

SEO Made Easy



WELCOME

Zach Brown
Lead SEO Analyst

Definitions

Search Engine: Any platform where a user searches for information that displays a list of webpage results.

Organic Search: Traffic that results from a user performing a search on a search engine and clicking on a non-advertisement result.

Paid Search: Traffic that results from a user performing a search on a search engine and clicking on an advertisement.

Paid Search

Ad · <http://www.booking.com/> ⋮

5 Hotels in Reading, PA - Browse Our Top 10 Hotels

Choose From a Wide Range of Properties Which Booking.com Offers. Search Now!

Book your **Hotel in Reading PA** online. No reservation costs. Great rates. Motels. 24/7

Customer Service. We speak your language. Apartments. **Read** Real Guest...

[Book for Tonight](#) · [Deals for any Budget](#) · [Apartments for tonight](#) · [Book for Tomorrow](#)



Organic Search

<https://www.tripadvisor.com> > ... > Reading ⋮

THE 10 BEST Hotels in Reading, PA for 2022 (from \$68)

Popular **hotels in Reading** right now · 1. DoubleTree by Hilton Hotel **Reading** · 2. Best

Western Plus **Reading** Inn & Suites · 3. Fairfield Inn & Suites **Reading** ...

[Reading Hotels with Pools](#) · [Family Hotels in Reading](#) · [Reading Spa Resorts](#)



Definitions

Keywords: Broad terms/themes used across a website

Ex. A winery website could have broad keywords that include “wine”, “vineyards”, or “winery” along with focused keywords like “ice wine” and “Merlot”.

Queries: Specific phrasing used by searches on Google and other search engines.

Ex. A user could search for “where to get ice wine in the Finger Lakes”

Search Engine Optimization

What It Isn't

- Paid Advertising
- Instant Results
- Keyword Stuffing
- Magic
- Free

Are you looking for **cheap flights**? If so, then you have come too the **cheap flights** specialist. All we have is **cheap flights**. We sold **cheap flights** to you cousin only last week! And she was so happy with her **cheap flights**, that she came back and bought more **cheap flights** from us, the **cheap flights** specialist. So, don't go looking anywhere else for **cheap flights**, because you'll get the best **cheap flights** from us. Remember, we're the **cheap flights** specialist! Where would you like **cheap flights** for? Because we have **cheap flights** to pretty much anywhere you could imaging. We even have **cheap flights** that will take you to **cheap flight central**! Ohhhhh, we love our **cheap flights**!

Ad · <https://www.serpclix.com/> ⋮

Buy Organic Website Traffic - Real Human Clickers, Real SEO

Organic CTR has become an important SEO ranking factor. Boost **organic** CTR and improve SEO rankings using real human clickers. Real Clickers - No Bots. Better SEO Rankings Today.

14-Day Free Trial Offer · Flexible Monthly Pricing · No Fake Bot Traffic

 Get started - Start Your Free 14-Day Trial

Ad · <https://www.traffick.com/> ⋮

Buy SEO Traffic - 100% Measurable - traffick.com

Buy Web Traffic & gain thousands of Visitors with Traffick's powerful targeting options. Customize your Traffic Campaign with just a few steps. Save 20% with monthly subscription.

Ad · <https://www.winterplaystudios.com/traffic/targeted> ⋮

Buy Organic Website Visitors - 200+ Daily Visitors \$50

Buy Organic Website Visitors, **Get** 200+ Visitors for 30 Days - Only \$50. Affordable Prices.

