

Hello

American Express Small Business Workshop.

Accelerate your
growth with SEO

Brief Introduction

- 15 years in digital marketing
- Bristol UK based
- Experience both in US and UK
- Client experience includes Rolls Royce, Adobe, Autodesk & Yosemite



Kate Sikora
Managing
Director
Noble Performs

The four pillars of SEO

The core to our SEO approach

TECHNICAL

Achieving visibility

- Site speed
- Mobile performance
- Code base
- Schema & metadata
- Addressing technical issues

CONTENT

Providing value

- Target demand
- Understand intent
- Optimisation of existing content
- Address content gaps
- Topic clusters
- High performance video and images

AUTHORITY

Earning equity

- Linkable content
- Social promotion
- Internal linking
- High engagement
- Reaction to new SERP changes

EXPERIENCE

Optimising for humans

- Engaging Video & Images
- Streamlined Conversion Journey
- Ease of Navigation

The four pillars of SEO

TECHNICAL

Achieving visibility

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- Mobile performance
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**How the search engines
are crawling,
understanding and
choosing to display your
website**

The four pillars of SEO

CONTENT

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**How your content on
your website is
providing value to your
audience**

The four pillars of SEO

AUTHORITY

Earning equity

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- Social promotion
- Internal linking
- High engagement
- Reaction to new SERP changes

**How you are using links
to highlight your areas
of expertise internally
and externally**

The four pillars of SEO



EXPERIENCE

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How well users are able to use and engage with your website

SEO: Where to start?

SEO: Where to start

TECHNICAL

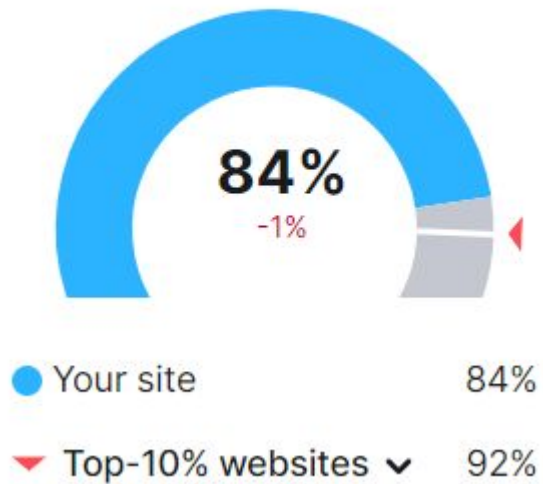
Achieving visibility

- Site speed
- Mobile performance
- Code base
- Schema & metadata
- Addressing technical issues

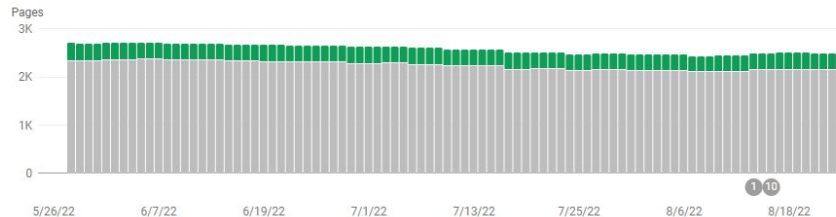
- **Create a free SEMRush account (7 days only)**
- **Run a free website audit**
 - 100 pages
 - Health score
 - Detailed issues report
- **Google Search Console**
 - Make sure you have an account
 - Review Index report
 - See how many of your pages are indexed by the SERPs
- **GTMetrix**
 - Snapshot of health

SEO: Where to start

Site Health



☐ Impressions



SEO: Where to start

CONTENT

Providing value

- Target demand
- Understand intent
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- Address content gaps
- Topic clusters
- High performance video and images

- **Plug URL into Domain Overview**
 - Navigate to Organic Research
 - Review and download all your current keywords
 - See what URLs are currently gaining keyword rank
- **Do they represent who you are? Are you showing up for keywords associated with your area of expertise?**

