.

1. Find the H1 for your homepage and key pages
2. Find the meta description for your homepage and key pages

Are they within the green character limit?

Is the H1 short (less than 50–65 characters)?

3. Review all your headers H1 to H3 – do they form a logical story which explains the "Why, What, How" to a user and Googlebot.
4. How many images do not have ALT text links?



**Google now knows best... thanks
Google 🙄**



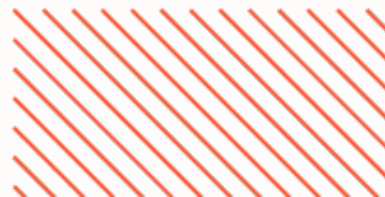


Google can overrule your meta titles and descriptions choosing what it thinks is a better one!

- What you write in the meta description can be partially removed or replaced in full by Google
- Protect your brand – Consider if there is a shorter way for your site name to appear in meta titles to maintain brand presence!!
- Use TM or [®] in meta titles and descriptions to make your brand stand out
- Make your page stand out by using separators – | or > to break up meta titles into parts

Buy a Tesla > Finance and Offers > Brand UK[®]

- Google measure meta titles in terms of screen pixels. So a tip is to keep meta titles short...
- I.e., less than 50 characters (for Google's new 'current' standard) or 65 for best practice overall





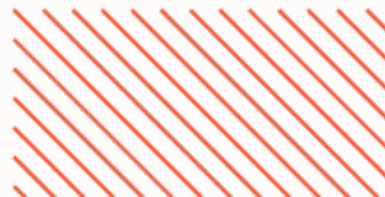
Content planning – The words of a keyword can be measured by Google too!



Keywords and the anchor text of a link (what users click on) are categorised: For SEO it is important to know the difference for the main types:

- UWE, University of West of England = **brand term**
- Courses in Bristol = **money term** (what you want to rank for)
- Courses at UWE Bristol = **compound term** (A mixture of the brand and money)
- And a stripped out bare URL – www.uwe.ac.uk = **naked term**

Google expects most links to be "brand" and go to your homepage!!





Content planning – Rank the most relevant pages and extend their reach

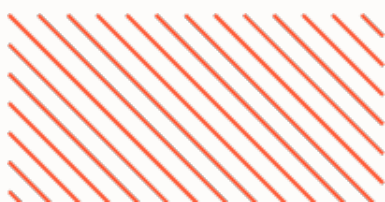


Think about the type of page are you trying to rank – each needs a different strategy. For example:

Homepage

- Use Local Business schema and target “brand” keywords and your main “money” keyword

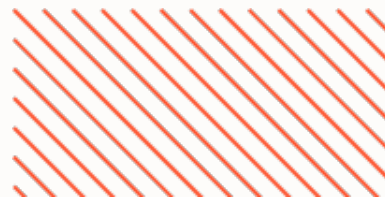
Internal pages

- Category pages – use FAQ schema and target “higher volume money keywords”
 - Product pages with individual products – use product schema and review schema and target the product name
 - Article pages – use Blog schema and introduce number, years and trending topics
- 



How do people interact with content online?

- Does anyone read huge blocks of content? (like some of the past few slides... 😂)
- How does the BBC structure its articles?

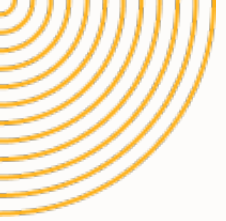




Google Search Console

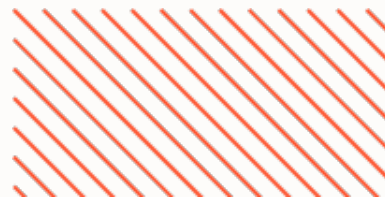
but first a little break?





Why Google Search Console is so important in 2024?

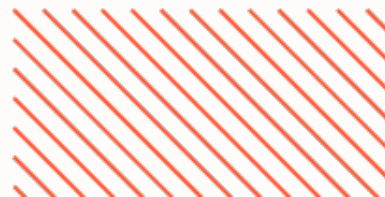
- It's Google's way of communicating with you
- The information is first-hand
- Other tools can give you a clue of what's happening – Google Search Console is the reality
- It's free and easy to use

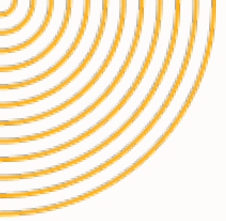




The difference between Google Analytics and Google Search Console.

- Turning users into sales or leads = Google Analytics
- Increasing the organic users to your site = Google Search Console

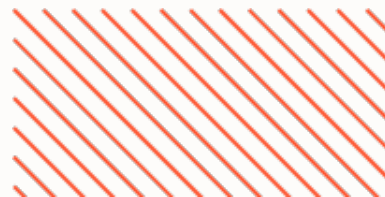




Architecture

Your website layout.

- Can Google easily crawl my website?
- Is your website mobile first?
- Is the page structure of the website easy to follow?
- Do your URLs contain keywords?
- Do you have lots of duplicate content?
- Have you signposted to Google the best form of your content?
- Does your website load quickly?
- Is it secure?



Cr ⁺⁵

CRAWL
Search engines must be able to easily crawl your pages.

ARCHITECTURE

Ur ⁺³

URLs
Build keywords into your page addresses.

ARCHITECTURE

Mo ⁺⁴

MOBILE FIRST
Optimize for smartphone and tablets.

ARCHITECTURE

Dd ⁺³

DUPLICATE
Be smart. Use canonicals, redirects.

ARCHITECTURE

St ⁺⁴

STRUCTURE
Make sure the page's structure is easy for both users and bots to understand.

ARCHITECTURE

Sp ⁺²

SPEED
Your site should load quickly on any device. Ready for user interaction. (FID)

ARCHITECTURE

Pr ⁺⁴

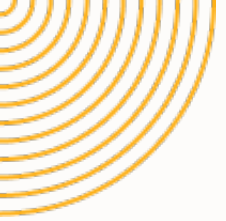
PARITY
Parity between mobile and desktop experiences.

ARCHITECTURE

Ps ⁺¹

HTTPS
Https ensures security for website visitors.

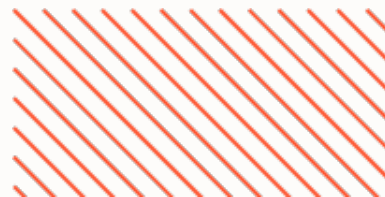
ARCHITECTURE



HTML

Code base of your website.

- Does your website use the right titles?
- Do you have meta titles and descriptions that use keywords?
- Are the right keywords on your website signposted as headings?
- Does your website suffer from poor CLS scores?
- Do you include alt text on your images?



Tt +5

TITLES
Build keywords into your titles.

HTML

CLS +2

CONTENT SHIFT
Minimal content shift upon page load improves user experience.

HTML

Sc +4

SCHEMA
Structured data and schema can turn data into enhanced listings.

HTML

Ds +2

DESCRIPTIONS
Meta tags should describe what pages are about.

HTML

Hd +3

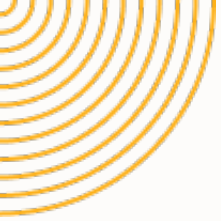
HEADINGS
Build keywords into your headers and subheaders.

HTML

ALT +1

IMAGE ALT
Alt text for images improves accessibility and image SEO.

HTML

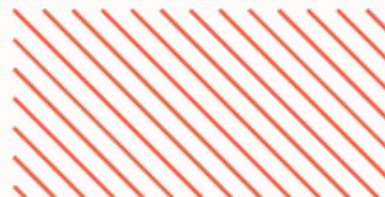


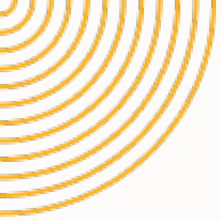
How do I get more traffic to my site?

Google Search Console has multiple tools to use so you can:

- Ensure Google can access your site
- Tell Google about new pages and get rid of problems
- Remove pages using the removal tool
- Find issues Google has
- Discover which pages on your site are working best
- Discover sites which link to you

If you are trying to increase traffic, you'll be using Google Search Console most of the time.

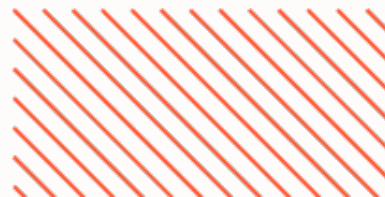




How do I get more traffic to my site?

