



DATA and SEO

Week Ten – PUB 101
March 22, 2022

Data Analytics and SEO

Analytics programs collect data

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graph TD; A[Analytics programs collect data] --> B[Data drives strategy]; B --> C[SEO increases good data];
```

Data drives strategy

SEO increases good data

Why does SEO matter?

Why does SEO matter?

How can you improve your website's SEO?
How can you improve your website's SEO?

General Feedback

Is the way back to your home page easy to find

Proofreading and Copyediting

Contact Information

Articles within menus should be easy to page through consecutively

Are you efficiently using your menus

Compelling "About" section?

Value Propositions should generally answer the "why".

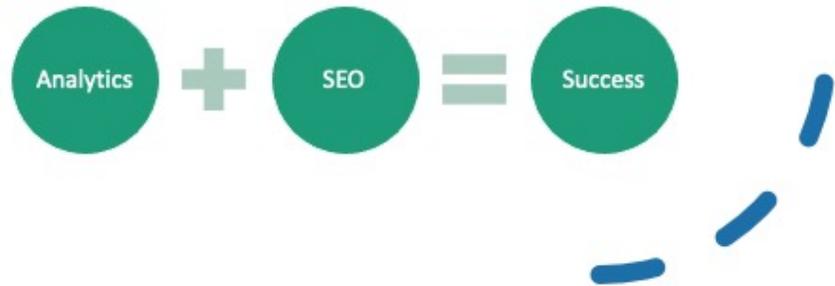
Site Essentials

SEO needs:

- Fast loading and browsing
- Mobile ready and responsive
- Quality content and referral links
- Attribution

Analytics measures:

- Marketing
- Traffic
- Growth



What this means for you?



Optimize for mobile



Brand your site



Consider apps



SEO



Online presence must be multi-platform



Consider using snippets



Podcasts? Serials?

Website Behaviour

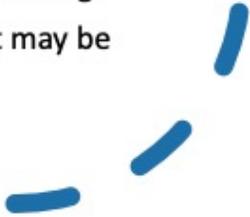
Most Web readers:

- Scan a page in under 10 seconds
- Look for bold headings and subheads
- Browse link anchor text for CTA
- Don't go below the fold unless what they want has been confirmed above it
- Scan the left side
- Scan the first few words of a headline, blurb or sentence
- Click around a lot
- Visits only include one or two pages
- Leave quickly if they can't find what they need



Social Media Platforms

Get the best data from your socials

- You can't be everywhere all the time
 - Which platform is best for you?
 - Do you want "all of you" online and in the public?
 - Do you want to engage with readers and potential readers?
 - Where are you most comfortable engaging?
 - Do you have lots of opinions you like sharing?
 - Are you comfortable in situations that may be negative?
- 

- Bukowski famously talked about how although his books contained much autobiographical info and stories of people around him, his author image was a personae and he had no interest in hanging about drinking beer with fans dropping by his house.



Social Media Channel Strategy



Goal (1)	Desired Outcome				
Objectives (2)	Measurable Actions				
Audiences (1-2)	With Whom You Are Communicating				
Measurement (1-3)	How You Know It's Working (or not)				
Cadence	Expected Posts per Week				
Shows (2)	Your Premier, Consistent Programming				

Analytics links to review

Google Analytics (we are using UA)

- Upskill Your Google Analytics
- [Here's](#) some information on the "New" Google Analytics or Google Analytics 4

Instagram Insights

- Create a business account. Follow step 1 in this [link](#).
- A guide to Instagram Insights on **mobile** click this [link](#).
- To access Instagram analytics on a **desktop**, you can use a third-party app such as [preview.app](#) to manage analytics on both desktop and mobile (\$\$)
 - [Tutorial](#)

Analytics links
to review

Twitter Analytics

- Hootsuite's [guide](#)
- Hubspot's [guide](#)

Facebook Insights

- Hootsuite's [guide](#)
- Hubspot's [guide](#)

Social Media Guides and Tools

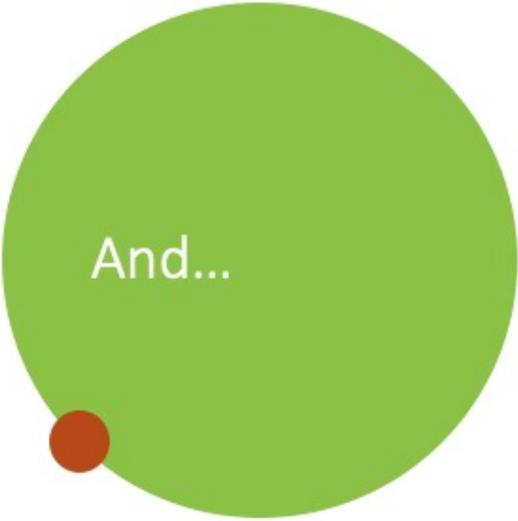
[A Beginner's Guide to Social Media Marketing Tools](#)

[How to Use Hootsuite](#)

Hubspot [Certification](#)

Hootsuite [Certification](#)

Google Analytics [School](#)



And...



