



LE TUE NOTE KINDLE PER:

3 Months to No.1: The 2021 "No-Nonsense" SEO Playbook for Getting Your Website Found on Google (English Edition)

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67 evidenziazioni

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I'll be frank. Of all the skills in a business you could choose to learn rather than blindly trusting to someone else, SEO and online marketing are the ones which counts.

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Millennials won't have experienced anything other than a world where buying and searching online is the norm. By around 2025, this group will be old enough to become targets for the full gambit of consumer goods any market offers. So, prepare to take advantage of it now.

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People either go to Google to find something quickly, or they go there to find something they can trust. For speed they'll be happy with the Ads. For confidence in quality, they'll opt for organic.

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As well as the ability to test out different keywords and exact user locations based on their IP Address, Google Ads is also a phenomenally powerful tool to test the water before you start an SEO campaign full throttle.

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Don't get me wrong, both LinkedIn and Facebook are amazing marketing channels, but the common error the 9 in 10 make is to confuse tight demographic targeting with high commercial consumer intent. Just because you can show your ads to certain types of people, it doesn't mean these people are ready to buy anything. To think your website can drag the consumer through the process from 'Problem Awareness' to 'Decision' is a conceited fallacy.

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If marketing was a game of chess, SEO would be the queen. Versatile, formidable, and game-changing. But I'm about to surprise you. SEO isn't where you should start your online marketing at all. No, instead you should start

like any great chess titan begins, by testing out and building strategies with your disposable pawns – which in this case, are Google Ads campaigns.

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You need to think of Google Ads and SEO as two totally separate traffic pools which need tapping into individually, because that's what they are – separate.

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one thing should be clear – if you rank organically but don't appear in Google Ads, there's a portion of traffic you'll never get access to, and vice versa. Therefore, to think quitting Google Ads by ranking organically will save you money is a total fallacy. It just means you weren't able to get a positive ROI with pay per click advertising – which as discussed, should send alarm bells ringing.

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Even the most successful SEO specialist is, and always will be, a humble apprentice who bows down before the mighty Google. We don't control search engines, so it doesn't matter how long you've been doing it – it's always a learning curve.

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Let's get one thing straight. No single thing is going to rank your site number one. Not even one major component will. SEO is about consistency of implementation, ticking small boxes, and eliminating anything that might be holding you back.

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“You can have everything in life you want, if you will just help other people get what they want” Zig Ziglar

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If you can increase a business's profit by just \$1 more than they pay you, SEO is worth it. Get people to understand this using the SEO cash formula we recently went through, and you can be very profitable from client SEO.

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To loosely outline an SEO campaign, the order of proceedings will always be... 1. Keyword Research 2. On-Page Optimisation 3. Off-Page Optimisation 4. Progress Monitoring 5. Evidence Based Refinement

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Basically, we need to identify and uncover keywords that share 3 important characteristics: 1. Enough people typing them into Google every month to render getting a No.1 ranking truly exciting. That is, the potential financial rewards need to be large enough to keep you interested, even when the going gets tough. 2. We need keywords with commercial intent from the user. There's no use putting the time and effort into SEO if the resultant traffic doesn't line our pockets with cash. 3. We need to rule out keywords we don't have a cat in hell's chance of ranking for without an untenable budget and timeframe. Realistic competition levels are a must.

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Good keyword hunting consists of 3 distinct phases... 1. Brainstorming common sense keywords 2. Gathering keywords from Google itself 3. Checking how lucrative the keywords will be

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To start gathering some more keyword ideas based on what customers are actually typing into Google, visit a great tool called 'UberSuggest' at <https://ubersuggest.io>

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If you're a smaller website, use one of the main advantages you have over larger websites in your industry – focus. Choose a maximum of 10 keywords to concentrate your campaign on for now.

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desperately don't want you to fall into the trap of overestimating your competition. It seems that people new to SEO (and indeed business) always do this. And wrongly so. Believe me, there are very few people out there willing to commit to a solid, 3+ month SEO strategy. If you do the right things with your website on a consistent basis, you will eventually get to number 1.