Google Search Console is broken into clear sections:

- Performance, Coverage, Experience, Enhancements, Security & Manual Actions, Links
- Plus some less obvious ones – the disavow tool, PageSpeed insights and the Rich Results Tool Check which tests a page schema markup.
- It's important to check your website in GSC carefully to ensure there are no issues.
- You'll receive email alerts when Google runs into difficulty.
- We are going to run through some screenshots of the Google Search Console main features



Performance



- Overview
- URL inspection
- Performance
 - Search results
 - Discover
 - Google News
- Index
 - Coverage
 - Sitemaps
 - Removals
- Experience
 - Page experience
 - Core web vitals
 - Mobile Usability
- Enhancements
 - Breadcrumbs
 - Events
 - Job Postings
 - Products
 - Review snippets
 - Sitelinks searchbox
 - Videos

Inspect any URL in "https://morphsites.com/"

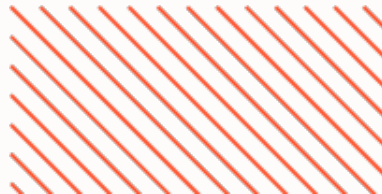
Overview

Track your site's most popular content [Search Console Ins](#)

Performance

0 total web search clicks

Full





Activity – Check performance metrics to see how well your site performs...



Performance

Search type: Web

Date: Last 3 months

+ New

Last updated: 5 hours ago

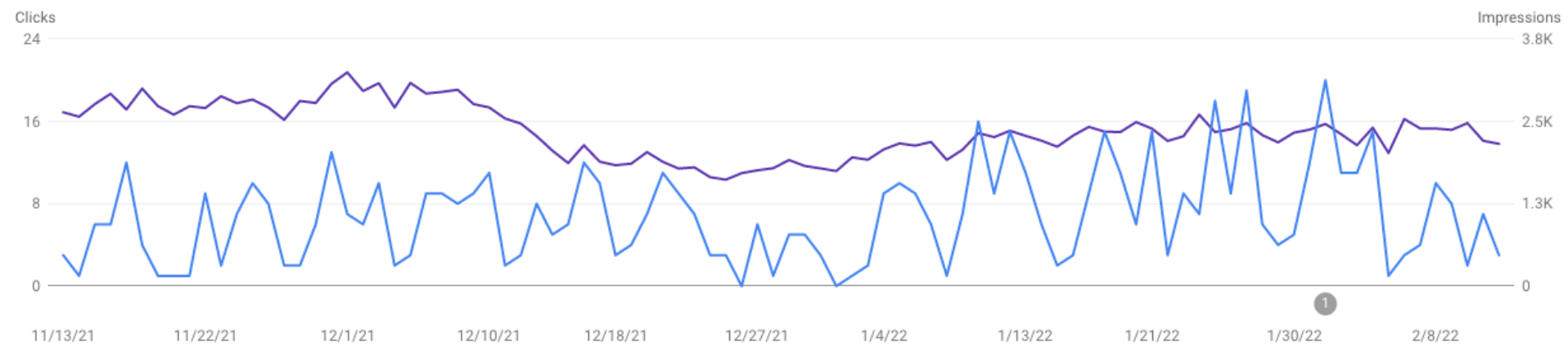
- Overview
- URL inspection
- Performance
 - Search results
 - Discover
 - Google News
- Index
 - Coverage
 - Sitemaps
 - Removals
- Experience
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 - Core web vitals
 - Mobile Usability
- Enhancements
 - Breadcrumbs
 - Events
 - Job Postings
 - Products
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 - Sitelinks searchbox
 - Videos

Total clicks **631**

Total impressions **217K**

Average CTR **0.3%**

Average position **60.4**



QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
Top queries				↓ Clicks	Impressions
morphsites				225	413
statamic vs wordpress				12	271
fvl				6	1,494

Performance

Search type: Web

Date: Last 3 months

+ New

Last updated: 5 hours ago

Total clicks

631

Total impressions

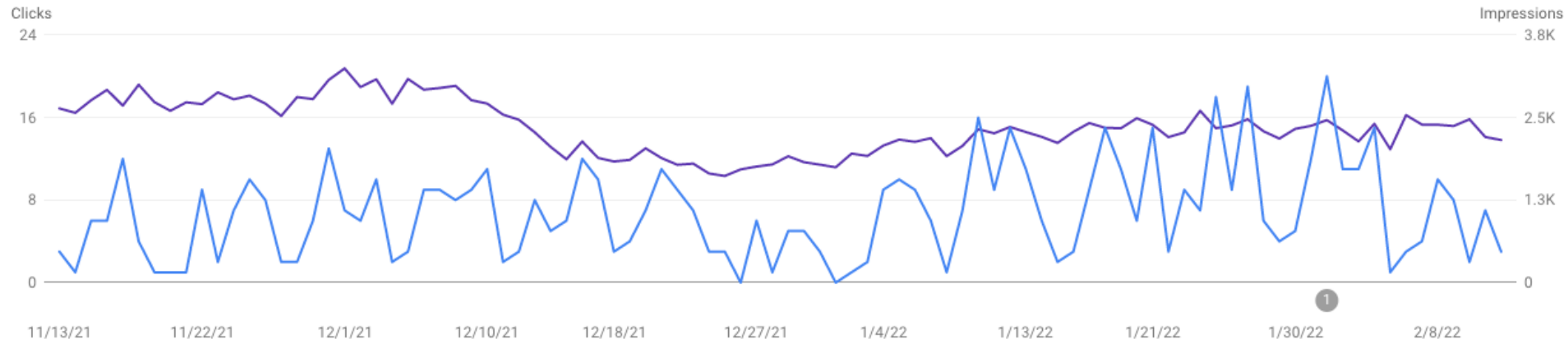
217K

Average CTR

0.3%

Average position

60.4



QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES	
					☰	
Top pages					↓ Clicks	Impressions
https://www.morphsites.com/					327	16,946
https://www.morphsites.com/about					51	1,191
https://www.morphsites.com/help/an-alternative-to-shopify-why-sites-work-better-with-swell					43	2,581

- Overview
- URL inspection
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- Experience
 - Page experience
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 - Mobile Usability
- Enhancements
 - Breadcrumbs
 - Events
 - Job Postings
 - Products
 - Review snippets
 - Sitelinks searchbox
 - Videos