[The Ultimate List of Free Content
Creation Tools & Resources](#)



Analytics

[SFU Publishing](#)



Where is
your
audience
hanging out?



Check the blogs and resource pages
of trusted companies

- [Social Media Today](#)
- [Hootsuite](#)
- [Hubspot](#)



More Resources...



These are also some good places to
keep up to date

- [Pew Institute](#)
- [Sprout Social](#)
- [Techcrunch](#)



Search Engine Optimization

Google

What is SEO?





Activity: What is SEO?

Google the following:

“What is SEO?”

“What does SEO mean?”

“Definition of SEO”

You should get three different results:

- 1) Search Engine Land. (first non-paid result)
- 2) No ads and Moz.com, then search engine land, a few others and and neilpatel – look at the keywords throughout the page
- 3) Moz.com – first no ad

Each of these results is based on different key words or “flags” to search engines.

SEO chases the spotlight...

How do you get Google to notice you?

How do you impress Google?

How do you get Google to choose you and not your competitors?

How do you make Google stay loyal?



Some people. 🗨️ 😞

Google is the spotlight and SEO is always chasing the light

Impressing Google involves...

Paying attention to their likes, needs, and desires.

Trying to meet those likes, needs, and desires however you can.

Maintaining a good reputation.

Beating your competitors.

A lot of time and effort.



The Basics: What is SEO?

Short for "Search Engine Optimization"

Web publishing practices that help users find your content: Sites and pages with "good" SEO rank higher in search engine results

A "black box" phenomenon

The currency of the internet

You want to optimize your chances of being noticed by search engines that are searching for the kind of content you are creating.



Watch this video: <https://youtu.be/hF515-0Tduk> (from Search Engine Land and Common Craft)

Read through the information on this site for SEO basics:
<https://searchengineland.com/guide/what-is-seo>



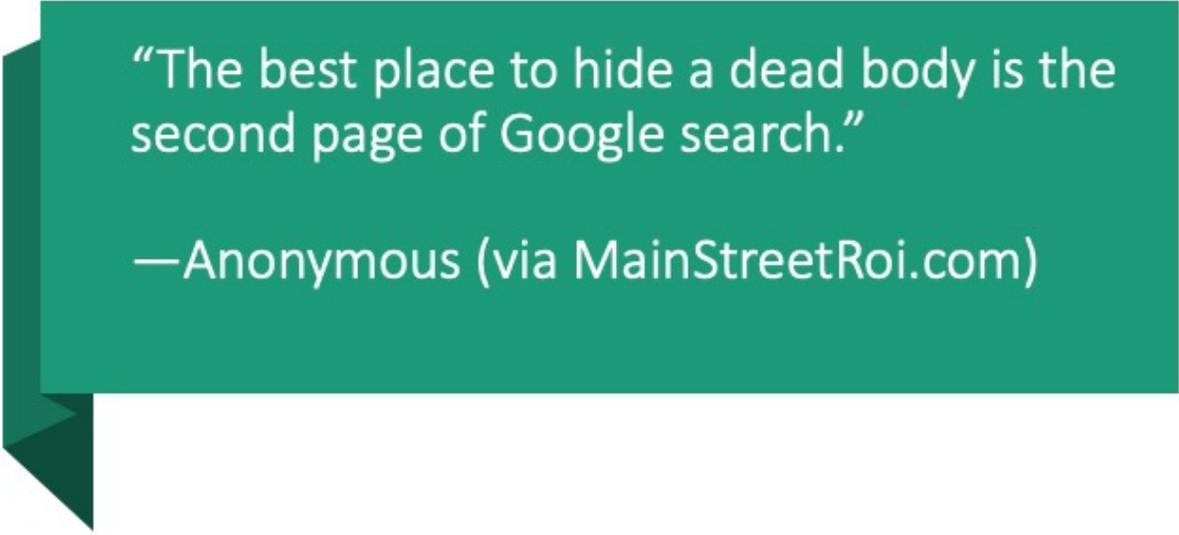
Why does SEO matter?



Google Search

I'm Feeling Lucky

Google offered in: [Français](#)



“The best place to hide a dead body is the second page of Google search.”

—Anonymous (via MainStreetRoi.com)

“The sad truth with SEO is that most people will not find your website unless you’re on the first search results page. Keep in mind there are only 10 spots available and likely tens of millions of other websites vying for those coveted spots.”

