



DPRG 2020 MAY 9





ABOUT DPRG

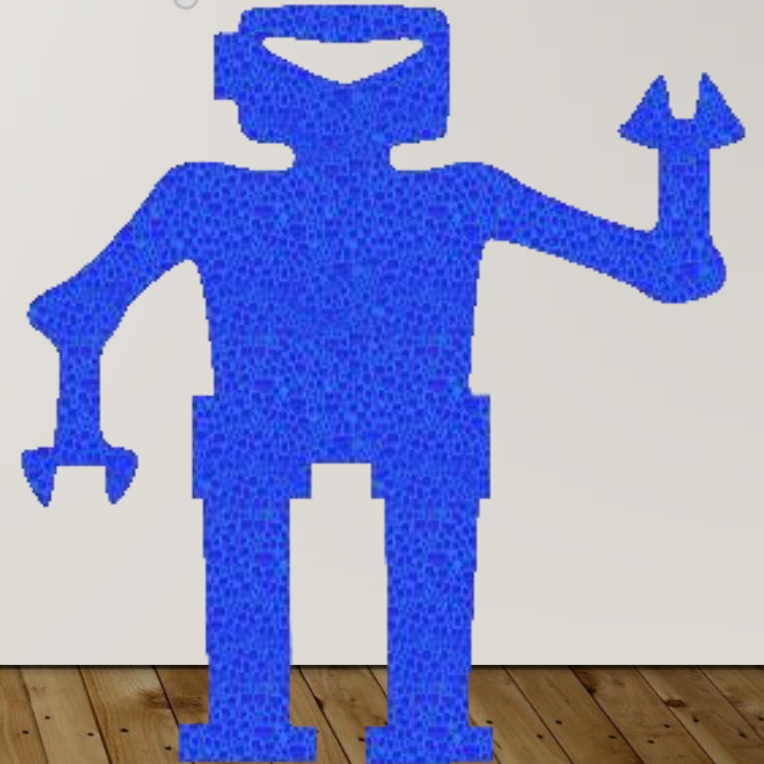
- Founded 1984
- IRS 501c
- Meet Every Tuesday Night & 2nd Saturday of each month
- Build / Putz Around / Compete / Learn / Community Outreach

Our Quest:

- STEM for all ages
- Programming, Problem Solving & "Putting it all together"
- Sensors, Motors & Microcontrollers
- Fabrication, Cool Technologies & Building Stuff



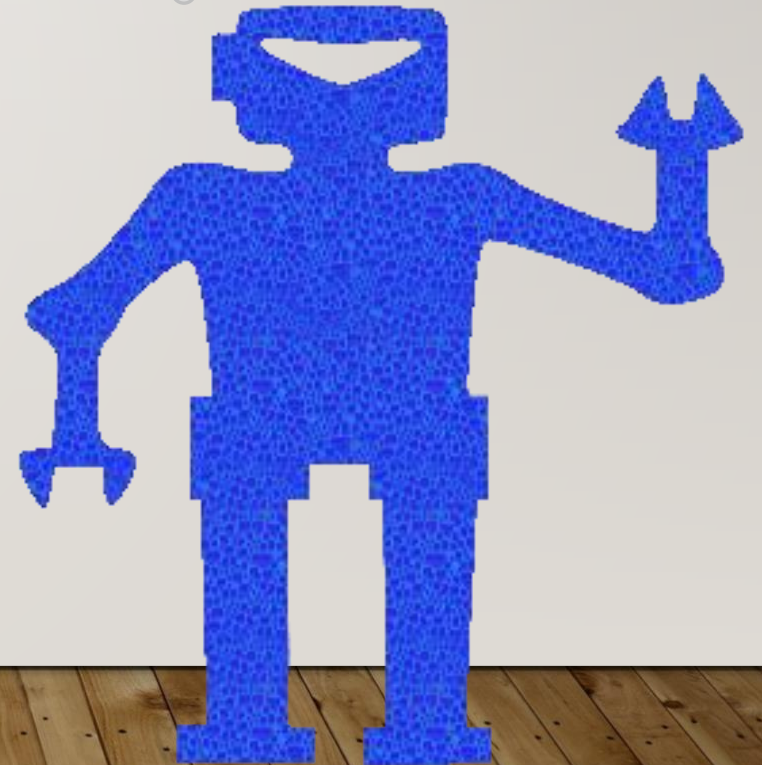
Build
More
Robots!





DPRG SUPPORTERS

Thanks!





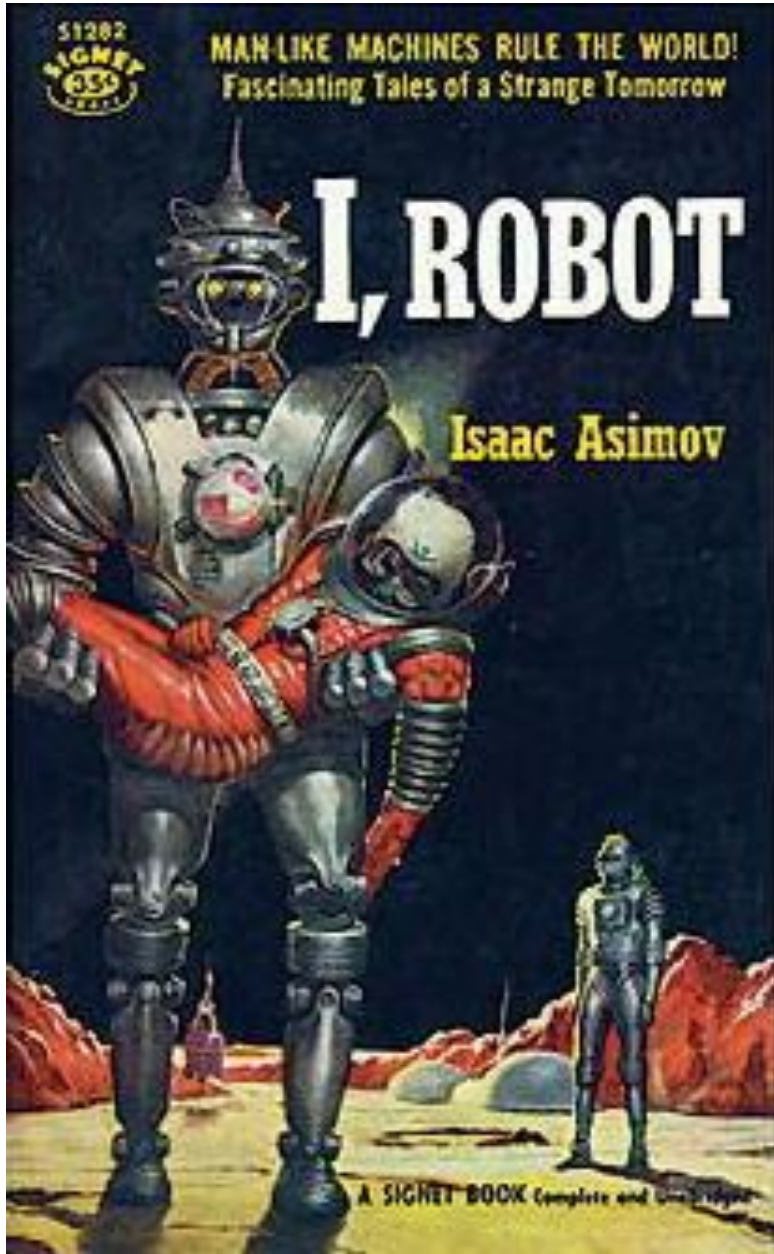
TODAY'S MEETING

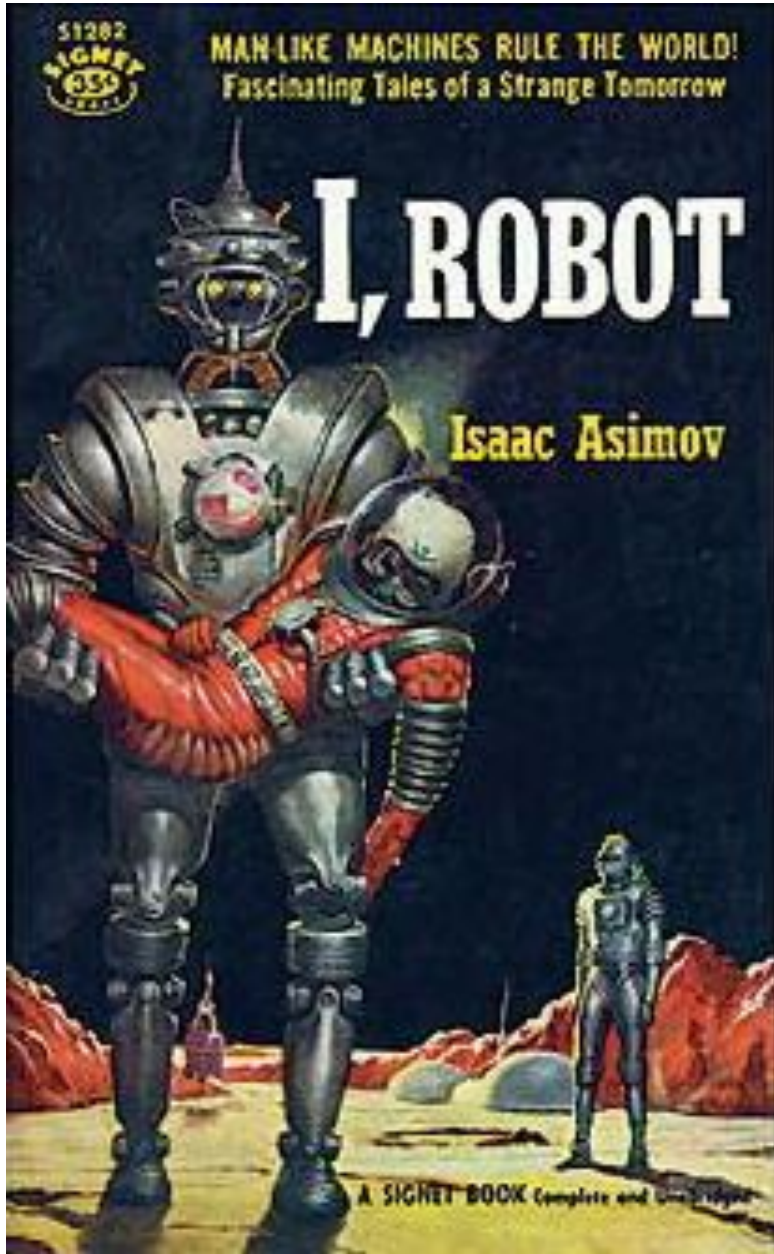
- Part 1 - Robots vs. Humans- About Internet Search Engines...
- Part 2 - Open Web-Cam Show & Tell



VS.



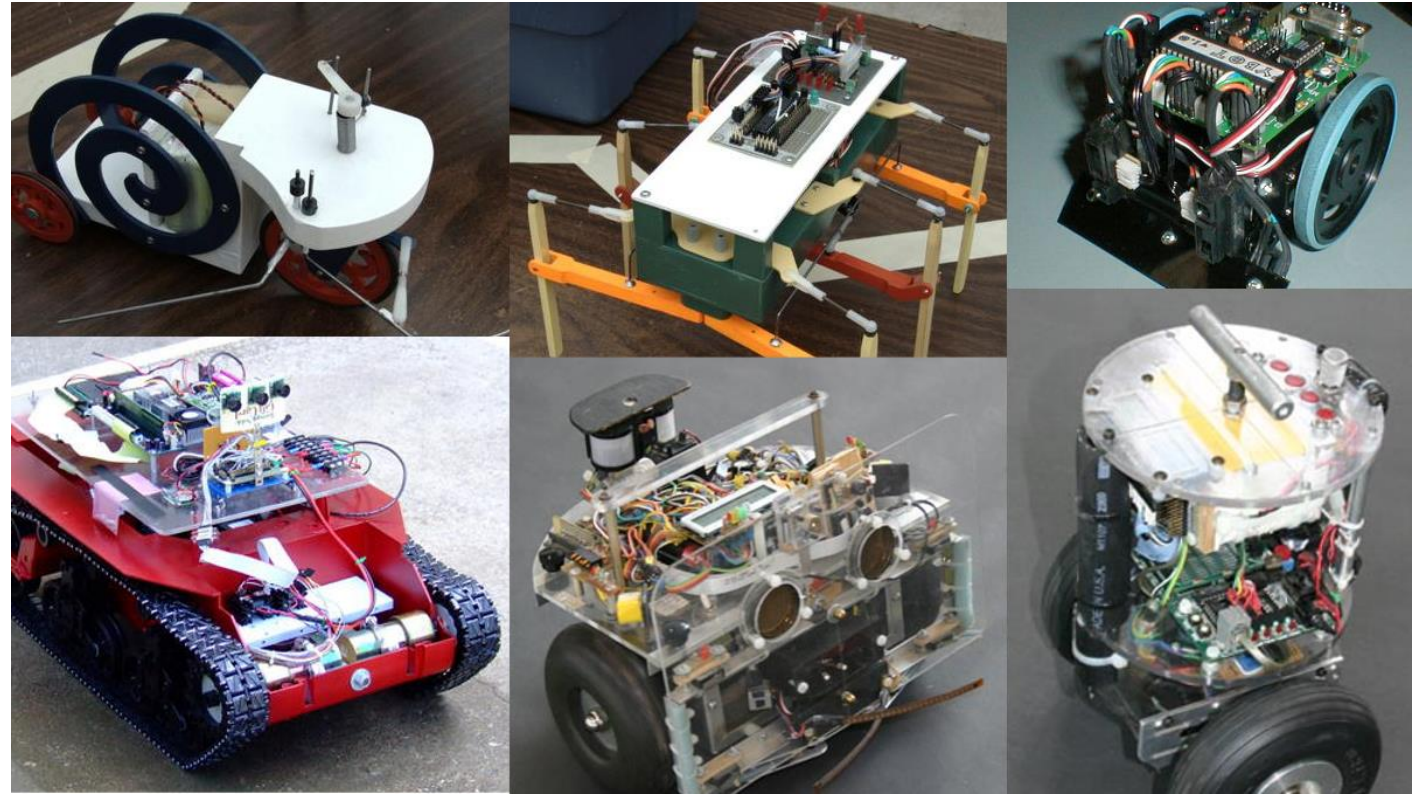
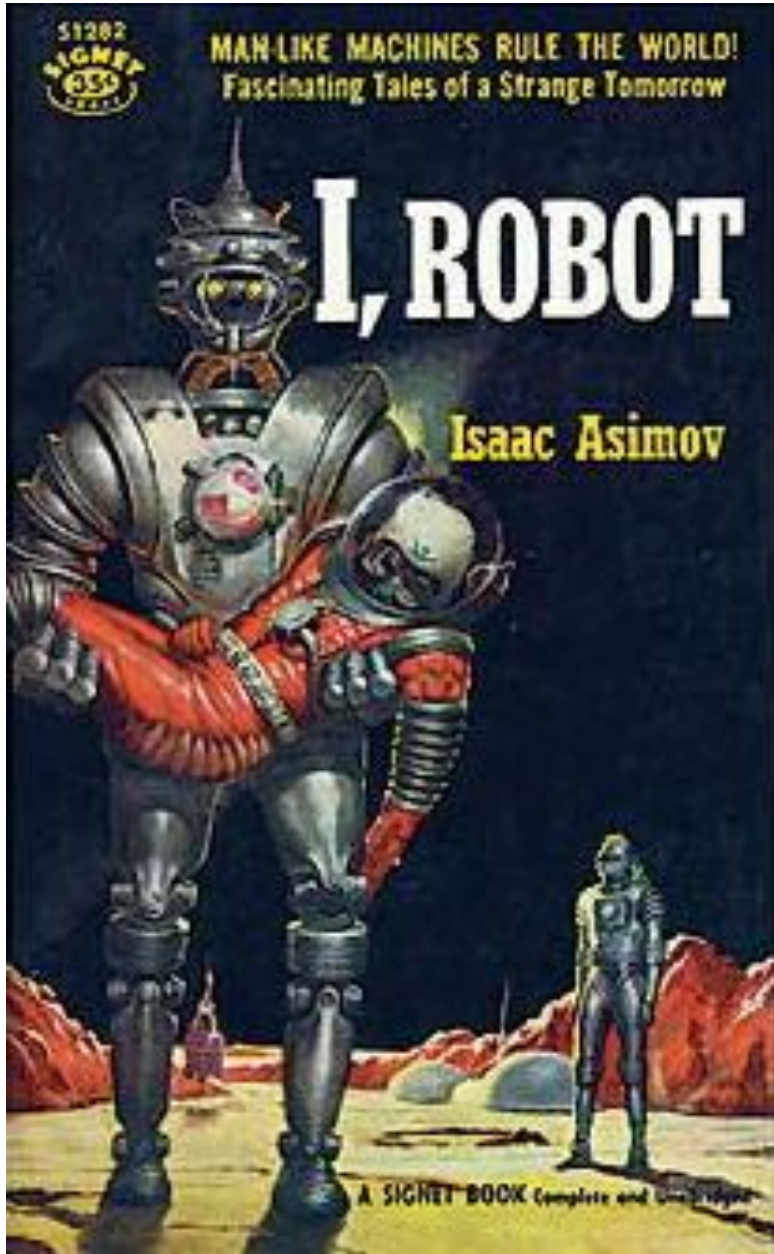


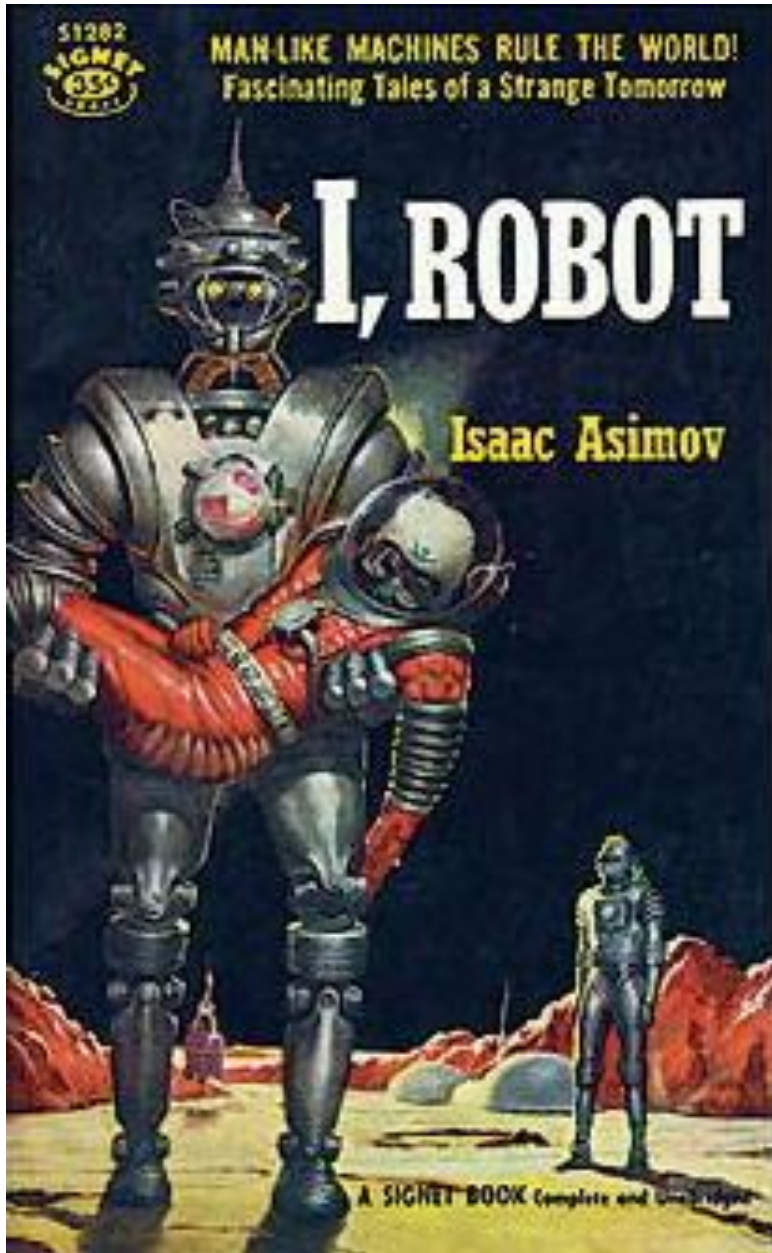


https://upload.wikimedia.org/wikipedia/en/8/8e/I_Robot_-_Runaround.jpg



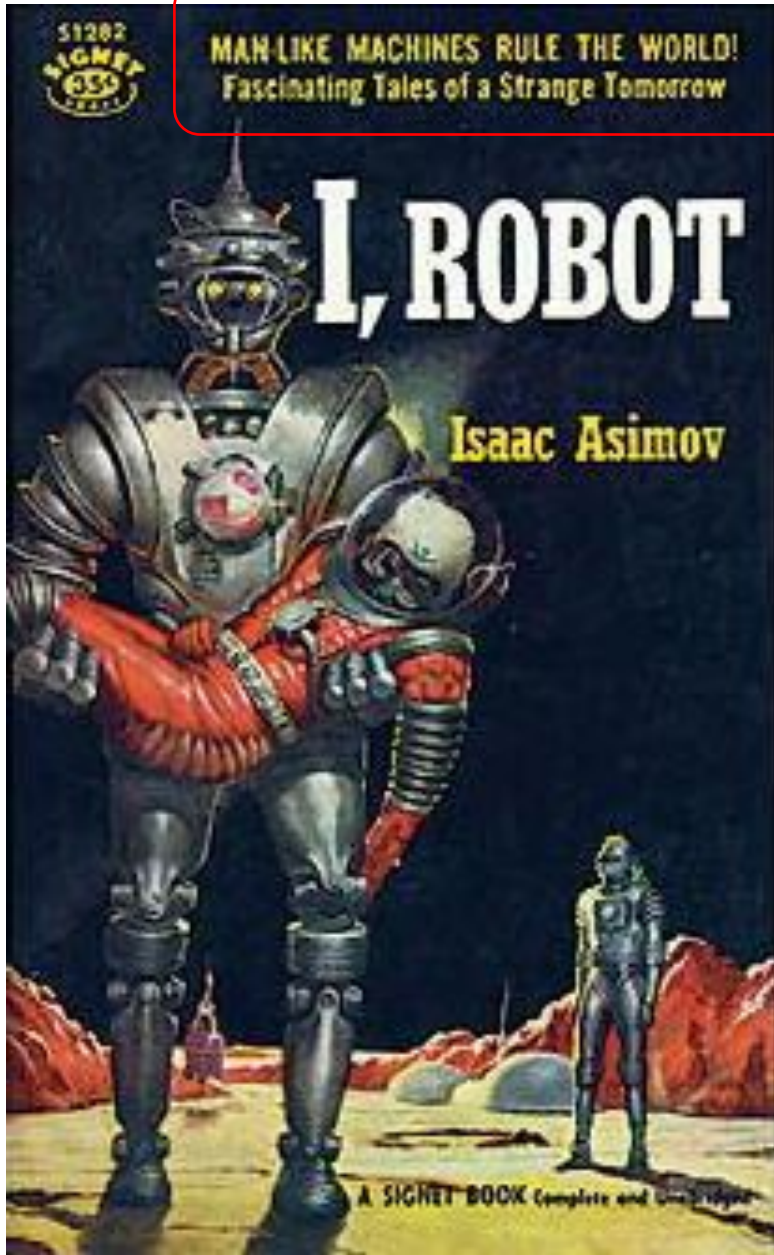
https://en.wikipedia.org/wiki/Robot#/media/File:Knight2000_ex107.jpg





The word *robot* can refer to **both physical** robots **and virtual software agents**, but the latter are usually referred to as **bots**.^[13] There is no consensus on which machines qualify as robots but there is general agreement among experts, and the public, that **robots** tend to possess some or all of the following abilities and functions:

- **accept electronic programming**,
- **process data** or **physical perceptions** electronically,
- **operate autonomously** to some degree, move around, operate physical parts of itself or physical processes,
- **sense and manipulate their environment**, and exhibit intelligent behavior, especially behavior which mimics humans or other animals.^{[14][15]}



MAN-LIKE MACHINES RULE THE WORLD!
Fascinating Tales of a Strange Tomorrow

MAN LIKE MACHINES RULE THE WORLD!
Fascinating Tales of a Strange Tomorrow



TODAY'S PRESENTATION

- About **Internet Search Engine Robots** / 'Bots
- What they do/ How they work
- How Web Site Owners Use Robots
 - 'Guide' or 'Program' the robots
 - Robots constantly experiment on we humans
 - Robots gather intel on humans
 - Manipulate human behavior

The Google logo, consisting of the word "Google" in its multi-colored font.

The Bing logo, featuring a teal arrowhead icon followed by the word "Bing" in teal.

The Amazon logo, with the word "amazon" in black lowercase letters and a yellow curved arrow underneath.

The Facebook logo, with the word "facebook" in blue lowercase letters.

The LinkedIn logo, with the word "LinkedIn" in blue, where the "in" is inside a blue square.

IMAGINE

- You have a web site
- You want people to
 - find your web site
 - buy stuff from your web site

A QUESTION

- **How** Can You **Maximize**
 - **Traffic** to your Web Site
 - **Sales** from your Web Site

ONE ANSWER

- Search Engine Optimization
 - “SEO”

ONE ANSWER

- Search Engine Optimization
 - “SEO”
- Make Internet Robots Work For You

DIY SEO

Close the Loop from Search Engine to Sales

V1.1.2 - Based on a Presentation for MassChallenge TX

Carl Ott

CTO / Co-Founder, teleCalm Inc.

carl@telecalm.co

<https://www.linkedin.com/in/carlott/>



<https://www.telecalmprotects.com>



Phone Service
for
Families Living with Alzheimer's

teleCalmProtects.com

All Slides Downloadable

Plus a few extra...

Motivation To Share This Preso

- Pay It Forward
- Selfish - Barter – Trade Best Practices

Roadmap

✓ Housekeeping

☐ ~30 min

- Search Engine Concepts
- Easy Benchmarking Tools

☐ 10..12 min

- Core Tools

☐ 10..12 min

- example: Customer Journey Analysis
- Recap

Simple



Involved

Lots to Cover
Quickly

Gamify This Presentation

~~Presentation~~ -> Web Site
~~Presenter~~ -> Web Server
~~Audience~~ -> Search Engine Crawler Robots

Crawler Robots

- Crawler Robots
 - Quickly scan website
 - Understand concepts
 - Make an index of pages

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~~Copy Page~~

~~Explore Detail~~

~~Follow Every Link~~

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**Gamified
Crawler Robot**

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Gamified
Crawler Robot

Shiny Object!

Crawler Robots

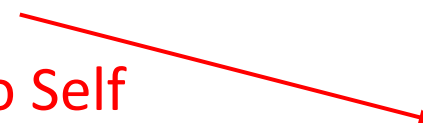
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Crawler Robot

Shiny Object!

Build Your Own Index

- Page “URL”
- Brief Note To Self



Presentation Goal

- ✓ Better leverage Search Engines
 - Do It Yourself
 - or
 - Hire Help
- ✓ Review what makes SEO tick
- ✓ 'How To' @ Roadmap Level
- ~~☐ 'How To' @ Step Level~~

What Is Search Engine Optimization?

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Continuous Alignment Process

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Content

- Visible to Humans
- Visible to Robots

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Site Structure

- How organize pages
- Links w/in your site
- Links w/ other sites

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Grubby Technical Details

- Website Implementation - presenting content well
- Helping the robots understand the meaning of your content
- Tweaking your content as search engines tweak their algorithms

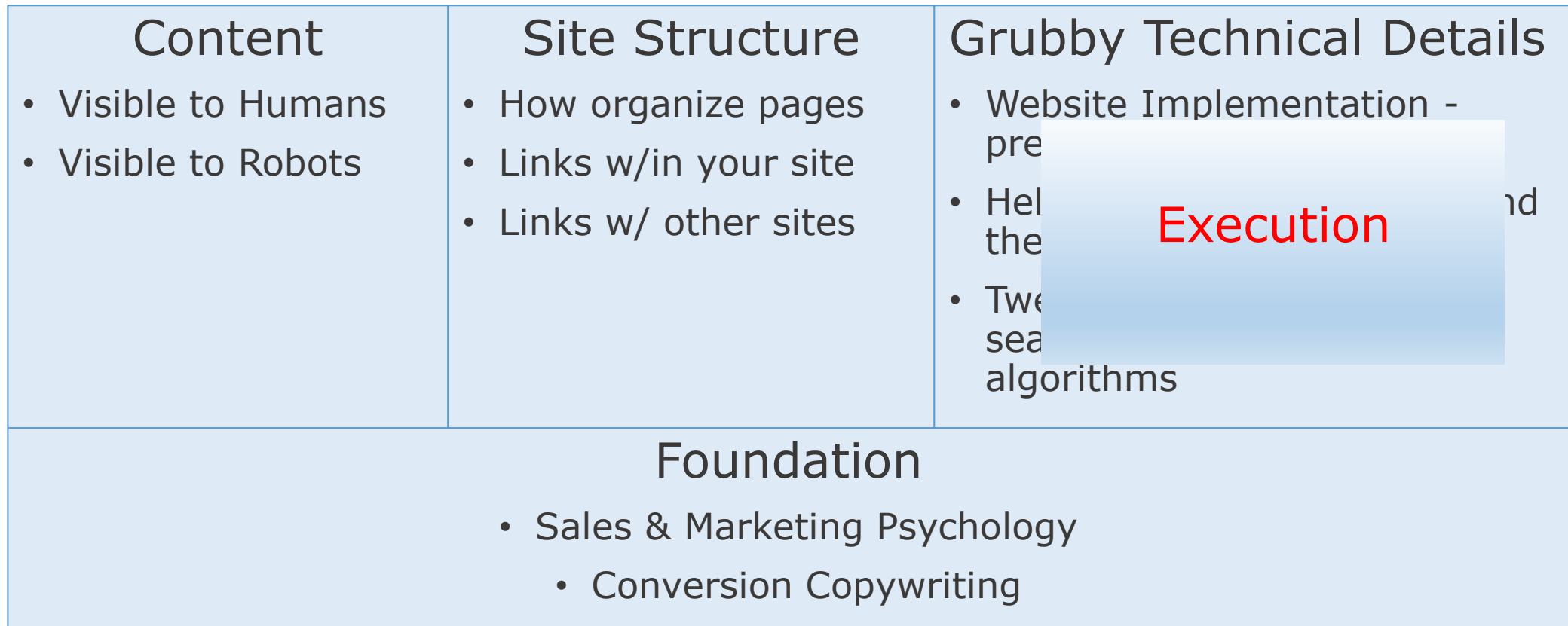
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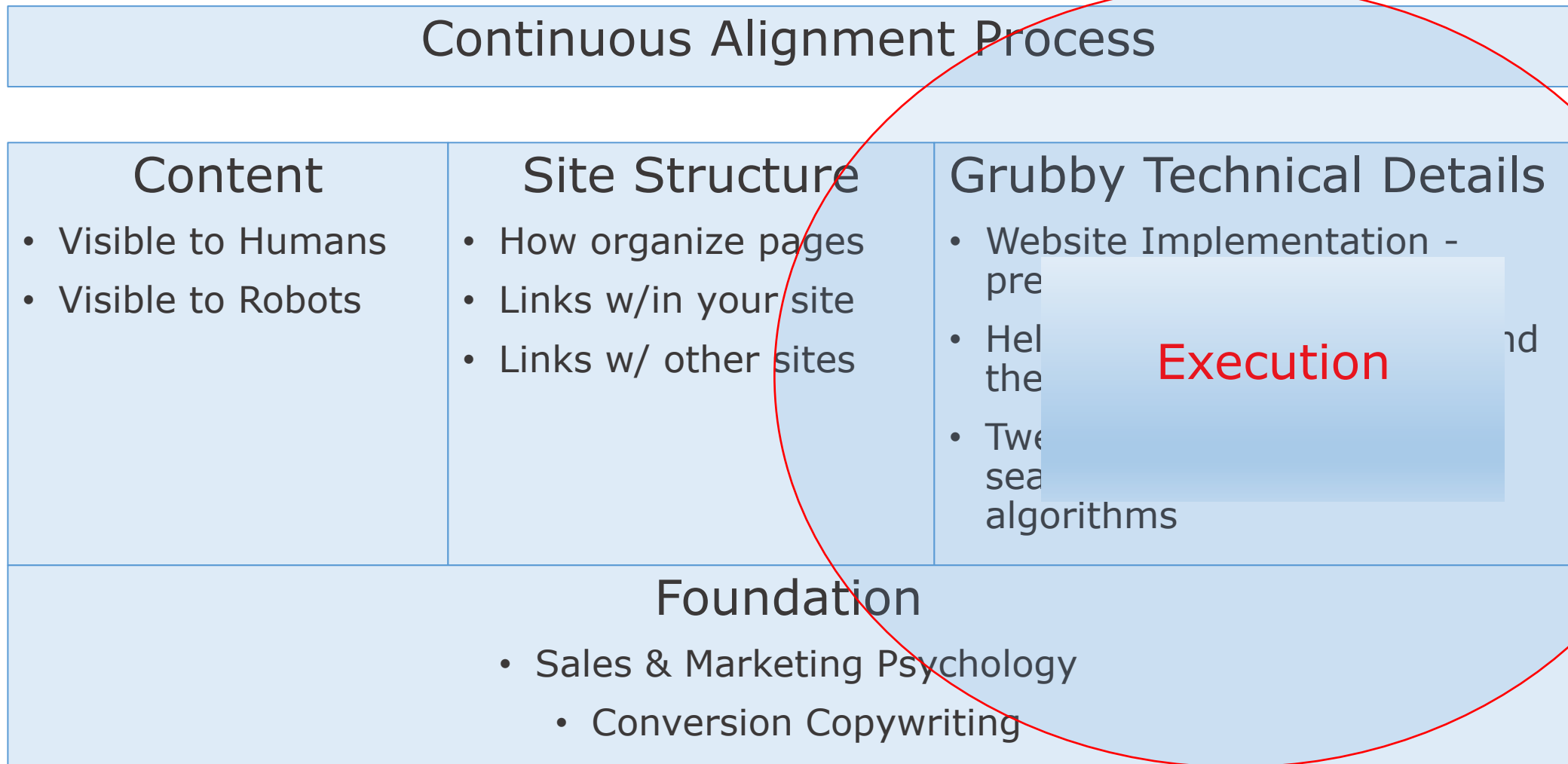
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<ul style="list-style-type: none">• Visible to Humans• Visible to Robots	<ul style="list-style-type: none">• How organize pages• Links w/in your site• Links w/ other sites	<ul style="list-style-type: none">• Website Implementation - pre• Help the• Twe sea algorithms <p>Execution</p>

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Continuous Alignment Process



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Your Role as Website Owner

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- Write & Design for Humans
- Coach the Robots
- Make the AI work for you

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-> Took action...

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Tools Exist to Manage Crawlers
Download for tips

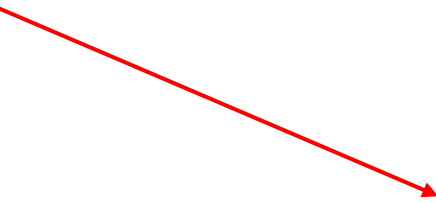
Search: Paid vs. Organic

- This preso
 - => Google, esp. Organic

Search: Paid vs. Organic

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Find your site based on it's own merits
Vs.
Paid to be found

Search: Paid vs. Organic

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- Basic principles extensible
 - Google Paid
 - Facebook
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 - ...

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[Redacted]			14 Jun 2019 - 09:10
[Redacted]			11 Jun 2019 - 17:41
Others	873+75	38.84 MB	

- This preso
 - => Google, esp. Organic
- Basic principles extensible
 - Google Paid
 - Facebook
 - Bing
 - ...
- All just robots
- All use machine learning...

Recap -> Crawler Robots

Crawler Robots → Make An Index of Websites & Pages

Wide Range:

Good Robots ←...→ Problem Robots

Tools Exist to Monitor & Manage the Robots

Download for tips

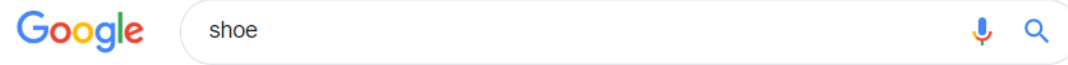
How Does Search Work?

How Does Search Work?

Google



How Does Search Work?



How Does Search Work?

Query

Google

shoe



How Does Search Work?

Query

The image shows a Google search interface for the query "shoe". The search bar contains "shoe" and the Google logo is on the left. Below the search bar are navigation tabs for "All", "Shopping", "Images", "Maps", "News", "More", "Settings", and "Tools". The search results show "About 7,910,000,000 results (0.82 seconds)".

See Shoes

Product	Price	Brand	Shipping
Men's L.L.Bean Boots 8"...	\$139.00	L.L.Bean	Special offer
Nike Air VaporMax 2019...	\$210.00	Nike	Free shipping
Nike Kids' Preschool...	\$29.97	DICK'S Sportin...	
Allbirds Men's Merino Wool...	\$95.00	Allbirds	★★★★★ (828)
Men's L.L.Bean Boots, 6"...	\$129.00	L.L.Bean	Special offer

See results about

- Shoes**
A shoe is an item of footwear intended to protect and comfort the human foot, while the wearer is doing ...
- Footwear (Garment)**
Footwear refers to garments worn on the feet, which originally serves to purpose of protection against ...

Map

Map showing shoe stores in the Dallas area:

- DSW Designer Shoe Warehouse
- Famous Footwear
- Finish Line

Famous Footwear

4.2 ★★★★★ (108) · \$ · Shoe store
Trinity Valley Shopping Center
Carrollton, TX · (972) 236-9847

How Does Search Work?

Query

The screenshot shows a Google search for "shoe". The search bar contains "shoe" and the Google logo is on the left. Below the search bar are navigation links for All, Shopping, Images, Maps, News, More, Settings, and Tools. The search results show "About 7,910,000,000 results (0.82 seconds)".

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- Footwear (Garment)**
Footwear refers to garments worn on the feet, which originally serves to purpose of protection against ...

Map

The map shows the Dallas area with several shoe stores marked: DSW Designer Shoe Warehouse, Famous Footwear, and Finish Line. The Famous Footwear store is highlighted with a rating of 4.2 stars and 108 reviews.

Famous Footwear
4.2 ★★★★★ (108) · \$ · Shoe store
Trinity Valley Shopping Center
Carrollton, TX · (972) 236-9847

SERP
(Search Engine Results Page)

How Does Search Work?

Query

Found 8 Billion Relevant Items

The screenshot shows a Google search for "shoe". The search bar contains "shoe" and the results show "About 7,910,000,000 results (0.82 seconds)". Below the search bar are navigation tabs for "All", "Shopping", "Images", "Maps", "News", "More", "Settings", and "Tools". The "Shopping" tab is selected. The results are displayed as a grid of shoe products with images, titles, prices, and store names. A red arrow points from the text "Found 8 Billion Relevant Items" to the search results area. On the right side, there is a "See results about" sidebar with a definition of shoes and two small images of shoes.

Product	Price	Store
Men's L.L.Bean Boots 8"...	\$139.00	L.L.Bean
Nike Air VaporMax 2019...	\$210.00	Nike
Nike Kids' Preschool...	\$29.97	DICK'S Sportin...
Allbirds Men's Merino Wool...	\$95.00	Allbirds
Men's L.L.Bean Boots, 6"...	\$129.00	L.L.Bean

SERP
(Search Engine Results Page)

The screenshot shows a Google map of the Carrollton, TX area. Several shoe stores are marked with red location pins: "DSW Designer Shoe Warehouse", "Famous Footwear", and "Finish Line". The map includes labels for "LLELA Nature Preserve", "Lewisville", "Hebron", "Plano", "Carrollton", "Addison", "Coppell", and "Flower Mound". Below the map, there is a filter section with "Rating", "Hours", and "Your past visits". Below the filter section, the "Famous Footwear" store is highlighted with a 4.2 star rating (108 reviews), a price range of "\$", and the address "Trinity Valley Shopping Center, Carrollton, TX · (972) 236-9847". A small image of a shoe is also visible next to the store name.

How Does Search Work?

Query

Found 8 Billion Relevant Items
Made a Ranked List

SERP

(Search Engine Results Page)

The screenshot shows a Google search for "shoe". The search bar contains "shoe" and the results show "About 7,910,000,000 results (0.82 seconds)".

See Shoes

Product	Price	Brand	Shipping
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See results about

Shoes
A shoe is an item of footwear intended to protect and comfort the human foot, while the wearer is doing ...

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Footwear refers to garments worn on the feet, which originally serves to purpose of protection against ...

Map

Map showing locations of shoe stores in the Dallas area, including DSW Designer Shoe Warehouse, Famous Footwear, and Finish Line.

Famous Footwear
4.2 ★★★★★ (108) · \$ · Shoe store
Trinity Valley Shopping Center
Carrollton, TX · (972) 236-9847

How Does Search Work?

Query

Found 8 Billion Relevant Items
Made a Ranked List
0.82 seconds...

The screenshot shows a Google search for 'shoe'. The search bar contains 'shoe' and the search button is visible. Below the search bar, there are navigation tabs for 'All', 'Shopping', 'Images', 'Maps', 'News', 'More', 'Settings', and 'Tools'. The search results show 'About 7,910,000,000 results (0.82 seconds)'. A red circle highlights the '(0.82 seconds)' text, with a red arrow pointing to the text '0.82 seconds...' in the slide. Below the search results, there are five product listings for shoes, each with an image, title, price, and retailer. The products are: Men's L.L.Bean Boots 8"..., Nike Air VaporMax 2019..., Nike Kids' Preschool..., Allbirds Men's Merino Wool..., and Men's L.L.Bean Boots, 6".... To the right of the product listings is a 'See results about' section with a definition of shoes and two small images of shoes.

SERP

(Search Engine Results Page)

The screenshot shows a map of the Carrollton, TX area, highlighting several shoe stores. The stores shown are DSW Designer Shoe Warehouse, Famous Footwear, and Finish Line. Below the map, there is a detailed view of Famous Footwear, including its rating (4.2 stars), address (Trinity Valley Shopping Center, Carrollton, TX), and phone number ((972) 236-9847). There is also a small image of a shoe.

