



Search Engine Optimization

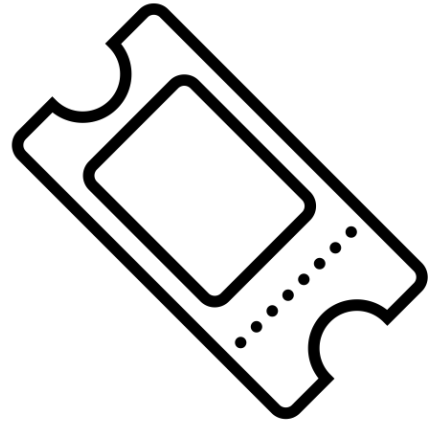
Digital Skills Workshop

26 September 2022

This session is being recorded 

What is the aim of Culture & Tourism Connected?

Engage **local audiences & visitors**
with cultural events & venues
in the West Midlands



We want to help you

make the content

on your website

more **discoverable**

“Organic”

Search



Non-paid web search engine results for **generic keywords**.

Not search for your brand, but for generic products or topics — such as “things to do in solihull” or “family days out in dudley”

About 100,000,000 results (1.33 seconds)

Ad - www.lockedinaroom.co.uk/Locked-Room/Bristol 0117 929 1759
Family Things To Do In Bristol | Largest Escape Room From £20
 Race To Escape Our Themed Rooms. Ideal For Parties And Team-Building. Book Now! Located In The Heart Of Bristol's Millennium Square By Harbourside Restaurants & Bars. Multiple Themed Rooms. Stag & Hen Do Parties. Up To 48 Participants. Central Location.
 Groups Of Friends - £20.00 - Bristol - More >

Get In Touch

Locked In A Room Live Escape Game.
 Contact Us For More Information.

Our Rooms

Multiple Themed Escape Rooms
 View Now For More Information!



Top things to do in Bristol



The Clifton Suspension Bridge
 Iconic Victorian bridge & symbol of...



Brunel's SS Great Britain
 Living museum on Brunel's iron...



Bristol Zoo Gardens
 World wildlife & plant collections



Bristol Museum & Art Gallery
 Fine art, archaeology & a...

More things to do



visitbristol.co.uk > things-to-do > my-bristol > families >

Things to do for families in Bristol - VisitBristol.co.uk

Looking for things to do with children in Bristol? Visit the official tourism website for details on family friendly attractions, things to do and events here.

[Bristol Zoo Gardens](#) - [We The Curious](#) - [Wild Place Project](#) - [The Wave](#)

www.dayoutwiththekids.co.uk > south-west > somerset-and-bristol > b...

The Best Things To Do In Bristol Near Me | Day Out With The ...

Here at Day Out With The Kids we've found 673 fun things to do in Bristol for you and the family to discover: including indoor and soft play areas, museums and art galleries and parks and playgrounds. ... Early birds have all the fun this half term, use code Bring adventure into your...

[Things to do in Bristol - Babies ...](#) - [Adventure Attractions in Bristol](#) - [Somerset](#)

People also ask

- What can a 2 year old do in Bristol? ▾
- What can you do in Bristol for free? ▾
- What can families do in Bristol? ▾
- Where can I take the kids in Bristol? ▾

Feedback



Bristol

City in England

Bristol is a city straddling the River Avon in the southwest of England with a prosperous maritime history. Its former city-centre port is now a cultural hub, the Harbourside, where the M Shed museum explores local social and industrial heritage. The harbour's 19th-century warehouses now contain restaurants, shops and cultural institutions such as contemporary art gallery The Arncliffe.

Area: 110 km²

Weather: 11 °C, Wind S at 21 mph (34 km/h), 86% Humidity

Population: 635,907 (2011) United Nations

Plan a trip

Bristol travel guide

3-star hotel averaging £78, 5-star averaging £115

3 h 15 min flight, from £188

People also search for

[View 15+ more](#)



More about Bristol

Feedback

SEO

“(Organic) Search Engine Optimisation”



The long tail of search

Search Query ?	Clicks ?	Impressions ?	CTR ?	Average Position ?
	51,614 <small>% of Total: 42.97% (120,108)</small>	3,921,515 <small>% of Total: 62.42% (6,282,435)</small>	1.32% <small>Avg for View: 1.91% (-31.16%)</small>	13 <small>Avg for View: 14 (-9.17%)</small>
1. afternoon tea manchester	1,240 (2.40%)	38,775 (0.99%)	3.20%	6.2
2. yoga manchester	784 (1.52%)	8,311 (0.21%)	9.43%	3.7
3. beech road chorlton	648 (1.26%)	3,744 (0.10%)	17.31%	2.0
4. best afternoon tea manchester	614 (1.19%)	5,475 (0.14%)	11.21%	5.2
5. festivals 2018	417 (0.81%)	14,042 (0.36%)	2.97%	2.4
6. castlefield manchester	374 (0.72%)	17,104 (0.44%)	2.19%	4.8
7. wild swimming manchester	359 (0.70%)	789 (0.02%)	45.50%	1.2
8. yoga classes manchester	351 (0.68%)	2,143 (0.05%)	16.38%	
9. vegan restaurants manchester	317 (0.61%)	7,230 (0.18%)	4.38%	
10. swallows and amazons chester	291 (0.56%)	1,883 (0.05%)	15.45%	


79,118 unique search queries

Show rows: Go to: 1 - 10 of 79118



The long tail of search





What your
audience is
searching
for

What your
website
content is
about

First:

Find out what terms
(keywords) your
audience is searching for

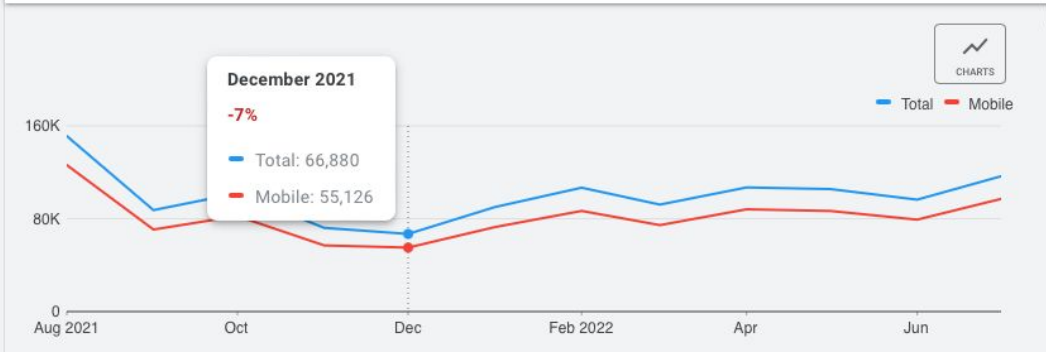
Keyword Research

- Keyword ideas
- Forecast
- Keyword plan
- Saved keywords
- Negative keywords

things to do in birmingham United Kingdom English Google Aug 2021 - Jul 2022

Broaden your search:

- + things to do
- + birmingham
- + tourist attractions
- + city guides
- + things to do in leeds
- + things to do in brighton
- + things to do in aberdeen