Search Engine Optimization

What It Is

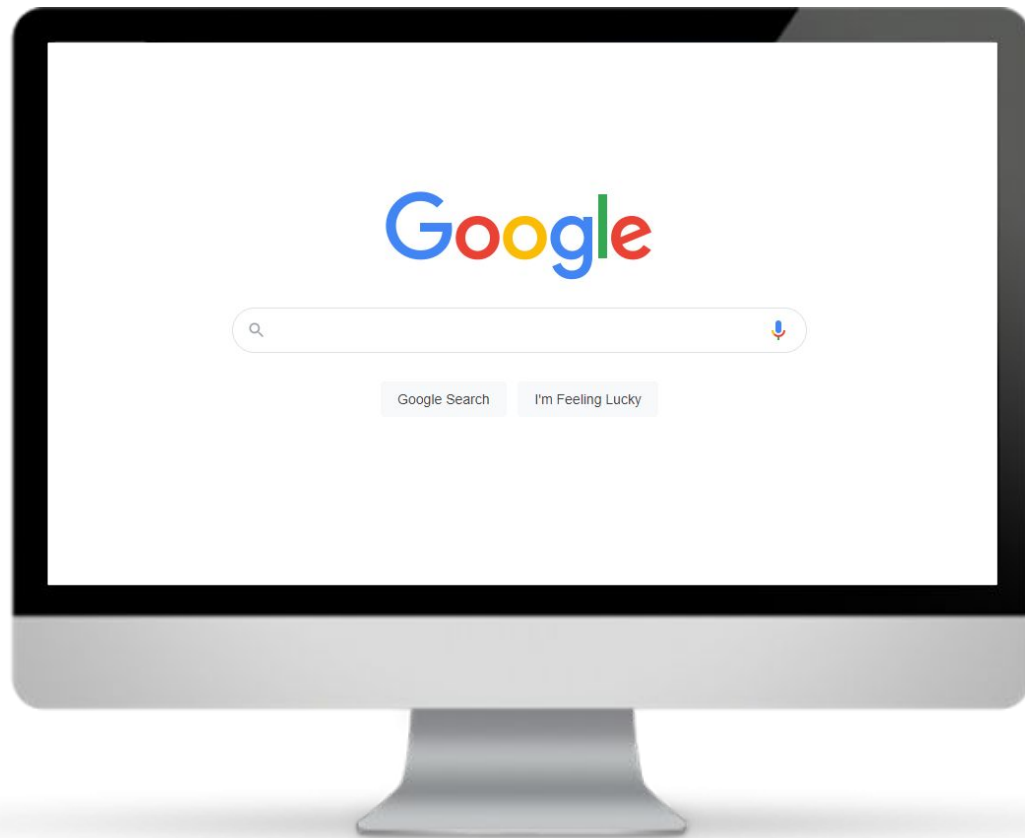
- Quality, Helpful Content
- Well-Built Websites
- Intentional
- A Process



“

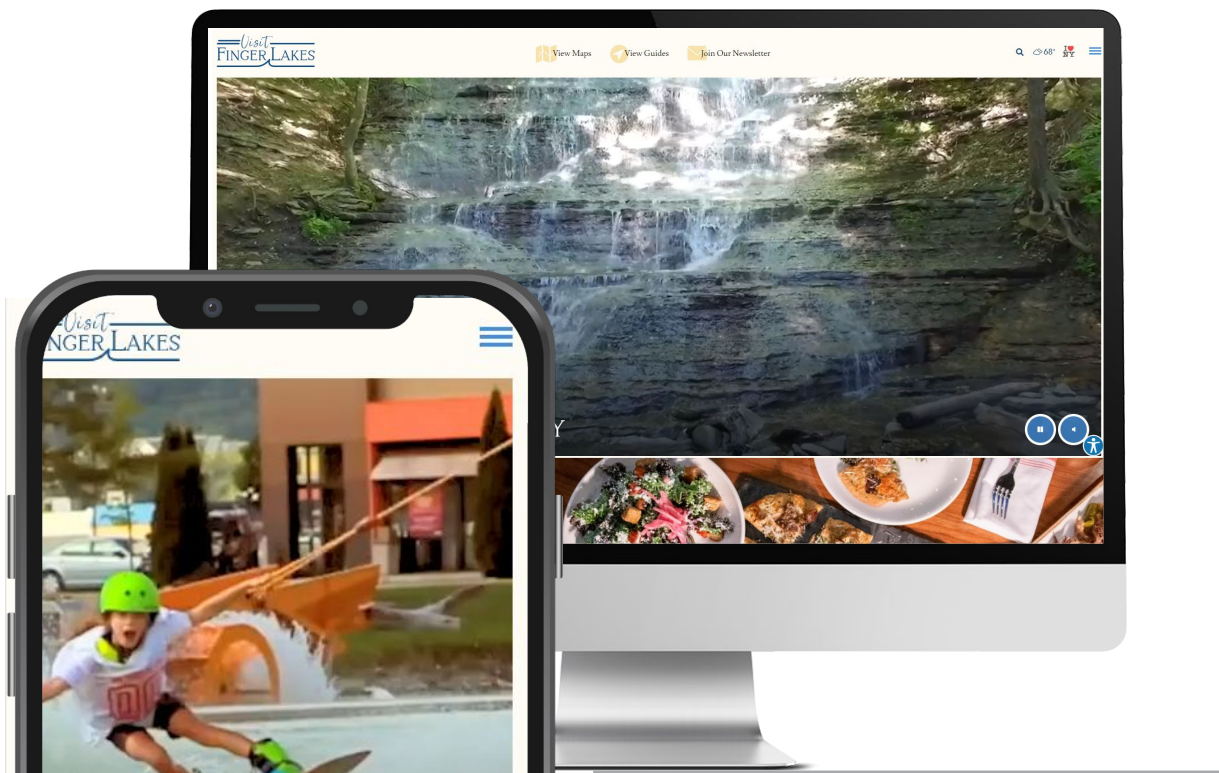
SEO is the art of getting Google to like you a little more today than yesterday.

