

Search Engine Optimization Part 2
February 17, 2021 - 12:00pm
Find the Webinar Video and Notes [Here](#).
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How to Optimize the Relevance of your Content on your Website

Find out: WHAT problem is your business solving? Everyone's business should be solving a problem. Whether you are alleviating anxiety in your yoga class, or have a blog that's making people laugh, or maybe you have a product to simply get rid of that weird rash that keeps flaring up. Listen to your customers, what are they asking? What do they want solved? What is important to them? Because likely those will be the questions that they put into a search engine, and they want answers to. If you HAVE the answers, you will have a better chance at popping up on that first page. Try to whittle down your business into a series of questions that your business can solve.

Where to start? We always recommend having a blog. Why? Because you can easily add new content, can link to other places, have other places link to you – all while being seen and therefore the more useful content you publish the more you increase your odds of ranking higher in google.

In our Branding webinar we talked about narrowing down some keywords in order to focus our branding but also to learn what keywords we would like to be associated with in order to sprinkle them into our blogs, websites, social media, ads and links.

Danielle's Digital Force Tips for Creating Good Content:

- Look for the questions revolving around your service or product and answer them
- Use references, images or videos to support your answers
- Aim for min 1500 words per page for your blog
- Include keywords throughout written content and remember frequency will help google identify those words
- Make a schedule for yourself to blog consistently, new fresh content.
- Make your content easy to read so more people can read it
- The more people that can read it -> the more useful it will be. The more useful it will be, the higher the ranking it will get on search engines
- If you do have to use Jargon or technical terms, make sure you define them
- Images and video will also help make your content easy to read and also keep your audience engaged on your website for longer
- Basically, the longer people are on your site, the more useful it seems to Google
- Again, the more useful your content is equals Higher ranking

How to Optimize the Engagement on Your Site (Kristina's Digital Force Tips!)

Google Analytics

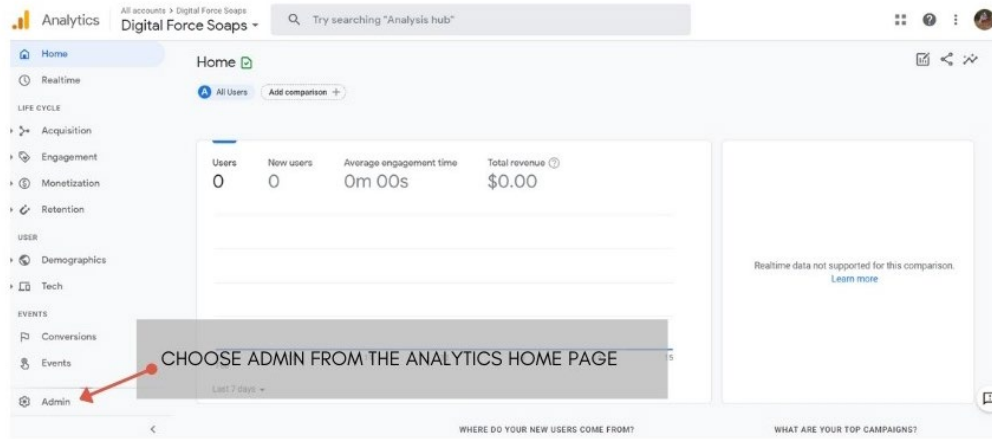
Search engines have recently placed a high emphasis on website engagement metrics to determine if your website is actually useful or not to its user. **Website engagement metrics** google looks at including **ad sense code** so google can track.

Page Views is the most basic form of analytics. A higher number is a good indication of interest in your site.

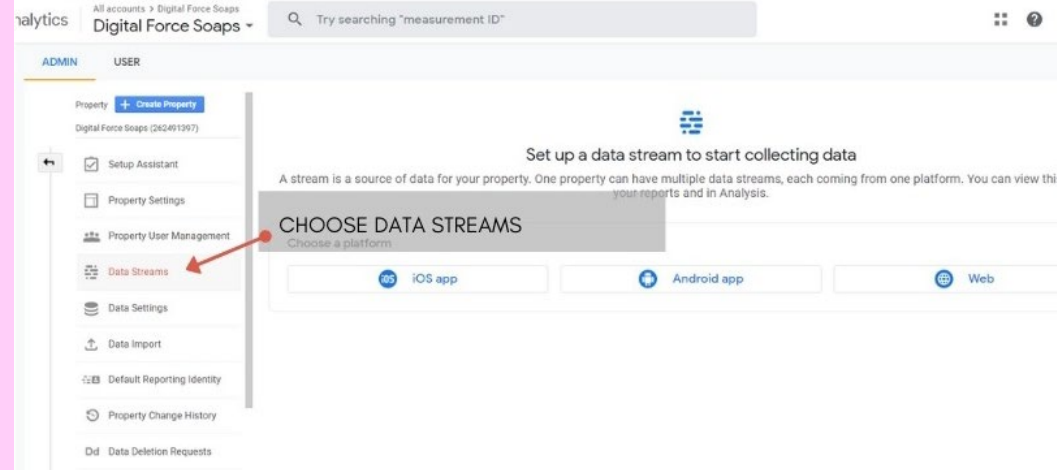
TRACKING PAGE VIEWS WITH GOOGLE ANALYTICS – How to Add your analytics tag to your website so Google can track it.

