



The Importance of SEO, Social Media & Adwords in 2018

Understanding how this affects you

eBusiness Guru



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Every Second Counts

Understanding the Impact of Website Hosting on your SEO

Considerations

Server Location

Page Load Time

Server Downtime

HTTPS (Security)

Shared or Dedicated Hosting



Server Location

Server location is one of the most important factors in providing your website visitors a smooth browsing experience.

Every Second Counts

eCommerce websites often target a local audience because the business already sells to people in the local area.



Server Location

Business can grow beyond the local area once stable.

Every Second Counts

UK-based websites hosted on UK-based servers are more likely to get good SEO rankings & relevant traffic compared to similar websites hosted outside the UK.

Page Load Time

Popularity leads to increased loading on your server.

This can make it slower to respond.

Slowly page loading (greater than 7 seconds) may cause visitors to become frustrated, and leave.

Page Load Time

Google checks how long users stay at your website before they leave.

This contributes to your SEO score and affects the overall ranking of your website.

The faster your site speed, the higher your rank in search engine results.



If your site goes down, your website hosting is not trustworthy.

Customers rely on your site being available if they are to use and recommend it.

If your site is down while search engine robots try to index your website, this will be reported.

Every Second Counts

Server Downtime



Page Authority and Domain Authority are affected negatively by downtime.

Both are among the most important factors in SEO, and your page ranking on Google.

Every Second Counts

Server Downtime

HTTPS & Security

Search rankings are negatively affected by poor security.

Https pages are less likely to compromise customer information.

Secure and trusted hosts are more reliable and less likely to have security issues that will affect your customers.



Many people use Shared Hosting for their first sites.

Primarily, shared hosting is favoured for lower costs.

Problems that affect one site's search rankings will also affect others on the same server IP address

("Bad Neighbourhood").

Every Second Counts

**Shared /
Dedicated Hosting**



Google also consider that using a shared server is against the ethics of SEO.

If your business can afford it, as part of your SEO strategy, look to VPS (Virtual Private Servers) or dedicated hosting for your website.

Every Second Counts

Shared /
Dedicated Hosting



SEO / Social Media

Using SEO content, social and paid search to compete with the big brands



How Small Business Can Compete With Big Brands in SEO

SEO / Social Media

Use social media to build personal relationships

Differentiate yourself to a niche audience

Focus on social networks your core audience uses

Create content which fits the narrative of the platform

Be consistent



How Small Business Can Compete With Big Brands in SEO

SEO / Social Media

Keyword Structure – Longtail Keywords

Relevancy and page authority

Time is On Your Side as a Small Business

Don't Neglect Trial and Error



Links are the streets between pages

Creating Quality Website Links
that Improve Search Engine Results

Links are the streets between pages

Contextual Links

Natural Links

Trustworthy Link

Long Form Content

High Domain Authority



Links in your Content – Contextual Links

Contextual Links are considered the best links for your website.

- External links
 - Guest posts
- Internal links

Traffic...the lifeblood of any online business.

Contextual links that point to your web page will definitely improve your search rankings.

Links that Flow Naturally within the Content

A good link is a natural part of the content. A link that does not flow with the text before or after it can be considered a 'spam link'.

Anchor text should be natural.

Readability is important.

Links that Flow Naturally within the Content

Create good content, then locate the right word or phrase to target a link on.

It shouldn't always be early in the article. Target the most relevant instance of a phrase/word.

Don't write content about links, include links relevant to the content.



If Google trusts a site, then a link from it to your site will positively impact your search ranking.

According to Brian Dean, Google doesn't penalise trustworthy websites. Look to get links from the websites that Google trusts, and improve your ranking.

Traffic...the lifeblood of any online business.

Link from
Trustworthy
Websites



Highly-trusted websites include :

- .GOVs
- .EDUs
- CNN.com
- NYTimes.com
- Forbes.com

Traffic...the lifeblood of any online business.

Link from
Trustworthy
Websites

Links from Long-form Content

Links are the streets between pages

Long-form content

- Drives organic traffic
- Higher value than short articles.

According to SerplQ, articles which contain an average of 2450 words are on the top ranked on the first page of Google results.

Links from Long-form Content

Links are the streets between pages

Long-form content also helps to increase user engagement and encourages them to stay longer on a website.

Long-form content is more likely to be shared to relevant contacts and create further engagement.



Links from a site with high domain authority will be considered a 'good link'.

The power of a website is based on:

- Domain authority
- Page authority

Traffic...the lifeblood of any online business.

Links from High Domain
Authority Websites



According to Business 2
Community, 24% of Google's
ranking algorithm is based on
the factors from the domain
authority.

Google will count a link as a
good link as people start
clicking on and engaging with
the content there as relevant.

Traffic...the lifeblood of any online business.

Links from High Domain
Authority Websites



Traffic...the lifeblood of any online business.

Building an SEO Strategy to Improve your
Rankings, and Grow Organic Search Traffic

Understanding SEO Simply



When you search online,
you're expecting an accurate
answer - The right products or
services within in a second.

Google is pretty good at
reading minds, or so it often
seems.

Traffic...the lifeblood of any online business.

Understanding SEO Simply



“If Google shows 10 links that didn’t provide what I’m looking for, I’d take my business elsewhere. “

Provide the information in the way your customers are looking for it.

Traffic...the lifeblood of any online business.

Use Long Tail Keywords

Focusing on long tail keywords is a great SEO tactic.

- More specific
- Usually longer

“Men’s 9ct Gold Ring” instead of “Gold Ring” , for example.

Use Long Tail Keywords

Less search traffic

Higher conversion value

- More specific
- Better targeted

They allow you to steadily build more traffic, and to be found by new and motivated audiences.



Provide Useful Content

Content is not only your blog articles.

- Videos
- Webinars
- Live chat
- Well-written product documentation, and so much more.

Content provided on your site and across the web on social channels should be useful, not just sales-orientated.

Traffic...the lifeblood of any online business.



Provide Useful Content

Content should direct customers to return to, or stay on your website.

Use different and relevant content types to answer client questions

Understand their problems and provide solutions.

Other customers will experience similar problems and use the same content.

Traffic...the lifeblood of any online business.



Local Citations

A local business listing helps you to improve your Google rankings.

Find popular business directories in your local area - list your business on them.



Local Citations

Quality business directory listings have an impact on your SEO score.

- Use local, quality directories.
- Consistent
- Authoritative
- Up-to-date citations





Create Less, Promote More

According to Salma Jafri, you need to spend 20% of your time in creating content and spend the other 80% of your time in promoting it in different formats and on different channels to reach more visitors.

Traffic...the lifeblood of any online business.



Create Less, Promote More

See who your content can help. Reach out to people.

Share your content on all of your networks.

Be creative in spreading the word.

Google is watching.

Traffic...the lifeblood of any online business.

Track Your Progress

Take time to evaluate your hard work.

Tracking your progress will inform your ongoing strategic decisions about:

- SEO strategy
- Marketing tactics



Traffic...the lifeblood of any online business.

Track Your Progress

Track with a purpose.

Not every number matters.

These metrics, or KPIs,
should be relevant to your
specific business goals.



Traffic...the lifeblood of any online business.

Track Your Progress

Track your progress on:

- Keyword rankings
- Organic search traffic
- Page visits
- Time on page
- Backlinks
- Conversions



That concludes this
presentation

Do you have any further Questions?

Please feel free to ask now.

The only bad question is the one you didn't ask.