WEEK 8

Website Optimisation
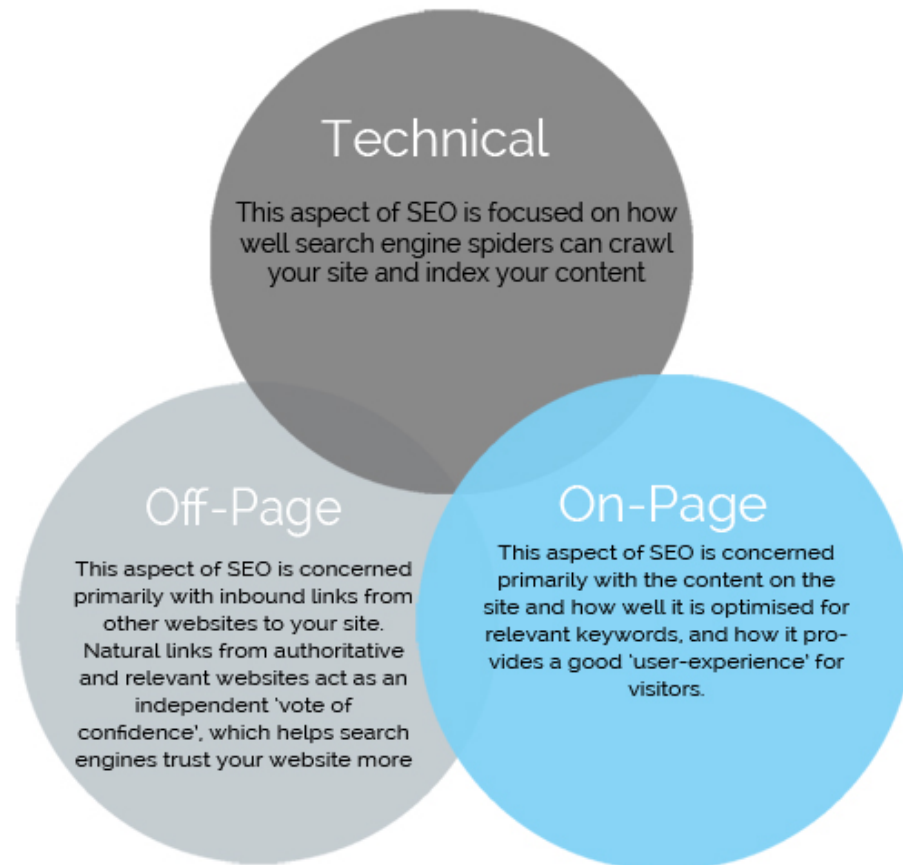
What is search engine optimisation (SEO)?

SEO Explained

- SEO or **Search Engine Optimisation** is a key part of driving traffic to your website. It improves your chances of being listed in the top results of search engines such as Google, Bing and Yahoo.

- While you'll be very familiar with doing these searches, **achieving a high-rank** is no mean feat.

- All these search engines use **algorithms** which give weight to your website. Weighting based on the quality of content that appears on it.

SEO Explained

- Technical
- On-Page
- Off-Page

Technical

This aspect of SEO is focused on how well search engine spiders can crawl your site and index your content

Off-Page

This aspect of SEO is concerned primarily with inbound links from other websites to your site. Natural links from authoritative and relevant websites act as an independent 'vote of confidence', which helps search engines trust your website more

On-Page

This aspect of SEO is concerned primarily with the content on the site and how well it is optimised for relevant keywords, and how it provides a good 'user-experience' for visitors.