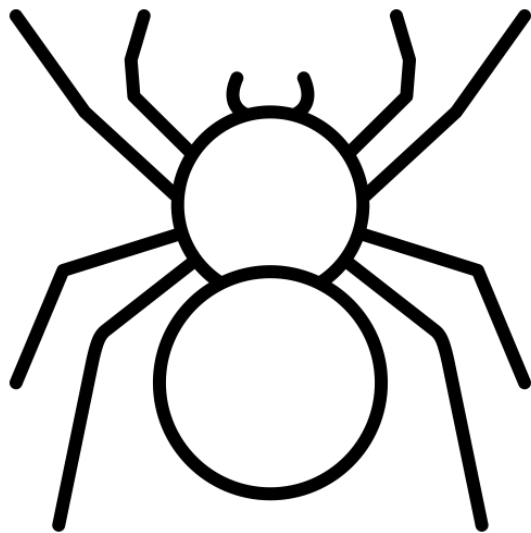
+ 1 more Add filter 514 keyword ideas available Keyword view

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches
Keywords you provided	
<input type="checkbox"/> things to do in birmingham	40,500
Keyword ideas	
<input type="checkbox"/> fun things to do in birmingham	2,900
<input type="checkbox"/> birmingham attractions	2,900

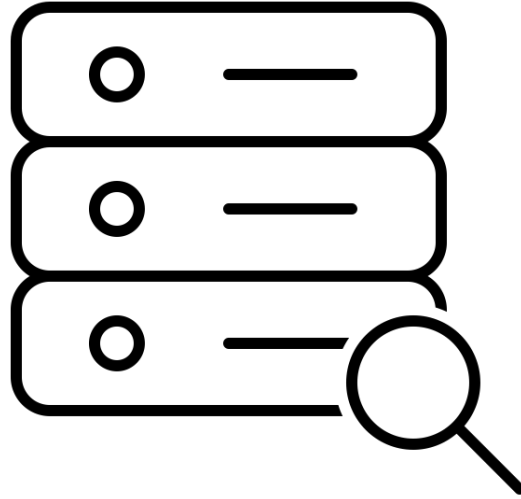
Then:

Publish content pages on
your website about those
same **keyword themes**

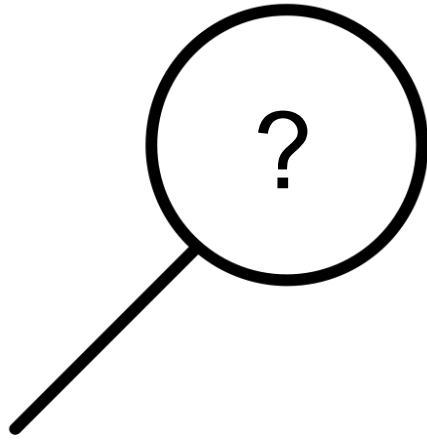
How do search engines work?



crawl



index



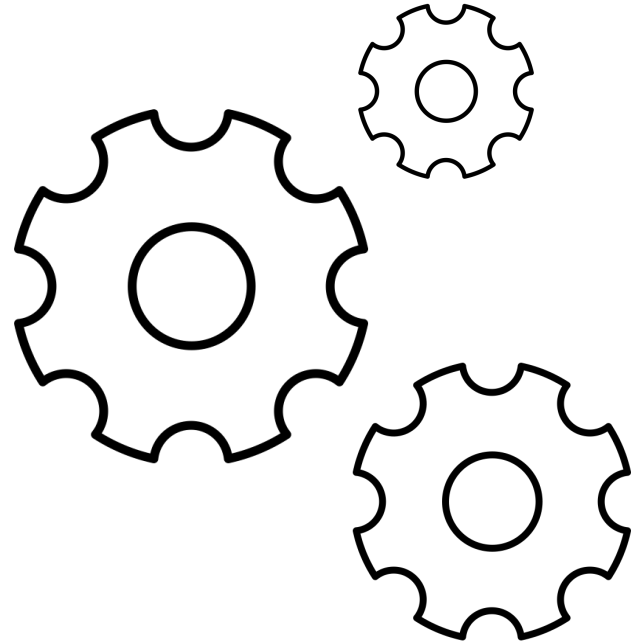
query



rank

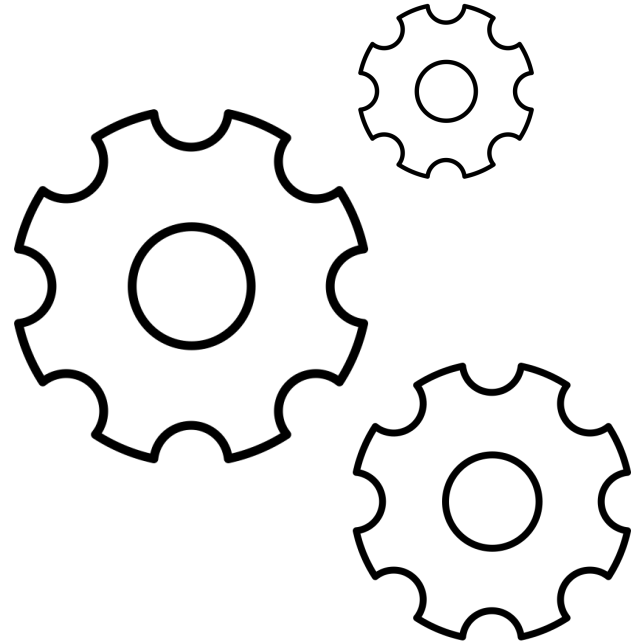
4 key search engine processes

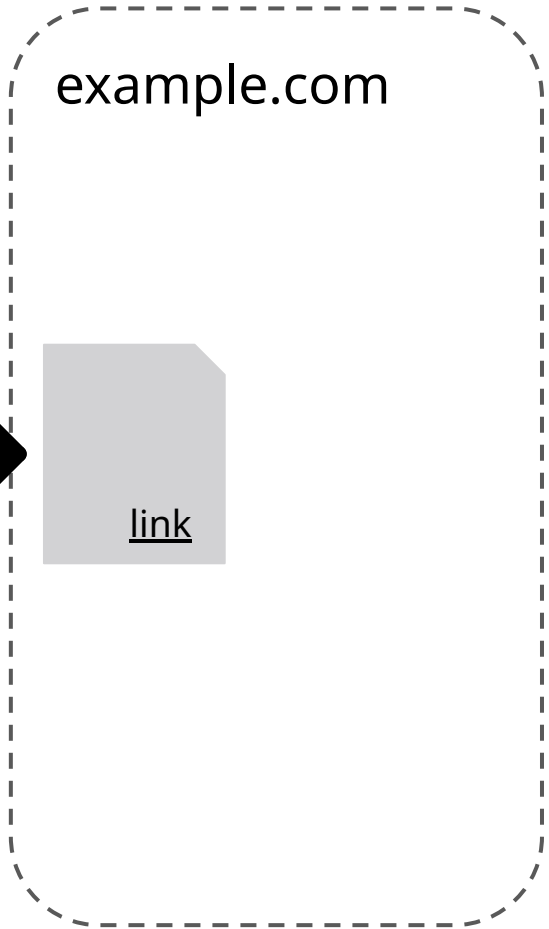
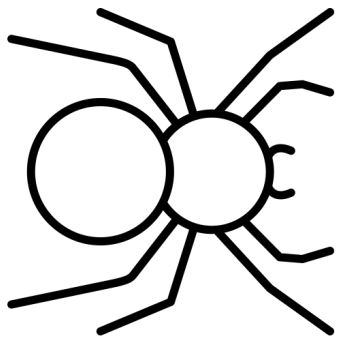
1. crawl
2. index
3. query
4. rank



