Is your website your best sales tool?

It should be!
How Can You Generate More Sales Leads?

3 Easy Steps

1. Drive prospects to your site
2. Keep them there
3. Convert to customers
Introducing

Keyword Research & SEO

Techniques for Intelligent Keyword Use to Increase your Search Engine Opportunity
Improving Organic Search Engine Visibility

Everything comes down to the words

your prospects type here!
Improving Organic Search Engine Visibility

What we’re up against...

Over one billion websites. 60 trillion pages. And growing every day.
What you do on your website

The activity you generate on other websites

and

the authority that generates.
Create content for people who use search engines

If search engines can’t find you – people won’t either!

Appeal to both.
Improving Organic Search Engine Visibility

What factors affect your search ranking?
Improving Search Engine Visibility

Three factors have a dynamic relationship that varies **depending on the keyword**.

2. **Keywords the page is optimized for**, page content theme, link text, site architecture and engagement (bounce rate).

3. **Quantity of links pointing to your site** and social signals such as authorship & viewership.
Improving Organic Search Engine Visibility

>74% of clicks occur in Organic Listings.

As you work to improve rankings, PPC is often the only choice to rank for highly competitive phrases.
Improving Organic Search Engine Visibility

1st page Click-Through-Rates in Google

21% CTR

1% CTR

Tool: https://www.advancedwebranking.com/ctrstudy/#
Search engine optimization (SEO) is the science of influencing the position that a web page receives for a keyword.
In the early days of SEO, Google would determine a page’s topic by identifying the keywords on the page.
Improving Organic Search Engine Visibility

In 2017, much harder to influence ranking

Now Google determines the relationship between words and phrases to better understand what a web page is about so it can map results to user intent.
Improving Organic Search Engine Visibility

**Before**

How do I rank for this keyword?

**Now**

How best do I answer my prospect’s question?
Semantic Search Example

My Search Query: Who is the richest person in the world?
Google understood that “richest person in the world”, was very similar to these results - even if my exact search query wasn’t used on the pages.

- Richest people on earth
- Worlds billionaires list
- Richest people on the planet
- World’s 20 richest people
- 11 Youngest billionaires in the world
- Global Rich List
Semantic Search Example

Use variations of primary keywords and themes.

Google will understand that they have the same meaning.
Why don’t we rank for “fill in the blank”?
Improving Organic Search Engine Visibility

• Low domain or page authority
• Low topical relevance to queries
• Increased keyword competition
• Poor user experience from SERPS (bounce rate)
• No media spend to drive buzz
• Thin content - low value pages, and
• Technical search indexing issues
  • duplicate content
  • old or changed URLs not properly redirected
  • site is slow to load or not responsive to mobile devices
  • poor site structure, etc, etc, etc.
Improving Organic Search Engine Visibility

How Google Identifies Low Quality Content

Everyone is on Google – we can reach them.
Improving Organic Search Engine Visibility

• There is an unsatisfying amount of main content.
• The author does not have expertise or is not trustworthy or authoritative for the topic.
• The quality of the body content is low.
• Secondary content is distracting or unhelpful, and
• The website has a negative reputation.
Great content creates more links

More links boosts search ranking opportunities.
External links reflect the importance of a web page
Your site’s ranking potential is greatly impacted by the quality + quantity of links pointing to your website.
Success comes from using the same keywords your buyers use in all your content.
Most successful way to increase buyers arriving from organic search is to create great content using the keywords that buyers type into Google.
Optimizing Content with Keywords

Everything in search marketing begins with the keywords we use in content
Optimizing Content with Keywords

• Your Guide is the result of an extensive review of industry keywords;

• Keywords are selected based on their search volume and relevance to your product; and

• The Guide contains detailed implementation instructions.
Optimizing Content with Keywords

Where will you use your keywords?

Everywhere.
Optimizing Content with Keywords

• All corporate website content
  • Web pages, microsites
  • Data sheets, white papers, case studies
  • Blog content, email broadcasts
  • Webinar, event content
  • Press releases and announcements.