Please look through this source page for more quotes with suggestions on how to make SEO work for you: <https://www.mainstreetroi.com/10-quotes-to-guide-your-seo-strategy/>

Why does SEO matter?

Humans are “cognitive misers”

- Solving problems in the simplest way possible - i.e. lazy
- Saves brainpower

It's all about SERP = Search Engine Results Page

First page = 95% of web traffic
All other pages = 5% of web traffic

First position = 33% of results

- Second position 15%
- Third position 9%

Ref:

(Fiske & Taylor, 1984)

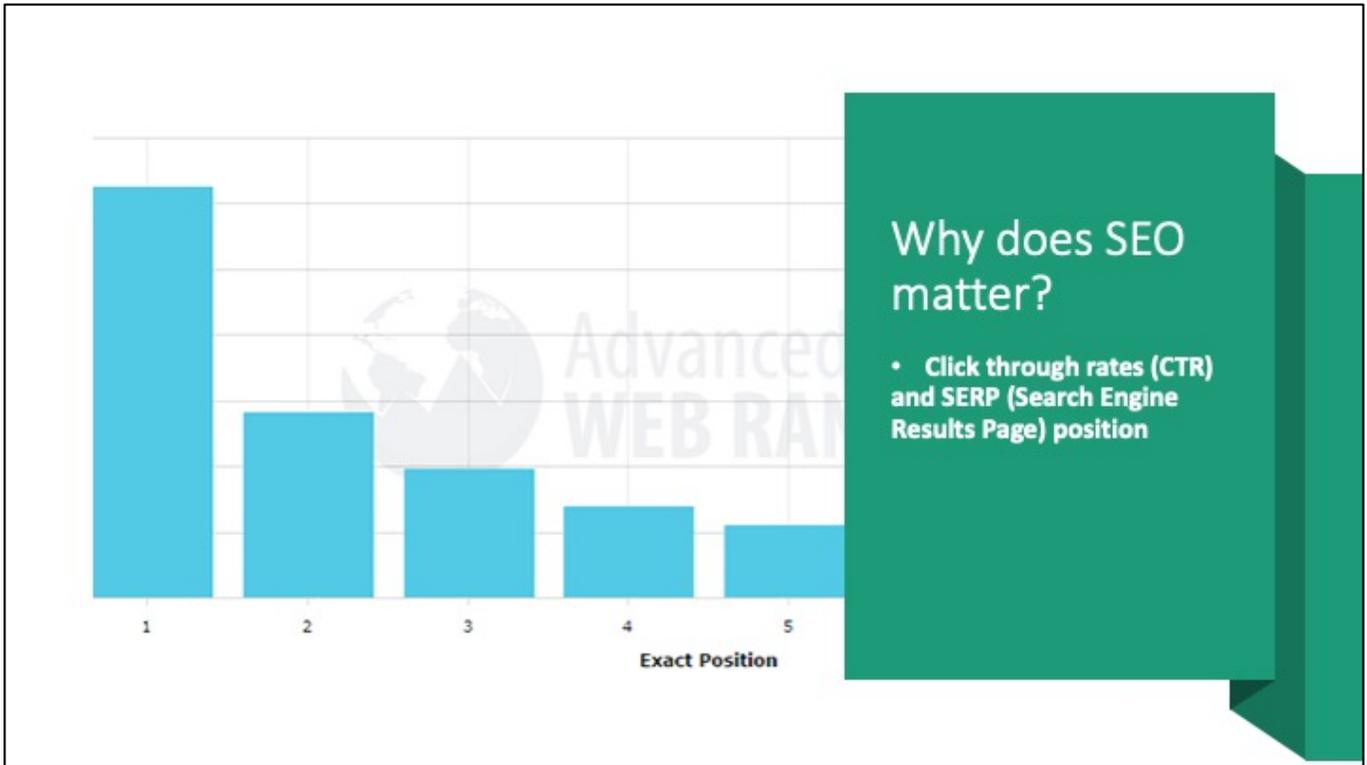
(Chitika Insights, 2013)

(Petrescu, 2014)

<https://www.alleydog.com/glossary/definition.php?term=Cognitive+Miser>

<https://chitika.com/2013/06/07/the-value-of-google-result-positioning-2/>

<https://moz.com/blog/google-organic-click-through-rates-in-2014>



Think about when you conduct a Google search. Do you click on the results with ads? This study was done in 2014. Today the number of ads and the number of other paid search results have increased and SEO is becoming harder to reach.

"These numbers serve as a useful reminder of the importance of organic rankings, and reconfirms the importance of the top few positions on Google. Although the first spot is still the most valuable for CTR, it seems to have become less so. I'd guess that part of the reason is that the increased use of ads, universal search results and Google's own comparison and shopping results have reduced the prominence of top slot." [Graham Charlton](#) - [Econsultancy](#)":

<https://moz.com/blog/google-organic-click-through-rates-in-2014>

Key findings

The #1 result in Google's organic search results has an average CTR of 31.7%.