How Does Search Work?

Query

How Does Search Work?

Query

Search Intent

How Does Search Work?

Query

Search Intent

The screenshot shows a Google search for "shoe". The search bar contains "shoe" and the Google logo is on the left. Below the search bar are navigation links: All, Shopping, Images, Maps, News, More, Settings, and Tools. The search results show "About 7,910,000,000 results (0.82 seconds)".

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Map showing locations of shoe stores in the Dallas area, including DSW Designer Shoe Warehouse, Famous Footwear, and Finish Line. The map includes labels for Lewisville, Hebron, Carrollton, Addison, Flower Mound, and Plano.

Famous Footwear

4.2 ★★★★★ (108) · \$ · Shoe store
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See results about

Shoes
A shoe is an item of footwear intended to protect and comfort the human foot, while the wearer is doing ...

Footwear (Garment)
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What's A Shoe?

The knowledge panel also includes a map showing nearby shoe stores like DSW Designer Shoe Warehouse, Famous Footwear, and Finish Line, and a detailed listing for Famous Footwear with a 4.2 star rating and address in Carrollton, TX.

How Does Search Work?

Query

Search Intent

The image shows a Google search interface for the query "shoe". The search bar contains "shoe" and the Google logo is on the left. Below the search bar are navigation tabs for "All", "Shopping", "Images", "Maps", "News", "More", "Settings", and "Tools". The search results show "About 7,910,000,000 results (0.82 seconds)".

The "See Shoes" section features five sponsored product listings:

- Men's L.L.Bean Boots 8"...**: \$139.00, L.L.Bean, Special offer.
- Nike Air VaporMax 2019...**: \$210.00, Nike, Free shipping.
- Nike Kids' Preschool...**: \$29.97, DICK'S Sportin...
- Allbirds Men's Merino Wool...**: \$95.00, Allbirds, 4.5 stars (828).
- Men's L.L.Bean Boots, 6"...**: \$129.00, L.L.Bean, Special offer.

Below the listings is a map showing the location of "Famous Footwear" in Carrollton, TX. The map includes labels for Lewisville, Hebron, Flower Mound, DSW Designer Shoe Warehouse, and Finish Line. Below the map are filters for "Rating", "Hours", and "Your past visits".

The "See results about" sidebar on the right provides definitions:

- Shoes**: A shoe is an item of footwear intended to protect and comfort the human foot, while the wearer is doing ...
- Footwear (Garment)**: Footwear refers to garments worn on the feet, which originally serves to purpose of protection against ...

How Does Search Work?

Query

Search Intent

The screenshot shows a Google search for "shoe". The search bar contains "shoe" and the Google logo is on the left. Below the search bar are navigation tabs for "All", "Shopping", "Images", "Maps", "News", "More", "Settings", and "Tools". The search results show "About 7,910,000,000 results (0.82 seconds)".

The "See Shoes" section is highlighted with a red circle and contains five sponsored shoe listings:

Product	Price	Brand	Shipping
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Below the listings is a map showing shoe stores in the Dallas area, including DSW Designer Shoe Warehouse, Famous Footwear, and Finish Line. The Famous Footwear store in Carrollton, TX is highlighted with a red circle and has a rating of 4.2 stars (108 reviews).

The "See results about" section on the right provides definitions for "Shoes" and "Footwear (Garment)".

Let's Go Shopping!

How Does Search Work?

Query

Search Intent

How Does Search Work?

Query

Search Intent

Context

How Does Search Work?

Query

Search Intent

Context

Lots of Robot AI
Adds color to the Query

How Does Search Work?

Query

Search Intent

Context

How Does Search Work?

Query

Search Intent

Context

Giant Indexed Map of Content

How Does Search Work?

Query

Search Intent

Context

Giant Indexed Map of Content

Robot auction

How Does Search Work?

Query

Search Intent

Context

Giant Indexed Map of Content

Robot auction

=> SERP (Search Engine Results Page)

Recap -> Machine Learning

Weight1 * (Query)

Recap -> Machine Learning

Weight1 * (Query)

shoe

Recap -> Machine Learning

Weight1 * (Query) + Weight2 * (Search Intent)

shoe

Recap -> Machine Learning

$$\text{Weight1} * (\text{Query}) + \text{Weight2} * (\text{Search Intent})$$

shoe shopping

Recap -> Machine Learning

Weight1 * (Query) + Weight2 * (Search Intent) + Weight3 * (Context)

shoe shopping

Recap -> Machine Learning

Weight1 * (Query) + Weight2 * (Search Intent) + Weight3 * (Context)
shoe shopping gender & Location

Recap -> Machine Learning

Weight1 * (Query) + Weight2 * (Search Intent) + Weight3 * (Context) + Weight4 * (Giant Index)

shoe shopping gender & Location

Recap -> Machine Learning

Weight1 * (Query) + Weight2 * (Search Intent) + Weight3 * (Context) + Weight4 * (Giant Index)

shoe shopping gender & Location Stores & Locations

Recap -> Machine Learning

Weight1 * (Query) + Weight2 * (Search Intent) + Weight3 * (Context) + Weight4 * (Giant Index) => SERP

shoe shopping gender & Location Stores & Locations

Recap -> Machine Learning

Weight1 * (Query) + Weight2 * (Search Intent) + Weight3 * (Context) + Weight4 * (Giant Index) => SERP

shoe

shopping

gender & Location

Stores & Locations

How are shoes made

My shoe hurts

Tie a shoe

...

Recap -> Machine Learning

Weight1 * (Query) + Weight2 * (Search Intent) + Weight3 * (Context) + Weight4 * (Giant Index) => SERP

shoe

shopping

gender & Location

Stores & Locations

How are shoes made

My shoe hurts

Tie a shoe

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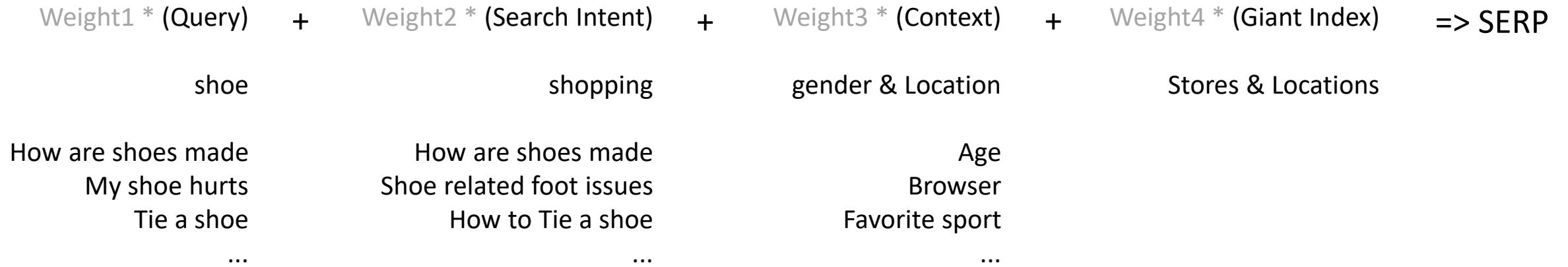
How are shoes made

Shoe related foot issues

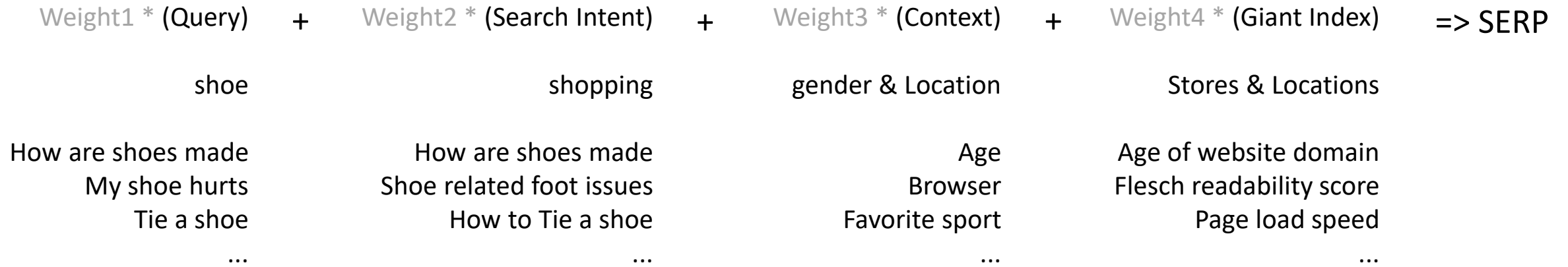
How to Tie a shoe

...

Recap -> Machine Learning



Recap -> Machine Learning



Recap -> Machine Learning

Weight1 * (Query) + Weight2 * (Search Intent) + Weight3 * (Context) + Weight4 * (Giant Index) => SERP

shoe

shopping

gender & Location

Stores & Locations

How are shoes made

How are shoes made

Age

Age of website domain

My shoe hurts

Shoe related foot issues

Browser

Flesch readability score

Tie a shoe

How to Tie a shoe

Favorite sport

Page load speed

...

...

...

...

Recap

- Robots **run constant experiments on us**

Recap -> Machine Learning

Weight1 * (Query)	+	Weight2 * (Search Intent)	+	Weight3 * (Context)	+	Weight4 * (Giant Index)	=> SERP
shoe		shopping		gender & Location		Stores & Locations	
How are shoes made		How are shoes made		Age		Age of website domain	
My shoe hurts		Shoe related foot issues		Browser		Flesch readability score	
Tie a shoe		How to Tie a shoe		Favorite sport		Page load speed	
...		

Recap

- Robots **run constant experiments on us**
 - **Seek best fit ->**
 - Max impressions, or clicks, or downstream conversions...
 - **Retraining themselves**
 - Adjusting countless invisible weighting factors



Recap -> Machine Learning

Weight1 * (Query) + Weight2 * (Search Intent) + Weight3 * (Context) + Weight4 * (Giant Index) => SERP

shoe

shopping

gender & Location

Stores & Locations

How are shoes made

How are shoes made

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- Robots **run constant experiments on us**
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Why Should You Care?

Recap -> Machine Learning

Weight1 * (Query)	+	Weight2 * (Search Intent)	+	Weight3 * (Context)	+	Weight4 * (Giant Index)	=> SERP
shoe		shopping		gender & Location		Stores & Locations	
How are shoes made		How are shoes made		Age		Age of website domain	
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Recap

- Robots **run constant experiments on us**
 - **Seek best fit** ->
 - Max impressions, or clicks, or downstream conversions...
 - **Retraining themselves**
 - Adjusting countless invisible weighting factors



Why Should You Care?

- Patience – Plan to Iterate
- **Results from website or ad changes take time**
- **Accelerate the process -> Guide the Robots...**

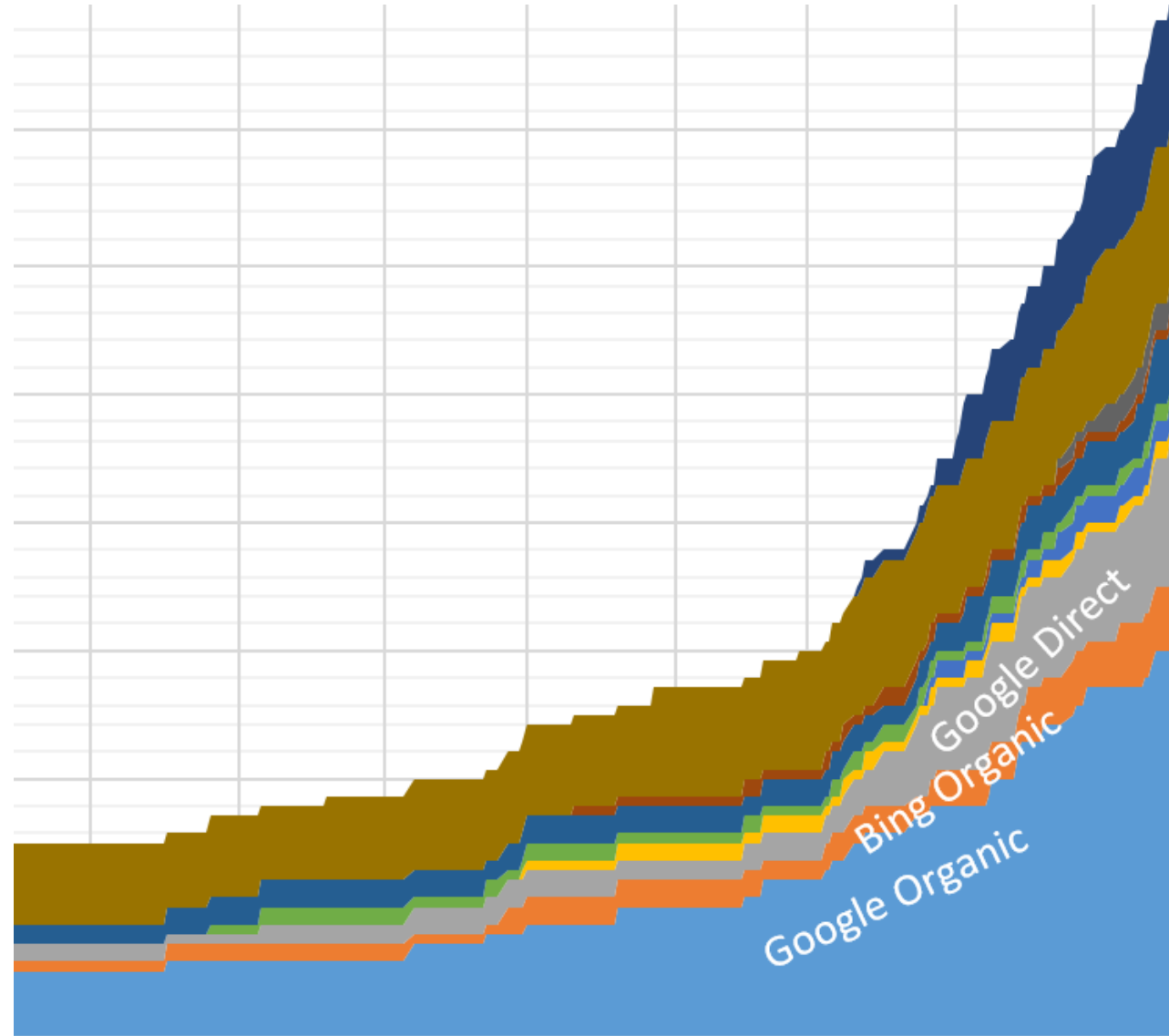
Measuring Success

Measuring Success

Sales Growth

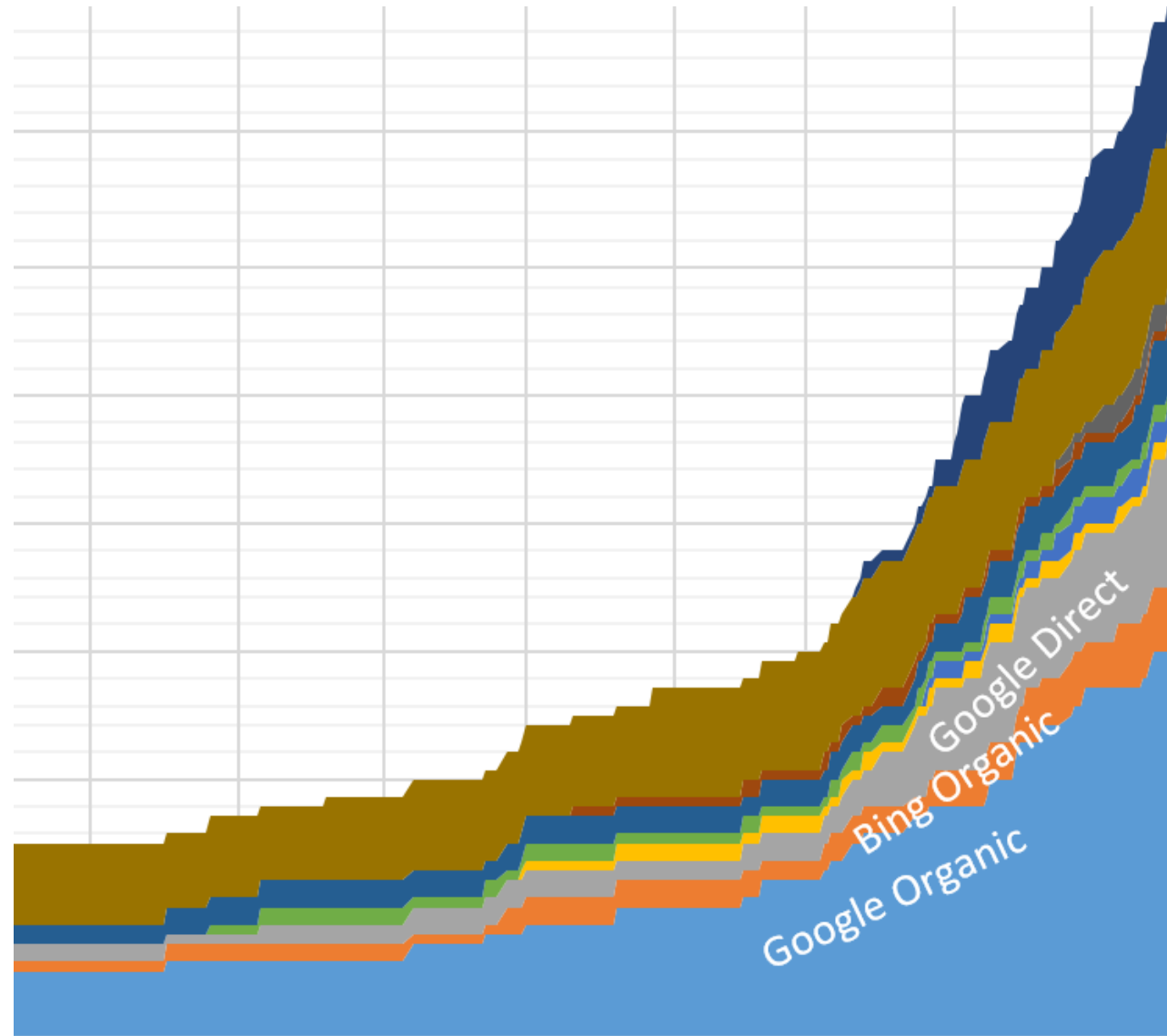
Measuring Success

Sales Growth



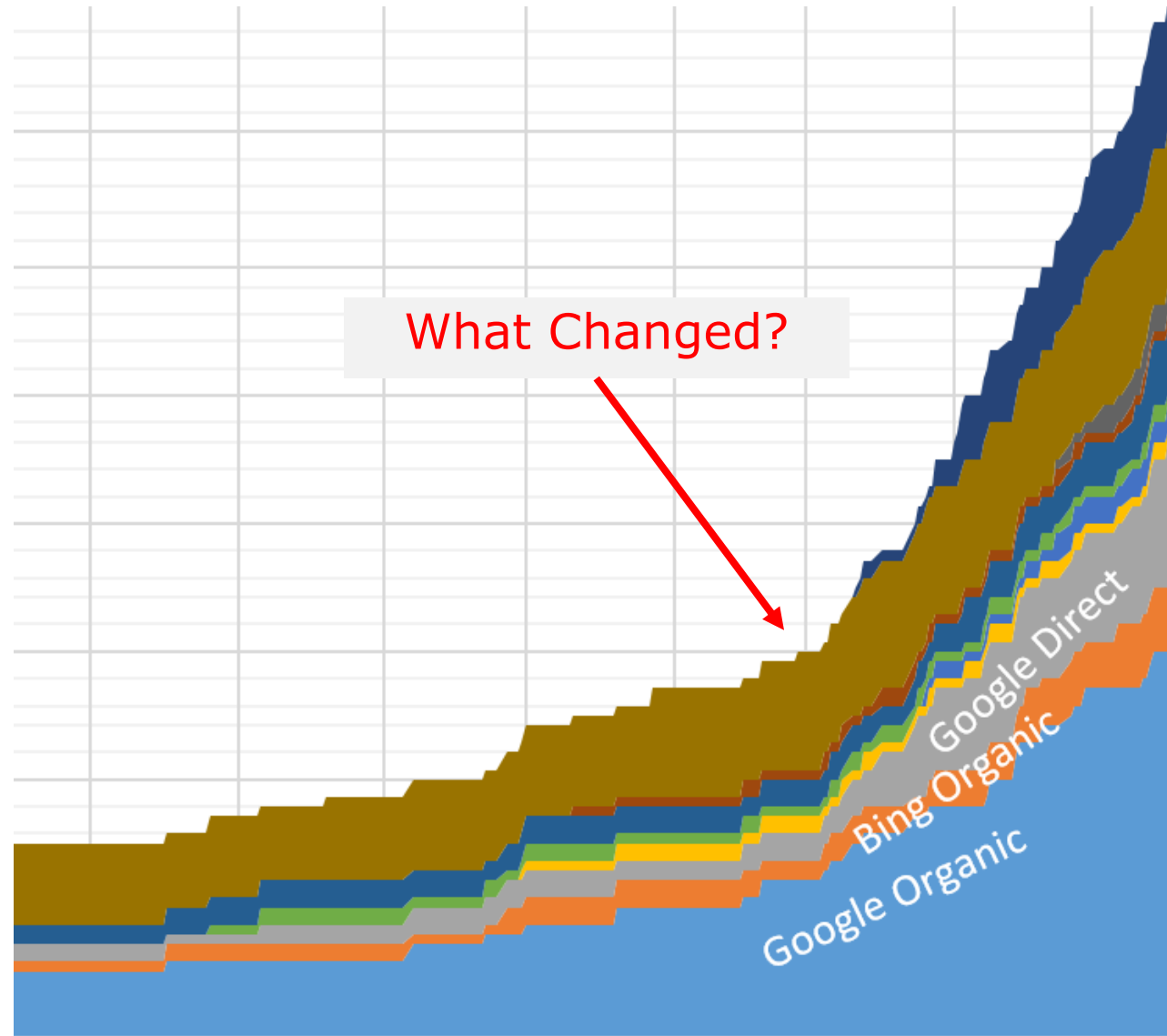
Measuring Success

Sales Growth
Attributed to Source



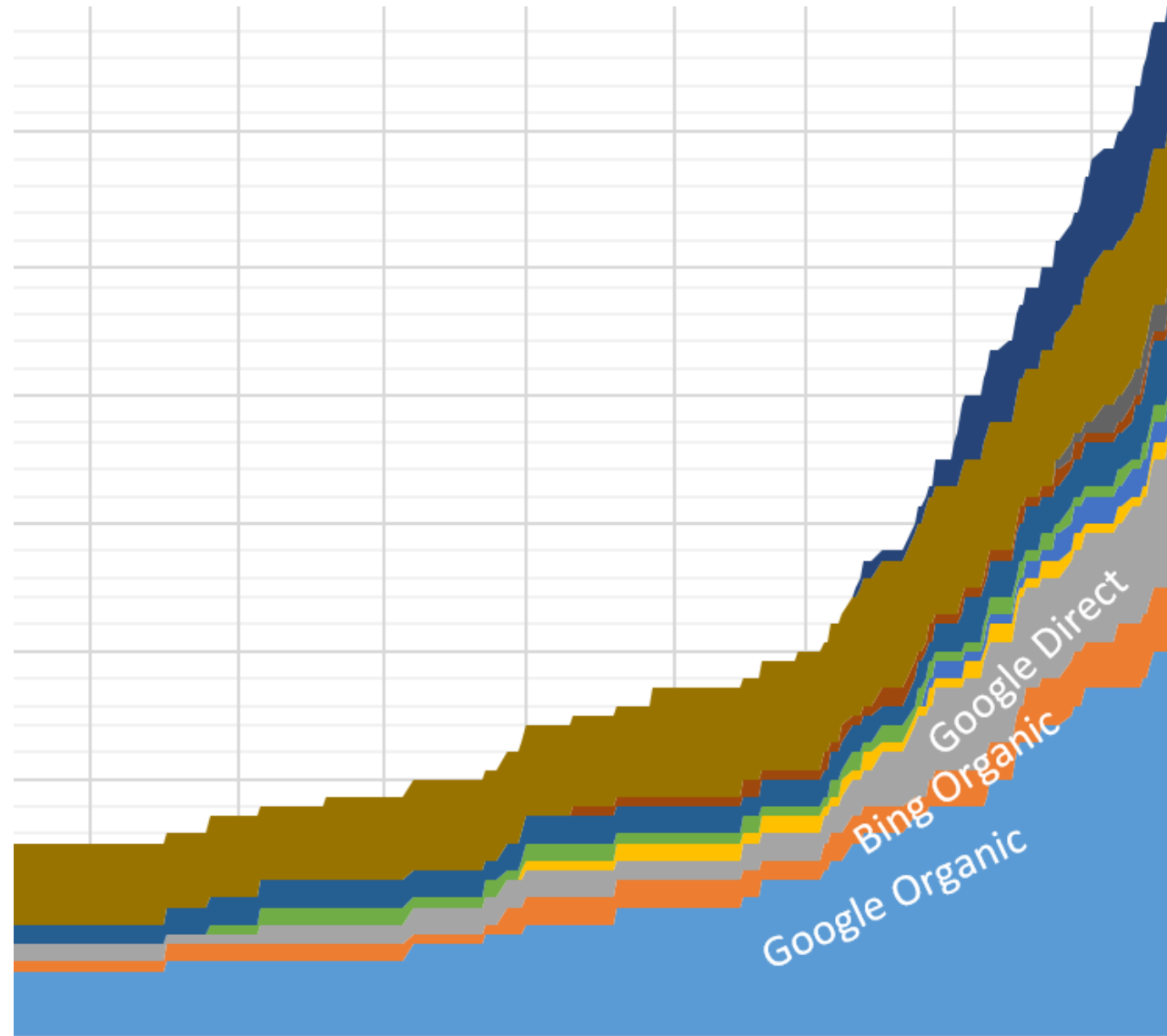
Measuring Success

Sales Growth
Attributed to Source



Measuring Success

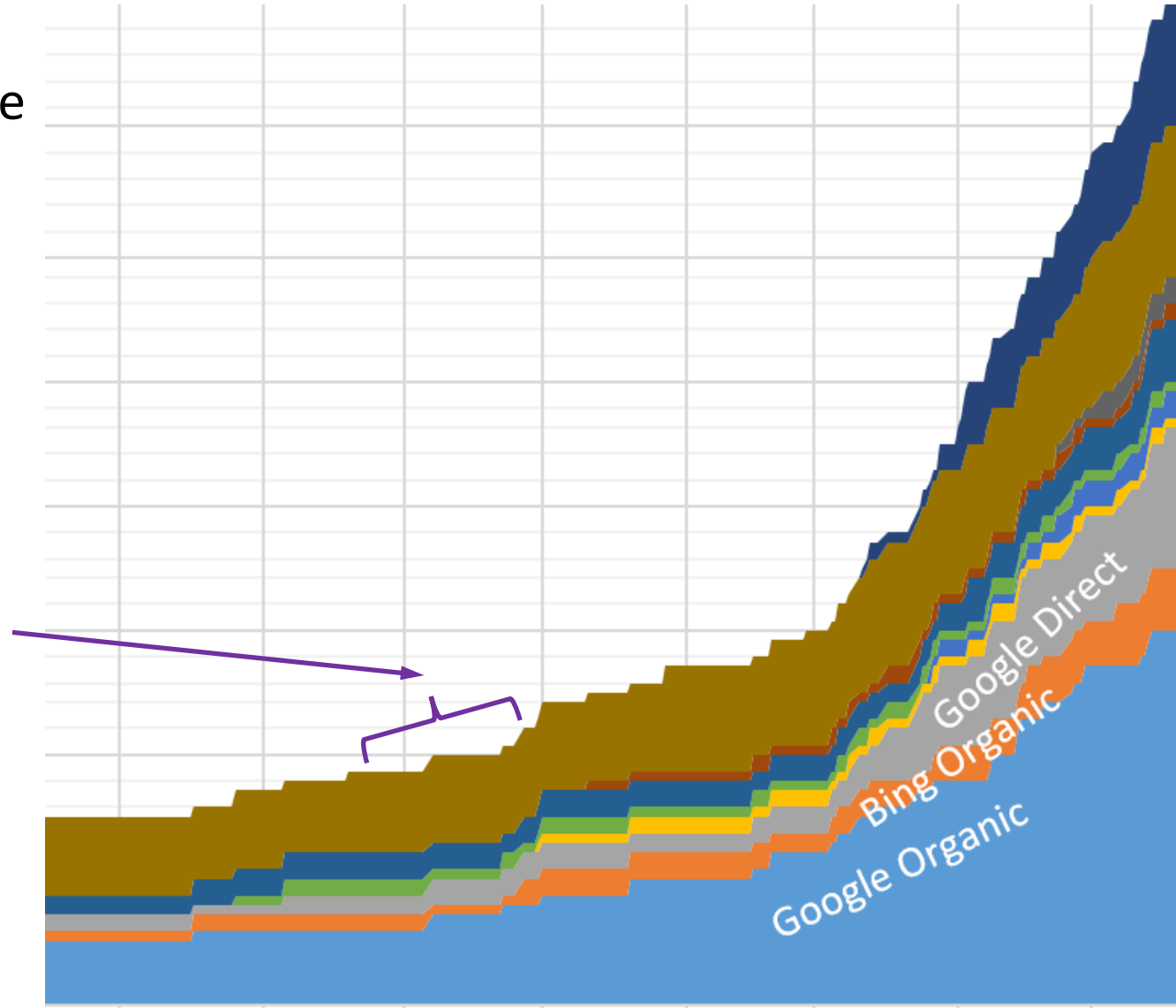
Sales Growth
Attributed to Source



Measuring Success

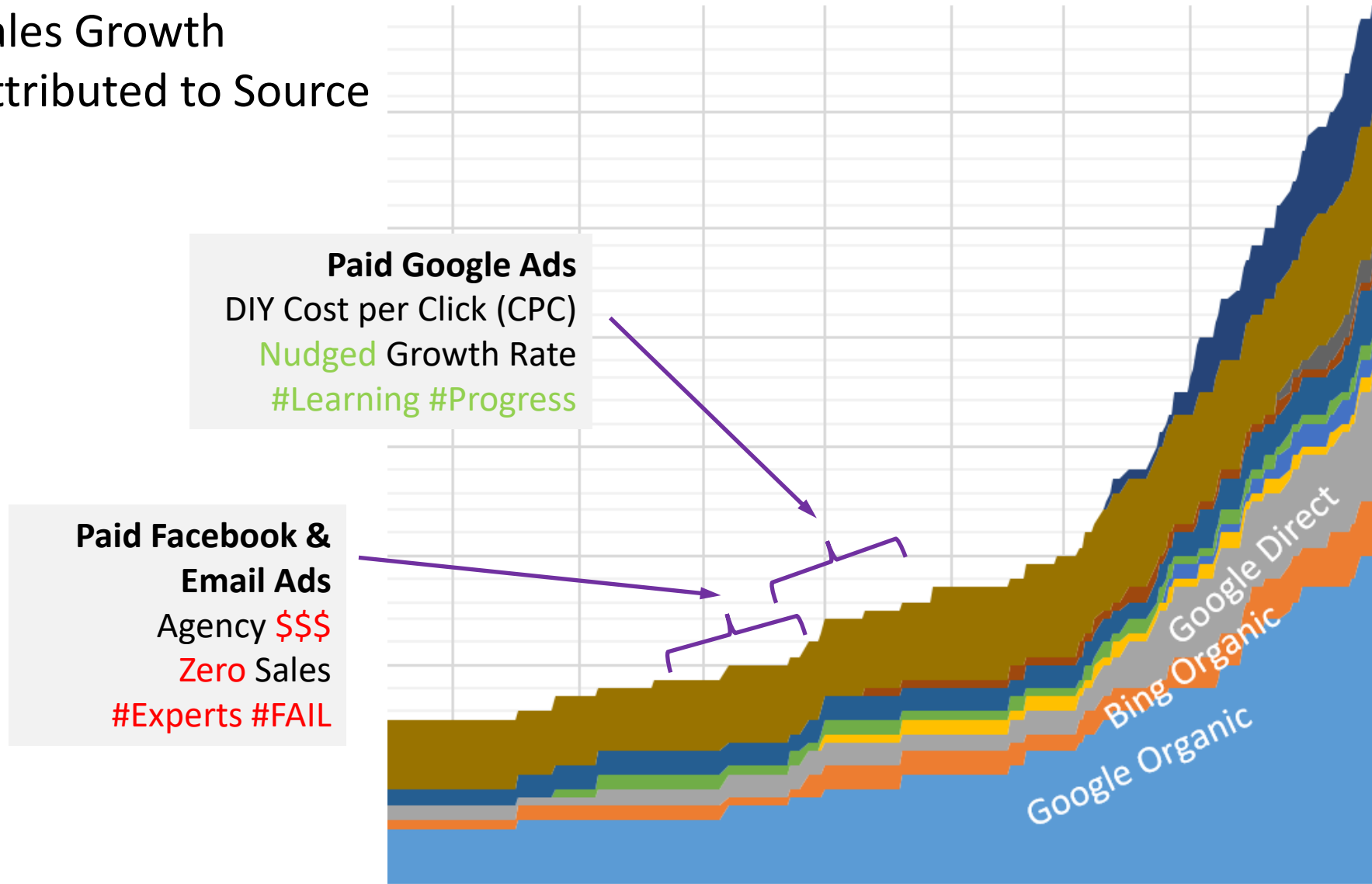
Sales Growth
Attributed to Source

**Paid Facebook &
Email Ads**
Agency \$\$\$
Zero Sales
#Experts #FAIL



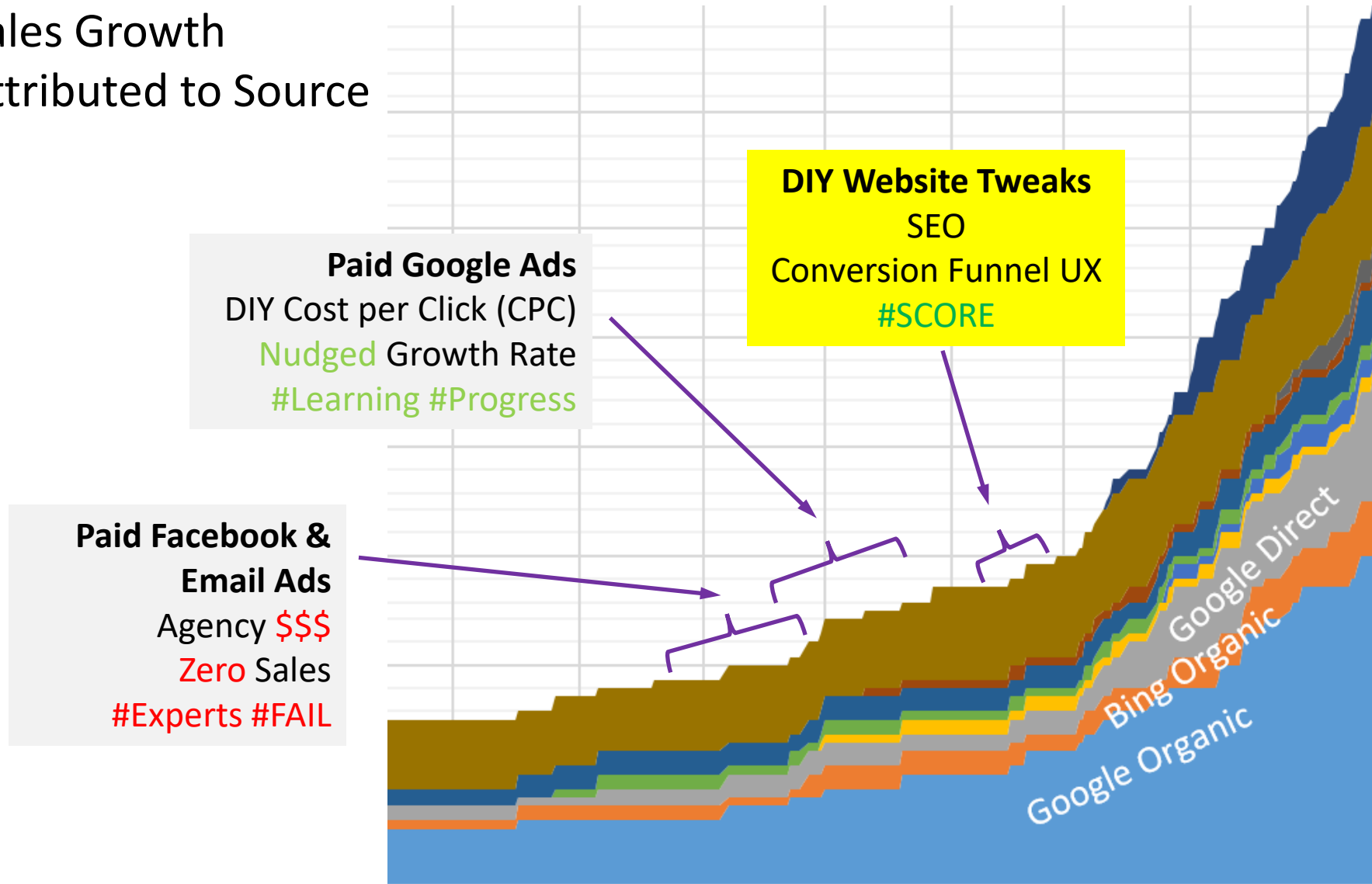
Measuring Success

Sales Growth
Attributed to Source



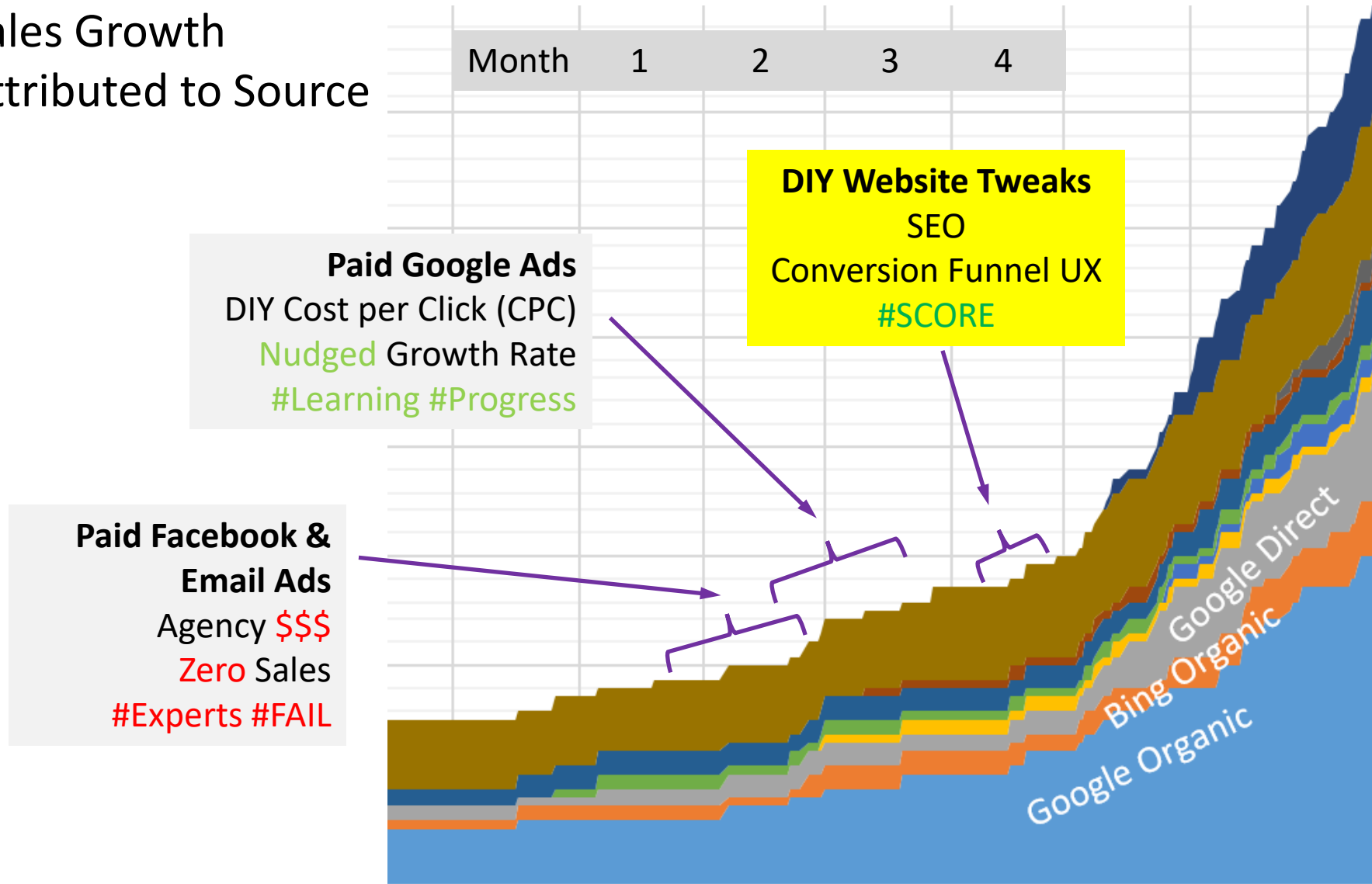
Measuring Success

Sales Growth
Attributed to Source



Measuring Success

Sales Growth
Attributed to Source



You Get What You Measure

Measure What You Want

Before We Speed Up...

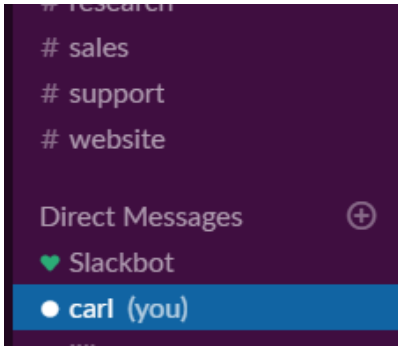
Time for 1 or 2
Quick Questions...