• When talking to the press
• Social media
• 3rd-party blogs and in SlideShare
• Online forums such as on LinkedIn (groups and profiles)
• Corporate messaging document
• Video Scripts, Podcasts.
Optimizing Content with Keywords

Select highly targeted keywords that will form the ‘theme’ of the content.
Start every piece of content considering the keywords you want the content to rank for.
Optimizing Content with Keywords

• Consider searcher’s intent and map your keywords and content to the questions your visitors are trying to answer

• Use the page’s primary keyword(s) as well as their variations; modifiers and synonyms

• Break up content into easy-to-digest, bite-sized “chunks” - think mobile! (2-3 sentences per para); and

• Emphasize keywords by using them in headings, in the 1st paragraph, at the beginning of a sentence, in bold and in bulleted lists.
Optimizing Content with Keywords

How will you use your keywords?

• As a central focus of a page
• Title Tags and Meta Descriptions
• Body Copy, Headings and in <H> Tags
• Within File Names
• Internal Links to another page on your site
• Images Alt text.
Optimizing Content with Keywords

Apply to each and every web page for higher CTRs from Google
Optimizing Content with Keywords

TITLE TAG: IT MATTERS – SERIOUSLY!

• Pick the keyword theme of each page and create unique, accurate page Titles (shows up in the SERPs);
• Use that primary keyword at the beginning of the Title;
• Use our Title/Description Counter as a guide; and
• Test adding an element to draw the eye: &mdash; \textbf{OR} long dash –.

META DESCRIPTION FOR WEB PAGES

• Create a unique description that describes the page’s content. Don’t duplicate from on-page content; and
• If the page has two themes; “paid search” and “search visibility” write, a sentence for each.
What Is Meta Data & Why Should I Care?

This is the information buyers will see in Google.
Meta Data

Test your Title & Meta Description Visibility

USE OUR FREE TOOL
Meta Data

Use Our Title and Meta Description Measurement Tool
Meta Data

The Title tag is one of the most important on-page signals you can send to Google.

Make it Count!

https://totheweb.com/learning_center/tool-test-google-title-meta-description-lengths
Optimizing Content with Keywords

How to Start

Use our SEO Content Template

Download our template to simplify the SEO implementation process.

SEO CONTENT TEMPLATE
Optimizing Content with Keywords

Where to Start

1. Prioritize content starting in the Products area.
2. Your goal is to improve the level of engagement and interest in these pages.
Raising the Bar

The Much-Neglected PDF
Learn how to give PDFs an extra boost to generate more downloads off-site.
Everyone forgets to optimize their PDFs
Why Does It Matter?

PDF On-Site vs Off-Site Activity

PDF engagement is one method of tracking a micro-conversion.
Search Optimizing the PDF

- Clicks on PDFs in Google
- On-Site PDFs Downloads

2015 Jul-Dec:
- Clicks: 19,162
- Downloads: 23,083

2016 Jan-Jun:
- Clicks: 24,089
- Downloads: 23,220
Search Optimizing the PDF

Why might this happen? Is Google Biased to PDFs?

PDFs are content-rich documents that generally contain in-depth content on a topic.
Search Optimizing the PDF

Keyword Research

Your key to SEO success: Strategic keyword use

Your website's success depends on having a keyword reference guide that outlines the keywords you should use to optimize your content for search engines. This guide will help you

- Identify the keywords you should use
- Create targeted web content
- Optimize current content
- Create a new content strategy

The keyword research and discovery process often includes:

- Choosing keywords based on industry trends
- Monitoring competitors
- Analyzing your site to find keywords that are effective
- Creating a keyword list for your site

Your keyword reference guide is ready

Related B2B Content

Keywords & Content Marketing

Keywords & The SEO Connection

233 words

2,400 words

KEYWORD RESEARCH GUIDE

Keywords are used in web content to increase your site’s ranking in the search engines and generate more qualified leads.

IMPORTANT “TAGGING” TACTICS FOR SEO

- Title tags — These are the most important keywords on the page. Every page should have a well-written, unique title tag. It is important for both Google and searchers to understand the page’s content.

- Words you use in the Title should describe the theme of the page.

- The primary keyword phrase should be the first words or near the beginning of the Title. Include the most important keyword in the page Title but in a readable manner, don’t just string keywords together.

- Titles should be written for both search engines and people — with the focus on people. They should contain about five to eight words so that the most important message appears in the SERPs.

- Capitalize the first letter of each word. This helps to improve your SERP’s click-through rate.

- Titles are now truncated at approx. 560 pixels or about 90 characters. What appears in the SERPs depends on the words you use. Include the most important Title content at the beginning. PDF Title should be limited to approx. 560 pixels or about 90 characters.

- Company Name in Title: It’s not necessary to use your company name in the Title tag as it appears in the URL, but if you do, use it at the end.