Organic CTR for positions 7-10 is virtually the same. Therefore moving up a few spots on the bottom of the first page may not result in more organic traffic.

Title tags that contain a question have a 14.1% higher CTR vs. pages that don't have a question in their title.

Emotional titles may improve your CTR. We found that titles with positive or negative sentiment improved CTR by approximately 7%.

•Source: Backlinko.com

- From a study by Backlinko 2019
- <https://backlinko.com/google-ctr-stats>

TL;DR: Why does SEO matter?

You want your
"tribe" to find
you.

Your tribe is very
lazy.

You need to make
it as easy as
possible for them.

This is why SEO
matters.

Remember we talked about Publics and Counterpublics and where you might find your audience? Your public or counterpublic or your tribe is out there. How can you reach them? You need to do as much work as you can to make it as easy as possible, with the least amount of effort for your audience find you. SEO will provide the breadcrumbs you need to through around the internet and lead your tribe to you.



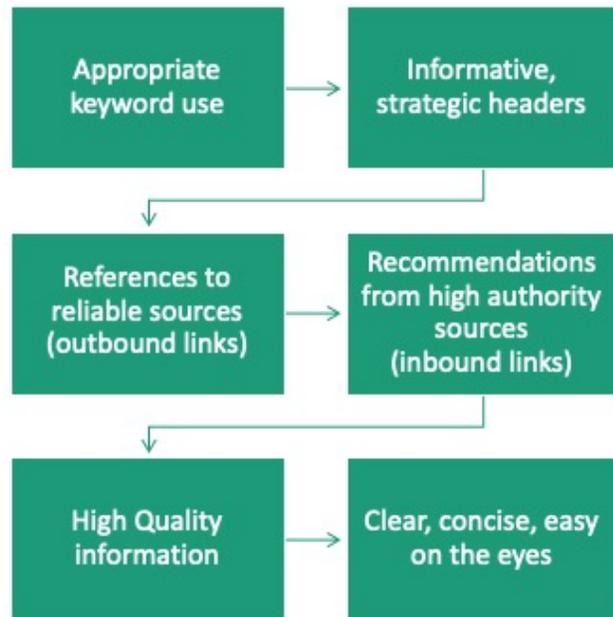
How can I improve my SEO?



What does this mean:

- Those keywords and tags we keep asking you to use? Think of them as your **breadcrumbs**.
- **Headers** need to be strategically written to provide the most descriptive (valuable) content that will hit the search engine's trawler
- We have spoken a fair bit about authenticity and credibility. Today, more than ever, **well sourced** and **well linked** sites matter. Google wants to be a leader in returning the most reliable results – they want to find your credible and well-sourced outbound links
- **On the other side of that, getting links from highly valued sources, makes Google happy** and making Google happy means better SEO for you.

What are the ingredients of “good” SEO?



As with reliability and credibility, Google values **high quality** information that is printed in a clear manner. I like to say always think about your posts from these three lenses:

Clear –is the writing easy to read and understand? Free of jargon and wordiness?

Concise – is the information succinctly presented? Free of filler content?

Compelling – is the writing AND content written in the active voice and in a manner that compels the reader to want more?

- As Wendy Piersall, Entrepreneur, Professional Speaker & New Media Expert says: “Google only loves you when everyone else loves you first.”
- “Google’s mission is to organize all the information online and present it so that the “best” is at the top of the search results.
- How does Google determine what is “best”?
- Google’s algorithm takes into account many factors, but one of the most important signals **is the number of websites that reference, or link, to the information**. Each link is like a vote in that website’s favor telling Google that it deserves to rank high in the search results.

1. Appropriate keyword use

“Keywords are ideas and topics that define what your content is about. In terms of SEO, they're the words and phrases that searchers enter into search engines, also called 'search queries.'”

(Moz.com)

<https://moz.com/learn/seo/what-are-keywords>

Before
publishing
consider:

What audience do
you want to attract?
(i.e. Persona(s)?
Tribe(s)?)

What kinds of topics
are interesting to
this person or
group?

How would this
audience search for
information about
this topic?

Do I have a lot
competitors for this
keyword?

What are some
secondary or related
keywords?

The best keywords are:



Specific



Relevant to
your content



Searched
often



Audience-
appropriate

You can find lots of information on keywords and how to determine the best ones for your content. You can also fool around in Google Ads and look at the kinds of words being searched for your type of website. When we are developing marketing ads for our master of publishing program, we will look at the words being searched for by people looking for publishing educational programs, specifically graduate programs.