SEO: Where to start

Keyword	Intent	SF	Pos.	D...	Traffic %	Volume	KD %	CPC (USD)	URL
bicycle cover >>		+4	10 → 10	0	0.26	70	29	0.3	bikeparka.com/
bike cover >>		+4	13 → 12	1	18.27	5.4K	32	0.4	bikeparka.com/
cover bike >>		+4	13 → 13	0	< 0.01	90	29	0.4	bikeparka.com/
kids bike cover >>		+4	13 → 13	0	< 0.01	70	19	0	bikeparka.com/
waterproof bicycle cover >>		+5	14 → 14	0	0.26	260	30	0.3	bikeparka.com/
waterproof bike cover >>		+4	15 → 15	0	2.34	1.9K	33	0.4	bikeparka.com/
waterproof bicycle covers >>		+3	16 → 16	0	< 0.01	170	28	0.3	bikeparka.com/
waterproof bike covers >>		+4	16 → 16	0	0.26	390	30	0.4	bikeparka.com/
bicycle covers waterproof >>		+5	16 → 16	0	0.26	320	28	0.3	bikeparka.com/
bicycle cover waterproof >>		+5	12 → 17	5	0.52	590	29	0.3	bikeparka.com/
bicycle waterproof cover >>		+4	18 → 18	0	< 0.01	210	30	0.3	bikeparka.com/

SEO: Where to start

AUTHORITY

Earning equity

- Linkable content
- Social promotion
- Internal linking
- High engagement
- Reaction to new SERP changes

- **Understand your Authority Score**
- **Run an Backlink audit**
 - Disavow any toxic backlinks
- **Competitor research**
- **Build a list of target URLs**

SEO: Where to start

Overall Toxicity Score *i*

Low Your backlink profile looks perfect!

6 **73** **422**
1.2% toxic 14.6% pot. toxic 84.2% non-toxic



Referring Domains *i*

501 74.1% follow

New *i*

40

Broken *i*

7

Lost *i*

8

Analyzed Backlinks *i*

1,369 58.7% follow

New *i*

134

Broken *i*

28

Lost *i*

61

Authority Score *i*

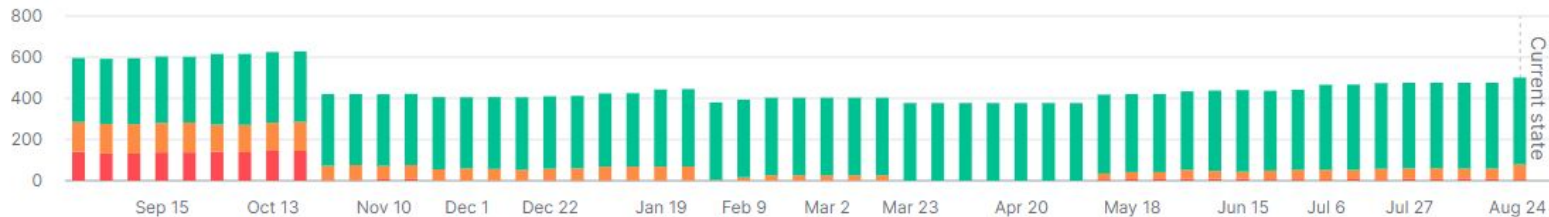
43



Profile Dynamic New & Lost Domains **Domains by Toxicity Score**

☒ Toxic ☒ Potentially toxic ☒ Non-toxic ☐ Disavowed

Weekly: Last 3M **Last 12M**



SEO: Where to start



EXPERIENCE

Optimising for humans

- Engaging Video & Images
- Streamlined Conversion Journey
- Ease of Navigation

- **Google Search Console**
 - Experience
 - Core Web Vitals
 - Mobile Usability
 - HTTPs

SEO: Where to start

Mobile

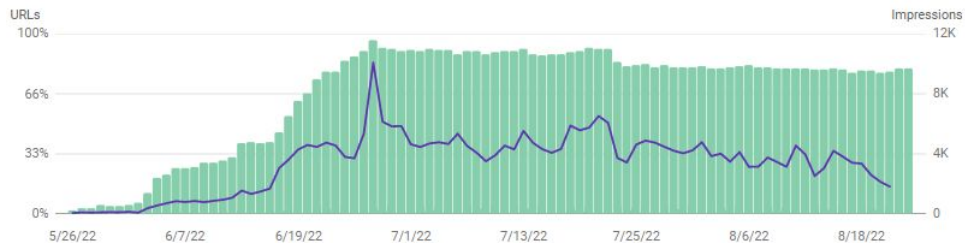
Good URLs ?

80.6%

Total impressions of good URLs ?

300K

ⓘ About chart



Page experience signals for mobile

Core Web Vitals ?



27

Failing URLs

Mobile Usability ?



Good

No issues detected

HTTPS ?

Good

Your site uses HTTPS.

What has this given you?