- It is widely believed that Google will index more words from the Title if it does not display them in the SERPs. This means that Google will associate those words with the page even if it does not display them in search results.
Every PDF Deserves a Great Title

The key outcome is to encourage visitors to click on your PDF link.

Download Instructions
Search Optimizing the PDF

• Think about the keywords this PDF should rank for.
• Use that primary keyword at the beginning of the Title in the Document Properties. This phrase should reflect the primary focus of the content.
• Each PDF Title should be unique. Don’t simply repeat the document’s page title in the Document Properties.
Search Optimizing the PDF

• Use known abbreviations and other easily-recognized short forms to reduce pixel count. Refer to a synonym-finder to identify shorter words. For example:
  • "Deploy" is 53 pixels vs the word "Implement" at 83;
  • Use our Title Pixel Measurement Tool;
• Capitalize 1st letter of each word; and
• Don’t use all capital letters.
Search Optimizing the PDF

This is Easy to Fix!

Update your Adobe Document Properties for each PDF. Take your best shot at boosting clicks with awesome Titles.

Use our Free Tool
Making PDFs More-Easily Digested on Mobile Devices

Improve the display of your PDFs and reduce the “Bounce-Back” to Google SERPS by improving PDF readability.
Search Optimizing the PDF

- Use high-readable fonts
- Break up blocks of text. Use short paragraphs – 2-3 sentences
- Left align main body content – try to make it readable without horizontal scrolling
- Add more space between rows of text and paragraphs
- Use lots of headings/sub-headings (include keywords).
This is Easy to Fix!

1. **Add a Title to the Document Properties** of the PDF file. One that will encourage Google visitors to click it on a search engine results page. Write the title like ad copy.

2. **Use descriptive file names** – include a link back to your site.

3. **People Scan – Design for Them:** Improve readability by breaking up the content that is currently in large blocks of text and use headings/sub-headings to describe.
Keep Prospects On-Site

How Can You Generate More Sales Leads?

3 Easy Steps
1. Drive prospects to your site
2. Keep them there
3. Convert to customers
Big change starts on the homepage

It generates the highest clicks compared to any other page.

Where do Buyers go after the 1st click?
Homepage Bounce Rate

What is it? The percentage of single-page visits to the homepage.
Homepage Bounce Rate

Is your homepage a bouncer?

>50% bounce = needs work
Bounce rate problem

Too many visitors abandon the site from the home page.
Fix your homepage bounce rate

Move the needle. Keep buyers on the site. Assess the number of homepage visits relative to 2nd page click.
Optimize for the Buyers

What’s getting clicks? Google Analytics will not visualize this data but heat mapping will.
Homepage Bounce Rate

Heat Mapping

Reveals what’s clicked. Use it!

Crazy Egg Heat Maps
Do visitors see what you sell?

People don’t buy from the homepage.
Drive Visitors to Products Pages

Prospects need to learn about your products and services first before they will request a demo or fill out a contact us page.
Drive Visitors to Products Pages

Products Views = More Leads

• Your home page needs to serve as a launch pad to products pages.

• Analyze and test alternative approaches with copy, offers and design changes.
Drive Visitors to Products Pages

Products Real-World Case Study

<table>
<thead>
<tr>
<th>Year</th>
<th>Products Related Pages Views</th>
<th>All Site Page Views</th>
<th>As a % of all Page Views</th>
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<td>2015</td>
<td>40%</td>
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</tr>
<tr>
<td>2016</td>
<td>30%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Legend:
- Orange bar: Products Related Pages Views
- Yellow bar: All Site Page Views
- Red arrow: As a % of all Page Views
Products Placement

NNGroup’s research indicates that visitors spend about 80% of their time “above the fold”.

This is where Products content should be.
Promote Products contents above the fold

B2B Screen Resolutions

1024 x 768 pixels or higher.
User Experience Optimization

- Improve high-value landing pages and conversion paths
- Experiment with new offers, and
- Test– find what works – repeat.
Drive Visitors to Products Pages

Click-throughs

- Examine traffic sources to key product pages
- Set a baseline to evaluate changes against, and
- Test alternative approaches.
Create Awesome Blog Content
Create Awesome Blog Content

Blog Content Matters

Blogs are the fastest way to increase your content and expand your footprint on the web.
Don’t Send The Wrong Signal to Google

Think Mobile – Think about the User Experience from Search.