– Zach Brown





Where Do I
Even Start?



It starts with a
great website
with **helpful**
content.



The helpful content update aims to better reward content where visitors feel they've had a satisfying experience, while content that doesn't meet a visitor's expectations won't perform as well.



Helpful Content

- Informs the user
- Follows standard language usage
- Is easy to understand
- Tells a story
- Is written for people

Not Helpful Content

- Doesn't inform the user
- Doesn't follow standard language usage
- Can be confusing
- Just repeats keywords
- Is written for Search Engines

Content Do's and Don'ts

Do include keywords in your content.

Don't use the same keyword in every sentence.

Do write content that answer user questions.

Don't write what you think “Google is looking for.”

Do make sure you are updating your website regularly.

Don't “set it and forget it.”

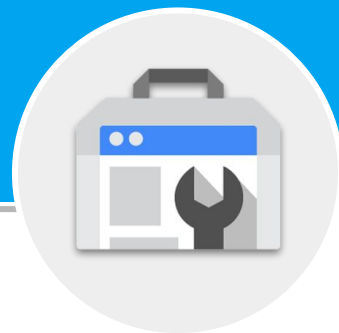


Google is Constantly
Changing



Google Analytics

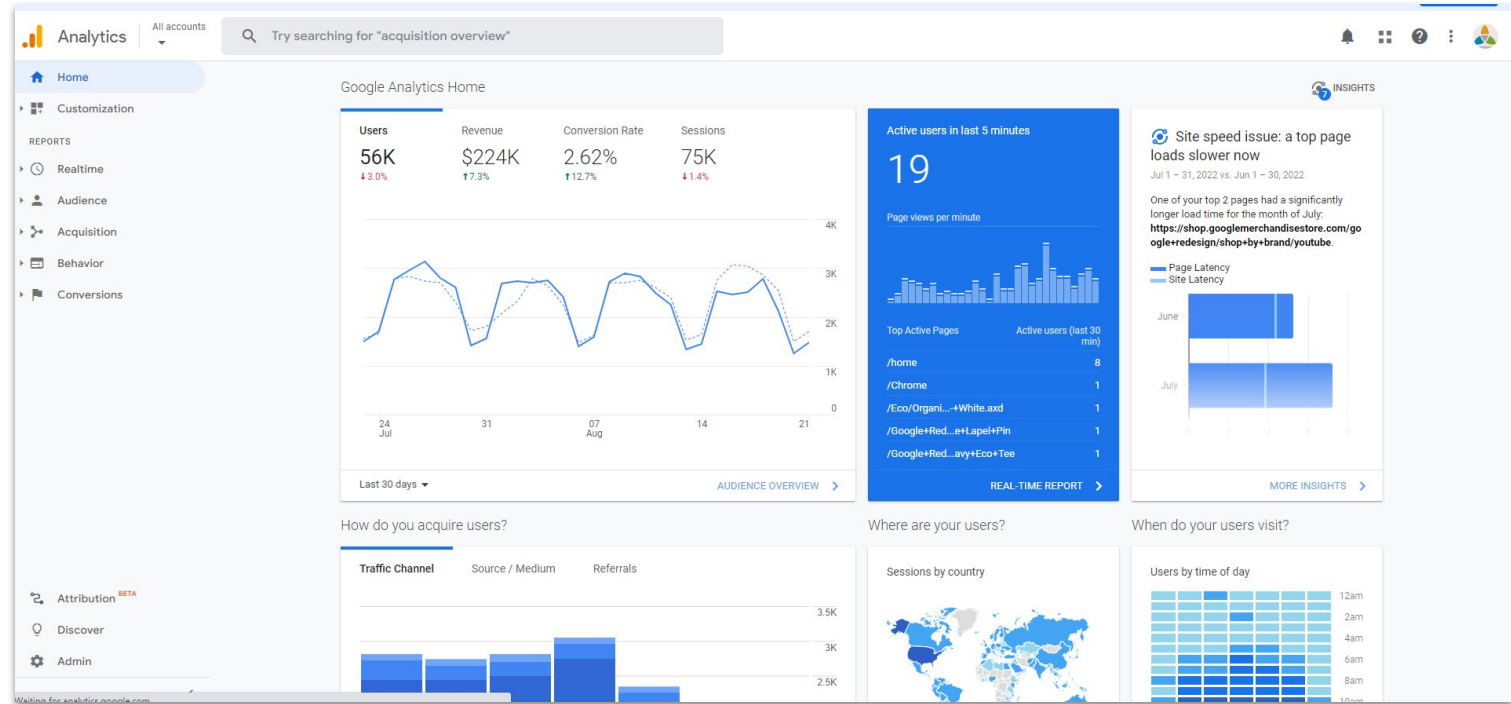
- Free measurement platform.
- Measures traffic to your website from all sources.
- Tracks user engagement.



