



SAN LUIS OBISPO COUNTY
CALIFORNIA®

simpleview ®

The Simpleview logo icon consists of three overlapping teardrop shapes: a yellow one at the top, a blue one at the bottom left, and a green one at the bottom right. A white circle is positioned in the center where the three shapes overlap.

Websites that Work For You Or

The 3 Questions You Should be Able to Answer
in Order to Get The Most Out of Your Website

Constantino Nuzzo
SEO Analyst

THE 3 QUESTIONS

- **What does Google want from you?**
 - Clues for the Robots
 - Fantastic Keywords & Where to Find Them
- **What do visitors want from you?**
 - Landing Pages = Crab Pots (yes really)
 - Nobody Cares About You (at least not at first)
- **What do you want from your visitors?**
 - SEO is Not All You Need
 - What Else Matters

WHAT DOES GOOGLE WANT FROM YOU?

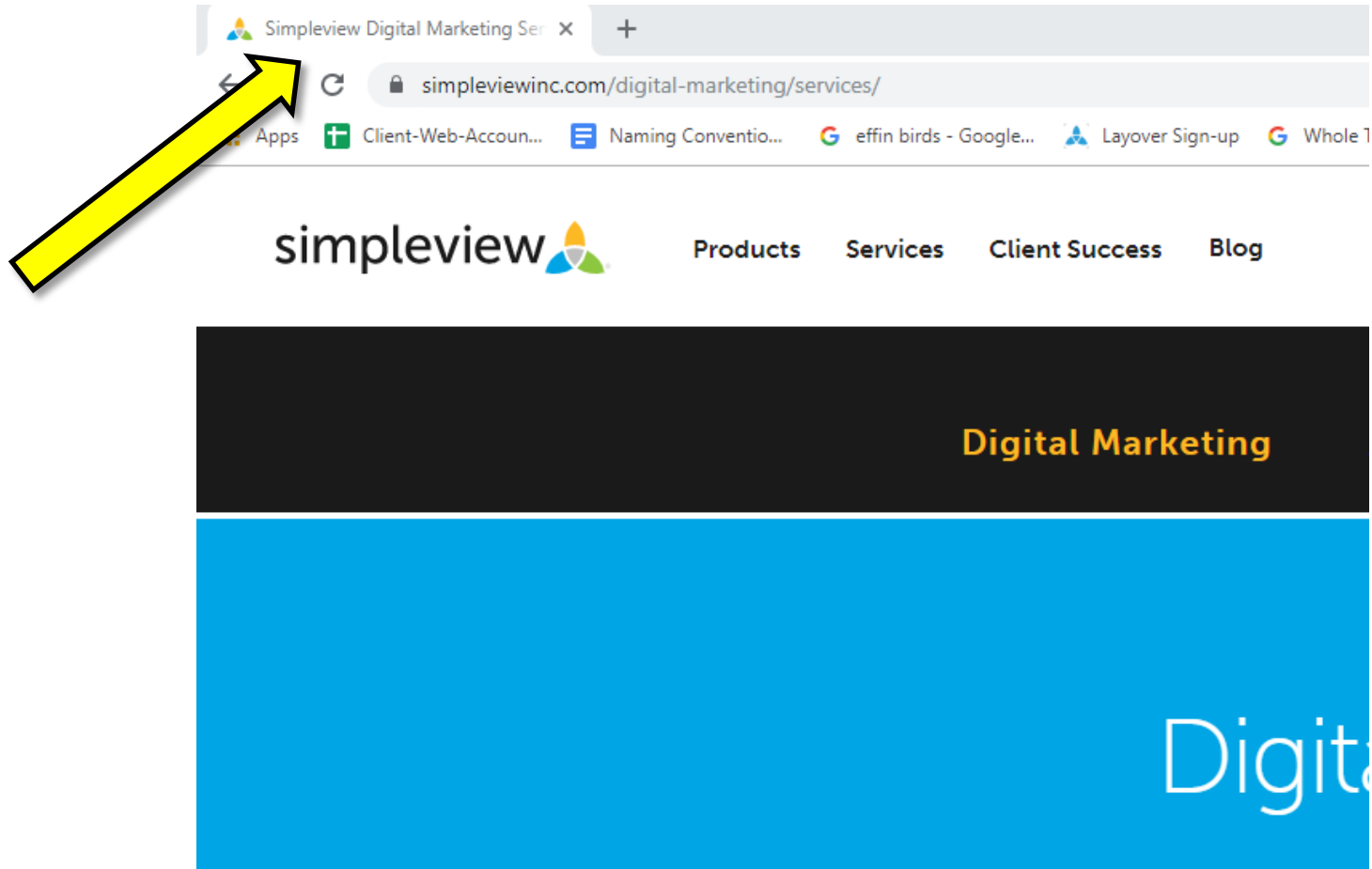
Clues for the Robots

- Meta Titles
- H1s
- Content



META TITLES

AKA Page Titles AKA Title Tags



META TITLES

Why Does This Matter?

- First clue to Search Engines of what the page is about
- This is the title that shows up for your page in SERPs*
- First Clue to Users that your site has what they want

How Is This Done?

- 50 – 60 Characters
- Primary Keyword - Secondary Keyword | Brand Name

*Meta-Descriptions show up below titles on the SERP. Though no longer SEO relevant they are still relevant to Users

HEADLINES

AKA H1s AKA Content Title

The screenshot shows a website page for Digital Marketing Services. At the top, there is a navigation menu with links for 'ts', 'Services', 'Client Success', 'Blog', 'About', 'Contact', and 'Car'. Below the navigation is a dark grey bar with icons and labels for 'Digital Marketing', 'Strategy', 'Services', 'Products', 'The Layover', and 'Request a Consultation'. A large blue banner below this contains the breadcrumb 'Digital Marketing > Services' and the main headline 'Digital Marketing Services'. A yellow arrow points to this headline. Below the banner are two service cards: 'Search Engine Optimization' and 'Remarketing', each with a description and an 'ABOUT THIS SERVICE' button.

