How to get on Google’s radar

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FUSED

#WCJAX
Google Myths
WE’VE ALL FALLEN FOR
You can get to page 1 in a month!

MYTH #1
LIE!
You can get to page 1 in a month

For typical results, try 4-6 months.
Having a website & blogging will get me on Google’s radar!

MYTH #2
THE MYTH WE ALL WANT TO BELIEVE
Having a website & blogging will get me on Google’s radar!

Google’s a classy broad - she doesn’t accept scrubs
SEO’s so easy, anyone can get on page 1, given enough time!

MYTH #3
GIVEN ENOUGH TIME YOUR BUSINESS WILL FAIL
Google’s so easy, anyone can get on page 1, given enough time!

WEBSITES ARE THE EQUIVALENT TO BUSINESS CARDS - EVERYONE HAS ONE BUT MY PURSE IS ONLY BIG ENOUGH FOR THE CARDS THAT STAND OUT!
About me

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I’m just an Internet nerd with a knack for making business owners visible to their ideal customers.

My superpowers are online visibility strategy – web design, SEO & Online Marketing.

½ of the Nerdy Duo behind MyFUSED.com

Your typical vegan animal hugger.

I’m the main squeeze of tomorrow’s 8AM session: Headless WordPress (shameless plug 🙈)
SO HOW WILL YOU STAND OUT?
4-STEP FORMULA TO SEDUCE GOOGLE

STRATEGY

IRL KEYWORDS & TOPICS

ON & OFF PAGE LOGISTICS

PLUGINS
WHAT YOU TALKIN’ ‘BOUT, GIRL?
Equally important to SEO seduction:

- IRL Keywords & Topics
- On & Off Page Logistics
- Plugins

Strategy
SEO’S SECRET SAUCE
STEP 1.

PLAN
The main points to remember

1. Without an idea for what you stand for, Google won’t know either
2. It’s more than keywords
3. An effective SEO strategy takes understanding, time, and constant tweaking
4. SEO happens on your site & off*
STEP 2.

IRL KEYWORDS
#1 SEO FAIL.

Don’t: Use Industry Jargon
Script ☛ Cursive
Bokeh ☛ Blurry Background

Do: Think like your client
1. Use common terms
2. Ask your ideal client/reader what terms they use
3. Use SEO resources & tools
Google Keyword Planner
1. Paid resource to find keywords
2. It’s great for finding LOW keywords that are less hard to rank for
3. Gives you topic ideas for blogs and keywords
4. Take it with a grain of salt
"Low" is relative

Try to avoid using these keywords alone, diversity your website

Low should be between 100-1k ideally, but 1k-10k is also great
FOLLOW TRENDS.

Google Trends
Google’s free resource

Google trends shows you what people are typing into Google and YouTube – breaking down specifics by region and timeframe.

https://trends.google.com/trends
GOOGLE TRENDS
GOOGLE TRENDS

Watch this YouTube tutorial on how to use the Google Trends customizations for the best results!


Remember to comment on the video with #WCJAX to show your support of this awesome conference!
DON’T STOP HERE!
SOCIAL CUES.

Google is an IT girl

1. It’s not all about what’s inside – you’re going to need some social validation
2. One way to do this by creating content people want to share on social media
3. It helps if they can do it right from your site!
HOW DO YOU KNOW YOU’RE FINDING KEYWORDS THAT HAVE SEARCHABILITY & MAKE PEOPLE WANT TO SHARE YOUR CONTENT?
Use the search feature to look up a keyword you’re interested in
Filter by “Links”
Look for the share count on each article. That’s how many times people have shared that 1 piece of content on Facebook
Use this data to help determine if people are interested in your keyword topics & find niche points related to each keyword.
STEP 3.

SEO LOGISTICS
HOW TO STAND OUT TO GOOGLE
How Google Reads Your Site
1. Heading Tags
2. Body Content/Paragraph Tags
3. Image ALT Tags
4. Link Title Tags

 قادرًا على مراقبة أكثر من 36 جوانب لكل صفحة تحققها Google!
WEB PAGE ANATOMY

1. Heading Tags
2. Image ALT Tags
3. Body Content & Paragraph Tags

<-- Link Title Tag -->

<a href="/" title="My Awesome Site">Nerds Welcome</a>
Human Influence On SEO

1. Page Title
2. Meta Description

☞ Don’t forget that while you are trying to impress Google, you also have to impress humans!
HUMAN SEO

1. Page Title
2. Meta Description
OFF PAGE SEO

Proving Your Cool Status
1. Backlinks
2. Shared Content
3. Social Validation

☛ Remember, Google’s The IT Girl – you have to be cool to be her BFF
REMEMBER THIS TRICK?

- These are all great examples of social validation & shareable content.
- This one article along has 1,273 shares!
- So make sure you take a look at what your friends are sharing the next time you’re on social media – it could boost your SEO!
STEP 4.

SEO PLUGINS
Get help controlling SEO

1. Tons of SEO plugins that allow users, designers & developers to control SEO
2. Plugins also help you control social media SEO
Facts about Yoast SEO
1. The most popular SEO plugin for WordPress, downloaded over 7 million installs
2. User friendly
3. Has recommendations and real-time monitoring to tell you if your score is weak
4. FREE

☞ The best things in life are free
1. Remember On-Page SEO 2.0? Human Influence!
   a. Page Title
   b. Meta Description
YOAST SEO

Easy and user-friendly interface!

SEO title
DIY Guide: Before You Make Changes To Your WordPress Website

Slug
before-diy-website

Meta description
Before you DIY a WordPress website or make changes to your site, there are 8 tips you must hear! Avoid DIY beginner WordPress errors, fatal web design mistakes, and grab your free BONUS - 3 Most Common PHP Codes To Avoid | FUSED Web Design & SEO
YOAST SEO

Control your social front, easily!

Do you want to preview what it will look like if people share this post on Facebook? You can, with Yoast SEO Premium.

Find out why you should upgrade to Yoast SEO Premium

Facebook Title

DIY Guide: Tips To Know Before You Make Changes To Your WordPress Website

If you don’t want to use the post title for sharing the post on Facebook but instead want another title there, write it here.

Facebook Description

8 tips you must hear before you DIY a WordPress website or copy and paste code! We’ll help you avoid common mistakes non-designers make. Then grab your free BONUS - The 3 Most Common PHP Codes To Avoid | FUSED Web Design & SEO

If you don’t want to use the meta description for sharing the post on Facebook but want another description there, write it here.

Facebook Image


If you want to override the image used on Facebook for this post, upload / choose an image or add the URL here. The recommended image size for Facebook is 1200 by 630 pixels.
BOTTOM LINE. SEO ISN’T A MAGICAL UNICORN.
HOW WELL YOU PERFORM DEPENDS ON YOU.
NEED HELP? GET HELP!
LOCAL WordPress MEETUP: Jacksonville’s is every 3rd Monday of the month

VERIFIED RESOURCES:
- Google Webmaster Tools
- YouTube has amazing tutorials
- WordPress Developer Community
- Yoast’s website
- Live talks ever Thursday at 8 PM EST @myFUSED on Facebook

MY CONTACT INFO: april@myfused.com

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