

teal

# Unlocking SEO Success

*Strategies to Elevate Your Website's  
Visibility*

WEDNESDAY, MARCH 27, 2024

WELCOME TO THE WEBINAR

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## FRIENDS OF TEAL • MARCH 2024 WEBINAR

# Unlocking SEO Secrets for Impactful Digital Presence

Perfect for marketers eager to learn practical SEO strategies and tactics that can be applied immediately.

## ABOUT YOUR HOST

- New England native
- Began in SEO in '99
- 8+ Years with Teal
- Industry leadership
- Not a “ninja” or “guru”



**Eric Lander**

*SEO & Analytics  
Strategist, HE/HIM*

WELCOME TO THE WEBINAR

# Today's Agenda

## GOOGLE'S PERSPECTIVE

*Explore the evolution of Google's algorithms and the significance of E-E-A-T.*

- 
- History of algorithm updates
  - Introduction to E-E-A-T
  - What E-E-A-T looks like

## SEO FUNDAMENTALS

*Master the core strategies that elevate your site's visibility in search.*

- 
- Keyword research
  - On-page & off-page SEO
  - Technical SEO

## TOOLS & PLATFORMS

*Harness free tools like Google Search Console & Yoast SEO for immediate success.*

- 
- Google Search Console
  - Yoast SEO
  - Performance updates & monitoring

SEO stands as the **leading source** for **driving engagement**, offering nonprofits **cost-effective reach** and unparalleled opportunities to connect through **thought leadership**.

8.5b

Daily Searches

processed by Google

53%

Website Traffic

driven by organic search

28.5%

Clickthrough Rate

for the top organic search result

200+

Factors

used by Google for rankings

60%

Marketers

say inbound is top lead source



# Understanding Google's Perspective

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## *Brief History of Algorithm Updates*

### Content Quality

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*2011-2012*

**Panda** penalizes thin content, **Penguin** combats link spam — both elevate content and link quality.

### Precision & Understanding

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*2013-2015*

**Hummingbird** tackles user understanding while **Mobilegeddon** prioritizes mobile-friendly sites.

### Insights & Experience

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*2017-Current*

**BERT** improves natural language understanding, **Core Updates** refine search quality and E-E-A-T focus.

## *Introduction to E-E-A-T*

### **Experience**

hands-on, real-world  
product or service use

### **Expertise**

deep, authoritative  
knowledge in a field

### **Authoritativeness**

recognized leadership or  
influence

### **Trustworthiness**

reliable, accurate, and  
credible

*What does E-E-A-T look like?*

## **Experience**

sharing success stories and real outcomes

## **Expertise**

in-depth analyses and topical research

## **Authoritativeness**

links, citations and reputable partnerships

## **Trustworthiness**

editorial transparency, accurate & timely updates



## UNDERSTANDING GOOGLE'S PERSPECTIVE

# An Example

## E-E-A-T shines in the search results and content:

- **Review date:** Up to date content
- **Attribution:** Establishes expertise & credibility
- **Custom imagery:** Enhances experience & authority
- **Actionable accolades:** Guides user decisions



GearLab

<https://www.outdoorgearlab.com> › shoes-and-boots › bes...

### 10 Best Hiking Shoes of 2024 | Tested & Rated

Dec 19, 2023 — We've tested the **best hiking shoes** for men and women from Salomon, Merrell, Hoka, Columbia, La Sportiva, and more. We've tested hundreds of ...

★★★★★ Rating: 4.5 · Review by Trish Matheny



## 10 Best Hiking Shoes of 2024

We've tested the best hiking shoes for men and women from Salomon, Merrell, Hoka, Columbia, La Sportiva, and more.