The Goliaths of Search

- Google

- YouTube

More than 90% of web searches happen on Google — that's nearly 20 times Bing and Yahoo combined.
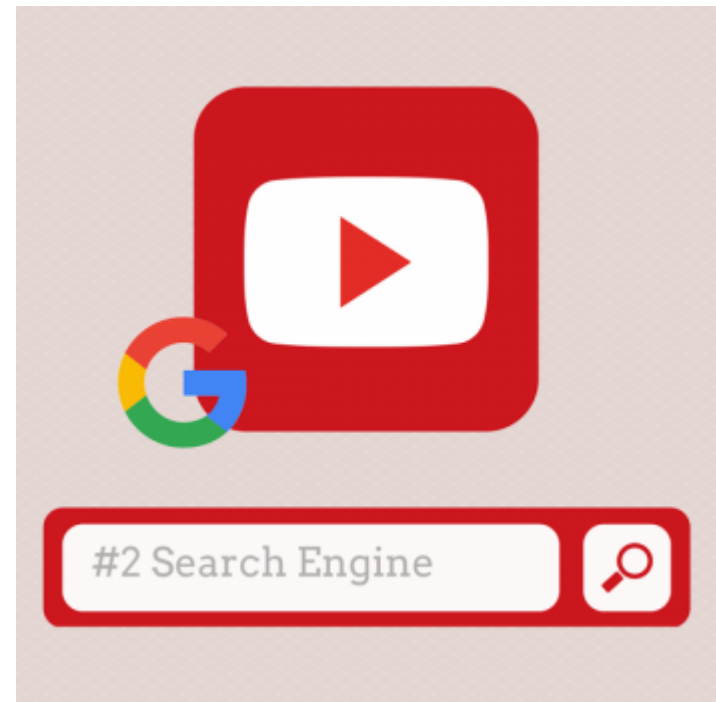
Search Queries

Search queries are the words and phrases that you type into Google.

- Navigational (Go) – find a website / web page

- Informational (Know) – research related

- Transactional (Do) – buyer related

Long-Tail Keywords

Long-tail keywords are longer and more specific keyword phrases that visitors are more likely to use when they're closer to a point-of-purchase or when they're using voice search e.g. PR Crisis Communications Plan OR garden furniture delivered in Ireland

TOP TIP: Long-tail keywords are used to target niche demographics rather than mass audiences.

Result
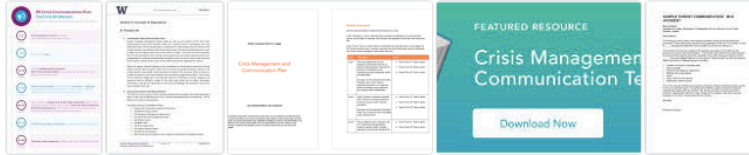
Result

www.bernsteincrisismanagement.com › the-10-steps-of-... ▾

The 10 Steps of Crisis Communications - Bernstein Crisis ...

This assessment process should lead to creating a Crisis Response **Plan** that is ... If your in-house **PR** executive does not have sufficient **crisis communications** ...

www.prezly.com › relationships › crisis-communication ▾

Crisis Communication Guide 2020 (including free template)

A complete **crisis communication** checklist/**plan** can be found on this public ... From the outside in, you will be placed into ongoing lists of **PR** disasters or **PR** ...

www.talkwalker.com › blog › pr-crisis-management ▾

11 steps for PR crisis management - Talkwalker

Jan 15, 2019 - It's about protecting your brand reputation. You'll need a **PR crisis communication plan** and team in place, BEFORE you need them. That's not to ...

What is a PR crisis?   ⌄

When is a crisis a crisis?   ⌄

How to avoid a PR crisis?   ⌄

digitaltraininginstitute.ie › Public Relations ▾

PR Crisis Communications Plan | Digital Training Institute

Jul 13, 2016 - Do you know what to do if you have a **PR** crisis? You need to act quickly and implement a **crisis communication plan**. Here's the ultimate **PR** ...

blog.hootsuite.com › social-media-crisis-management ▾

How to Manage a Social Media Crisis: A Practical Guide for ...

TASK

Input a search query on Google
Make it a long-tail keyword
e.g. *Best 4-Star Hotels Co Clare*

Search Engines & SEO

Search Engines & SEO

Search engines have three primary functions:

1. **Crawl:** Scour the Internet for content, looking over the code/content for each URL they find.