- 1. Understanding of overall health
- 2. Idea of keyword equity and areas of noise / opportunity
- 3. Authority score
- 4. Percentage score of good URLs on your website

What do you do with this data?

SEO: Optimisation

Action 1: Address common errors

The most common errors we see are:

- Missing content
- Duplicate content
- 404s
- Broken internal links

The above should be relatively straightforward to fix, depending on your CMS. It will make a big impact to resolve and stay on top of all errors on your website.

Errors (11) ⓘ

[292 internal links](#) are broken [Why and how to fix it](#)

[143 pages](#) have duplicate meta descriptions [Why and how to fix it](#)

[111 hreflang conflicts](#) within page source code [Why and how to fix it](#)

[58 issues](#) with duplicate title tags [Why and how to fix it](#)

[51 structured data items](#) are invalid [Why and how to fix it](#)

[43 pages](#) have duplicate content issues [Why and how to fix it](#)

[37 internal images](#) are broken [Why and how to fix it](#)

[24 links](#) couldn't be crawled (incorrect URL formats) beta [Why and how to fix it](#)

[16 pages](#) returned 4XX status code [Why and how to fix it](#)

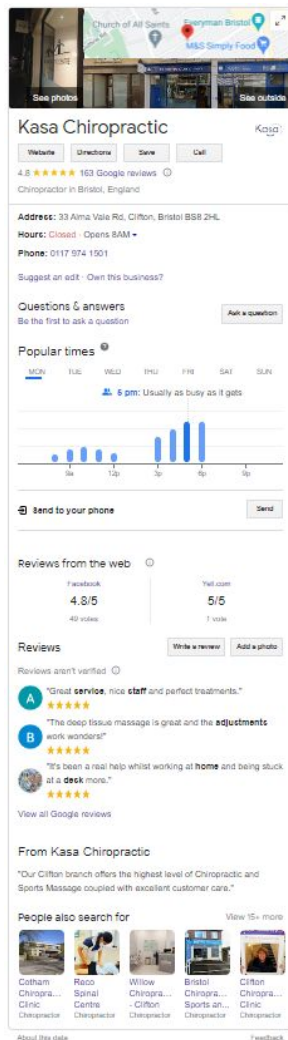
[5 pages](#) don't have title tags [Why and how to fix it](#)

[1 page](#) has slow load speed [Why and how to fix it](#)

Action 2: Update your Google MyBusiness

Give Google information to help it's algorithm understand who you are:

- Set up a GoogleMyBusiness
- Populate with all up-to-date information
 - Images
 - Website
 - Phone number
 - Social Media links
 - Map listing



Action 3: Understand your keywords / Share of Voice

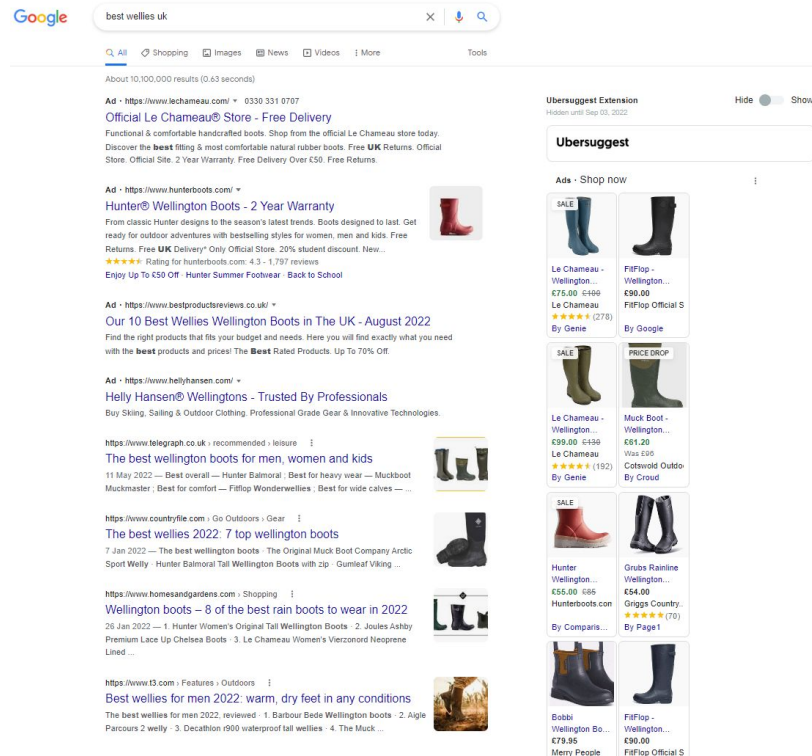
- Understanding intent
 - Commercial
 - Transactional
 - Informational
 - Navigational
- Defend
 - Share of Voice
- Grow
 - Striking Distance
- Compete
 - Recognise competitive terms
- Identify
 - New opportunities