### Our Top Picks



Best Overall  
Hiking Shoe for  
Men



Best Overall  
Hiking Shoe for  
Women



Best Value  
Hiking Shoe for  
Men



Best Value  
Hiking Shoe for  
Women



Best  
Lightweight  
Hiking Shoe  
for Men



Most Versatile  
Hiking Shoe for  
Women

By Trish Matheny, Myrha Colt, Ally Arcuri, Matt Bento, Aaron Rice, Matthew Richardson, Ben Applebaum-Bauch, Ryan Huetter  
Tuesday December 19, 2023

Are you searching for the best hiking shoes around? We've trail-tested over 330 of the best trail running and hiking shoes to get the top 10 rounded up. Over the years, we've worn these shoes on hundreds of miles of trails, going for runs, backpacking trips, and day hikes. We evaluated their comfort and support over long miles with heavy packs. We tested their traction on challenging surfaces, crossing streams, logs, and slippery boulders. We noted how well our feet were protected from obstacles and water and how versatile

### Table of Contents

- Our Picks
  - Best Overall Hiking Shoe for Men
  - Best Overall Hiking Shoe for Women
  - Best Value Hiking Shoe for Men
  - Best Value Hiking Shoe for Women
  - Best Lightweight Technical Hiker for Men
  - Most Versatile Hiking Shoe for Women
  - Best Men's Hiker for Rugged Terrain
  - Best for Comfort
  - Best Hiker-Runner Crossover for Men
  - Best Trail Running Shoe
- How We Test Hiking Shoes
- Why You Should Trust Us

# SEO Fundamentals



## *Building Your Foundation*



### **Keyword Research**

**Identifying search terms to direct relevant traffic, essential for meeting audience needs.**

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### **On-Page SEO**

**Optimizes page content and code to improve relevance, user experience, and rankings.**

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### **Off-Page SEO**

**Builds site reputation and authority externally, signaling trust and improving search position.**

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### **Technical SEO**

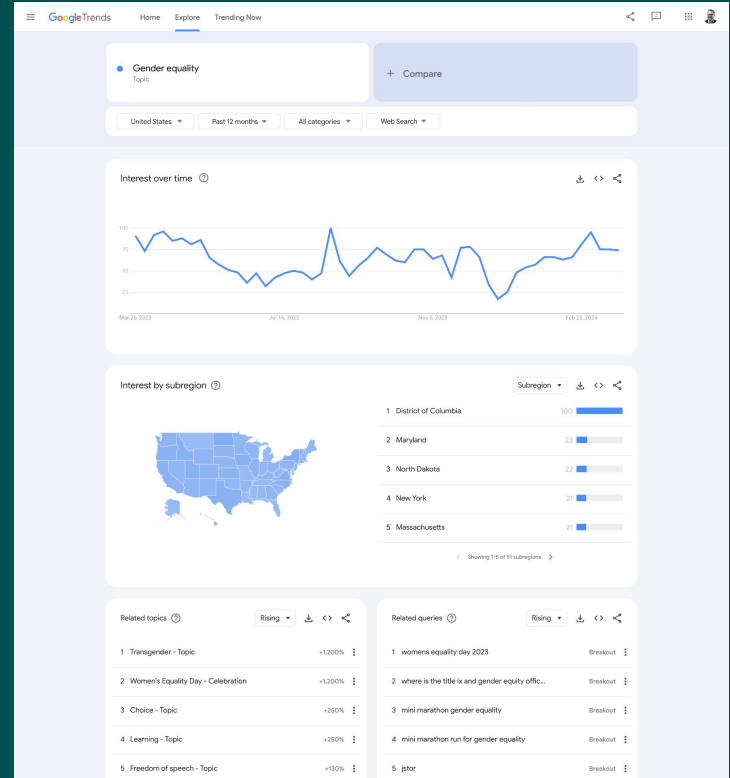
**Enhances site's technical setup to ensure search engines can easily access and rank content.**

