

Time to SEO your PDFs!

The Much-Neglected PDF

Techniques to boost PDF downloads
from search engines.



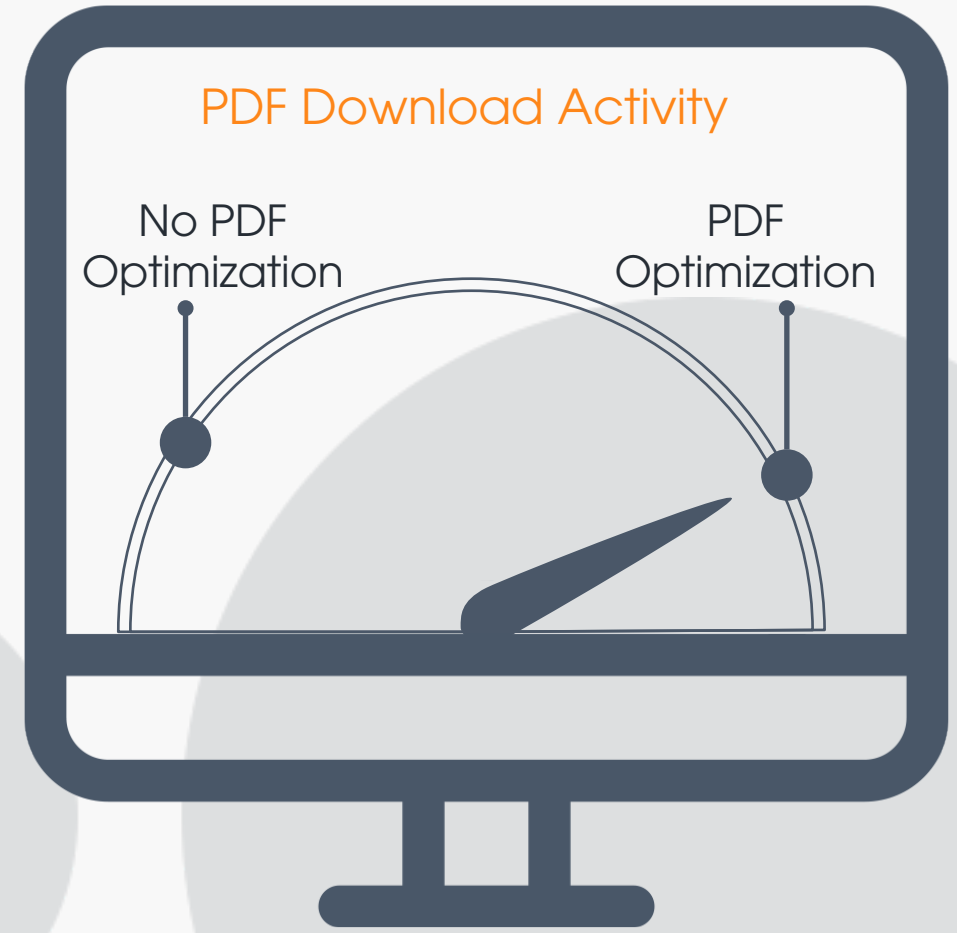
• to the web

Improving Organic Search Engine Visibility for PDFs

>74%

of clicks occur in **Organic Listings** – the free section of a search engine results page.

Ensure PDFs are discoverable in Google to encourage higher downloads.