You can use a program such as Keyword Explorer to help you get started. Here is more information: <https://moz.com/help/keyword-explorer> and here is the explorer tool: <https://moz.com/explorer>

https://ads.google.com/aw/keywordplanner/home?ocid=381149751&euid=373668846&__u=3694880254&uscid=381149751&__c=8332193599&authuser=1&sf=kp&subid=ca-en-et-g-aw-a-tools-kwp_bb-awhp_xin1%21o2

Explore by root domain, subdomain, or page:

subdomain publishing.sfu.ca Canada (English) - en-CA Analyze

9 of 10 queries available until 03/31

Enter additional sites to compare with publishing.sfu.ca to see what keywords you could be ranking for.

root domain Enter a root domain root domain Enter a root domain Compare sites

Site	Ranking Keywords	Top Positions	Page Authority	Domain Authority
publishing.sfu.ca	156	1 keywords in #1-3 11 keywords in #4-10	52	88

Top Ranking Keywords

Get your keywords in the top spots...

Keyword	publishing.sfu.ca	Difficulty	Monthly Volume
publishing minor	#1 /undergradua...	29	0-10
gekiga in english	#4 /2013/08/gek...	43	11-50
minor in publishing	#4 /undergradua...	27	0-10
	#5		

- I used the url publishing.sfu.ca. Look at the key words and their positions.

Enter additional sites to compare with publishing.sfu.ca to see what keywords you could be ranking for.

We obviously have some work to do on our keywords

Site	Ranking Keywords	Top Positions	Page Authority	Domain Authority
publishing.sfu.ca	494	30 keywords in #1-3 51 keywords in #4-10	52	88
https://www.brookes.ac.uk/c...	1.5k	49 keywords in #1-3 138 keywords in #4-10	41	67

Top Ranking Keywords

Keyword	publishing.sfu.ca	www.brookes.ac...	Difficulty	Monthly Volume
sfu publishing	#1	#51+	48	11-50
pub 101 sfu	#1	#51+	32	0-10

- Choose some competitors of similar websites and compare the keywords.
- I chose a UK publishing program (graduate). I can then look at words I may be missing.
- Domain authority and website authority are descriptors and mean "strength" of a given domain
- Page authority is a metric that predicts how well a page will place on SERP search engine result pages
- DA is a metric from MOZ there is also a Domain Rating and other metrics created by tool sites such as <https://ahrefs.com/website-authority-checker>

Explore by keyword:

publishing programs north america | Canada (English) - en-CA | Analyze

7 of 10 queries available until 03/31

+ Add to...

no data

Monthly Volume

Learn more about Volume



32

Difficulty

Learn more about Difficulty



90%

Organic CTR

Learn more about Organic CTR



29

Priority

Learn more about Priority



Keyword Suggestions

Keyword	Monthly Volume
publishing degree	0-10
publishing masters programs	0-10
publishing graduate programs	0-10

SERP Analysis

Rank	Title & URL	PA	DA
1	Publishing programs and conferences a... https://www.lib.sfu.ca/help/research-as...	46	88
2	A Study in North American Graduate P... https://tkbr.publishing.sfu.ca/pub800/2...	38	88

The PA predicts the page potential ranking. The DA predicts root domain potential ranking.

There are millions of pages on the web, but none are more important to digital marketers than [search engine results pages](#), or SERPs.

Explore by keyword:

publishing programs north america

Canada (English) - en-CA

Analyze

7 of 10 queries available until 03/31

+ Add to...

no data
Monthly Volume

Learn more about Volume



32

Difficulty

Learn more about Difficulty



Make sure
difficulty
is LOW...



90%

Organic CTR

Learn more about Organic CTR



29

Priority

Learn more about Priority



Keyword Suggestions >

Keyword	Monthly Volume
publishing degree	0-10
publishing masters programs	0-10
publishing graduate programs	0-10

SERP Analysis >

Rank	Title & URL	PA	DA
1	Publishing programs and conferences a... https://www.lib.sfu.ca/help/research-as...	46	88
2	A Study in North American Graduate P... https://tkbr.publishing.sfu.ca/pub800/2...	38	88

Explore by keyword:

publishing programs north america Canada (English) - en-CA Analyze

7 of 10 queries available until 03/31 + Add to...