First go to this link and sign up: <https://analytics.google.com/analytics/>

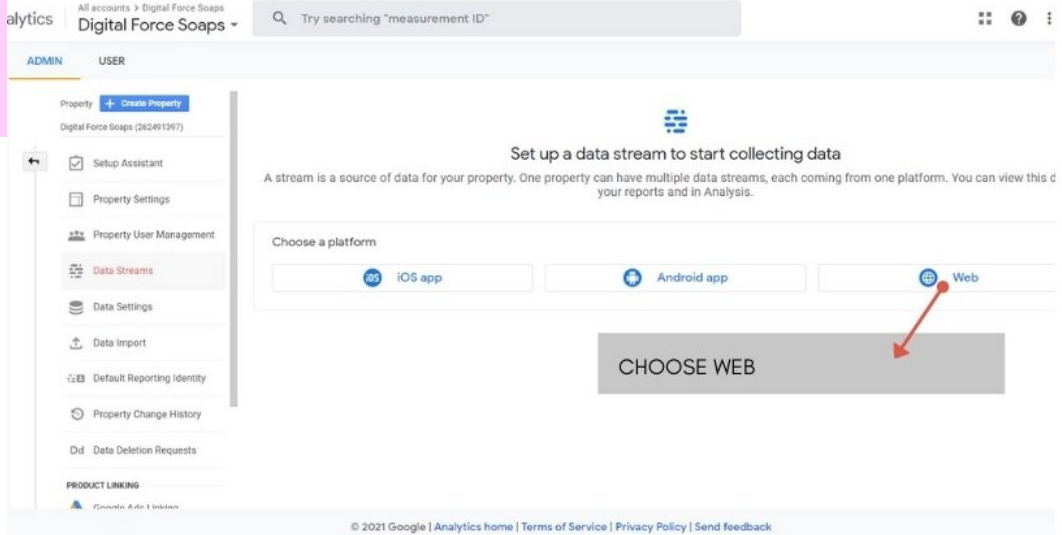
1.



2.



3.



4.

× Set up data stream

CREATE YOUR DATA STREAM BY INPUTTING YOUR WEBSITE ADDRESS AND WEBSITE NAME

Set up your web stream

Website URL:

Stream name:

Enhanced measurement: Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)

Measuring: Page views Scrolls Outbound clicks + 3 more

Create stream

CREATE STREAM

5.

STREAM URL: <https://kristinawooldridge.wixsite.com/digitalforcestore>

STREAM NAME: Digital Force Soap

MEASUREMENT ID: G-GJZ1PMJKZ6

STREAM ID: 2325938582

STATUS: No data received in past 48 hours. [Learn more](#)

Enhanced measurement: Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)

Measuring: Page views Scrolls Outbound clicks + 3 more

CHOOSE GLOBAL SITE TAG

Tagging Instructions: Use one of the following to start collecting data.

Add new on-page tag | Use existing on-page tag

- Global site tag (gtag.js) Use this if you're using a website builder or CMS-hosted site. Add the Analytics tag to your website to begin seeing data in your property.
- Google Tag Manager Add and maintain tags through a web interface to send data to Google Analytics, as well as other Google and non-Google tools.

Additional Settings

6.

Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)

Measuring: Page views Scrolls Outbound clicks + 3 more

Tagging Instructions: Use one of the following to start collecting data.

Add new on-page tag | Use existing on-page tag

COPY CODE

Global site tag (gtag.js) Use this if you're using a website builder or CMS-hosted site. Add the Analytics tag to your website to begin seeing data in your property.