4 key search engine processes

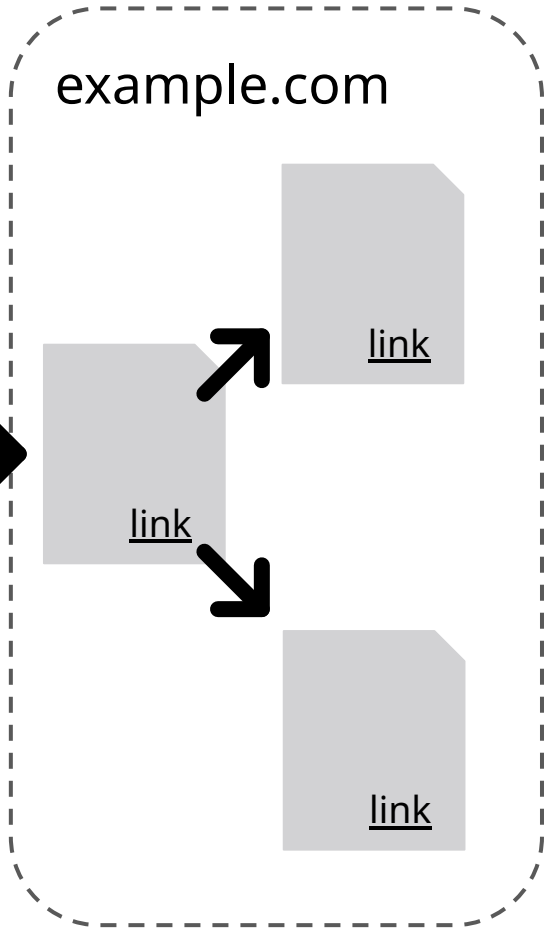
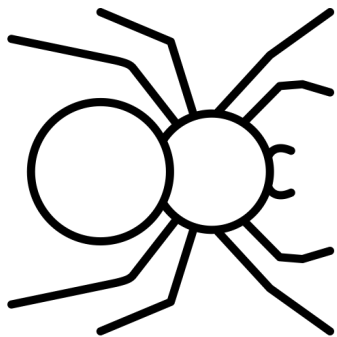
1. **crawl**
2. index
3. query
4. rank

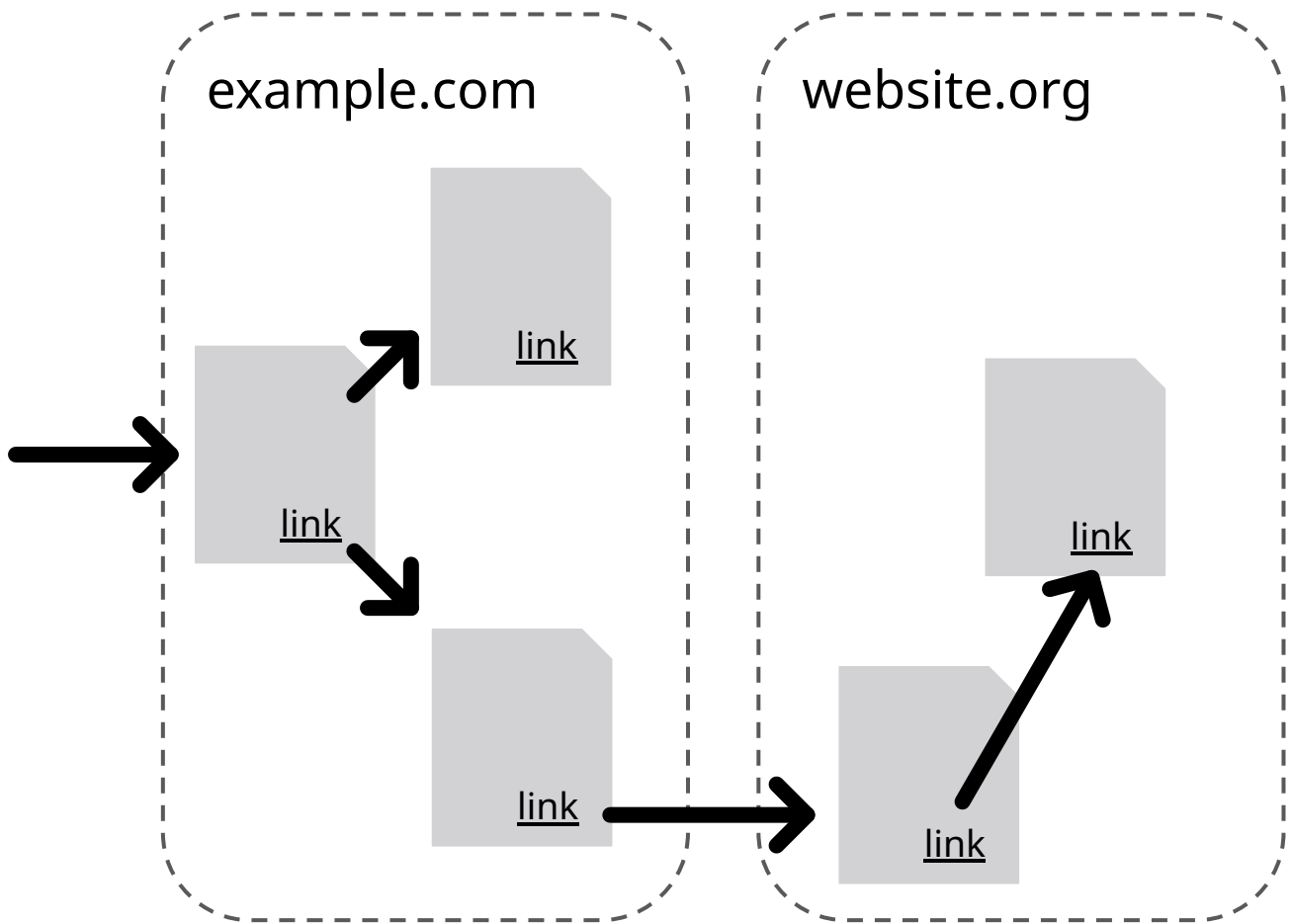
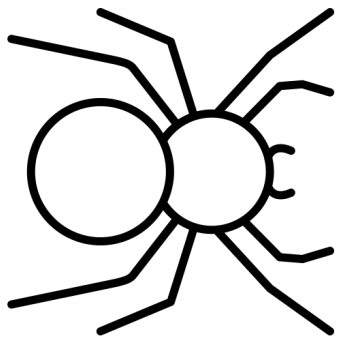




example.com

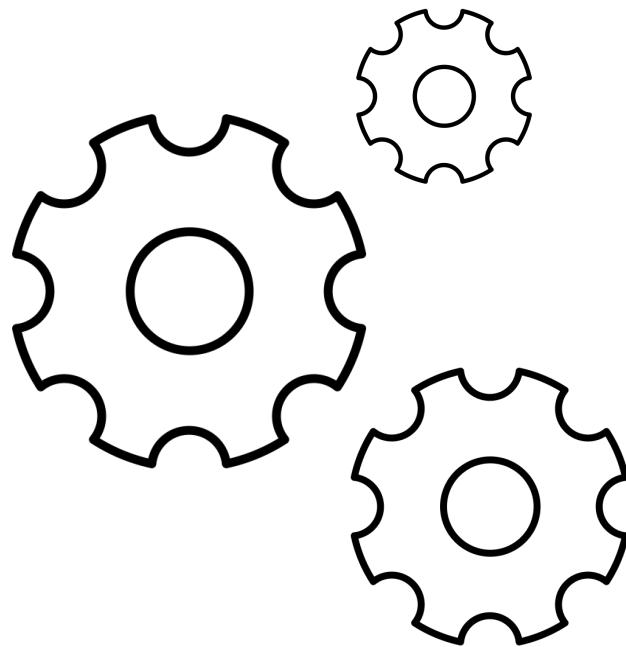
link

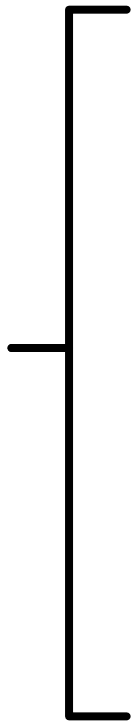
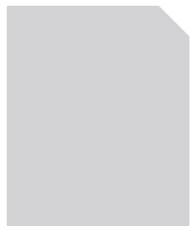
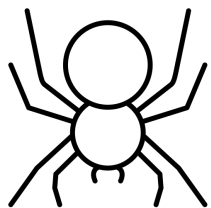




