

DEMYSTIFYING SEARCH ENGINE OPTIMIZATION



HI, I'M

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Connect with me!



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HubSpot

SOLUTIONS PARTNER PROGRAM



TODAY'S AGENDA

- + What is Search Engine Optimization (SEO)?
- + Why is this important to you? What is the value?
- + How modern SEO works
- + Where to focus first with improving your SEO
- + Actionable tips your team can begin to deploy





70%

THE TYPICAL B2B BUYER
CONDUCTS **70% OF THEIR
INFORMATION GATHERING**
BEFORE CONNECTING WITH
A POTENTIAL VENDOR

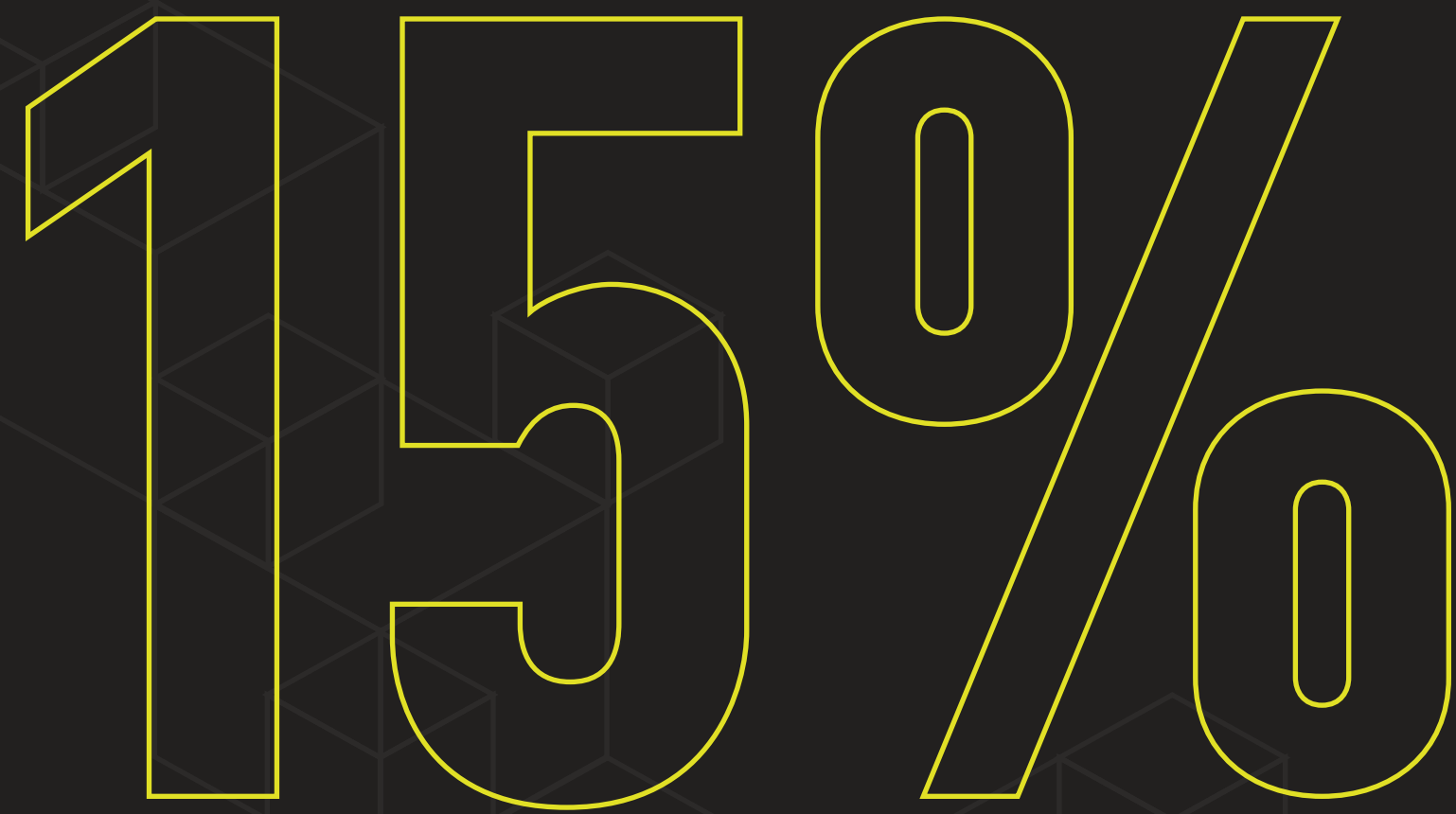


Google

Google Search

I'm Feeling Lucky





15%

ACCORDING TO GOOGLE,
OF THE BILLIONS OF
SEARCHES THAT HAPPEN
EVERY DAY, 15% OF DAILY
SEARCHES ARE NEW TO
GOOGLE!



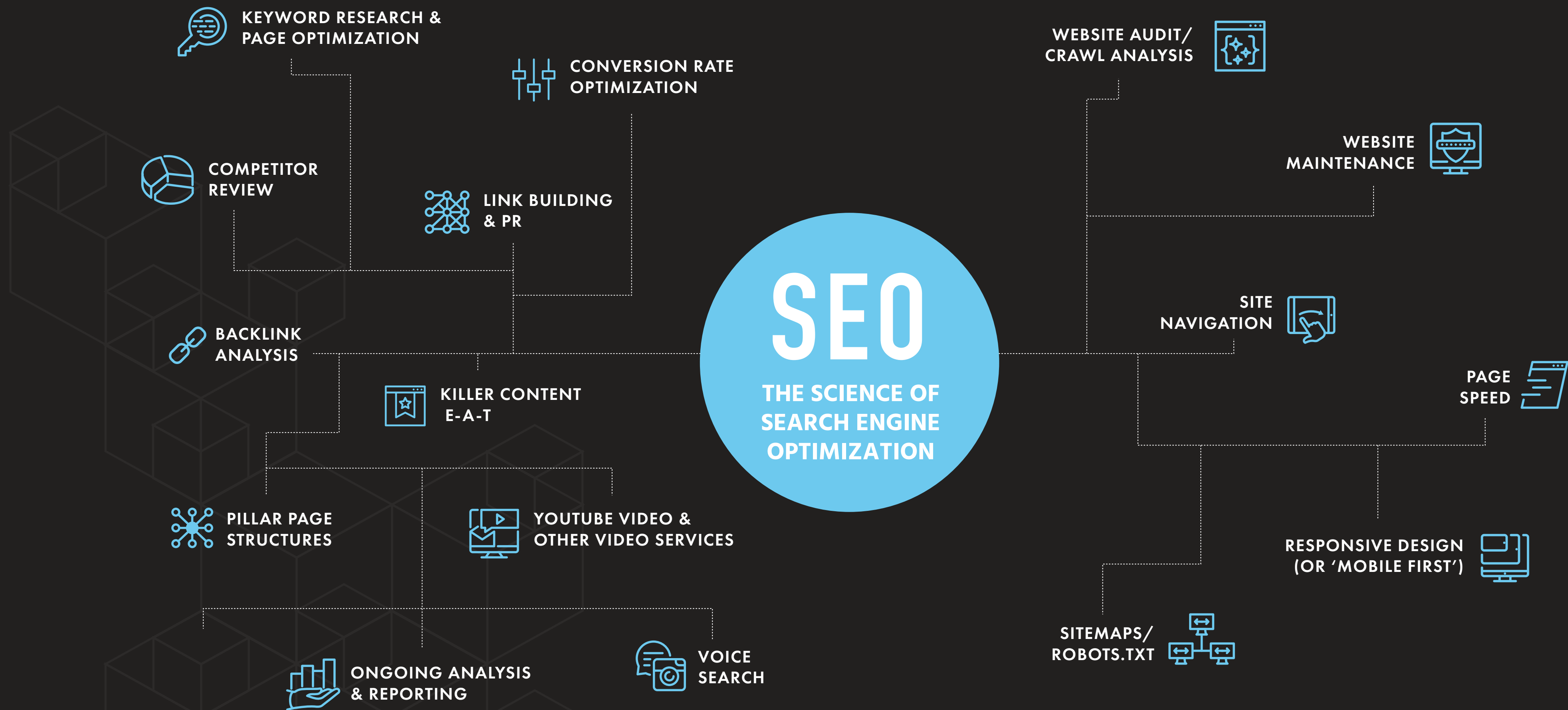
SO WHAT IS **SEO**?