/services/

ts Services Client Success Blog About Contact Car

Digital Marketing Strategy Services Products The Layover Request a Consultation

Digital Marketing > Services

Digital Marketing Services

Search Engine Optimization
Standard search engine optimization (SEO) entails site architecture evaluation, content optimization, XML sitemap submission and more.

Remarketing
Remarketing enables you to reach your previous site visitors with targeted messaging by tailoring ads and serving them after they leave your website.

ABOUT THIS SERVICE

ABOUT THIS SERVICE

HEADLINES

Why Does This Matter?

- Second clue to Search Engines of what the page is about
- Reassures User you have what they want

How Is This Done?

- Top of page placement
- Use the primary keyword phrase (it doesn't matter whether H1s impact SEO or not)

CONTENT

Digital Marketing

Strategy

Services

Products

The Layer

Request a Consultation

Digital Marketing > Services

Digital Marketing Services



Search Engine Optimization

Standard search engine optimization (SEO) entails site architecture evaluation, content optimization, XML sitemap submission and more.

[ABOUT THIS SERVICE](#)



Remarketing

Remarketing enables you to reach your previous site visitors with targeted messaging by tailoring ads and serving them after they leave your website.

[ABOUT THIS SERVICE](#)



Pay-Per-Click

Pay-per-click (PPC) advertising directs traffic to websites at a cost per referral. Ideally, a strong PPC strategy results in low average cost-per-clicks and high click-through rates.



Content Development

Good website content keeps copy length, layout and keywords top of mind, ensuring search engines receive good signals of quality and relevance on your key topics.

CONTENT

Why Does This Matter?

- Third clue to Search Engines of what the page is about
- Provides sought after info to Users

How Is This Done?

- Use primary keyword phrase
- Use variations of the keyword
- Write for humans
- Do not keyword “stuff”

WHAT DOES GOOGLE WANT FROM YOU?

Fantastic Keywords and Where to Find Them

- Keyword Planner
- Keyword Tips & Tricks



KEYWORD PLANNER

Keyword Planner - Houston CV X

← → ↻ 🏠

🔒 https://ads.google.com/aw/keywordplanner/home?ocid=8492970&sourceid=awo&_u=3612602563&_c=7776895483&authuser=0&pa=cvMKOBBFs29ZWCV

⚙️ Most Visited 🌐 Getting Started 📊 Performance 📈 Analytics 🗺️ Keyword Planner - sim... 🏠 Google Data Studio

← 🌐 Google Ads [] Keyword Planner

Select an active account

🔍 Discover new keywords
Get keyword ideas that can help you reach people interested in your product or service →

📊 Get search volume and forecasts
See search volume and other historical metrics for your keywords, as well as forecasts for how they might perform in the future →

KEYWORD PLANNER

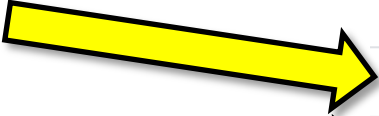
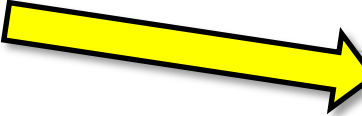
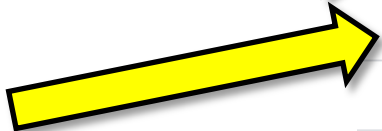
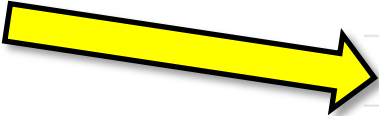
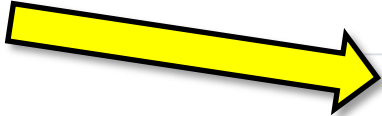
Start broad

The screenshot shows the Google Ads interface with the 'Keyword Planner' tool open. The top navigation bar includes 'Most Visited', 'Getting Started', 'Performance', 'Analytics', 'Keyword Planner - sim...', and 'Google Data Studio'. The 'Keyword Planner' header is visible on the right. Below the header, the 'Select an active account' section shows 'Houston CVB'. The main content area features a 'Discover new keywords' dialog box with two tabs: 'START WITH KEYWORDS' (selected) and 'START WITH A WEBSITE'. The 'START WITH KEYWORDS' tab has a text input field with the placeholder 'Enter products or services closely related to your business' and the value 'Hotels in Santa Barbara'. A yellow arrow points to this input field. Below the input field is a toggle for 'Include brand names in results' (checked), a language selector for 'English (default)', and a location selector for 'United States'. To the right of the input field is a 'Learn more' link. Below the input field is another text input field with the placeholder 'Enter a domain to use as a filter' and the value 'https://'. To the right of this field is a note: 'Using your site will filter out services, products, or brands that you don't offer'. At the bottom left of the dialog box is a blue 'GET RESULTS' button.

