

 **Alignable** WEBINAR

Search Engine Optimization

Maximize Your Impact with Google in 2024!



Hosted by:

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Hoot Host - <https://hoot.host>

Search Engine Optimization

Let's uncover essential techniques and tools for enhancing your website. Learn how to build a successful online presence for your business in 2024 through key SEO practices. Use this presentation packed with professional guidance and recommendations!

- How to Audit Your Website
- SEO Tools to Empower Your Strategy
- Getting Started with the Google Essentials
- Why Performance and Accessibility Matter
- Technical SEO vs On-Page SEO
- The Importance of Your Google Business Profile
- The Power of Effective Blogging
- Understanding E-E-A-T Optimization
- Writing Content for Relevance and Authority
- Understanding How the Buyers Journeys and SEO Relate



**Let's explore how to maximize
your online presence for Google!**

How to Audit Your Website

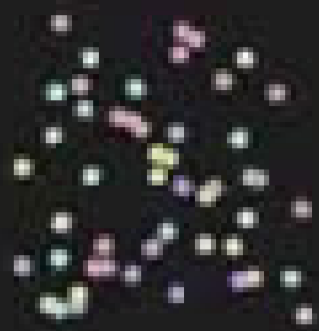
Auditing Your Website

Auditing your website is crucial to understand if you are meeting current Google standards! Using a tool like Google Lighthouse (available through Chrome browser) will give you technical insights to how Google interprets your website.

- Right Click - Inspect - Google Lighthouse
- Run the Report for Mobile and Desktop
- Review the SEO breakdown to see any potential issues
- Over 90% is good, but always aim for 100%
- This is only a test of SEO structure and technical SEO configurations, not your content!
- Also gain insight on other key ratings like Performance, Accessibility, and Best Practices - all important for ideal ranking on Google SERPs (search engine results pages)

Google
Lighthouse





100

Performance

100

Accessibility

100

Best Practices

100

SEO



100

Performance

Values are estimated and may vary. The [performance score is calculated](#) directly from these metrics. [See calculator.](#)

▲ 0-49

■ 50-89

● 90-100



SEO Tools to Empower Your Strategy

Popular SEO Tools

There are many great SEO tools to help audit your website and content to better understand and optimize your online presence. Using one of the tools below, especially the key Google integrations, will help improve technical standards, on-page SEO, and content optimization.

- Google Search Console and Google Analytics!
- Moz - Simple tools for technical and on-page SEO
- SEMRush - Everything Moz does plus digital marketing tools
- Ahrefs - Easy to use tools to get started on SEO
- ChatGTP - Great to assist in SEO process and writing
- RankMath SEO / Yoast SEO / Google Site Kit (WordPress)
- Wix SEO Assistant and Advanced SEO Settings (Wix)



The Google SEO Essentials

Google SEO Essentials

Before any other optimization effort, first make sure your website is meeting the Google SEO Essentials! These important optimization configurations are the backbone of your website's visibility and performance on Google.

- Google Analytics / Search Console Installed
- Domain Ownership / Sitemap Verified with Google
- SEO Headline / Content Structure Optimization
- Title / Description / Image Attributes
- Schema Structure / robots.txt / XML Sitemaps
- Performance Optimization, Security Optimization
- Privacy Policy and Accessibility Statement
- ADA Compliance Widget / GDPR Compliance Widget
- Logo / Preview Configured for Google and Social Networks
- Google Business Profile