no data
Monthly Volume ⁱ
Learn more about Volume

32
Difficulty ⁱ
Learn more about Difficulty

90%
Organic CTR ⁱ
Learn more about Organic CTR

29
Priority ⁱ
Learn more about Priority

Keyword Suggestions ⌵

Keyword	Monthly Volume ⁱ
publishing degree	0-10
publishing masters programs	0-10
publishing graduate programs	0-10

SERP Analysis ⌵

Rank	Title & URL	PA ⁱ	DA ⁱ
1	Publishing programs and conferences a... https://www.lib.sfu.ca/help/research-as...	46	88
2	A Study in North American Graduate P... https://tkbr.publishing.sfu.ca/pub800/2...	38	88

- Organic CTR is the percentage of times users will click on the “organic” search results — i.e. Is there competition for ranking from other sources, such as sponsored search results/Google ads
- moz.com/learn/seo/what-are-keywords
- moz.com/learn/seo/what-is-keyword-research
- moz.com/community/q/what-is-a-good-keyword-difficulty-score
- moz.com/community/q/what-is-a-good-keyword-potential-score
- moz.com/explorer

Appropriate keyword use

Choose	Use	Use	Don't overuse	Include
Choose an appropriate keyword (previous slides)	Use your target keyword in your opening paragraph <ul style="list-style-type: none">•First 150 words if possible	Use your keyword in at least one subheading <ul style="list-style-type: none">•<h2> headings are a priority	Don't overuse the keyword ("keyword stuffing") <ul style="list-style-type: none">•At least twice in the body•Excessive keyword use will damage results	Include complementary, related keywords throughout <ul style="list-style-type: none">•E.g. Primary keyword: "Publishing Programs", secondary keyword: "Publishing Programs North America" etc

What is Google looking for?

2. Informative, strategic headers



Use a clickable title that represents your content and your keyword

"10 simple ways to impress your Prof"
(clickable, representative, keyword-friendly)

"Strategies for academic excellence"
(boring and not keyword friendly)



Use the keyword at least once in a subhead



Use sentence case subheaders

i.e. "Be kind and caring," not "Be Kind and Caring"



Use actionable subheaders

Think listicle-style - i.e. "Do your homework," not "Homework completion"

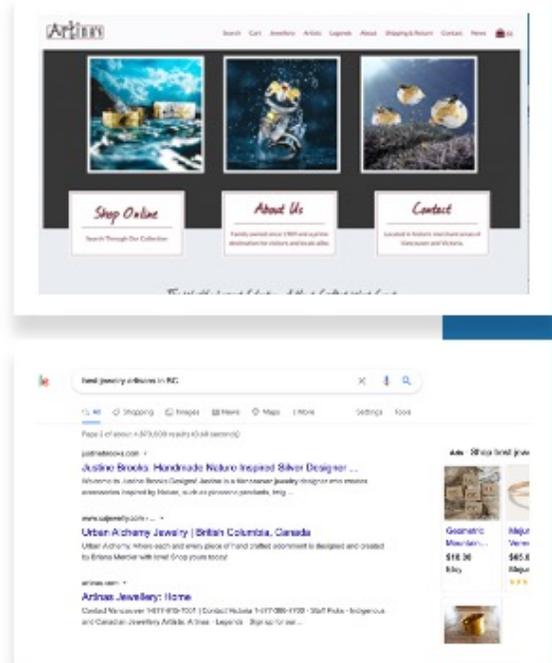


Summarize your article in your subheaders (Hootsuite tip)

Clear, confident communication.

ACTIVITY: Creating Headers

This is a second-page result on Google –
let's make it appear on the first page!



<https://artinas.com/>

What is their PA and DA

of keywords in results

What can we do to increase their SEO

What did you come up with?