## SEO FUNDAMENTALS

### KEYWORD RESEARCH

#### Available resources:

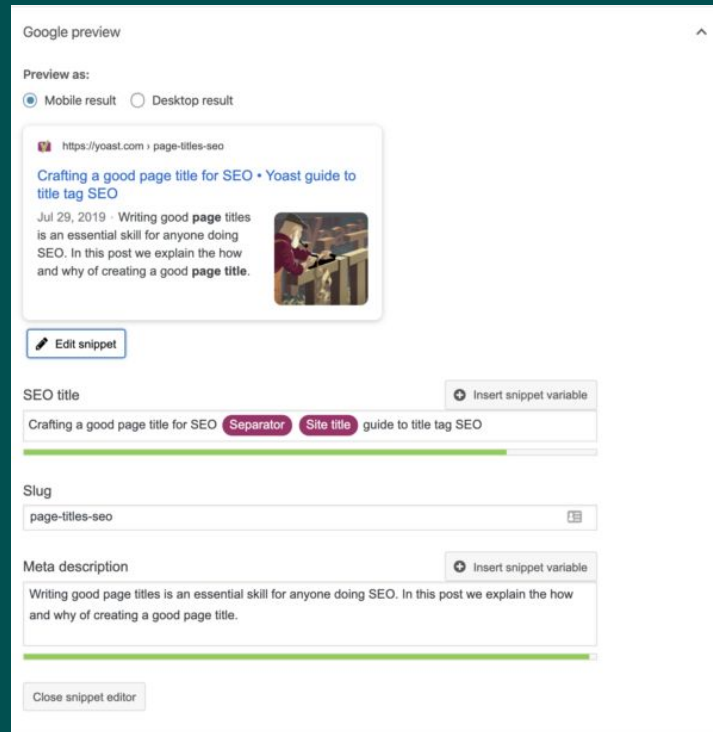
- Google Trends
- Google Keyword Planner
- UberSuggest\*
- AnswerThePublic\*
- Moz Keyword Explorer\*
- SEMRush\*
- SpyFu\*



### ON PAGE SEO

## Areas of focus:

- Title tags
- META description tags
- Headings
- URLs (permalinks)
- Internal linking



## SEO FUNDAMENTALS

### OFF PAGE SEO

## Areas of focus:

- Build quality backlinks
- Engage on social media
- Guest authoring
- Directories, affiliations, etc.