KEYWORD PLANNER

And move to specific

Keywords you provided		
<input type="checkbox"/>	santa barbara hotels	60,500
Keyword ideas		
<input type="checkbox"/>	santa barbara resorts	2,400
<input type="checkbox"/>	santa barbara hotels on the beach	3,600
<input type="checkbox"/>	santa barbara beach & golf resort	1,000
<input type="checkbox"/>	cheap hotels in santa barbara	2,400
<input type="checkbox"/>	hotels near santa barbara	1,300
<input type="checkbox"/>	motel santa barbara	1,900
<input type="checkbox"/>	hotels santa barbara ca	1,900
<input type="checkbox"/>	santa barbara beach and golf resort	590
<input type="checkbox"/>	santa barbara luxury hotels	1,300
<input type="checkbox"/>	santa barbara hotel deals	880
<input type="checkbox"/>	haley hotel santa barbara	720
<input type="checkbox"/>	hotels in santa barbara ca	720
<input type="checkbox"/>	places to stay in santa barbara	720
<input type="checkbox"/>	condos in santa barbara	400



KEYWORD PLANNER

High Search Volume versus Higher likelihood to rank



santa barbara hotels

60,500



places to stay in santa barbara

720



KEYWORD PLANNER

Get Creative

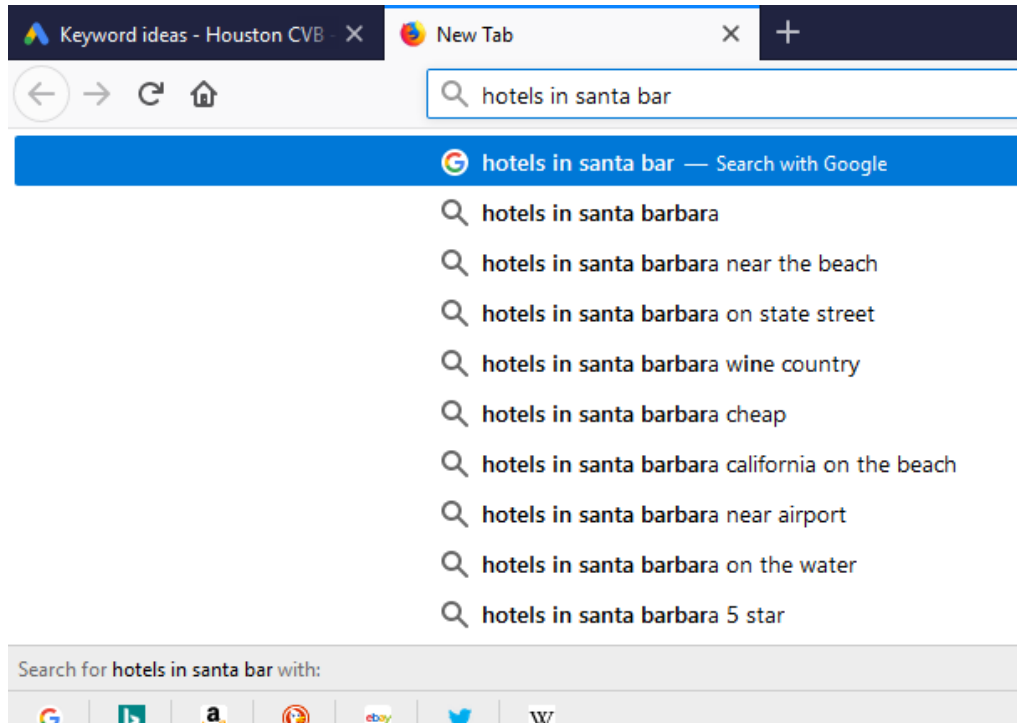
Pet Friendly, Dog Friendly, Child Friendly, Family Friendly, Kid Friendly, Near an Attraction, Near an Airport, Near a Freeway, Near the Beach, With Views, LGBTQ Friendly, Near an Event, For an Event, by Zip Code

Keywords you provided	
<input type="checkbox"/> family friendly hotels in santa barba...	70
<input type="checkbox"/> hotels near the santa barbara zoo	10
<input type="checkbox"/> kid friendly hotels in santa barbara	140
<input type="checkbox"/> top hotels in santa barbara	320
<input type="checkbox"/> pet friendly hotels santa barbara	1,000
<input type="checkbox"/> dog friendly hotels santa barbara	1,000
<input type="checkbox"/> santa barbara hotels near beach	720

KEYWORD

Tips & Tricks

Search Bar Auto-fill



KEYWORD

Tips & Tricks

At the Bottom of the SERP

Searches related to hotels in santa barbara

hotels in santa barbara **by the beach**

4 star hotels in santa barbara

nice hotels in santa barbara

santa barbara **luxury** hotels

hotel milo santa barbara

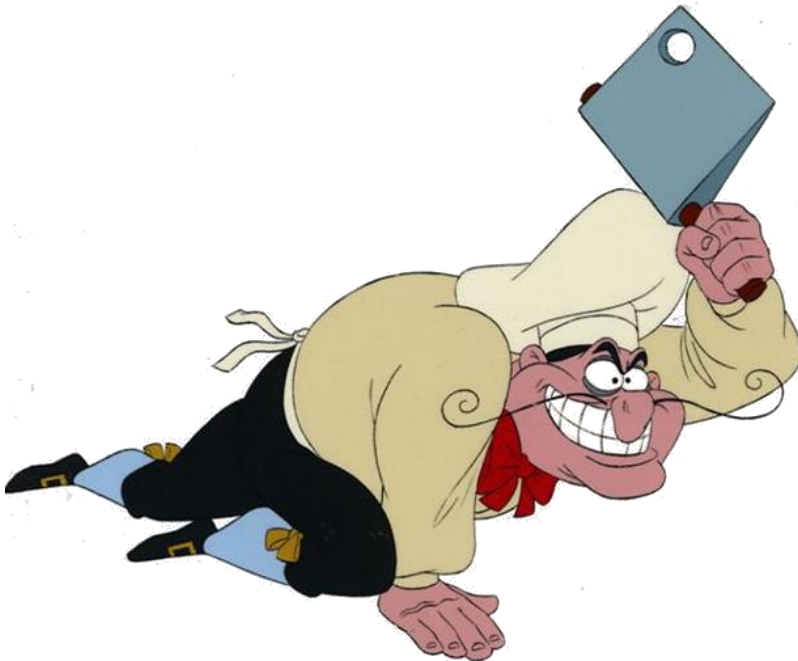
santa barbara **inn**

best hotels in santa barbara **trip advisor**

hilton santa barbara

WHAT DO VISITORS WANT FROM YOU?