Performance

Search type: Web

Date: Last 3 months

+ New

Last updated: 5 hours ago

Total clicks

631

Total impressions

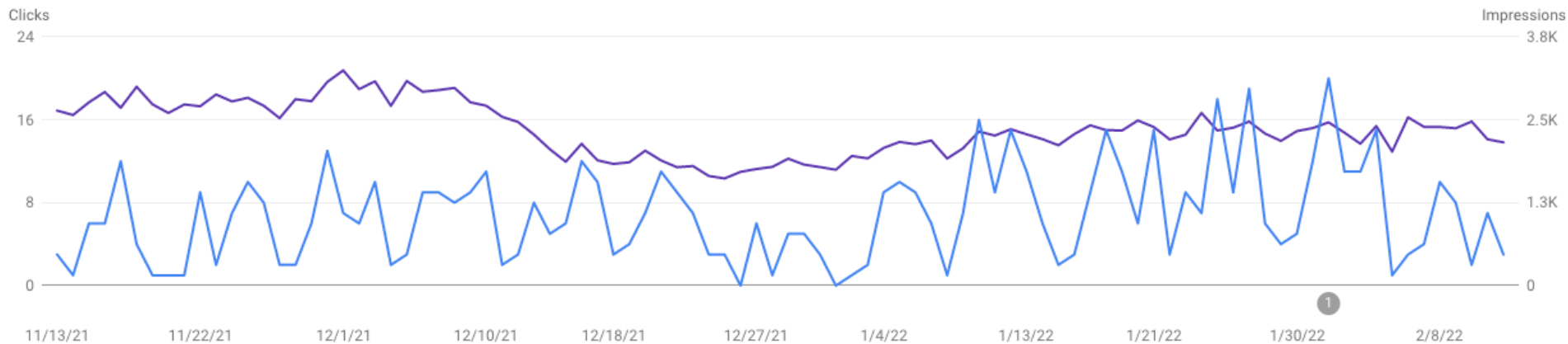
217K

Average CTR

0.3%

Average position

60.4



QUERIES

PAGES

COUNTRIES

DEVICES

SEARCH APPEARANCE

DATES

Country

↓ Clicks

Impressions

United Kingdom

413

24,137

India

43

11,544

United States

33

25,013

Overview

URL inspection

Performance

Search results

Discover

Google News

Index

Coverage

Sitemaps

Removals

Experience

Page experience

Core web vitals

Mobile Usability

Enhancements

Breadcrumbs

Events

Job Postings

Products

Review snippets

Sitelinks searchbox

Videos

Performance

Search type: Web

Date: Last 3 months

+ New

Last updated: 5 hours ago

Total clicks

631

Total impressions

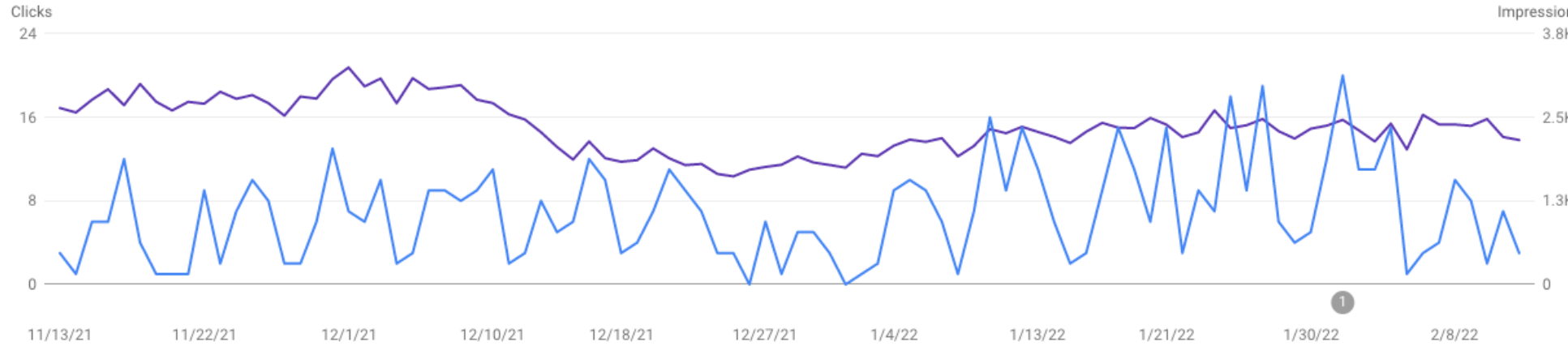
217K

Average CTR

0.3%

Average position

60.4



Overview

URL inspection

Performance

Search results

Discover

Google News

Index

Coverage

Sitemaps

Removals

Experience

Page experience

Core web vitals

Mobile Usability

Enhancements

Breadcrumbs

Events

Job Postings

Products

Review snippets

Sitelinks searchbox

Videos

QUERIES

PAGES

COUNTRIES

DEVICES

SEARCH APPEARANCE

DATES

Device

↓ Clicks

Impressions

Desktop

435

168,601

Mobile

175

47,443

Tablet

21

909



Activity – Check for errors which can kill traffic to your site..



Coverage

- Overview
- URL inspection
- Performance
 - Search results
 - Discover
 - Google News
- Index
 - Coverage
 - Sitemaps
 - Removals
- Experience
 - Page experience
 - Core web vitals
 - Mobile Usability
- Enhancements
 - Breadcrumbs
 - Events
 - Job Postings
 - Products
 - Review snippets
 - Sitelinks searchbox
 - Videos

Error 55
3 issues

Valid with warnin... 0
No issues

Valid 5.93K

Excluded 26.8K

Impressions

Pages

120

80

40

0

11/16/21 11/27/21 12/9/21 12/21/21 1/1/22 1/13/22 1/25/22 2/6/22

Details

Status	Type	Validation ↓	Trend	Pages
Error	Server error (5xx)	Not Started		1
Error	Submitted URL marked 'noindex'	Passed		53
Error	Redirect error	Passed		1

Rows per page: 10 1-3 of 3



Coverage

- Overview
- URL inspection
- Performance
 - Search results
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 - Videos

Server error (5xx)

First detected: 6/9/20 Status: Error

LEARN MORE

Done fixing?

VALIDATE FIX

Affected pages

1



Examples ?

URL

↓ Last crawled



Coverage

- Overview
- URL inspection
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 - Job Postings
 - Products
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 - Sitelinks searchbox
 - Videos

Error 55
3 issues

Valid with warnin... 0
No issues

Valid 5.93K

Excluded 26.8K

Impressions

Pages

7.5K

5K

2.5K

0

11/16/21 11/28/21 12/10/21 12/22/21 1/3/22 1/15/22 1/27/22 2/8/22

Details

Status	Type	Validation ↓	Trend	Pages
Valid	Submitted and indexed	N/A		5,580
Valid	Indexed, not submitted in sitemap	N/A		349

Rows per page: 10 1-2 of 2



Excluded

- Overview
- URL inspection
- Performance
 - Search results
 - Discover
 - Google News
- Index
 - Coverage ←
 - Sitemaps
 - Removals
- Experience
 - Page experience
 - Core web vitals
 - Mobile Usability
- Enhancements
 - Breadcrumbs
 - Events
 - Job Postings
 - Products
 - Review snippets
 - Sitelinks searchbox
 - Videos

Error

55

3 issues



Valid with warnin...

0

No issues



Valid

5.93K



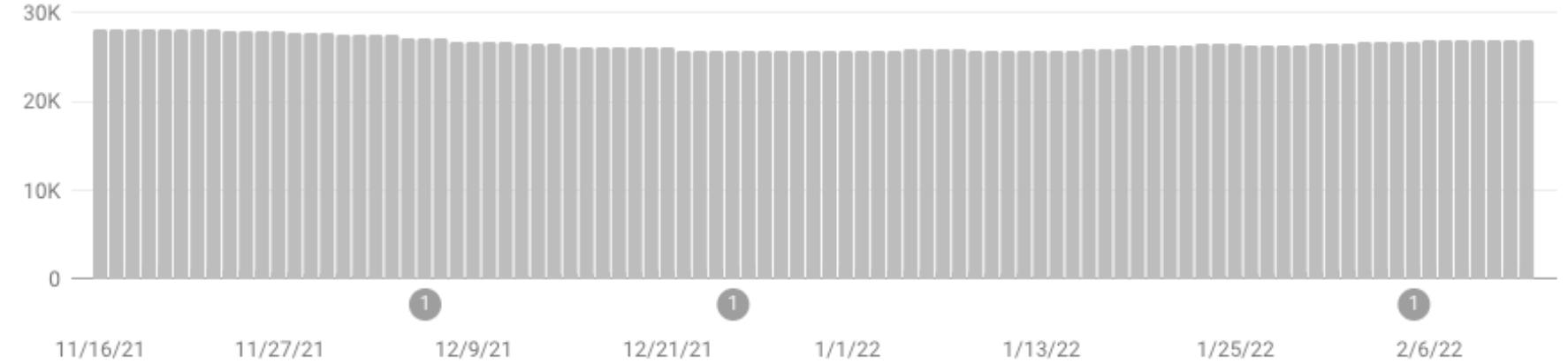
Excluded

26.8K



Impressions

Pages



Details

Status	Type	Validation ↓	Trend	Pages
Excluded	Excluded by 'noindex' tag	N/A		11,065





Details ☰				
Status	Type	Validation ↓	Trend	Pages
Excluded	Excluded by 'noindex' tag	N/A		11,065
Excluded	Page with redirect	N/A		6,283
Excluded	Alternate page with proper canonical tag	N/A		3,610
Excluded	Crawled - currently not indexed	N/A		2,502
Excluded	Discovered - currently not indexed	N/A		1,853
Excluded	Not found (404)	N/A		1,204
Excluded	Duplicate without user-selected canonical	N/A		132
Excluded	Duplicate, submitted URL not selected as canonical	N/A		117
Excluded	Duplicate, Google chose different canonical than user	N/A		14
Excluded	Soft 404	N/A		0

Technical SEO

Google tells you why it didn't include it

These can still use crawl 'budget'

Very large sites can use robots.txt to limit crawl budget

Most sites should use X Robots Headers – not robots.txt



Activity – Are your sitemaps working?

**Do you have up to date image sitemaps and
sitemap index files too?**



Sitemap

- Overview
- URL inspection
- Performance
 - Search results
 - Discover
 - Google News
- Index
 - Coverage
 - Sitemaps
 - Removals
- Experience
 - Page experience
 - Core web vitals
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- Enhancements
 - Breadcrumbs
 - Events
 - Job Postings
 - Products
 - Review snippets
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 - Videos

Submitted sitemaps

Sitemap	Type	Submitted ↓	Last read	Status	Discovered URLs
/sitemap-models.xml	Sitemap	Aug 5, 2021	Feb 12, 2022	Success	336
/sitemap-vehicles.xml	Sitemap	Aug 5, 2021	Feb 13, 2022	Success	6,797
/sitemap-manufacturers.xml	Sitemap	Aug 5, 2021	Feb 10, 2022	Success	44
/blog/category-sitemap.xml	Sitemap	Aug 3, 2021	Feb 11, 2022	Success	29
/blog/page-sitemap.xml	Sitemap	Aug 3, 2021	Feb 12, 2022	Success	4
/blog/post-sitemap.xml	Sitemap	Aug 3, 2021	Feb 5, 2022	Success	1,579
/sitemap-pages.xml	Sitemap	Aug 3, 2021	Feb 5, 2022	Success	40
/sitemap	Sitemap index	Aug 3, 2021	Feb 14, 2022	Success	8,829

Coverage

Rows per page: 10 1-8 of 8

Removals

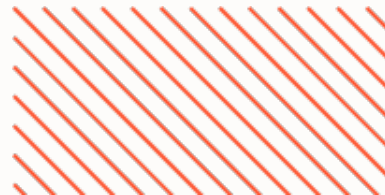
- Overview
- URL inspection
- Performance
 - Search results
 - Discover
 - Google News
- Index
 - Coverage
 - Sitemaps
 - Removals
- Experience
 - Page experience
 - Core web vitals
 - Mobile Usability
- Enhancements
 - Breadcrumbs
 - Events
 - Job Postings
 - Products
 - Review snippets
 - Sitelinks searchbox
 - Videos

Need to urgently remove content from Google Search?