Backlink	Domain Monthly Organic Clicks	Page Monthly Organic Clicks	Domain Strength	Ranked Keywords
✕ <a href="https://www.au.org/the-latest/church-and-state/articles/moment-of-silen...">https://www.au.org/the-latest/church-and-state/articles/moment-of-silen...</a>	325k	2	35	1
✕ <a href="https://theirworld.org/news/peoples-postcode-lottery-award-700000-to-...">https://theirworld.org/news/peoples-postcode-lottery-award-700000-to-...</a>	205k	1	39	1
✕ <a href="https://curethekids.org/about-us/">https://curethekids.org/about-us/</a>	70k	4	35	9
✕ <a href="https://theirworld.org/news/all-children-in-tanzania-to-get-11-years-of-fr...">https://theirworld.org/news/all-children-in-tanzania-to-get-11-years-of-fr...</a>	205k	1	39	1
✕ <a href="https://groundswellactionfund.org/stories/building-native-political-power/">https://groundswellactionfund.org/stories/building-native-political-power/</a>	12k	1	19	1
✕ <a href="https://democraticgovernors.org/updates/new-report-reveals-bob-stefan...">https://democraticgovernors.org/updates/new-report-reveals-bob-stefan...</a>	245k	1	33	1
✕ <a href="https://issueone.org/articles/broad-cross-partisan-coalition-urges-presid...">https://issueone.org/articles/broad-cross-partisan-coalition-urges-presid...</a>	245k	2	37	1
✕ <a href="https://growprogress.ai/contact/">https://growprogress.ai/contact/</a>	2k	1	20	2
✕ <a href="https://curethekids.org/news_tax/family-stories/">https://curethekids.org/news_tax/family-stories/</a>	70k	1	35	1
✕ <a href="https://groundswellfund.org/grantees/womens-voices-for-the-earth/">https://groundswellfund.org/grantees/womens-voices-for-the-earth/</a>	66k	5	30	1
✕ <a href="https://issueone.org/press/trump-asking-putin-for-dirt-on-political-oppon...">https://issueone.org/press/trump-asking-putin-for-dirt-on-political-oppon...</a>	245k	3	37	1
✕ <a href="https://theirworld.org/news/shakira-says-invest-in-education-for-peace-l...">https://theirworld.org/news/shakira-says-invest-in-education-for-peace-l...</a>	205k	6	39	8
✕ <a href="https://www.au.org/the-latest/press/maine-vaccine-religious-exemptions/">https://www.au.org/the-latest/press/maine-vaccine-religious-exemptions/</a>	325k	1	35	1
✕ <a href="https://theirworld.org/news/venezuela-crisis-damages-education-system-...">https://theirworld.org/news/venezuela-crisis-damages-education-system-...</a>	205k	9	39	5
✕ <a href="https://disasterphilanthropy.org/people/audrey-kidwell/">https://disasterphilanthropy.org/people/audrey-kidwell/</a>	1.6u	1	43	2
✕ <a href="https://issueone.org/articles/fy22-legislative-branch-appropriations-bill-a...">https://issueone.org/articles/fy22-legislative-branch-appropriations-bill-a...</a>	245k	2	37	7
✕ <a href="https://theirworld.org/resources/young-ukrainians-experiences-of-emerg...">https://theirworld.org/resources/young-ukrainians-experiences-of-emerg...</a>	205k	1	39	2
✕ <a href="https://disasterphilanthropy.org/blog/what-were-watching-weekly-disast...">https://disasterphilanthropy.org/blog/what-were-watching-weekly-disast...</a>	1.6u	3	43	4
✕ <a href="https://straightforequality.org/resource/materials-for-your-pflag-chapter/">https://straightforequality.org/resource/materials-for-your-pflag-chapter/</a>	36k	8	26	4
✕ <a href="https://issueone.org/articles/behind-price-power-qa-former-rep-tom-davi...">https://issueone.org/articles/behind-price-power-qa-former-rep-tom-davi...</a>	245k	1	37	2

## TECHNICAL SEO

### Areas of focus:

- Site speed
- Mobile-friendliness
- Secure with HTTPS
- Error free *crawling*

# Leveraging Google Search Console





### OVERVIEW

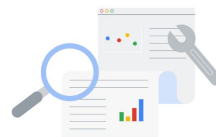
Free tool offered by Google that helps you monitor, maintain, and troubleshoot your site's presence in Google Search results.

Suited for anyone responsible for the content, visibility or technical performance of your website.

#### Improve your performance on Google Search

Search Console tools and reports help you measure your site's Search traffic and performance, fix issues, and make your site shine in Google Search results

[Start now](#)



#### Optimize your content with Search Analytics

See which queries bring users to your site. Analyze your site's impressions, clicks, and position on Google Search.

#### Get your content on Google

Submit sitemaps and individual URLs for crawling. Review your index coverage to make sure that Google has the freshest view of your site.



