

# Bend Boss Babes

## Website SEO



SEO + DIGITAL MARKETING



# Who am I?

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- Originally from Albany, OR
- Moved to Bend in 2005
- Attended OSU - Cascades
- Started in SEO in 2006
- Worked for Marketing Agencies 2006-2017
- Opened Consultancy 2017 -  
Not taking on new clients





# These slides are on my website

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<https://www.sarahthornburg.com/bbb-seo>



# SEO For Your Website - FB Poll

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- Monthly SEO Tasks (16 votes)
- Optimizations to Make On My Website (13 votes)
- How to Rank in Google (11 votes)
- All of the above (10 votes)
- Keywords & Keyword Research (7 votes)
- Tools (3 votes)

# Monthly SEO Tasks

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# Monthly SEO Tasks

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Strategy

+

Monitoring

+

Maintenance



# Monthly SEO Tasks - Strategy

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What are your quarterly goals?



# Monthly SEO Tasks - Strategy

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Monthly SEO tasks should work towards your goals.





# Monthly SEO Tasks - Monitoring

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- Google Search Console
- Screaming Frog
- Google Analytics
- Lighthouse



# Monthly SEO Tasks - Monitoring

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- Google Search Console

- <https://www.google.com/webmasters>
- Review Crawl Errors
- Performance Reports
- Sitemap
- Video - [www.sarahthornburg.com/gsc](http://www.sarahthornburg.com/gsc)



# Monthly SEO Tasks - Monitoring

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- Screaming Frog

- <https://www.screamingfrog.co.uk/seo-spider/>
- Crawl Website
- Review Page Status
- Meta Data
- Duplicates



# Monthly SEO Tasks - Monitoring

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- Google Analytics

- <https://www.google.com/analytics>
- Acquisition Report
- Goals & Conversions
- Mobile Devices
- Video - [www.sarahthornburg.com/google-analytics](http://www.sarahthornburg.com/google-analytics)



# Monthly SEO Tasks - Monitoring

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- Lighthouse

- <https://developers.google.com/web/tools/lighthouse/>
- Right click > Inspect
- Audits Tab
- Default Mobile & 3G



# Monthly SEO Tasks - Maintenance

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- Google Updates
- Website Updates
- Reviews & Links
- Local (Location-Based Biz ONLY)



# Monthly SEO Tasks - Maintenance

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## ● Google Updates

- What changes has Google made this month?
- <https://moz.com/google-algorithm-change>
- <https://www.rankranger.com/google-algorithm-updates>
- <https://moz.com/mozcast/>
- <https://webmasters.googleblog.com/>
- Do they affect my site? <https://www.sarahthornburg.com/bbb-seo>



# Monthly SEO Tasks - Maintenance

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## ● Website Updates

- Do I need to make updates to my website based on monitoring results or Google updates?
- Add content to target new keywords (copy, images, videos, etc)
- Work on larger website SEO project (re-write meta data, add structured data, reduce images sizes, compress JS or CSS, etc)





# Monthly SEO Tasks - Maintenance

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## ● Reviews & Links

- Ask for business or product reviews either via automation or manual tactics.
- Audit link opportunities, mentions, pr, etc.
- Obtain more reviews and links (natural).



# Monthly SEO Tasks - Maintenance

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- Local (Location-Based Biz ONLY)
  - Google My Business
    - Add weekly posts
    - Q&A = FAQs
    - Photos
  - Citation Audit - <https://moz.com/local/search>



# In Summary...

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- Monthly SEO Tasks

<b>Strategy</b>	<b>Monitoring</b>	<b>Maintenance</b>
<p data-bbox="181 590 552 634">Quarterly Goals</p> <p data-bbox="181 707 523 809">SEO Tasks to Support Goals</p>	<p data-bbox="784 590 1093 678">Google Search Console</p> <p data-bbox="784 746 1126 790">Screaming Frog</p> <p data-bbox="784 852 1141 896">Google Analytics</p> <p data-bbox="784 958 1025 1002">Lighthouse</p>	<p data-bbox="1383 590 1731 634">Google Updates</p> <p data-bbox="1383 696 1754 740">Website Updates</p> <p data-bbox="1383 802 1721 846">Reviews &amp; Links</p> <p data-bbox="1383 908 1843 995">Local (location-based businesses ONLY)</p>



# SEO For Your Website - FB Poll

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# Optimizations To Make on Website

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- Webmaster Guidelines

- <https://support.google.com/webmasters/answer/35769>

- SEO Starter Guide

- <https://support.google.com/webmasters/answer/7451184>



# Optimizations To Make on Website

## — Types of Tactics

- On-page
- Off-page
- Local



# Optimizations To Make on Website

## — Types of Tactics

- On-page
  - SEO tactics made directly ON your website
  - Content & HTML Code



# Optimizations To Make on Website

## — Types of Tactics

- Off-page
  - SEO tactics that benefit your website but occur OFF your website
  - Example: Links, Reviews, Social Media





# Optimizations To Make on Website

## — Types of Tactics

- Local
  - A combination of on-page and off-page SEO tactics that help location-based businesses
  - Example: Google My Business



# Optimizations To Make on Website

## — On-Page Tactics

- Content
- HTML



# Optimizations To Make on Website

## — On-Page Tactics

- Content
  - Examples,
  - Adding keywords
  - Adding links
  - Reducing image file sizes



# Optimizations To Make on Website

## — On-Page Tactics

- HTML
  - Examples,
  - Using HTTPS security protocol
  - Compressing, cache and minify Javascript & CSS



# Optimizations To Make on Website

## — On-Page Tactics

8 Content Areas to  
Optimize On Your Website



# Optimizations To Make on Website

## — On-Page Tactics

1. Page Title
2. Meta Description
3. Headings
4. Copywriting
5. Image File Name
6. Image Alternative Text
7. Link Anchor Text
8. Page URL



# Optimizations To Make on Website

## — On-Page Tactics

1. Page Title

2. Meta Description

3. Headings

4. Copywriting

5. Image File Name

6. Image Alternative Text

7. Link Anchor Text

8. Page URL



# Optimizations To Make on Website

## — On-Page Tactics

### 1. Page Title

Line of code found in your site's source code called the Title Tag.

```
<title>This is the title tag</title>
```





# Optimizations To Make on Website

## — On-Page Tactics

## 2. Meta Description

Text found in Google SERPs under the title tag. Also a line of code.

```
<meta name="description" content="This is  
the meta d" />
```



# Optimizations To Make on Website

## — On-Page Tactics

### 3. Headings

Headings are usually bigger bolder fonts wrapped in an H tag.

**<h1>The Main Heading</h1>**



# Optimizations To Make on Website

## — On-Page Tactics

### 4. Copywriting

The text on your website that needs to include target keywords.



# Optimizations To Make on Website

## — On-Page Tactics

### 5. Image File Name

Use keywords are part of your image file name.

“best-breakfast-bend-oregon.jpg”



# Optimizations To Make on Website

## — On-Page Tactics

### 6. Image Alternative (alt) Text

Words Google reads when crawling your images.

Make sure the alt text accurately describes the image.



# Optimizations To Make on Website

## — On-Page Tactics

### 7. Link Anchor Text

The words people click on to activate the link found in website copy.

“My link anchor text includes keywords”



# Optimizations To Make on Website

## — On-Page Tactics

### 8. Page URL

The page name that appears in search results. Keep it simple and easy to read.

“<https://www.sarahthornburg.com/page-name>”

”



# Optimizations To Make on Website

## — On-Page Tactics

DEMO