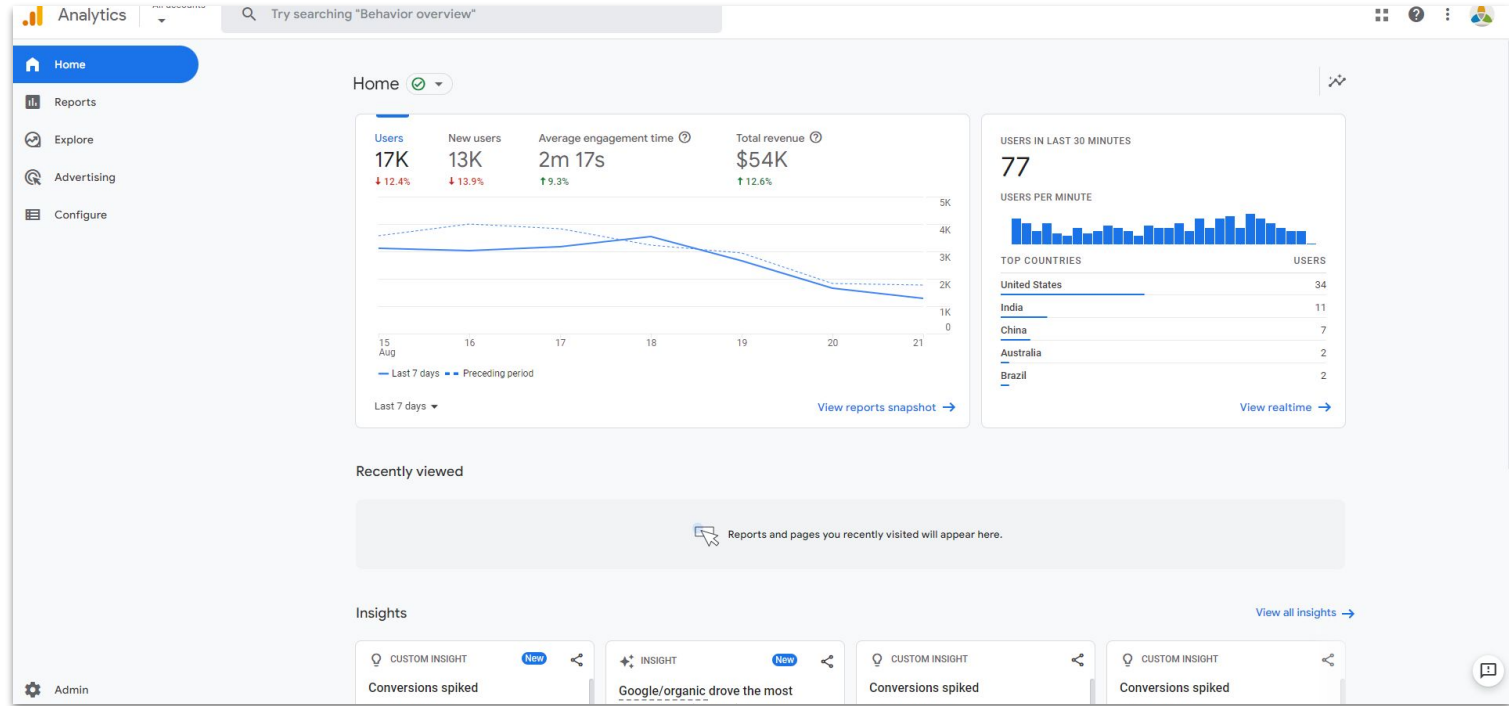
Google Search Console

- Free measurement platform.
- Measures clicks to your website from Google searches.
- Tracks search ranking for keywords.