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Allow me to introduce, the 4 Pillars of SEO. Pillar 1 – Relevance We need to make sure every page has a specific target topic and is rich in associated target keywords. What is more, it needs to be useful to the end user – the human. This is relevance. Pillar 2 – Crawlability From a facilitative point of view, we need to make it easy for Google to scan and inspect our web pages. This is commonly known as crawlability. Pillar 3 – Engagement We must show Google the hallmarks that their users are spending lots of time on our web pages and digesting the content. This is engagement. Pillar 4 – Authority Finally, we need to show Google that our content is credible, and is being vouched for by other trustworthy websites within the industry that our keyword is related to. This is authority. It's incredible that SEO is a \$70 Billion industry and yet it all boils down to just four things that Google wants to see a website do.

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if we go guns blazing creating different pages to target different keywords that fall into the same topic, we'll just confuse Google and our overall rankings will be average at best. Instead, we need to create topic pages. These are individual web pages targeting multiple keywords, all within the same overall subject.

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tools.seobook.com/general/keyword-density This is a free keyword density analyser tool. It'll give you a list of some of the most referred-to words and phrases in any body of text you paste into it – along with a corresponding keyword density percentage.

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You can get the related-phrases from 3 sources... • Google • Online Tools • Competitors

1. Getting LSI Keywords from Google Itself Type your target keyword into Google, then scroll down to the bottom of the search results page. Here you'll find its 'related search' list... Make a note of the list.
2. Using an Online Tool Visit <http://lsigraph.com> and type your target keyword into the tool. It'll then return a plethora of LSI keywords.

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3. Stealing from Your Competitors Using the online tool tools.seobook.com/general/keyword-density, we've already got a handle on the keyword densities of our competitors in the top 5 of Google. But we can also use it to find out some of their most mentioned keyword phrases. Don't worry about mimicking density for LSI keywords; we just want to know what kind of ancillary words they're using, that's all.

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Make the filename and alt text for the first image on your page the exact target keyword you're trying to rank No. 1 for.

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At the very least, include 1 or 2 outbound links to highly authoritative websites related to your content's topic. Of course you'll want to have your cake and eat it by only linking out to sites not in direct competition to you. Don't send your traffic away to somewhere they're unlikely to return from.

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Create 3 - 4 high quality articles on topics surrounding your primary keyword, then publish them on separate pages. It's very likely these new pages will rank well on their own, but remember the purpose of them is simply to bolster the page you're trying to get to the top of Google, so don't sweat it too much when it comes to making them perfect. The important thing is that you create at least one internal link on each of these supporting pages to your primary page.

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Here are the 7 most important SEO factors that increase Page Crawlability. 1. Mobile Friendliness 2. Site Organisation 3. Producing Fresh Content 4. Removing Redundant and / or Duplicate Content 5. Going 'https' 6. 'Noindexing' and Submitting Regular Sitemaps 7. Using Schema Markup

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Visit Google's website mobile friendly testing tool at... <https://search.google.com/test/mobile-friendly> ...and type in your site address. Google will scan your website, and you'll hear straight from the horse's mouth if it's considered Mobile Friendly or not.

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Google favours websites that include regular page updates. This is why the SEO explosion of creating a blog attached to your main website is so valuable. Google isn't stupid though. Trying to be clever and regularly updating ancillary items on your ranking page like date and time tags (anything that isn't the actual body of your content) is not going to affect your page's 'freshness'.

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Make sure you have clear keyword targeting boundaries between your pages. There should only be one page of content targeting a specific keyword. Also, delete any unnecessary pages on your site. By unnecessary I mean...

- Pages with barely any content
- Pages with low-quality content
- Pages with no real purpose
- Pages users hardly ever visit (use Google Analytics to check which pages)

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Behaviour of Google users is becoming more and more important in search engine optimisation. Anything we can do to increase the user engagement of our web pages will have a positive impact on our rankings. So how can we please RankBrain? And how can we increase user engagement? Let's look at a list of the main factors...

- Great Meta Descriptions
- Site Speed
- Good Media
- Keeping People Reading
- 1000+ Words Please
- Put a Sock in the Popups

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Use the 160 characters of the meta description to make your listing super clickable by including the benefits that reading your page will give the user. Look at the meta description of competitors currently on the first page. Is there anything you can include in your meta description to stand out? You may want to use the ellipsis trick at the end of the description to entice people to read more. An ellipsis is the three dots that infer more information follows...

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making your website lightning fast is one of the most undervalued marketing tactics you can perform on the Internet; not just for your SEO, but for increasing website conversions.