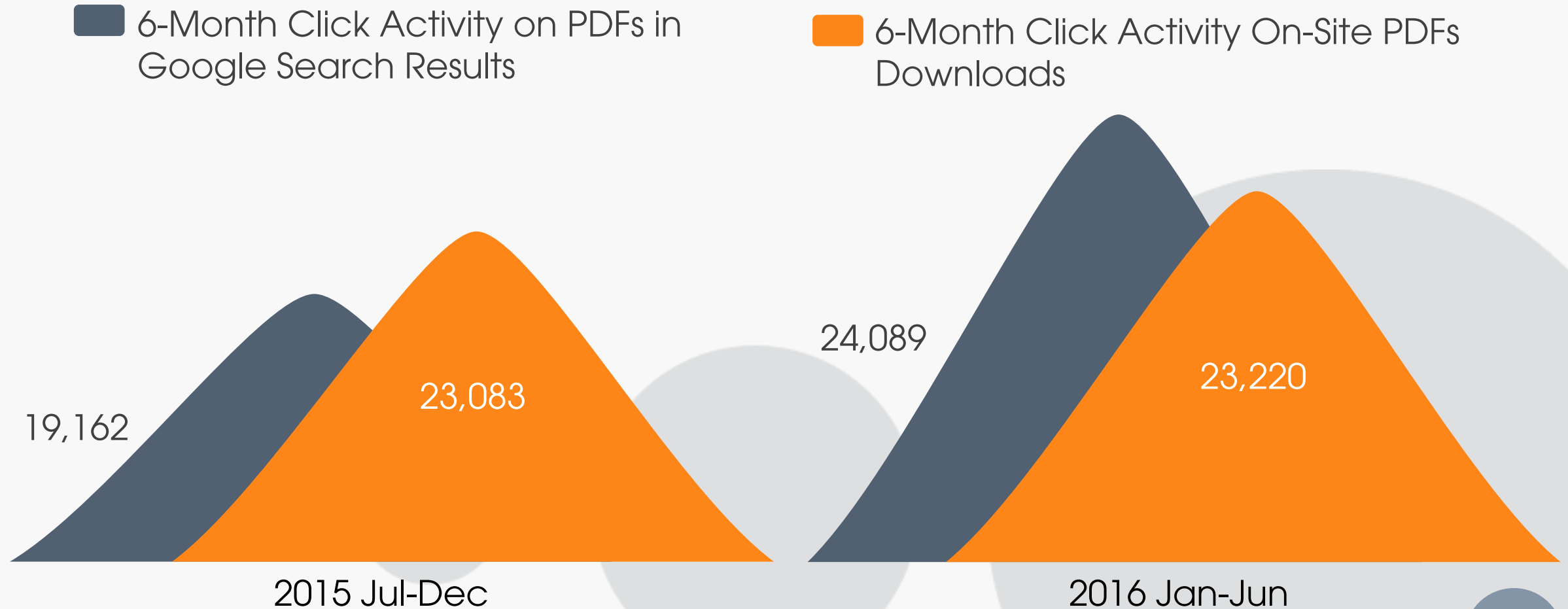


Search Optimizing the PDF

Why Do PDFs Matter? Compare PDF Activity On- Site vs Off-Site

Google makes it easy to track clicks on PDFs that appear in Google Search.

Search Optimizing the PDF | **A CASE STUDY**

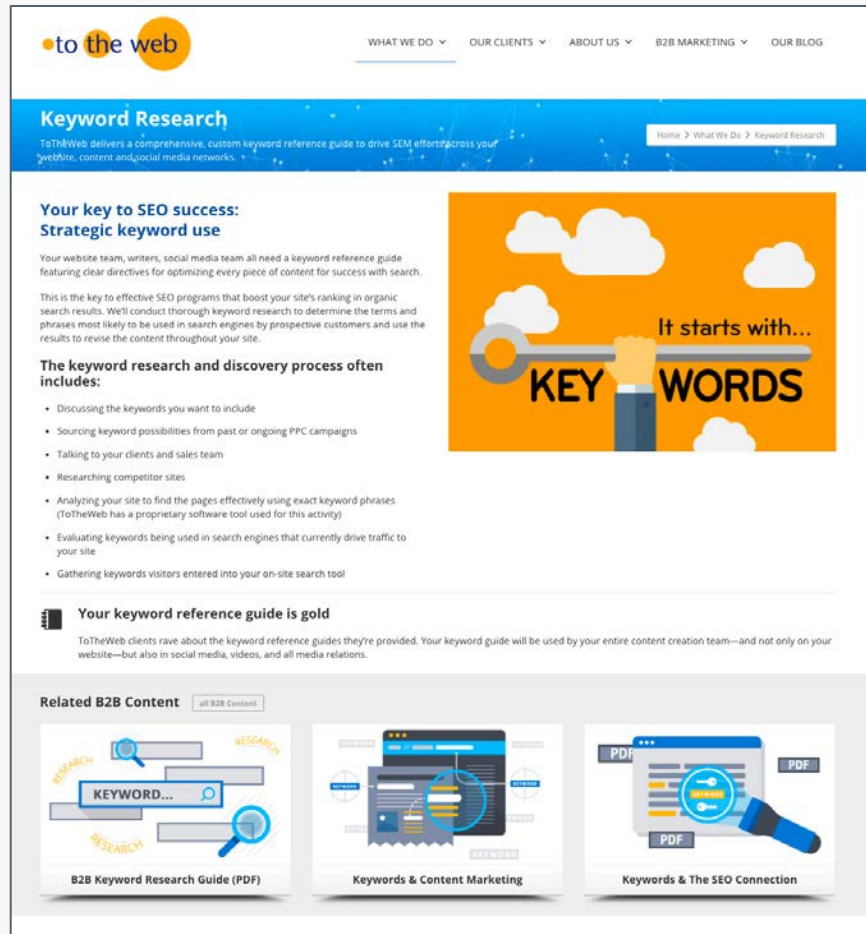


Why might this happen? Is Google Biased to PDFs?