(reminder also check online)

Example: “SEO” Tweaks

Example: "SEO" Tweaks

Slack yourself a URL



Example: "SEO" Tweaks

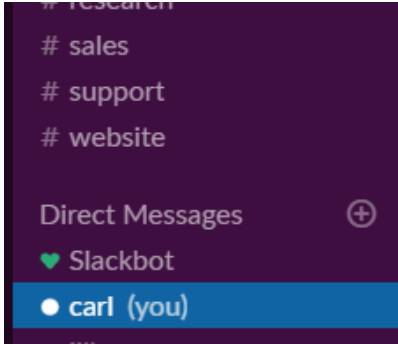
Slack yourself a URL



The screenshot shows a Slack interface. On the left is a sidebar with a list of channels: # research, # sales, # support, # website, Direct Messages, Slackbot, and carl (you). The main chat area shows a message from 'carl' at 11:06 AM with the URL <https://www.telecalmprotects.com/>. Below the URL is a preview of the teleCalm website, featuring the teleCalm logo and the tagline 'protecting seniors, empowering caregivers'.

Example: "SEO" Tweaks

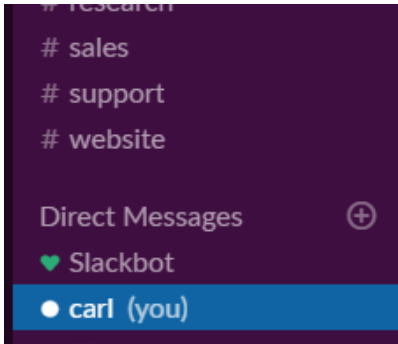
Slack yourself a URL



Spent 90 Minutes

Example: "SEO" Tweaks

Slack yourself a URL

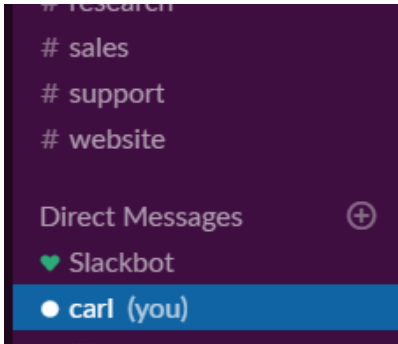


Coached Generic Robots

- Added Meta Description
- Added/Adjusted Page Title
- Tagged Feature Image
- Reduced Image Resolution

Example: "SEO" Tweaks

Slack yourself a URL



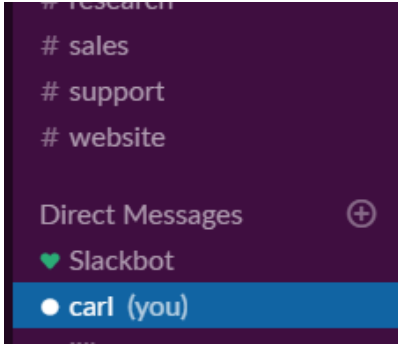
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- Reduced Image Resolution

& repeated for **Facebook** & **Twitter...**

Example: "SEO" Tweaks

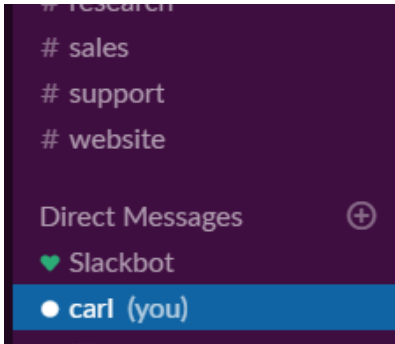
Slack yourself a URL



**Recommended Stuff
To Index**

Example: "SEO" Tweaks

Slack yourself a URL



 **carl** 12:51 PM
<https://www.telecalmprotects.com/>

 **teleCalm**

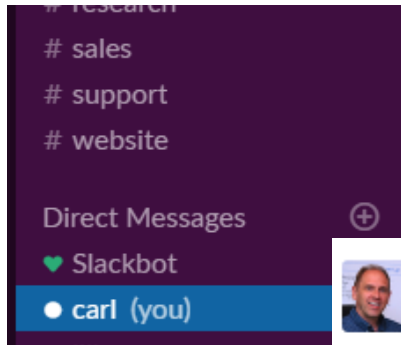
Stress-Free Phone Service for Seniors

Landline-style phone service for seniors with dementia or Alzheimer's and active adults. Manage repeat dialing, telemarketers and other telephone problems that surface with aging. Keep your loved one connected with friends and family. (13 kB) ▾



Example: "SEO" Tweaks

Slack yourself a URL



 **carl** 11:06 AM
<https://www.tecalmprotects.com/>

 **teleCalm**

[Home Page - teleCalm](#) (7 kB) ▾



teleCalm[®]
protecting seniors, empowering caregivers

 **carl** 12:51 PM
<https://www.tecalmprotects.com/>

 **teleCalm**

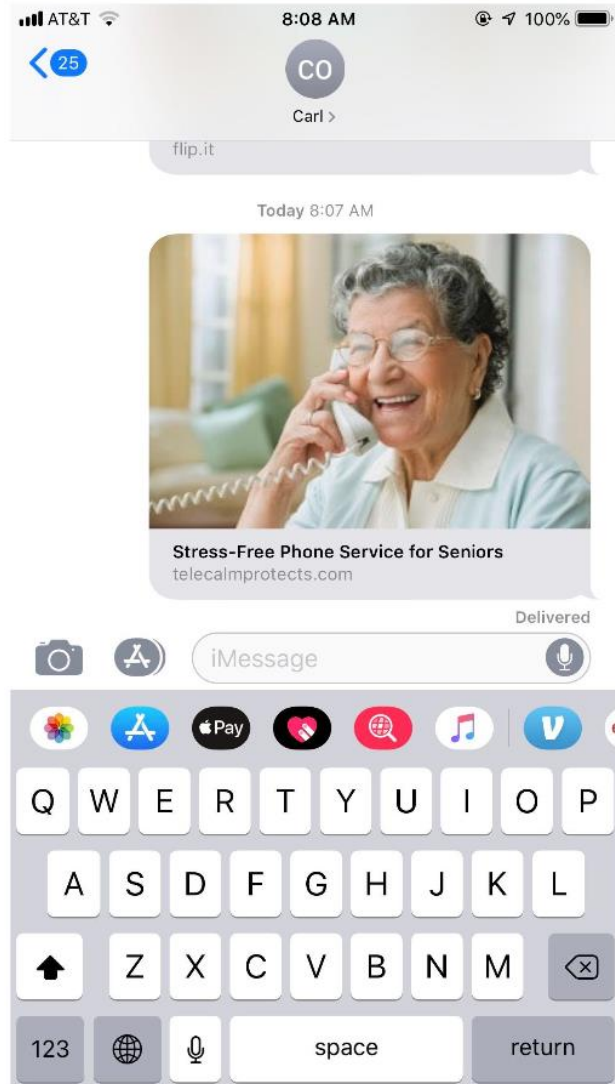
[Stress-Free Phone Service for Seniors](#)

Landline-style phone service for seniors with dementia or Alzheimer's and active adults. Manage repeat dialing, telemarketers and other telephone problems that surface with aging. Keep your loved one connected with friends and family. (13 kB) ▾



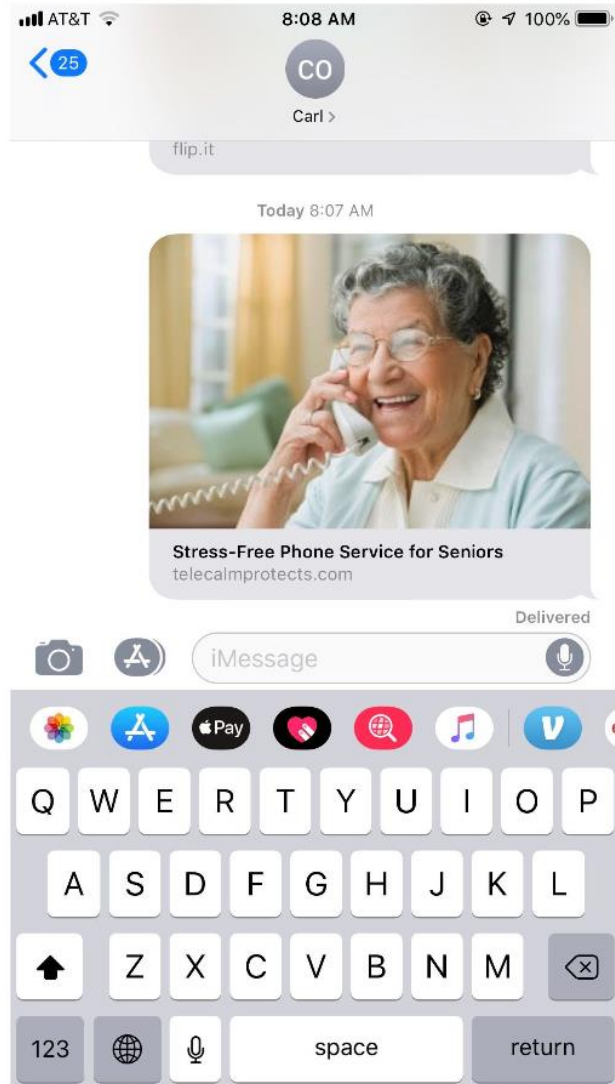
Example: "SEO" Tweaks

Text Yourself (iMessage)

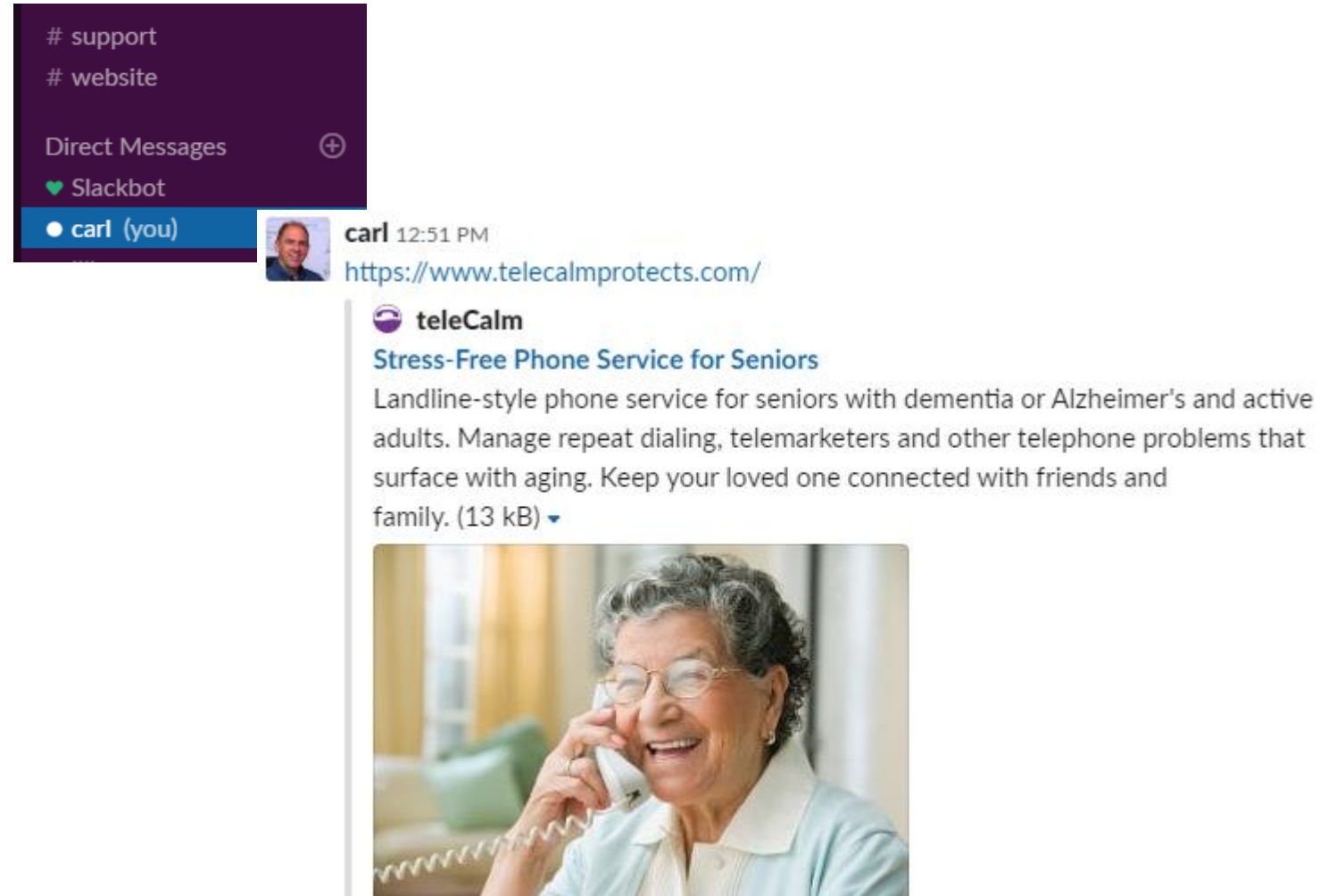


Example: "SEO" Tweaks

Text Yourself (iMessage)



Slack Yourself



Example: “SEO” Tweaks

[Download For Tweak Tool Tips](#)

Example: Conversion Funnel UX

Example: Conversion Funnel UX

Before Tweaks



choose the plan that fits your needs

If late-night, repeat dialing, or inappropriate 911 calls are an issue, then teleCalm Caregiver can help solve this.

teleCalm Essentials	teleCalm Caregiver
Provides basic scam and telemarketer protection without the Caregiver app	Provides full scam and telemarketer protection, plus features designed for those with memory issues
at home & assisted living communities	at home, assisted living, & memory care
month-to-month essential protection	month-to-month <small>save 30% for a limited time</small>
\$34.49 /mo	\$39.75 /mo (Reg \$49.95)
plus \$50 activation fee free hardware rental unlimited local and long distance cancel anytime	plus \$50 activation fee free hardware rental unlimited local and long distance cancel anytime
Select Monthly	Select Monthly

Replaces existing phone service
No hardware costs (free lease during service)

Example: Conversion Funnel UX

After Tweaks



choose the plan that fits your needs

teleCalm Essentials SM For Yourself	teleCalm Caregiver SM For Your Loved One
<ul style="list-style-type: none">• Basic robocall, telemarketer and scam protection• 911 call notifications to family• Use existing landline-style telephone• No long distance charges• Replaces existing phone service• Learn more	<ul style="list-style-type: none">• Dementia and Alzheimer's care features for repeat dialing, late-night calls, and unwanted 911 calls• Enhanced robocall, telemarketer and scam protection• Enhanced emergency contact options• Caregiver app• Learn more
at home & assisted living	at home, assisted living, & memory care
month-to-month essential protection	month-to-month caregiver protection
\$34.49 /mo	\$49.95 /mo
plus \$50 activation fee free hardware rental unlimited local and long distance cancel anytime	plus \$50 activation fee free hardware rental unlimited local and long distance cancel anytime
Select Monthly	Select Monthly

Replaces existing phone service
No hardware costs (free loaner during service)

Example: Conversion Funnel UX

Before Tweaks



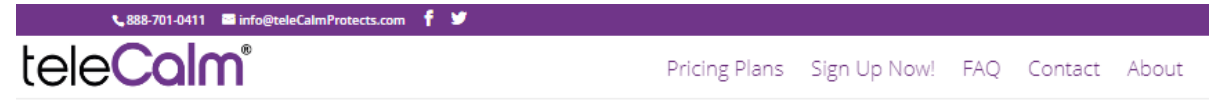
choose the plan that fits your needs

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<p>teleCalm Essentials</p> <p>Provides basic scam and telemarketer protection without the Caregiver app</p> <hr/> <p>at home & assisted living communities</p> <p>month-to-month essential protection</p> <p>\$34.49 /mo</p> <p>plus \$50 activation fee free hardware rental unlimited local and long distance cancel anytime</p> <p>Select Monthly</p>	<p>teleCalm Caregiver</p> <p>Provides full scam and telemarketer protection, plus features designed for those with memory issues</p> <hr/> <p>at home, assisted living, & memory care</p> <p>month-to-month <i>save 30% for a limited time</i></p> <p>\$39.75 /mo (Reg \$49.95)</p> <p>plus \$50 activation fee free hardware rental unlimited local and long distance cancel anytime</p> <p>Select Monthly</p>
---	--

Replaces existing phone service
No hardware costs (free lease during service)

After Tweaks



choose the plan that fits your needs

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---	--

Replaces existing phone service
No hardware costs (free lease during service)

Recap: Website Improvement Measures

Overall Website Improvement

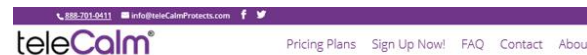
Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?	Page Value ?
46.79% ↑ 2,789 vs 1,900	45.49% ↑ 2,325 vs 1,598	28.06% ↑ 00:02:52 vs 00:02:14	41.33% ↑ 1,703 vs 1,205	5.34% ↓ 73.84% vs 78.01%	3.72% ↓ 61.06% vs 63.42%	52.35% ↑ \$1.01 vs \$0.66

Select Plan Page

After Tweaks
Before Tweaks
Improvement

268 (9.61%)	191 (8.22%)	00:01:36	46 (2.70%)	65.22%	27.99%	\$3.09 (307.05%)
195 (10.26%)	141 (8.82%)	00:00:50	19 (1.58%)	78.95%	37.95%	\$1.98 (299.15%)
37.44%	35.46%	94.21%	142.11%	-17.39%	-26.26%	56.38%

Before Tweaks



After Tweaks



choose the plan that fits your needs
If late-night, repeat dialing, or inappropriate 911 calls are an issue, then teleCalm Caregiver can help solve this.

teleCalm Essentials

Provides basic scam and telemarketer protection without the Caregiver app

at home & assisted living communities

month-to-month essential protection

\$34.49 /mo

plus \$50 activation fee
free hardware rental
unlimited local and long distance
cancel anytime

Select Monthly

teleCalm Caregiver

Provides full scam and telemarketer protection, plus features designed for those with memory issues

at home, assisted living, & memory care

month-to-month caregiver protection

\$39.75 /mo (Reg \$49.95)

plus \$50 activation fee
free hardware rental
unlimited local and long distance
cancel anytime

Select Monthly

choose the plan that fits your needs

teleCalm EssentialsSM
For Yourself

- Basic robo-call, telemarketer and scam protection
- 911 call notifications to family
- Use existing landline-style telephone
- No long distance charges
- Replaces existing phone service
- [Learn more](#)

at home & assisted living

month-to-month essential protection

\$34.49 /mo

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Select Monthly

teleCalm CaregiverSM
For Your Loved One

- Dementia and Alzheimer's care features for repeat dialing, late-night calls, and unwanted 911 calls
- Enhanced robo-call, telemarketer and scam protection
- Enhanced emergency contact options
- Caregiver app**
- [Learn more](#)

at home, assisted living, & memory care

month-to-month caregiver protection

\$49.95 /mo

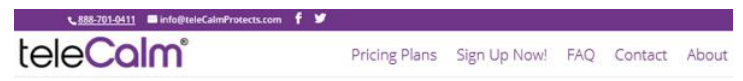
plus \$50 activation fee
free hardware rental
unlimited local and long distance
cancel anytime

Select Monthly

Recap: Website Improvement Measures

	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?	Page Value ?
Select Plan Page	↑ 94%	↑ 142%	↓ 17%	↓ 26%	↑ 56%
Before Tweaks	00:00:50				
After Tweaks	00:01:36				

Before Tweaks



choose the plan that fits your needs
 If late-night, repeat dialing, or inappropriate 911 calls are an issue, then teleCalm Caregiver can help solve this.

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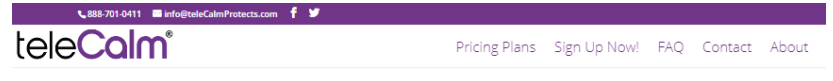
month-to-month new 2019 low activated rate

\$39.75 /mo (Reg \$49.95)

plus \$50 activation fee
 free hardware rental
 unlimited local and long distance
 cancel anytime

Select Monthly

After Tweaks



choose the plan that fits your needs

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at home & assisted living

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at home, assisted living, & memory care

month-to-month caregiver protection

\$49.95 /mo

plus \$50 activation fee
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 unlimited local and long distance
 cancel anytime

Select Monthly

Pro Tip

Every Page on your site
is
a Landing Page

Recap -> Landing Page Goals

Recap -> Your SEO Goals

- Drive Relevant Traffic
 - Deeper into funnel

Recap -> Your SEO Goals

- Drive Relevant Traffic
 - Deeper into funnel

- Convert Traffic
 - Click another link
 - Lead capture
 - Call
 - Buy
 - ...

Recap -> Your SEO Goals

- Drive Relevant Traffic
 - Deeper into funnel

- Convert Traffic
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 - Call
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 - ...

=> Setup Measurement Tools

Basic SEO Checklist

Basic SEO Checklist


- Audience / Personas / Offer Definition
- Goal(s) for Website
- Keyword List

Basic SEO Checklist

Audience / Personas / Offer Definition

Goal(s) for Website


Keyword List

- 
- Test Hypothesis?
 - Build Awareness?
 - Drive Traffic?
 - Promote Interaction?
 - Lead Capture?
 - Sales?

Basic SEO Checklist

- Audience / Personas / Offer Definition
- Goal(s) for Website
- Keyword List

Basic SEO Checklist

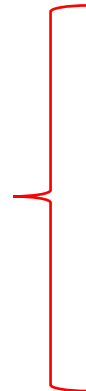
- Audience / Personas / Offer Definition
- Goal(s) for Website
- Keyword List
- 
- Google Search Console
 - & Bing webmaster tools...
- Google Analytics
- Google Ads (was called Adwords)
- Misc. Helper Tools

Basic SEO Checklist

- Audience / Personas / Offer Definition
- Goal(s) for Website
- Keyword List




Core Tools



- Google Search Console
 - & Bing webmaster tools...
- Google Analytics
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- Audience / Personas / Offer Definition
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- Keyword List



- Google Search Console
 - & Bing webmaster tools...
- Google Analytics
- Google Ads (was called Adwords)
- Misc. Helper Tools



- Success Measurement Plan
- Patience to iterate*

Easy Benchmarking Tools

Things Crawler Robots Examine

Easy Benchmarking Tools

SEO Quake (Chrome Browser Plugin)



Easy Benchmarking Tools

SEO Quake (Chrome Browser Plugin)



Try On Your Own Site

Or a Competitor Site

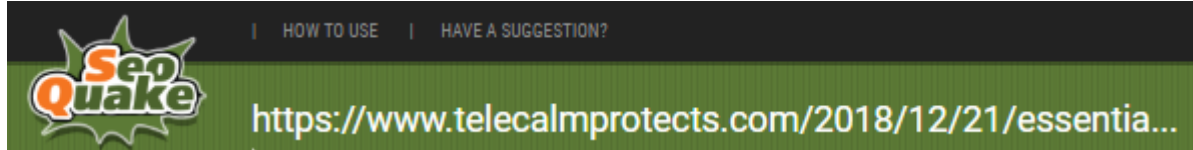
Easy Benchmarking Tools

SEO Quake (Chrome Browser Plugin)



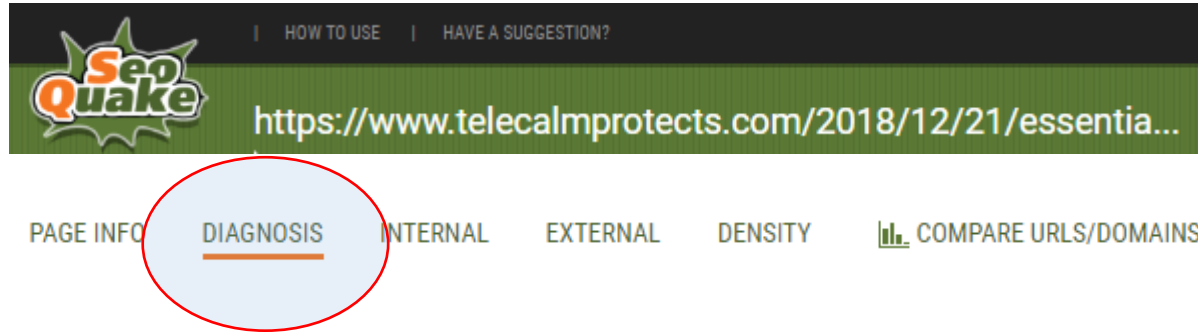
Easy Benchmarking Tools

SEO Quake (Chrome Browser Plugin)



Easy Benchmarking Tools

SEO Quake (Chrome Browser Plugin)



Easy Benchmarking Tools

SEO Quake (Chrome Browser Plugin)

HOW TO USE | HAVE A SUGGESTION?

SEO Quake

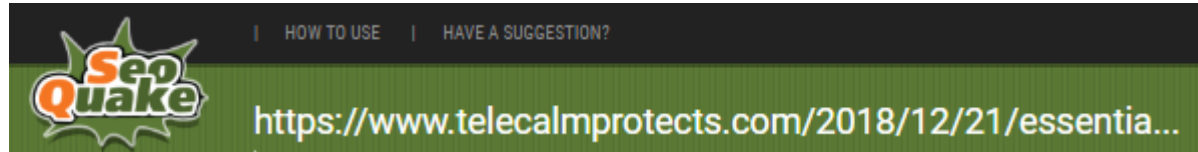
https://www.telecalmprotects.com/2018/12/21/essentia...


PAGE INFO | **DIAGNOSIS** | INTERNAL | EXTERNAL | DENSITY | COMPARE URLS/DOMAINS

PAGE SEO AUDIT Passed: 15 Error: 1 Warning: 6

Easy Benchmarking Tools

SEO Quake (Chrome Browser Plugin)



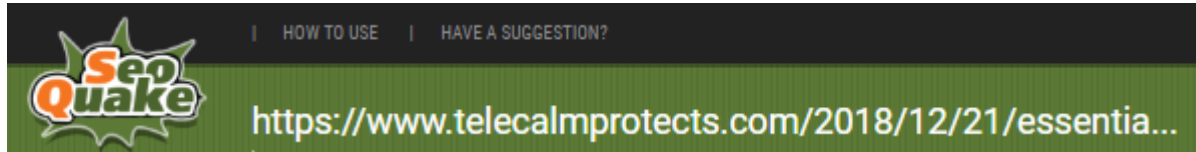
PAGE INFO DIAGNOSIS INTERNAL EXTERNAL DENSITY  COMPARE URLS/DOMAINS

PAGE SEO AUDIT  Passed: 15  Error: 1  Warning: 6

Meta description




Easy Benchmarking Tools

SEO Quake (Chrome Browser Plugin)



PAGE INFO DIAGNOSIS INTERNAL EXTERNAL DENSITY  COMPARE URLS/DOMAINS

PAGE SEO AUDIT


 Passed: 15  Error: 1  Warning: 6

Meta description



165 characters – optimal.

How to stop robocalls, telemarketers and scammers on your landline-style home phone. Block unwanted calls with teleCalm Essentials phone service for Active Adults...

Tips 

Easy Benchmarking Tools

SEO Quake (Chrome Browser Plugin)

SEO Quake | HOW TO USE | HAVE A SUGGESTION?

https://www.telecalmprotects.com/2018/12/21/essentia...

PAGE INFO | **DIAGNOSIS** | INTERNAL | EXTERNAL | DENSITY | COMPARE URLS/DOMAINS

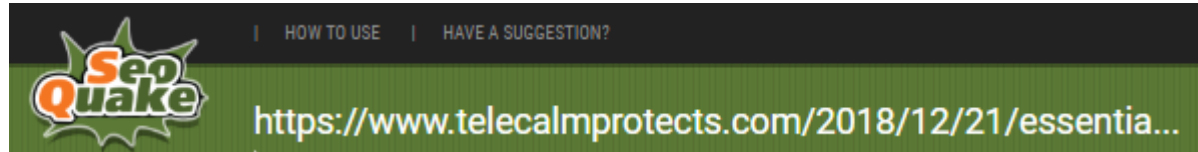
PAGE SEO AUDIT ✓ Passed: 15 ⚠ Error: 1 🔊 Warning: 6


Meta description ✓ 165 characters – optimal. Tips ▾
How to stop robocalls, telemarketers and scammers on your landline-style home phone. Block unwanted calls with teleCalm Essentials phone service for Active Adults...

Robot Saves Your Elevator Pitch In It's Index 😊
Or shows it in Slack...


Easy Benchmarking Tools


SEO Quake (Chrome Browser Plugin)



PAGE INFO DIAGNOSIS INTERNAL EXTERNAL DENSITY  COMPARE URLS/DOMAINS

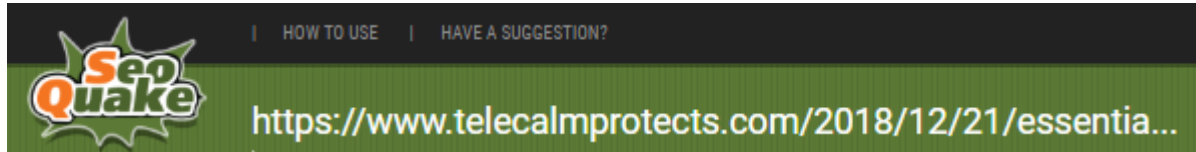
PAGE SEO AUDIT  Passed: 15  Error: 1  Warning: 6


Meta description  0 characters – try to enlarge description to 160 characters.

Tips 

Easy Benchmarking Tools


SEO Quake (Chrome Browser Plugin)



PAGE INFO **DIAGNOSIS** INTERNAL EXTERNAL DENSITY  COMPARE URLS/DOMAINS

PAGE SEO AUDIT  Passed: 15  Error: 1  Warning: 6

Meta description  0 characters – try to enlarge description to 160 characters.

Tips 

Robot Has To Guess Your Pitch 😞

Easy Benchmarking Tools

SEO Quake (Chrome Browser Plugin)

HOW TO USE | HAVE A SUGGESTION?

SEO Quake

https://www.telecalmprotects.com/2018/12/21/essentia...

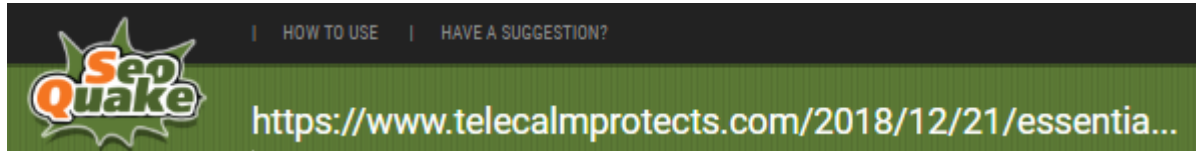
PAGE INFO **DIAGNOSIS** INTERNAL EXTERNAL DENSITY COMPARE URLS/DOMAINS

PAGE SEO AUDIT Passed: 15 Error: 1 Warning: 6

Headings

Easy Benchmarking Tools

SEO Quake (Chrome Browser Plugin)



PAGE INFO **DIAGNOSIS** INTERNAL EXTERNAL DENSITY COMPARE URLS/DOMAINS

PAGE SEO AUDIT

Passed: 15 Error: 1 Warning: 6

Headings



Good! Your page implements HTML headings (<H1> through <H3>) and only one <H1> heading is used.

H1 (1), H2 (11), H3 (1), H4 (0), H5 (0), H6 (0)

<H1>: Stop Robocalls! Included Free with teleCalm Essentials Phone Service

<H2>: 57% of Calls were Unwanted – Essentials Stopped Them All

<H2>: teleCalm Essentials SM Benefits

<H2>: Use Essentials with landline-style home phones

<H2>: teleCalm Essentials automatically stops unwanted calls

<H2>: How does Essentials get rid of robocalls , scammers and telemarketers?

<H2>: Compare Essentials unwanted call blocking

<H2>: Essentials automatically notifies your emergency contacts

<H2>: When you move, Essentials moves with you

<H2>: Save money with teleCalm Essentials

<H2>: For Caregivers and Senior Living Staff

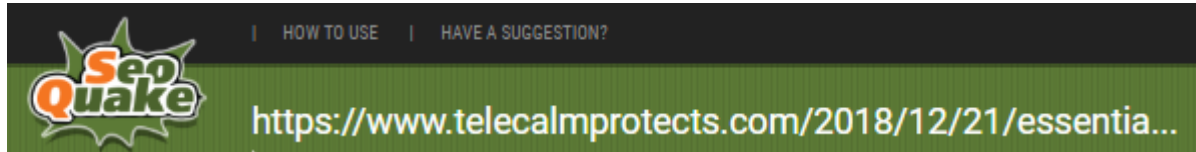
<H2>: Still have questions?

<H3>:

Tips

Easy Benchmarking Tools

SEO Quake (Chrome Browser Plugin)



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<H2>: Essentials automatically notifies your emergency contacts

<H2>: When you move, Essentials moves with you

<H2>: Save money with teleCalm Essentials

<H2>: For Caregivers and Senior Living Staff

<H2>: Still have questions?

<H3>:

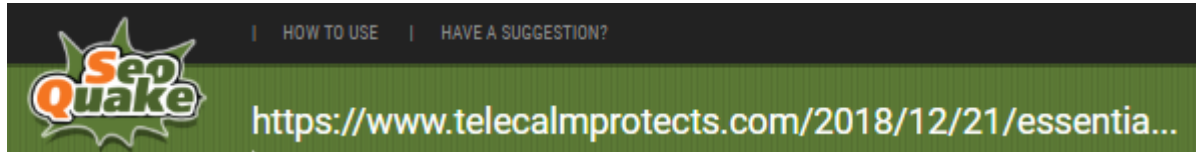
Tips

Robot
Learns
Concepts 😊

Robot Saves
Your Outline
In It's Index 😊

Easy Benchmarking Tools

SEO Quake (Chrome Browser Plugin)



PAGE INFO **DIAGNOSIS** INTERNAL EXTERNAL DENSITY COMPARE URLS/DOMAINS

PAGE SEO AUDIT Passed: 15 Error: 1 Warning: 6

Headings

We suggest implementing HTML headings.
H1 (6), H2 (0), H3 (0), H4 (0), H5 (0), H6 (0)

Tips

<H1>: 2344
<H1>: \$5B+
<H1>: \$2.7B+
<H1>: 136K+

Easy Benchmarking Tools

SEO Quake (Chrome Browser Plugin)

HOW TO USE | HAVE A SUGGESTION?

https://www.telecalmprotects.com/2018/12/21/essentia...

PAGE INFO | **DIAGNOSIS** | INTERNAL | EXTERNAL | DENSITY | COMPARE URLS/DOMAINS

PAGE SEO AUDIT Passed: 15 Error: 1 Warning: 6

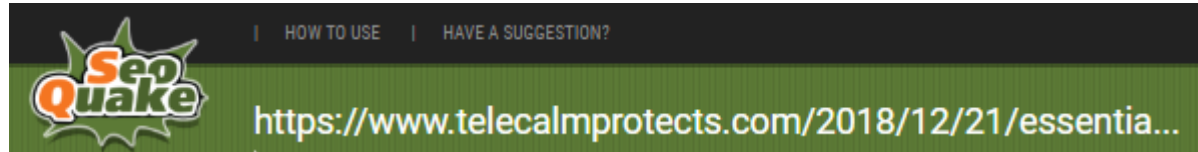
Headings We suggest implementing HTML headings. Tips ▾
H1 (6), H2 (0), H3 (0), H4 (0), H5 (0), H6 (0)

<H1>: 2344
<H1>: \$5B+
<H1>: \$2.7B+
<H1>: 136K+

What's This Page About?
Robot Has To Guess ☹️
Or Look Elsewhere...

Easy Benchmarking Tools

SEO Quake (Chrome Browser Plugin)



PAGE INFO **DIAGNOSIS** INTERNAL EXTERNAL DENSITY COMPARE URLS/DOMAINS

PAGE SEO AUDIT Passed: 15 Error: 1 Warning: 6

Headings We suggest implementing HTML headings.
H1 (6), H2 (0), H3 (0), H4 (0), H5 (0), H6 (0)

<H1>: 2344
<H1>: \$5B+
<H1>: \$2.7B+
<H1>: 136K+

Tips ^

You can include keywords in your headings.

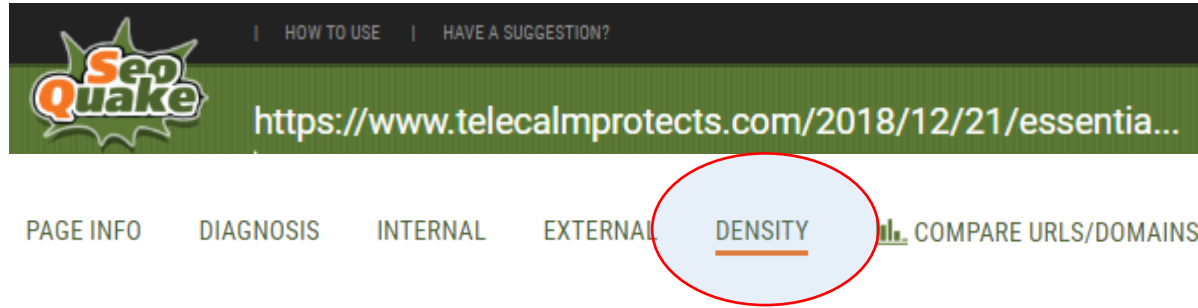
The initial heading (<H1>) should include your best keywords.

Using only one <H1> heading per page will strengthen your SEO.

What's This Page About?
Robot Has To Guess,
Or Look Elsewhere 😞

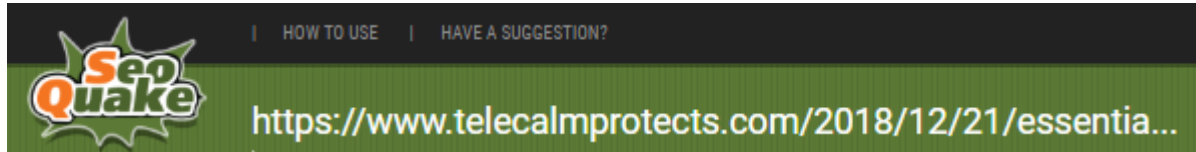
Easy Benchmarking Tools

SEO Quake (Chrome Browser Plugin)



Easy Benchmarking Tools

SEO Quake (Chrome Browser Plugin)

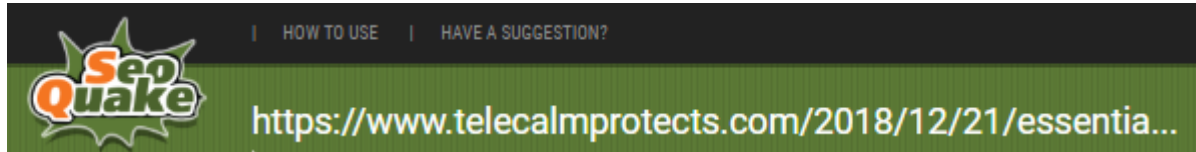


PAGE INFO DIAGNOSIS INTERNAL EXTERNAL DENSITY  COMPARE URLS/DOMAINS

KEYWORD DENSITY

Easy Benchmarking Tools




SEO Quake (Chrome Browser Plugin)



PAGE INFO DIAGNOSIS INTERNAL EXTERNAL DENSITY  COMPARE URLS/DOMAINS

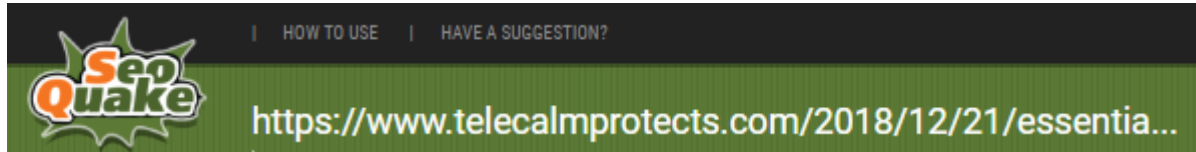
KEYWORD DENSITY

[2-word keywords table](#)

Keyword	Found in	Repeats 	Density 	Prominence 
telecalm essentials	T D H1	13	2.54%	63.36%
phone service	T D H1	10	1.95%	59.87%
your phone		6	1.17%	58.06%
and telemarketers		6	1.17%	77.29%

Easy Benchmarking Tools

SEO Quake (Chrome Browser Plugin)



PAGE INFO DIAGNOSIS INTERNAL EXTERNAL DENSITY COMPARE URLS/DOMAINS

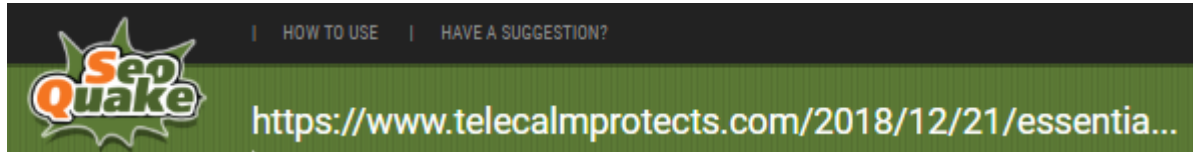
KEYWORD DENSITY

2-word keywords table

Keyword	Found in	Repeats	Density	Prominence
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Easy Benchmarking Tools

SEO Quake (Chrome Browser Plugin)



PAGE INFO DIAGNOSIS INTERNAL EXTERNAL DENSITY COMPARE URLS/DOMAINS

KEYWORD DENSITY

2-word keywords table

Keyword	Found in	Repeats	Density	Prominence
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and telemarketers		6	1.17%	77.29%

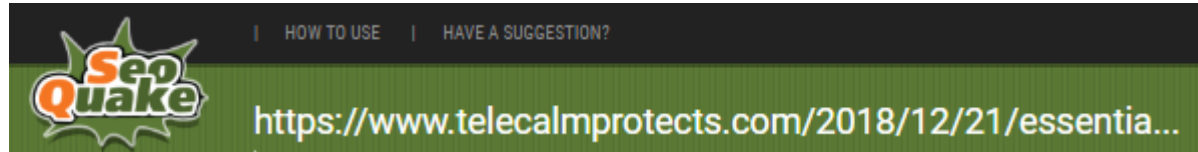
Used Several Times

Found In

- T -> Page Title
- D -> Meta Description
- H1 -> an H1 sized heading

Easy Benchmarking Tools

SEO Quake (Chrome Browser Plugin)

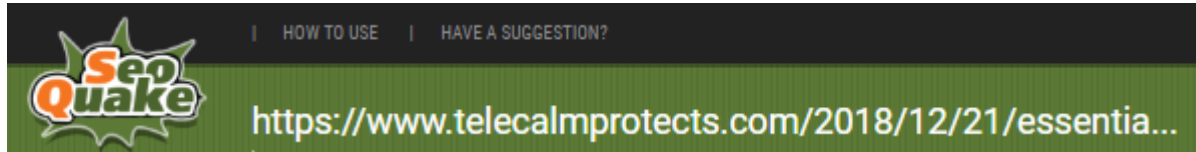


KEYWORD DENSITY

Copy all page text w/o HTML...