2. **Index:** Store and organize the content found during the crawling process. Once a page is in the index, it's in the running to be displayed as a result to relevant queries.

3. **Rank:** Provide the pieces of content that will best answer a searcher's query, which means that results are ordered by most relevant to least relevant.

Top 3 Ranking Factors for Google

1. Relevance of content (did you answer my question when I needed it?)

2. Speed (does your website load in less than 3 seconds?)

3. User-Experience (can I access the answer easily and seamlessly cross-channel and cross device?)

1ˢᵗ Page of Google is FREE

Technical SEO

Can Google find your web pages?

- One way to check your indexed pages is "site:yourdomain.com", an [advanced search operator](). Head to Google and type "site:yourdomain.com" into the search bar. This will return results Google has in its index for the site specified:
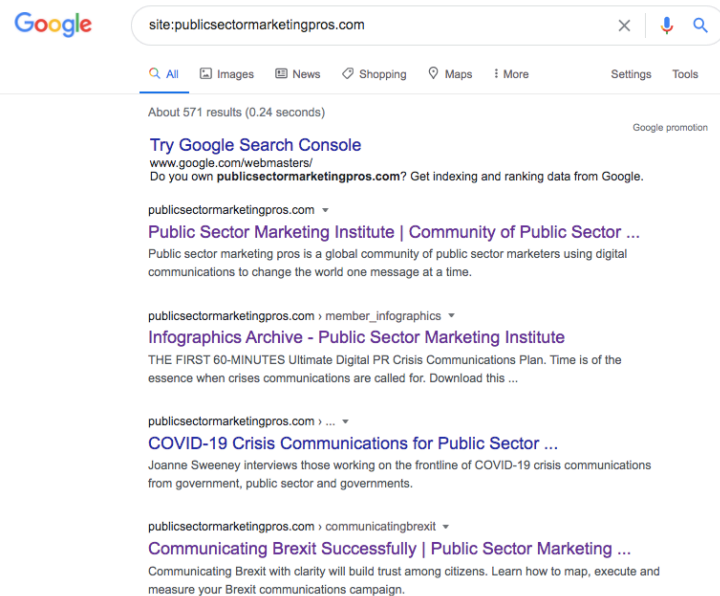
Can Google find your web pages?

- For more accurate results, monitor and use the Index Coverage report in Google Search Console. You can sign up for a free [Google Search Console account](#) if you don't currently have one. With this tool, you can submit sitemaps for your site and monitor how many submitted pages have actually been added to Google's index, among other things. Your webmaster should set this up as part of creating your website and setting up Google Analytics and setting up a Google My Business account.
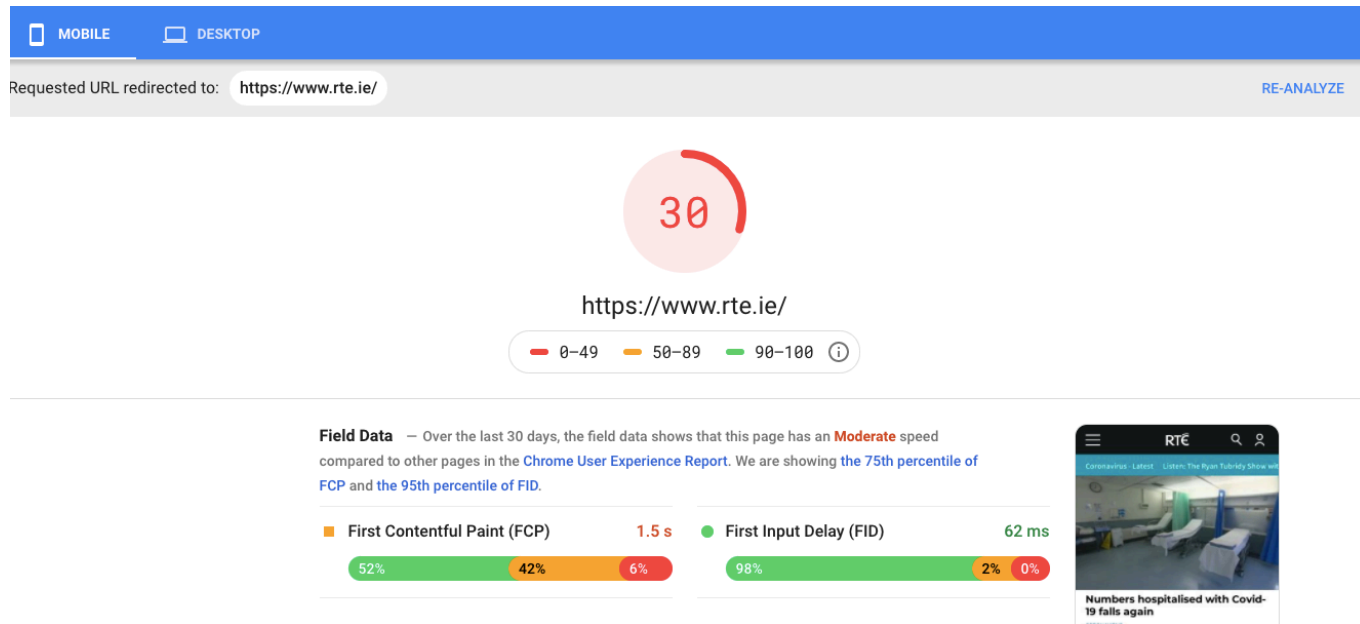
Not showing up in Google?