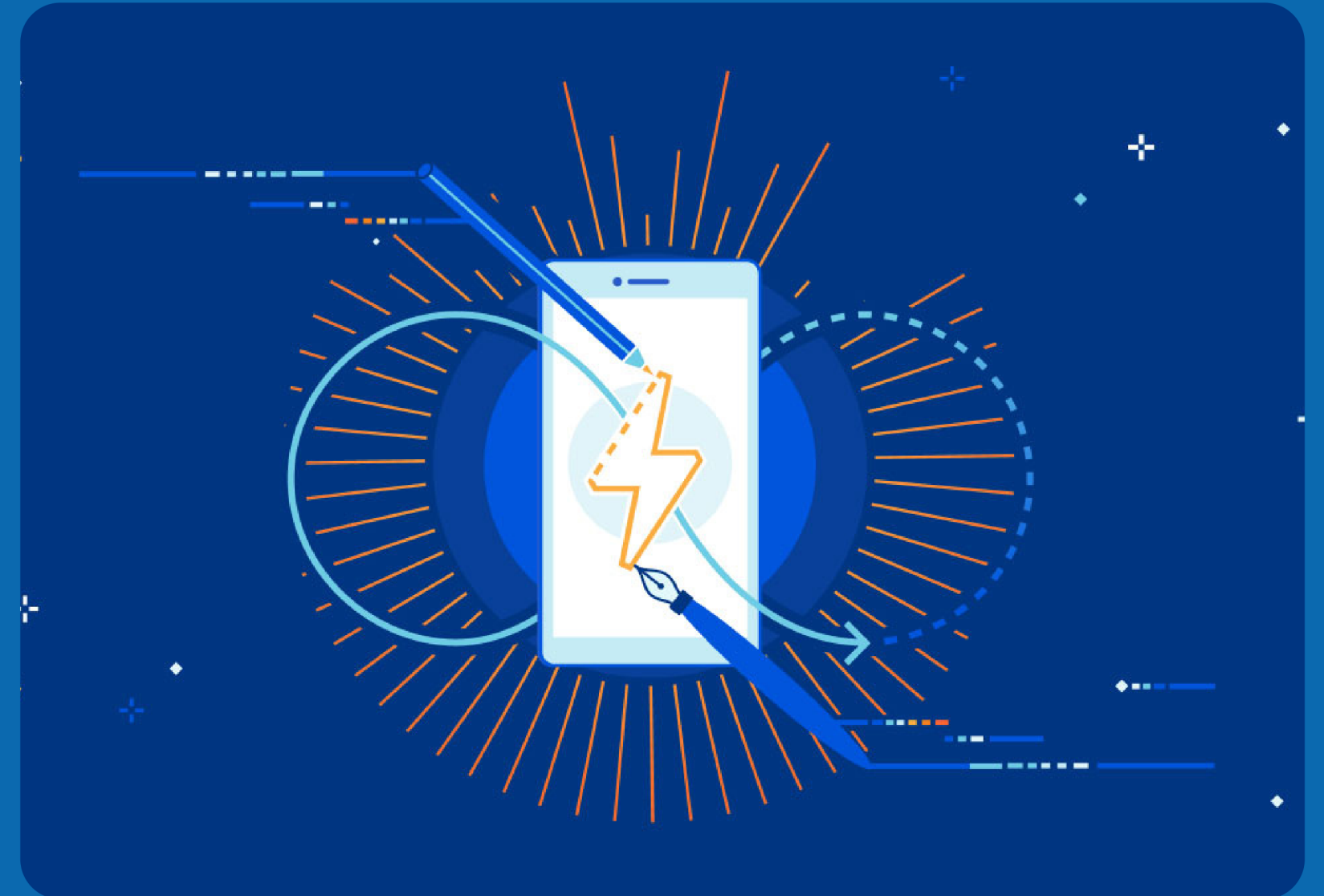


Why Performance and Accessibility Matter

Performance and Accessibility

Performance and accessibility are important factors in letting Google know your website can be trusted. Poor site speed is a major roadblock toward ideal search engine ranking! Accessibility is about offering an inclusive user experience that meets web compliance and legal standards.

- Use tools like Google Lighthouse to monitor your Performance and Accessibility ratings
- Integrate with a CDN like Cloudflare for ideal performance
- Follow Google Lighthouse suggestions to make local improvements including page cache, image optimization, Minify CSS / JS, Defer JS, and related technical optimizations
- Install tools like UserWay and CookieYes to meet ADA, WCAG, GDPR, and CCPA compliance
- Make sure your website has a current Privacy Policy and Accessibility Statement in your sitemap



Technical SEO vs On-Page SEO

Technical SEO vs On-Page SEO

Technical SEO and On-Page SEO are interconnected, yet very different! Technical SEO focused on structure, standards, and compliance. While On-Page SEO is the practice of optimizing content, messaging, and page elements.