Google Analytics Universal Analytics (UA)



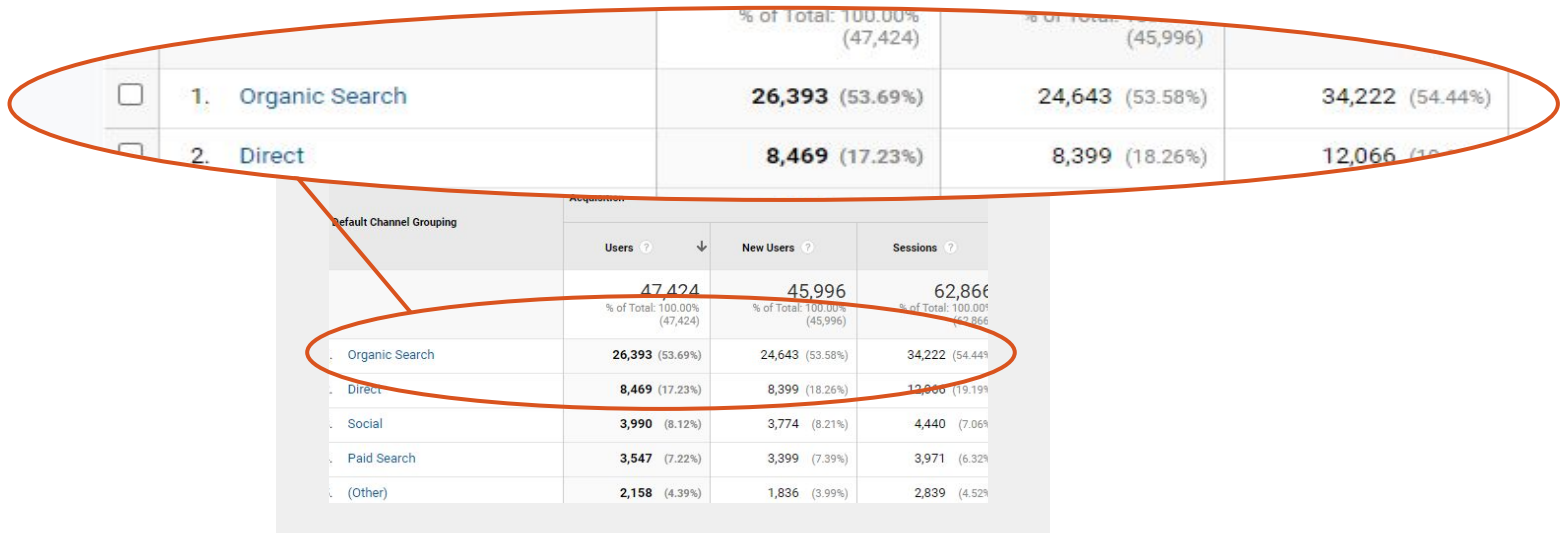
Google Analytics Google Analytics 4 (GA4)



Know Your Numbers

Google Analytics gives the best baseline for organic traffic.