- If you're not showing up anywhere in the search results, there are a few possible reasons why:

- Your site is brand new and hasn't been crawled yet.

- Your site isn't linked from any external websites.

- Your site's navigation makes it hard for a robot to crawl it effectively.

- Your site contains some basic code called crawler directives that is blocking search engines.

- Your site has been penalized by Google for spammy tactics.

Now check your speed!

- https://developers.google.com/speed/pagespeed/insights/
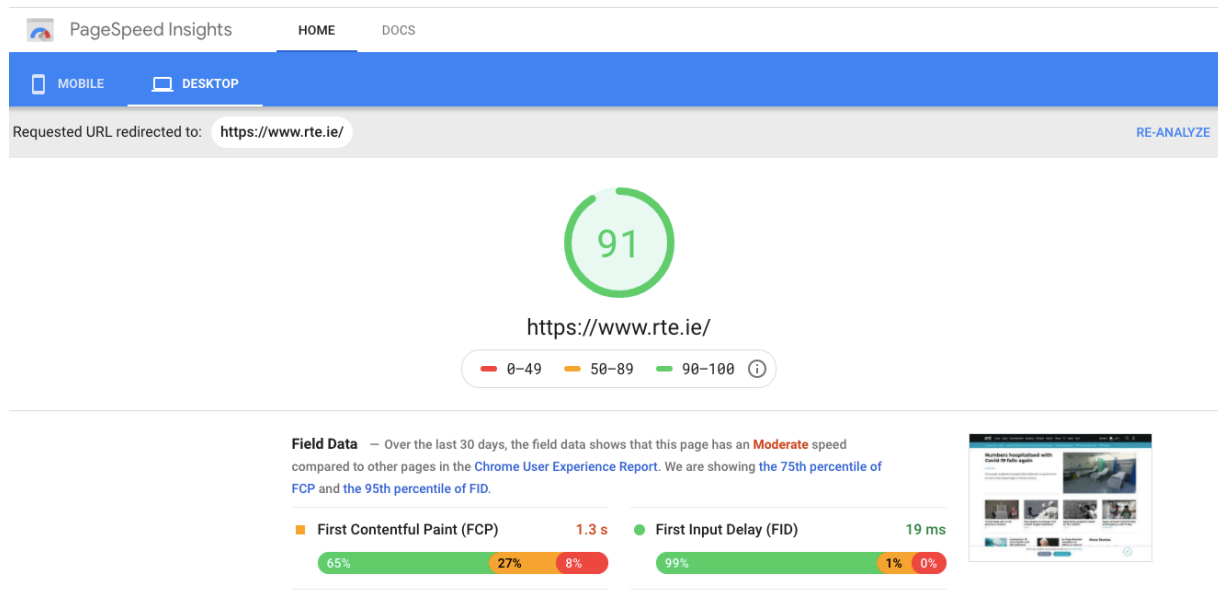
Now check your speed on mobile!