## *Examining the benefits of the tools*

### **Performance Reports**

tracks search phrase and content performance data

### **Coverage Issues**

identifies problems for improved visibility

### **URL Inspection**

checks individual page's indexing status

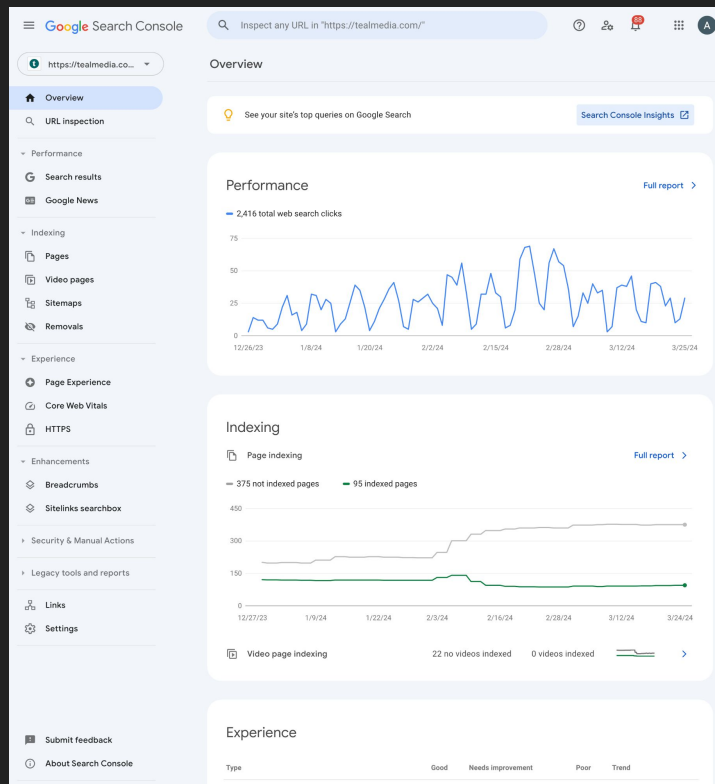
### **Issues & Opportunities**

identifies fixable issues for site optimization

# The Interface

## Recommended areas to explore:

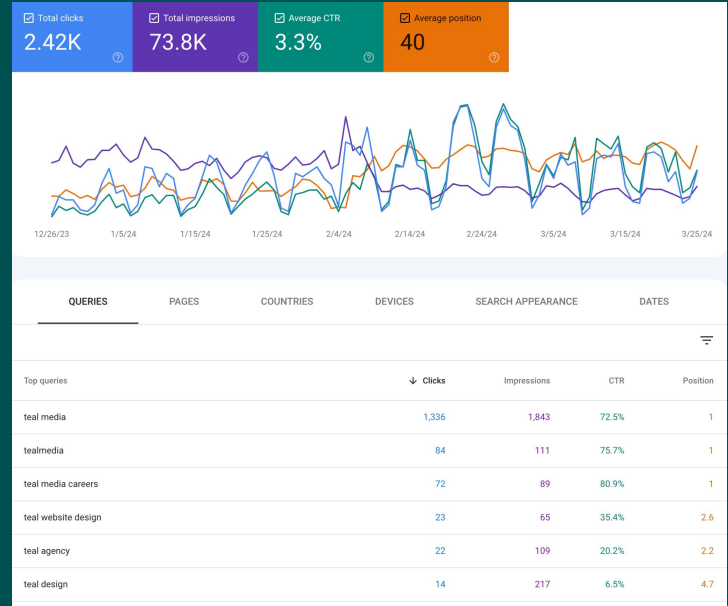
- **Performance** (left menu)
- **Indexing** (left menu)
- **Experience** (left menu)
- **Enhancements** (left menu)
- Links (left menu)
- **URL Inspection** (top)
- **Search Console Insights** (top right)



### PERFORMANCE REPORTS

#### Opportunities:

- Analyze clicks, impressions, CTR, and ranking position
- Identify top-performing pages
- Spot keywords for optimization