Landing Pages = Crab Pots










NICHE PHRASES

- Users have specific wants, needs, and/or desires
- Keywords can and should be used to address those needs as landing pages

NICHE PHRASES

Specific Desire = Specific Search = Specific Page

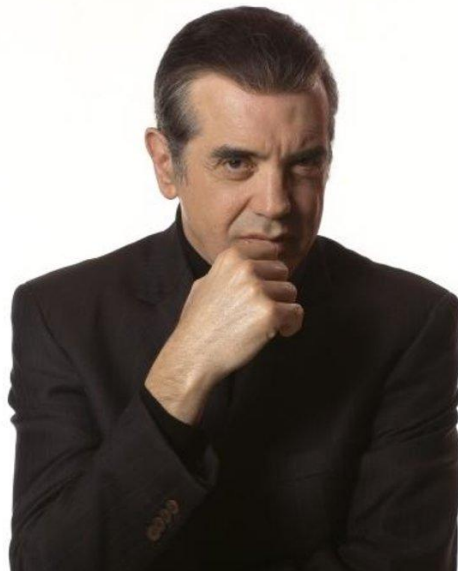
Keywords you provided		
<input type="checkbox"/>	family friendly hotels in santa barba...	70 
<input type="checkbox"/>	hotels near the santa barbara zoo	10 
<input type="checkbox"/>	kid friendly hotels in santa barbara	140 
<input type="checkbox"/>	top hotels in santa barbara	320 
<input type="checkbox"/>	pet friendly hotels santa barbara	1,000 
<input type="checkbox"/>	dog friendly hotels santa barbara	1,000 
<input type="checkbox"/>	santa barbara hotels near beach	720 

Each of these keyword phrases could be used to build a landing page

WHAT DO VISITORS WANT FROM YOU?

Nobody Cares About You

AT LEAST NOT UNTIL THEY KNOW YOU CARE
ABOUT THEM FIRST



WHAT DO VISITORS WANT FROM YOU?

The Keyword Phrase used to get to your page reveals what the visitor wants.

Make the page about that and make it about getting that.

SEO plays a big role in showing users you have what they want through Meta-Titles, H1s, and Content

BUT

WHAT DO YOU WANT FROM VISITORS?

