



11TH HOUR
MARKETING

11th Hour Marketing

Chris.Pocock@11thhourmkg.com.au

<https://11thhourmkg.com/>

A guide to SEO & Website best practices

How Google rewards and ranks a website and landing pages

Consumers reward simplicity of navigation – the more effort they have to put in to find something, the more clicks required to get somewhere, or the longer it takes to get there, the more likely it is that they'll simply give up and leave the site.

Google rewards relevant content and a great user experience. They measure this through:

- Does the content on the site match what the user is searching for on Google?
 - Are the page titles and descriptions the same or similar to the search term?
 - Is there relevant copy within the page?
- Do others think your website is relevant and/or useful? This is measured by the number of other websites that link to your website.
- Do you offer a good experience to the users landing on your pages? This is measured through how long they spend on your website, i.e. do they bounce (exit site straight away) or spend time on the website, and whether you offer incremental information/services through linking off of your website.

Content should be spread across relevant pages for:

- Ease of navigation. People will get overwhelmed and/or not be able to find the info they want if it's all crammed into one single page
- People will search for keywords that your products are relevant for. For example, person A is searching for 'eco friendly companies in Australia', and person B is searching for 'healthy drinks for kids'. You'll need to have different pages set up to rank for each term, for example:
 - A 'how we give back' page with content on carbon neutral, combustible packaging, beach clean ups etc will end up ranking for person A's search
 - An 'Our Services' page which includes content on Aus Fresco supplying healthy drinks to local schools will end up ranking for person B's search

How to optimize your pages to rank in Google Search Engine Results Pages (SERPs)

The following is a checklist of SEO must haves to ensure you are telling SERPs exactly what your website is about.

NB Page Titles, Page Descriptions, Header Tags and content should be unique for each individual page. Doubling these up across multiple pages will harm your SEO.

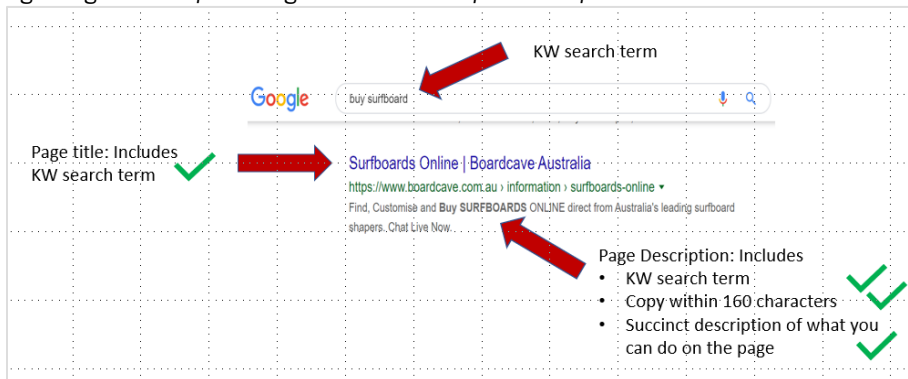
Page Title

- Include Keyword phrase you want to rank for (max 60 characters)

Page Description

- Include Keyword phrase you want to rank for (max 160 characters)

Fig 1. A good example of Page Title and Description best practice below



Content

- The keyword search phrase you want the page to rank for should be featured at least 3x within written copy on that page

Header Tags

- The keyword search phrase should be included in H1 Header Tags

Image alt tags

- Include an 'alt tag' description of the image so Google understands what the image is of
- E.g. Image in Fig 2 would have alt tag description of: 'Food truck selling slushies, juices, smoothies and bowls'



11TH HOUR
MARKETING

Fig 2 Food truck selling slushies, juices, smoothies and bowls



Include External/Outbound Links

- Linking from your site to other relevant websites/information services. Link to your social profiles (i.e. Facebook, LinkedIn, Instagram, Twitter) and any partners' websites as start. Research and discover other relevant non-competing websites that would be beneficial to your audience. **Top Tip – make sure the link opens a new tab so your own company page remains on the original tab.**

Gain Inbound Links

- Inbound links are links from websites other than your own that link through to your website. You can do this by commenting as your business on relevant social threads on LinkedIn, Facebook etc, get your company listed on directories and product/service comparison websites, get your existing customers to leave reviews for you on places such as TrustPilot, create case studies that can be shared on social networks, ask partner companies to link to your site.