NEW REQUEST

Submitted requests ?

URL	Type ?	Requested ↓	Status
-----	--------	-------------	--------





**If you want to rank in 2024 pay attention
to your Mobile Page Experience and
Core Web Vitals**



Page experience

- Overview
- URL Inspection
- Performance
 - Search results
 - Discover
 - Google News
- Index
 - Coverage
 - Sitemaps
 - Removals
- Experience
 - Page experience**
 - Core web vitals
 - Mobile Usability
- Enhancements
 - Breadcrumbs
 - Events
 - Job Postings
 - Products
 - Review snippets
 - Sitelinks searchbox
 - Videos
- Security & Manual Actions
- Legacy tools and reports
- Links
- Settings

99.9% URLs with a good page experience on mobile

69.1% good URLs on desktop

Pages are evaluated separately for mobile and desktop



Mobile

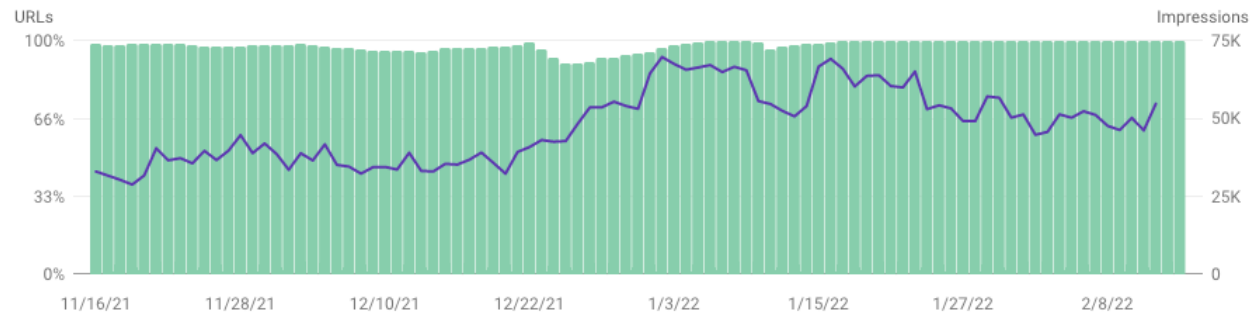
Good URLs

99.9%

Total impressions of good URLs

4.25M

About chart



Page experience signals for mobile

Core Web Vitals

Good

No issues detected

Mobile Usability

Good

No issues detected

HTTPS

Good

Your site uses HTTPS. [Learn more](#)



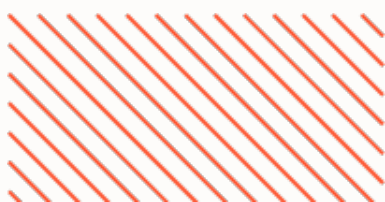


The important aspects of Google Search Console in 2024



Google constantly changes the goalposts – what was acceptable may now be classed as an "error" today

Important changes seen recently include:

- Mobile Page Experience
 - Google Core Web Vitals
 - Google stripping out user defined meta titles
 - Google selecting and using your paragraph text instead of meta descriptions
 - FAQ rich schema becoming far more important
 - On sites with less traffic Google may not have these metrics available
- 



Mobile Page Experience



- Is your content friendly to mobile devices?
- Is your main content above the fold on mobile devices?
- Is your website mobile first?
- Designed for mobile users.
- Mobile users are the largest proportion of users for most websites.
- Whether that is the case for your site – Google sends its mobile crawler when assessing your site most of the time!

So when you check content on your site – look at it on a mobile!!

Mobile Page Experience is a set of signals which measure how many pages are both mobile friendly AND pass Core Web Vitals.

It can affect how well your site ranks.




Page Speed Insights


[Pagespeed.web.dev](https://pagespeed.web.dev)


Mobile Desktop











 Discover what your real users are experiencing
Learn how your site has performed, based on data from your actual users around the world.


[This URL](#) [Origin](#)





 **Core Web Vitals Assessment: Passed**
Computed from the [Core Web Vitals](#) metrics over the latest 28-day collection period.
[Learn more](#)


[Expand view](#)


<p> First Contentful Paint (FCP)</p> <p>0.9 s</p> 	<p> First Input Delay (FID)</p> <p>15 ms</p> 
<p> Largest Contentful Paint (LCP)</p> <p>1.6 s</p> 	<p> Cumulative Layout Shift (CLS)</p> <p>0.00</p> 


 Latest 28-day collection period

 Various mobile devices

 Many samples ([Chrome UX Report](#))

 Full visit durations

 Various network connections

 All Chrome versions





Activity

Check your Core Web Vitals and mobile and desktop PageSpeed scores at [Pagespeed.web.dev](https://pagespeed.web.dev)

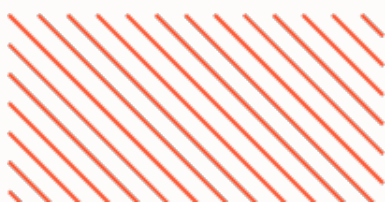
Feel free to checkout your competitors scores

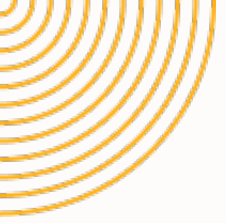




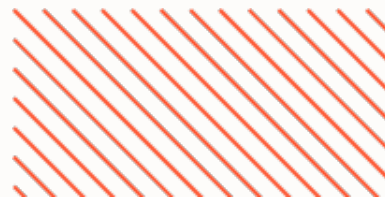
What is Core Web Vitals?



- **Cumulative Layout Shift** – A useful measure of visual stability as it helps show how often a user experiences unexpected layout shifts. (Does content shift around when it loads? – Ask your front-end developers)
 - **Largest Contentful Paint** – A measurement of how quickly the page's main content has likely loaded. (Are your images compressed? – Likely to be in your control.)
 - **First Contentful Paint** – It marks the first point in the page load timeline where the user can see anything on the screen. (Is your server and DNS setup to be quick? – Ask your developers.)
 - **First Input Delay** – A measure of the time from when a user first interacts with your site to the time when the browser is able to respond to that interaction. (Is your technology optimised? – Ask your developers.)
- 