- https://developers.google.com/speed/pagespeed/insights/

Top Tip!

- You can only check page speed for one page at a time using Google Pagespeed Insights.

- To speed things up, consider using a paid for site auditing tool like Ahrefs' Site Audit (also known as SEO Analyzer.)

- Such tools will scan all of your pages at once and highlight the pages with issues.

Technical SEO Fixes

Lab Data

▲ First Contentful Paint	4.7 s	▲ First Meaningful Paint	5.3 s
■ Speed Index	5.2 s	▲ First CPU Idle	10.8 s
▲ Time to Interactive	14.9 s	▲ Max Potential First Input Delay	410 ms

Opportunities — These suggestions can help your page load faster. They don't directly affect the Performance score.

Opportunity	Estimated Savings
▲ Defer offscreen images	2.25 s ⌄
▲ Eliminate render-blocking resources	1.05 s ⌄
■ Remove unused CSS	0.27 s ⌄

Diagnostics — More information about the performance of your application. These numbers don't directly affect the Performance score.

▲ Ensure text remains visible during webfont load	⌄
▲ Reduce the impact of third-party code — Third-party code blocked the main thread for 710 ms	⌄
▲ Serve static assets with an efficient cache policy — 25 resources found	⌄
▲ Minimize main-thread work — 5.2 s	⌄
■ Reduce JavaScript execution time — 2.8 s	⌄
■ Avoid an excessive DOM size — 1,090 elements	⌄
● Avoid chaining critical requests — 25 chains found	⌄
● Keep request counts low and transfer sizes small — 135 requests · 1,838 KB	⌄

Keyword Research

Keyword Research Purpose

- Navigational (Go) – find a website / web page

- Informational (Know) – research related

- Transactional (Do) – buyer related

Keyword Research

Short tail keywords usually consist of one or two words; for example, 'Hotels Clare'.
These keywords are broad and generic, but often ambiguous, with a high search volume.
Middle tail keywords usually consist of three or four words; for example, 'Hotels Clare for a Family'. They are more specific than short tail keywords but have less search volume.
Long tail keywords usually consist of four or more words; for example, 'Best Clare Hotels for a Family Weekend'. These are more detailed and very specific, but the search volume is even lower.
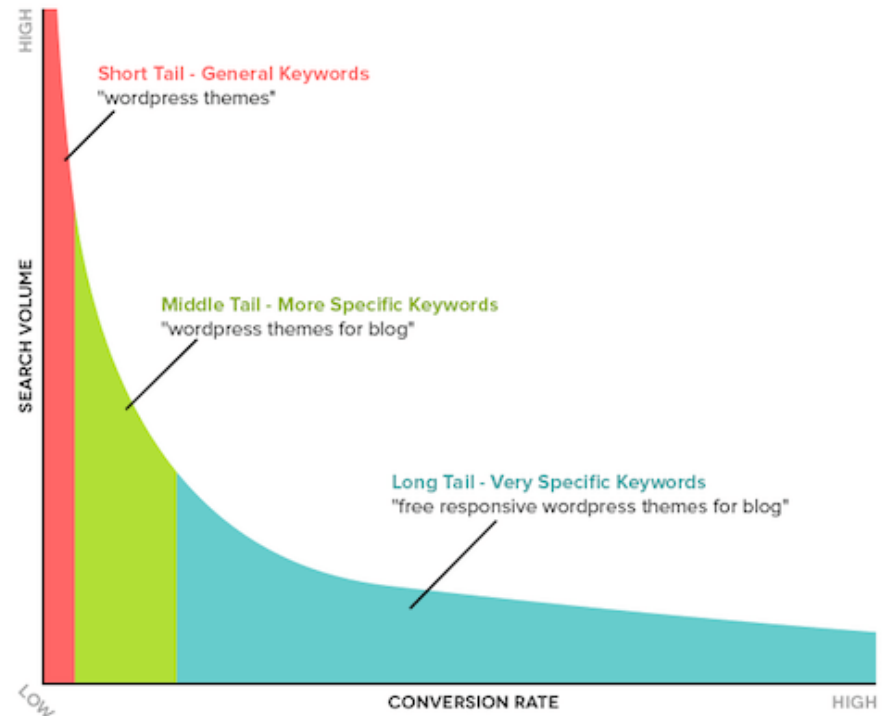
Keyword Research Explained