Copy the global site tag into the **<head>** section of your HTML. If you use a website builder (e.g. WordPress, Shopify, etc), copy the global site tag into your website builder's custom HTML field.

```
<!-- Global site tag (gtag.js) - Google Analytics -->
<script async src="https://www.googletagmanager.com/gtag/js?id=G-GJZ1PMJKZ6"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

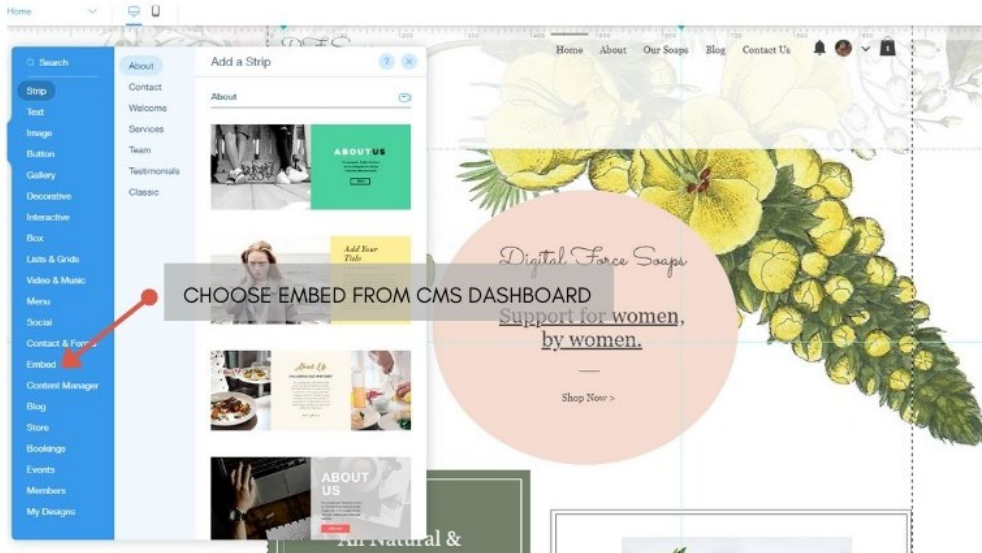
  gtag('config', 'G-GJZ1PMJKZ6');
</script>
```

Google Tag Manager: Add and maintain tags through a web interface to send data to Google Analytics, as well as other Google and non-Google tools.

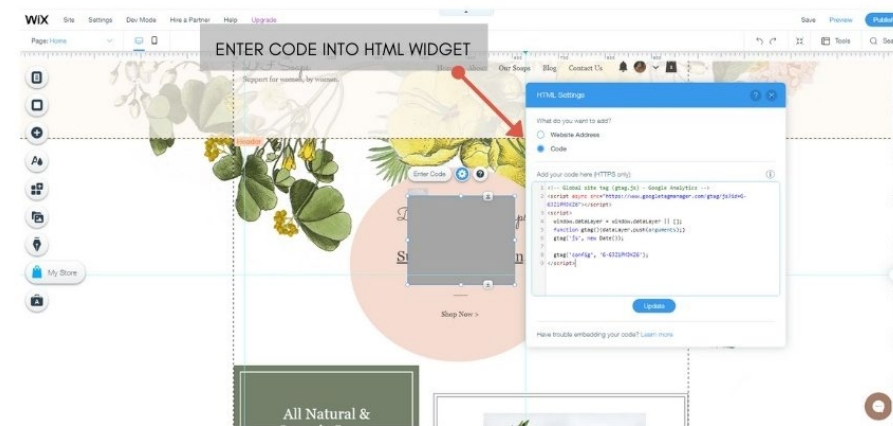
Additional Settings

Connected Site Tags: Load tags for additional properties or products using this stream's on-page global site tag. [Learn more](#) 0 connected

7.



8.



If someone comes to your website for 5 seconds and leaves, google can see that information and make you less noticeable.

**USERS TEND TO LEAVE WEBSITES THAT DO NOT LOAD IN 2-3 SECONDS – So it is important that you try some of the tips from SEO to optimize load time*

Your Analytics can Track Average Engagement Time

How to increase engagement:

- Speed it up!
- Target your audience
- Declutter your website and keep your content tight and useful (3 C's – CLEAN, CLEAR, CONCISE)
- Encourage engagement – “Before you leave...do you have a moment to offer us some feedback?”
- Site navigation – keep it visible and easy to read and use
- Consider giveaways, rewards EG: 10% off – coupon code

Bounce Rates

A bounce rate is the number of people who leave your site just after viewing one page.