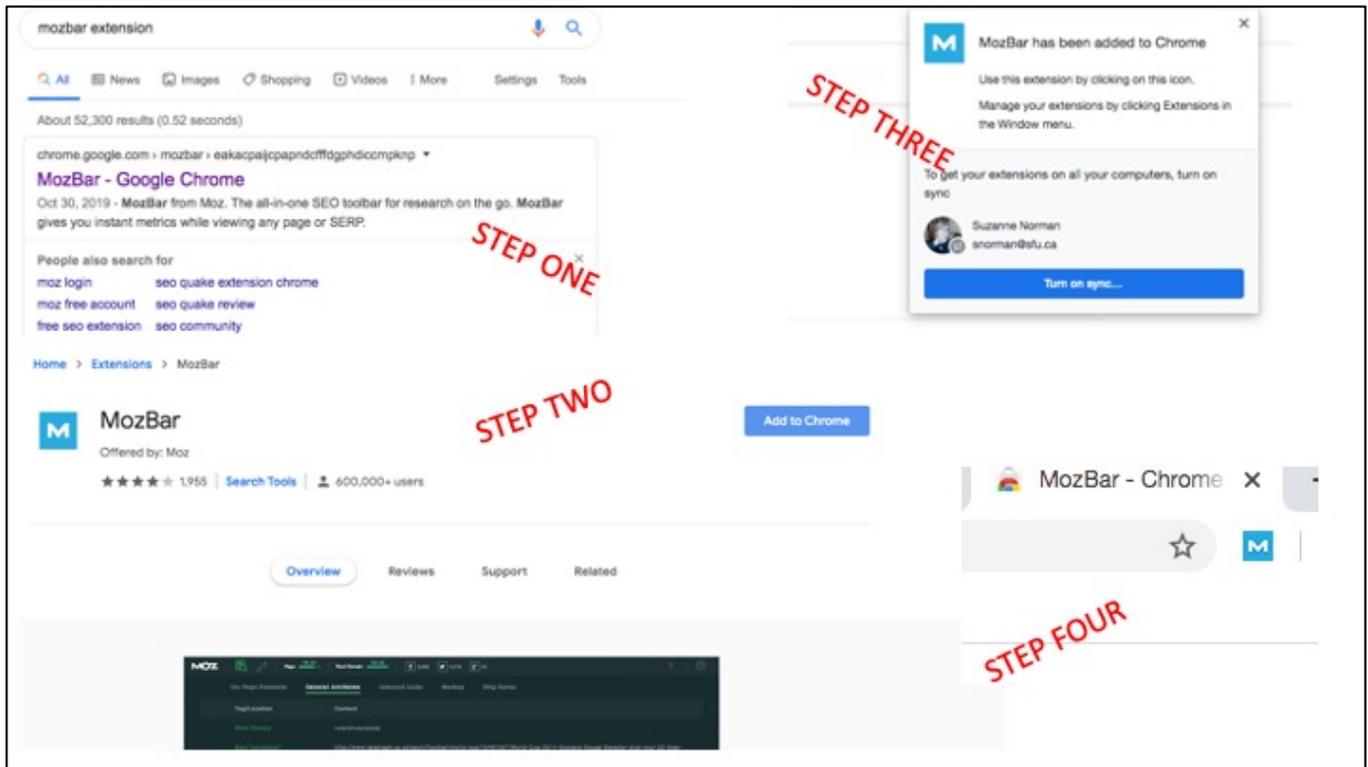
It is Indigenous Jewelry maker – so it is sub domain and unless you look specifically for indigenous jewelry you will get more mainstream first

3. References to reliable sources (outbound links)

Reference and link to pages that are non-competing, primary sources.
Sources with high “domain authority” or “page authority” are best
MozBar extension

Show Google you get along with the cool kids.

The MozBar Extension will allow you to analyze the SEO of any page you browse



- Google MozBar Extension or <https://chrome.google.com/webstore/detail/mozbar/eakacpaijcpapndcfffdgphdicmpknp?hl=en>
- You will be guided through the process of installing MOZ

The screenshot shows the MozBar interface for the URL <https://artinas.com/>. The main analysis results are as follows:

Site	Ranking Keywords	Top Positions	Page Authority	Domain Authority
https://artinas.com/	406	37 keywords in #1-3 65 keywords in #4-10	31	33

Below the table, the 'Top Ranking Keywords' section is visible. At the bottom, the MozBar footer displays various metrics: PA: 31, 106 links, DA: 33, and Spam Score: 3% (all). A green circle highlights this footer area.

Remember the PA (Page Authority) – potential ranking based on keywords. What can you do to increase the PA? Are other pages in the site higher? Compare pages within the site.

What about the low DA (Domain authority)? It is high. How does the domain compare to similar sites? But it is a very niche domain. How do we make the SEO better in jewelry in general?

Reliable links are 0: What can you do with this to increase SEO using reliable links?

References to reliable sources (outbound links)



Reference and link to pages that are non-competing, primary sources.

Sources with high DA "domain authority" or PA "page authority" are best
MozBar extension



Do NOT reference or link to content competitors or secondary sources.

Other lifestyle or music blogs
Websites with low authority



Use descriptive "anchor" text

E.g. "12% of students enjoy class, according to a [recent study on student learning](#)"

Not "12% of students enjoy class, according to this study:"

<https://srhe.tandfonline.com/doi/abs/10.1080/03075078812331377886?journalCode=csh20>

4. Recommendations from high authority sources (inbound links)



Don't try to trick Google

- Buying linkbacks

- Creating fake web pages to link back to yours

- Share your content widely

- Curate and publish helpful resources

- Link to your own content

- Write guest posts

- Create infographics and other shareable visuals

Don't try to end run Google. It can go very bad for you and your site. You will see lots of opportunities to purchase "work arounds" to help your SEO. It is tempting, but don't. Assume Google sees all; it feels like it does sometimes and will find your inauthentic stats.

Do the work and make it worth while for others to help you.

But you're not
just convincing
Google...

- ...you're also trying to impress all of its
friends

“If you want to build an online audience, you’ve got to teach people something valuable. Or entertain people. Preferably both.”