- Keyword research provides you with specific search data that can help you answer questions like:

- What are people searching for?

- How many people are searching for it?

- In what format do they want that information?

REMEMBER

Before you can help a business grow through search engine optimisation, you first have to understand who they are, who their customers are, and their goals (*audience segmentation and micro-moments*).

Keyword Research Tool

https://keywordtool.io/

Keyword Research – Google Predictor

People also ask

What is Crisis communication in public relations?

How do you deal with a PR crisis?

What are the stages of crisis communication?

Why is a crisis communication plan important?

On-Page SEO

On-Page Optimisation

- On-page SEO refers to the practice of 'optimising' web pages to help them rank higher in the search engines. The end goal of which is to increase organic traffic to your site.

Optimise for Google Search

SEO on the back-end of your website

https://publicsectormarketingpros.com › episode1

Social Media for Public Health Crisis Communications During COVID-19

I interview Muiriosa Ryan, **Social Media** Manager with Ireland's national **health** service on how she is managing coronavirus-related **communications**.

Analysis results

⌃ Problems (1)

🔴 Keyphrase in introduction: Your keyphrase or its synonyms do not appear in the first paragraph. Make sure the topic is clear immediately.

⌃ Improvements (3)

🟠 Previously used keyphrase: You've used this keyphrase once before. Do not use your keyphrase more than once.

🟠 Text length: The text contains 263 words. This is slightly below the recommended minimum of 300 words. Add a bit more copy.

🟠 Keyphrase in slug: (Part of) your keyphrase does not appear in the slug. Change that!

⌃ Good results (10)

🟢 Outbound links: Good job!

🟢 Internal links: You have enough internal links. Good job!

🟢 Keyphrase length: Good job!

🟢 Keyphrase density: The focus keyphrase was found 3 times. This is great!

🟢 Keyphrase in meta description: Keyphrase or synonym appear in the meta description. Well done!

🟢 Meta description length: Well done!

🟢 Keyphrase in subheading: 1 of your higher-level subheadings reflects the topic of your copy. Good job!

🟢 Image alt attributes: Good job!

🟢 Keyphrase in title: The exact match of the keyphrase appears at the beginning of the SEO title. Good job!

🟢 SEO title width: Good job!

Yoast SEO Plugin – Wordpress Websites
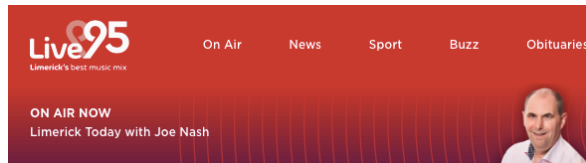
Link Building

Link Building

Link building describes actions aimed at increasing the number and quality of inbound links to a webpage with the goal of increasing the search engine rankings of that page or website.

Link Building

"You've created content that people are searching for, that answers their questions, and that search engines can understand, but those qualities alone don't mean it'll rank. To outrank the rest of the sites with those qualities, you have to establish authority. That can be accomplished by earning links from authoritative websites, building your brand, and nurturing an audience who will help amplify your content."

MOZ

Link Building Example

What's Your One Big Takeaway?

THANK YOU!

See you on the next session...