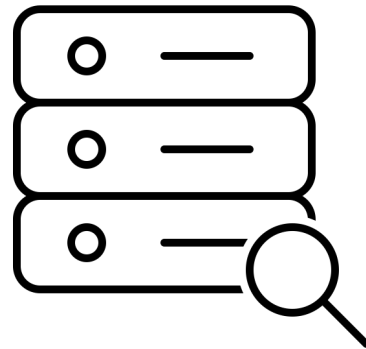
4 key search engine processes

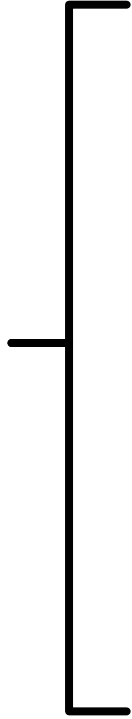
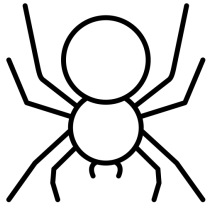
1. crawl
2. index
3. query
4. rank



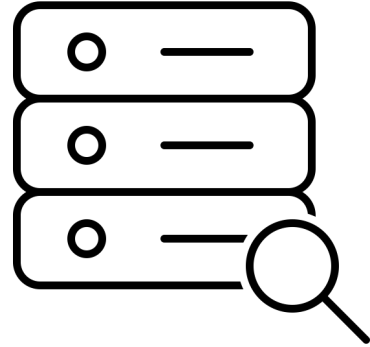
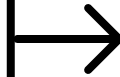


Search engines index
content and **meta**
data on each page



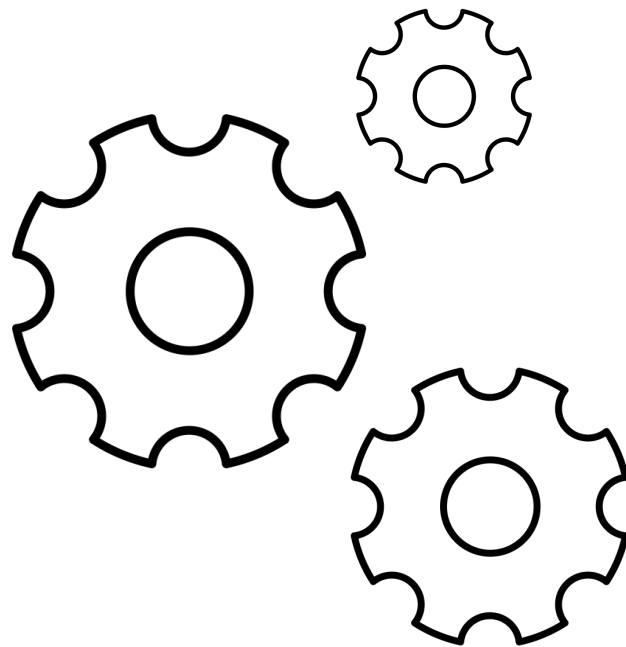


- url
- page <title>
- meta description
- <h1> heading
- body copy (excerpt)
- date retrieved
- ...



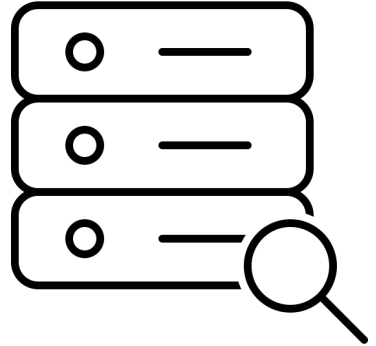
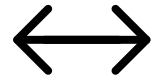
4 key search engine processes

1. crawl
2. index
3. query
4. rank



Google

family things to do in solihull



SERP

Search Engine Results Page



family things to do in solihull



All Maps Images Shopping News More

Tools

About 2,350,000 results (0.57 seconds)

https://www.dayoutwiththekids.co.uk › things-to-do › s...

Best Things To Do & Days Out In Solihull, West Midlands

Featured Attractions · West Midland Safari Park · Twycross Zoo · Dudley Zoo and Castle · Cadbury World · Cineworld Solihull · Solihull Treasure Hunt Trail · Treetop ...

https://www.dayoutwiththekids.co.uk › ... › Solihull

Best Things To Do Outdoors In Solihull, West Midlands

Featured Attractions · Cadbury World · Twycross Zoo · Dudley Zoo and Castle · West Midland Safari Park · Solihull Treasure Hunt Trail · The Birmingham Mystery ...

People also ask

Where can I take the kids in Solihull?

Is Solihull a posh area?

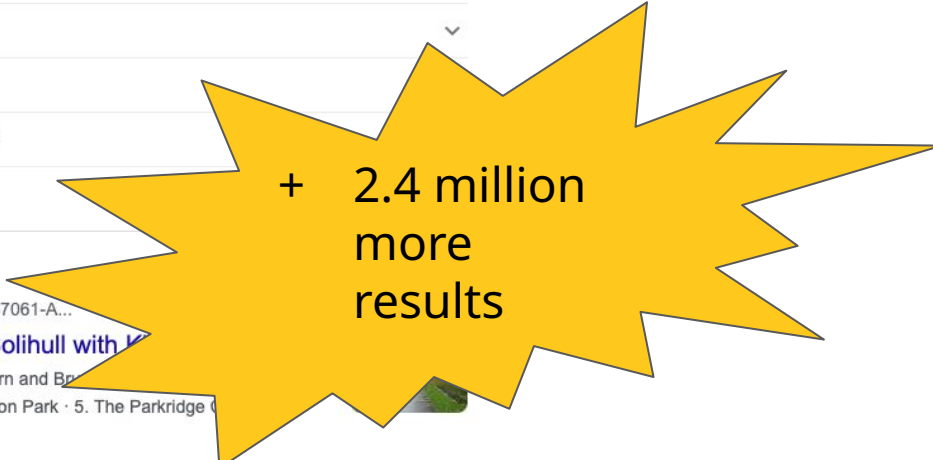
Where can I take my toddler in Solihull?

Is Solihull worth visiting?

https://www.tripadvisor.co.uk › Attractions-g187061-A...