If using Universal Analytics, go to Acquisition > All Traffic > Channels

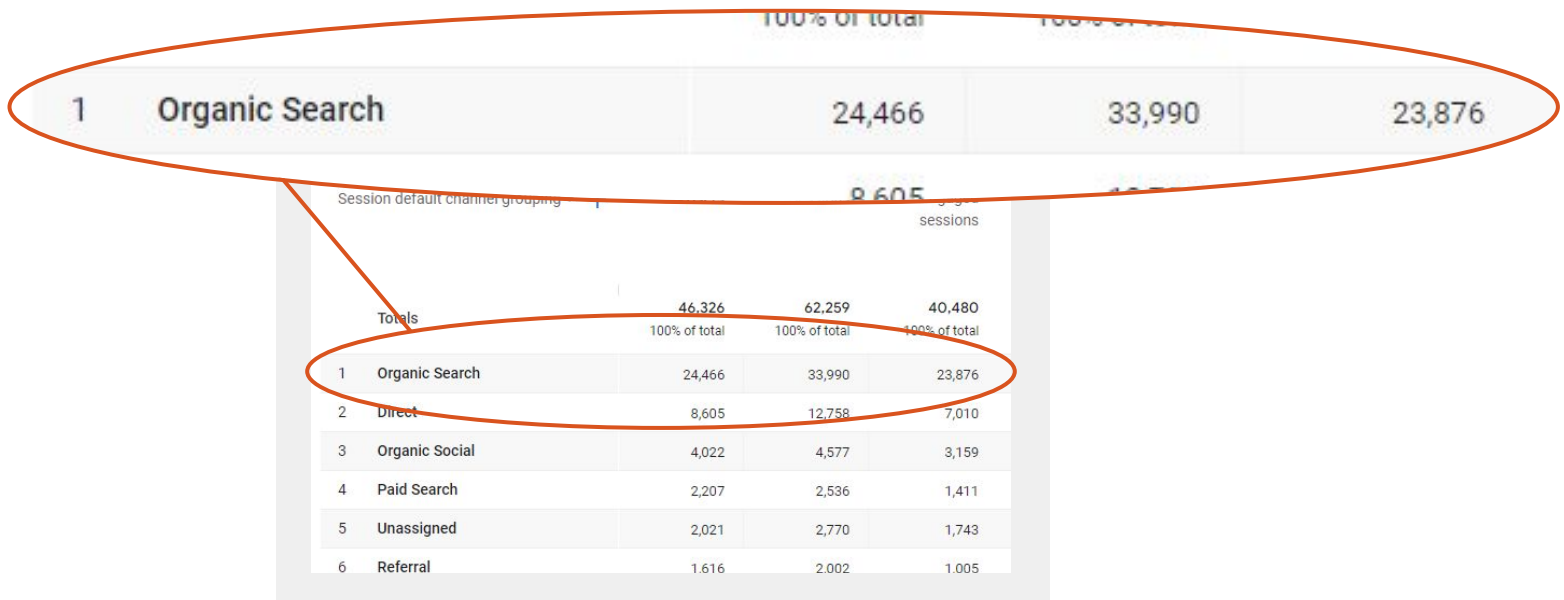


	% of Total: 100.00% (47,424)	% of Total: 100.00% (45,996)	% of Total: 100.00% (62,866)
<input type="checkbox"/> 1. Organic Search	26,393 (53.69%)	24,643 (53.58%)	34,222 (54.44%)
<input type="checkbox"/> 2. Direct	8,469 (17.23%)	8,399 (18.26%)	12,066 (19.19%)
Social	3,990 (8.12%)	3,774 (8.21%)	4,440 (7.06%)
Paid Search	3,547 (7.22%)	3,399 (7.39%)	3,971 (6.32%)
(Other)	2,158 (4.39%)	1,836 (3.99%)	2,839 (4.52%)

Default Channel Grouping	Users ? ↓	New Users ?	Sessions ?
	47,424 % of Total: 100.00% (47,424)	45,996 % of Total: 100.00% (45,996)	62,866 % of Total: 100.00% (62,866)
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Know Your Numbers

If using **Google Analytics 4**, go to Reports > Acquisition > Traffic Acquisition