Technical SEO - Performance, Accessibility, Best Practices, SEO Structure, Sitemaps, Code Standards, Images and Elements, Structured Data / Schema

On-Page SEO - Messaging, Content Writing and Optimization, Keywords, Targeting, Page Attributes, Blogging



The Importance of Google Business Profile

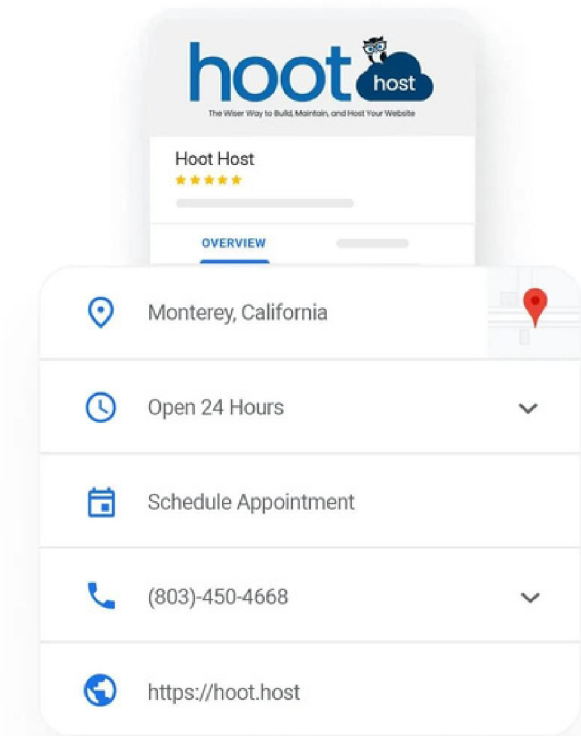
Google Business Profile

One of the most impactful tools for small businesses and local service providers is a Google Business Profile! All SEO needs to start local and nothing is more important toward local relevance than a GBP!

- Make sure your GBP is up-to-date and completely filled out
- Make sure your service areas are accurate
- Use advanced features like Products / Services / Messages
- Get reviews! GBP reviews will lead to more business
- Use the Updates feature regularly! Think of this like another social network or mini-blog on Google. This activity expands your reach on relevant searches and shows Google you are active, raising your authority.

Of all other SEO efforts, your Google Business profile should be top priority!