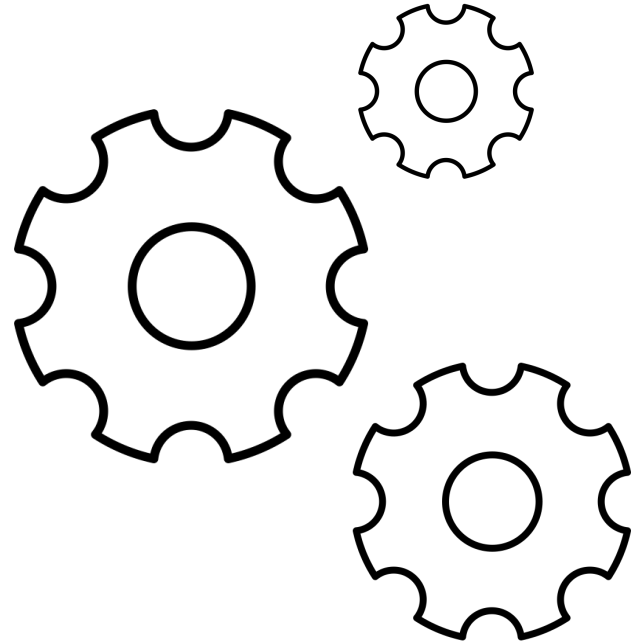
THE 10 BEST Things to Do in Solihull with Kids

Things to Do in Solihull with Kids · 1. Malvern and Br Solihull · 3. Akamba Garden Centre · 4. Elmdon Park · 5. The Parkridge



4 key search engine processes

1. crawl
2. index
3. query
4. rank

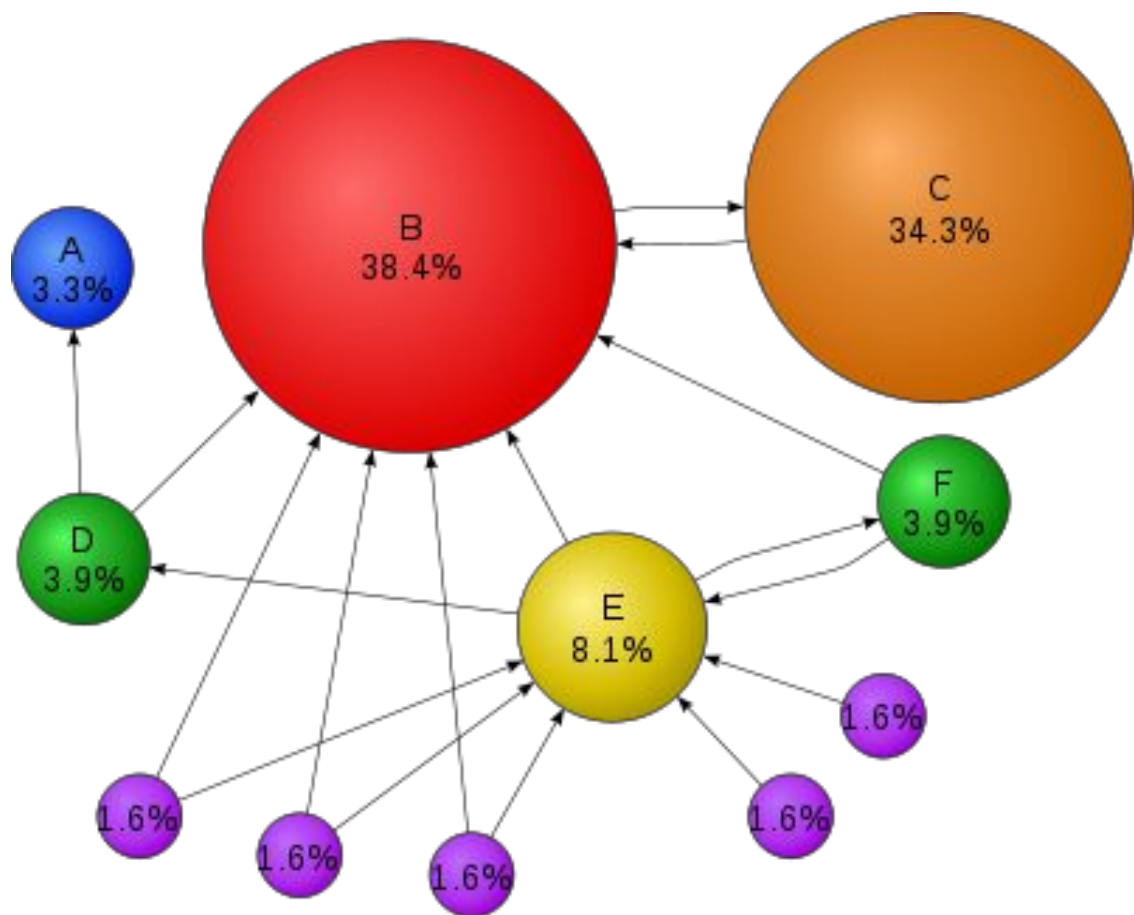


How do search engines rank results?

Google

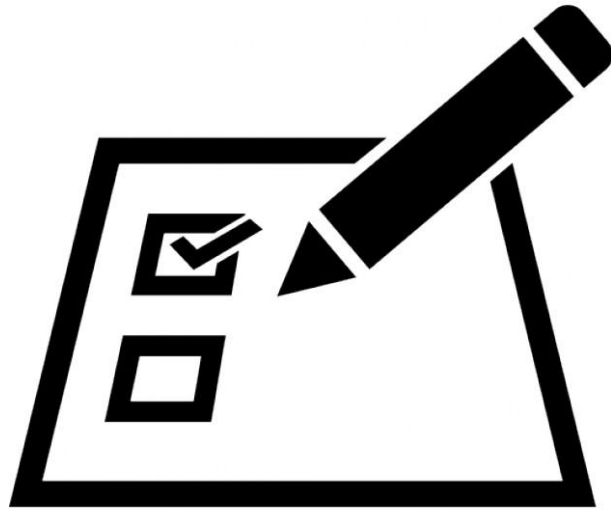
PageRank





So, umm, basically...

links are like **votes** for your content





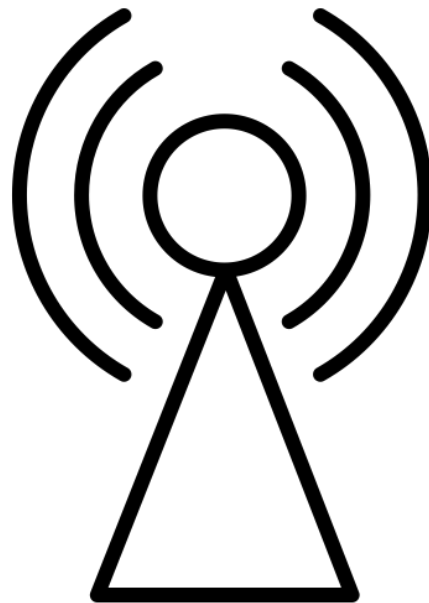
More and better links should result in
higher **rankings** and more **clicks**



In fact, search engines
use all sorts of ranking **signals**

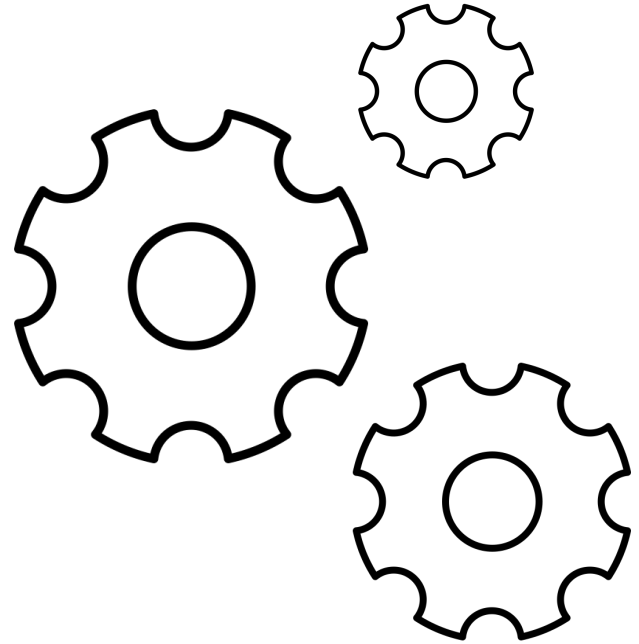
Ranking signals

- Links
- Social mentions
- Device category
- Browser language
- User location
- User gender / age
- User behaviour
- ... Lots of other stuff they don't tell us about