—Brian Clark,
Copyblogger, *Engagement from Scratch!*



5. High quality information (just like writing an essay):

Answer the question (or address the keyword)

Write about what you know OR do your research

Don't plagiarize

Don't be afraid of length

- Google bases its rankings on user behaviour, so ensure information *actually* helps your audience find what its looking for.
- 1,100 to 1,700 words = ideal blog post length
- Try longer, more detailed content than your top competitors
- Be concise: how many words do you need to explain this concept to your audience?

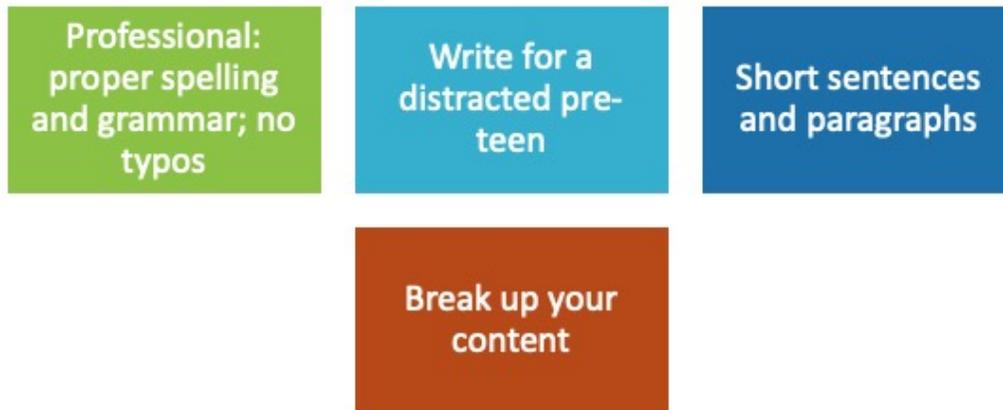
<https://www.snapagency.com/blog/posts-2018-whats-best-length-seo>

<https://www.snapagency.com/blog/blog-posts-2019-whats-best-length-seo>

<https://hookagency.com/blog-length/>

<https://webmasters.googleblog.com/2017/05/a-reminder-about-links-in-large-scale.html>

6. Clear, concise, easy on the eyes



- Professional: good spelling and grammar, no typos
- Write for a distracted pre-teen
 - “Readability-score” of Grade 8 or lower
 - Avoid jargon, explain uncommon words
- Short sentences and paragraphs
 - 14-20 word sentences
 - 1-4 sentence paragraphs, 1 idea/paragraph
 - Most important information at the beginning of the sentence/paragraph/article
- Break up your content
 - Use bullet points, numbered lists, bold text, subheaders
 - Embed social media posts and other visual elements
- Apps: Hemingway, Yoast, etc

Make sure you look great.

Be accessible

Google is superficial too – looks matter

Include at least one image/post

Descriptive, relevant file name

Descriptive, relevant alt text

Small file size

- 70 kb, is best
- Bigger is okay, but ensure loading time isn't affected

Use .jpeg, .gif, or .png

Include useful captions

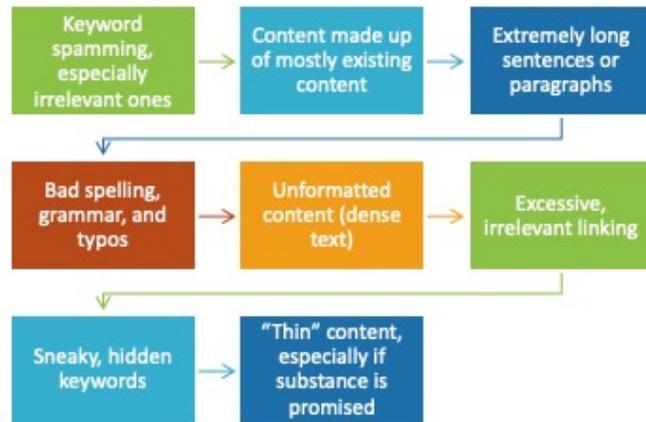
- 91% read captions

It's not *all* about personality.

<https://www.shopify.ca/blog/7412852-10-must-know-image-optimization-tips>



Avoid these deal-breakers!



<https://searchengineland.com/high-quality-content-tips-googles-style-guide-282540>



Conclusion



Google Search

I'm Feeling Lucky

Google offered in: [Français](#)

Conclusions

What is SEO?

- A set of practices that can help your website “rank” higher in internet searches
- A way to get Google to notice you

Why does SEO matter?

- People are lazy and only read top search results
- Google has lots of your competitors to choose from. Why pick you?

How can you improve your website’s SEO?

- There are a ton of best practices that can help, but...
- At the end of the day, high quality, professional, useful content is what matters most

SEO + Data = Success