60% of all searches are on Mobile.
Create Awesome Blog Content

You Have **7 Seconds** for the Long-Click

- Visitor click on your blog post in Google;
- Searcher lands on your page;
- They take 5-7 seconds to decide to stay; and
- If they immediately return to Google, you’ve sent a **strong signal** that your URL wasn’t a good result for the search query.

Robin offers a very transformative platform that can be put to many uses. The Robin Containerization Platform has changed the way that some of our users use their infrastructure and also how they deploy their Big Data and other applications on this high-performance infrastructure – Walmart case study. Each group of constituents within a company sees Robin differently and finds surprising new uses for our platform and every time we speak to them a new use case emerges. It would be very difficult to articulate this in one blog post. Hence, I have decided to tackle this through a series of blog posts that will appear in parts over the next few weeks and months.

Today’s blog, the first one in the series, is sort of a summary post that articulates the overall...
Create Awesome Blog Content

Create Blogs for the Way People Read

Make your content easy to scan.
Create Awesome Blog Content

People Don’t Read Word-For-Word

They quickly scan a page.

Adapt your blog to the way people read content.
Create Awesome Blog Content

In the “old” days when we had newspapers, they were optimized for scanning.

- Visitors scan a page glancing at headings. If they don’t find content that matches their problem – they leave.
- Use awesome imagery.
- Use lots of white space (air) to draw the eye to important content.
Create Awesome Blog Content

Super-Charge your Blog Content

- Write content with a conversational tone.
- Blogs have high bounce rates – add strong Calls-to-Action. (especially to Products pages), and
- Improve engagement by adding videos and relevant images.
Create Awesome Blog Content

Super-Charge your Blog Content

• Create high-quality, valuable, sharable content.
• Identify topics that have been popular in the past in terms of sharing.
• Search for popular posts your competitors have written.
BuzzSumo: find highly-shared topics

Titles and topics matter.
Create awesome blog titles with high shareability!
Create Awesome Blog Content

• Use BuzzSumo to identify topics that have been popular in the past in terms of sharing;
• Search for popular posts your competitors have written; and
• Learn the best social network for sharing your content.
Create Awesome Blog Content

Compare total shares by content length

A top priority should be to create in-depth articles of more than 1,000 words per article.
Create Awesome Blog Content

Compare Average Shares by Content Length

BuzzSumo compares your content to competitors.
Create Awesome Blog Content

Make your blog work harder for you

Make it pass the high quality test.
Create Awesome Blog Content

Write **in-depth, technical posts** focusing on the challenges you solve:

- Consider the keywords you want to rank for;
- Use bullet points, graphics, break up long paragraphs and add sub-headings that contain keywords; and
- Create content with a long shelf life.

Make your blog more easily shared (use WP Plugin: Better Click to Tweet)

![Average Shares Chart]

*9 Quick Wins to Instantly Boost B2B Website Lead Generation*
Create Awesome Blog Content

How to Measure Blog SEO Efforts

Set a baseline for blog activity from search engines and monitor monthly in Google Search Console.
Create Awesome Blog Content

- Become familiar with the Landing Page Report in Google Analytics.
- Evaluate the most effective posts and determine what is contributing to their success, and
- Aim for new posts to drive 40% more traffic in 6 months than non-optimized posts.
Create Awesome Blog Content

Numbers supercharge measurement and help identify the missed opportunities

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</table>
Create Awesome Blog Content

Track Blogging Activity with our Spreadsheet

A shareable location for ideas and activity for your team.

Download the Template
Create Awesome Blog Content

<table>
<thead>
<tr>
<th>DATE POST LAUNCHED</th>
<th>DAY OF WEEK</th>
<th>BLOG URL</th>
<th>COMPLETED</th>
<th>TOPIC</th>
<th>TARGET</th>
<th>KEYWORD</th>
<th>LONG-TAIL KEYWORDS</th>
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<td>Once launched - set a 30-day remind day to check Analytics</td>
<td>Optional: Tracking helps identify the best day of week.</td>
<td>Include your main keyword.</td>
<td>Use an ‘x’ to mark completed</td>
<td>Describe the Topic Is it an Event, Video, News Story?</td>
<td>Target Audience or Target Persona - or buying cycle</td>
<td>Pick one Head Term</td>
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</table>

https://docs.google.com/spreadsheets/d/1AAag1mZRTIUhriDbfP26Ysv6N9OzmzImaWMNHzKo9aY/edit#gid=0
Create Awesome Blog Content