Action 4: Keep an eye on the competition

Look for the right opportunities to compete:

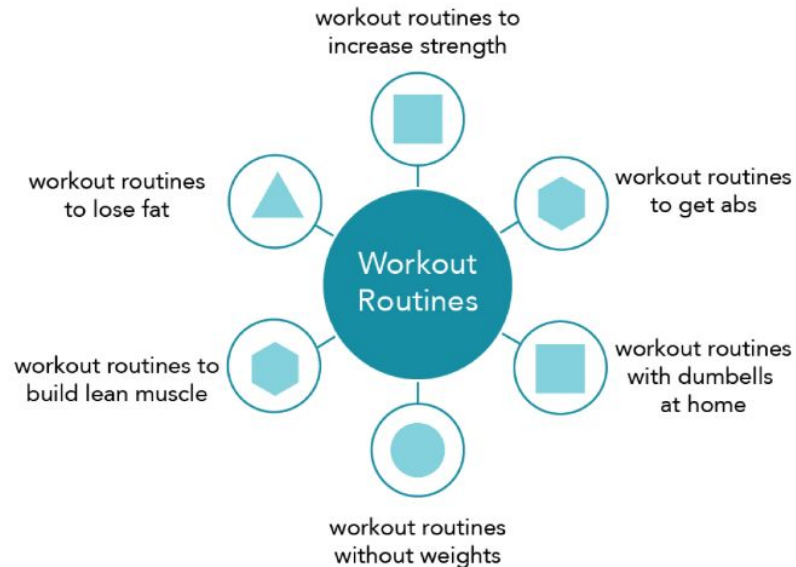
- Run similar keyword research on your competition
- Understand what they own by way of search equity
- Decide whether you can compete organically, or whether you need to buy those clicks
- Build a content strategy that will effectively compete for the top positions - coming up later in presentation



Action 5: Build a Content Cluster Strategy

A content cluster is a way to optimise a website's structure and internal linking by organising content around topics into pillar and cluster pages:

- Pillar/Hierarchical Pages
- Relevant content/complete resource guides
- Internal linking
 - Keyword rich anchor text
- Helpful content algorithm update



Action 6: Check your On-Page SEO Elements

Recommended SEO On-Page Elements:

- Headers:
 - H1: One `<h1>` `</h1>` tag per page
 - H2: Three `<h2>` `</h2>` tags or less
 - H3: Multiple but used for linking groups/categories
 - H4: If required
- Alt text:
 - On company logo and social profiles.
 - On all images with keyword rich alt text
- Links:
 - 10 - 20 internal links but in support of a pillar strategy
 - 1 - 2 external links
- CTA: This will vary depending on the template
 - CTA above the fold
 - CTA in the middle and bottom of the page
 - Test/adapt CTA



Action 7: Get clever about content

Less is more. Only go after content opportunities that are achievable:

- Understand the competition
 - Volume
 - Intent
 - Keyword difficulty
- Text length
- Semantic keywords
- Backlinks
- Readability

SEO recommendations for your content

[Order content writing](#) [Export to DOC](#) United States (Desk... ▼)

Our analysis is based on your Google top 10 rivals

catering companies

- 1 <https://www.ezcater.com/>
- 2 <https://www.yelp.com/nearme/catering-companies>
- 3 https://www.yelp.com/search?find_desc=Catering+Companies&find_loc=Sacramento,+CA
- 4 <https://www.expertise.com/catering>
- 5 <https://www.expertise.com/oh/cleveland/catering>

[Show all rivals \(1 keyword\)](#)

Key recommendations (based on your Google top 10 rivals)

Semantically related words

• Enrich your text with the following semantically related words: [event planning](#) [friends and family](#) [private events](#) [private parties](#) [full service catering](#) [tables chairs](#) [weddings corporate events](#) [special events](#) [holiday parties](#) [catering and events](#) [types of events](#)