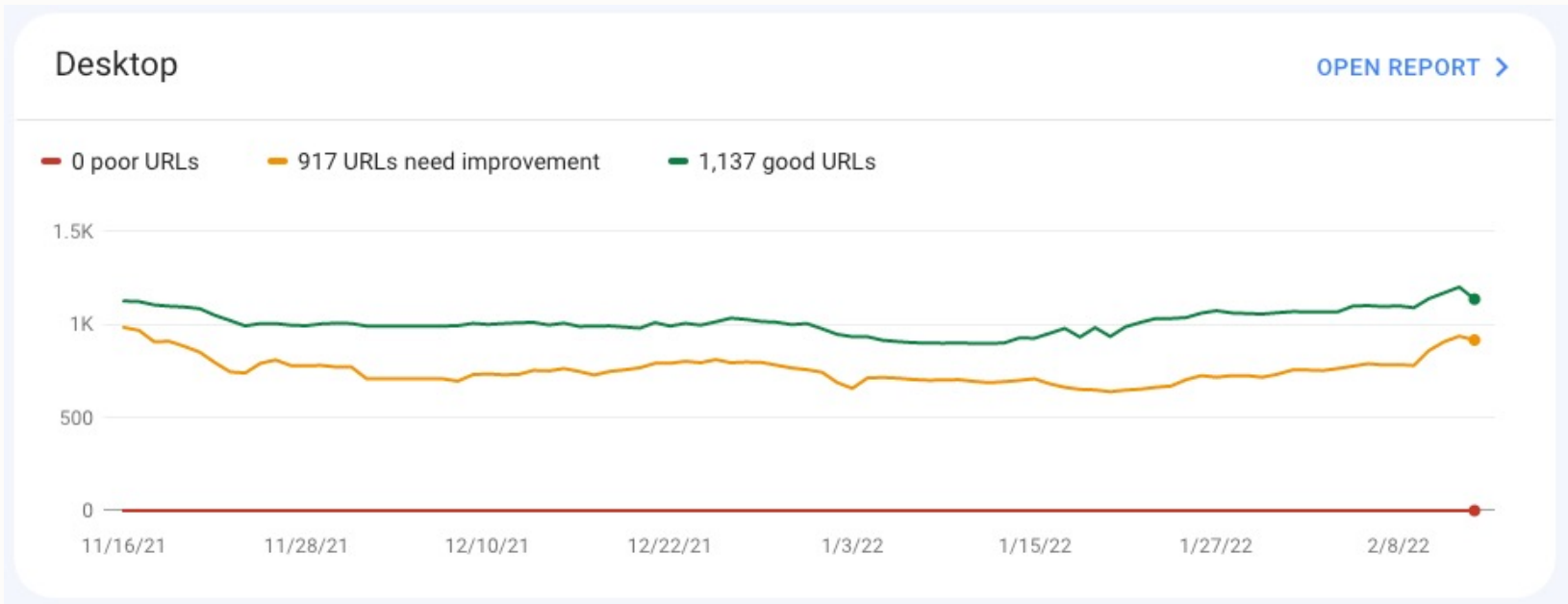
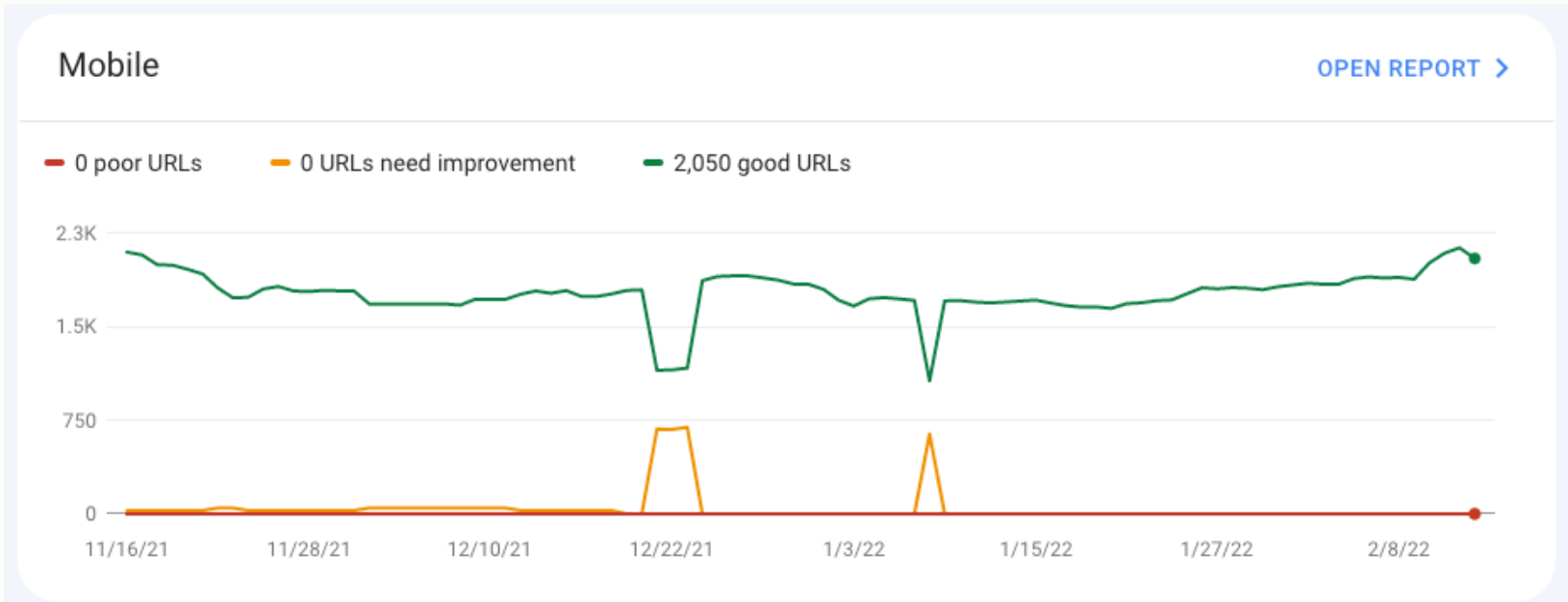


What is CLS?



Core Web Vitals

- Overview
- URL inspection
- Performance
 - Search results
 - Discover
 - Google News
- Index
 - Coverage
 - Sitemaps
 - Removals
- Experience
 - Page experience
 - Core web vitals**
 - Mobile Usability
- Enhancements
 - Breadcrumbs
 - Events
 - Job Postings
 - Products
 - Review snippets
 - Sitelinks searchbox
 - Videos



Cumulative Layout Shift

CLS issue: more than 0.1 (desktop)

First detected: 6/2/20 Status: Need improvement

[LEARN MORE](#)

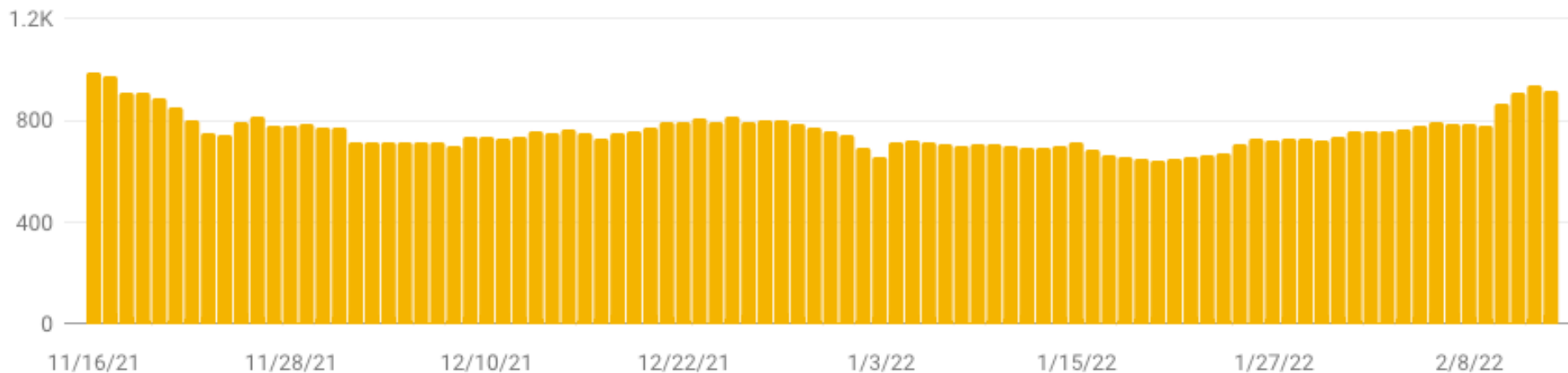
Done fixing?

[VALIDATE FIX](#)



Affected URLs

917



- Overview
- URL inspection
- Performance
 - Search results
 - Discover
 - Google News
- Index
 - Coverage
 - Sitemaps
 - Removals
- Experience
 - Page experience
 - Core web vitals
 - Mobile Usability
- Enhancements
 - Breadcrumbs
 - Events
 - Job Postings
 - Products
 - Review snippets
 - Sitelinks searchbox
 - Videos



Cumulative Layout Shift

- Overview
- URL inspection
- Performance
 - Search results
 - Discover
 - Google News
- Index
 - Coverage
 - Sitemaps
 - Removals
- Experience
 - Page experience
 - Core web vitals
 - Mobile Usability
- Enhancements
 - Breadcrumbs
 - Events
 - Job Postings
 - Products
 - Review snippets
 - Sitelinks searchbox
 - Videos



CLS issue: more than 0.1 (mobile)

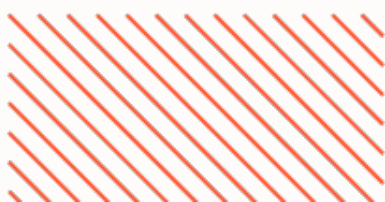
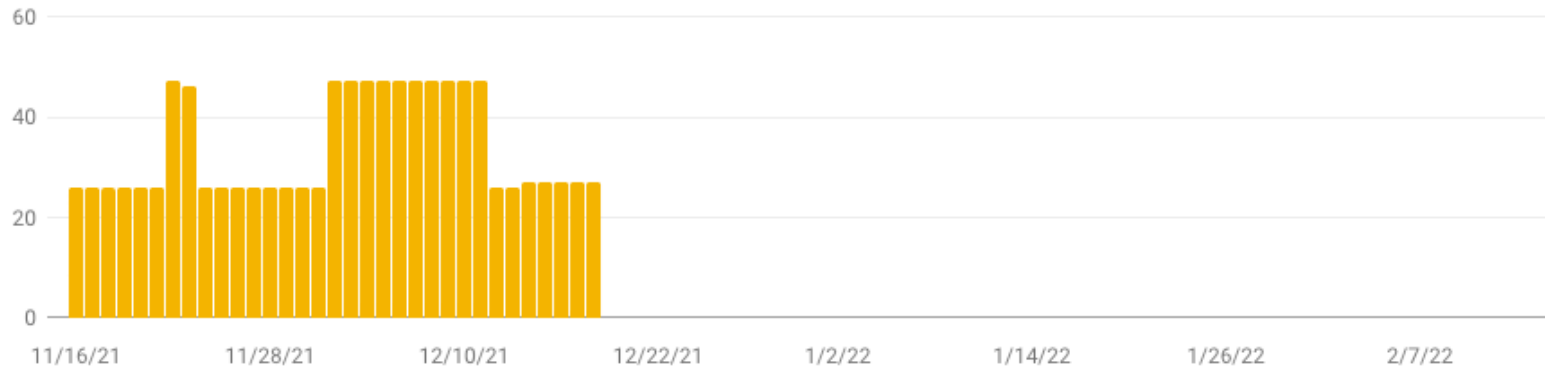
First detected: 5/28/20 Status: Need improvement