Guest Blogging: Everything you need to know

See Appendix for full details.
Create Awesome Blog Content

Take your best posts and launch on LinkedIn

Each author can post on their own profile and it will get shared within their network.
Create Awesome Blog Content

Add images to each post
There is no demand without marketing
Promote Your Content On-Site & Off-Site

A new picture is emerging – off-site brand content is growing faster than on-site.
Offsite Marketing

On-Site Page Views

Jan 138K  Feb 139K  Mar 143K  Apr 147K

Other Networks

Jan 5K  Feb 5.5K  Mar 5K  Apr 6K

On Site

Off Site
Everything leads to your website.

Keep & Convert Buyers
Sales is a Numbers Game

Run your conversion ratios through the sales funnel.
How many visitors and prospects will it take to close one sale?
Convert your visitors into leads

We work with B2B companies with lead generation challenges. Our search programs drive visitors to your site – but we don’t stop there – we make sure your visitors convert into leads.

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• Toolkit: links to SEO tools
• Articles + Blogs
  • web strategy
  • lead generation techniques
  • search optimization tips
  • paid advertising
• Upcoming Seminar Details
Free B2B Tools + Articles

Free Keyword Tools

- Google Products: Keyword Planner, Search Console, (see Excel file), Google Trends, Google Instant;
- Word Clouds: TagCrowd.com / Wordle.net; VisualThesaurus.co; and
- Thesaurus and Synonyms Libraries.
Free B2B Tools + Articles

Tips for Finding the Keywords and Theme of a Page

Use Wordle.net to generate “word clouds” from text that you provide.
Free B2B Tools + Articles

Searches related to data center security
- data center security best practices
- data center physical security
- data center security requirements
- data center security standards
- data center security checklist
- data center security design
- data center security levels
- data center security cisco
Free B2B Tools + Articles

Use Our Title/Meta Description Tool

Measure Your Tags
Free B2B Tools + Articles

SEO

Simple Data-Driven Strategies to Fast-Track Lead Generation
• https://totheweb.com/blog/2015/10/simple-data-driven-strategies-fast-track-lead-generation/

SEO Content Template (Word Doc)
• https://totheweb.com/learning_center/sample-content-document/

Search Engine Spider Simulator (Tool)
• https://totheweb.com/learning_center/tools-search-engine-simulator/
Free B2B Tools + Articles

Optimizing PDFs

Tool to Test Title and Meta Descriptions for PDFs (Tool)
  • https://totheweb.com/learning_center/tool-test-google-title-meta-description-lengths/

SEO Best Practices for Optimizing PDF Files (Blog Post)
  • https://totheweb.com/blog/2013/07/seo-best-practices-for-optimizing-pdf-files/

Every PDF Deserves a Great Title (PDF)
  • https://totheweb.com/pdfs/ToTheWeb-Every-PDF-Deserves-a-Great-Title.pdf
Blog Content

BuzzSumo: Find Highly-Shared Content Topics (Tool)
• http://buzzsumo.com/

Create Compelling Blog Titles (Tool)

Blog Activity Spreadsheet (Google Drive Sheet)
• https://goo.gl/IdHAcJ
Guest Blogging

Test Submitting Material for a TechCrunch Guest Column

Guest Blogging Ideas

Podcast on Guest Blogging
- http://feldmancreative.com/2016/02/amplify-your-audience-by-guest-blogging/
Lead Generation

Turn Clicks Into Customers — Start at the Homepage

• https://totheweb.com/learning_center/improve-lead-generation

Establish Website Relaunch Goals That You Can Measure

• https://totheweb.com/learning_center/defining-goals-for-lead-generation/

The Power of Online Tools to Drive Targeted Traffic Year-Over-Year

• https://totheweb.com/blog/2016/01/b2b-lead-generation-the-power-of-online-tools-to-drive-targeted-web-traffic-year-over-year/
Free B2B Tools + Articles

Video

Ten Tips for Driving 31% More YouTube Video Views
• https://totheweb.com/blog/2013/02/ten-tips-get-31-percent-more-youtube-video-views-in-3-months-a-case-study

Best Practices Guide for Optimizing Videos

2015 B2B Video Content Marketing Survey Results
• http://tubularinsights.com/resources/2015-b2b-video-content-marketing-survey/
Is your website your best sales tool?

It should be!