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I actually created a free online tool you can use to tangibly see how much money you stand to lose / gain with a slow / fast loading website. Armies of website owners use it. You can find it at: <https://www.3MonthsToNo1.com/speed-conversion-loss-tool/>

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Well placed regular imagery, engaging video content, and interactive page elements; your website needs it all. We've reached a sad but inevitable stage in the evolution of the Internet where people want to be spoon-fed content. So, don't try to change the world. Grab a spoon.

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Write more. Over 1000 words of good-quality content related to your keyword's niche will ensure you're considered a thorough resource for any search word or phrase. Where appropriate, try to do this on the majority of your pages, even if you're not proactively trying to rank them.

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a link located in the first paragraph of an article holds greater SEO weight for its recipient than the same link buried in a sidebar or footer. This isn't because it's intrinsically more powerful, but rather that Google's able to easily attribute topic relevance via the body of text surrounding the link.

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How to Forensically Judge Links – Majestic.com Let me introduce you to my favourite SEO tool – Majestic.com. It's a link analyser, and it's very, very clever.

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The 'trick' to SEO, is that there is no trick. Getting high-quality links coming to a website is nothing more than a value exchange. If a link is worth getting, you can bet your life you'll need to deliver some kind of real value in exchange for it. Whether it's time, money, a favour, expertise, or content/information; you're going to 'pay' for it one way or another.

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this strategy involves offering your skills and expertise, whatever they may be, to a webmaster in exchange for a link. For example, if you're a plumbing website in Queens NY, you'd do well to offer to fix those leaky taps at

the local community centre in exchange for a link from their site. This is a great little strategy often overlooked by the SEO community.

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the effectiveness of generating and publishing content for improved SEO is predicated on one main factor – quality. If the content we create and subsequently promote on our website is genuinely not useful, interesting, or shareable; we might as well not bother.

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Before we contact the webmaster with any broken link information, we need to understand what resource that broken link was originally linking to when the webmaster initially created it. If we can then recreate that content on our own site, we have the perfect crime in just 3 easy steps... 1. Contact a webmaster alerting them to the fact they have a broken link on their site. 2. Give them the address of a page on your site that, in terms of quality and context, has almost the exact same content their page was linking to in the first place! 3. Ask them to consider linking to your page instead,

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Without understanding how social media applies to your industry and business (if it does at all), using social media as a means of directly attracting sales is quite misleading.

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If organic social media marketing is dead, paid social media marketing is energetically dancing on its grave. As the graph below shows, a staggering 81% of the American population has a social media profile. Further still, nearly 2 Billion people worldwide use social media platforms of one type or another. These numbers are still growing.

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Social media signals can be broken into 3 groups 1. Building a Brand Through Social Media 2. Freshness 3. Social Links

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Foundationally speaking, for Google to think your business is highly relevant to a specific location, your site's content will also need to reflect this. For example, if you're an architect in New York City, you'll want to have more than just an address in the Big Apple. You should be building out pages and content totally targeted to the city and the city alone. Perhaps a news feed page on the latest municipal projects. Or a guide to the evolution of New York's skyline. Whatever you think will work.

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If you're featured on the map listings and the organic results, you can steal two areas of 'real estate' on the results page and totally dominate your local industry. In fact, if your business also engages in Google Ads pay-per-click advertising, there's the potential to list a website in three different places.

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All the ranking factors we've discussed up to now do contribute to the Google map rankings, but not as much as a few other, seemingly unrelated signals. These are: • The quantity of mentions of your business name, address, and phone number (NAP) across the Internet. We call these 'citations'. • The consistency of your 'NAP' information across the Internet. • Your number of 5-star Google reviews.

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The more places Google sees your business referred to in exactly the same way across the web, the more Google is confident you're a real and trustworthy enterprise. It also makes sense on a practical level as well – if your business has inconsistent contact information, Google will become confused as to who you are and where you're located.

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Simply put, the more genuine, highly-rated Google reviews your online brand receives, the more Google will be willing to show their users your business over others.

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Visit www.pleper.com's Google review link generator

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Summary 1. A website with relevant content to the location you're trying to rank in Google maps for. 2. As many good quality citation listings as possible. 3. Meticulously consistent 'NAP' information associated with those listings. 4. The correct business category in your Google My Business and directory submission listings. 5. As many authentic, high-rated Google reviews as possible.