Easy Benchmarking Tools

SEO Quake (Chrome Browser Plugin)



KEYWORD DENSITY

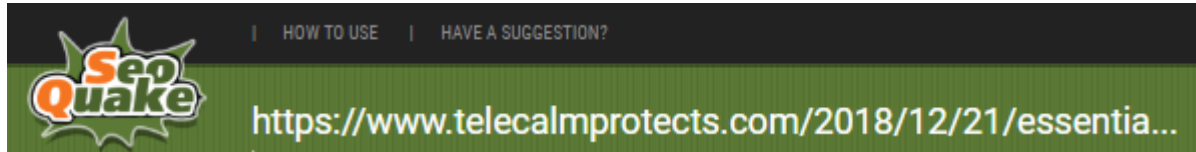
Original text:

stop robocalls included free with telecalm essentials phone service
telecalm 888-701-0411 info telecalmprotects.com facebook twitter
facebook twitter pricing plans sign up now faq contact about blog
select page pricing plans sign up now faq contact about blog stop

Copy all page text w/o HTML...

Easy Benchmarking Tools

SEO Quake (Chrome Browser Plugin)




KEYWORD DENSITY

Paste to a word cloud tool, e.g.
<https://www.jasondavies.com/wordcloud/>

Quick Benchmarks

MozBar (Chrome Browser Plugin)

The screenshot shows the MozBar plugin interface in a Chrome browser. The address bar displays "MASSCHALLENGE INC [US] | https://masschallenge.org". The MozBar toolbar includes the Moz logo, search, edit, and keyword tools icons, and displays metrics: PA: 53, 87,460 links, DA: 61, and Spam Score: 1%. Below the toolbar are tabs for "On-Page Elements", "General Attributes", "Link Metrics", "Markup", and "Http Status". The "On-Page Elements" tab is active, showing a table with two columns: "Tag/Location" and "Content".

Tag/Location	Content
URL	 https://masschallenge.org/
Page Title	MassChallenge • Startup • Partner • Expert
Meta Description	
Meta Keywords	Not found
H1	What We Do • Global Impact • 2344 • \$5B+ • \$2.7B+ • 136K+
H2	Not found

Below the MozBar interface is a banner image for MassChallenge. The text on the banner reads: "More than an accelerator. We are a community of innovators working together to solve some of the world's most massive challenges."

Quick Benchmarks

MozBar (Chrome Browser Plugin)

Measure **Page Authority** & **Domain Authority**

← → ↻ <https://masschallenge.org> | MOZ PA: 53 87,460 links DA: 61 Spam Score: 1%

On-Page Elements General Attributes Link Metrics Markup Http Status

Tag/Location	Content
URL	https://masschallenge.org/
Page Title	MassChallenge • Startup • Partner • Expert
Meta Description	
Meta Keywords	Not found
H1	What We Do • Global Impact • 2344 • \$5B+ • \$2.7B+ • 136K+
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More than an accelerator.
We are a community of innovators working together to solve some of the world's most massive challenges.

Quick Benchmarks

MozBar (Chrome Browser Plugin)

Measure **Page Authority** & **Domain Authority**

The screenshot shows the MozBar interface in a Chrome browser. The address bar displays 'MASSCHALLENGE INC [US] | https://masschallenge.org'. Below the address bar, the MozBar toolbar shows the Moz logo, search, edit, and keyword tools icons. A yellow box highlights the authority metrics: PA: 53 (with a green progress bar), 87,460 links, DA: 61 (with a blue progress bar), and Spam Score: 1% (with a bar chart). Below the toolbar are tabs for 'On-Page Elements', 'General Attributes', 'Link Metrics', 'Markup', and 'Http Status'. The 'On-Page Elements' tab is active, showing a table with columns 'Tag/Location' and 'Content'. The table lists: URL (https://masschallenge.org/), Page Title (MassChallenge • Startup • Partner • Expert), Meta Description (Not found), Meta Keywords (Not found), H1 (What We Do • Global Impact • 2344 • \$5B+ • \$2.7B+ • 136K+), and H2 (Not found).

Bigger #'s
=>
Higher Authority



Quick Benchmarks

MozBar (Chrome Browser Plugin)

Measure **Page Authority & Domain Authority**

Tag/Location	Content
URL	https://masschallenge.org/
Page Title	MassChallenge • Startup • Partner • Expert
Meta Description	
Meta Keywords	Not found
H1	What We Do • Global Impact • 2344 • \$5B+ • \$2.7B+ • 136K+
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Bigger #'s
=>
Higher Authority
=>
Better SEO Rank



Quick Benchmarks

MozBar (Chrome Browser Plugin)

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Bigger #'s
=>
Higher Authority
=>
Better SEO Rank
=>
More Traffic



Quick Benchmarks

MozBar (Chrome Browser Plugin)

Measure **Page Authority** & **Domain Authority**

Tag/Location	Content
URL	https://masschallenge.org/
Page Title	MassChallenge • Startup • Partner • Expert
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More Traffic
=>
Etc.



Page & Domain Authority

- Takes time & effort
- Start Early
- Start with the first 'MVP' level content
 - Get 'Backlinks' – Other Sites Pointing to Yours...
 - Influencers
 - Review sites
 - Etc..
- Amplify Often
- Repeat

- Takes time & effort
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- Repeat

Link Juice

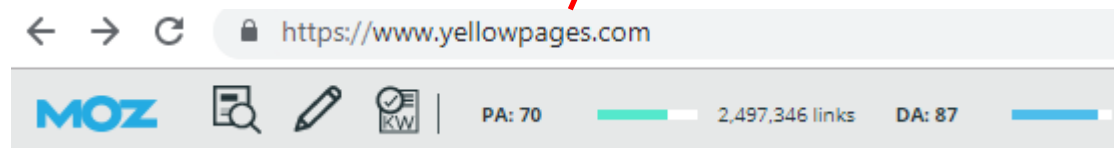
<https://www.crazyegg.com/blog/glossary/link-juice/>

Page & Domain Authority

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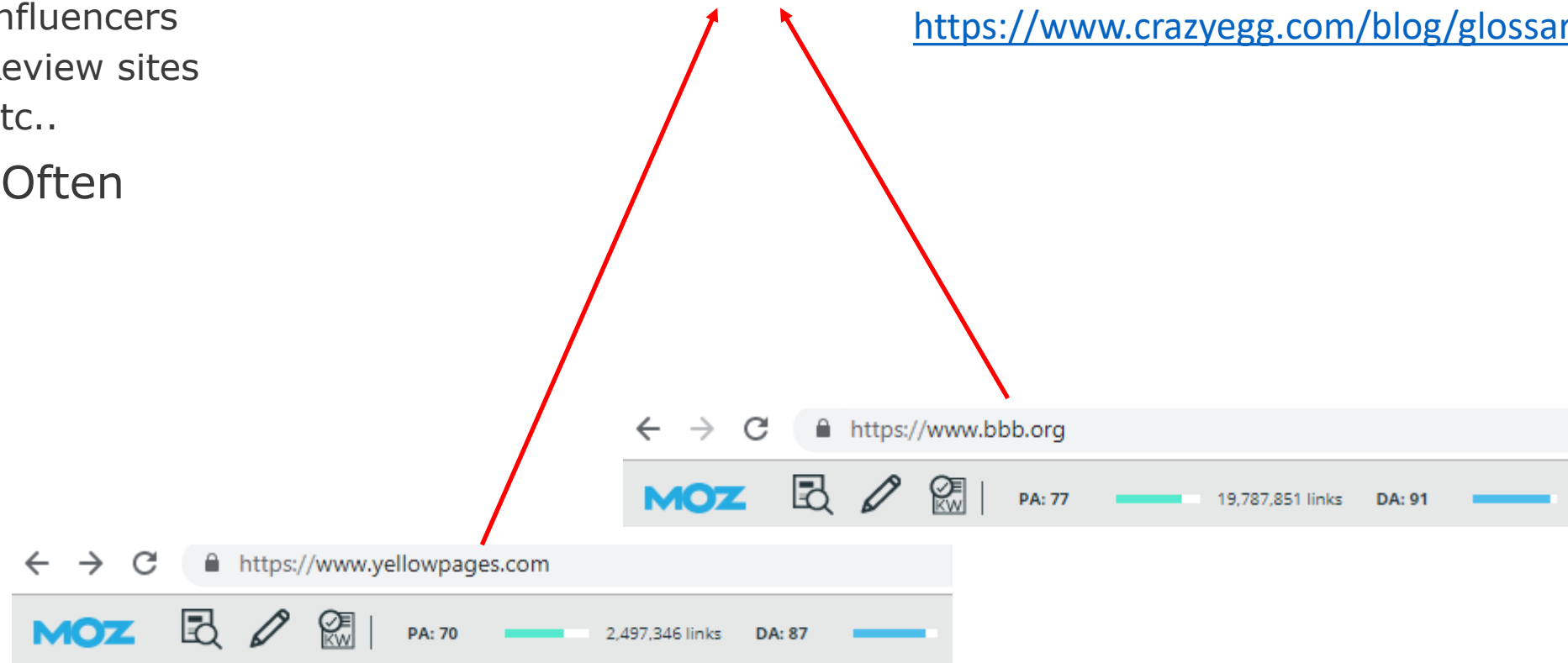


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Link Juice

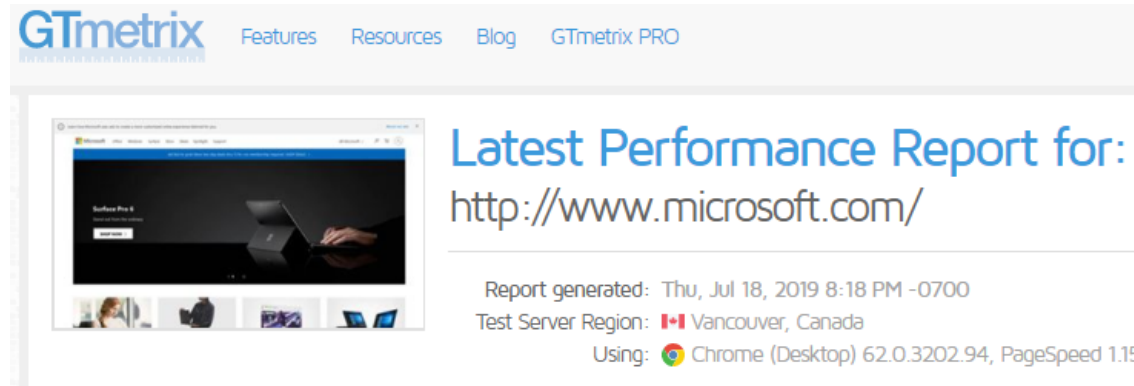
<https://www.crazyegg.com/blog/glossary/link-juice/>

The diagram illustrates the concept of link juice. Two browser screenshots are shown at the bottom. The left screenshot is for <https://www.yellowpages.com> with a Moz toolbar showing PA: 70, 2,497,346 links, and DA: 87. The right screenshot is for <https://www.bbb.org> with a Moz toolbar showing PA: 77, 19,787,851 links, and DA: 91. Two red arrows originate from the top of each browser window and point towards a central point above the text 'Link Juice' and the URL <https://www.crazyegg.com/blog/glossary/link-juice/>. Below the screenshots, the text 'Caution: links 'like those' are controversial' is displayed.

Quick Benchmarks

GTmetrix

<https://gtmetrix.com/>



The screenshot shows the GTmetrix website interface. At the top, there is a navigation bar with the GTmetrix logo and links for Features, Resources, Blog, and GTmetrix PRO. Below the navigation bar, there is a main content area. On the left, there is a thumbnail image of a laptop displaying a webpage. To the right of the thumbnail, the text reads "Latest Performance Report for: http://www.microsoft.com/". Below this, there is a horizontal line, and then the following information is displayed: "Report generated: Thu, Jul 18, 2019 8:18 PM -0700", "Test Server Region: 🇨🇦 Vancouver, Canada", and "Using: 🌐 Chrome (Desktop) 62.0.3202.94, PageSpeed 1.15".

Quick Benchmarks

GTmetrix

<https://gtmetrix.com/>

GTmetrix Features Resources Blog GTmetrix PRO

Latest Performance Report for: <http://www.microsoft.com/>

Report generated: Thu, Jul 18, 2019 8:18 PM -0700
Test Server Region: 🇨🇦 Vancouver, Canada
Using: 🌐 Chrome (Desktop) 62.0.3202.94, PageSpeed 1.15

Performance Scores

PageSpeed Score D (63%) ▾	YSlow Score B (86%) ▲
-------------------------------------	---------------------------------

Page Details

Fully Loaded Time 6.9s ▲	Total Page Size 624KB ✓
------------------------------------	-----------------------------------

PageSpeed YSlow Waterfall Timings Video History

RECOMMENDATION	GRADE	TYPE	PRIORITY
▾ Minimize redirects	F (0)	CONTENT	HIGH
▸ Avoid landing page redirects	F (45)	SERVER	HIGH
Avoid landing page redirects for the following chain of redirected URLs.			
<ul style="list-style-type: none">http://www.microsoft.com/http://www.microsoft.com/en-ca/https://www.microsoft.com/en-ca/			
▾ Optimize the order of styles and scripts	A (92)	CSS/JS	HIGH
▾ Minimize request size	A (92)	CONTENT	HIGH

What's this mean?

Rule upon Optimizatio...
Not to yo...
The gene...
be o...
reso...
[Learn more](#)

Quick Benchmarks

GTmetrix

<https://gtmetrix.com/>

Page Load Speed

GTmetrix Features Resources Blog GTmetrix PRO

Latest Performance Report for: <http://www.microsoft.com/>

Report generated: Thu, Jul 18, 2019 8:18 PM -0700
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Quick Benchmarks

GTmetrix

<https://gtmetrix.com/>

Page Load Speed

What To Improve

GTmetrix Features Resources Blog GTmetrix PRO

Latest Performance Report for: <http://www.microsoft.com/>

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Using: Chrome (Desktop) 62.0.3202.94, PageSpeed 1.15

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PageSpeed YSlow Waterfall Timings Video History

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- <http://www.microsoft.com/>
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- <https://www.microsoft.com/en-ca/>

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Quick Benchmarks

GTmetrix

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GTmetrix Features Resources Blog GTmetrix PRO

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Performance Scores | **Page Details**

PageSpeed Score D (63%) ▾	YSlow Score B (86%) ▲	Fully Loaded Time 6.9s ▲	Total Page Size 624KB ✓
-------------------------------------	---------------------------------	------------------------------------	-----------------------------------

PageSpeed | YSlow | Waterfall | Timings | Video | History

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Avoid landing page redirects for the following chain of redirected URLs.

- <http://www.microsoft.com/>
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What's this mean?

Page Load Speed

What To Improve

Test Desktop

Or

Live Android !

Quick Benchmarks

GTmetrix

<https://gtmetrix.com/>

The screenshot shows the GTmetrix website interface. At the top, there's a navigation bar with 'GTmetrix', 'Features', 'Resources', 'Blog', and 'GTmetrix PRO'. Below that, a header section displays 'Latest Performance Report for: http://www.microsoft.com/'. It includes the report generation date (Thu, Jul 18, 2019 8:18 PM -0700), the test server region (Vancouver, Canada), and the browser used (Chrome Desktop 62.0.3202.94, PageSpeed 1.15). The main content area is divided into 'Performance Scores' and 'Page Details'. The 'Performance Scores' section shows a PageSpeed Score of D (63%) and a YSlow Score of B (86%). The 'Page Details' section shows a Fully Loaded Time of 6.9s and a Total Page Size of 624KB. Below this, there are tabs for 'PageSpeed', 'YSlow', 'Waterfall', 'Timings', 'Video', and 'History'. The 'PageSpeed' tab is active, showing a table of recommendations. The first two recommendations, 'Minimize redirects' (F (0)) and 'Avoid landing page redirects' (F (45)), are circled in red. The 'Avoid landing page redirects' recommendation includes a list of redirected URLs: http://www.microsoft.com/, http://www.microsoft.com/en-ca/, and https://www.microsoft.com/en-ca/. Other recommendations include 'Optimize the order of styles and scripts' (A (92)) and 'Minimize request size' (A (92)).

Page Load Speed

What To Improve

← Test Desktop

Or

Live Android !

Similar Tools

<https://www.pingdom.com/>

<https://developers.google.com/speed/pagespeed/insights/>

Recap So Far...

- Free Tools
- Quick Sanity Checks
- Benchmark Any Site

Triage -> Easy

Before We Move On...

Time for 1 or 2
Quick Questions...

(reminder also check online)

Core Tools

Core Tools

☰ Google Search Console

- <https://search.google.com/search-console/>
- Use the new console, not the old one

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☰ Google Ads (was called AdWords)

- <https://ads.google.com>
- Keyword Planner
- Ad Preview and Diagnosis

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- => Free Insight => Paid Campaigns Not Required

Core Tools

Getting Started...

☰ Google Search Console

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<https://moz.com/blog/a-beginners-guide-to-the-google-search-console>

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Assess & Plan



Google Ads

Benchmark Competition For Your Keywords

Benchmark Competition For Your Keywords

Check Different Locations
&
Different Devices

Assess & Plan



Assess & Plan



Ad Preview and Diagnosis Tool



SEARCH



REPORTS



TOOLS &
SETTINGS

Assess & Plan



Ad Preview and Diagnosis Tool



SEARCH



REPORTS



TOOLS &
SETTINGS



Location

Dallas-Ft. Worth TX, Texas, Un...

Language

English

Device

Mobile

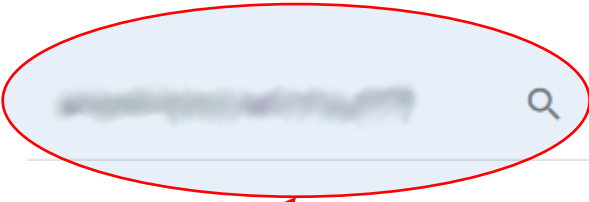
Assess & Plan

Location	Language	Device
Dallas-Ft. Worth TX, Texas, Un...	English	Mobile

Select Context

Assess & Plan

Location	Language	Device
Dallas-Ft. Worth TX, Texas, Un...	English	Mobile



Awesome
Keyword

Assess & Plan

Location	Language	Device
Dallas-Ft. Worth TX, Texas, Un...	English	Mobile

Awesome
Keyword

Side Note

- Robots found "Awesome Keyword"
- We noticed in Google Search Console...

Assess & Plan

Awesome Keyword

Location	Language	Device
Dallas-Ft. Worth TX, Texas, Un...	English	Mobile

Assess & Plan



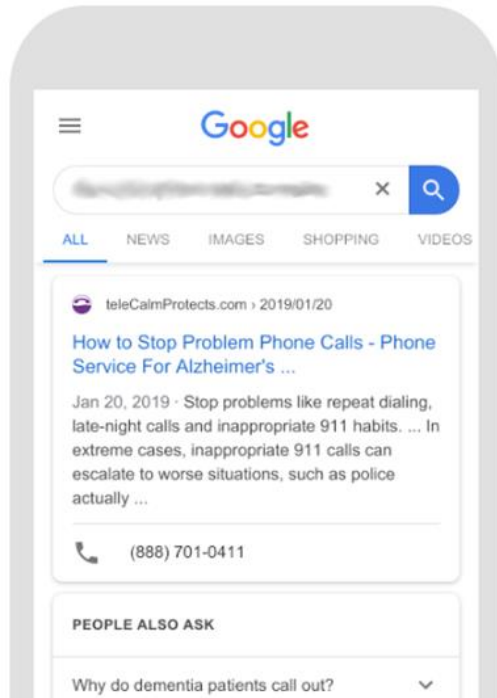
Ad Preview and Diagnosis Tool



Location: Dallas-Ft. Worth TX, Texas, Un...
Language: English
Device: Mobile

! Your ad is not showing

Preview of mobile search results



Assess & Plan



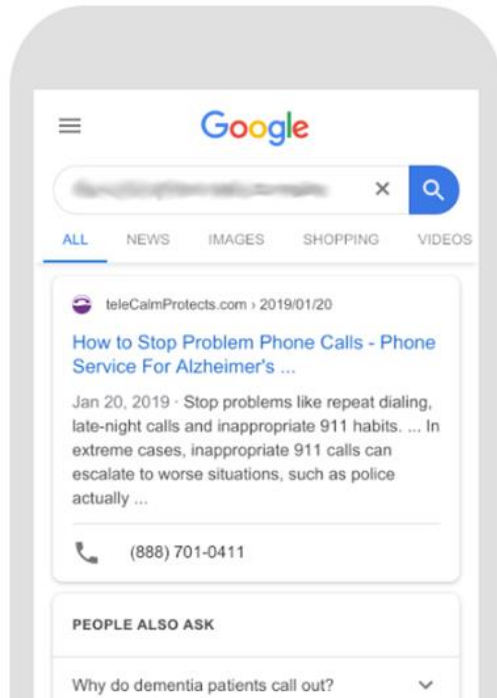
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Location: Dallas-Ft. Worth TX, Texas, Un...
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Preview of mobile search results



← #1 Organic Mobile 😊

Assess & Plan



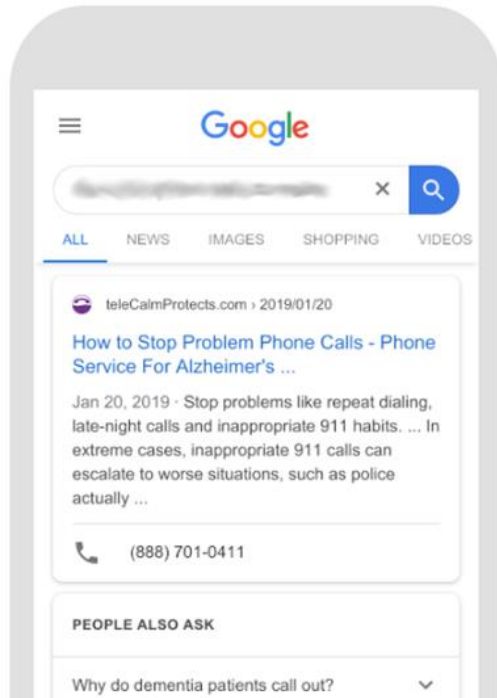
Ad Preview and Diagnosis Tool



Location: Dallas-Ft. Worth TX, Texas, Un...
Language: English
Device: Mobile

! Your ad is not showing

Preview of mobile search results

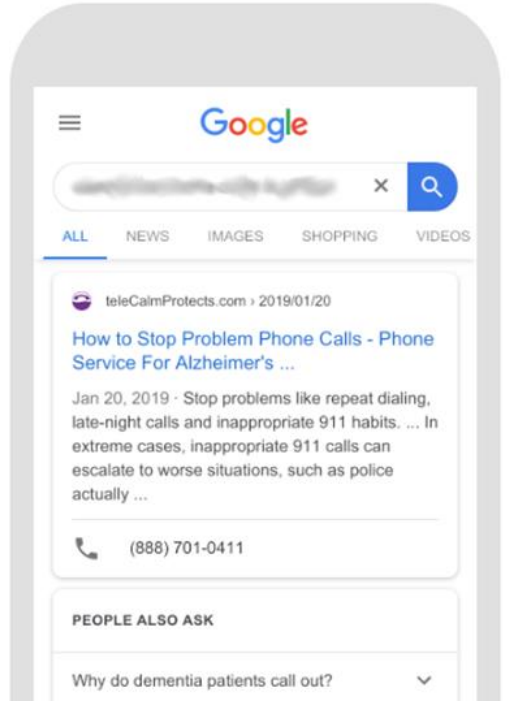
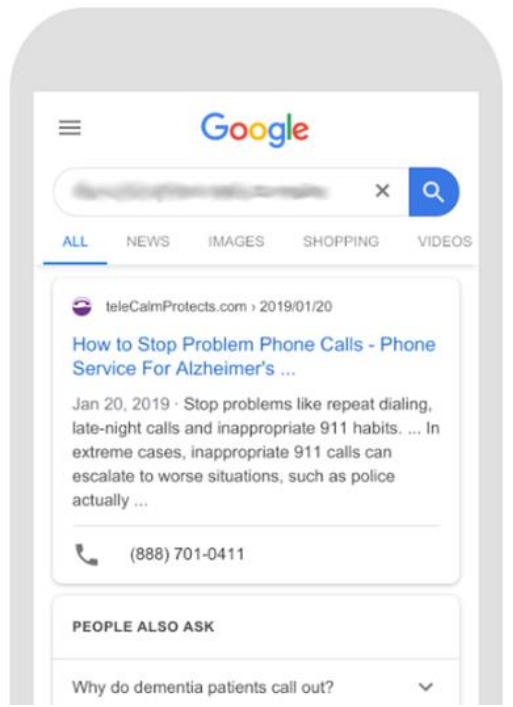


Assess & Plan

Location	Language	Device	Location	Language	Device
Dallas-Ft. Worth TX, Texas, Un...	English	MOBILE	Orlando, Florida, United States	English	Mobile

! Your ad is not showing **! Your ad is not showing**

Preview of mobile search results



Assess & Plan



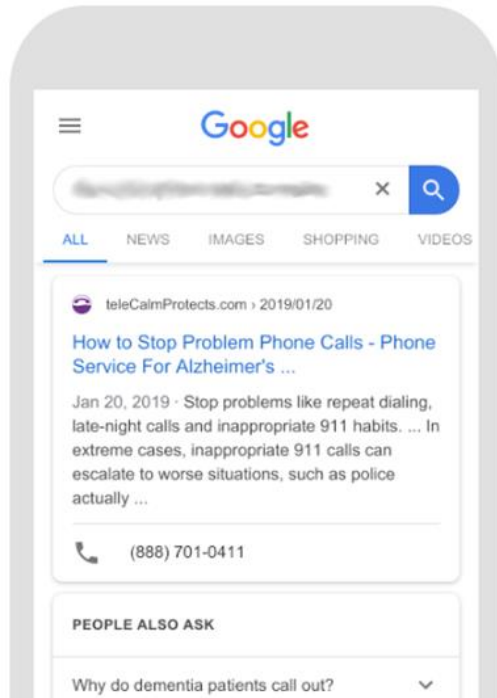
Ad Preview and Diagnosis Tool



Location: Dallas-Ft. Worth TX, Texas, Un...
Language: English
Device: Mobile

! Your ad is not showing

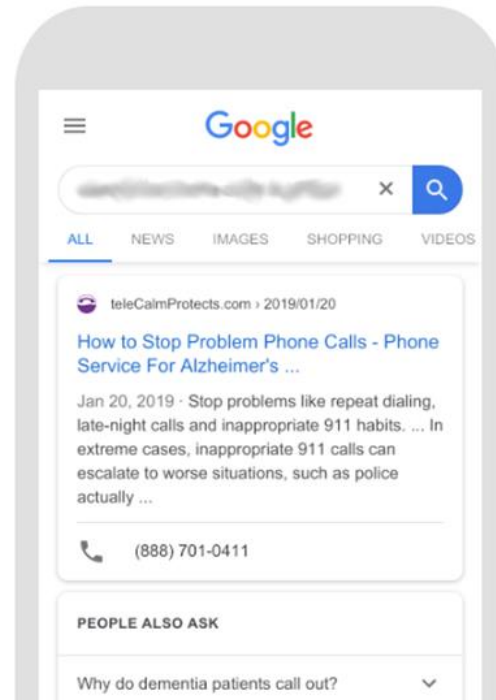
Preview of mobile search results



Location: Orlando, Florida, United States
Language: English
Device: Mobile

! Your ad is not showing

Preview of mobile search results



1 min later

Retry
Orlando

Assess & Plan



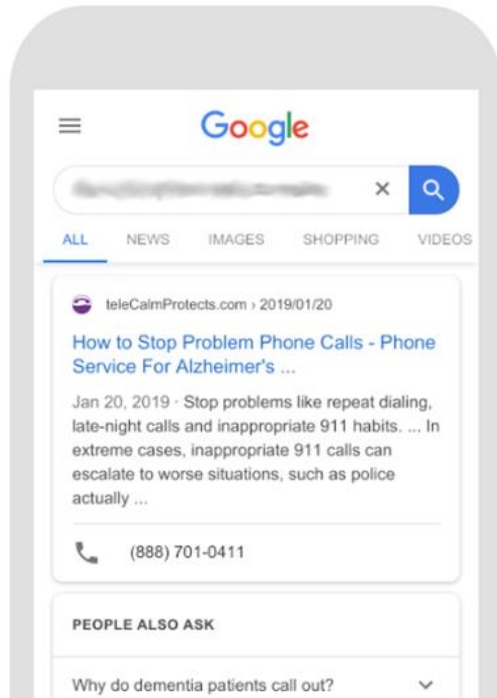
Ad Preview and Diagnosis Tool



Location: Dallas-Ft. Worth TX, Texas, Un...
Language: English
Device: Mobile

! Your ad is not showing

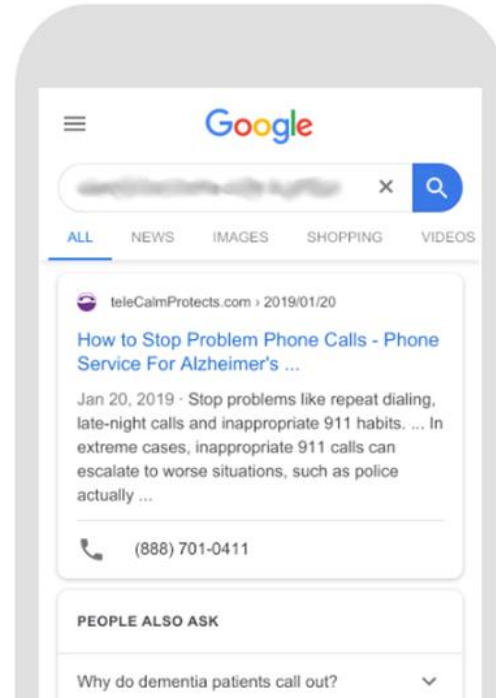
Preview of mobile search results



Location: Orlando, Florida, United States
Language: English
Device: Mobile

! Your ad is not showing

Preview of mobile search results



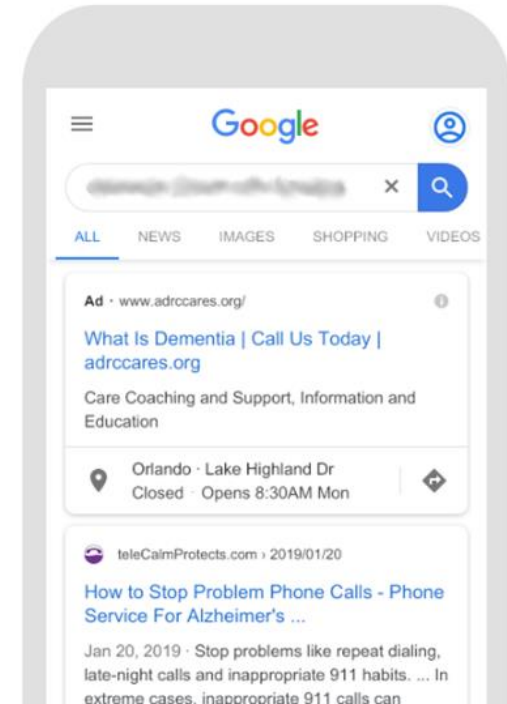
1 min later

Retry
Orlando

Location: Orlando, Florida, United States
Language: English
Device: Mobile

! Your ad is not showing

Preview of mobile search results



Assess & Plan



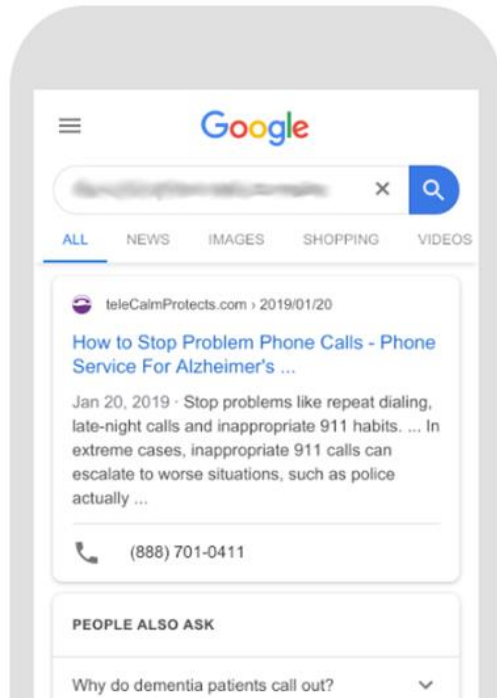
Ad Preview and Diagnosis Tool



Location: Dallas-Ft. Worth TX, Texas, Un...
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! Your ad is not showing

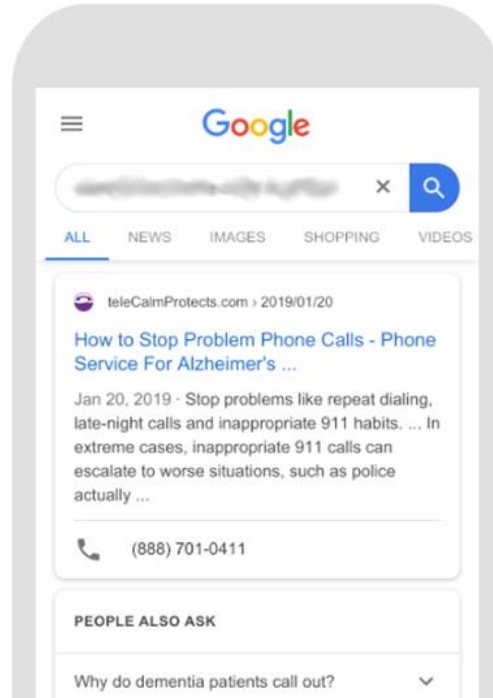
Preview of mobile search results



Location: Orlando, Florida, United States
Language: English
Device: Mobile

! Your ad is not showing

Preview of mobile search results



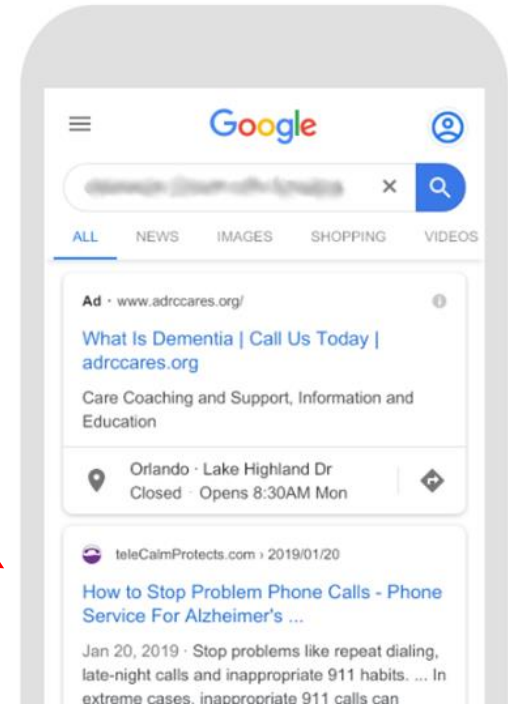
1 min later

Retry
Orlando

Location: Orlando, Florida, United States
Language: English
Device: Mobile

! Your ad is not showing

Preview of mobile search results



Assess & Plan



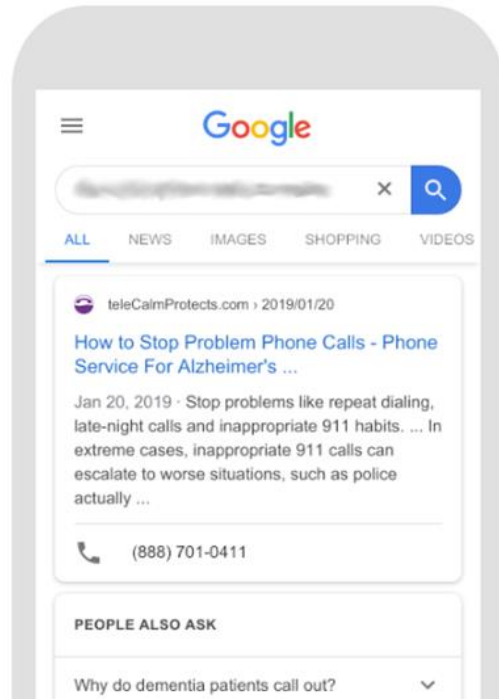
Ad Preview and Diagnosis Tool



Location: Dallas-Ft. Worth TX, Texas, Un...
Language: English
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! Your ad is not showing

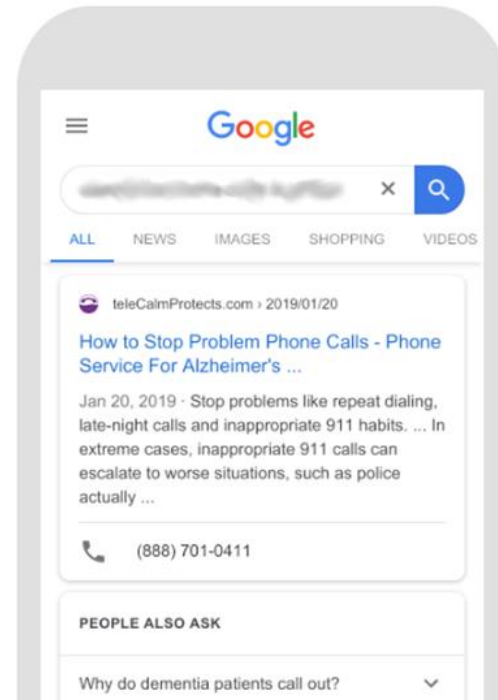
Preview of mobile search results



Location: Orlando, Florida, United States
Language: English
Device: Mobile

! Your ad is not showing

Preview of mobile search results



1 min later

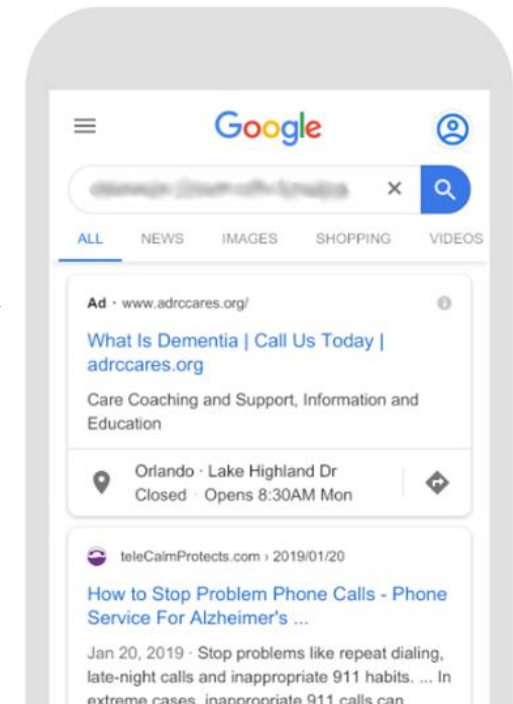
Retry
Orlando

Location: Orlando, Florida, United States
Language: English
Device: Mobile

! Your ad is not showing

Preview of mobile search results

Paid Ad



Assess & Plan



Assess & Plan



Keyword Planner



SEARCH



REPORTS



TOOLS &
SETTINGS

Assess & Plan

Get search volume and forecasts



shoes
how are shoes made
my shoe hurts
tie a shoe

 Upload a file

GET STARTED



Assess & Plan

Get search volume and forecasts



shoes
how are shoes made
my shoe hurts
tie a shoe

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GET STARTED



Assess & Plan

Get search volume and forecasts



shoes
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my shoe hurts
tie a shoe

 Upload a file

GET STARTED



Assess & Plan

Assess & Plan



Keyword Planner



Plan settings ⓘ Locations: All locations Language: All languages Search networks: Google Last 12 months Jul 2018 – Jun 2019 < >

FORECASTS

NEGATIVE KEYWORDS

HISTORICAL METRICS

Assess & Plan

Plan settings ⓘ Locations: All locations Language: All languages Search networks: Google Last 12 months Jul 2018 – Jun 2019 < >

FORECASTS

NEGATIVE KEYWORDS

HISTORICAL METRICS

Keyword ↑	Vol (US)	CPC (US)	Comp (US)	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
<u>how shoes are made</u> ★	720	\$1.63	0.07	1K – 10K	Low	–	\$0.59	\$1.86
<u>my shoe hurts</u> ★	0	\$0.00	0	–	–	–	–	–
<u>shoes</u> ★	1,500,000	\$1.57	0.95	1M – 10M	High	–	\$0.23	\$1.68
<u>tying shoes</u> ★	6,600	\$0.79	0.7	10K – 100K	Medium	–	\$0.42	\$2.98

Assess & Plan

Plan settings ⓘ Locations: All locations Language: All languages Search networks: Google Last 12 months Jul 2018 – Jun 2019 < >

FORECASTS

NEGATIVE KEYWORDS

HISTORICAL METRICS

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<u>tying shoes</u> ★	6,600	\$0.79	0.7	10K – 100K	Medium	–	\$0.42	\$2.98

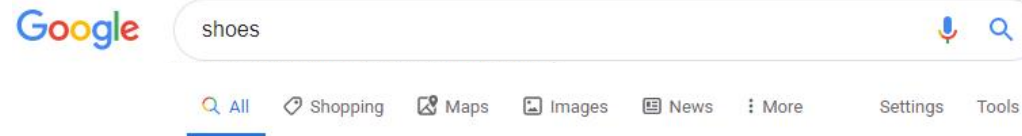
Keywords Everywhere

- <https://keywordseverywhere.com/>
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Assess & Plan






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About 6,860,000,000 results (0.78 seconds)

See Shoes

See Shoes	Sponsored			
 <p>Unisex Black Red Neoprene... \$190.00 iRI NYC</p>	 <p>adidas Men's D.O.N. Issue #1... \$99.99 DICK'S Sportin... Free shipping</p>	 <p>Men's Sperry Authentic... \$84.95 Sperry Free shipping</p>	 <p>Men's L.L.Bean Boots 8"... \$139.00 L.L.Bean Special offer</p>	 <p>GrassSlides Lacrosse Shoes... \$24.95 Amazon.com</p>

See results about

Shoes

A shoe is an item of footwear intended to protect and comfort the human foot, while the wearer is doing ...