4 key search engine processes

1. crawl
2. index
3. query
4. rank



So, our aim:

Create websites that are both
human friendly
& search engine friendly

(C)lever seo toolkit



**There are four 'levers'
you can pull to influence SEO**

(C)lever SEO toolkit

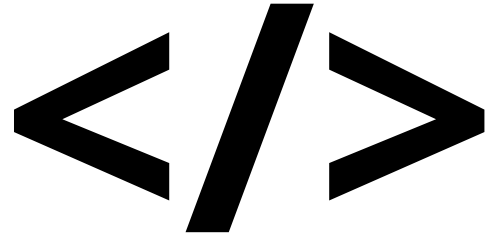
- 1. Code** → **More accessible**
- 2. Content** → **More relevant**
- 3. Connections** → **More visible**
- 4. Conversion** → **More engaging**

Code



Search engine friendly code

1. Do you have a robots.txt?
2. Do you have up-to-date XML sitemaps?
3. Are you using canonical URLs?
4. Are you using structured data?
5. Are your URLs clean and comprehensible?
6. Can you control all SEO content elements?

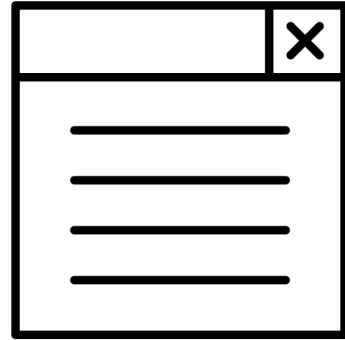


Content



Content optimisation

1. Start with the **content** you already have on your site
2. Research what your **audience** is searching for (e.g. Google Ads Keyword Planner)
3. Update or add **pages** about those keyword themes
4. Update content elements on each page to signal **relevance** to search engines



Example thematic sitemap

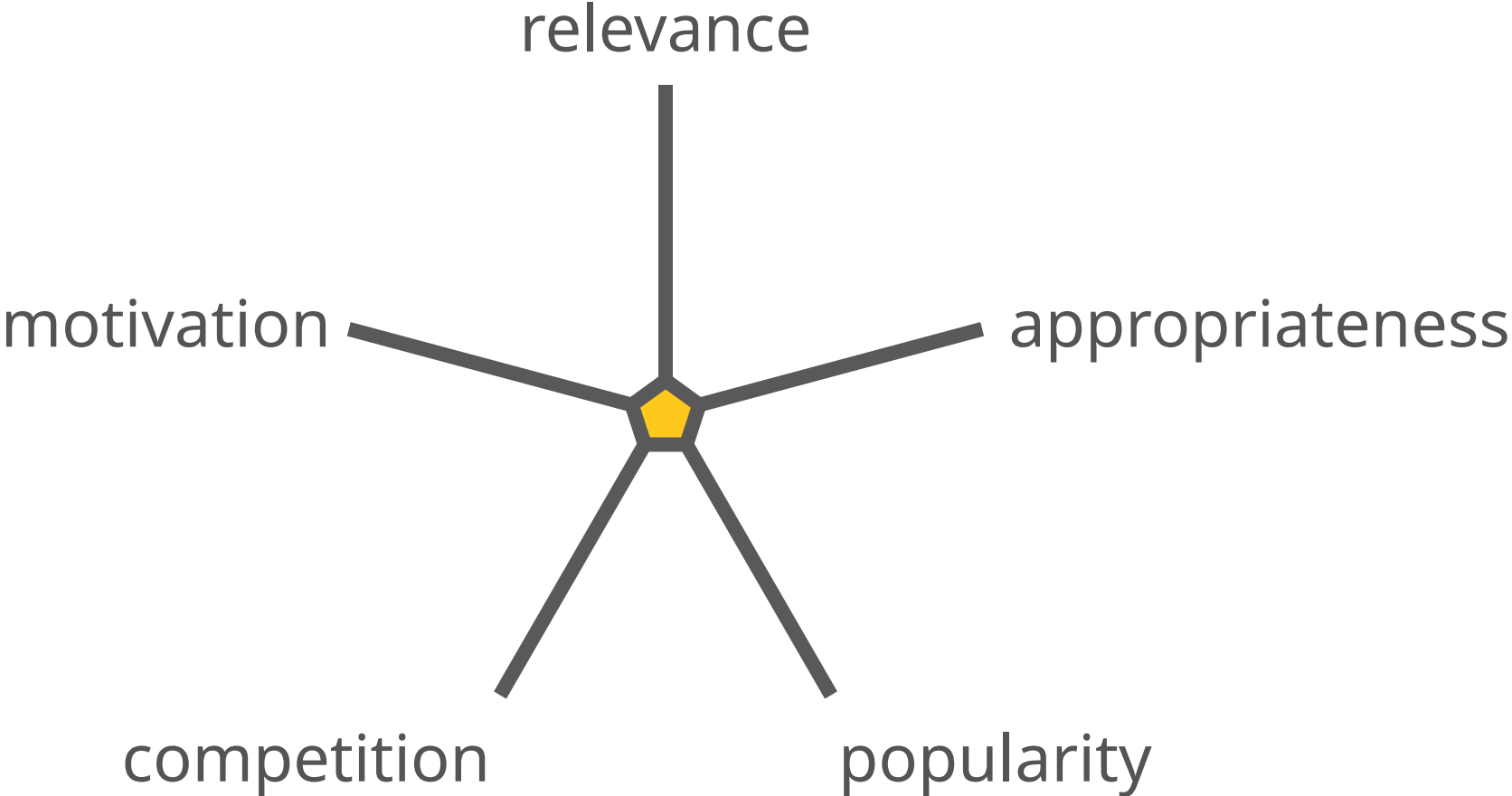
Page	Short URL	Keyword theme
Homepage		
Visit Solihull	/	"visit solihull"
Visitor Guides	/guides/	
Family things to do in Solihull	/guides/family-things-to-do/	"family things to do in solihull"
Art exhibitions in Solihull	/guides/art-exhibitions/	"art exhibitions in solihull"
Half term activities in Solihull	/guides/half-term-activities/	"half term activities in solihull"
...	...	
Venue listings	/things-to-do/...	
Core Theatre & Gallery	/things-to-do/core-theatre-gallery/	"core theatre and gallery solihull"
...	...	
Event listings	/whats-on/...	
Bugsy Malone at Core...	/whats-on/bugsy-malone/	"bugsy malone core theatre solihull"
...	...	