[LEARN MORE](#)

 **Validation passed** Completed: 12/20/21

Affected URLs

0



Core Web Vitals



- Overview
- URL inspection
- Performance
 - Search results
 - Discover
 - Google News
- Index
 - Coverage
 - Sitemaps
 - Removals
- Experience
 - Page experience
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 - Mobile Usability
- Enhancements
 - Breadcrumbs
 - Events
 - Job Postings
 - Products
 - Review snippets
 - Sitelinks searchbox
 - Videos



Poor Need improvement Good

0 **0** **2.05K**

No issues No issues No issues

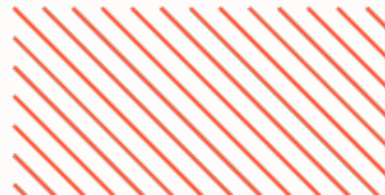
URLs

Date	URLs
11/16/21	0
11/27/21	0
12/8/21	0
12/19/21	1
12/31/21	0
1/12/22	1
1/23/22	0
2/3/22	0

Details

Status	Type	Validation	Trend	URLs
--------	------	------------	-------	------

Rows per page: 10 0-0 of 0



Core Web Vitals

- Overview
- URL inspection
- Performance
 - Search results
 - Discover
 - Google News
- Index
 - Coverage
 - Sitemaps
 - Removals
- Experience
 - Page experience
 - Core web vitals
 - Mobile Usability
- Enhancements
 - Breadcrumbs
 - Events
 - Job Postings
 - Products
 - Review snippets
 - Sitelinks searchbox
 - Videos



Poor
0
No issues

Need improvement
0
No issues

Good
2.05K

URLs

Details

Status	Type	Validation	Trend	URLs
Need improvement	CLS issue: more than 0.1 (mobile)	Passed		0
Need improvement	LCP issue: longer than 2.5s (mobile)	N/A		0
Good	Good URLs	N/A		2,050

Rows per page: 10 1-3 of 3



Mobile usability

- Overview
- URL Inspection
- Performance
 - Search results
 - Discover
 - Google News
- Index
 - Coverage
 - Sitemaps
 - Removals
- Experience
 - Page experience
 - Core web vitals
 - Mobile Usability
- Enhancements
 - Breadcrumbs
 - Events
 - Job Postings
 - Products
 - Review snippets
 - Sitelinks searchbox
 - Videos
- Security & Manual Actions
- Legacy tools and reports
- Links
- Settings

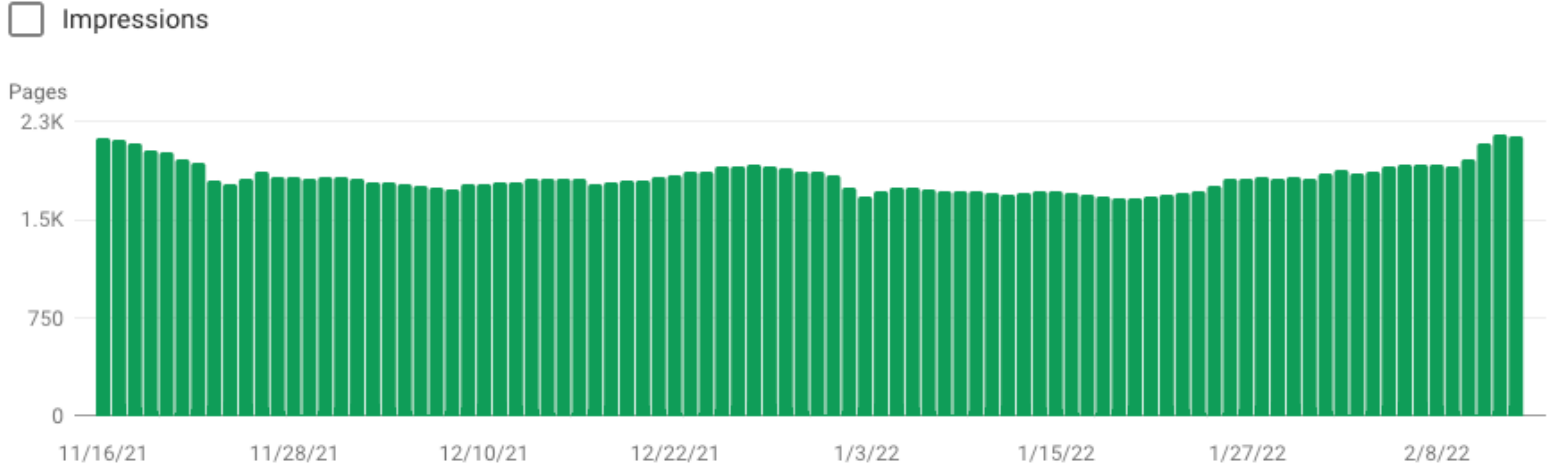
Error

Valid

0

2.14K

No issues



Details

Status	Type	Validation	Trend	Pages
Valid	Mobile-friendly pages	N/A		2,140

Rows per page: 10 1-1 of 1





**Enhancements such as FAQs can
help supercharge your SEO
efforts**



FAQs

<https://www.firstvehicleleasing.co.uk> > car-leasing

Best Car Leasing Deals 2022 | In Stock | FVL™

With a car lease agreement you simply return your car in good condition at the end of your lease and choose a brand new one. Car leasing, is a way to drive ...

What are the benefits of car leasing?



Should I lease or buy a car?



WHAT PEOPLE ASK US

Our most popular questions and answers about car leasing

WHAT IS LEASING?



WHAT ARE THE BENEFITS OF LEASING?



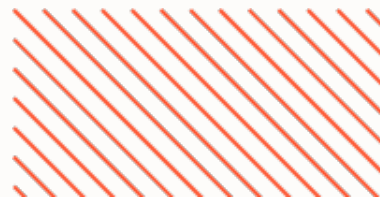
WHAT IS PERSONAL LEASING?



The questions are popular searches with search volume

Example in Google Search Results

On the website with the correct "schema markup" in the code



FAQs

- Overview
- URL Inspection
- Performance
 - Search results
 - Discover
 - Google News
- Index
 - Coverage
 - Sitemaps
 - Removals
- Experience
 - Page experience
 - Core web vitals
 - Mobile Usability
- Enhancements
 - Breadcrumbs
 - FAQ
 - Logos
 - Sitelinks searchbox
 - Review snippets
 - Sitelinks searchbox
 - Videos
- Security & Manual Actions
- Legacy tools and reports
- Links
- Settings