SEO is NOT All You Need



THE WHOLE PICTURE

- Design
 - Layout
 - Images
- } ALL MATTER

Disneylandification



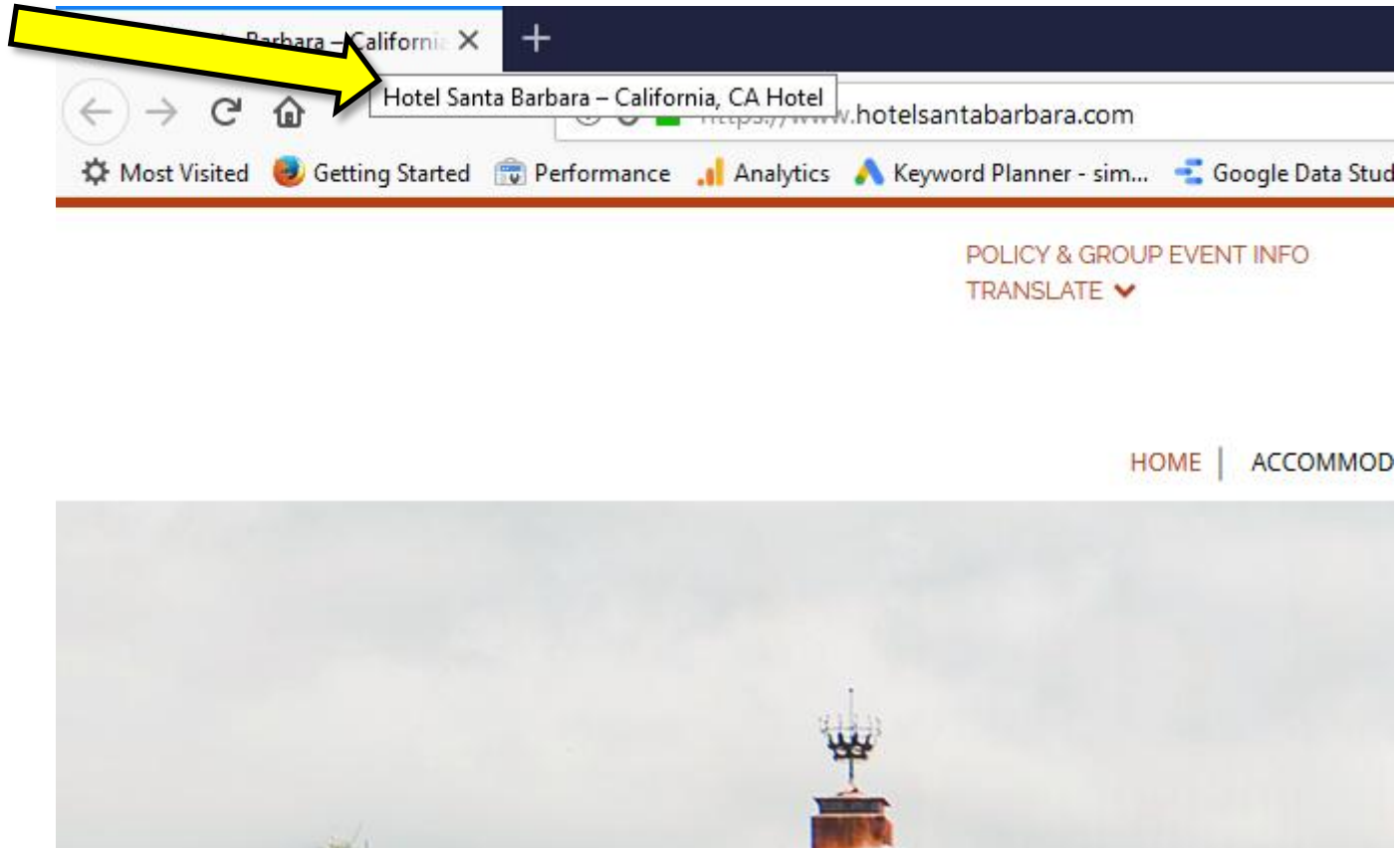
THREE EXAMPLES

- Hotel Site
- Restaurant Site
- Attraction Site


HOTEL

The screenshot shows a web browser window with the URL <https://www.hotelsantabarbara.com>. The browser's address bar and tabs are visible at the top. The website header includes a navigation menu with links for HOME, ACCOMMODATIONS, GUEST INFO, SURROUNDINGS, MEETING SPACE, GROUPS, GALLERY, BLOG, and CONTACT US. The main content area features a large scenic photograph of the hotel building with a red-tiled roof and a view of the surrounding mountains. Below the image is a reservation form with the following fields: Check In (10/15/2019), Check Out (10/16/2019), Adults (1), and Children (0). A prominent orange button labeled "Check Availability" is positioned to the right of the form. At the bottom of the page, a dark cookie consent banner is displayed, containing a person icon, the text "We use cookies to give you the best online experience. By agreeing you accept the use of cookies in accordance with our [privacy policy](#).", and two buttons: "Accept" and "Privacy Settings".

HOTEL



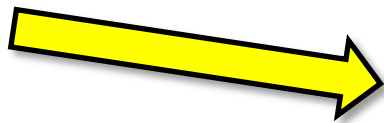
HOTEL



Check In Check Out Adults Children

10/15/2019 10/16/2019 1 0

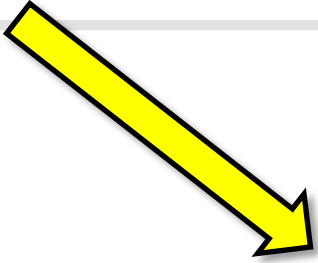
Check Availability



WELCOME TO HOTEL SANTA BARBARA
Historic Charm, Contemporary Comfort

By agreeing you accept the use of cookies in accordance with our [privacy policy](#).