ACCORDING TO MOZ,
SEO IS A SET OF
PRACTICES DESIGNED TO
IMPROVE THE APPEARANCE
AND POSITIONING OF
WEB PAGES IN ORGANIC
SEARCH RESULTS.


MODERN SEO IS COMPLEX





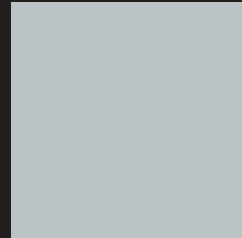
IT'S ALL ABOUT **WINNING**
THE ATTENTION OF GOOGLE
SO YOUR WEBSITE APPEARS
AHEAD OF YOUR COMPETITORS

FREE TRAFFIC VS PAID



PAID ADS

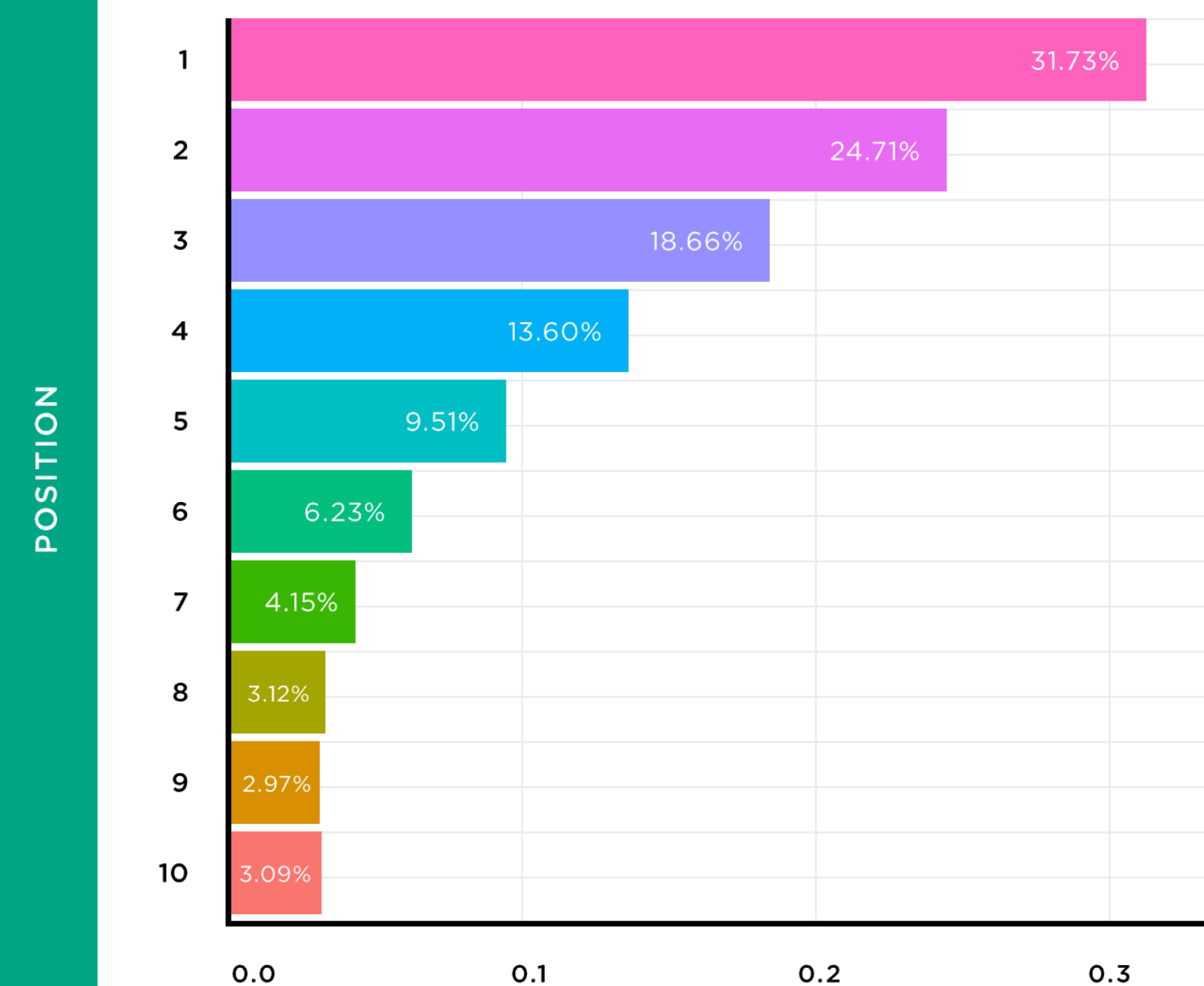
ORGANIC (FREE) RANKINGS





WHAT IS THE VALUE OF RANKING AT THE TOP?

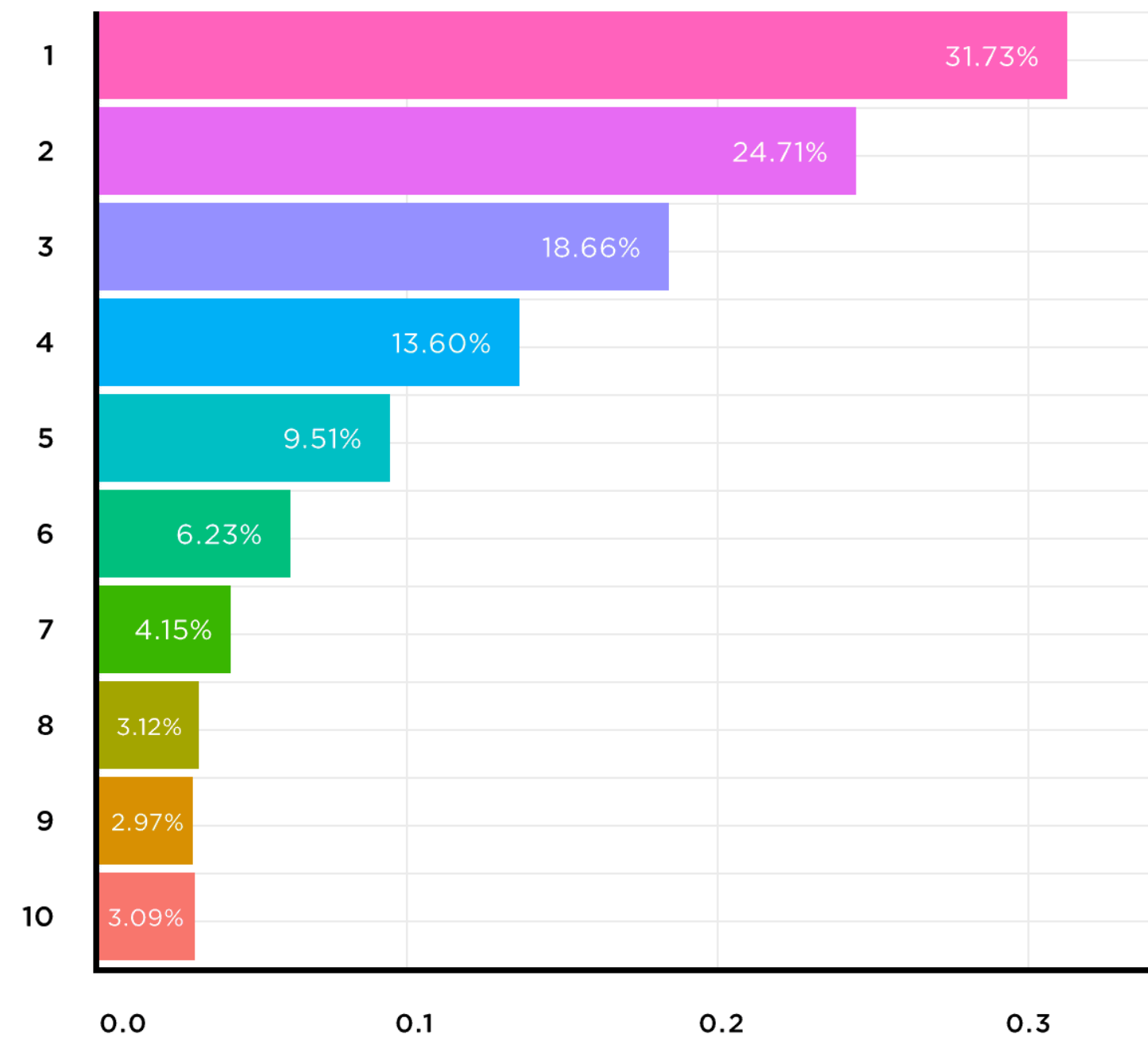
GOOGLE ORGANIC CTR BREAKDOWN BY POSITION