Error
0
No issues

Valid with warnin...
0
No issues

Valid
205

Impressions

Items

225

150

75

0

11/16/21 11/28/21 12/10/21 12/22/21 1/3/22 1/15/22 1/27/22 2/8/22

Details

Status	Type	Validation ↓	Trend	Items
Complete	Complete items	N/A		205

Rows per page: 10 1-1 of 1

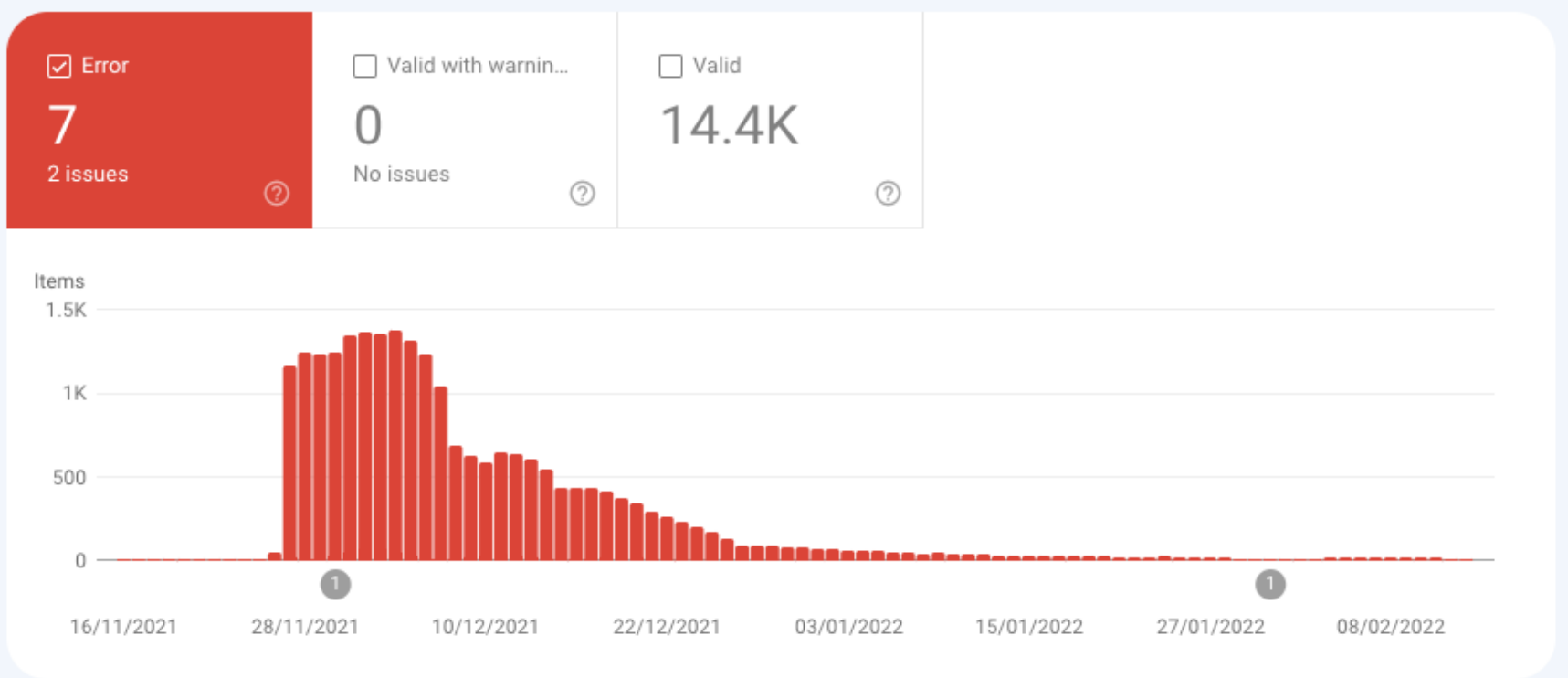


Other enhancements can also help Google understand specific data more easily



Breadcrumbs

- Overview
- URL Inspection
- Performance
 - Search results
 - Discover
 - Google News
- Index
 - Coverage
 - Sitemaps
 - Removals
- Experience
 - Page experience
 - Core web vitals
 - Mobile Usability
- Enhancements
 - Breadcrumbs**
 - Events
 - Job Postings
 - Products
 - Review snippets
 - Sitelinks searchbox
 - Videos
- Security & Manual Actions
- Legacy tools and reports
- Links
- Settings



Details

Status	Type	Validation ↓	Trend	Items
Error	Either 'name' or 'item.name' should be specified	Failed		7
Error	Missing field 'item'	Not Started		2

Rows per page: 10 | 1-2 of 2

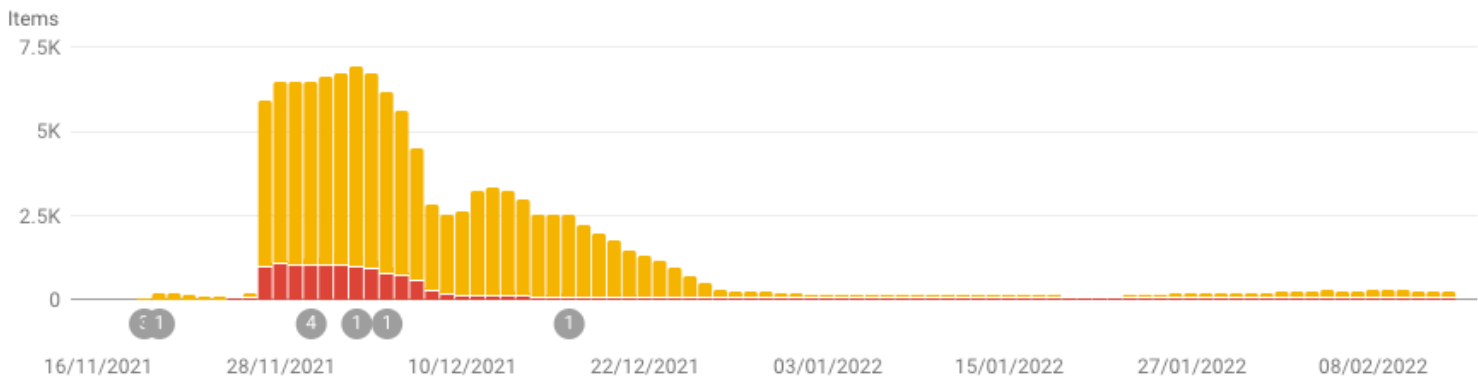


Events

- Overview
- URL Inspection
- Performance
 - Search results
 - Discover
 - Google News
- Index
 - Coverage
 - Sitemaps
 - Removals
- Experience
 - Page experience
 - Core web vitals
 - Mobile Usability
- Enhancements
 - Breadcrumbs
 - Events
 - Job Postings
 - Products
 - Review snippets
 - Sitelinks searchbox
 - Videos
- Security & Manual Actions
- Legacy tools and reports
- Links
- Settings

<input checked="" type="checkbox"/> Error 2 1 issue	<input checked="" type="checkbox"/> Valid with warnin... 211 8 issues	<input type="checkbox"/> Valid 0
--	--	--

Impressions



Details

Status	Type	Validation ↓	Trend	Items
Error	Missing field 'location'	! Not Started		2
Warning	Missing field 'eventStatus'	! Not Started		213
Warning	Missing field 'offers'	! Not Started		161
Warning	Missing field 'performer'	! Not Started		114



Job Postings

- Overview
- URL Inspection
- Performance
 - Search results
 - Discover
 - Google News
- Index
 - Coverage
 - Sitemaps
 - Removals
- Experience
 - Page experience
 - Core web vitals
 - Mobile Usability
- Enhancements
 - Breadcrumbs
 - Events
 - Job Postings
 - Products
 - Review snippets
 - Sitelinks searchbox
 - Videos
- Security & Manual Actions
- Legacy tools and reports
- Links
- Settings

Error 22 1 issue

Valid with warnin... 262 6 issues

Valid 0

Impressions

Items: 450, 300, 150, 0

16/11/2021, 28/11/2021, 10/12/2021, 22/12/2021, 03/01/2022, 15/01/2022, 27/01/2022, 08/02/2022

Details

Status	Type	Validation ↓	Trend	Items
Error	Missing field 'jobLocation'	Failed		22
Warning	Missing field 'jobLocation.address.streetAddress'	Failed		262
Warning	Missing field 'jobLocation.address.addressRegion'	Failed		262
Warning	Missing field 'jobLocation.address.postalCode'	Failed		262
Warning	Missing field 'employmentType'	Not Started		78
Warning	Missing field 'baseSalary.value.value'	Not Started		41
Warning	Missing field 'validThrough'	Not Started		41

Rows per page: 10 1-7 of 7



Warnings on structured data are acceptable but not good practice.

Errors can breach Google webmaster guidelines and should be fixed or removed as a matter of urgency.

Google changes the goalposts frequently

Products

- Overview
- URL Inspection
- Performance
 - Search results
 - Discover
 - Google News
- Index
 - Coverage
 - Sitemaps
 - Removals
- Experience
 - Page experience
 - Core web vitals
 - Mobile Usability
- Enhancements
 - Breadcrumbs
 - Events
 - Job Postings
 - Products
 - Review snippets
 - Sitelinks searchbox
 - Videos
- Security & Manual Actions
- Legacy tools and reports
- Links
- Settings

Error **0** No issues

Valid with warnin... **13** 4 issues

Valid **0**

Impressions

Items

24

16

8

0

16/11/2021 28/11/2021 10/12/2021 22/12/2021 02/01/2022 14/01/2022 26/01/2022 07/02/2022

Details


Status	Type	Validation ↓	Trend	Items
Warning	Missing field 'aggregateRating'	! Not Started		13
Warning	Missing field 'review'	! Not Started		13
Warning	Missing field 'brand'	! Not Started		13
Warning	No global identifier provided (e.g. gtin, mpn, isbn)	! Not Started		13


Rows per page: 10 1-4 of 4





Essential if you sell products

Review Snippets

- Overview
- URL Inspection
- Performance
 - Search results
 - Discover
 - Google News
- Index
 - Coverage
 - Sitemaps
 - Removals
- Experience
 - Page experience
 - Core web vitals
 - Mobile Usability
- Enhancements
 - Breadcrumbs
 - Events
 - Job Postings
 - Products
 - Review snippets 
 - Sitelinks searchbox
 - Videos
- Security & Manual Actions
- Legacy tools and reports
- Links
- Settings