So how do you
select the
right keyword





...and what
tools can you
use?



relevance

motivation

appropriateness

**search
results**

**keyword
planner**

competition

popularity





Discover new keywords

Get keyword ideas that can help you reach people interested in your product or service



Get search volume and forecasts

Get search volume and other historical metrics, plus forecasts for how they could perform



things to do in birmingham

United Kingdom

English

Google

Aug 20

Broaden your search:

+ things to do

+ birmingham

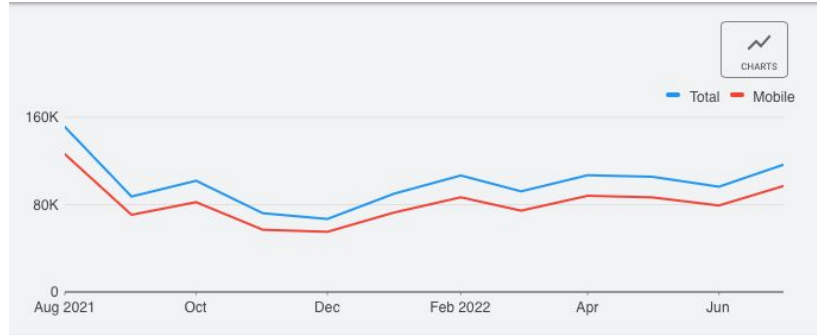
+ tourist attractions

+ city guides

+ things t

+ things to do in brighton

+ things to do in aberdeen



+ 1 more

Add filter




514 keyword ideas available

COLUMNS

Keyword view

^

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches
Keywords you provided	
<input type="checkbox"/> things to do in birmingham	40,500
Keyword ideas	
<input type="checkbox"/> fun things to do in birmingham	2,900
<input type="checkbox"/> birmingham attractions	2,900
<input type="checkbox"/> places to visit in birmingham	3,600
<input type="checkbox"/> activities in birmingham	4,400
<input type="checkbox"/> places to go in birmingham	1,900

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches
<input type="checkbox"/> places to go in birmingham	1,900 
<input type="checkbox"/> visit birmingham	1,600 
<input type="checkbox"/> birmingham places to visit	1,300 
<input type="checkbox"/> things to do near birmingham	1,000 
<input type="checkbox"/> birmingham tourist attractions	1,600 
<input type="checkbox"/> things to do in birmingham for adults	1,300 
<input type="checkbox"/> things to do in birmingham city centre	1,600 
<input type="checkbox"/> free things to do in birmingham	1,000 
<input type="checkbox"/> birmingham attractions for families	720 
<input type="checkbox"/> places to visit near birmingham	880 
<input type="checkbox"/> outdoor activities birmingham	480 
<input type="checkbox"/> activities to do in birmingham	880 
<input type="checkbox"/> stuff to do in birmingham	480 
<input type="checkbox"/> days out birmingham	1,900 
<input type="checkbox"/> things to do in digbeth	1,000 
<input type="checkbox"/> best things to do in birmingham	590 

Competition for “things to do in solihull”

Google things to do in solihull

All Maps Images Shopping News More Tools

About 5,070,000 results (0.72 seconds)




<https://www.tripadvisor.co.uk> > Attractions-g187061-A...
THE 10 BEST Things to Do in Solihull - 2022 (with Photos)
Top Attractions in Solihull · 1. Malvern and Brueton Park · 2. The Core Theatre Solihull · 3. Akamba Garden Centre · 4. Eimdon Park · 5. National Conference Centre.

What are the most popular things to do in Solihull with children?
What are the top attractions to visit in Solihull?

Top sights in Solihull


About these results

Kid friendly Outdoors Art and culture

		
Brueton Park Lake 4.5 ★★★★★ (1,871) Green space including nature reserve	Eimdon Park 4.6 ★★★★★ (1,681) Park & nature reserve around a lake	Planet Ice Solihull 4.1 ★★★★★ (856) Ice-skating rink with discos & sport

More things to do →

<https://www.dayoutwiththekids.co.uk> > things-to-do > s...
Best Things To Do & Days Out In Solihull, West Midlands
Featured Attractions · West Midland Safari Park · Twycross Zoo · Dudley Zoo and Castle · Cadbury World · Cineworld Solihull · Solihull Treasure Hunt Trail · Treetop ...
Day out with the kids logo · Water Parks in Solihull · Indoor Skydiving in Solihull



What your
audience is
searching
for

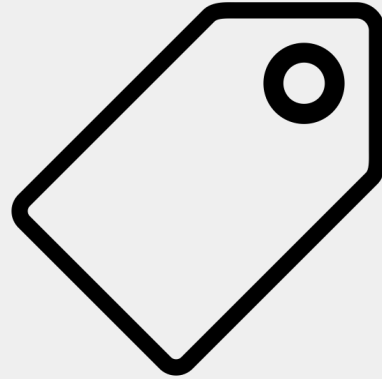
What your
website
content is
about

We establish **relevance**
to search engine queries
by including keywords
in the **content** and **meta data**
on each page

Content optimisation:
*"One page per keyword,
one keyword per page"*

On-page SEO Content Elements

1. URL
2. SEO title (<title> tag)
3. Top heading (<h1> tag)
4. Body copy



Content optimisation

URL

1. Feature your **keywords**
e.g. visitsolihull.co.uk/guides/family-things-to-do/
2. Keep URLs **concise** and (human) readable
3. Use only “a-z”, “0-9”, “-” and “/”

Content optimisation

<title>

1. Put target keywords first, then brand
e.g. **"Family Things to Do in Solihull | Visit Solihull"**
2. Use fewer than 60 chars, only "a-z", "0-9"
3. Use "-" or "|" (pipe) to divide elements
4. Use spare characters to drive clicks?

Content optimisation

<h1>

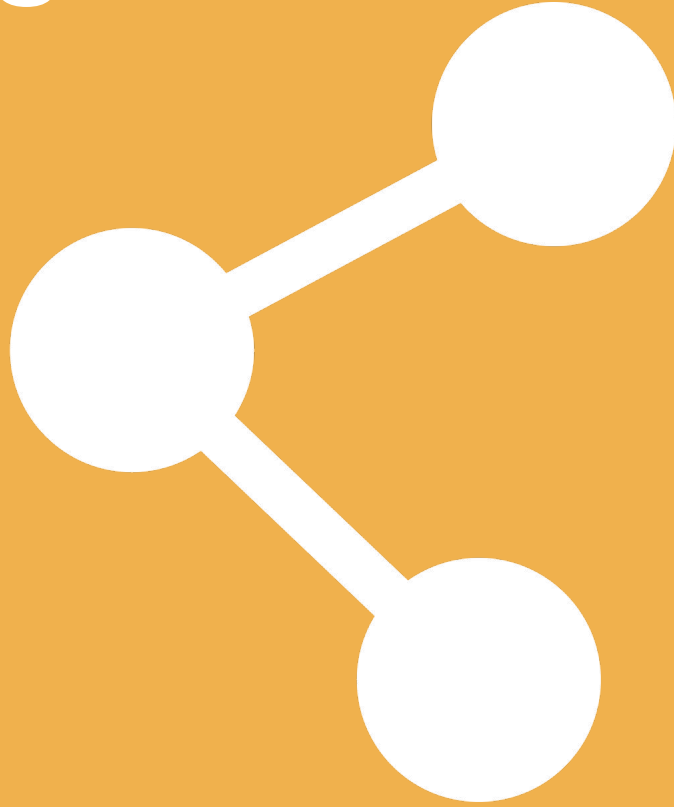
1. Often best simply to use the keyword itself as the heading, e.g. **"Family things to do in Solihull"**
2. Main heading must be in <h1> tag
3. Use only **one** <h1> tag per page

Content optimisation

Body copy

1. Aim for >75 words of copy on every page
2. Yes, even on your homepage, section pages (e.g. 'What's On') and category / guide pages!
3. Must be original and unique (avoid duplicate content)
4. With 'correct' spelling and grammar
5. Make it compelling