CLB
IMAGE COURTESY OF BACKLINKO.COM

POSITION

GOOGLE ORGANIC CTR BREAKDOWN BY POSITION



CTR

IMAGE COURTESY OF BACKLINKO.COM

POSITIONS 1-4

GOOD

POSITIONS 5-10

NOT SO GOOD

PAGE 2

VERY BAD





IN A NUTSHELL,
SEO IS ALL ABOUT
**BUILDING WEBSITE
AUTHORITY**



**YOUR TEAM, NOT JUST YOUR WEB
DEVELOPER, HOLDS THE KEYS TO
BUILDING THIS AUTHORITY!**



YOUR TEAM KNOWS WHAT **KEEPS YOUR** **PROSPECTS UP** **AT NIGHT**

- + Their pain points
- + Their common questions
- + How they make decisions
- + Why they keep working with you



THEY ASK, **YOU ANSWER!**





**THESE INSIGHTS ARE
SEO FUEL!**



SO HOW DOES **MODERN SEO** WORK?



MODERN SEO IN A NUTSHELL

- + Content relevancy based on the searcher's intent
- + Stellar website user experience
- + Strong website domain authority



CONTENT RELEVANCY

- + If you want to rank #1 for a particular keyword/topic, you need to deserve that spot!
- + Truly understand the intent for that keyword
- + Know what competing content you're up against



STELLAR WEBSITE EXPERIENCE

- + How quickly does the site load?
- + Does it have a nice layout?
- + Is the content readable?
- + Is the content comprehensive?
- + Is the site mobile-friendly?
- + Is the site architecture logical?



STRONG WEBSITE DOMAIN AUTHORITY



- + Backlinks from other credible websites are crucial
- + Exceptional content naturally attracts these links
- + Proactive outreach to secure relevant links is also key





WHERE TO BEGIN TO IMPROVE YOUR SEO



ALIGN YOUR SEO FOCUS **WITH YOUR** **MARKETING &** **SALES GOALS**

- + Brand awareness
- + Lead generation
- + Recruitment
- + Maintain current SEO presence

DEVELOP PERSONA PROFILES

- + Who are your best clients you'd like to clone?
- + Which client types equal the best opportunity?
- + Aim to create 3-4 primary persona profiles
- + These are your compass for content creation

DEVELOP PERSONA PROFILES



BUYER PERSONA

DIRECTOR OF OPERATIONS

Responsibilities

- To maintain and improve operations
- Responsible for functions that are the core of what a company does
- Own any issue regarding customers
- In between the operations teams and the executives
- Staffing, output goals, customer SLA's

Why is he a good target?