Shoes.com (Company)

Customer service: 1 (888) 200-8414

Parent organization: Jet.com (2016-)



SHOES.COM



Rating Hours Your past visits

Famous Footwear

4.2 ★★★★★ (108) · \$ · Shoe store

Trinity Valley Shopping Center

Carrollton, TX · (972) 236-9847

Closed · Opens 10AM Fri

Discount brand-name shoes & accessories



DSW Designer Shoe Warehouse

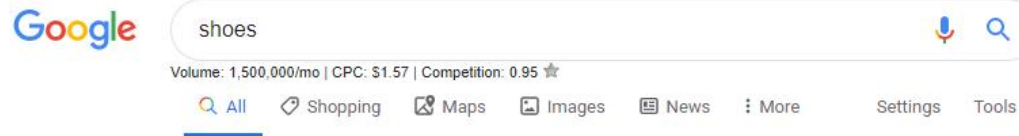
4.3 ★★★★★ (125) · \$\$ · Shoe store



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--	--	---	---	---



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K Related Keywords

Export to CSV

Keyword	Vol (US)	CPC	Comp
mens shoes	201,000	\$1.61	1
zappos shoes	110,000	\$0.28	1
shoes online	33,100	\$1.36	1
shoes websites	22,200	\$1.10	1
shoes nike	12,000	\$0.45	1
shoes men	6,100	\$1.61	1
zappos womens shoes	1,900	\$0.75	1
discount womens shoes	1,100	\$1.07	1

KF Keyword Finder: Free Keyword Tool
Find thousands of long-tail keywords with search volume

K People Also Search For

Export to CSV

Keyword	Vol (US)	CPC	Comp
macys sale	90,500	\$0.33	1
shoes websites	22,200	\$1.10	1
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Assess & Plan

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Google shoes

Volume: 1,500,000/mo | CPC: \$1.57 | Competition: 0.95

All Shopping Maps Images News More Settings Tools

About 6,860,000,000 results (0.78 seconds)

See Shoes

Product	Price	Brand/Source
Unisex Black Red Neoprene...	\$190.00	iRI NYC
adidas Men's D.O.N. Issue #1...	\$99.99	DICK'S Sportin... Free shipping
Men's Sperry Authentic...	\$84.95	Sperry Free shipping
Men's L.L.Bean Boots 8"...	\$139.00	L.L.Bean Special offer
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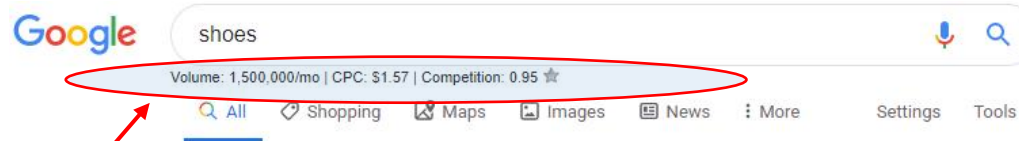
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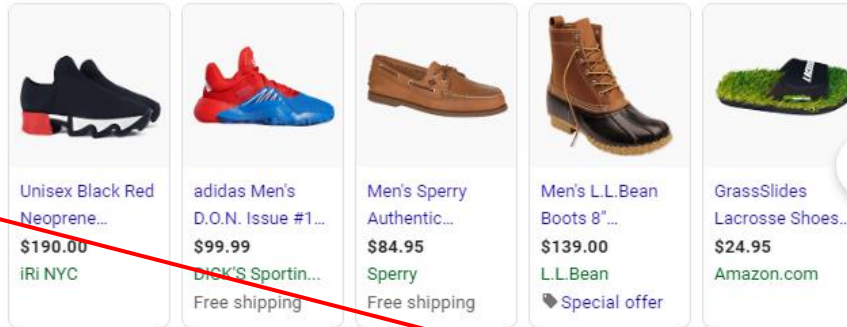
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See Shoes



Product	Price	Brand
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Men's Sperry Authentic...	\$84.95	Sperry
Men's L.L.Bean Boots 8"...	\$139.00	L.L.Bean
GrassSlides Lacrosse Shoes...	\$24.95	Amazon.com

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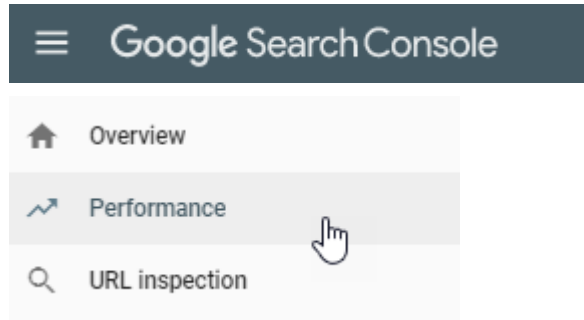
Assess Your Current Site

☰ Google Search Console

Search Console

Assess Your Current Site

Landing Page Analysis



Assess Your Current Site

Landing Page Analysis

The screenshot shows the Google Search Console interface. At the top, there is a dark header with the Google Search Console logo. Below the header, there is a navigation menu with three items: Overview, Performance, and URL inspection. The Performance item is highlighted, and a hand cursor is pointing at it. Below the navigation menu, there is a dark grey box titled "Date range" with two buttons: FILTER and COMPARE. The COMPARE button is highlighted, and a hand cursor is pointing at it. Below the COMPARE button, there is a list of radio button options for date ranges. The "Compare last 28 days to previous period" option is selected. Below the list of options, there is a "Custom" option with two date pickers. The first date picker is labeled "Start date" and has the date "2019-07-16". The second date picker is labeled "End date" and has the date "2019-07-16". Below the date pickers, there is a "vs." label and another two date pickers. The first date picker is labeled "Start date" and has the date "2019-07-15". The second date picker is labeled "End date" and has the date "2019-07-15". At the bottom of the date range selection menu, there are two buttons: CANCEL and APPLY.

Google Search Console

Overview

Performance

URL inspection

Date range

FILTER COMPARE

Compare last 7 days to previous period

Compare last 28 days to previous period

Compare last 3 months to previous period

Compare last 6 months to previous period

Compare last 7 days year over year

Compare last 28 days year over year

Compare last 3 months year over year

Custom

Start date End date

2019-07-16 - 2019-07-16

vs.

Start date End date

2019-07-15 - 2019-07-15

CANCEL APPLY

Assess Your Current Site

Google Search Console

- Overview
- Performance
- URL inspection

Date range

FILTER COMPARE

- Compare last 7 days to previous period
- Compare last 28 days to previous period
- Compare last 3 months to previous period
- Compare last 6 months to previous period
- Compare last 7 days year over year
- Compare last 28 days year over year
- Compare last 3 months year over year
- Custom

Start date End date
2019-07-16 - 2019-07-16

vs.
Start date End date
2019-07-15 - 2019-07-15

CANCEL APPLY

Landing Page Analysis

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE
	↓ Last 28 days Clicks	Previous 28 days Clicks	Last 28 days Impressions	Previous 28 days Impressions

Export data

Assess Your Current Site

The image shows the Google Search Console interface. At the top, there is a dark header with the Google Search Console logo. Below it, a navigation menu includes 'Overview', 'Performance', and 'URL inspection'. The 'Performance' tab is highlighted with a hand cursor. Below the navigation, a 'Date range' dialog is open, showing a 'COMPARE' button with a hand cursor. The dialog lists several date range options, with 'Compare last 28 days to previous period' selected. At the bottom of the dialog, there are 'CANCEL' and 'APPLY' buttons.

Google Search Console

Overview

Performance

URL inspection

Date range

FILTER COMPARE

Compare last 7 days to previous period

Compare last 28 days to previous period

Compare last 3 months to previous period

Compare last 6 months to previous period

Compare last 7 days year over year

Compare last 28 days year over year

Compare last 3 months year over year

Custom

Start date End date

2019-07-16 - 2019-07-16

vs.

Start date End date

2019-07-15 - 2019-07-15

CANCEL APPLY

Landing Page Analysis

The image shows the 'Landing Page Analysis' table in Google Search Console. The 'PAGES' tab is highlighted with a red circle. The table has columns for 'Page', 'Last 28 days Clicks', 'Previous 28 days Clicks', 'Last 28 days Impressions', and 'Previous 28 days Impressions'. An 'Export data' button is visible in the top right corner.

	QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE
Page		↓ Last 28 days Clicks	Previous 28 days Clicks	Last 28 days Impressions	Previous 28 days Impressions

Export data

Assess Your Current Site

The image shows the Google Search Console interface. At the top, there is a navigation menu with 'Overview', 'Performance', and 'URL inspection'. The 'Performance' tab is selected, and a hand cursor is pointing at it. Below the navigation is a 'Date range' filter section with 'FILTER' and 'COMPARE' buttons. The 'COMPARE' button is selected, and a list of date range options is shown. The 'Compare last 28 days to previous period' option is selected. Below the list, there are two date range inputs: '2019-07-16' and '2019-07-15'. At the bottom of the date range section, there are 'CANCEL' and 'APPLY' buttons.

Google Search Console

Overview

Performance

URL inspection

Date range

FILTER COMPARE

Compare last 7 days to previous period

Compare last 28 days to previous period

Compare last 3 months to previous period

Compare last 6 months to previous period

Compare last 7 days year over year

Compare last 28 days year over year

Compare last 3 months year over year

Custom

Start date End date

2019-07-16 - 2019-07-16

vs.

Start date End date

2019-07-15 - 2019-07-15

CANCEL APPLY

Landing Page Analysis

The image shows the 'Landing Page Analysis' table in Google Search Console. The table has five columns: 'QUERIES', 'PAGES', 'COUNTRIES', 'DEVICES', and 'SEARCH APPEARANCE'. The 'PAGES' column is selected, and the table shows data for 'Page', 'Last 28 days Clicks', 'Previous 28 days Clicks', and 'Last 28 days Impressions'. A red circle highlights the 'Export data' button in the 'SEARCH APPEARANCE' column, which is labeled 'Previous 28 days Impressions'.

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE
	↓ Last 28 days Clicks	Previous 28 days Clicks		Last 28 days Impressions
Page				Previous 28 days Impressions

Assess Your Current Site

Google Search Console

- Overview
- Performance
- URL inspection

Date range

FILTER COMPARE

- Compare last 7 days to previous period
- Compare last 28 days to previous period
- Compare last 3 months to previous period
- Compare last 6 months to previous period
- Compare last 7 days year over year
- Compare last 28 days year over year
- Compare last 3 months year over year
- Custom
 - Start date: 2019-07-16
 - End date: 2019-07-16
- vs.
 - Start date: 2019-07-15
 - End date: 2019-07-15

CANCEL APPLY

Landing Page Analysis

QUERIES PAGES COUNTRIES DEVICES SEARCH APPEARANCE

Page ↓ Last 28 days Clicks Previous 28 days Clicks Last 28 days Impressions Previous 28 days Impressions

Export data

Annotate in Excel...

Page URLs	3/2/19 - 3/29/19 Clicks	9/1/18 - 9/28/18 Clicks	3/2/19 - 3/29/19 Impressions	9/1/18 - 9/28/18 Impressions	3/2/19 - 3/29/19 CTR	9/1/18 - 9/28/18 CTR	3/2/19 - 3/29/19 Position	9/1/18 - 9/28/18 Position
.com/subscribe_careg	119	68	696	223	17%	30%	18.67	17
.com/fl/a.html	55	119	687	1560	8%	8%	26.99	49.72
.com/2018/12/06/top	47	0	890	0	5%	0%	31.63	0
.com/2016/12/23/cutt	21	0	2447	0	1%	0%	48.7	0
.com/news/	10	9	453	127	2%	7%	8	1.2
.com/macarthurhills/	6	6	438	161	1%	4%	1.56	3.84
.com/2017/02/08/sigr	6	2	245	89	2%	2%	2.66	6.2

* Fake / Mis-matched Data - Appearance Demo

Assess Your Current Site

Google Search Console

- Overview
- Performance
- URL inspection

Date range

FILTER COMPARE

- Compare last 7 days to previous period
- Compare last 28 days to previous period
- Compare last 3 months to previous period
- Compare last 6 months to previous period
- Compare last 7 days year over year
- Compare last 28 days year over year
- Compare last 3 months year over year
- Custom
 - Start date: 2019-07-16
 - End date: 2019-07-16
 - vs. Start date: 2019-07-15
 - End date: 2019-07-15

CANCEL APPLY

Landing Page Analysis

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE
	↓ Last 28 days Clicks	Previous 28 days Clicks	Last 28 days Impressions	Previous 28 days Impressions

Export data

Annotate in Excel...

Page URLs

- .com/subscribe_careg
- .com/fl/a.html
- .com/2018/12/06/top
- .com/2016/12/23/cuti
- .com/news/
- .com/macarthurhills/
- .com/2017/02/08/sigr

3/2/19 - 3/29/19 Clicks	9/1/18 - 9/28/18 Clicks	3/2/19 - 3/29/19 Impressions	9/1/18 - 9/28/18 Impressions	3/2/19 - 3/29/19 CTR	9/1/18 - 9/28/18 CTR	3/2/19 - 3/29/19 Position	9/1/18 - 9/28/18 Position
119	68	696	223	17%	30%	18.67	17
55	119	687	1560	8%	8%	26.99	49.72
47	0	890	0	5%	0%	31.63	0
21	0	2447	0	1%	0%	48.7	0
10	9	453	127	2%	7%	8	1.2
6	6	438	161	1%	4%	1.56	3.84
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Assess Your Current Site

Google Search Console navigation menu:

- Overview
- Performance (highlighted)
- URL inspection

Date range selection options:

- Compare last 7 days to previous period
- Compare last 28 days to previous period (selected)
- Compare last 3 months to previous period
- Compare last 6 months to previous period
- Compare last 7 days year over year
- Compare last 28 days year over year
- Compare last 3 months year over year
- Custom
 - Start date: 2019-07-16, End date: 2019-07-16
 - vs. Start date: 2019-07-15, End date: 2019-07-15

Landing Page Analysis

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE
	↓ Last 28 days Clicks	Previous 28 days Clicks	Last 28 days Impressions	Previous 28 days Impressions

Annotate in Excel...

Page URLs	3/2/19 - 3/29/19 Clicks	9/1/18 - 9/28/18 Clicks	3/2/19 - 3/29/19 Impressions	9/1/18 - 9/28/18 Impressions	3/2/19 - 3/29/19 CTR	9/1/18 - 9/28/18 CTR	3/2/19 - 3/29/19 Position	9/1/18 - 9/28/18 Position
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.com/2016/12/23/cutt	21	0	2447	0	1%	0%	48.7	0
.com/news/	10	9	453	127	2%	7%	8	1.2
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CANCEL APPLY

Assess Your Current Site

Google Search Console

- Overview
- Performance
- URL inspection

Date range

FILTER

COMPARE

- Compare last 7 days to previous period
- Compare last 28 days to previous period
- Compare last 3 months to previous period
- Compare last 6 months to previous period
- Compare last 7 days year over year
- Compare last 28 days year over year
- Compare last 3 months year over year

Custom

Start date: 2019-07-16
End date: 2019-07-16

vs. Start date: 2019-07-15
End date: 2019-07-15

CANCEL APPLY

Landing Page Analysis

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE
	↓ Last 28 days Clicks	Previous 28 days Clicks	Last 28 days Impressions	Previous 28 days Impressions

Annotate in Excel...

Page URLs	3/2/19 - 3/29/19 Clicks	9/1/18 - 9/28/18 Clicks	3/2/19 - 3/29/19 Impressions	9/1/18 - 9/28/18 Impressions	3/2/19 - 3/29/19 CTR	9/1/18 - 9/28/18 CTR	3/2/19 - 3/29/19 Position	9/1/18 - 9/28/18 Position
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.com/2016/12/23/cutl	21	0	2447	0	1%	0%	48.7	0
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Assess Your Current Site

Google Search Console

- Overview
- Performance
- URL inspection

Date range

FILTER COMPARE

- Compare last 7 days to previous period
- Compare last 28 days to previous period
- Compare last 3 months to previous period
- Compare last 6 months to previous period
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- Custom
 - Start date: 2019-07-16
 - End date: 2019-07-16
- vs.
 - Start date: 2019-07-15
 - End date: 2019-07-15

CANCEL APPLY

Landing Page Analysis

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE
	↓ Last 28 days Clicks	Previous 28 days Clicks	Last 28 days Impressions	Previous 28 days Impressions

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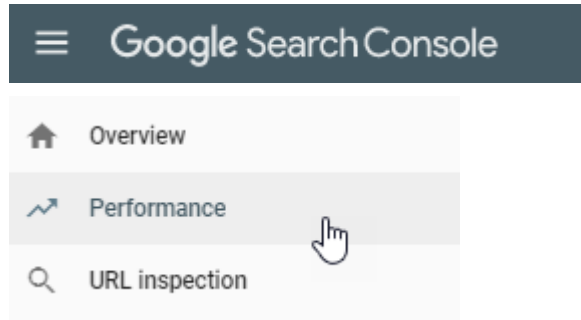
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Beware of Intermediate Metrics & Vanity Metrics

Assess Your Current Site

Queries / Search Intent Analysis



Assess Your Current Site

☰ Google Search Console

🏠 Overview

📈 Performance

🔍 URL inspection



Queries / Search Intent Analysis

QUERIES

PAGES

COUNTRIES

DEVICES

SEARCH APPEARANCE

Query	Clicks	Impressions
-------	--------	-------------

Assess Your Current Site

Google Search Console

- Overview
- Performance
- URL inspection

Queries / Search Intent Analysis

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE
Query				↓ Clicks Impressions

Assess Your Current Site

Google Search Console

- Overview
- Performance
- URL inspection


Queries / Search Intent Analysis

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE
Query				↓ Clicks Impressions

Actuals
To Your Site

Assess Your Current Site


☰ Google Search Console

- 🏠 Overview
- 📈 Performance 
- 🔍 URL inspection

Queries / Search Intent Analysis

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE
Query				↓ Clicks Impressions

Estimates Inserted
by

 **Keywords Everywhere**
(Chrome plugin)

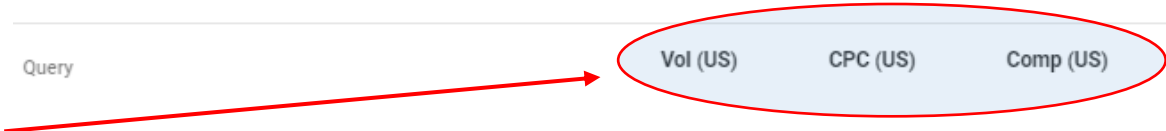
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Google Search Console

- Overview
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Queries / Search Intent Analysis

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE		
Query		Vol (US)	CPC (US)	Comp (US)	↓ Clicks	Impressions



Estimates Inserted
by
K **Keywords Everywhere**
(Chrome plugin)

Google Ads
Forecast

Assess Your Current Site

Queries / Search Intent Analysis

Google Search Console

- Overview
- Performance
- URL inspection

Estimates Inserted
by
K **Keywords Everywhere**
(Chrome plugin)

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	
Query	Vol (US)	CPC (US)	Comp (US)	↓ Clicks	Impressions
	40	\$0.51	1	0	9
	30	\$0.58	1	0	9
	90	\$2.16	0.98	0	9

Rows per page: 500 1-500 of 1000

Export CSV Add All Keywords

Assess Your Current Site

Queries / Search Intent Analysis

Google Search Console

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- Performance
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Copy/Paste to Excel

Assess Your Current Site

Queries / Search Intent Analysis

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Query	Vol (US)	CPC (US)	Comp (US)	Clicks	Impressions
how do i find out who keeps calling me	390	\$7.27	1	5	332
senior phone service	1,300	\$1.07	1	5	313
picture care phone	20	\$0.00	0.28	5	49
	0	\$0.00	0	5	43

* Fake / Mis-matched Data – Appearance Demo

Assess Your Current Site

Queries / Search Intent Analysis

Google Search Console

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- Performance
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Junk

* Fake / Mis-matched Data - Appearance Demo

Assess Your Current Site

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Google Search Console

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Junk

Opportunity

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Opportunity

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Assess Your Current Site

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Junk

Opportunity

* Fake / Mis-matched Data - Appearance Demo

Awesome Keyword

Assess Your Current Site

Queries / Search Intent Analysis

Google Search Console

- Overview
- Performance
- URL inspection

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Rows per page: 500 1-500 of 1000

Export CSV Add All Keywords

Estimates Inserted by **Keywords Everywhere** (Chrome plugin)

Copy/Paste to Excel

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Junk

Opportunity

Surprise Gem

* Fake / Mis-matched Data - Appearance Demo

Assess Your Current Site

Queries / Search Intent Analysis

Google Search Console

- Overview
- Performance
- URL inspection

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	90	\$2.16	0.98	0 9

Rows per page: 500 1-500 of 1000

Export CSV Add All Keywords

Estimates Inserted by **Keywords Everywhere** (Chrome plugin)

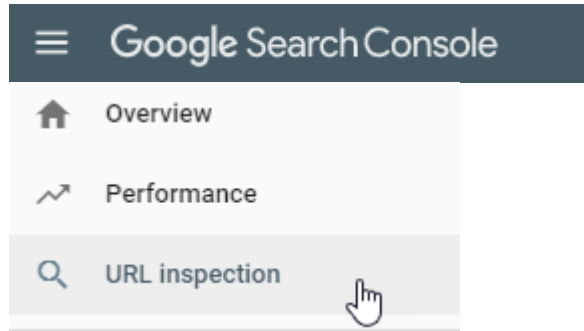
Copy/Paste to Excel

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* Fake / Mis-matched Data - Appearance Demo

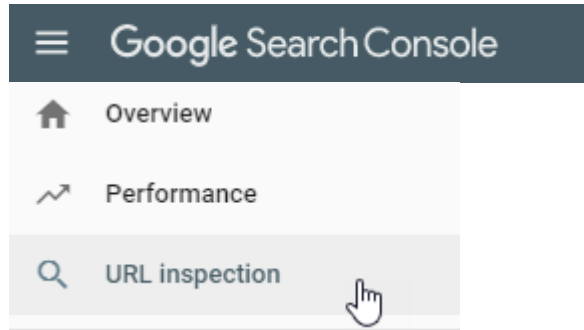
- Junk
- Opportunity
- Surprise Gem
Downstream Analysis => High Sales Rates

Assess Your Current Site



URL inspection

Assess Your Current Site



URL inspection

https://www.telecalmprotects.com/2017/08/15/ringless_voicemail/

Assess Your Current Site

Google Search Console

- Overview
- Performance
- URL inspection

URL inspection

https://www.telecalmprotects.com/2017/08/15/ringless_voicemail/

URL Inspection TEST LIVE URL

✓ URL is on Google
It can appear in Google Search results (if not subject to a manual action or removal request) with all relevant enhancements. [Learn more](#)

[VIEW CRAWLED PAGE](#) Page changed? [REQUEST INDEXING](#)

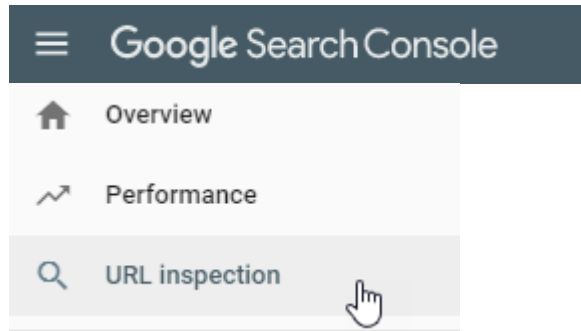
✓ Coverage Submitted and indexed

Enhancements

- ✓ Mobile Usability** Page is mobile friendly
- ✓ Sitelinks searchbox** 1 valid item detected

Assess Your Current Site

URL inspection



1. Update a blog

https://www.telecalmprotects.com/2017/08/15/ringless_voicemail/

URL Inspection

TEST LIVE URL

URL is on Google
It can appear in Google Search results (if not subject to a manual action or removal request) with all relevant enhancements. [Learn more](#)

[VIEW CRAWLED PAGE](#) Page changed? [REQUEST INDEXING](#)

Enhancements

Coverage	Submitted and indexed	▼
Mobile Usability	Page is mobile friendly	>
Sitelinks searchbox	1 valid item detected	>

Assess Your Current Site

URL inspection

The screenshot shows the Google Search Console interface. The left sidebar has three menu items: Overview, Performance, and URL inspection. The URL inspection tool is active, displaying the URL: https://www.telecalmprotects.com/2017/08/15/ringless_voicemail/. The tool shows a 'TEST LIVE URL' button, which is highlighted by a red arrow from the text '2. Make Googlebot Happy'. Below this, there are three main sections: 'URL is on Google' (with a green checkmark and a description), 'Coverage' (with a green checkmark and the status 'Submitted and indexed'), and 'Enhancements' (with three items: 'Mobile Usability' (green checkmark, 'Page is mobile friendly'), and 'Sitelinks searchbox' (green checkmark, '1 valid item detected')).

Google Search Console

- Overview
- Performance
- URL inspection

https://www.telecalmprotects.com/2017/08/15/ringless_voicemail/

URL Inspection **TEST LIVE URL**

✓ URL is on Google
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[VIEW CRAWLED PAGE](#) Page changed? [REQUEST INDEXING](#)

✓ Coverage Submitted and indexed

Enhancements

- ✓ Mobile Usability** Page is mobile friendly
- ✓ Sitelinks searchbox** 1 valid item detected

1. Update a blog
2. Make Googlebot Happy

Assess Your Current Site

URL inspection

The screenshot shows the Google Search Console interface. The left sidebar has three main menu items: Overview, Performance, and URL inspection. The URL inspection tool is active, displaying the URL: https://www.telecalmprotects.com/2017/08/15/ringless_voicemail/. The tool shows a 'TEST LIVE URL' button and a green checkmark indicating the URL is on Google. Below this, there are buttons for 'VIEW CRAWLED PAGE' and 'REQUEST INDEXING'. The 'REQUEST INDEXING' button is highlighted with a red arrow. The 'Enhancements' section shows three items: Mobile Usability (Page is mobile friendly), and Sitelinks searchbox (1 valid item detected).

Google Search Console

- Overview
- Performance
- URL inspection

https://www.telecalmprotects.com/2017/08/15/ringless_voicemail/

URL Inspection **TEST LIVE URL**

✓ URL is on Google
It can appear in Google Search results (if not subject to a manual action or removal request) with all relevant enhancements. [Learn more](#)

VIEW CRAWLED PAGE Page changed? **REQUEST INDEXING**

✓ Coverage Submitted and indexed

Enhancements

- ✓ Mobile Usability** Page is mobile friendly
- ✓ Sitelinks searchbox** 1 valid item detected

1. Update a blog
2. Make Googlebot Happy
3. Request indexing

Assess Your Current Site

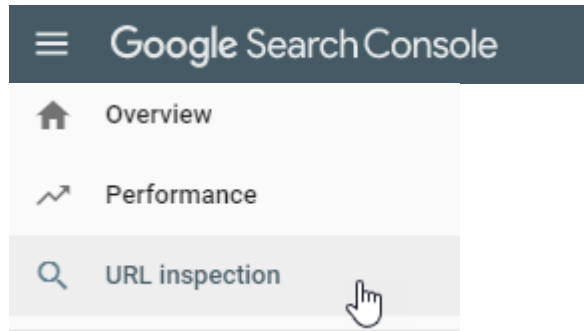
URL inspection

The screenshot displays the Google Search Console interface. The top navigation bar includes 'Overview', 'Performance', and 'URL inspection'. The URL being inspected is `https://www.telecalmprotects.com/2017/08/15/ringless_voicemail/`. The 'URL Inspection' section shows a green checkmark and the message 'URL is on Google'. Below this, there are buttons for 'VIEW CRAWLED PAGE' and 'REQUEST INDEXING'. The 'Coverage' section is expanded, showing a table of details:

Category	Status
Discovery	
Sitemaps	https://www.telecalmprotects.com/sitemap_index.xml
Referring page	None detected
Crawl	
Last crawl	Jul 17, 2019, 8:40:49 PM
Crawled as	Googlebot smartphone
Crawl allowed?	Yes
Page fetch	Successful
Indexing	
Indexing allowed?	Yes
User-declared canonical	https://www.telecalmprotects.com/2017/08/15/ringless_voicemail/
Google-selected canonical	Inspected URL

At the bottom of the coverage report, there are links for 'LEARN MORE' and 'OPEN REPORT'. A red circle highlights the 'Crawl allowed?' and 'Indexing allowed?' rows, with a red arrow pointing from the 'REQUEST INDEXING' button to the 'Crawl allowed?' row.

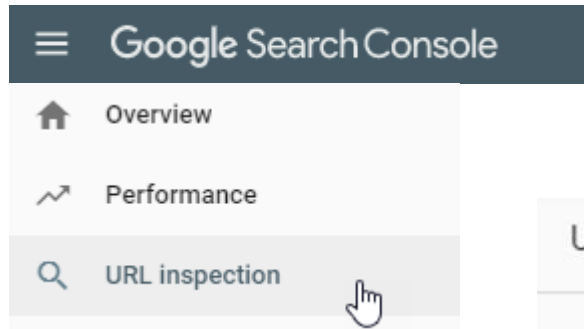
Assess Your Current Site



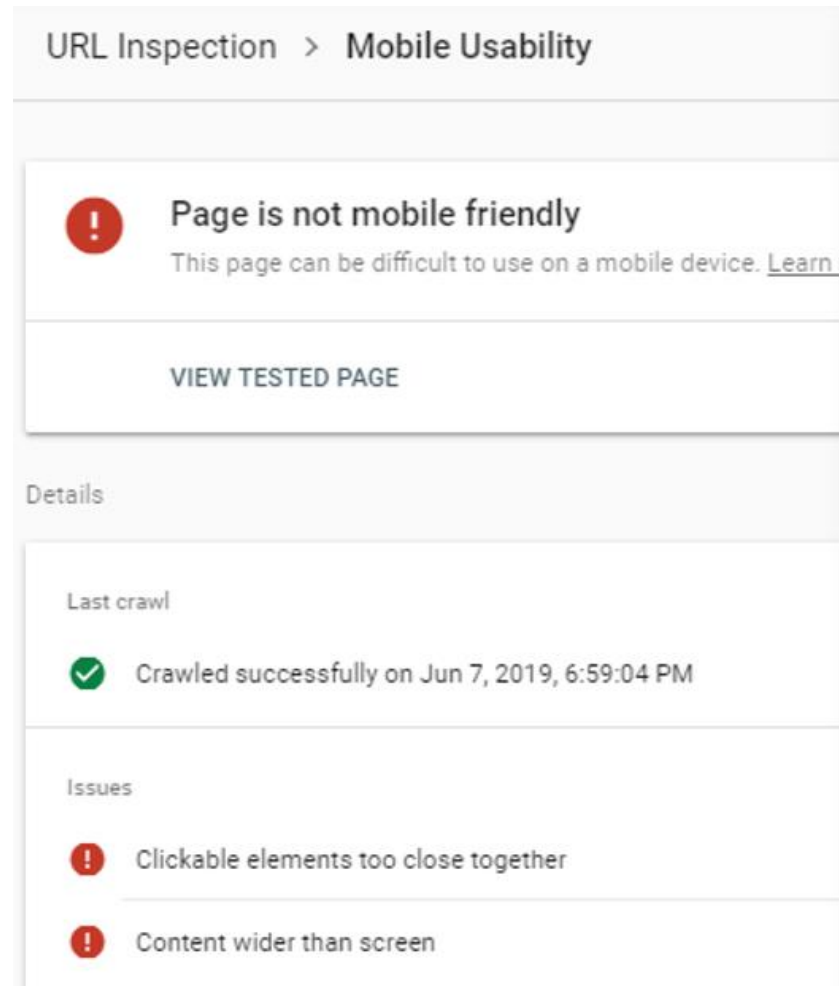
URL inspection

If you get something like this...

Assess Your Current Site

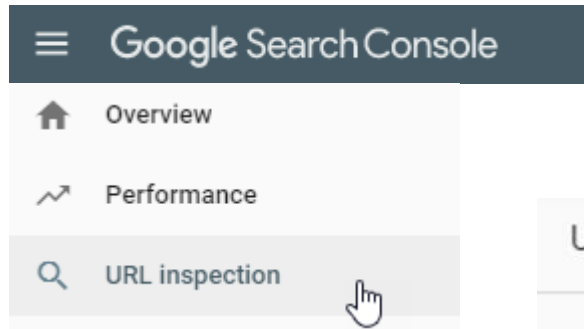


URL inspection

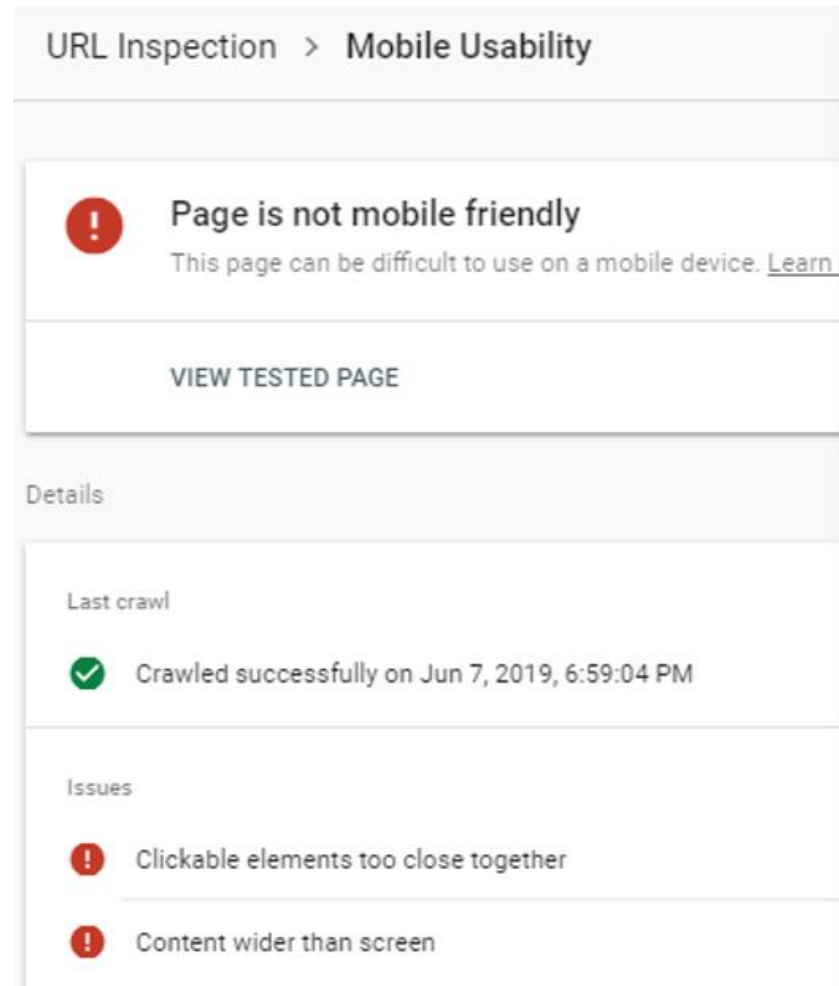


If you get something like this...

Assess Your Current Site



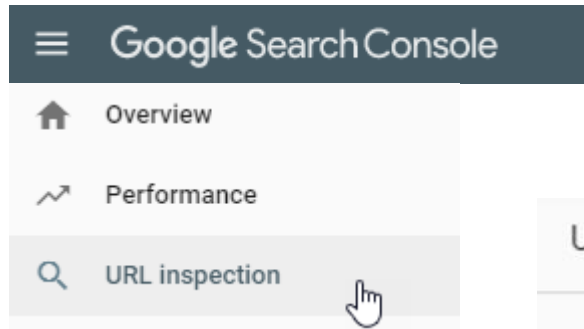
URL inspection



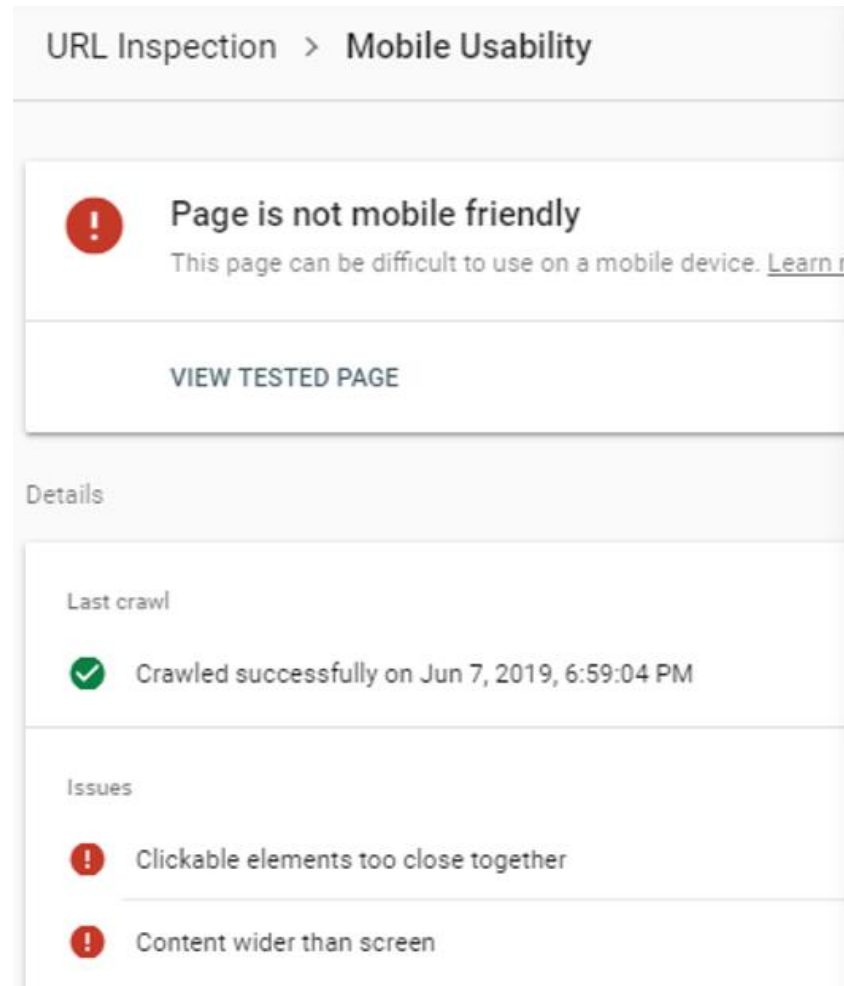
If you get something like this...

- Bad Signal

Assess Your Current Site



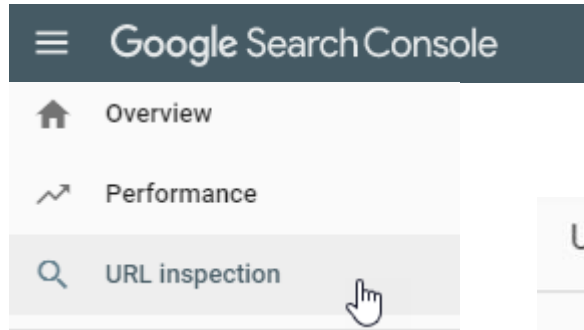
URL inspection



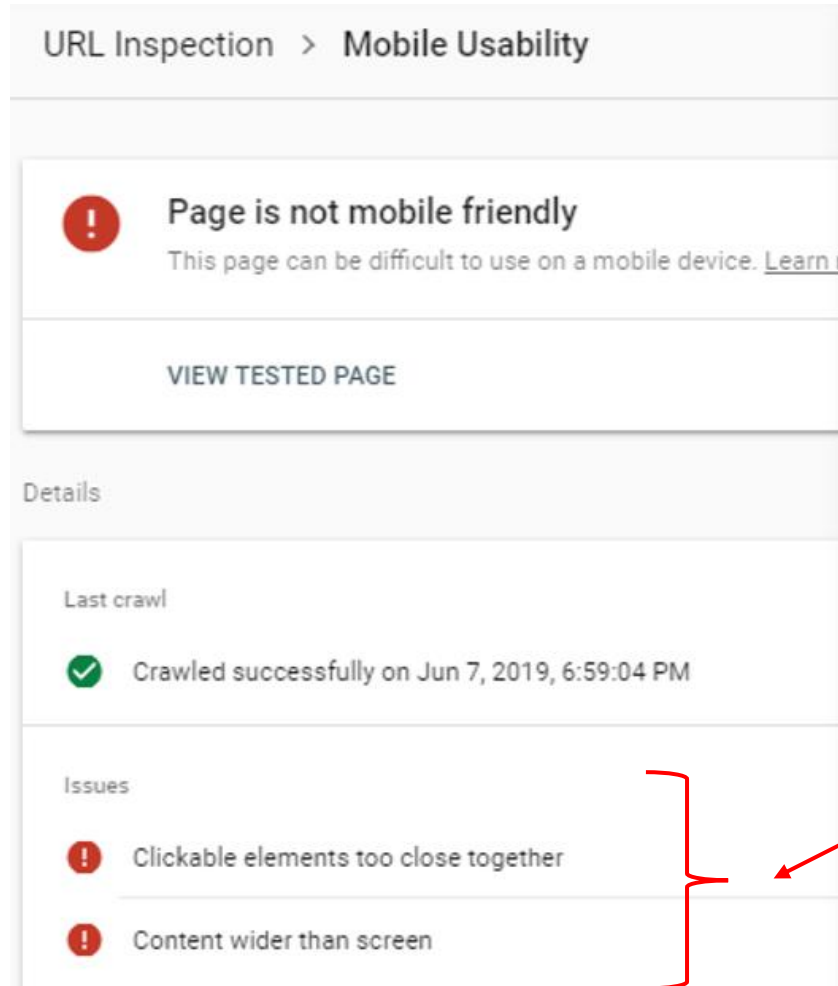
If you get something like this...

- Bad Signal
- Page rank will suffer

Assess Your Current Site



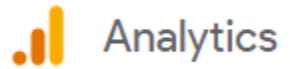
URL inspection



If you get something like this...