Google
Business Profile

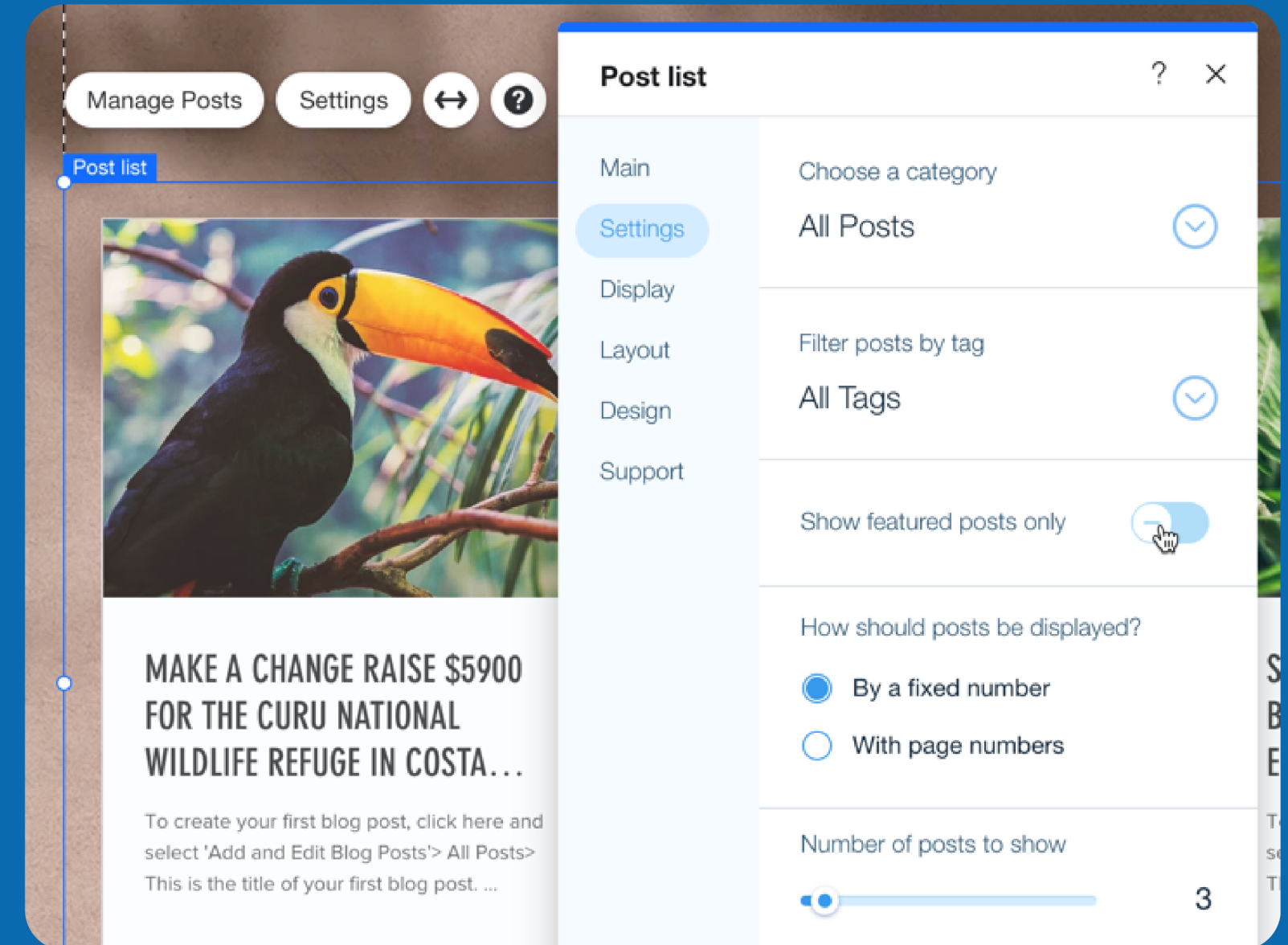


Effective Blogging, E-E-A-T Optimization, and Topic Authority

Bloggging, E-E-A-T, and Topic Authority

Your blog is your SEO secret weapon! Don't underestimate the impact a blog post can have with Google. Blogging consistently on topics that relate to your location and services increases your relevance and authority with Google, driving more organic traffic to your website.

Google's acronym for this is E-E-A-T (Experience, Expertise, Authoritativeness, Trustworthiness). This is an interpretation of how Google views your website and it's content. Blogging about your services with your personal experiences and showcasing your specific expertise enhances Google's trust in your website. The more you do this, you increase your topic authority, increasing your ranking on SERPs, and driving more organic search visitors to your website. Blog consistently, target topics, tell your personal stories, and make sure your blogs always have technical SEO configured!