- Focused on getting issues resolved, doesn't care who resolves them
- At the center of Enterprise-level changes (ERP, WMS). Motivated to ensure full ROI is achieved.

Motivations/goals

- Concerned about ease of use, training, reliability, and support
- Focused on continuous improvement, how to make existing operation better
- "Race" to the next peak season. In retail, they only have so many months before the next peak. Can they get something



16



UNDERSTAND & AUDIT YOUR COMPETITION'S SEO PERFORMANCE

- + What do their brand search results look like?
- + Do they outrank you for specific keywords?
- + What is their domain authority?

GET TEAM CONSENSUS ON YOUR PRIMARY KEYWORDS

- + Get agreement on a total of 10 goal keywords
- + Double-down on current keywords rankings
- + Leverage keyword data in the process



GET YOUR
WEBSITE RIGHT





GET YOUR WEBSITE RIGHT



- + Clean and modern design
- + Mobile-friendly experience
- + Easy to navigate
- + Fast-loading
- + Comprehensive content with natural keywords
- + 2022 copyright



ALIGN YOUR **CONTENT** **STRATEGY** WITH YOUR **SEO STRATEGY**

- + Put your content to work to improve rankings
- + Participate in your space & listen
- + Take on answering the tough questions
- + Go deep with the topics you know best

ASSEMBLE THE RIGHT **TOOLS & RESOURCES**

- + Start with FREE tools: Google Analytics + Search Console
- + Get aligned with your website developer/IT team
- + Have someone on your team own analytics
- + Based on your goals (and team) consider outsourcing

HELPFUL **SEO HACKS**



HELPFUL SEO HACKS

- + Stacy focused and be patient
- + Leverage your existing keyword rankings
- + Pay attention to Google Instant, People Also Ask, Featured Snippets, and Related Searches
- + Best paid SEO tool: Semrush
- + Best free SEO tool: Ubersuggest

HELPFUL SEO HACKS

what is seo

what is seo in digital marketing

what is seo and how it works

what is s

types of

seo mean

what is s

google s

seo full f

seo

what is s

google a

what is s

seo vs ppc

All

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About 64,500,000 results (0.80 seconds)

There are two key differences when considering SEO or PPC. The first is that paid ads appear at the top of the page, above the organic listings influenced by SEO. The second is that traffic from organic **via SEO is free**, whereas traffic from PPC has a cost for each click. May 12, 2017



<https://searchengineland.com/Channel/PPC>

[SEO vs. PPC: Differences, pros, cons & an integrated approach](#)

About featured snippets • Feedback

People also ask

What is SEO and how it works?

What is SEO example?

What is SEO for a website?

What is SEO beginner?

Feedback

Related searches

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what is seo backlinko

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what is seo writing

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TAKE THE **NEXT STEP**

SELLING INBOUND MARKETING TO THE C-SUITE

WEIDERTGROUP
inbound marketing for complex industries

YOUR GUIDE TO **SELLING INBOUND MARKETING TO THE C-SUITE**

Many C-level executives see marketing as an unmeasurable expense. Since sales is linked more directly to profits, marketing is often viewed as an expendable asset. This doesn't have to be the case! In *Selling Inbound Marketing to the C-Suite*, we'll show you how inbound marketing addresses the C-suite's primary needs, detailing:

- What C-level executives worry about most
- The impact and ROI of owned inbound assets such as evergreen content
- How inbound marketing can satisfy the C-suite's most important needs (including solvency, risk management and predictability)
- How inbound addresses the C-suite's desire for predictable and profitable growth
- And more!

Show the C-suite that marketing spend leads to business development results by



THANK YOU!