- Bad Signal
- Page rank will suffer
- Fix it quickly

Assess Your Current Site

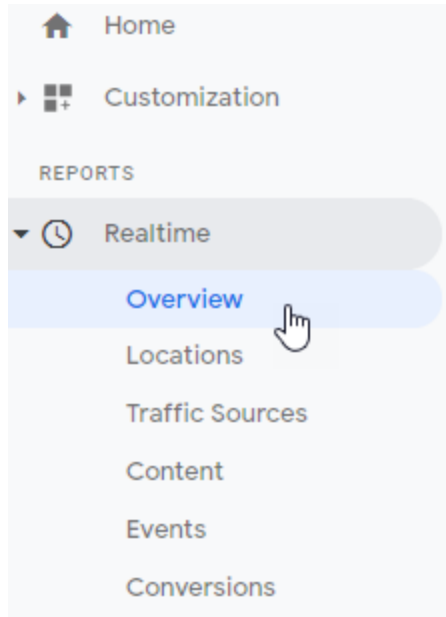


Google Analytics

Assess Your Current Site

Analytics

Realtime Overview



Assess Your Current Site

Analytics

Realtime Overview

- Home
- Customization
- REPORTS
 - Realtime
 - Overview**
 - Locations
 - Traffic Sources
 - Content
 - Events
 - Conversions

Right now

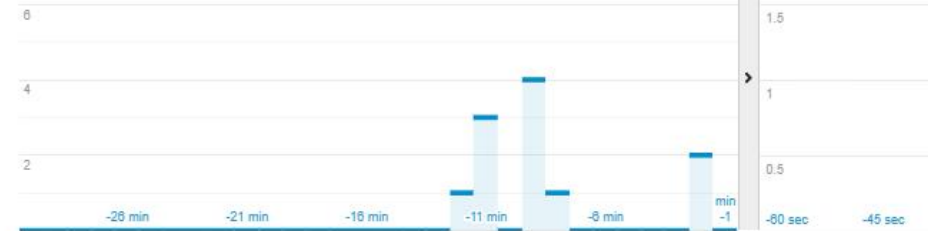
3

active users on site



Pageviews

Per minute



Per second

Top Referrals:

Source	Active Users
There is no data for this view.	

Top Social Traffic:

Source	Active Users
There is no data for this view.	

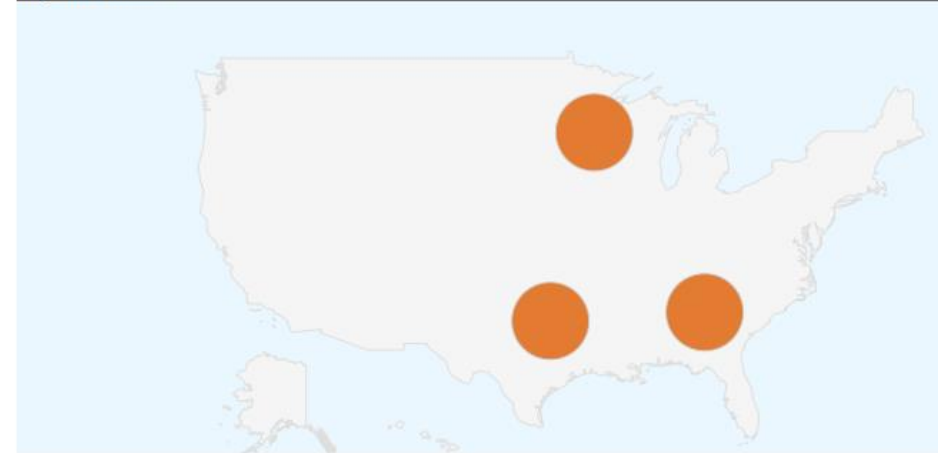
Top Keywords:

Keyword	Active Users
1. (not provided)	1

Top Active Pages:

Active Page
1. /2019/01/30/best-senior-f...dly-home-phones-for-2019/
2. /selectplan/
3. /subscribe_caregiver_monthly/

Top Locations:



Assess Your Current Site

Analytics

Realtime Overview

- Home
- Customization
- REPORTS
 - Realtime
 - Overview
 - Locations
 - Traffic Sources
 - Content
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Right now
3
active users on site



Top Referrals:

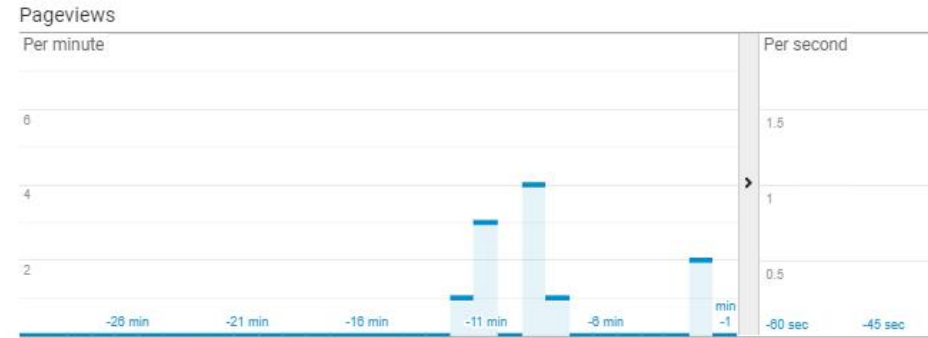
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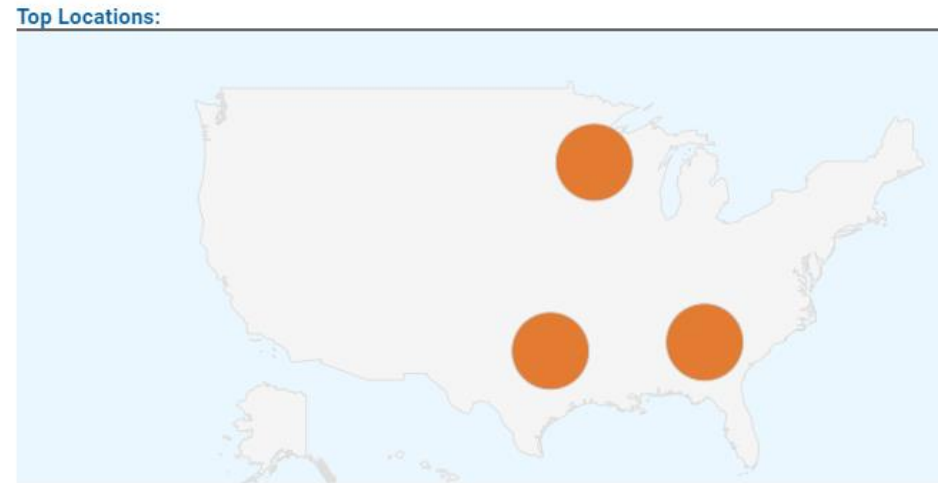
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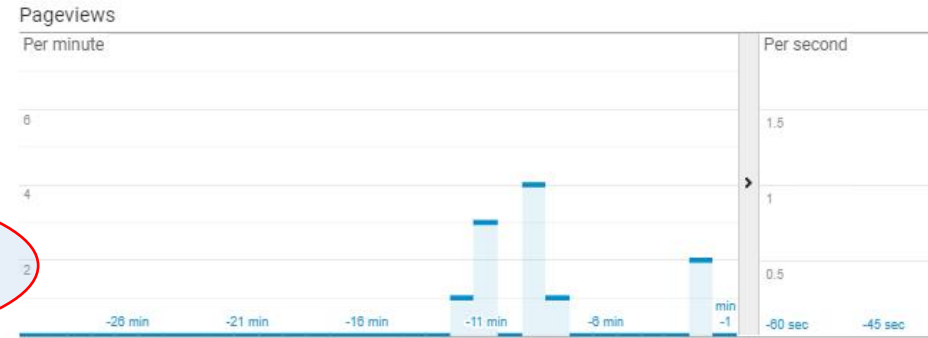
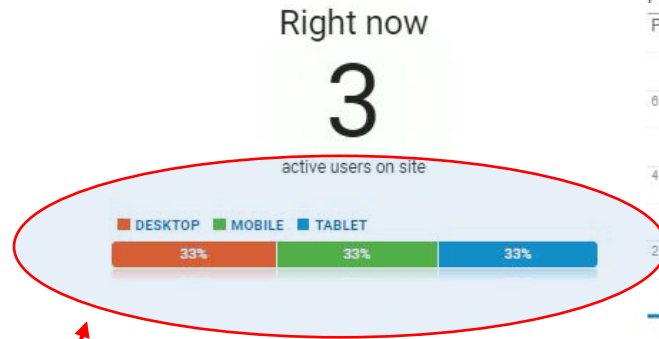
• # Users

Assess Your Current Site

Analytics

Realtime Overview

- Home
- Customization
- REPORTS
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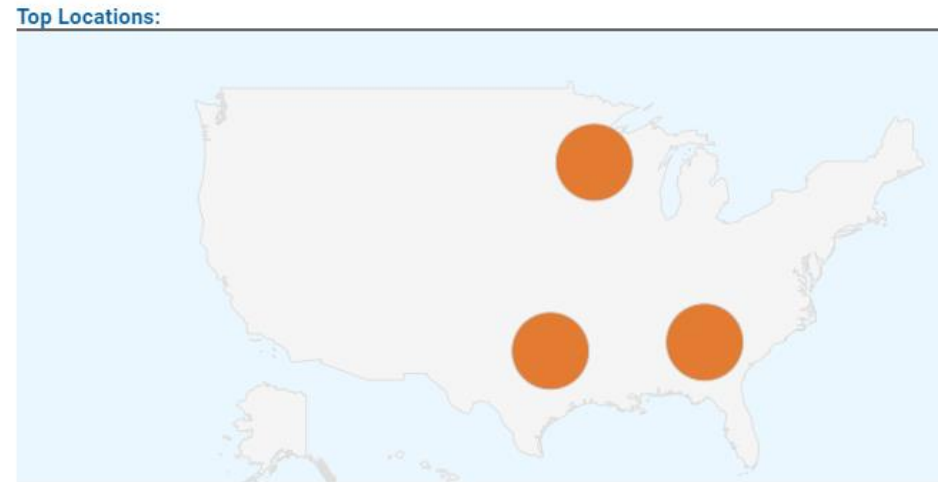
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- # Users
- Which Devices

Assess Your Current Site

Analytics

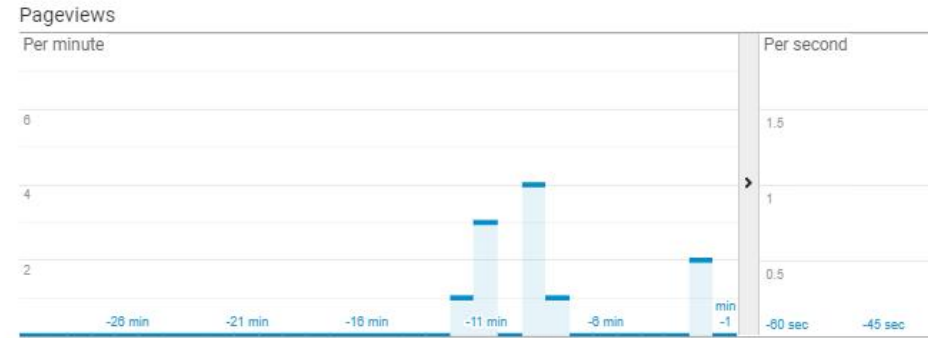
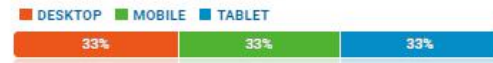
Realtime Overview

- Home
- Customization
- REPORTS
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 - Conversions

Right now

3

active users on site



Top Referrals:

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Top Social Traffic:

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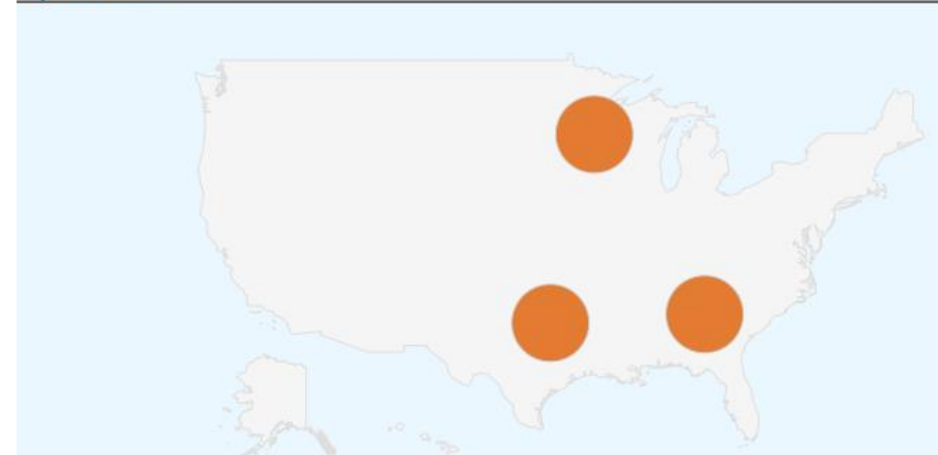
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Active Page
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Top Locations:



- # Users
- Which Devices
- Current URLs

Assess Your Current Site

Analytics

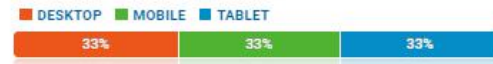
Realtime Overview

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- REPORTS
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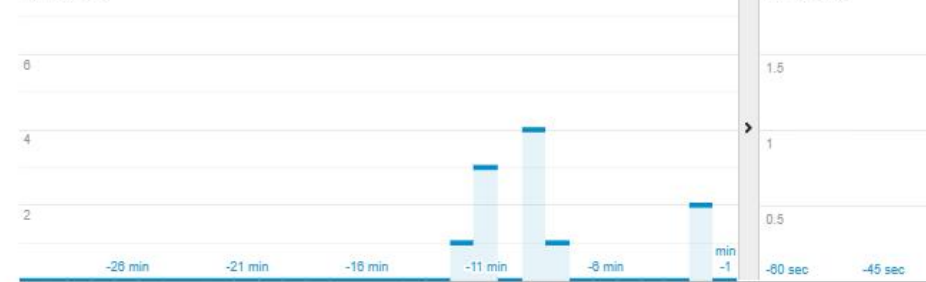
3

active users on site



Pageviews

Per minute



Top Referrals:

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Top Social Traffic:

Source	Active Users
There is no data for this view.	

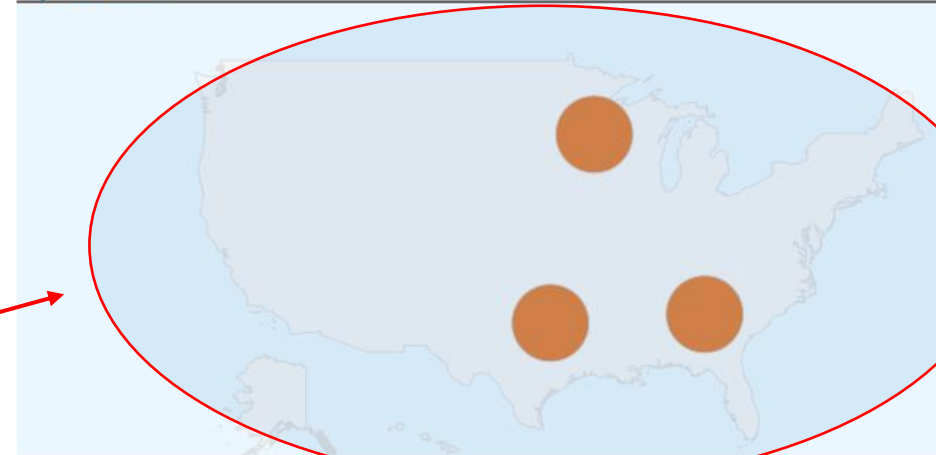
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3. /subscribe_caregiver_monthly/

Top Locations:

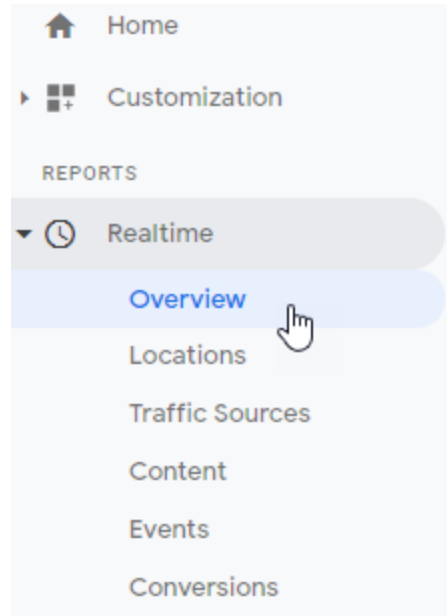


- # Users
- Which Devices
- Current URLs
- Physical Location

Assess Your Current Site

Analytics

Realtime Overview



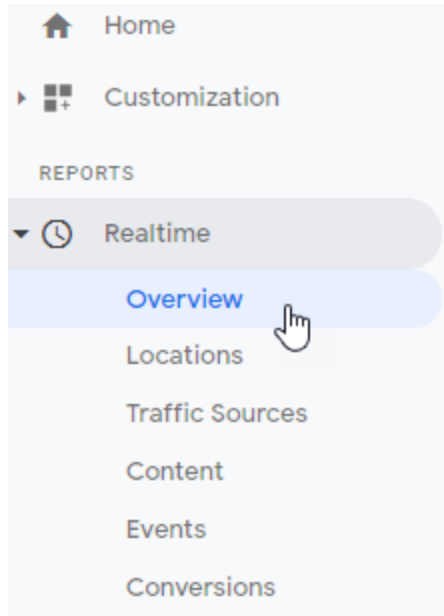
Objection!

Who has time to watch this all day?

Assess Your Current Site

Analytics

Realtime Overview



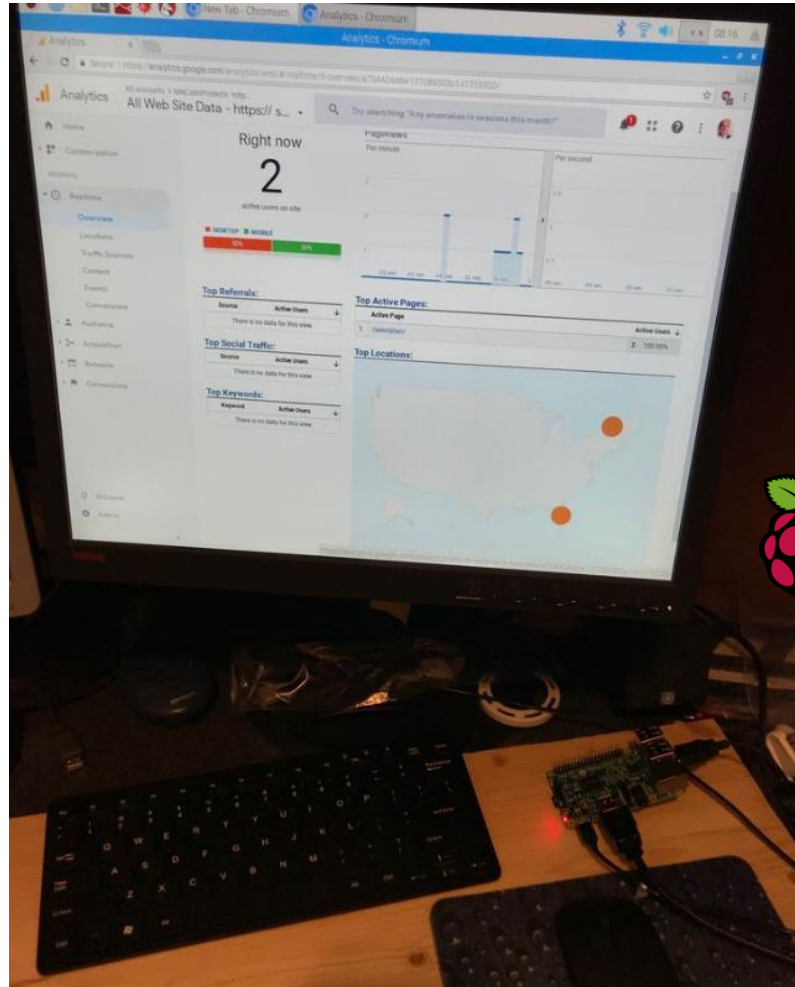
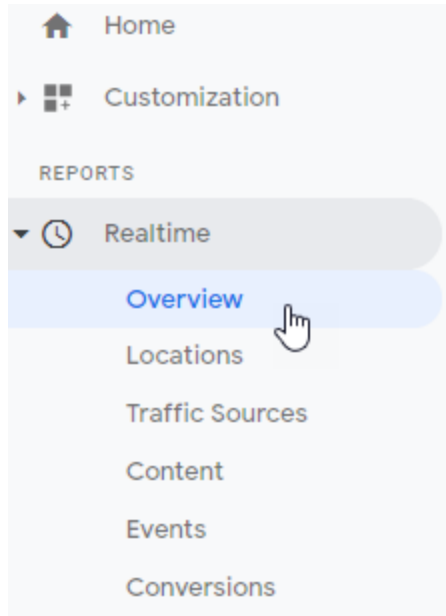
Benchmark

What Would Brick & Mortar Do?

Assess Your Current Site


Analytics

Realtime Overview

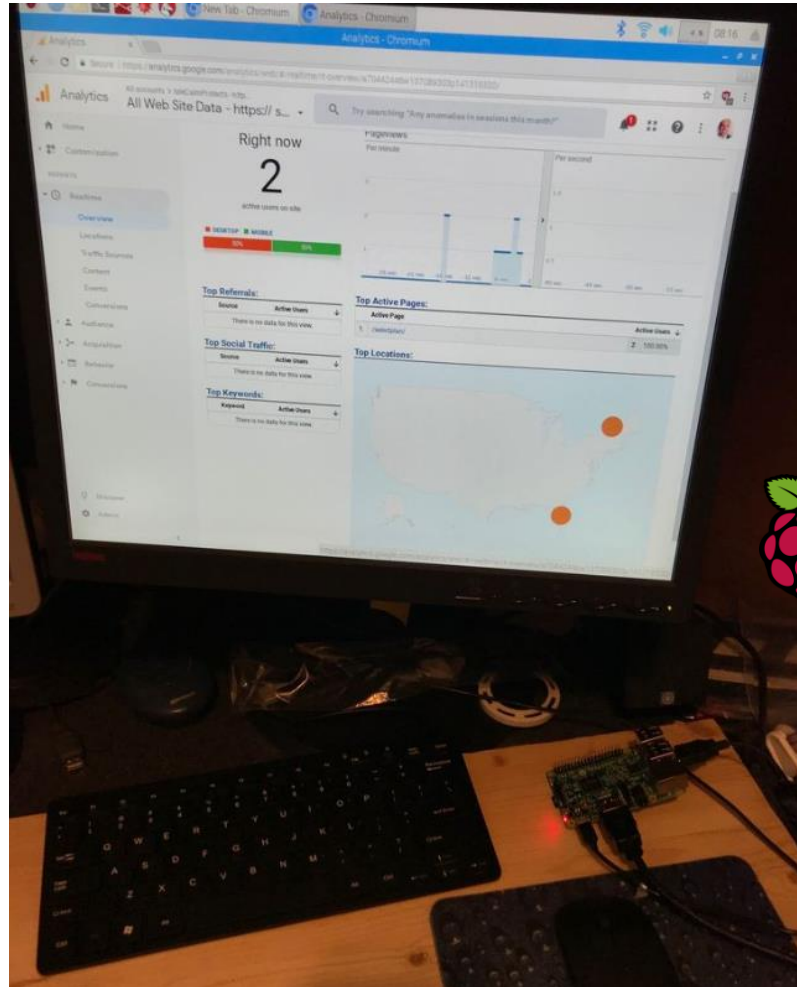
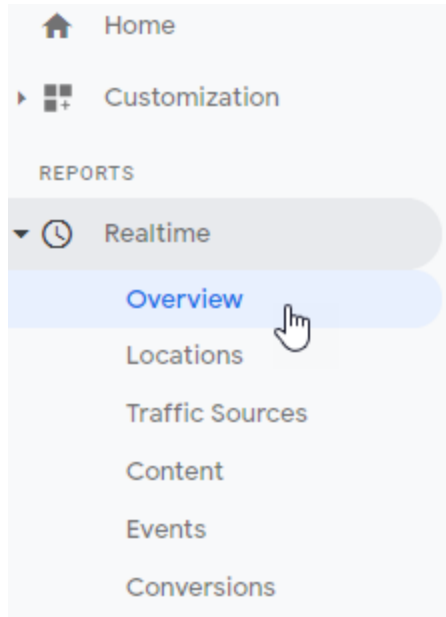


Spare display
Corner of office
Glance now & then

Assess Your Current Site

 Analytics

Realtime Overview



Spare display
Corner of office
Glance now & then

Example Benefit

Noticed shopping cart abandonment
=> Need to improve measurements
=> Maybe intercept to close?

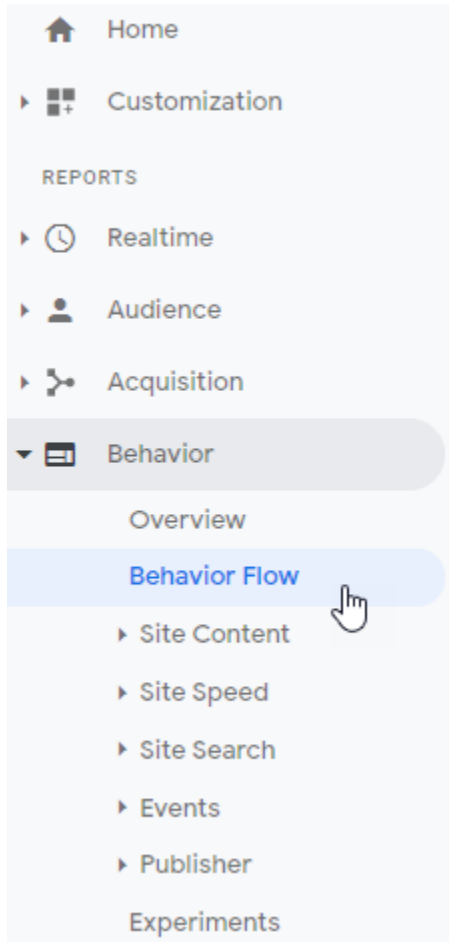
Assess Your Current Site

 Analytics

Behavior Flow

Assess Your Current Site

Analytics



Behavior Flow

Assess Your Current Site

Analytics

The screenshot displays the Google Analytics interface. On the left is a navigation sidebar with the following items: Home, Customization, REPORTS, Realtime, Audience, Acquisition, Behavior (selected), Overview, Behavior Flow (highlighted with a hand cursor), Site Content, Site Speed, Site Search, Events, Publisher, and Experiments. The main content area shows a 'Source / Medium' report with a dropdown menu and a settings gear icon. The report lists three data points:

Source / Medium	Count	Change
(direct) / (none)	517	▲101%
google / organic	438	▲64%
google / cpc	384	▼26%
facebook.co... / referral	6	▼85%

Behavior Flow

Assess Your Current Site

Analytics

The screenshot shows the Google Analytics interface. On the left is a navigation menu with 'Behavior' selected and 'Behavior Flow' highlighted. The main content area displays a 'Source / Medium' report. A red circle highlights the 'Source / Medium' dropdown menu at the top of the report, with a red arrow pointing to it from the text 'How To Sort Visitors'. The report lists four source/medium categories with their respective visitor counts and percentage changes:

Source / Medium	Visitors	Change
(direct) / (none)	517	▲101%
google / organic	438	▲64%
google / cpc	384	▼26%
facebook.co... / referral	6	▼85%

Behavior Flow

How To Sort Visitors

Assess Your Current Site

Analytics

The screenshot shows the Google Analytics interface. On the left is a navigation menu with 'Behavior' expanded to show 'Behavior Flow'. The main content area displays a 'Source / Medium' report. A red circle highlights the 'Source / Medium' dropdown menu at the top of the report, with a hand cursor pointing to it. Below the dropdown, the report lists four source/medium categories with their respective visitor counts and percentage changes:

Source / Medium	Visitors	% Change
(direct) / (none)	517	▲101%
google / organic	438	▲64%
google / cpc	384	▼26%
facebook.co... / referral	6	▼85%

Behavior Flow

How To Sort Visitors
Many Options

Assess Your Current Site

Analytics

The screenshot shows the Google Analytics interface. On the left is a navigation menu with 'Behavior' selected and 'Behavior Flow' highlighted. The main content area shows a 'Source / Medium' dropdown menu circled in red, with a hand cursor pointing to it. Below the dropdown is a list of visitor segments:

Source / Medium	Visitors	Change
(direct) / (none)	517	▲101%
google / organic	438	▲64%
google / cpc	384	▼26%
facebook.co... / referral	6	▼85%

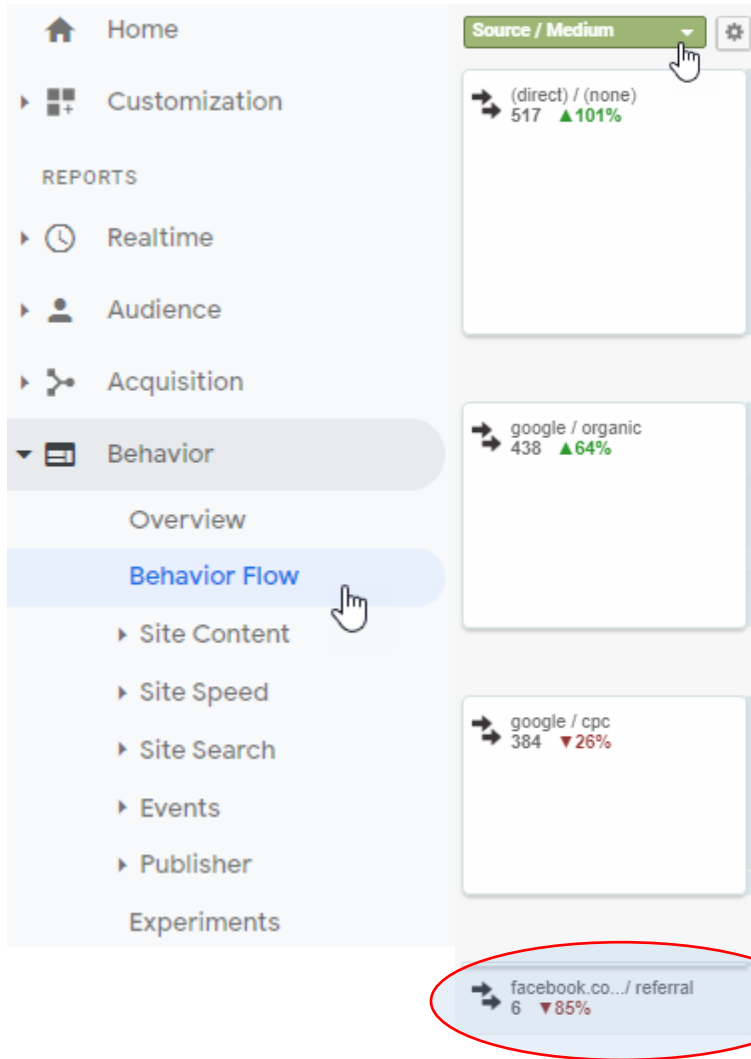
Behavior Flow

How To Sort Visitors
Many Options
Recommend Start w/ 'Source/Medium'

Assess Your Current Site

Analytics

Behavior Flow

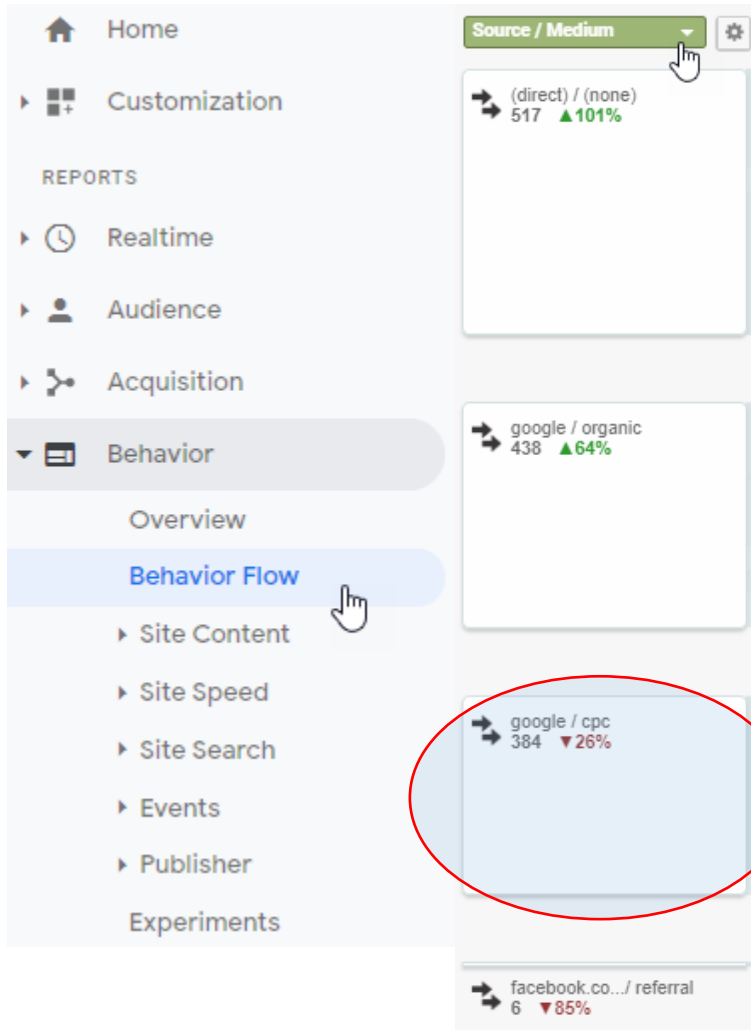


Facebook

Assess Your Current Site

Analytics

Behavior Flow

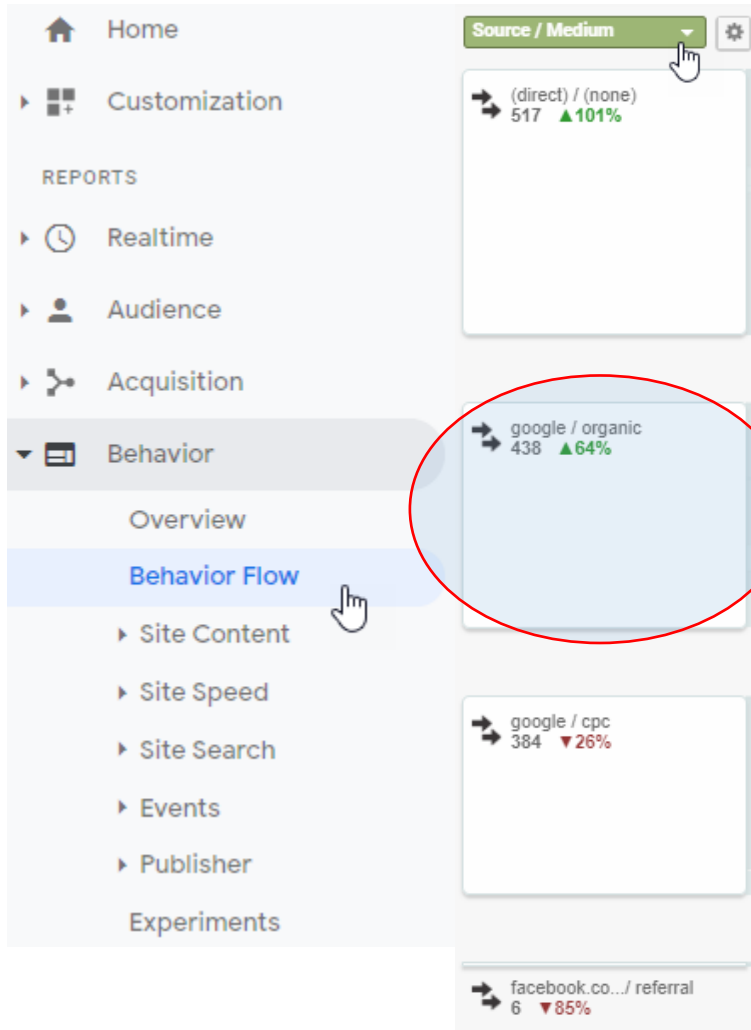


← Paid – Google Ads

Assess Your Current Site

Analytics

Behavior Flow

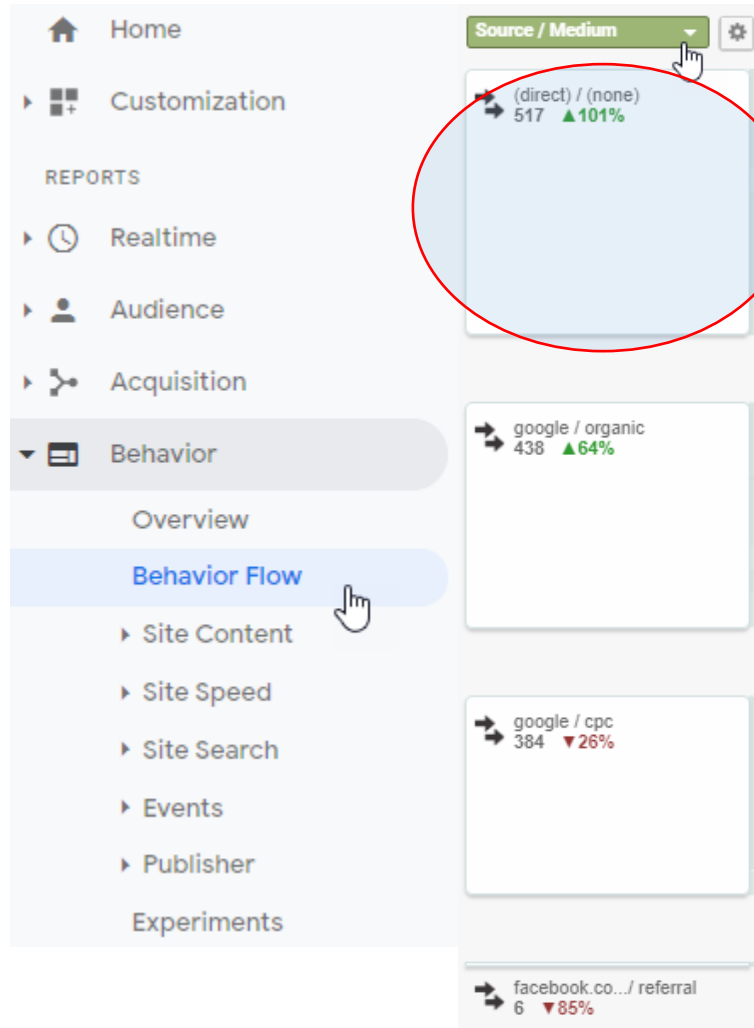


Google Organic Search

Assess Your Current Site

Analytics

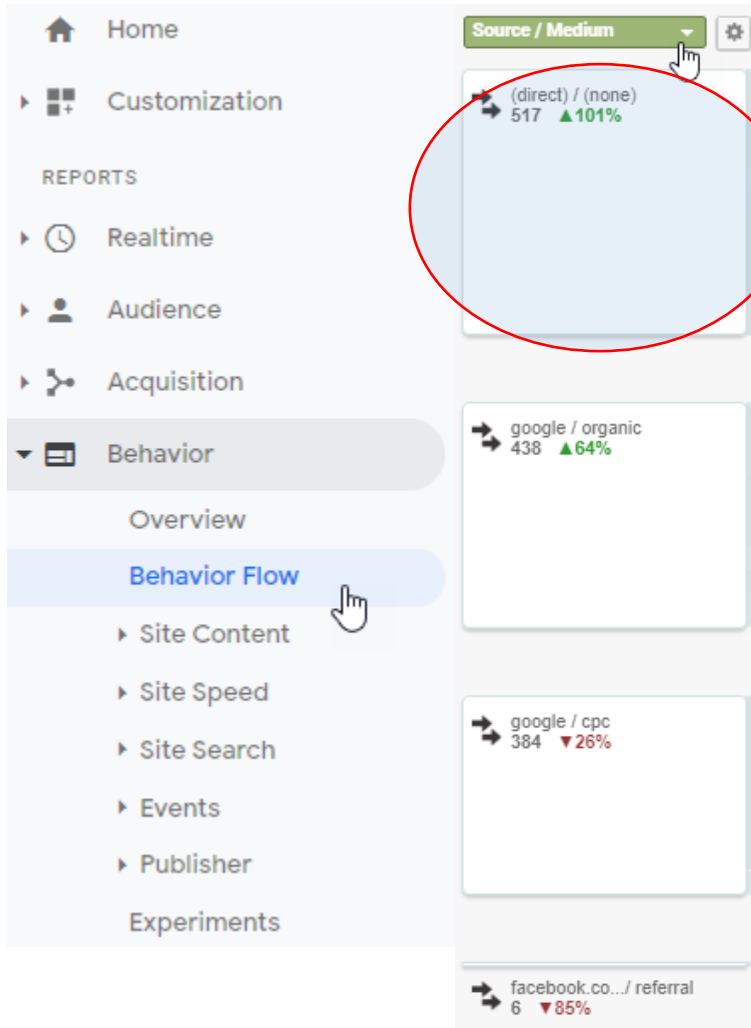
Behavior Flow



Direct => 'Others'

Assess Your Current Site

Analytics

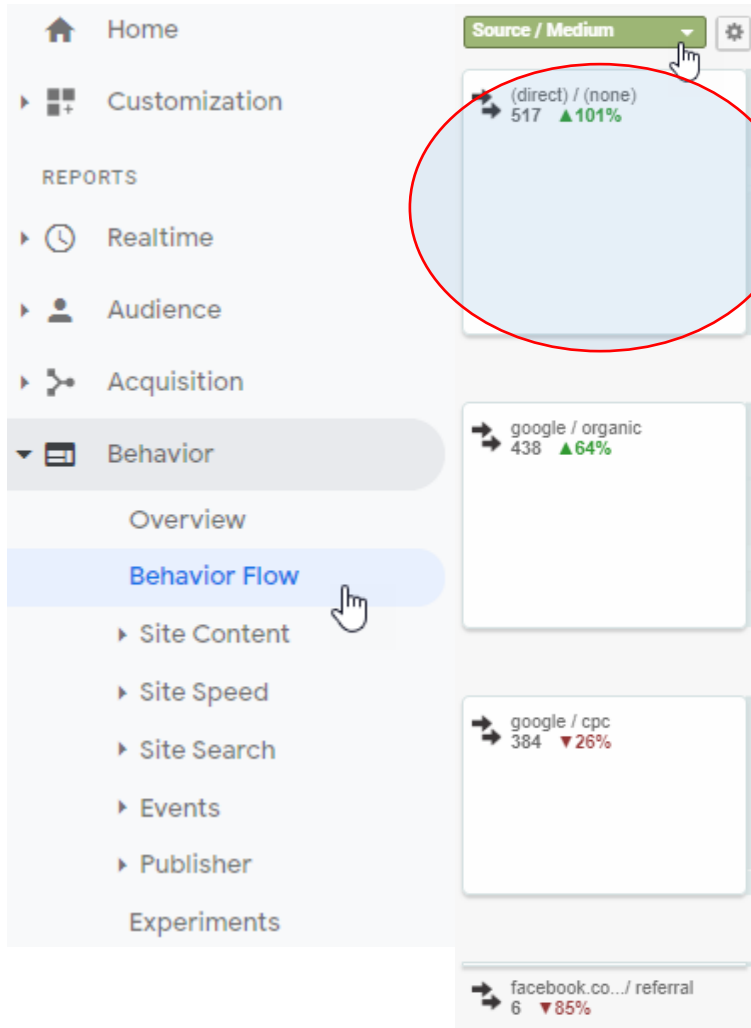


Behavior Flow

Direct => 'Others'
Maybe typed URL

Assess Your Current Site

Analytics

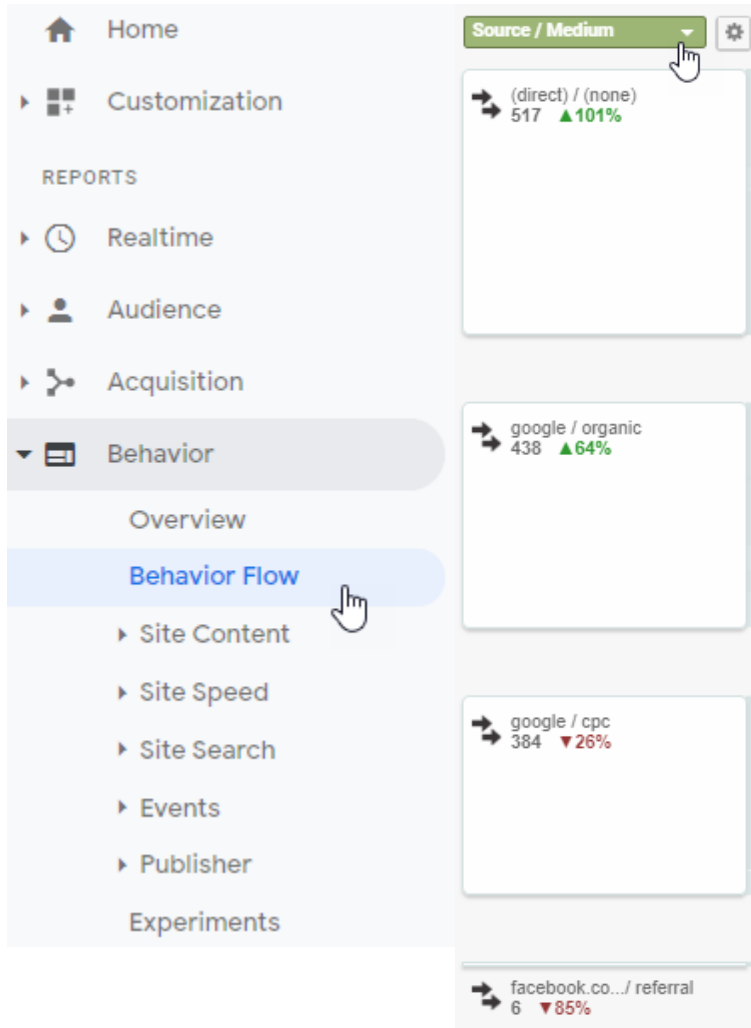


Behavior Flow

Direct => 'Others'
Maybe typed URL
Google Can't Tell...