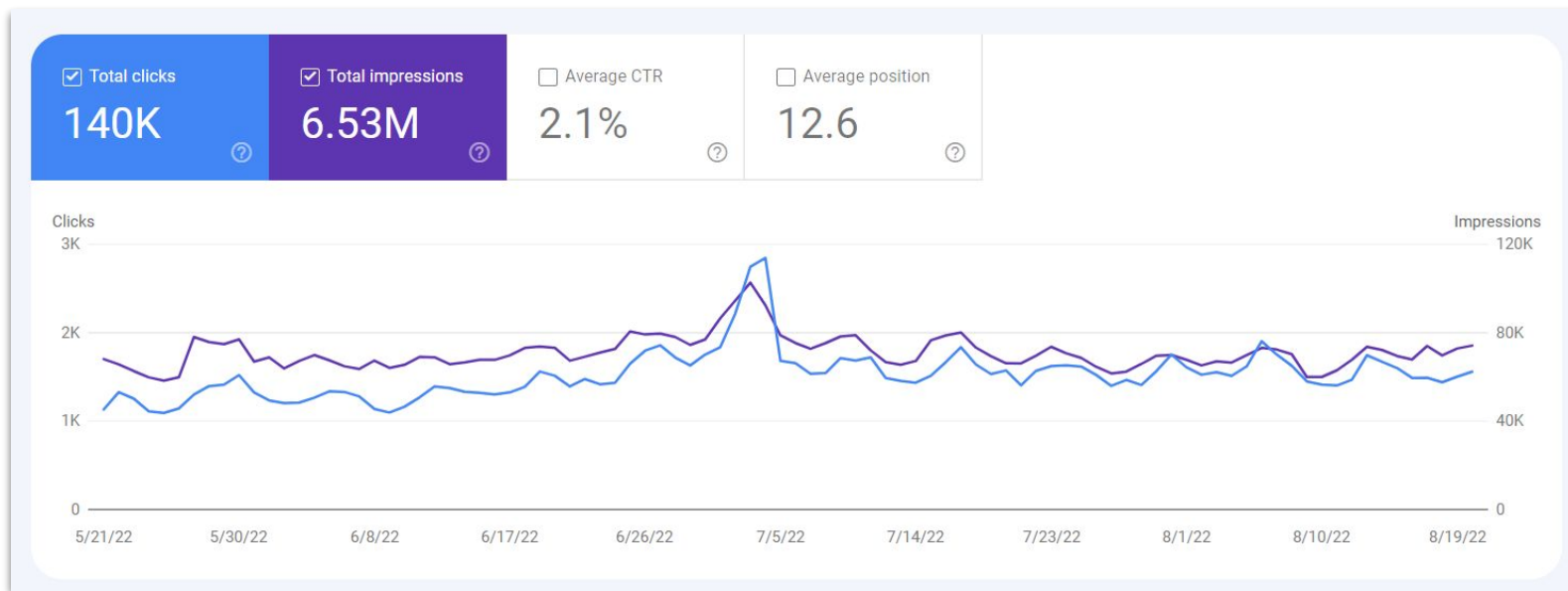
The image shows a screenshot of the Google Analytics 4 Traffic Acquisition report. The main table highlights the 'Organic Search' row with a red circle. Below it, a detailed breakdown table is also circled in red, showing the same data for Organic Search and other categories.

	24,466	33,990	23,876
1 Organic Search	24,466	33,990	23,876

Totals	46,326 100% of total	62,259 100% of total	40,480 100% of total
1 Organic Search	24,466	33,990	23,876
2 Direct	8,605	12,758	7,010
3 Organic Social	4,022	4,577	3,159
4 Paid Search	2,207	2,536	1,411
5 Unassigned	2,021	2,770	1,743
6 Referral	1,616	2,002	1,005