HOTEL

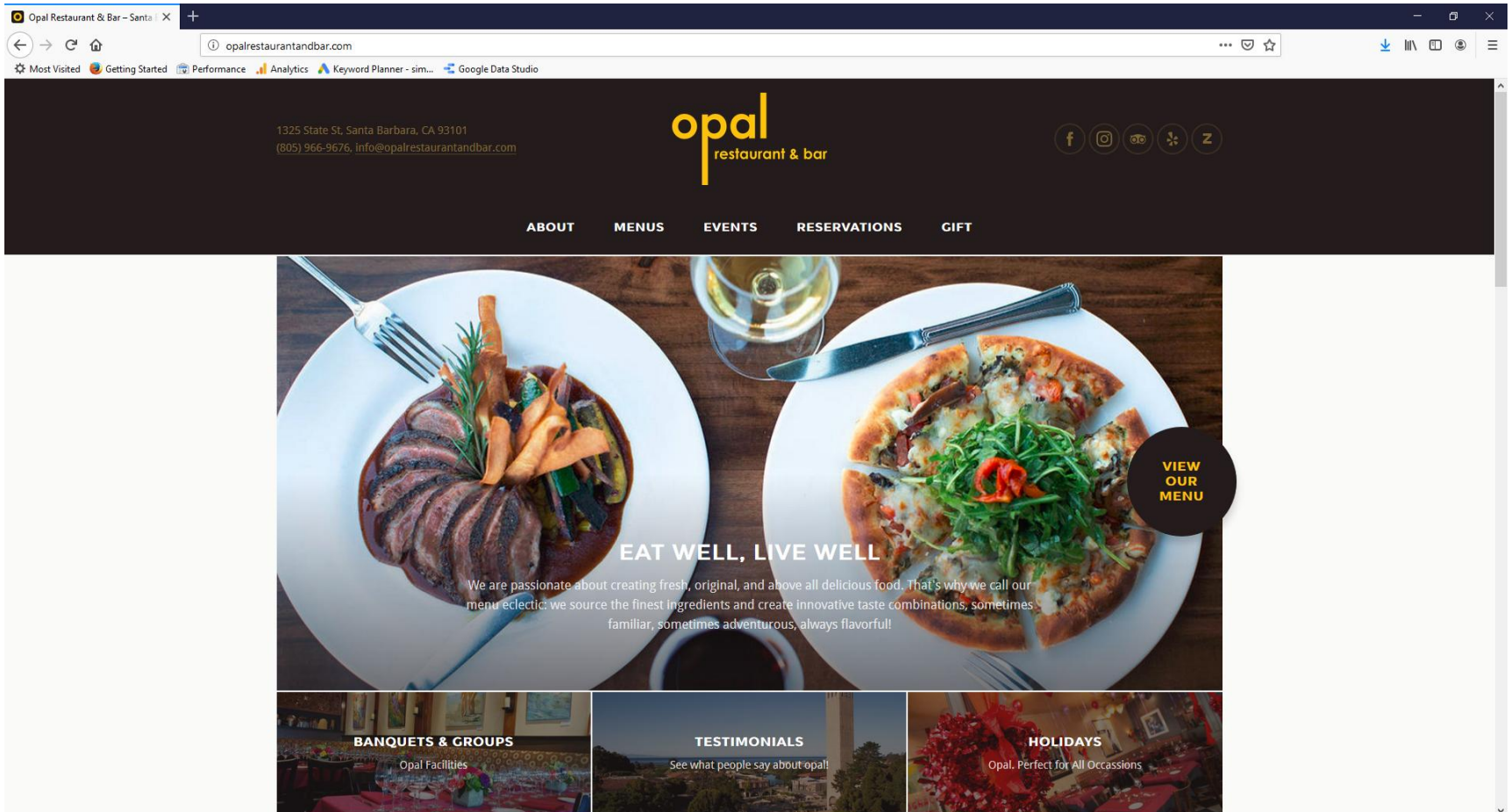


WELCOME TO HOTEL SANTA BARBARA

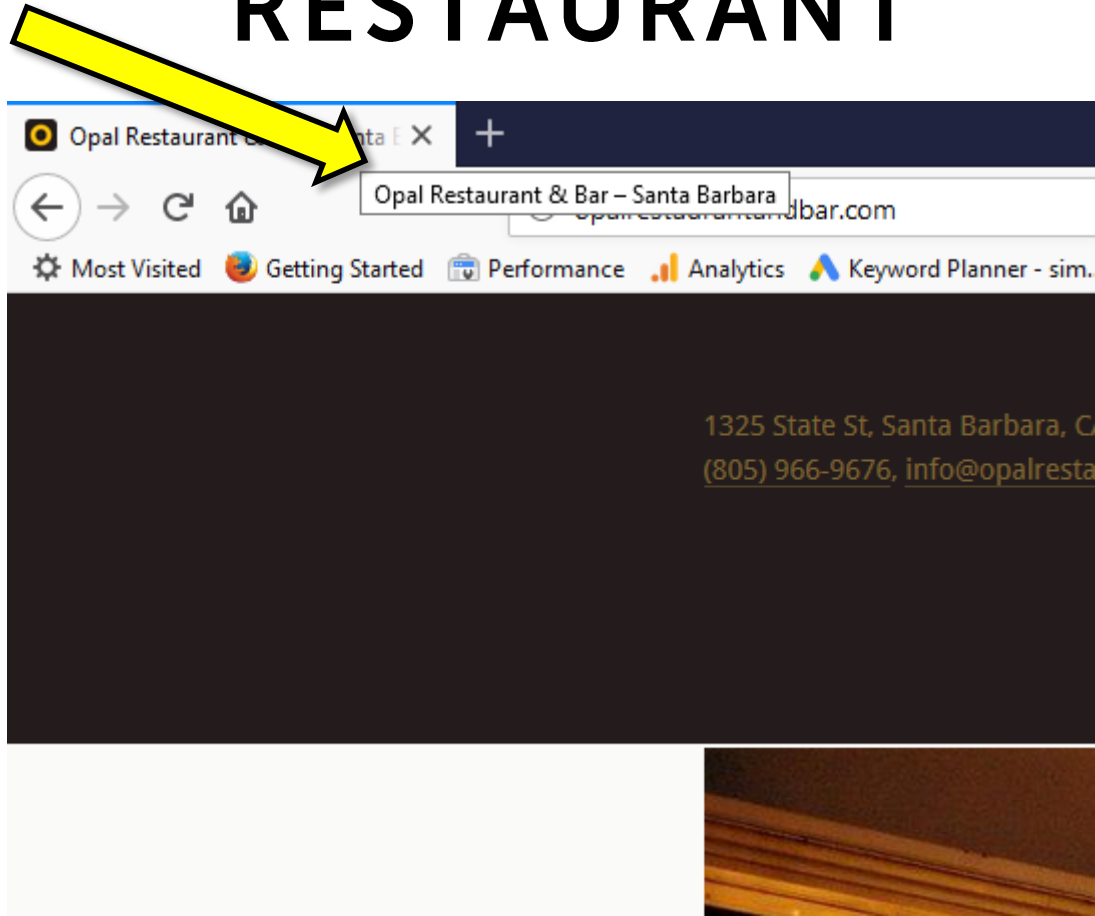
Historic Charm, Contemporary Comfort

Hotel Santa Barbara is waiting for you in the heart of downtown where warm hospitality meets rich history. Relax in our comfortably elegant sunlit lobby and then step outside to exceptional shopping, cafes and restaurants. Stroll down State Street to the beach and Stearns Wharf. Explore the Funk Zone and the Urban Wine Trail. Set your own pace, and then wander back to your private retreat in the middle of bustling downtown. Welcome. We're glad you found us.