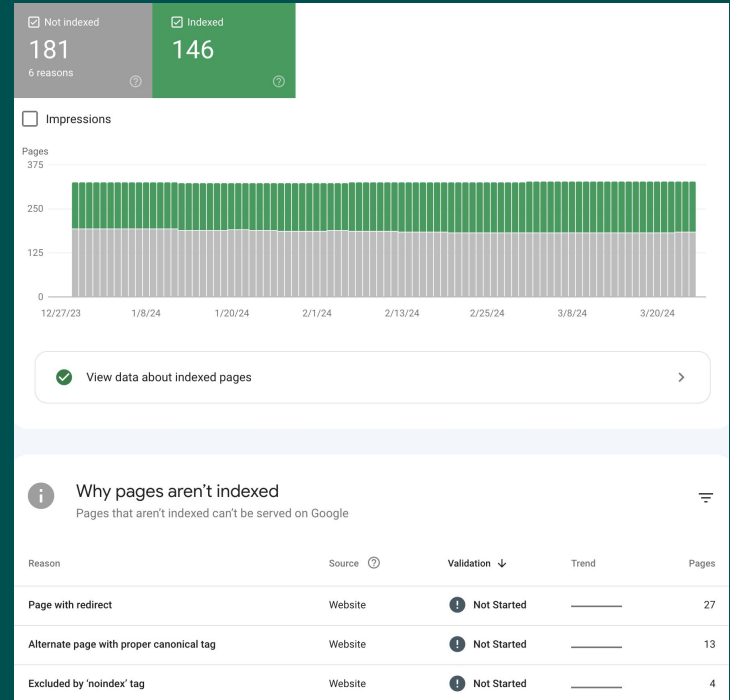


## LEVERAGING GOOGLE SEARCH CONSOLE

### COVERAGE ISSUES

#### Areas of focus:

- Detect indexing errors
- Identify issues and warnings
- Prioritized visibility fixes
- Ensures content is Google-friendly



### URL INSPECTION

## Insights & opportunities:

- Inspect URL index status
- Debug visibility issues
- Optimize page indexing
- Expedite new content indexing

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

✓ **Page indexing**

Page is indexed ^

Discovery

Sitemaps

<https://tealmedia.com/sitemap.xml>  
[https://tealmedia.com/sitemap\\_index.xml](https://tealmedia.com/sitemap_index.xml)

Referring page

<https://www.ancor.org/partners/sandata/>  
<http://tealmedia.com/>  
<http://tealmedia.com/>

Crawl

Last crawl

Mar 27, 2024, 6:28:15 AM

Crawled as

Googlebot smartphone

Crawl allowed?

Yes

Page fetch

Successful

Indexing allowed?

Yes

Indexing

User-declared canonical

<https://tealmedia.com/>

Google-selected canonical ⓘ

Inspected URL

LEARN MORE

OPEN REPORT

Enhancements & Experience

✓ HTTPS

Page is served over HTTPS

>

✓ Breadcrumbs

1 valid item detected

>

✓ Sitelinks searchbox

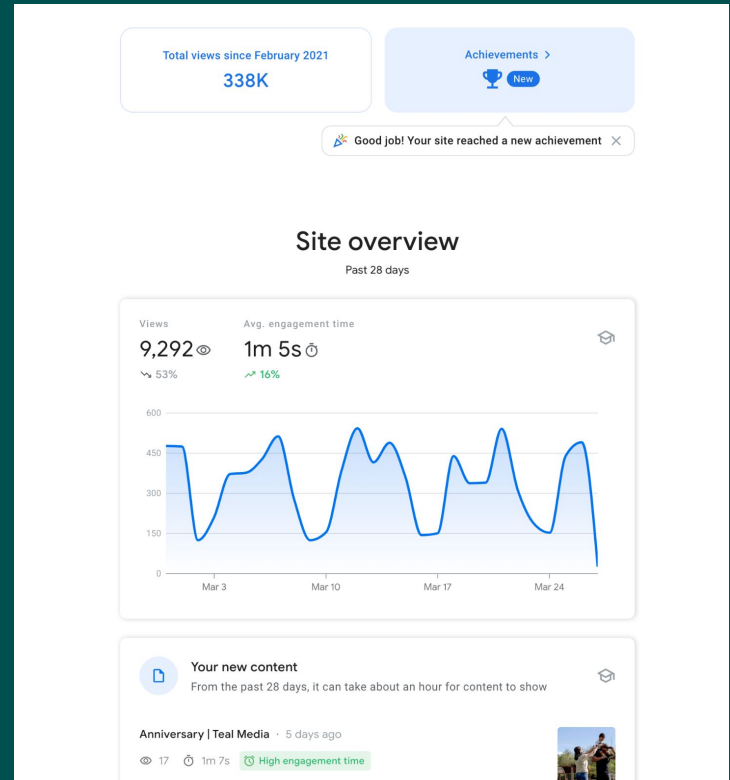
1 valid item detected

>

### INSIGHTS & OPPORTUNITIES

Provides users with:

- SEO improvement tips
- New content ideation
- Milestones & achievements
- User engagement metrics



# Identifying Opportunities & Setting Goals

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## *Tips & knowledge to help get you started...*



### **Dynamic Data**

**Search Console is updated daily. This includes impressions, clicks, positions and clickthrough rates**

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### **Filtering is Key**

**Rely on filters to hone in on specific issues, or performance metrics**

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### **Maintain a Change Log**

**Search Console does not provide annotations, so we recommend keeping notes on pertinent items changed**

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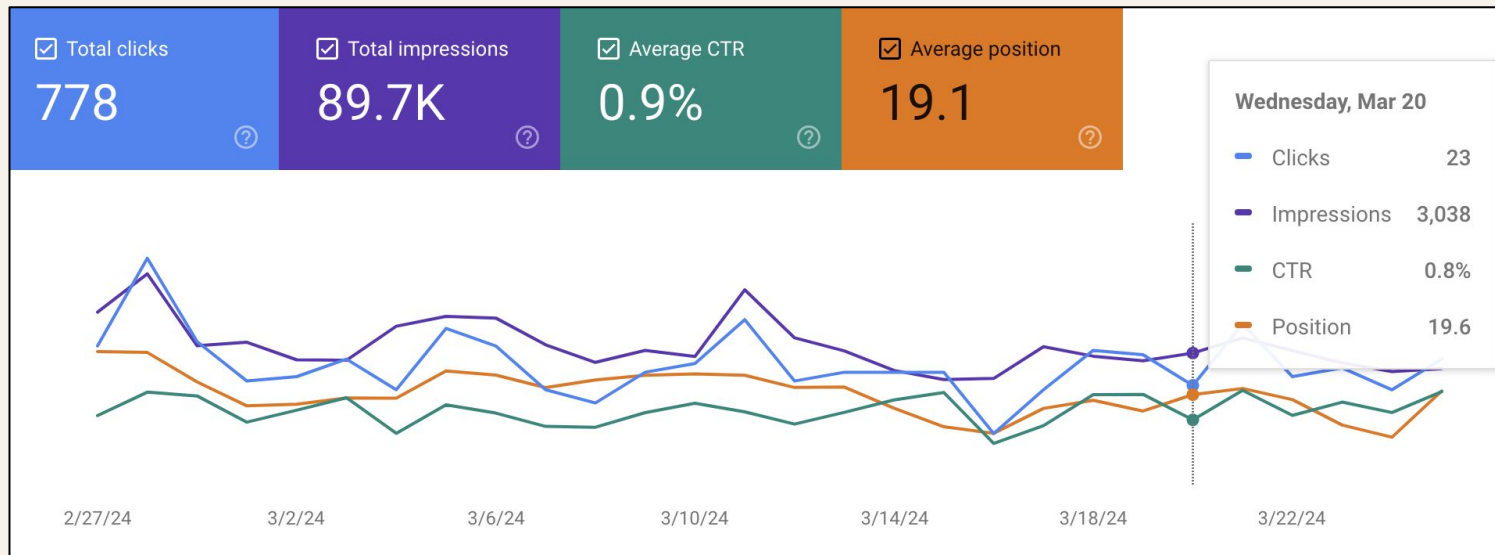