Error **0** No issues 

Valid with warnin... **0** No issues 

Valid **0** 

 Impressions

Details

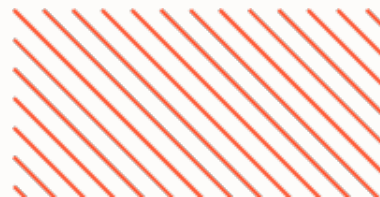


Product reviews for individual products

These can pull star ratings directly into SERPs

Company reviews

They were misused and no longer pull star ratings into Google





Discover who links to your site directly from the search console



Links – Top Linked Pages (internal)

- Overview
- URL inspection
- Performance
 - Search results
 - Discover
 - Google News
- Index
 - Coverage
 - Sitemaps
 - Removals
- Experience
 - Page experience
 - Core web vitals
 - Mobile Usability
- Enhancements
 - Breadcrumbs
 - Events
 - Job Postings
 - Products
 - Review snippets
 - Sitelinks searchbox
 - Videos
- Security & Manual Actions
- Legacy tools and reports
- Links
- Settings

Links

EXPORT EXTERNAL LINKS

External links

Total 167,733

Top linked pages

https://www.morphsites.com/	167,718
https://www.morphsites.com/join-us	10
https://www.morphsites.com/help/new-look-google-ads	2
https://www.morphsites.com/case-studies/coombe-farm-organic	1
https://www.morphsites.com/case-studies	1

[MORE >](#)

Internal links

Total 5,247

Top linked pages

https://www.morphsites.com/b2c-website-development	100
https://www.morphsites.com/design	100
https://www.morphsites.com/branding	100
https://www.morphsites.com/seo	100
https://www.morphsites.com/web-development	100
https://www.morphsites.com/about	100
https://www.morphsites.com/online-advertising	100
https://www.morphsites.com/car-leasing-web-design	100
https://www.morphsites.com/get-in-touch	100
https://www.morphsites.com/saas-development	100

[MORE >](#)

Top linking sites

fenews.co.uk	135,228
seaware.co.uk	4,247
adswsupplies.com	3,011
tkcsales.co.uk	2,486
morrisminor.org.uk	2,070

[MORE >](#)

Top linking text

morphsites
website design & development by morphsites
website designed & developed by morphsites



Links – Top Linking Sites



- Overview
- URL Inspection
- Performance
 - Search results
 - Discover
 - Google News
- Index
 - Coverage
 - Sitemaps
 - Removals
- Experience
 - Page experience
 - Core web vitals
 - Mobile Usability
- Enhancements
 - Breadcrumbs
 - Events
 - Job Postings
 - Products
 - Review snippets
 - Sitelinks searchbox
 - Videos
- Security & Manual Actions
- Legacy tools and reports
- Links
- Settings

Links > Top linking sites EXPORT

Total external links [?]
167,733

Top linking sites

Site	↓ Linking pages	Target pages
fenews.co.uk	135,228	1
seaware.co.uk	4,247	1
adswsupplies.com	3,011	1
tkcsales.co.uk	2,486	1
morrisminor.org.uk	2,070	1
motorlet.co.uk	1,907	1
designdirectsupplies.com	1,903	1
sws-eu.com	1,603	1



Links – Top Linking Text



- Overview
- URL Inspection
- Performance
 - Search results
 - Discover
 - Google News
- Index
 - Coverage
 - Sitemaps
 - Removals
- Experience
 - Page experience
 - Core web vitals
 - Mobile Usability
- Enhancements
 - Breadcrumbs
 - Events
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 - Products
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- Legacy tools and reports
- Links
- Settings

Links > Top linking text EXPORT

Top linking text ?

Rank	Link text
1	morphsites
2	website design & development by morphsites
3	website designed & developed by morphsites
4	designed and developed by morphsites
5	designed & developed by morphsites
6	website design and development by morphsites
7	site designed & developed by morphsites
8	website by morphsites
9	site designed and developed by morphsites
10	webdesign door morphsites
11	webdesign von morphsites







**If you have a manual penalty or know
toxic links are causing issues...
use the disavow tool**






Disavow links to your site

If you have a manual action against your site for unnatural links, or if you think that you're about to get one because of paid links or link schemes that violate our quality guidelines, ask the other site to remove those links. If you can't get these links removed, then disavow those sites using this tool. [More information](#)

 This is an advanced feature and should only be used with caution 

Select a property to view its status or to upload a new list of disavowed links



776 domains and 0 URLs are disavowed
Uploaded disavow-morphsites-1-feb-2022.txt on February 1, 2022 at 10:26:05 PM UTC

[Cancel disavowals](#) [Download list](#) [Replace](#)

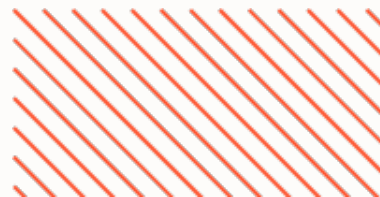
It's hidden away.

<https://search.google.com/u/1/search-console/disavow-links>

Use this to tell Google to ignore poor quality links.

In effect this changes a link to a no follow status and stops it affecting your ranking

Use with caution





Setting up Google Search Console – two methods...

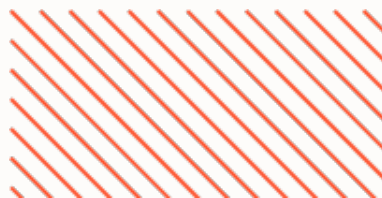
- **Property level** – provides more insight on individual domains or subdomains
- **Domain level** – easier to setup but groups all the information together making it more difficult to assess if an issue is really a problem
- Root domain: example.com
- Subdomain: www.example.com or blog.example.com
- Page level: www.example.com/my-page
- These are all different in Google's eyes:

<http://www.example.com>

<https://www.example.com>

<http://example.com>

<https://example.com>





Questions and Answers



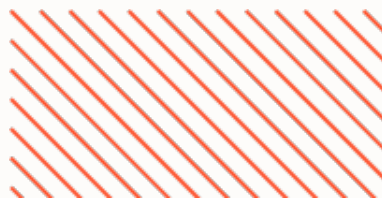


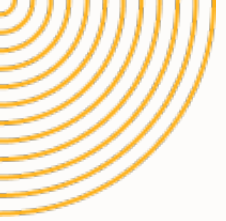
What will kill your site SEO in 2024?

- Structured data errors
- Spelling mistakes
- Keyword stuffing
- Links from paid articles not qualified with no-follow/sponsored or disavowed
- Not being mobile friendly
- Sitewide footer links to external sites (if you own more than one website – pay attention!) – it’s easy to make innocent mistakes
- Grey hat or white hat techniques which are now black hat techniques

With an algorithmic penalty – Your site can be weighed down like an anchor. You might not even know. Action – keep on top of the Search Console.

With a manual penalty – Google will tell you are in violation and indicate why. Your site rankings will be impacted until reassessed. Action – Avoid at all costs.

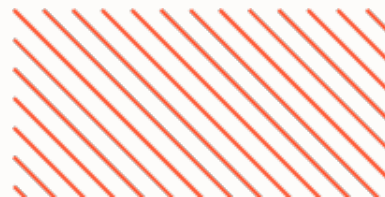




Qualify your outbound links

When linking from your website to external websites make sure you qualify your outgoing links. This mean marking them with some code "rel=" to tell Google your relationship.

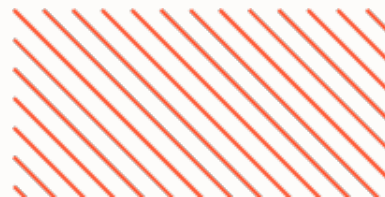
- Follow links – pass weight in Google
- Nofollow links – mostly ignored by Google for ranking
- UGC – For forum comments or user generated content
- Sponsored – Where an article has been paid for or is a banner advert.

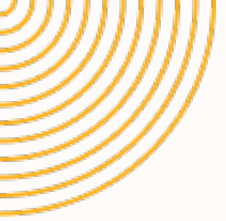




Keyword intent examples

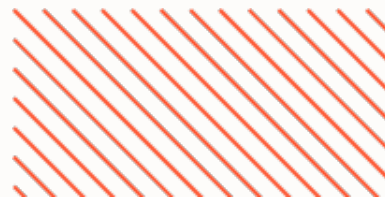
- SEMRUSH how it works and why we use it.
- Does anyone want their website analysed by the class?





Tools we use and recommend

- Heatmapping tools like Hotjar <https://www.hotjar.com/>
- morphBI and morphAnalytics – <https://morph.bi>
- Google Trends <https://trends.google.com/trends/?geo=GB>
- Free Ahrefs tools available from <https://ahrefs.com/free-seo-tools>
- Ask the public <https://answerthepublic.com/>
- Ubersuggest <https://neilpatel.com/ubersuggest/>
- Link research tools: <https://www.linkresearchtools.com/>
- Chat GPT <https://chat.openai.com/auth/login>





Thank you for attending!

hello@morphsites.com

For any questions on other courses, or for further
Digital Skills support, contact
dan.drummond@morphsties.com