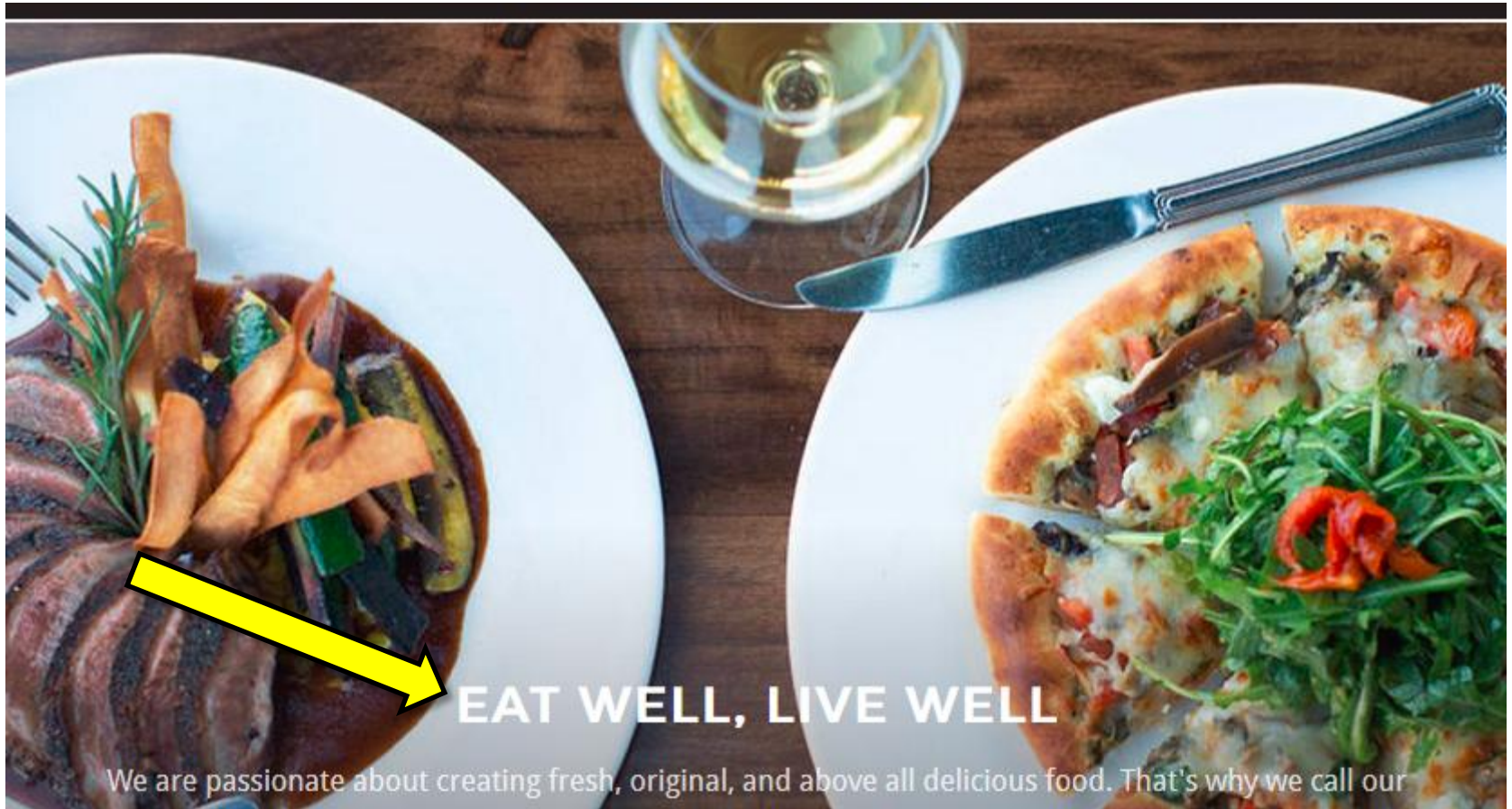
RESTAURANT



RESTAURANT



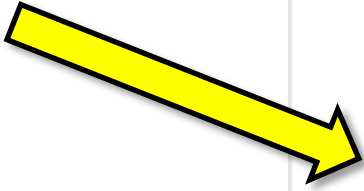
RESTAURANT



RESTAURANT

OPAL RESTAURANT & BAR

A local's favorite, opal restaurant and bar infuses an Eclectic California Cuisine with creative influences from around the World. Our chefs use the freshest of ingredients to create dishes inspired by the colorful multi-cultural heritage of America, often with an Asian flair.



ATTRACTION

The screenshot shows the homepage of the Santa Barbara Botanic Garden website. The browser address bar displays <https://www.sbbg.org>. The website header includes the logo "the GARDEN" and a navigation menu with links: VISIT, EXPLORE THE GARDEN, CLASSES & EVENTS, LEARN & DISCOVER, CONSERVATION & RESEARCH, GET INVOLVED, and ABOUT. A search bar is also present. The main banner features a photograph of an older man wearing a hat and glasses, smiling, with the text "Dara Emery Memorial Lecture the Santa Barbara Botanic Garden" and the subtitle "Dudleya: Conservation Through Cultivation". Below the banner are three featured sections: "Garden Casitas: Playhouses Designed with Nature in Mind" with a sub-section "Woodrat House" and dates "July 1, 2019 - February 29, 2020"; "Native Edible Landscapes" with a date of "October 19, 2019" and a description of a garden tour; and "Garden Calendar" listing events for "October 16, 2019" (Morning Bird Walk and Free Senior Day) and "October 19, 2019" (Garden Tour). A "More Classes & Events" link and an "Onsite Weather Station" widget are also visible.

The Santa Barbara Botanic Garden

Home | Membership | Volunteer | Donate | e-Newsletter | Cart

SEARCH

VISIT EXPLORE THE GARDEN CLASSES & EVENTS LEARN & DISCOVER CONSERVATION & RESEARCH GET INVOLVED ABOUT

Dara Emery Memorial Lecture
the Santa Barbara Botanic Garden
Dudleya: Conservation Through Cultivation

Garden Casitas: Playhouses Designed with Nature in Mind

Woodrat House

July 1, 2019 - February 29, 2020
A fun, family-friendly exhibition of original playhouses, built with nature in mind.
[Read more](#)

Native Edible Landscapes

October 19, 2019
Join Landscape Designer Natasha Elliott to enrich both your diet and your yard with native edible plants including Elderberry, White sage, Wild strawberry, and California bay.
[Read more](#)

Garden Calendar

October 16, 2019
Morning Bird Walk (October)

October 16, 2019
Free Senior Day (October)

October 19, 2019
Garden Tour: California Natives in Your Garden

[More Classes & Events](#)