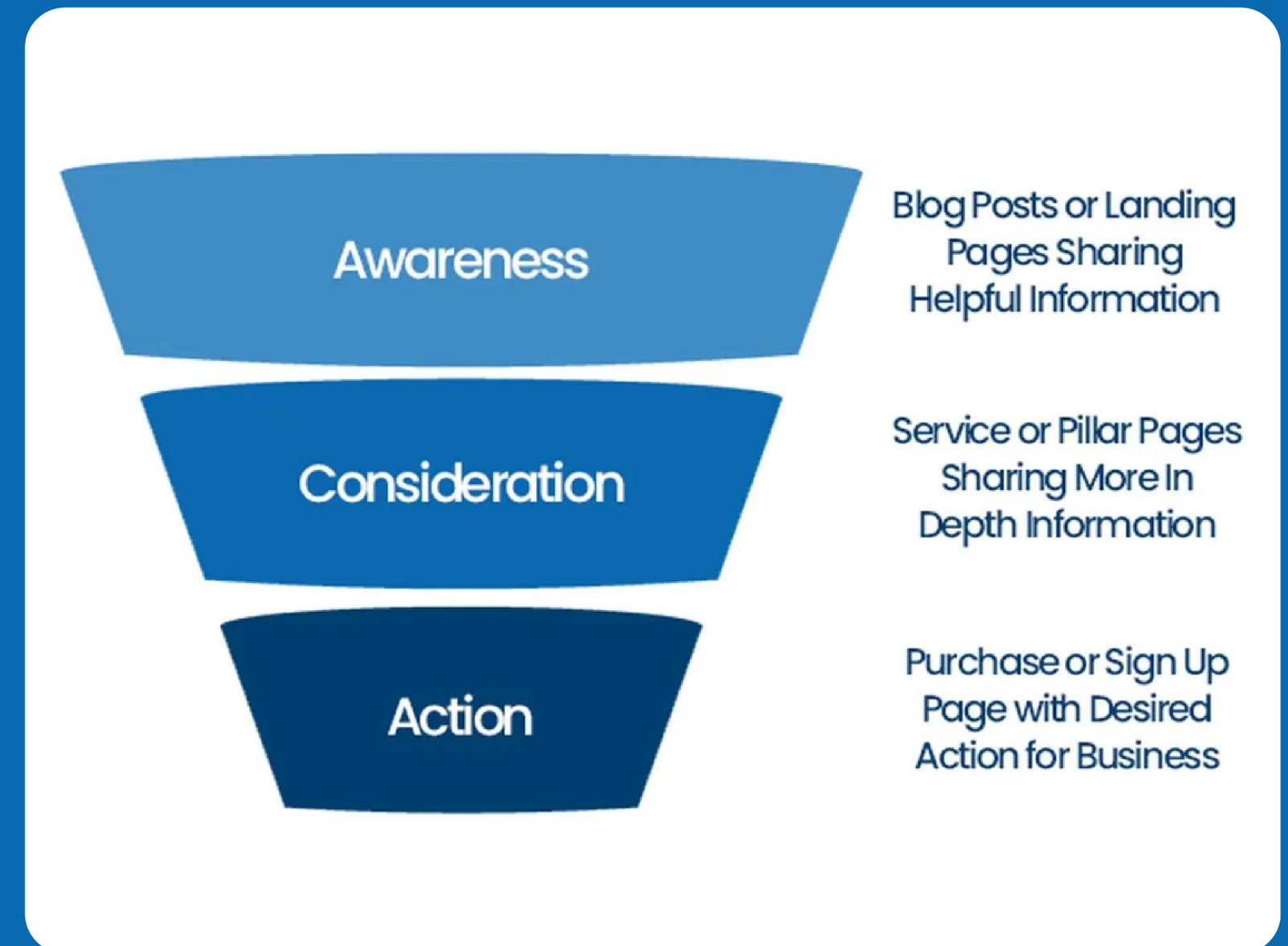
Understanding the Buyers Journey

The Buyers Journey and Google

The Buyers Journey is a marketing phrase that describes a 3 step process of driving website visitors into a funnel toward a desired action. Creating a conversion focused website.

- Awareness - Blogs and Landing Pages
- Consideration - Pillar and Service Pages
- Action - Booking, Purchase, Sign Up, etc.

By using blogs and targeted landing pages to answer questions and offer helpful insight we can bring in visitors from search engines. Blogs and landing pages should forward visitors to pillar pages and service pages for more information and capturing leads in the consideration stage. Pillar / service pages should ultimately bring visitors to your desired action. Google wants websites to be configured for what they call the consumer journey. Making better user experiences.