Know Your Numbers

In **Search Console**, go to Performance > Search Results



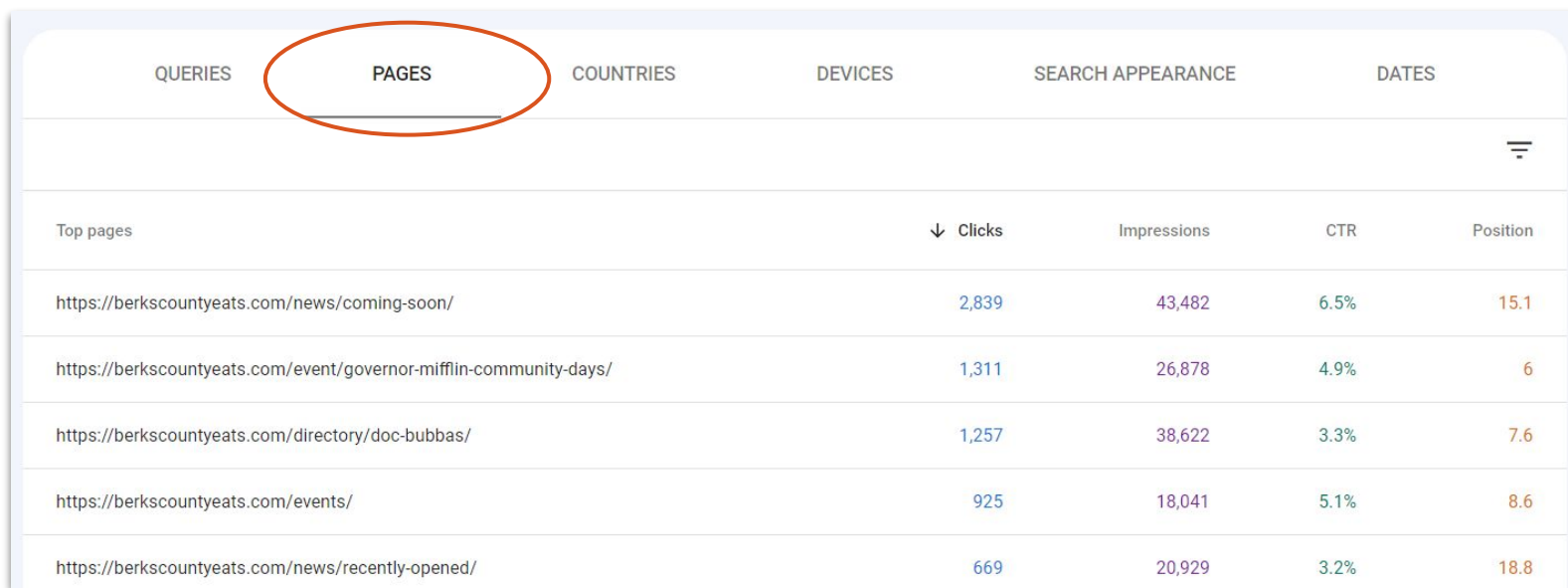
Know Your Numbers

Here you can see how the site is performing by individual query or page

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES	
					☰	
Top queries			↓ Clicks	Impressions	CTR	Position
doc and bubba's menu			475	9,764	4.9%	7.4
doc and bubba's			435	12,301	3.5%	8.5
kempton fair			272	6,050	4.5%	5.3
west reading restaurant week 2022			223	308	72.4%	1
governor mifflin community days			203	3,833	5.3%	5

Know Your Numbers

Here you can see how the site is performing by individual query or page



QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES	
Top pages						
			↓ Clicks	Impressions	CTR	Position
	https://berkscountyeats.com/news/coming-soon/		2,839	43,482	6.5%	15.1
	https://berkscountyeats.com/event/governor-mifflin-community-days/		1,311	26,878	4.9%	6
	https://berkscountyeats.com/directory/doc-bubbas/		1,257	38,622	3.3%	7.6
	https://berkscountyeats.com/events/		925	18,041	5.1%	8.6
	https://berkscountyeats.com/news/recently-opened/		669	20,929	3.2%	18.8



Why is it
important...
and what can
I do?

Why is it Important?

- More than **25%** of users click on the first result in Google Search
- Less than **1%** of users click on a result after page 1
- **Most users** doing a Google search do not have brand loyalty - but they may after
- Organic Search has a **high conversion rate**

What Can I Do?

- Use best practices. Google tells you everything it is looking for in its [Developer Guidelines](#).
- Don't overthink it - Write content for your desired audience.
- Use Analytics and Search Console to inform your content.
- Keep your website mistake-free.



Questions?



Thank You