Assess Your Current Site

Analytics



Behavior Flow

Most Clicks

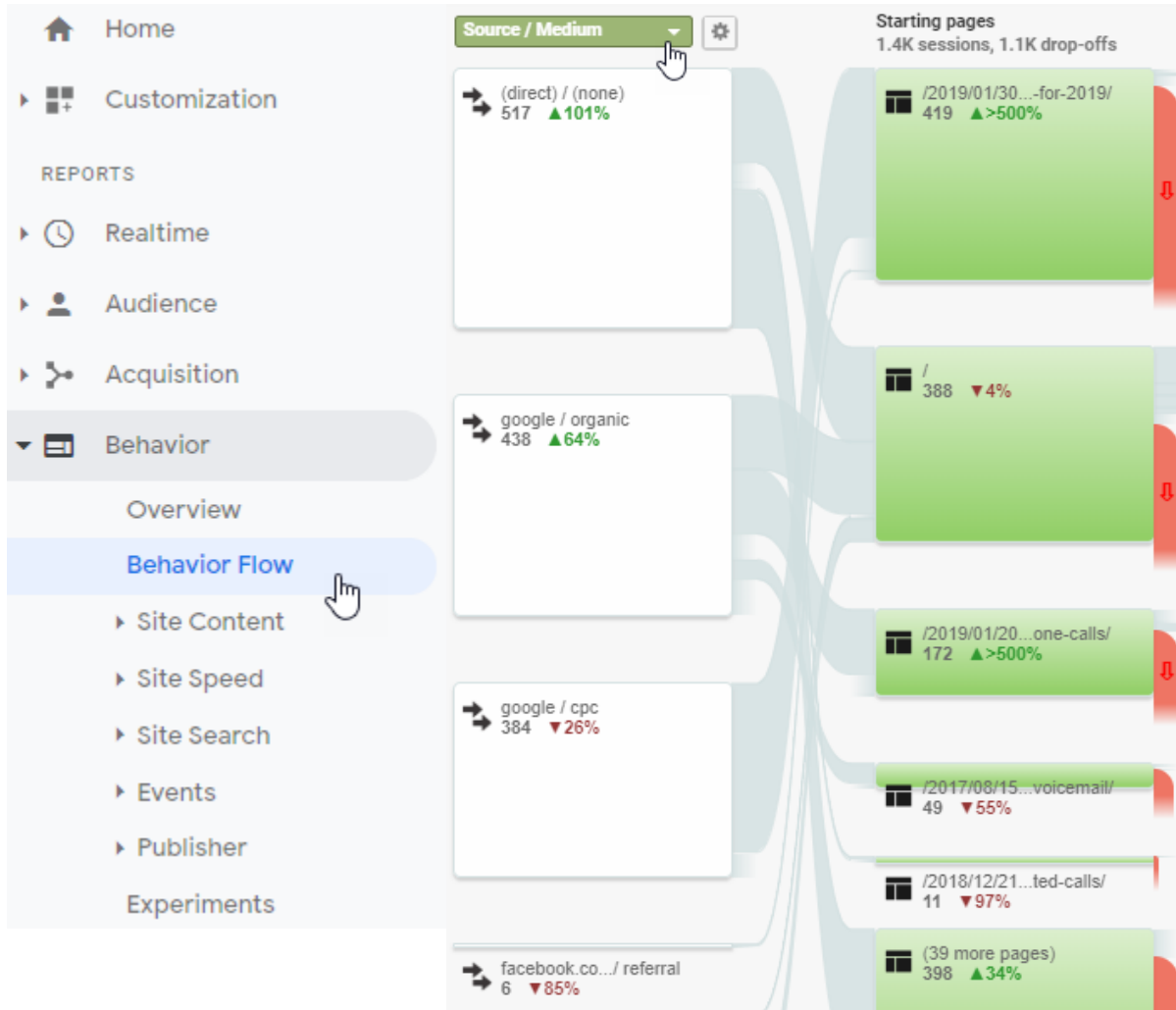


Least Clicks

Assess Your Current Site

Analytics

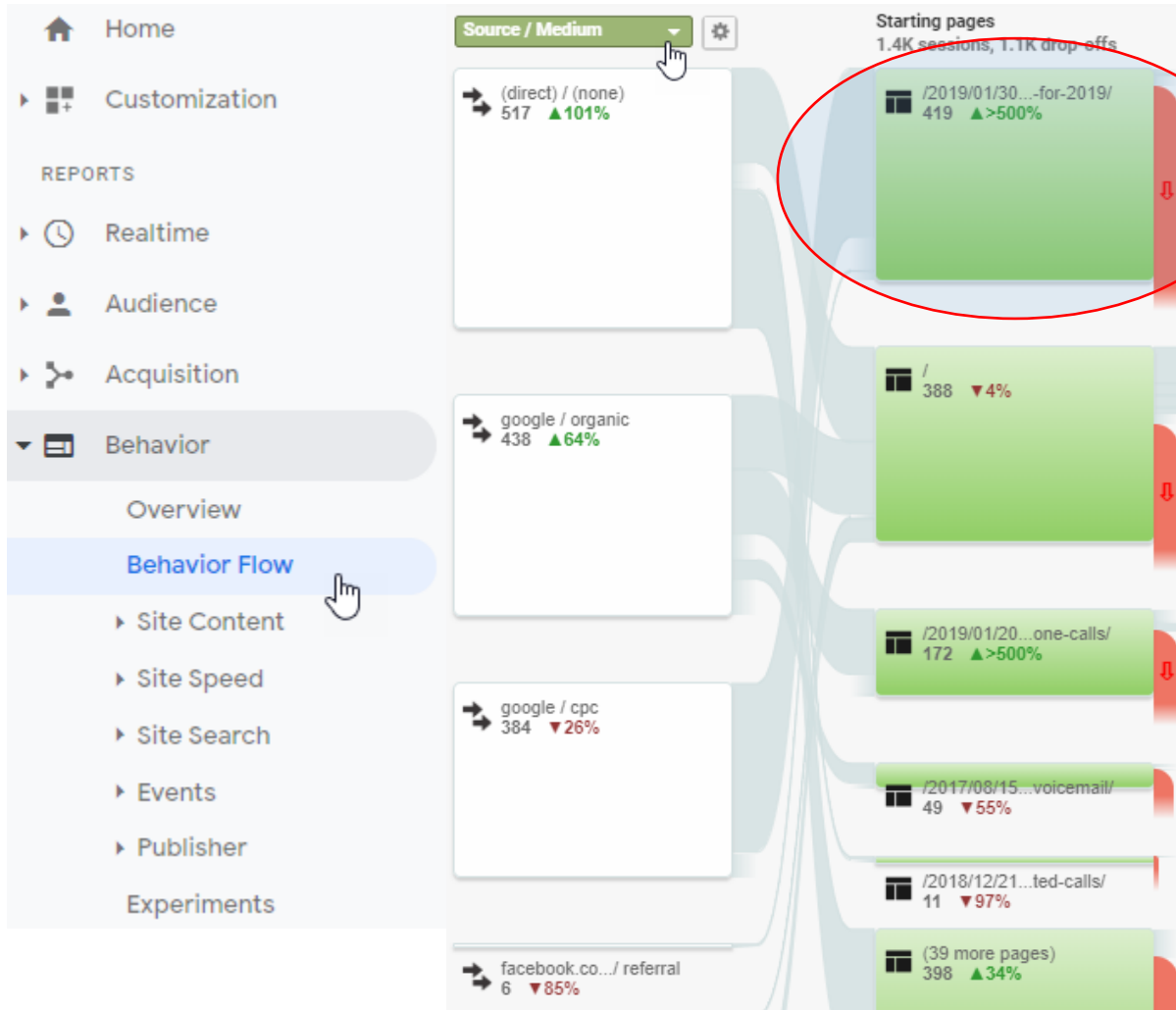
Behavior Flow



Assess Your Current Site

Analytics

Behavior Flow

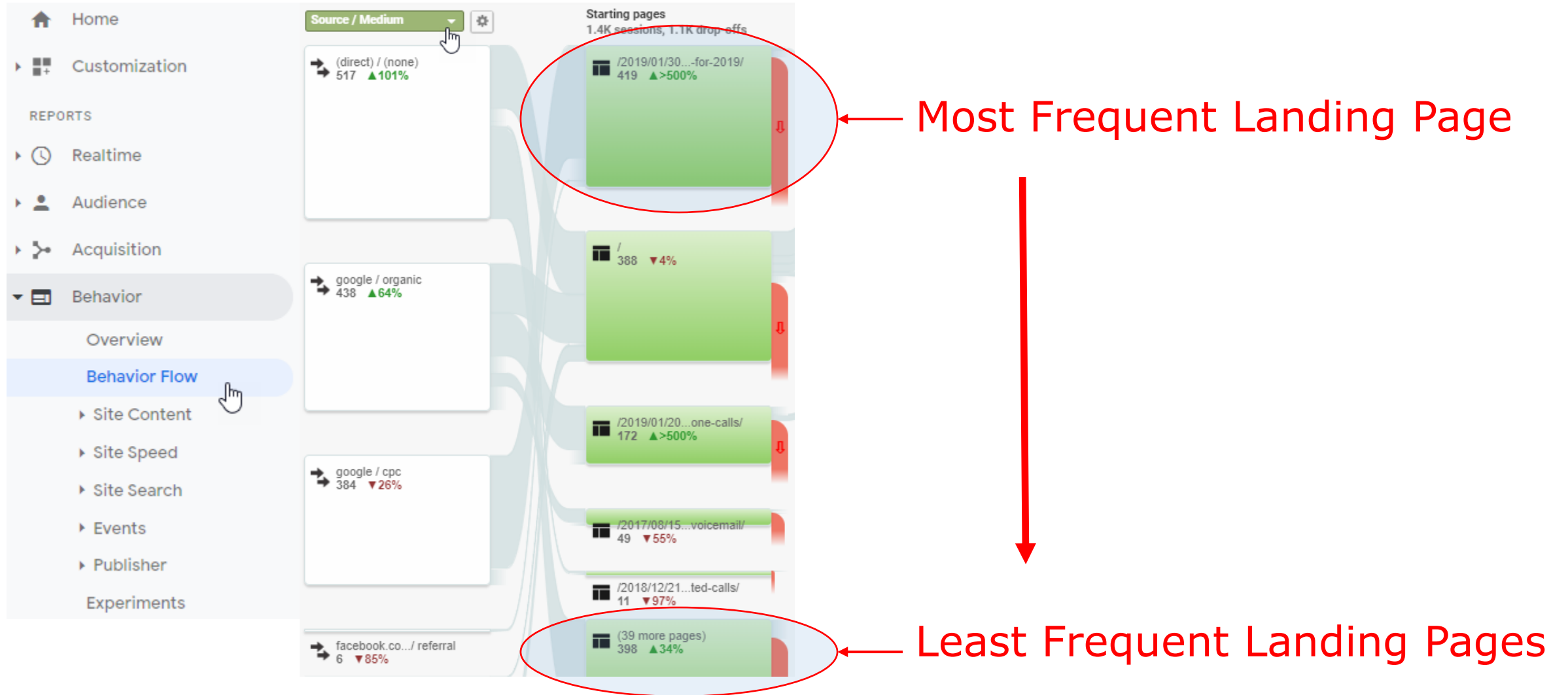


Most Frequent Landing Page

Assess Your Current Site

Analytics

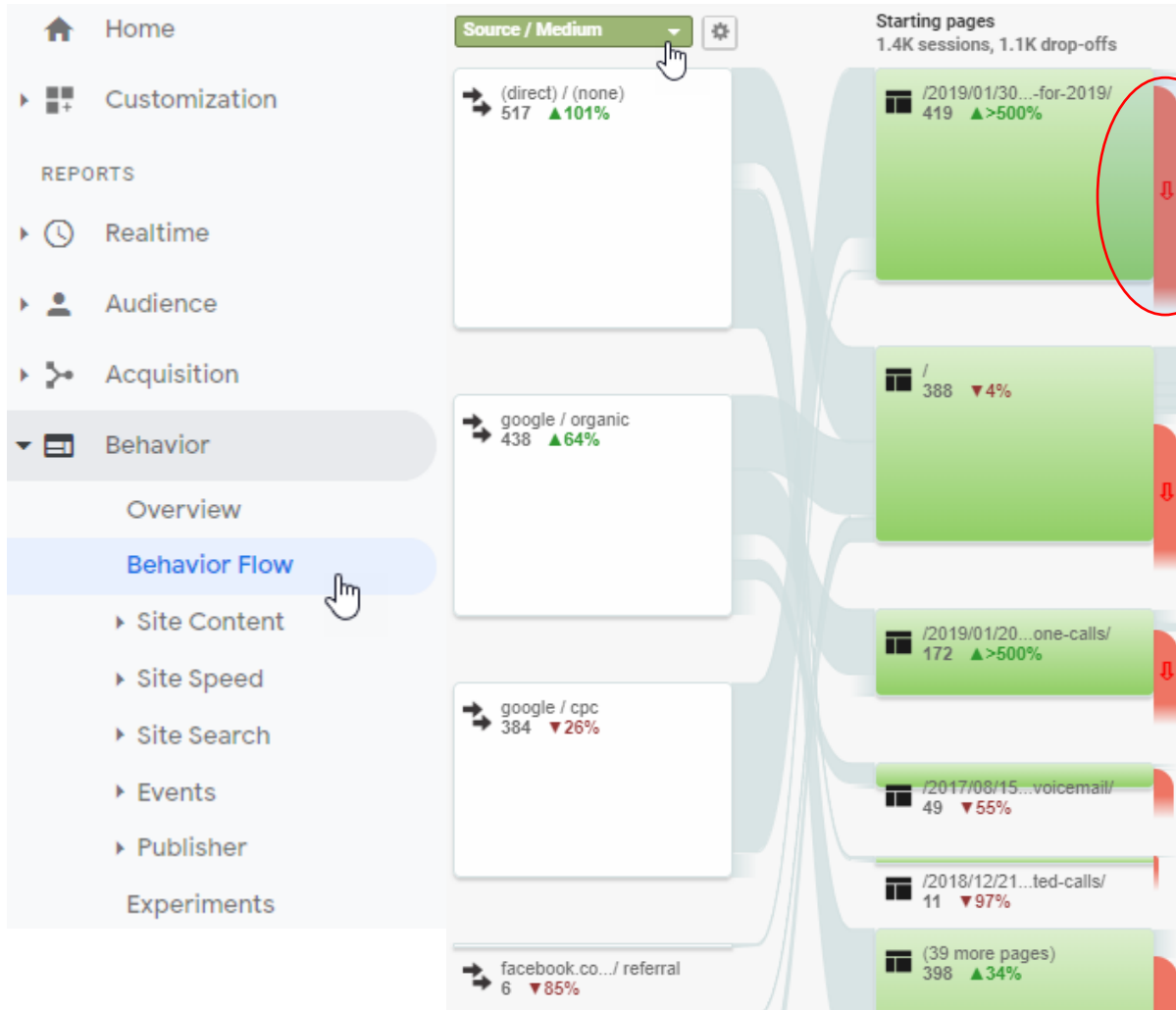
Behavior Flow



Assess Your Current Site

Analytics

Behavior Flow

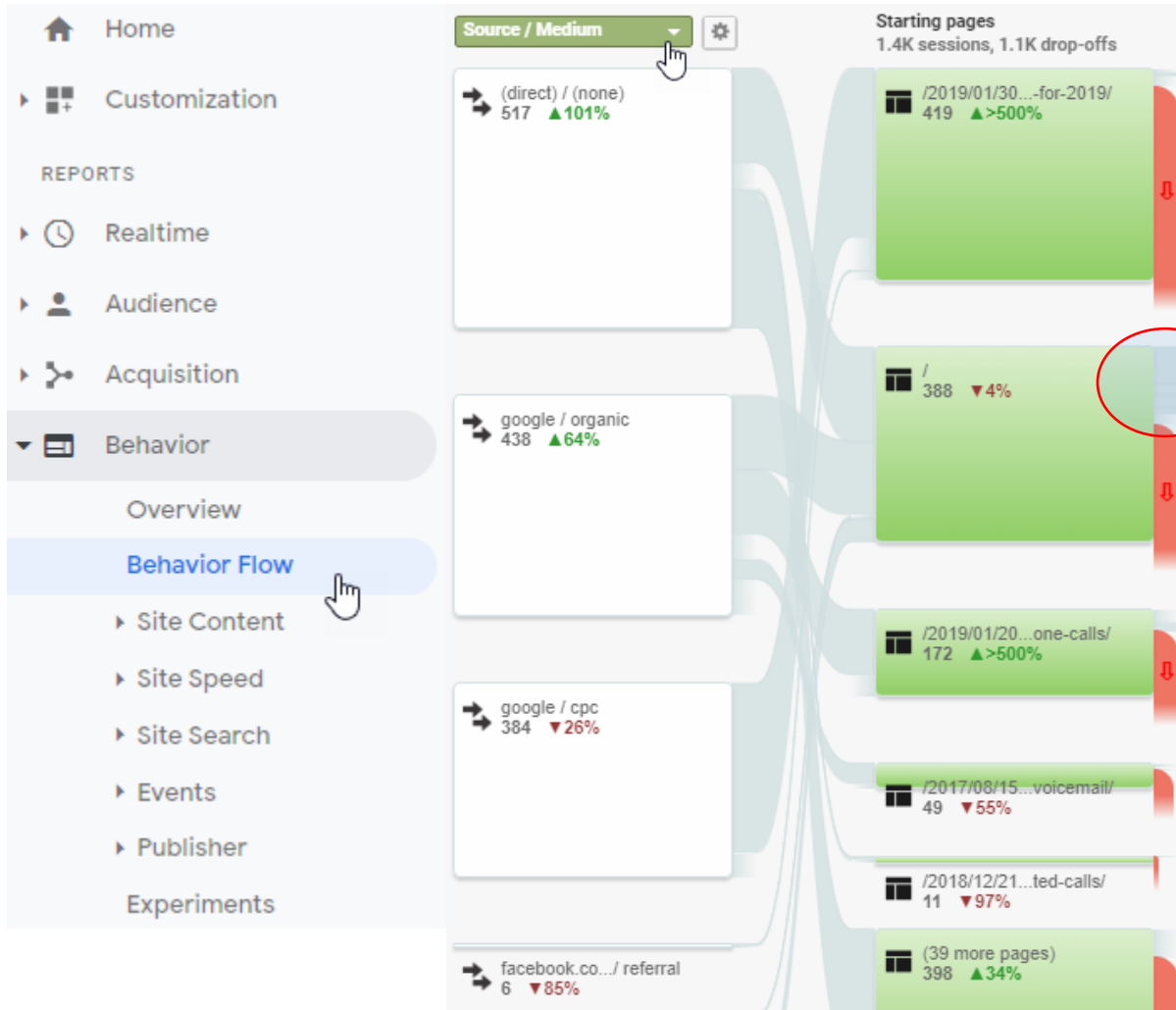


Bounce 😞
Back to Cat Videos...

Assess Your Current Site

Analytics

Behavior Flow



Engaged! 😊
Show Me Another Page

Assess Your Current Site

Analytics

Behavior Flow



Assess Your Current Site

Analytics

Behavior Flow



Assess Your Current Site

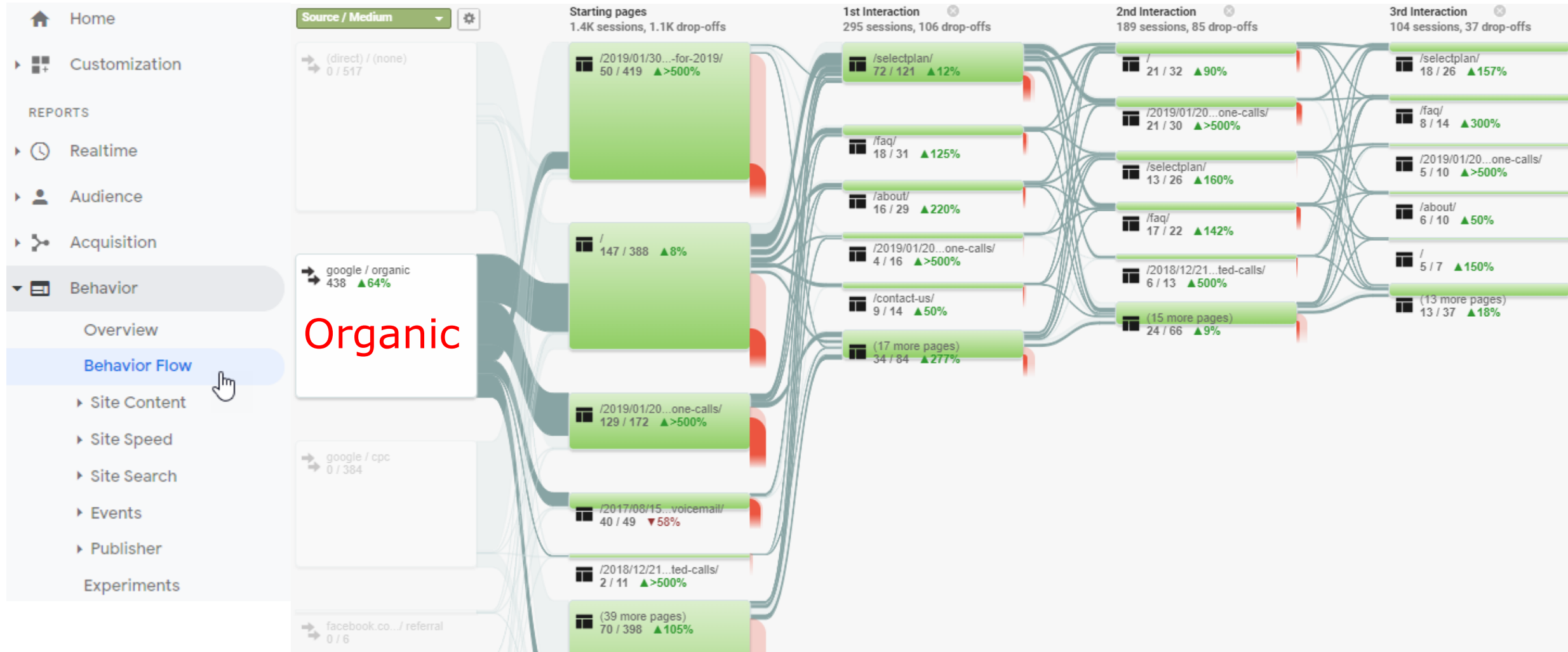
Behavior Flow



Assess Your Current Site

Analytics

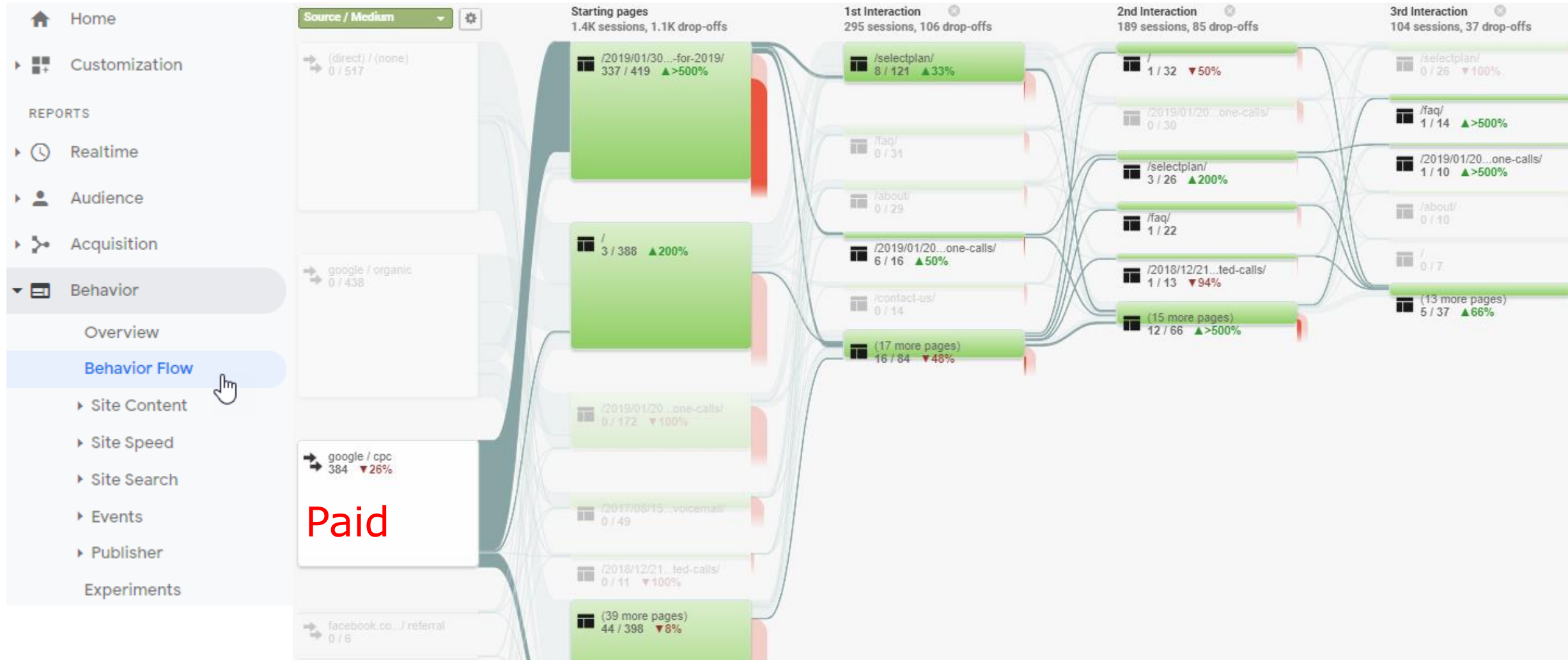
Behavior Flow



Assess Your Current Site

Analytics

Behavior Flow

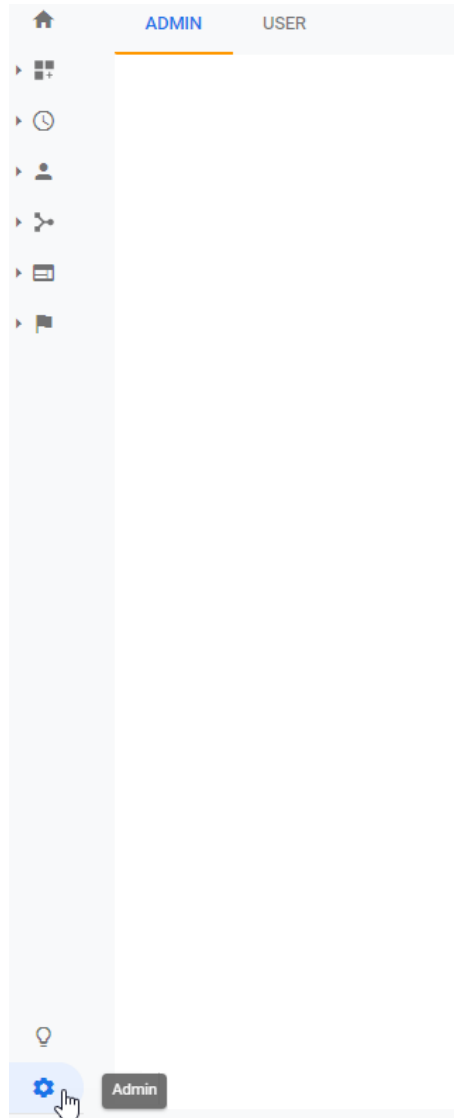


Define Conversion Goals



Define Conversion Goals

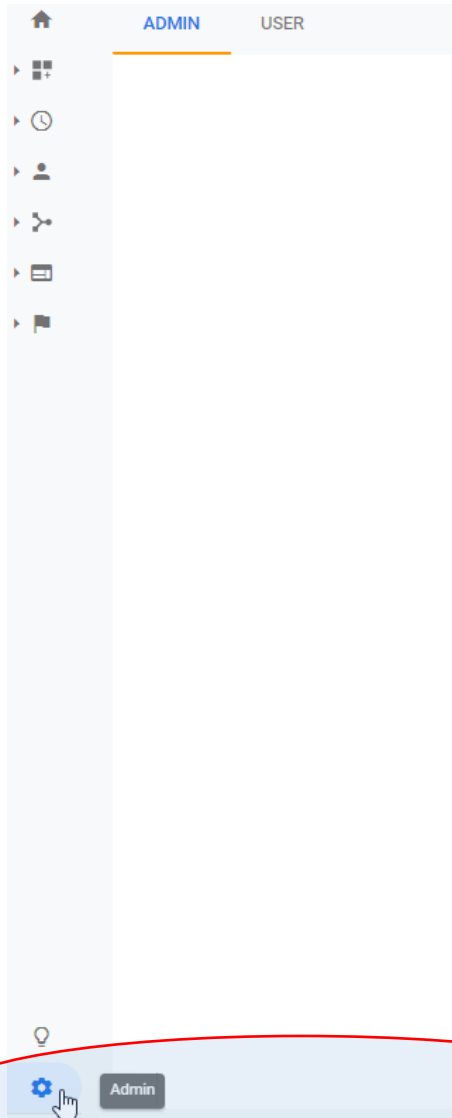
Analytics



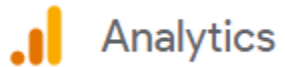
The screenshot shows a web interface for an analytics dashboard. At the top left, there is a home icon and two tabs: 'ADMIN' (which is active and underlined) and 'USER'. A vertical sidebar on the left contains several icons: a grid, a clock, a person, a group of people, a calendar, and a flag. At the bottom left, there is a lightbulb icon and a gear icon (settings) with a mouse cursor hovering over it. A dark grey button labeled 'Admin' is positioned to the right of the gear icon.

Define Conversion Goals

Analytics



Define Conversion Goals

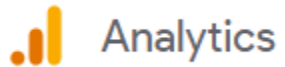


The screenshot displays the Analytics Admin interface. At the top, there are tabs for "ADMIN" and "USER". Below the tabs, there is a "View" section with a "+ Create View" button and the text "All Web Site Data - https:// search cons...". A left-hand navigation menu lists various settings: View Settings, User Management, Goals (highlighted with a red arrow), Content Grouping, Filters, Channel Settings, Ecommerce Settings (marked with a red star), Calculated Metrics BETA, PERSONAL TOOLS & ASSETS, Segments, Annotations, Attribution Models, Custom Channel Grouping BETA, Custom Alerts, Scheduled Emails, and Saved Reports. On the right side of the interface, two goal setup steps are shown, each with a green checkmark and an "Edit" link:

- Goal setup** Edit: Custom
- Goal description** Edit: Name: *Order Confirmed - Thank You*, Goal type: *Destination*

At the bottom left, there is a gear icon for settings and a button labeled "Admin".

Define Conversion Goals



ADMIN USER

View [+ Create View](#)

All Web Site Data - [https:// search cons...](https://search.cons...)

- View Settings
- User Management
- Goals**
- Content Grouping
- Filters
- Channel Settings
- Ecommerce Settings
- Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

- Segments
- Annotations
- Attribution Models
- Custom Channel Grouping BETA
- Custom Alerts
- Scheduled Emails
- Saved Reports

Goal setup Edit

Custom

Goal description Edit

Name: *Order Confirmed - Thank You*
Goal type: *Destination*

3 Goal details

Destination

Begins with

For example, use *My Screen* for an app and */thankyou.html* instead of *www.e*


Define Conversion Goals



ADMIN USER

View [+ Create View](#)


All Web Site Data - [https:// search cons...](https://search.cons...)


- View Settings
- User Management
- Goals**
- Content Grouping
- Filters
- Channel Settings
- Ecommerce Settings 
- Calculated Metrics BETA


PERSONAL TOOLS & ASSETS

- Segments
- Annotations
- Attribution Models
- Custom Channel Grouping BETA
- Custom Alerts
- Scheduled Emails
- Saved Reports

Admin

 **Goal setup** [Edit](#)
Custom

 **Goal description** [Edit](#)
Name: *Order Confirmed - Thank You*
Goal type: *Destination*

 **Goal details**

Destination

Begins with

For example, use *My Screen* for an app and */thankyou.html* instead of *www*

Example:
Important Page in Purchase Funnel

Define Conversion Goals



The screenshot displays the 'ADMIN' view of the Analytics interface. The left sidebar contains a navigation menu with items such as 'View Settings', 'User Management', 'Goals', 'Content Grouping', 'Filters', 'Channel Settings', 'Ecommerce Settings', 'Calculated Metrics BETA', 'Segments', 'Annotations', 'Attribution Models', 'Custom Channel Grouping BETA', 'Custom Alerts', 'Scheduled Emails', and 'Saved Reports'. A red star is placed next to 'Ecommerce Settings'. The main content area shows a progress indicator for goal setup with three steps: 'Goal setup' (checked), 'Goal description' (checked), and 'Goal details' (active). Under 'Goal details', the 'Destination' field is set to 'Begins with' and 'https://www.telecalmprotects.com/confirm:'. A red arrow points from the 'Goals' menu item to the 'Goal setup' step.

Coach the AI

Measure Success

Finally!