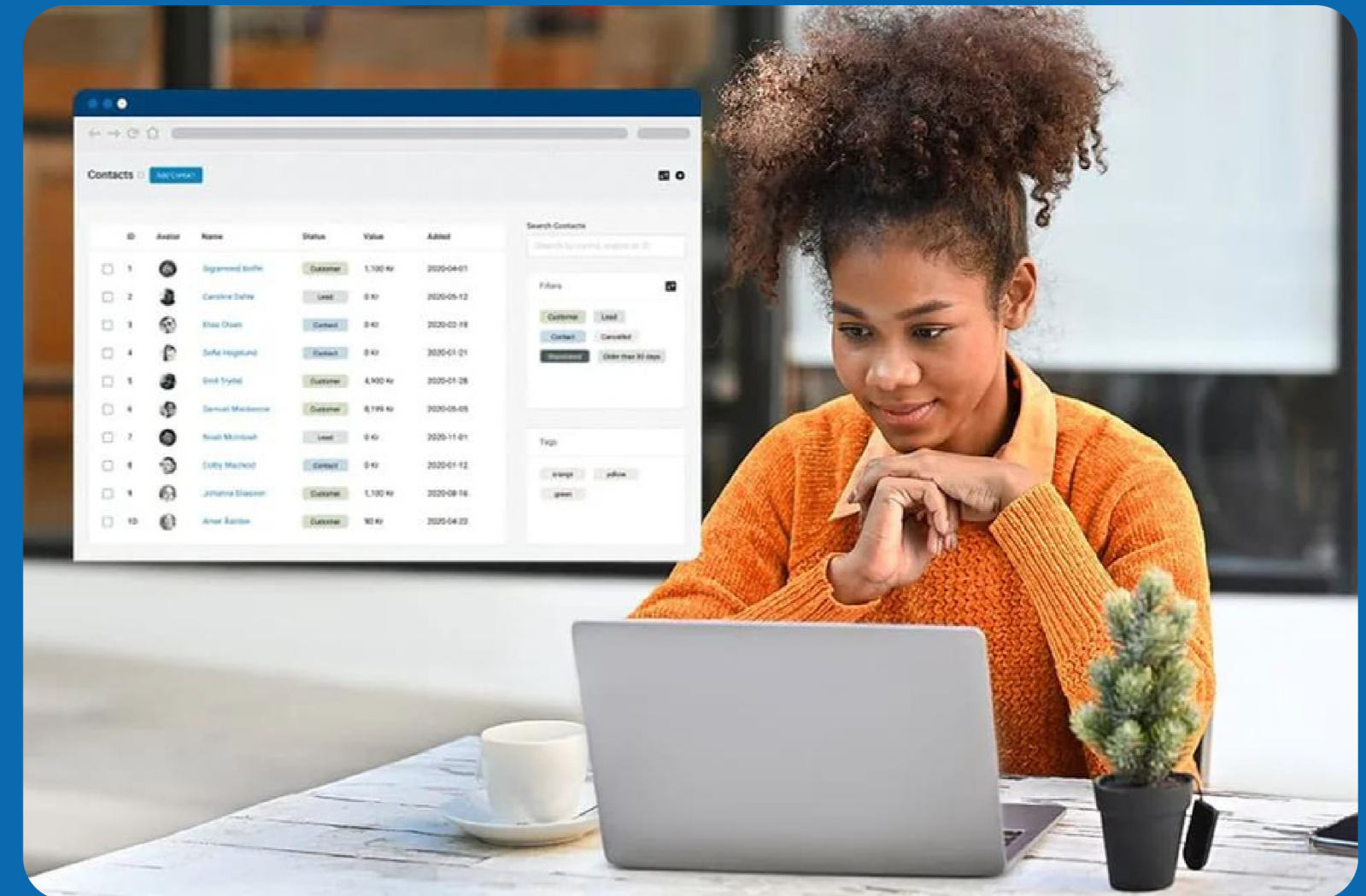


Reminders and Recap!

Reminders and Recap

Follow recommended techniques using trusted tools for enhancing your website. Use this presentation packed with professional guidance and recommendations!

- Audit Your Website with Google Lighthouse
- Use SEO Tools like Moz for Technical / On-Page SEO
- Use WP RankMath or Wix Tools for Google SEO Essentials
- High Performance and Accessibility Are Very Important
- Manage Your Google Business Profile and Updates Feature!
- Effective Blogging is about topic authority and relevance
- Think about the consumer journey to get the most from the traffic you receive via Google



Need help? Meet HootSEO!

Our premium ongoing search engine optimization package for businesses who are serious about getting ideal results on Google.

- Google SEO Essentials
- Google Business Profile Management
- Technical SEO
- On-Page SEO
- Content Writing and Optimization
- 4 Blog Posts Per Month Done For You
- SEM and Paid Advertising Management
- Monthly Reporting and Strategy Meetings



Time For Questions

Let's start a conversation about SEO!



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