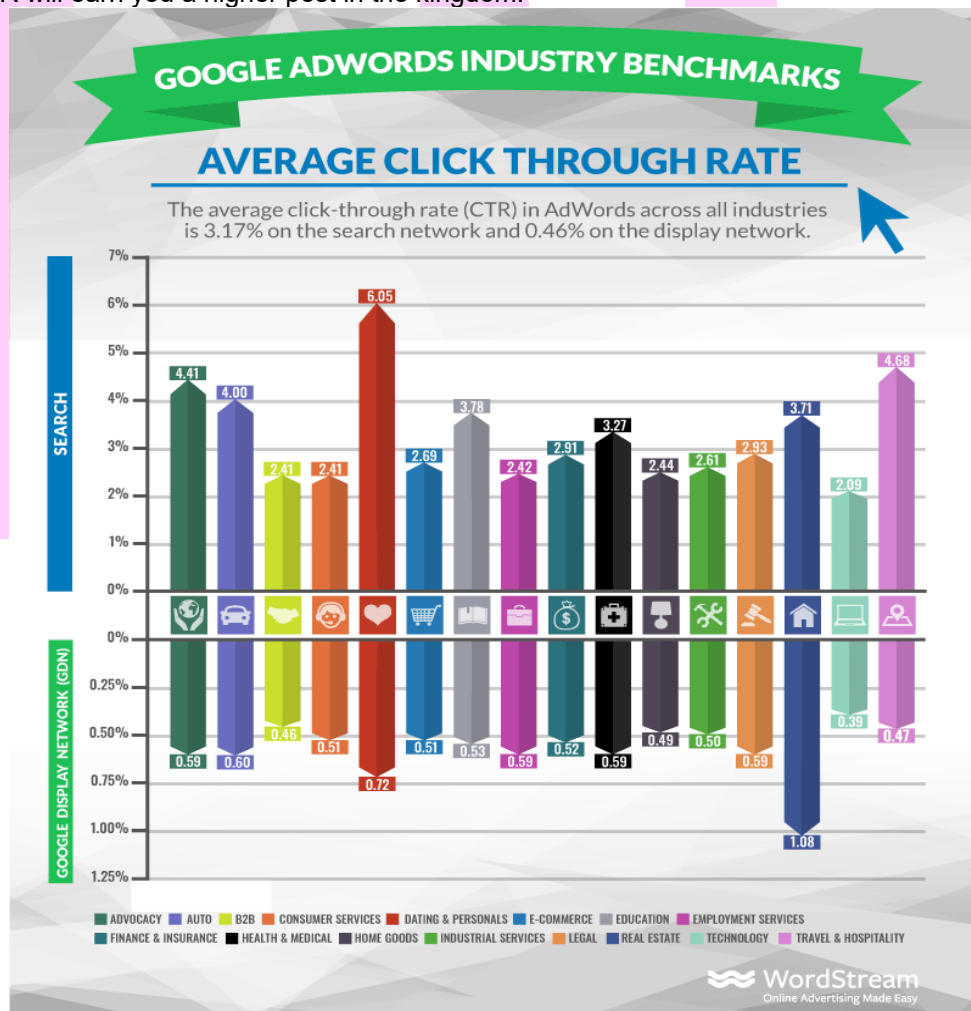
This is where you really need to know your audience. Reason being – this is double edged sword – too little content could cause a bounce, and too much content (read: scrooooooiiiiinnnggg) could cause a bounce.

- Give people what they came for (EG: contact info – services available – price)
- Improve your content so its easily readable and relevant (there are a lot of great articles on how to improve your writing for online.
- MOBILE – over 60% of users are coming from mobile – make sure they have what they need and its clean and clear
- Pop ups, while they can be useful, are mostly annoying. A good call to action pops up before they leave the site is one thing – a video covering your content is another!
- LINKING! Whether internal or external are a great way to [keep your content useful](#).

Click Through Rate (CTR)

Website Engagement metrics, Google measure your CTR to see if your websites content is even interesting enough to incite clicks.

CTR is huge – especially considering pay per click – the more they click; the more money search engines make. They figure out your click through rate by dividing your impressions (HOW MANY TIMES YOUR AD WAS VISIBLE) by click throughs (PEOPLE CLICKING THE AD TO GO TO YOUR WEBSITE)
A good CTR will earn you a higher post in the kingdom.



IS YOUR CONTENT worth watching or not? If people don't click on your website from the google search page, then it is effectively wasted shelf space for Google.

This is where Meta Tags come into play. TITLES!! You want a good, relevant title – it needs to make sense and make the user want to click on it – same with descriptions – Answer the main question you think your specific users will ask to incite a click though

The longer people stay on your site the more likely your website looks more useful – but it works both ways.

Your goal should be to drive as much traffic to your website as possible and to keep them there. Then as search engines crawl your website, they will see your website signals and rate your engagement.

How to Optimize External Links and Social Media (Farnaz's Digital Force Tips!)

- Add **bold text** on Instagram captions:
Go to: <https://lingoam.com/BoldLetters>
- Use **Facebook Business Suite** to schedule posts on INSTAGRAM and Facebook
Go to: <https://business.facebook.com/>
- Look for new and trending **Hashtags**:
Search for an app on your phone called: HASHTAG GENERATOR or Hashtags for Instagram
- Have a catchy caption for your ads
- Use a mix of trending hashtags with informative hashtags, for example: Location, name of your business, what your product or service is
- Use social media to link to your website, and also collaborate with other businesses to link your content back and forth. This creates RELEVANCE and authenticates your content by linking your content to other websites.