Get an SSL certificate

- The primary reason why SSL is used is to keep sensitive information sent across the Internet encrypted so that only the intended recipient can access it. When an SSL certificate is used, the information becomes unreadable to everyone except for the server you are sending the information to. If you are taking transactions on your website then having an SSL certificate tells SERPs that your site can be trusted with user data and therefore will rank you accordingly.



11TH HOUR
MARKETING

Collect your leads' details to stay in touch

Data capture

- Treat your website like you would a shop floor. Not everyone who comes in is looking to buy immediately. They may just be browsing, looking for a bit more info, comparing prices, or just killing time.
- However, the fact that they came into the shop in the first place indicates that they do have a level of interest in your product(s). They might not be ready to buy now, but maybe in the future so make sure you have a way of staying in touch through:
 - A call to action to follow your social media profiles
 - A 'sign up' section where you can capture email addresses for a monthly/weekly newsletter
- Make sure there's a quid pro quo. If I give you my data, what do I get in return? E.g.
 - "Follow our Insta page for some inspiring lifestyle tips"
 - "Sign up to our newsletter today and get a voucher for a free 'XYZ' at participating retailers...."
 - Above will work infinitely better than just "Follow Us" or "Sign up to our Newsletter"

All of these actions will get you on your way to a better performing website, but they are just the start. SEO and website performance are disciplines that blend the art and the science. It's an ongoing process where you'll need to:

- Keep on top of keyword search terms your audience are using. SEMRush has a good keyword generator tool to use for this.
- Make sure you have Google Analytics plugged into your website so you can monitor metrics such as changes in site visits, number of pages visited, time on site, and bounce rates.
- Test and Learn. Create performance benchmarks and test against them. Does Copy A work better than Copy B to convert your audience, does page description Y improve click through rates versus page description Z

If you want an in-depth SEO & website performance audit and bespoke plan to improve your metrics then get in touch and we can build it out for your specific website(s). Contact us at: <https://11thhourmkg.com/contact-us>



11TH HOUR
MARKETING

Glossary of terms

Bounce Rate

The percentage of visitors to a particular website who navigate away from the site after viewing only one page.

Click Through Rate

The percentage of visitors to a web page who have seen a link to a particular site and clicked on it

Conversion Rate

The percentage of people viewing an advertisement/website and going on to buy the product, subscribe to the service, take the action desired by the vendor

Cost per Acquisition

Cost Per Acquisition, or "CPA" is an ecommerce marketing metric that measures the aggregate cost to acquire one paying customer on a campaign or channel level.

To calculate the cost per acquisition, simply divide the total cost (whether media spend in total or specific channel/campaign to acquire customers) by the number of new customers acquired from the same channel/campaign

Cost per Click

Cost per Click, or "CPC" is an ecommerce marketing metric that measures the cost of each time a user clicks on a paid advertisement.

To calculate the cost per click, simple divide the total amount spent on the campaign by the number of people who have clicked on the advertisement

External Link (also known as an Outbound Link)

A link on your website that links through to a website other than your own.

Header Tag

Header tags are part of the HTML coding for a Web page. Headings are defined with H1 to H6 tags. The H1 tag defines the most important heading on the page (usually the largest or boldest, too), whereas H6 indicates the lowest-level heading

Image Alt Tag

An alt tag, also known as "alt attribute" and "alt description," is a text description of an image so search engines can read what the image is of. Applying alt tags to images such as product photos can positively impact a website's search engine rankings.

Inbound Link

A link from a website other than your own, that links through to your website

Keywords

Keywords are used by Internet users to describe what they hope to find when performing a search on services such as Google

Page Description

The page description is a snippet of up to about 155 characters which summarises a webpage's content. Search engines show the description in search results.

Page Title

A page title, also known as a title tag, is a short description of a webpage and appears at the top of a browser window and in Search Engine Results Pages

SEO

Search Engine Optimisation, or "SEO", is the process and tactics used to ensure a webpage ranks well on search engine results pages

SERP

Search Engine Results Page, or "SERP", is a list of webpages that a search engine, i.e. Google, believes to be most relevant to the keyword search term the user entered.

SSL Certificate

SSL stands for "secure sockets layer" and is a form of security for sites that handle sensitive information such as visitor's personal information and credit card numbers. It creates a secure connection between a visitor's web browser and the server of the company they're interacting with.

Useful Links

Google Analytics: <https://analytics.google.com/analytics/web/>

SEM Rush: <https://www.semrush.com>

SSL Certificate: <https://managewp.com/blog/how-to-get-an-ssl-certificate.>