Onsite Weather Station

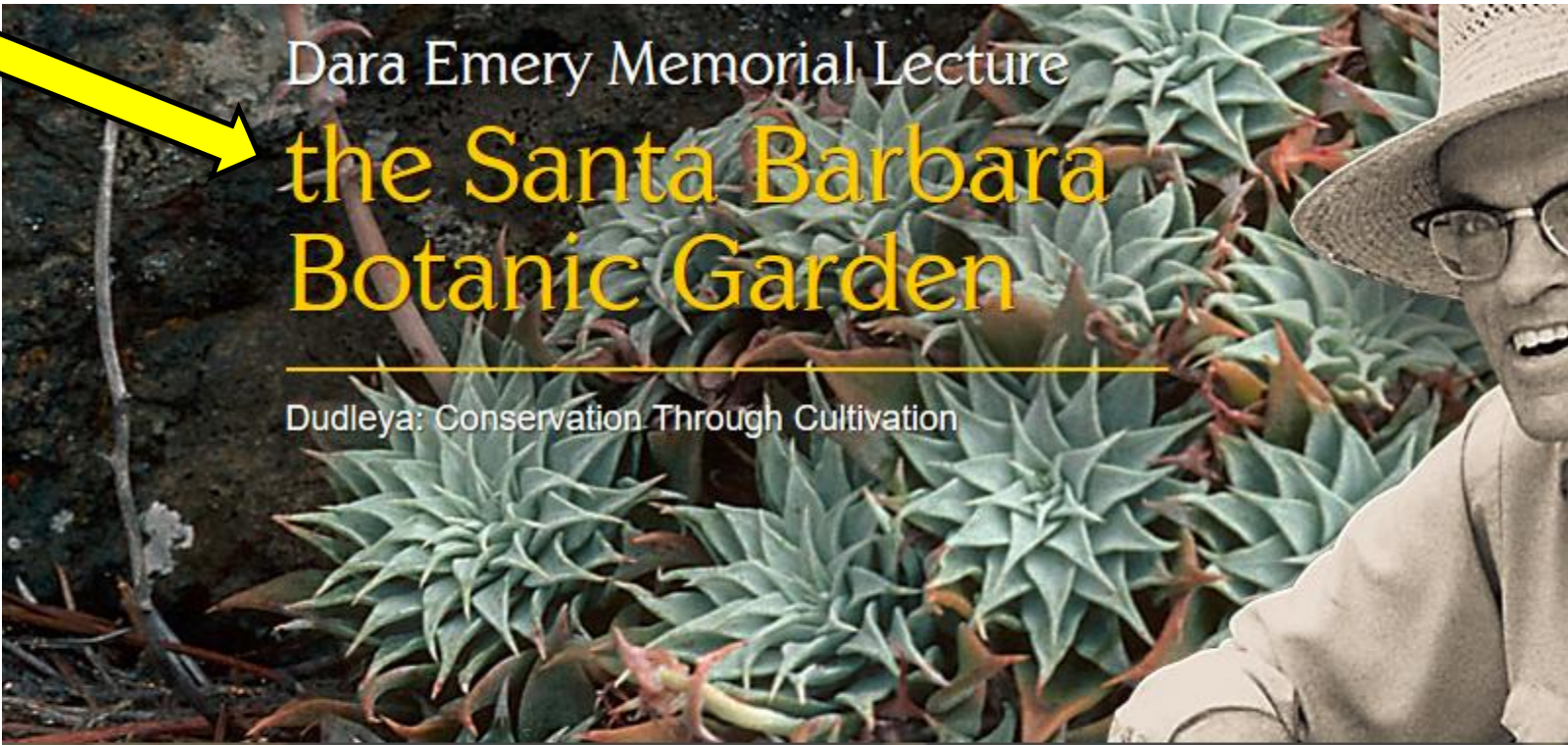
ATTRACTION



The screenshot shows a web browser window with the following elements:

- Browser Tab:** "The Santa Barbara Botanic Garden" with a close button (X) and a plus sign (+).
- Address Bar:** "The Santa Barbara Botanic Garden | Conservation of California Native Plants" and the URL "https://www.sbbg.org".
- Navigation:** Back, forward, refresh, and home icons.
- Quick Links:** "Most Visited", "Getting Started", "Performance", "Analytics", "Keyword Planner - sim...", and "Google Data Studio".
- Header:** "Santa Barbara Botanic GARDEN" logo with a "VISIT" button.
- Main Content:** A photograph of a garden walkway with informational signs. Overlaid text reads: "Annual Fall Native Plant Sale at the Santa Barbara Botanic Garden" in yellow, and "Going on now through November 4" in white. A chalkboard sign in the photo says "Ma-Sa".

ATTRACTION



Dara Emery Memorial Lecture

the Santa Barbara Botanic Garden

Dudleya: Conservation Through Cultivation



Garden Casitas:
Playhouses Designed
with Nature in Mind



Native Edible Landscapes



ATTRACTION



Garden Casitas: Playhouses Designed with Nature in Mind



July 1, 2019 - February 29, 2020
A fun, family-friendly exhibition of original playhouses, built with nature in mind.
[Read more ▶](#)

Native Edible Landscapes



October 19, 2019
Join Landscape Designer Natasha Elliott to enrich both your diet and your yard with native edible plants including Elderberry, White sage, Wild strawberry, and California bay.
[Read more ▶](#)

Garden Calend

-  October Morning (Octol
-  October Free S (Octol
-  October Garden Native

More Classes & Events

Onsite W

THE 3 QUESTIONS

- **What does Google want from you?**
 - Clues for the Robots
 - Fantastic Keywords & Where to Find Them
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 - Landing Pages = Crab Pots (yes really)
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QUESTIONS?

THANK YOU