Tools In Place

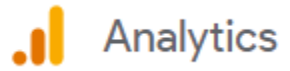
Let's close the loop

from Search to Sale

from Search to Sale

Specific Customer Journey

from Search to Sale







Specific Customer Journey

from Search to Sale

Analytics

Specific Customer Journey

-  Home
-  Customization
- REPORTS
-  Realtime
-  Audience

from Search to Sale

Analytics

Specific Customer Journey

- Home
- Customization
- REPORTS
- Realtime
- Audience**
 - Overview
 - Active Users
 - Lifetime Value BETA
 - Cohort Analysis BETA
 - Audiences
 - User Explorer**
 - Demographics
 - Interests
 - Geo
 - Behavior
 - Technology
 - Mobile
 - Cross Device BETA
 - Custom
 - Benchmarking

from Search to Sale

Analytics

Specific Customer Journey

- Home
- Customization
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 - Demographics
 - Interests
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 - Behavior
 - Technology
 - Mobile
 - Cross Device BETA
 - Custom
 - Benchmarking

Client Id	Sessions	Avg. Session Duration	Bounce Rate	Revenue	Transactions	Goal Conversion Rate
1. 106	1053	00:37:38	0.00%	\$0.00	0	300.00%
2. 123	452	00:29:11	0.00%	\$0.00	0	100.00%
3. 180	1611	00:01:04	0.00%	\$0.00	0	100.00%
4. 214	21	00:00:14	0.00%	\$0.00	0	100.00%
5. 763	274	00:00:00	100.00%	\$0.00	0	100.00%
6. 102	7508	00:00:00	100.00%	\$0.00	0	0.00%
7. 110	6834	00:00:00	100.00%	\$0.00	0	0.00%
8. 122	3876	00:00:00	100.00%	\$0.00	0	0.00%
9. 124	9744	00:00:00	100.00%	\$0.00	0	0.00%
10. 139	2223	00:00:00	100.00%	\$0.00	0	0.00%

from Search to Sale

Analytics

Specific Customer Journey

- Home
- Customization
- REPORTS
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 - Overview
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Client Id	Sessions	Avg. Session Duration	Bounce Rate	Revenue	Transactions	Goal Conversion Rate
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3. 180	1611	00:01:04	0.00%	\$0.00	0	100.00%
4. 214	21	00:00:14	0.00%	\$0.00	0	100.00%
5. 763	274	00:00:00	100.00%	\$0.00	0	100.00%
6. 102	7508	00:00:00	100.00%	\$0.00	0	0.00%
7. 110	6834	00:00:00	100.00%	\$0.00	0	0.00%
8. 122	3876	00:00:00	100.00%	\$0.00	0	0.00%
9. 124	9744	00:00:00	100.00%	\$0.00	0	0.00%
10. 139	2223	00:00:00	100.00%	\$0.00	0	0.00%

from Search to Sale

Analytics

Specific Customer Journey

- Home
- Customization
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 - Demographics
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 - Behavior
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 - Mobile
 - Cross Device BETA
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 - Benchmarking

Client Id	Sessions	Avg. Session Duration	Bounce Rate	Revenue	Transactions	Goal Conversion Rate
1. 106 1053	1 (3.33%)	00:37:38	0.00%	\$0.00 (0.00%)	0 (0.00%)	300.00%
2. 123 452	1 (3.33%)	00:29:11	0.00%	\$0.00 (0.00%)	0 (0.00%)	100.00%
3. 180 1611	1 (3.33%)	00:01:04	0.00%	\$0.00 (0.00%)	0 (0.00%)	100.00%
4. 214 21	1 (3.33%)	00:00:14	0.00%	\$0.00 (0.00%)	0 (0.00%)	100.00%
5. 763 274	1 (3.33%)	00:00:00	100.00%	\$0.00 (0.00%)	0 (0.00%)	100.00%
6. 102 7508	1 (3.33%)	00:00:00	100.00%	\$0.00 (0.00%)	0 (0.00%)	0.00%
7. 110 6834	1 (3.33%)	00:00:00	100.00%	\$0.00 (0.00%)	0 (0.00%)	0.00%
8. 122 3876	1 (3.33%)	00:00:00	100.00%	\$0.00 (0.00%)	0 (0.00%)	0.00%
9. 124 9744	1 (3.33%)	00:00:00	100.00%	\$0.00 (0.00%)	0 (0.00%)	0.00%
10. 139 2223	1 (3.33%)	00:00:00	100.00%	\$0.00 (0.00%)	0 (0.00%)	0.00%

from Search to Sale

Analytics

Specific Customer Journey

- Home
- Customization
- REPORTS
 - Realtime
 - Audience
 - Overview
 - Active Users
 - Lifetime Value BETA
 - Cohort Analysis BETA
 - Audiences
 - User Explorer
 - Demographics
 - Interests
 - Geo
 - Behavior
 - Technology
 - Mobile
 - Cross Device BETA
 - Custom
 - Benchmarking

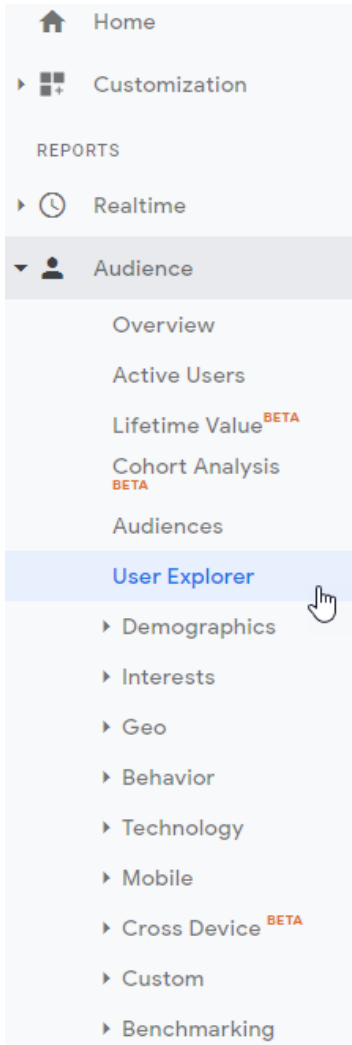
Client Id	Sessions	Avg. Session Duration	Bounce Rate	Revenue	Transactions	Goal Conversion Rate
1. 106 1053	1 (3.33%)	00:37:38	0.00%	\$0.00 (0.00%)	0 (0.00%)	300.00%
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4. 214 21	1 (3.33%)	00:00:14	0.00%	\$0.00 (0.00%)	0 (0.00%)	100.00%
5. 763 274	1 (3.33%)	00:00:00	100.00%	\$0.00 (0.00%)	0 (0.00%)	100.00%
6. 102 7508	1 (3.33%)	00:00:00	100.00%	\$0.00 (0.00%)	0 (0.00%)	0.00%
7. 110 6834	1 (3.33%)	00:00:00	100.00%	\$0.00 (0.00%)	0 (0.00%)	0.00%
8. 122 3876	1 (3.33%)	00:00:00	100.00%	\$0.00 (0.00%)	0 (0.00%)	0.00%
9. 124 9744	1 (3.33%)	00:00:00	100.00%	\$0.00 (0.00%)	0 (0.00%)	0.00%
10. 139 2223	1 (3.33%)	00:00:00	100.00%	\$0.00 (0.00%)	0 (0.00%)	0.00%

Click

from Search to Sale

Analytics

Specific Customer Journey



A Couple More Clicks...

from Search to Sale

Analytics

Specific Customer Journey

- Home
- Customization
- REPORTS
- Realtime
- Audience
 - Overview
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 - Cohort Analysis BETA
 - Audiences
 - User Explorer
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 - Interests
 - Geo
 - Behavior
 - Technology
 - Mobile
 - Cross Device BETA
 - Custom
 - Benchmarking

Wednesday

▶ 7:43 PM	🕒 04:53	📱	Organic Search	🚩 2	👁️ 4
▶ 12:55 PM	🕒 00:00	📱	Organic Search		👁️ 1
▶ 9:15 AM	🕒 02:58	📱	Organic Search	🚩 1	👁️ 4
▶ 8:18 AM	🕒 07:49	📱	Organic Search	🚩 1	👁️ 3

Device category: **mobile**
Platform: **iOS**
Data source: **web**

from Search to Sale

Analytics

Specific Customer Journey

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Wednesday

▶ 7:43 PM	🕒 04:53	📱	Organic Search	🚩 2	👁️ 4
▶ 12:55 PM	🕒 00:00	📱	Organic Search		👁️ 1
▶ 9:15 AM	🕒 02:58	📱	Organic Search	🚩 1	👁️ 4
▶ 8:18 AM	🕒 07:49	📱	Organic Search	🚩 1	👁️ 3

Device category: **mobile**
Platform: **iOS**
Data source: **web**

← Discovery

from Search to Sale

Analytics

Specific Customer Journey

- Home
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Wednesday

▶ 7:43 PM	🕒 04:53	📱	Organic Search	🚩 2	👁️ 4
▶ 12:55 PM	🕒 00:00	📱	Organic Search		👁️ 1
▶ 9:15 AM	🕒 02:58	📱	Organic Search	🚩 1	👁️ 4
▶ 8:18 AM	🕒 07:49	📱	Organic Search	🚩 1	👁️ 3

Device category: **mobile**
Platform: **iOS**
Data source: **web**

← Discovery

from Search to Sale

Analytics

Specific Customer Journey

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Wednesday

▶ 7:43 PM	🕒 04:53	📱	Organic Search	🚩 2	👁 4
▶ 12:55 PM	🕒 00:00	📱	Organic Search		👁 1
▶ 9:15 AM	🕒 02:58	📱	Organic Search	🚩 1	👁 4
▶ 8:18 AM	🕒 07:49	📱	Organic Search	🚩 1	👁 3

Device category: **mobile**
Platform: **iOS**
Data source: **web**

← Discovery

from Search to Sale

Analytics

Specific Customer Journey

- Home
- Customization
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Wednesday

▶ 7:43 PM	🕒 04:53	📱	Organic Search	🚩 2	👁️ 4
▶ 12:55 PM	🕒 00:00	📱	Organic Search		👁️ 1
▶ 9:15 AM	🕒 02:58	📱	Organic Search	🚩 1	👁️ 4
▶ 8:18 AM	🕒 07:49	📱	Organic Search	🚩 1	👁️ 3

Device category: **mobile**
Platform: **iOS**
Data source: **web**

← Discovery

from Search to Sale

Analytics

Specific Customer Journey

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Saturday

2:16 PM	37:37	📱	Organic Search	🔍 1	🚩 3	👁️ 10
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← Purchase

Wednesday

7:43 PM	04:53	📱	Organic Search	🚩 2	👁️ 4
12:55 PM	00:00	📱	Organic Search		👁️ 1
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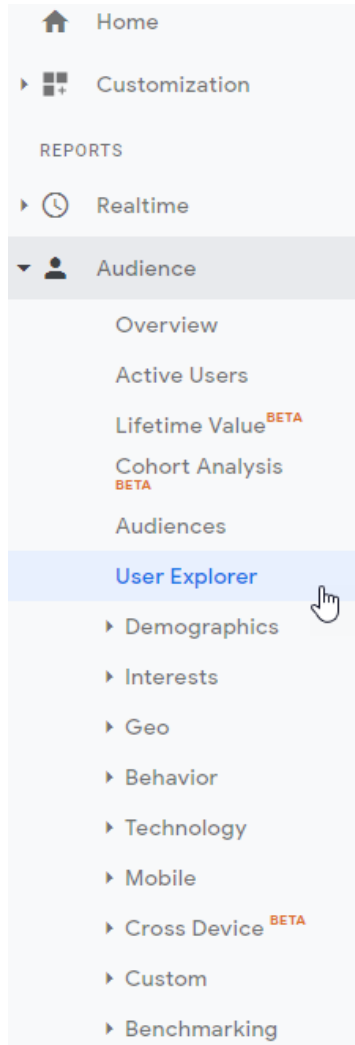
Device category: **mobile**
Platform: **iOS**
Data source: **web**

← Discovery

from Search to Sale

Analytics

Specific Customer Journey



Drill Down...

from Search to Sale

Analytics

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Click

Discovery

from Search to Sale

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8:18 AM	07:49	📱	Organic Search	🚩 1	👁 3
<input type="checkbox"/>	8:18 AM	👁	Viewed How to Stop Problem Phone Calls - Phone Service For Alzheimer's and Dementia - teleCalm /2019/01/20/alzheimers-dementia-caregiver-how-to-stop-problem-phone-calls/		
<input type="checkbox"/>	8:16 AM	🚩	Completed goal Enter subscription details - subscribe_caregiver_monthly		
<input type="checkbox"/>	8:16 AM	👁	Viewed Subscribe to Caregiver Home Phone Service - teleCalm /subscribe_caregiver_monthly/		
<input type="checkbox"/>	8:10 AM	👁	Viewed How to Stop Problem Phone Calls - Phone Service For Alzheimer's and Dementia - teleCalm /2019/01/20/alzheimers-dementia-caregiver-how-to-stop-problem-phone-calls/		

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Saturday

- 2:15 PM Completed goal **Order Confirmed - Thank You**
- 2:15 PM Viewed **Confirmation Page - teleCalm** /confirmation/
- ...
- 1:49 PM Viewed **Select Caregiver or Essentials Phone Service for Seniors - teleCalm** /selectplan/
- 1:43 PM Event **Chat Started** on PureChat widget
- 1:38 PM Viewed **How to Stop Problem Phone Calls - Phone Service For Alzheimer's and Dementia - teleCalm** /2019/01/20/alzheimers-dementia-caregiver-how-to-stop-problem-phone-calls/

← Purchase

← Chat Transcript!

from Search to Sale

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← Brief Survey

← Purchase

← Chat Transcript!

from Search to Sale

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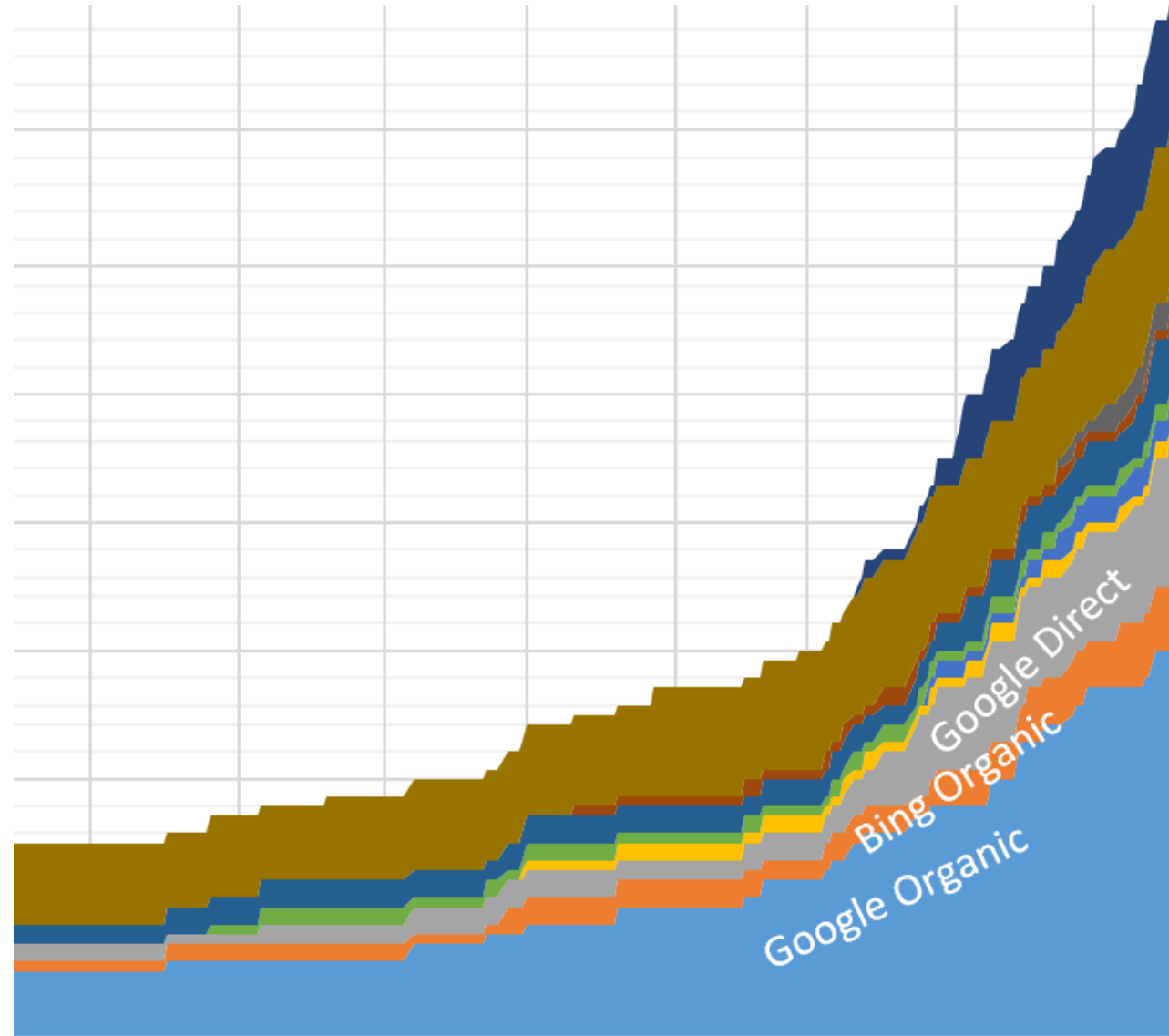
← Brief Survey

← Purchase

← Chat Transcript!

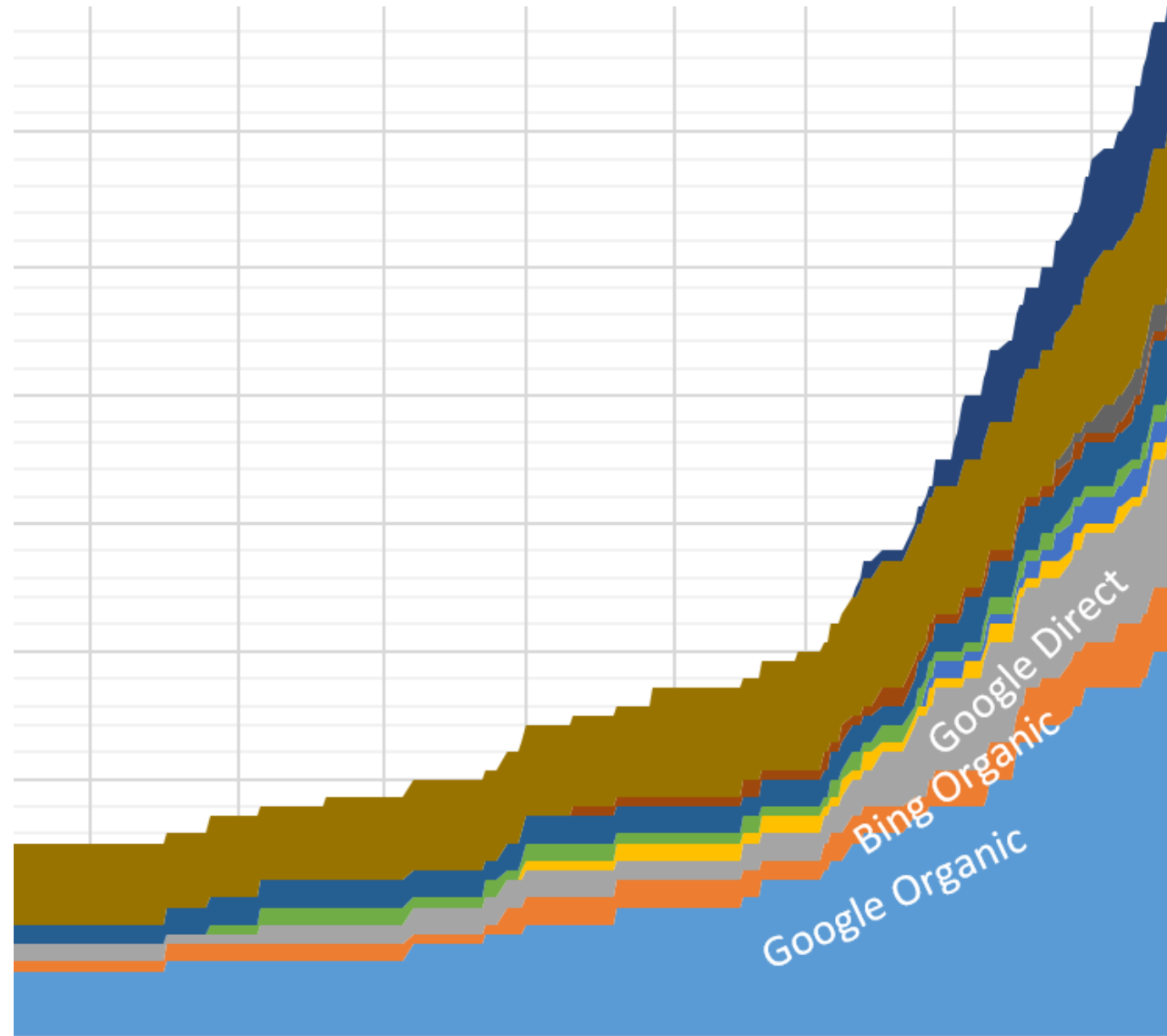
- Detailed Data
- Clear Insights

Measuring Success



Measuring Success

1 Sale
Attributed
to Google Organic



Even More Success Measurements

Even More Success Measurements

Example: Landing Page Conversion Rates

Even More Success Measurements

Example: Landing Page Conversion Rates

☰ Google Search Console

Even More Success Measurements

Example: Landing Page Conversion Rates

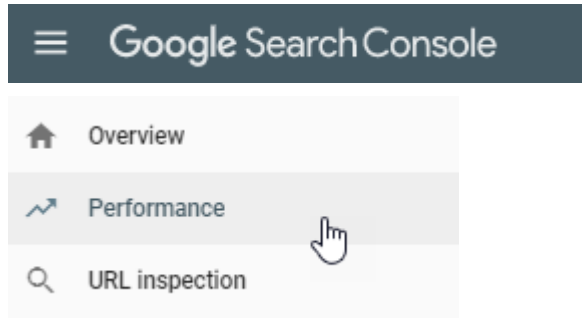
☰ Google Search Console

Revisit -> Landing Page Analysis

Even More Success Measurements

Example: Landing Page Conversion Rates

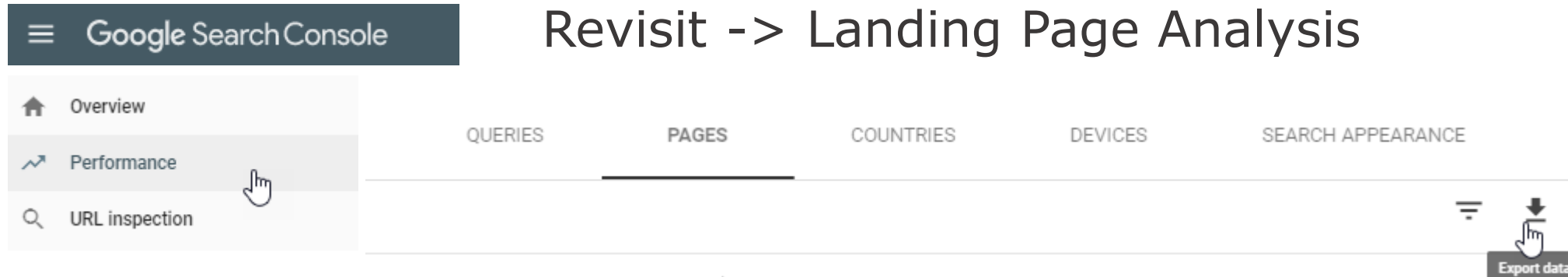
Revisit -> Landing Page Analysis



Even More Success Measurements

Example: Landing Page Conversion Rates

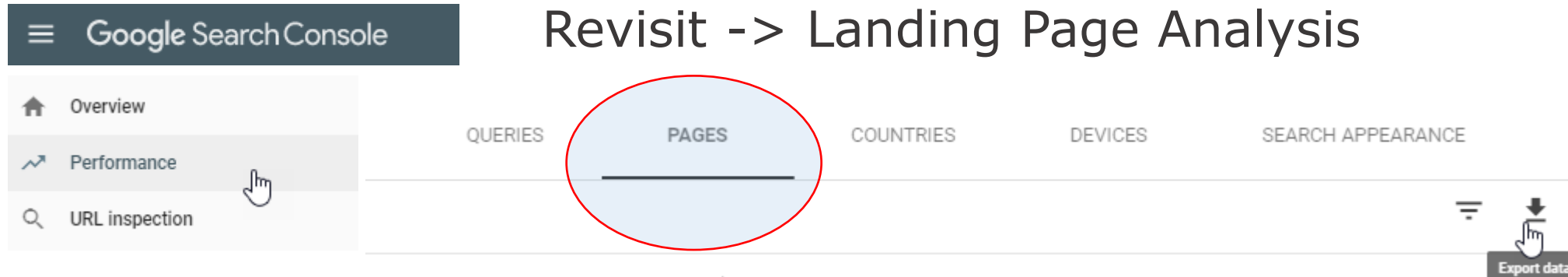
Revisit -> Landing Page Analysis



Even More Success Measurements

Example: Landing Page Conversion Rates

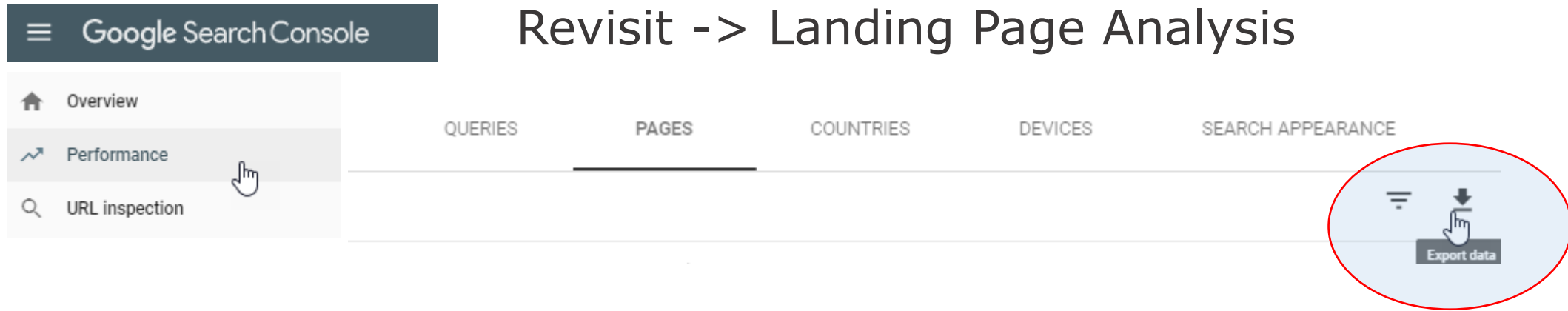
Revisit -> Landing Page Analysis



Even More Success Measurements

Example: Landing Page Conversion Rates

Revisit -> Landing Page Analysis



Even More Success Measurements

Example: Landing Page Conversion Rates

Revisit -> Landing Page Analysis

Google Search Console

Overview
Performance
URL inspection

QUERIES PAGES COUNTRIES DEVICES SEARCH APPEARANCE

Export data

Start From Google Search Console (Over Some Time Period)	Clicks	Impressions	CTR	Position
https://MyDomain.com/landing page 1	613	11124	5.51%	25.39
https://MyDomain.com/landing page 2	462	2924	15.80%	29.01
https://MyDomain.com/landing page 3	223	27297	0.82%	38.98
https://MyDomain.com/landing page 4	193	2455	7.86%	26.31
https://MyDomain.com/landing page 5	57	1606	3.55%	7.47

Even More Success Measurements

Example: Landing Page Conversion Rates

Revisit -> Landing Page Analysis

Google Search Console

Overview
Performance
URL inspection

QUERIES PAGES COUNTRIES DEVICES SEARCH APPEARANCE

Export data

Start From Google Search Console (Over Some Time Period)	Clicks	Impressions	CTR	Position	New Sales
https://MyDomain.com/landing page 1	613	11124	5.51%	25.39	4
https://MyDomain.com/landing page 2	462	2924	15.80%	29.01	20
https://MyDomain.com/landing page 3	223	27297	0.82%	38.98	2
https://MyDomain.com/landing page 4	193	2455	7.86%	26.31	0
https://MyDomain.com/landing page 5	57	1606	3.55%	7.47	0

Add From
Google Analytics Analysis

Even More Success Measurements

Example: Landing Page Conversion Rates

Revisit -> Landing Page Analysis

The screenshot shows the Google Search Console interface. The left sidebar has 'Performance' selected. The main content area is titled 'PAGES' and shows a table of landing page performance metrics. The table has columns for Clicks, Impressions, CTR, Position, New Sales, Impression to Sale, and Click to Sale. The first three rows are highlighted in green, and the last two are highlighted in red. A red bracket is drawn under the 'Impression to Sale' and 'Click to Sale' columns.

Start From Google Search Console (Over Some Time Period)	Clicks	Impressions	CTR	Position	New Sales	Impression to Sale	Click to Sale
https://MyDomain.com/landing page 1	613	11124	5.51%	25.39	4	0.04%	0.65%
https://MyDomain.com/landing page 2	462	2924	15.80%	29.01	20	0.68%	4.33%
https://MyDomain.com/landing page 3	223	27297	0.82%	38.98	2	0.01%	0.90%
https://MyDomain.com/landing page 4	193	2455	7.86%	26.31	0	0.00%	0.00%
https://MyDomain.com/landing page 5	57	1606	3.55%	7.47	0	0.00%	0.00%

Calculate Landing Page Effectiveness

Finally - Closed Loop SEO



- ❑ Audience / Personas / Offer Definition
- ❑ Goal(s) for Website
- ❑ Keyword List
- ↓
- ❑ Google Search Console
 - ❑ & Bing webmaster tools...
- ❑ Google Analytics
- ❑ Google Ads (was called Adwords)
- ❑ Misc. Helper Tools
- ↓
- ❑ Success Measurement Plan
- ❑ *Patience to iterate*

All Slides Downloadable

Plus a few extra...

Let's Barter

- Trade Best Practices
 - We can help w/ SEO
 - Looking for review / feedback
 - Online Marketing Approach
 - Content Strategy
 - Conversion Copywriting
 - Customer Onboarding

Thank You

Catch you on Slack...

LinkedIn ->

Great to connect! But please mention Mass Challenge...

Presentation for MassChallenge TX

Carl Ott

CTO / Co-Founder, teleCalm Inc.

carl@telecalm.co

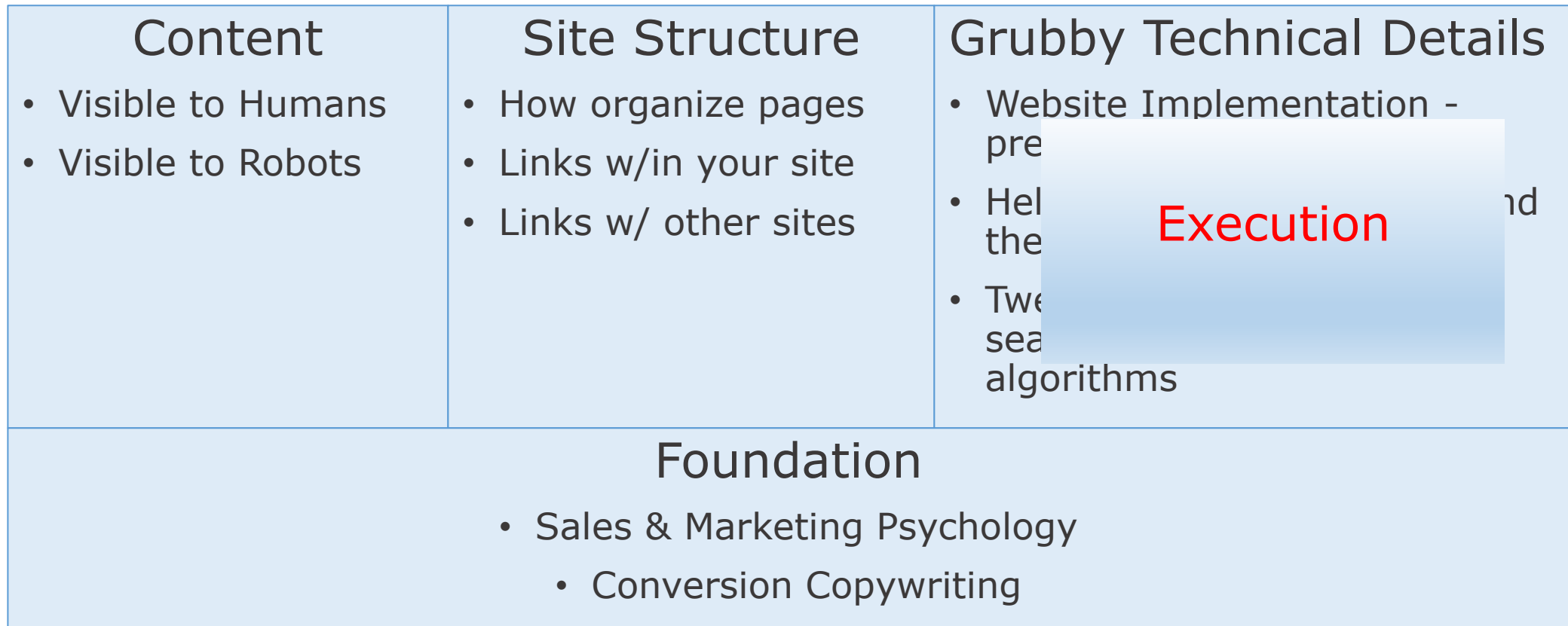
<https://www.linkedin.com/in/carlott/>



<https://www.telecalmprotects.com>

What Is Search Engine Optimization?

Continuous Alignment Process



What Is Search Engine Optimization?

Continuous Alignment Process

Content	Site Structure	Grubby Technical Details
<ul style="list-style-type: none">• Visible to Humans• Visible to Robots	<ul style="list-style-type: none">• How organize pages• Links w/in your site• Links w/ other sites	<ul style="list-style-type: none">• Website Implementation - presenting content well• Helping the robots understand the meaning of your content• Tweeking your content as search engines tweak their algorithms
<h3>Foundation</h3> <ul style="list-style-type: none">• Sales & Marketing Psychology<ul style="list-style-type: none">• Conversion Copywriting		

How to Find Your Website Server Loading

1. Start with your website hosting service

- Example -



2. Find the appropriate control panel

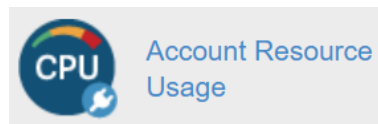
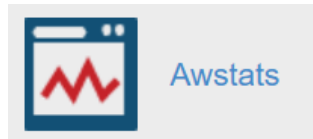
- Example



- Note: cPanel is used by many hosting services

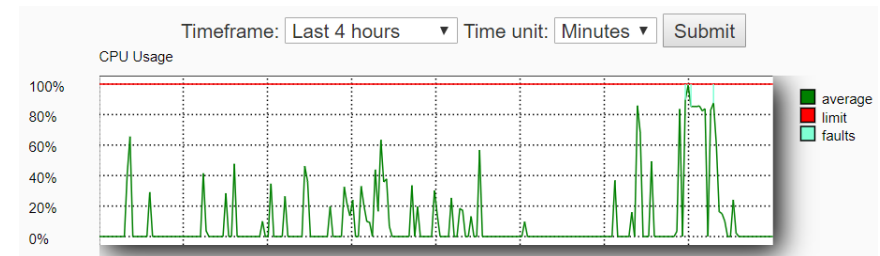
3. Find the appropriate dashboards

- Example



Robots/Spiders visitors (Top 25) - Full list - Last visit

	Hits	Bandwidth	Last visit
61 different robots*			
Unknown robot identified by *bot	3,534+6	311.28 MB	29 Jun 2019 - 09:50
Unknown robot identified by bot*	1,877+525	54.29 MB	30 Jun 2019 - 20:32
bingbot	1,996+126	46.10 MB	30 Jun 2019 - 23:59
Googlebot	2,006+93	44.06 MB	30 Jun 2019 - 23:27
SeznamBot	255+222	11.98 MB	30 Jun 2019 - 04:01
BingPreview	462	37.55 MB	30 Jun 2019 - 23:49
AhrefsBot	316+56	4.91 MB	30 Jun 2019 - 21:36
Apache-HttpClient	344	932.46 KB	30 Jun 2019 - 10:44
YandexMobileBot	332	6.31 MB	29 Jun 2019 - 06:28
YandexBot	175+155	2.22 MB	30 Jun 2019 - 22:25
Applebot	236+86	4.15 MB	30 Jun 2019 - 22:36
Firefox version 10 and lower - various robots	274+6	12.13 MB	30 Jun 2019 - 13:15
Googlebot-Image	274	10.56 MB	30 Jun 2019 - 11:05
empty user agent string	243+21	8.85 MB	30 Jun 2019 - 22:11
Baidu (catchall)	254	9.57 MB	26 Jun 2019 - 19:36
link	128+119	1.04 MB	25 Jun 2019 - 00:49
Unknown robot (identified by hit on robots.txt)	0+235	7.10 KB	30 Jun 2019 - 13:23
facebookexternalhit	234	6.63 MB	30 Jun 2019 - 21:16
crawl	180+8	2.36 MB	26 Jun 2019 - 17:57
SemrushBot	78+96	710.38 KB	30 Jun 2019 - 21:02
AdsBot-Google	171	3.05 MB	28 Jun 2019 - 02:08
MJ12bot	91+76	3.98 MB	30 Jun 2019 - 23:01
spider	135+6	2.32 MB	25 Jun 2019 - 22:48
MegaIndex.ru	125+1	1.20 MB	14 Jun 2019 - 09:10
Yandex (catchall)	122	455.47 KB	11 Jun 2019 - 17:41
Others	873+75	38.84 MB	



How to Manage Crawler Robots

Many options exist if you're concerned or suspect a robot problem...

For Example

1. If it doesn't seem to hurt anything

- Just ignore it - monitor and act only if it becomes serious

2. Options for well behaved Robots

- robots.txt

3. Options for Bad Robots

- .htaccess
- Wordpress Plugins like



Blackhole for Bad Bots
By Jeff Starr

- Baseline starting point for WordPress sites
 - <https://www.wpbeginner.com/wp-tutorials/how-to-optimize-your-wordpress-robots-txt-for-seo/>
- Hiding specific pages or posts
 - <https://www.wpbeginner.com/wp-tutorials/how-to-hide-a-wordpress-page-from-google/>
- Hiding the entire site (e.g. for development pages)
 - <https://kinsta.com/blog/wordpress-robots-txt/>
- <http://www.htaccess-guide.com/>
- <https://wordpress.org/support/article/htaccess/>
- <https://themeisle.com/blog/htaccess-file-in-wordpress/>
- <https://www.wpbeginner.com/wp-tutorials/9-most-useful-htaccess-tricks-for-wordpress/>
- <https://wordpress.org/plugins/blackhole-bad-bots>
- <https://plugin-planet.com/blackhole-pro/>
 - But beware & use correct cache tools / correctly set
 - <https://plugin-planet.com/blackhole-pro-cache-plugins/>

Note: how to edit robots.txt or .htaccess depends on your workflow

- E.g. edit raw files, or
- Use Wordpress Plugins like Yost SEO Premium

Basic Website Tweak Tools

Yoast SEO Premium

Yoast SEO: the #1 WordPress SEO plugin



- ✓ Get more visitors from Google and Bing
- ✓ Attract more visitors from social media
- ✓ Increase your readers' engagement

We walk you through every step: no need to be or hire an SEO expert.

<https://yoast.com/wordpress/plugins/seo/>



<https://www.gimp.org/>

Generic Wordpress controls
-> add alt-tags to image media

Coached Generic Robots

- Added Meta Description
- Added/Adjusted Page Title
- Tagged Feature Image
- Reduced Image Resolution

& repeated for Facebook & Twitter...



carl 12:51 PM

<https://www.telecalmprotects.com/>



Stress-Free Phone Service for Seniors

Landline-style phone service for seniors with dementia or Alzheimer's and active adults. Manage repeat dialing, telemarketers and other telephone problems that surface with aging. Keep your loved one connected with friends and family. (13 kB) ▾



Images: alt-tags & title-tags

- Why **alt**-tags & **title**-tags Matter:
 - American with Disabilities Act
 - Better serve Americans with disabilities – help them use text & image to speech viewers
 - SEO
 - Help search engine robots understand your content better
 - Make your pages stand out versus pages without image tags
 - Avoid being targeted by ADA lawsuits & trolls
 - <https://www.essentialaccessibility.com/blog/web-accessibility-lawsuits/>
 - <https://www.wfla.com/8-on-your-side/better-call-behnen/businesses-sitting-ducks-for-lawsuits-because-websites-arent-ada-compliant-2/>
 - <https://www.latimes.com/business/la-fi-hotels-ada-compliance-20181111-story.html>
- Best Practices
 - <https://moz.com/learn/seo/alt-text>
 - <https://yoast.com/image-seo-alt-tag-and-title-tag-optimization/>
 - <https://www.bluecorona.com/blog/image-seo-alt-tags-title-tags-in-between/>
 - <https://www.searchenginejournal.com/image-alt-text-vs-title-vs-file-names/>
 - <https://blog.hubspot.com/marketing/image-alt-text>
 - <http://www.sagepath.com/blogs/development/articles/making-images-readable-to-meet-ada-compliance>
 - <https://webaim.org/techniques/alttext/>
 - <https://www.zaginteractive.com/insights/december-2017/best-practices-alt-tags-ada-conformant-site>
 - <https://www.perkinselearning.org/technology/blog/how-write-alt-text-and-image-descriptions-visually-impaired>
 - <https://www.interactiveaccessibility.com/blog/making-images-visible-blind-users>
- Tools
 - Triage – Enter a URL
 - <http://wave.webaim.org/>
 - Check Image Contrast
 - <https://www.oss-usa.com/color-check-ada-image-compliance>
 - Probe Further
 - <https://www.w3.org/WAI/ER/tools/>
 - <https://www.mediacurrent.com/blog/5-website-accessibility-checkers/>

DFW Area Resources

- DFWSEM
 - <https://www.dfwsem.org/>
 - Great source of information and networking with local SEO professionals
 - Learn & network
 - \$200 annual individual membership covers food and drink at meetings
- DFW SOCIAL MEDIA MARKETING GROUP
 - <https://www.meetup.com/dfwsocialmediamarketing/>
 - Has held decent meetups
- Dallas Interactive Marketing & Internet SEO/SEM Meetup
 - <https://www.meetup.com/dallas-seo-interactive-marketing/>
 - Has held decent meetups
 - Seems inactive lately - recommended monitor for upcoming events
- DFW WordPress Group
 - <https://www.meetup.com/dfwwordpress/>
 - Website design & implementation
 - Sometimes have SEO related topic
 - Networking with WordPress professionals
- Big Design 2019
 - <https://bigdesignevents.com/>
 - 19 ~ 21 September
 - Typically a great annual event with strong local resource
 - Lots of topics around UX & UI
 - Tickets start at \$245
- Digital Summit Dallas
 - <https://dallas.digitalsummit.com/>
 - DECEMBER 3-4, 2019
 - Packed with good presentations
 - Nationally known presenters
 - Tickets start at \$245

Online Resources

- <https://moz.com/>
 - => Tons of great resources & blogs
 - Also free tools at <https://moz.com/free-seo-tools>
 - Paid courses <https://academy.moz.com/>
- <https://ahrefs.com/>
 - => another highly reputable source
 - E.g. excellent and otherwise not-obvious practices...
 - <https://ahrefs.com/blog/how-to-improve-seo/>
 - Mostly paid but some free tools
 - <https://ahrefs.com/seo-toolbar>
 - <https://ahrefs.com/backlink-checker>
- Keyword & Content Tools
 - <https://answerthepublic.com/>
 - => flat out awesome tool helps brainstorm keyword & content ideas
 - https://moz.com/blog/keyword-research-to-match-buyers-journey?utm_campaign=%22Generations%20Now%22%20Weekly&utm_medium=email&utm_source=Revue%20newsletter
 - => great blog
 - <https://neilpatel.com/ubersuggest/>
- Content Marketing Institute
 - <https://contentmarketinginstitute.com/>
 - Great library of articles and blogs
 - Read here to learn how to draw website visitors by creating & curating compelling content

Readability

- Test text content snippets with various readability benchmark tools
 - Test individual paragraphs (easier to focus on details with more granularity)
 - Also, test an entire post or page (gives overall sense of a piece of content)
 - Consider machine readability benchmarks as well as human
 - E.g. the “ARI (Automated Readability Index)”
 - ie. make it easier for search engine AI to understand your content
 - Adjust content / target 6 to 9th grade reading level
- Nice tool
 - https://www.online-utility.org/english/readability_test_and_improve.jsp
 - Gives several benchmarks at once, but only a few recommendations to improve
- Wordpress Plugins
 - e.g. Yost SEO Plugin
 - <https://yoast.com/wordpress/plugins/seo/>
 - Focuses more on recommendations to improve vs. different benchmarks
- More tools
 - <https://www.wyliecomm.com/2018/11/10-free-readability-calculators/>

Link Juice: Good vs. Bad

- Show examples
 - BBB
 - Guide Change
- Good Juice => Helps
- Bad Juice => Hurts
- Link Juice References
 - Incl. lessons / references from SEO Summer Camp?

Link Juice: Triage Bad Links

- How to identify
 - Moz Bar
 - Majestic.com
 - ahrefs
 - Other tools
 - <https://neilpatel.com/blog/9-backlink-analysis-tools-thatll-help-you-understand-your-link-profile/>
- Examples of own site
 - Sanitized version of Guide Change

Link Juice: Fix Bad Links

- **Tags to help with linking**

- Dofollow, nofollow, disavow settings
- <https://www.shoutmeloud.com/understand-dofollow-nofollow-link-seo-basics.html>
- <https://www.wordstream.com/blog/ws/2013/07/24/follow-nofollow-links>
- <https://www.quora.com/What-is-the-difference-between-a-Nofollow-and-a-Dofollow-link-How-do-they-affect-SEO>
- <https://searchengineland.com/library/google/google-link-disavow>
- <https://support.google.com/webmasters/answer/2648487?hl=en>
- [Start to finish process](#)
 - <https://neilpatel.com/blog/google-disavow-tool-seo/>
 - <https://moz.com/blog/guide-to-googles-disavow-tool>
- <https://moz.com/blog/links-to-target-with-disavow>

Use Search Console & third-party tools



Where do you find your links to disavow? First choice is generally Search Console, the link report in Search Console, because that's the links that Google is actually using. It is helpful to use third-party tools, such as Moz Link Explorer, Ahrefs, SEMrush, whatever your link index is, and that's because you can sort through the anchor text.

When Google gives you their link report, they don't include the anchor text. It's very helpful to use those anchor text reports, such as you would get in Moz Link Explorer, and you can sort through and you can find your over-optimized anchor text, your spammy anchor text. You can find patterns and sort. That's often really helpful to do that in order to sort your information.

- **Benchmark- Google Policies & Cautions**

- Link schemes -> Bad
 - <https://support.google.com/webmasters/answer/66356>

- **Good looking post -> put this somewhere good**

- <https://neilpatel.com/blog/5-search-engine-optimization-mistakes-that-hinder-your-rankings-and-how-to-fix-them-today/>