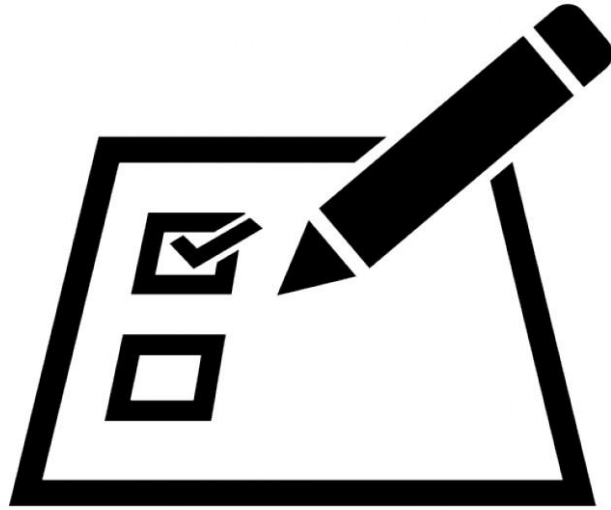
Connections



Connection optimisation

Aim: Make your content more **visible** on search engine results pages (SERPs)

links are like **votes** for your content



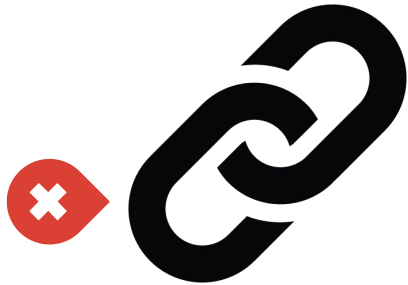
Search engines
interpret links as indicators of the
relevance and authority
of content on your website



If you focus on **building relationships first**
you'll find it easier to build **links**



Relationships create opportunities for you
to **craft those links** to signal **relevance**



[click here](#)



[family
things to do
in Solihull](#)

you want to request a link
from **a particular page** on their site
to **a particular page** on your site



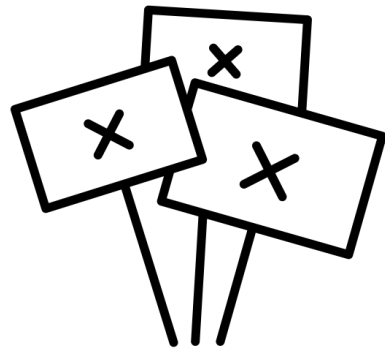
[makeitwm.com/
whats-on/families](http://makeitwm.com/whats-on/families)



visitsolihull.co.uk
/guides/family-things-to-do/

Do's and don'ts

1. Don't push **reciprocal** linking
2. Don't **pay** for links, and 'nofollow' paid links
3. Don't post links to irrelevant **directory** sites
4. Don't allow others to **duplicate** your content (without a link)
5. Don't churn out **low quality** content
6. Don't **spam** comments or forums



Conversion



Make your content
more **compelling**
for **organic**
search audiences ...



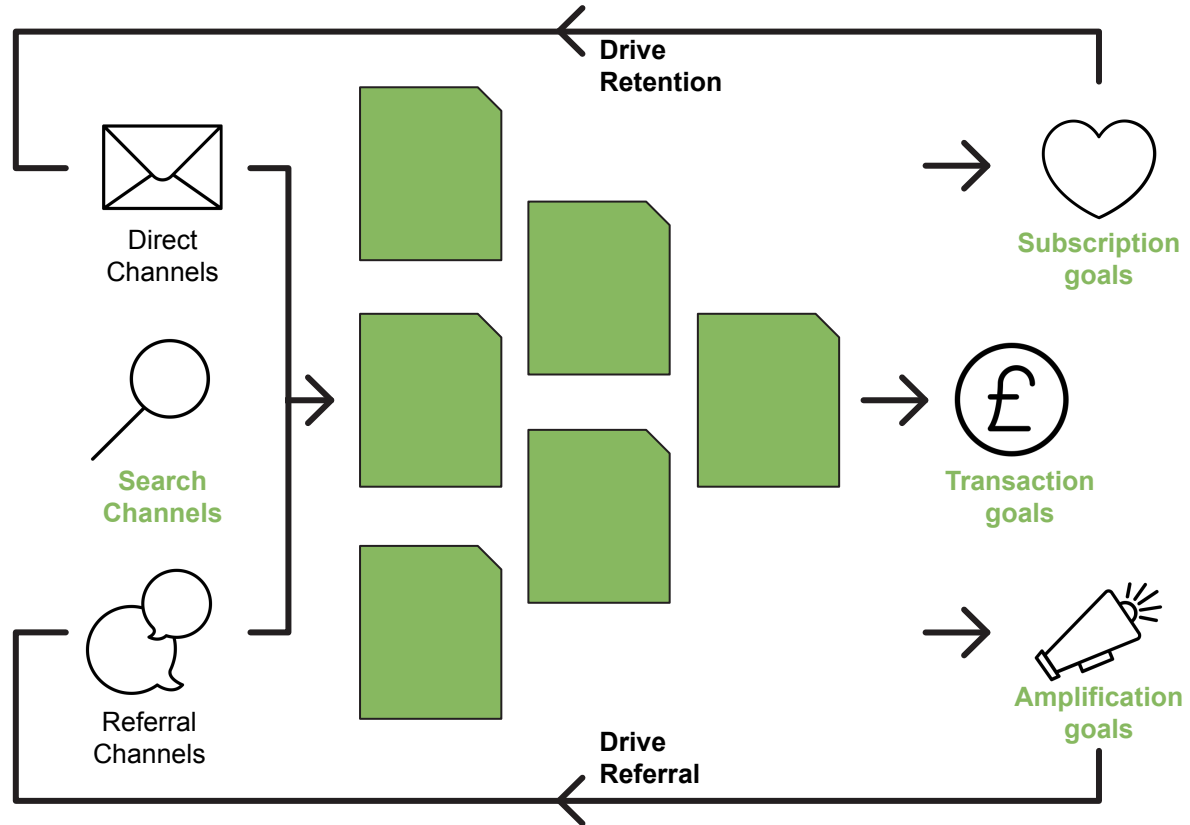
Reach

Attract

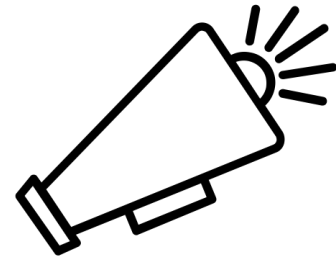
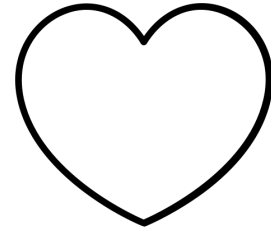
Involve

Satisfy

Extend



So that your website users can
do what **they want** to do
and what **you need** them to do



Conversion optimisation

Make content on your website more **compelling**
for users who arrive from search engines
(and more **valuable** for you)

10 October —

Dedicated session on measuring and
optimising Digital Engagement

Super quick recap...

(C)lever SEO toolkit

- 1. Code** → **More accessible**
- 2. Content** → **More relevant**
- 3. Connections** → **More visible (higher ranking)**
- 4. Conversion** → **More engaging**

SEO Next Steps

1. Work with your developers to ensure your website is accessible to search engines
2. Create a 'thematic sitemap' listing all pages on your website
3. Conduct keyword research to identify relevant & opportune keywords for each page
4. Update content & meta data on your website to feature those keywords
5. Build relationships with influencers and links to content your website
6. Optimise your website to convert users from 'organic' search through your goals



And attend the next sessions:

- 3 October - Paid search (this will include keyword research)
- 10 October - Measuring & optimising engagement

Thank you!

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