### **Data Limitations**

**Performance data is accessible for 16 months, but technical feedback is limited to 90 days**

## IDENTIFYING OPPORTUNITIES & SETTING GOALS

### *Timeline of performance metrics*



## IDENTIFYING OPPORTUNITIES & SETTING GOALS

### Tip #1: Search terms within striking distance

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
1					
Filter by Position					
Greater than 10					
DONE					
Top queries ↑	Clicks	Impressions	CTR	Position	
...	3,158	105,201	3%	11.2	
...	622	217,756	0.3%	11.8	
...	587	472,693	0.1%	11.1	
...	541	180,672	0.3%	11.9	
...	470	41,613	1.1%	12.4	
...	446	19,611	2.3%	10.6	
...	413	113,452	0.4%	11.2	
...	354	58,663	0.6%	11.7	
...	315	28,791	1.1%	14.2	
...	307	50,213	0.6%	10.2	

## IDENTIFYING OPPORTUNITIES & SETTING GOALS

### Tip #2: Low clickthrough rate optimization

1				
Filter by Position				
Smaller than 11				
Top queries	Clicks	↓ Impressions	CTR	Position
Search engine optimization	872	77,422	1.1%	7
SEO	188	49,119	0.4%	4.6
Search engine optimization tips	378	28,113	1.3%	9.6
Search engine optimization services	17	16,667	0.1%	10
Search engine optimization tools	242	12,218	2%	6.2
Search engine optimization strategies	152	10,650	1.4%	8.2
Search engine optimization agencies	26	9,124	0.3%	7.9
Search engine optimization courses	79	8,007	1%	10.9
Search engine optimization software	3,224	6,443	50%	1
Search engine optimization consultants	93	6,370	1.5%	8

## IDENTIFYING OPPORTUNITIES & SETTING GOALS

### Tip #3: PDFs ranking in search

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
Top pages			↓ Clicks	Impressions	CTR
					Position
			8,928	773,451	1.2%
			7,292	317,268	2.3%
			6,568	592,922	1.1%
			4,553	422,475	1.1%
			4,471	184,146	2.4%
			2,592	391,162	0.7%
			2,188	373,611	0.6%
			1,691	108,285	1.6%
			1,500	43,712	3.4%

### Page

[Filter](#)[Compare](#)

URLs containing

http://www.example.com/  
.pdf

[Cancel](#)[Apply](#)

## IDENTIFYING OPPORTUNITIES & SETTING GOALS


### *Putting it all together...*

Yoast SEO is a powerful tool that guides you along the path towards stronger SEO.

Use common sense, data and targeted audience knowledge to craft strong results.


Google preview

Preview as:  
☒ Mobile result ☐ Desktop result

 https://yoast.com / page-titles-seo

**Crafting a good page title for SEO • Yoast guide to title tag SEO**

Jul 29, 2019 • Writing good **page** titles is an essential skill for anyone doing SEO. In this post we explain the how and why of creating a good **page** title.



Edit snippet

SEO title

Insert snippet variable

Crafting a good page title for SEO **Separator** **Site title** guide to title tag SEO

Slug

page-titles-seo

Meta description

Insert snippet variable

Writing good page titles is an essential skill for anyone doing SEO. In this post we explain the how and why of creating a good page title.

Close snippet editor

## IDENTIFYING OPPORTUNITIES & SETTING GOALS

### *Putting it all together...*

## Google Search Console & Google Analytics *combined!*

Leveraging product linking puts search query information into your Google Analytics reports.

*Admin > Product Links*

#### Product links

These settings control which products link to this property



Google AdSense links



Google Ads links



Ad Manager links



BigQuery links



Display & Video 360 links



Floodlight links



Merchant Center links



Google Play links



Search Ads 360 links



Search Console links

# Wrap Up





## WRAP UP

*Before you leave, remember...*

### **E-E-A-T Significance**

experience, expertise,  
authority, trust

### **Foundational SEO**

keyword research, on-page,  
off-page, & technical SEO

### **Tools of the Trade**

Google Search Console &  
Yoast SEO

### **Adapt & Learn**

Stay updated, apply SEO  
trends and prosper

Q&A

tesa

Thank *You* Thank *You* Thank *You*

hello@tealmedia.com  tealmedia.com

CREATIVE WITH A  
CONSCIENCE