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You can become a very profitable online store if your product offering is niche enough.

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Keyword Research For eCommerce In an eCommerce website we're going to need to conduct keyword research for both category pages, and deeper product pages. So what's the difference? What kind of keywords are we

trying to hunt for? On the whole, the category pages will be targeting the broader, shorter keywords with more search volume, and the product pages will be targeting longer keywords related to the specific product. In fact, these will include all kinds of ‘long tail’ keyword variations of that product. Remember, a long tail keyword is just that – long.

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Page Titles For eCommerce You have 60 characters in which to include your primary keyword whilst also making sure your listing is total ‘click bait’. The best way to marry the two together is to add keyword ‘modifiers’. Sounds like a fancy lingual mathematics term, right? It just means we’re going to add a spicy sales word or two to a primary keyword to transform it into conversion fodder, whilst making it more long tail. For example, let’s say your target keyword is ‘2 man tent’. The modifiers might be... • ‘best 2 man tent’ • ‘cheap 2 man tent’ • ‘2 man tent free shipping’ • ‘2 man tent reviews’ • ‘2 man tent deals’

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If you’re at all unsure about what to write for each page’s title and meta description, look no further than the top of Google where the paid adverts are housed. The Google Ads Pay Per Click (PPC) advertising platform is – for any given search keyword – filled to the brim with companies who’ve spent a lot of money split testing numerous adverts with various marketing and keyword angles. Grab a ladder, hop on their shoulders, and straight up copy what they’re doing with their page titles and meta descriptions.

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Rich snippets can significantly increase the number of people clicking through to your website, make Google place you higher in the rankings, and also increase the quality of that resulting traffic. Any advantage you can gain over your competition (like a star rating displayed on your listing which makes it more clickable) needs to be taken in order to succeed.

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Implementing schema to display product or service reviews and ratings usually generates a pictorial ‘star rating’ next to the product’s SERP result. The visible star rating, if depicting more than 4 out of 5 stars, has been proven to significantly increase a listing’s click-through-rate.

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If you’re running a deal on a product, or even if you’re not, using a ‘limited time offer’ rich snippet can work wonders when it comes to installing a sense of subconscious urgency in your prospective customer’s mind before they’ve even clicked on your website.

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How to Tell if You’re Affected by a Penalty Good question. Well, let’s get the easy one out of the way. With a manual penalty, all you need to do is check your website’s Google Search Console.

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One way of checking if you've been hit by one is to plug your domain into SEMRush, make sure 'Domain Overview' is selected, then press 'Search'. Scroll down to the paid and organic traffic graph and you'll notice small Google 'G's along the time axis. Clicking on these 'G's will reveal the algorithmic update pushed out.

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4 Generally Naughty SEO Techniques to Avoid • Keyword stuffing by using an excessive amount of target keywords in your content. • Using something called CSS styling to hide keyword-rich text from the human eye. • Owning Personal Blog Networks (PBNs) which have the sole purpose of linking to your website. • Linking to a site in exchange for one back to you.

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matter what SEO technique you're about to use, always ask yourself the common sense question: 'If I was a Google Engineer, would I reward, punish, or be indifferent to the SEO about to be performed?'

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As you look at your website now, it's very likely you have a totally generic services page which details what you do. For example, if you're a plumber it's probably just a page saying you're a great plumber! However, depending on what the keyword research yielded, you may need to create brand new pages to become the contenders for being number one in Google. Remember, websites don't rank in Google. Website pages do. So, we need to make sure you have a separate page for every primary keyword you're going after.

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If the content you're creating is good, and you have channels to promote that content online, links to your site will follow, and so too will rankings.

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Paid advertising is different. You create your advert on Google Ads or Facebook or Twitter. You pay your money and traffic lands on your site immediately where, hopefully the traffic makes you more money than you've paid out. However, with this certainty comes more cost and less reward. Why? Because everyone's doing it. Anyone can throw up an advert and feel the sugar rush of an immediate website conversion. However, there are relatively few people willing to put the consistent work in to generate great content when there are no immediate, tangible results.

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If paid advertising is Gas. SEO is Electric. It's not fast. It's not sexy. But it is sustainable. And even better, the return on investment is eye-wateringly high.
