SEO SETUP

Practical Exercises
Lesson Goal: Recognize the key concepts you need to understand when setting up SEO

You want to prove to your manager that it is worth investing in SEO. To do this, you want to demonstrate the traffic mix for organic searches to your website versus other sources.

You can use a Google Analytics account if you have access to one. If you do not have an account you can access, use the Google Analytics demo account by logging into Gmail and clicking this link to set up the demo account: https://analytics.google.com/analytics/web/demoAccount

- Once you’re in the Google Account, set your date range to the last 30 days.
- Go to Acquisition tab in the left-hand menu.
- Go to ‘All Traffic’, then ‘Channels’.
- Note the percentage number in light gray beside each channel type.
- If the percentage is lower than 25% for the Organic search channel ‘Users’, you can tell your manager that you want to increase this to 35% by implementing an SEO plan.
- Next, add up your Organic search and Paid search ‘users’ to get a ‘combined search users’ total.
- Divide total Organic users by the combined search users total and multiply by 100 to get the percentage of search traffic for Organic search.
- Divide the total Paid search users by the combined search users total and multiply by 100 to get the percentage of search users for Paid search.
- Organic search should drive 60% to 70% of total search traffic, and PPC around 30% to 40%.
- If not, you need to embark on an SEO strategy.
Lesson Goal: Recognize the elements to consider before beginning an SEO project

Analyze your website for conversions by taking note of the valuable actions that a user can take on your website or a website that you like. These valuable actions should be something that a person has to input to download a piece of content, subscribe to an email newsletter, or buy something.

What is the CTA – is it enticing, clear, and effective on desktop and mobile? Is it easy to complete the action?

- Put your actions in a table that includes the URL, the CTA, and the desired outcome.
- Rate each by importance to the business.
- Rate each by how easy it is for the user to complete.

<table>
<thead>
<tr>
<th>URL</th>
<th>CTA</th>
<th>Desired Action</th>
<th>Biz Value</th>
<th>Easy to Complete</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</table>

Consider where you can improve effectiveness for your most valuable conversions.
Lesson Goal: Recognize how to implement on-page SEO

You have been asked to write the page content for a page that will contain all Nike running shoes specifically designed for long-distance and marathon running.

- Write a suitable Nike-focused meta title and keyword-rich description which includes a CTA for the page, taking into account the best practice factors mentioned in the module.
- Use this tool to measure your character limits: https://www.portent.com/serp-preview-tool.
Lesson Goal: Recognize the key technical elements you need to consider when implementing SEO

For your sports shoe website, you have two categories of shoe that you want to create as subsections of the site:

- Football boots
- Running shoes

You also have Nike and Adidas variations of each of the above. Use the sample site structure layout below and complete the empty boxes to display a site structure that will enable search engines to crawl your site easily, simply understand the content on each page, and what type of search term each page should index for.

Compete this basic site structure and develop further as you see fit.
Lesson Goal: Recognize how to improve your SEO strategy

You want to identify back links that are driving traffic to your website.

 зависимость
Log into Google Analytics or the Google Analytics Demo account and go to the Acquisition tab.
- Click on ‘All traffic’ and then on ‘Referrals’.
- Apart from your own website, take note of the highest traffic-driving links to your website.
- Consider if these are quality links and worth engaging with to develop a link-building strategy.
- If you have access to Moz or another SEO tool, you can input some of your referral links into the Link Explorer to see who links to these sites and if any of these linking domains are worth contacting.
Exercise 6

Lesson Goal: Recognize how to implement SEO in a mobile environment

Discover the mobile friendliness for five websites of your choice. For each of the websites carry out the following tasks:

 GObject Visit the website on a mobile device, take note of whether the site is optimized for mobile (renders to the size of the screen on your mobile device). Discover if the mobile site uses simple calls-to-action that stand out from the rest of the page.
 GObject Check if the site is mobile friendly by doing a search for ‘Google Mobile friendly test’ and inputting the URL. Analyze if the site is considered mobile friendly and read the different alerts if there are any.
 GObject Find out the site’s mobile page speed ranking by visiting the page https://testmysite.thinkwithgoogle.com/ and inputting the URL. On the results page, scroll down to the mobile page speed test results and take note of the score.
 GObject Click on the ‘See what to fix’ link and take note of the different actions that you could take to improve each of the site’s mobile site speed.
 GObject Scroll to the end of the page and click ‘Get my free report’ to get a detailed breakdown of your results and tips on what needs to be fixed on your site.
Exercise 7

Lesson Goal: Recognize how businesses can improve their local SEO

You want to start doing local SEO for your company or business.

Do a search for ‘Google My Business’ and go to the website where you can set up a map listing for the organization.

Enter the business name, location, and details, and publish it live.

*** ensure you have permission from the business owner to complete this action ***
Lesson Goal: Recognize how to measure and report on the effectiveness of your SEO campaign

Click here to access the Google Analytics demo account and carry out the following tasks:

→ Navigate to Acquisition and click on ‘Overview’. From here, you will see a breakdown of website traffic by channel. Take note of the Top Channels pie chart and identify which channel contributes the most traffic.

→ Click on the ‘All Traffic’ sub-heading under Acquisition and select ‘Channels’. Here, you will see a breakdown of each channel. Take note of the amount of sessions (site visits) by channel and go further by looking at metrics like Bounce Rate and Pages per Session.

→ Next, navigate to Behaviour, click on ‘Site Content’ and then ‘All Pages’. Take note of the pages that receive the highest volume of traffic. Also, analyze other metrics like Average Time on Page and Exit Rate for each of the pages.

→ Finally, click on the ‘Real Time’ heading and then ‘Overview’. From here, you will be able to see the number of users that are currently on the site. You will also be able to see the page the users are on and the location that the user is visiting from. You will also be able to see, from those currently on your site, how many are viewing from desktop and how many from a mobile device.