Backlinks

• Try to acquire backlinks from the following domains: [rent-near-me.com](#) [hangar21venue.com](#) [webflow.io](#) [junebugweddings.com](#) [saashub.com](#) [onesmablog.com](#) [eigolink.net](#) [ninan.org](#) [alresultsweb.com](#) [full-design.com](#) [researchbay.com](#) [sunder.fm](#) [chrisacefilms.com](#) [acemlnb.com](#) [find-companies-now.com](#) [pointblog.net](#) [weddingz.info](#) [blog-gold.com](#) [best-services-now.info](#) [mens-magazine.info](#)

Readability

• Average readability score of top 10 URLs: 50

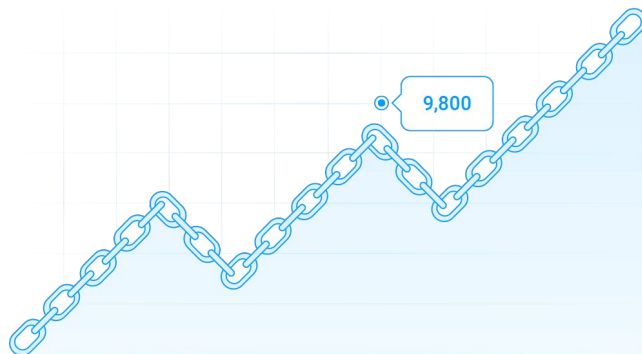
Text length

• Recommended text length: 1056 words

Action 8: Look for opportunities to grow backlinks

***Backlinks, inbound links, incoming links, one way links* are all links from one website to a page on another website. Pages with a high number of quality backlinks tend to rank well in the search engines.**

- PR team
 - Usually only paid PR
 - Request keyword rich anchor text
 - Don't just link to the homepage
- Competitor backlinks
- Partnerships
- Bloggers

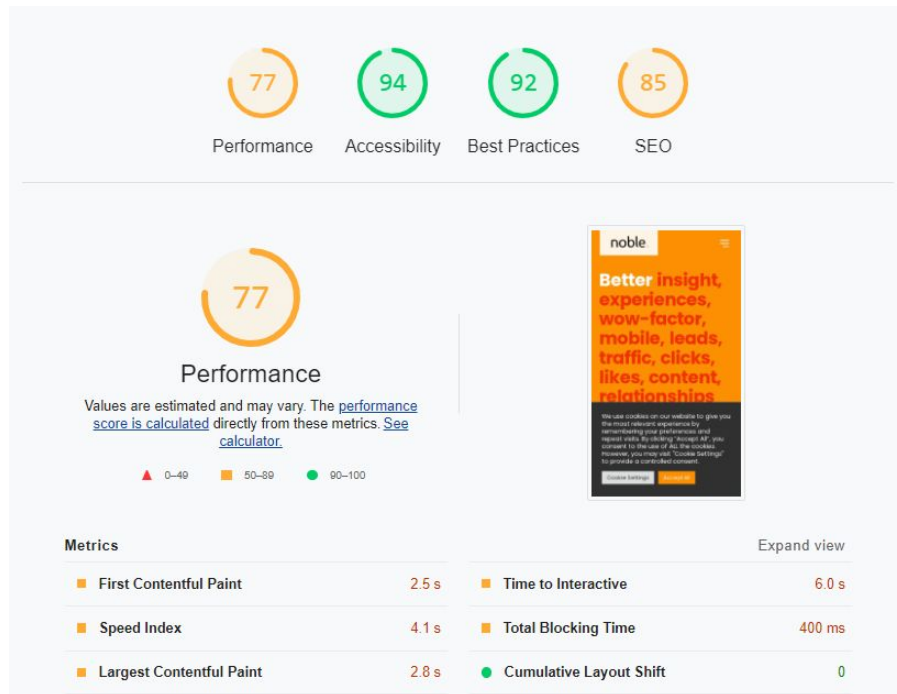


Action 9: Understand Core Web Vitals

Core Web Vitals (CWV) are a set of performance metrics Google developed to measure users experiences on a web page. These metrics specifically measure:

- Loading experience (LCP)
- Interactivity (FID)
- Visual stability (CLS)

<https://web.dev/measure/>



Action 10: Invest in Conversion Rate Optimisation

Your website should act as an extension of your sales team, with a primary goal of efficiently converting qualified traffic into leads.

Consistently focusing on your conversion experience and conversion rate to capture demand on your website will lead to increased pipeline.

The image displays two versions of the Envestnet Yodlee website. The top version is the original page, featuring a hero section with the heading 'Disrupt With The Market Leader' and 'Financial Aggregation'. The bottom version is a modified version of the same page, highlighted with a green border. It includes a 'Request Information About Data Aggregation' form on the right side, which contains fields for First Name, Last Name, Company Name, Country, Email Address, Phone Number, Job Title, and Business Type. A 'REQUEST INFO' button is located at the bottom of the form.

Control

Variant

**+35%
Lead Form
Submits**

Kasa Chiropractic Search | Paid Social

Noble began working with Kasa over 2 years ago to support them with a local awareness/cost per sales digital marketing programme. We took Kasa through the 10-step process we've discussed today and continue to work with the team today.

+20%

Organic Users

+18%

Organic Sessions

+122%

Contact Us Form Completions



Bigger SEO Projects – Website Migrations

- Means a different thing for everyone
- Website undergoes substantial changes in areas that can significantly affect search engine visibility



Types of migrations



SITE LOCATION

- Domain change/ rebranding
- Moving or merging parts of the site
- HTTP to HTTPS
- Moving international sites
- Changing mobile set up

PLATFORM

- Moving to a new platform
- Upgrading platform version
- Introducing new platform features
- Integrating different platforms

CONTENT

- Adding or removing pages
- Adding / removing / hiding content
- Consolidating pages / content
- Introducing new languages / locales

STRUCTURAL

- Site hierarchy changes
- Navigation changes
- Internal linking changes
- User journey changes

DESIGN & UX

- UX-driven changes across devices
- Look and feel changes
- Media changes
- Site performance changes

apetito

Search | Paid Social | Website Migration

Noble began working with apetito 9 months ago to support them with an effective lead generation programme. Apart of our recommendation was to re-platform to a website capable of supporting this effort.

The website migration project kicked off in March and we worked with the apetito team on a growth strategy for the migration. We looked at existing equity and opportunity to grow traffic from the launch of the new website.

+48%

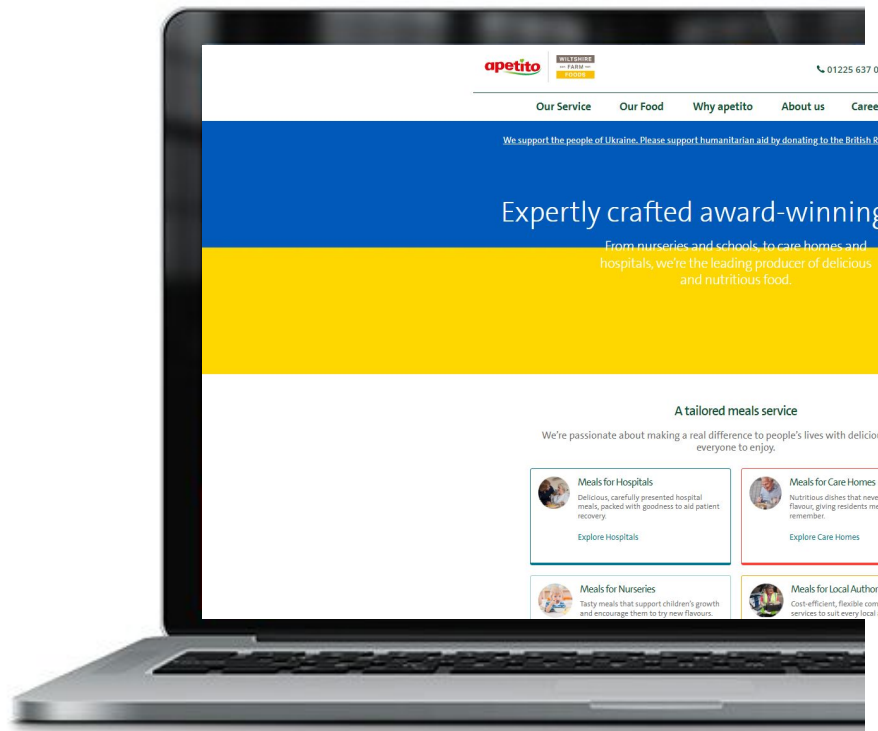
Organic Users

+39%

Organic Sessions

+20%

Keyword in Top 3 Positions



19

Years in Business

Roots in Nevada, USA

3

Offices

Reno & Las Vegas USA
Bristol, UK

75+

Team Members

And growing!

Google
Partner

BRIGHTEDGE



HubSpot
CERTIFIED PARTNER



Thanks for your time.

Are there any questions?

Kate Sikora Noble Performs

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www.nobleperforms.co.uk