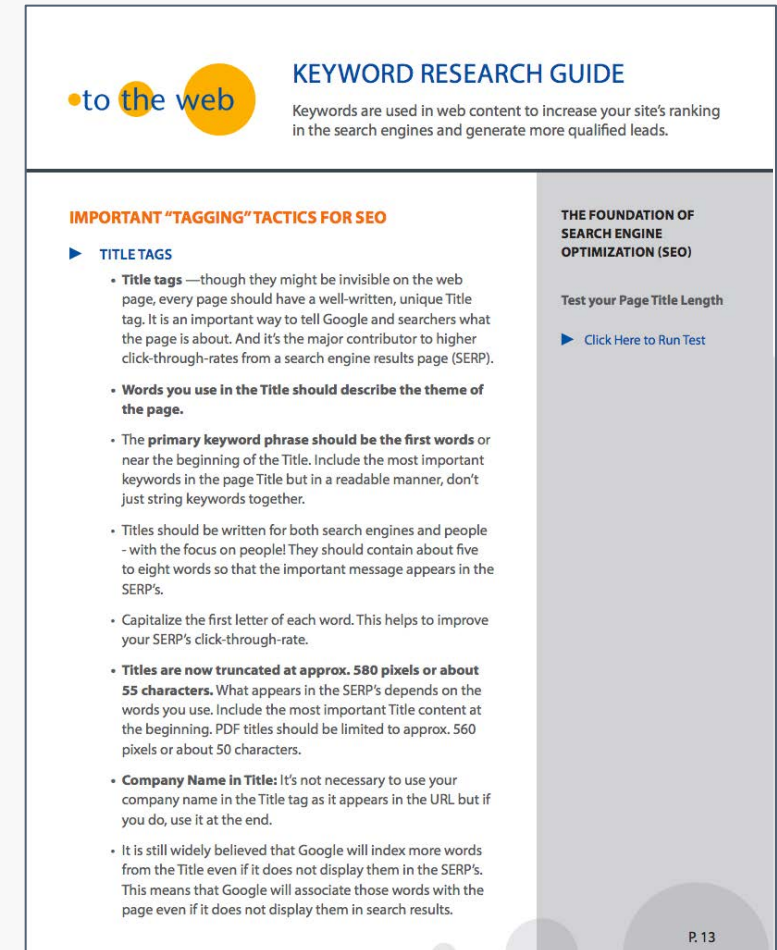
PDFs are content-rich documents that generally contain in-depth content on a topic.



Search Optimizing | PDFS HAVE MORE CONTENT



Web Page



PDF

Every PDF Deserves a Great Title

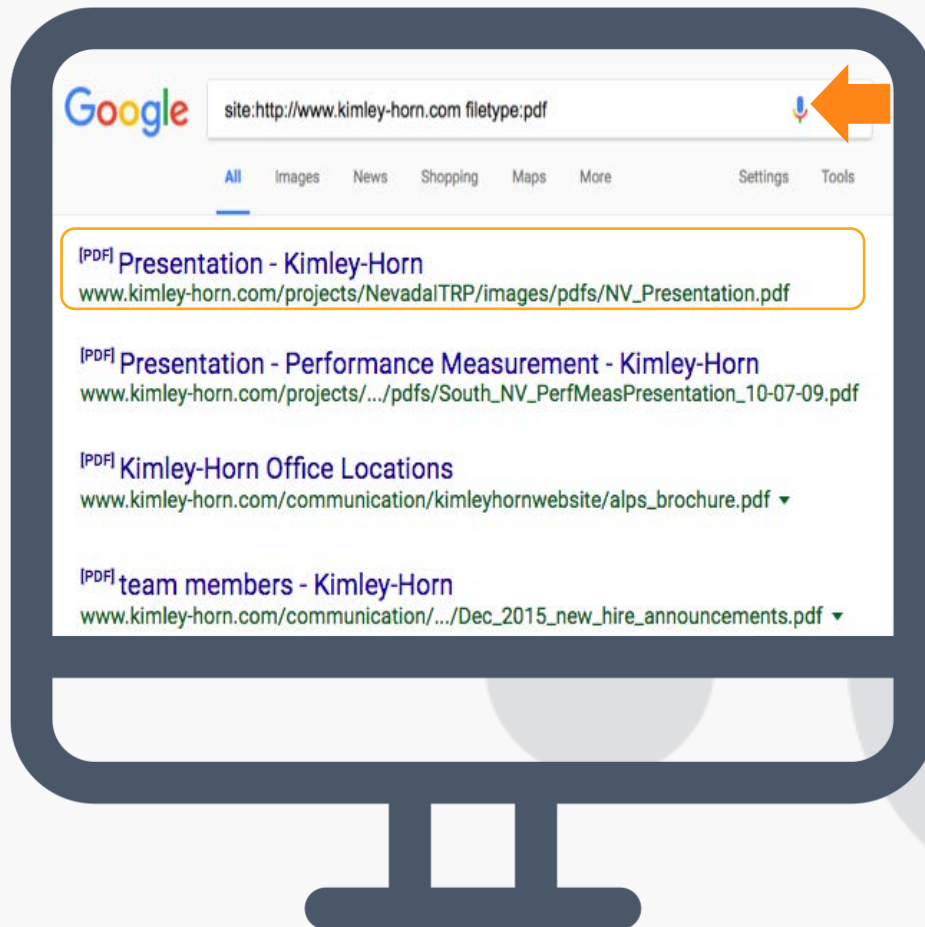
The key outcome is to encourage visitors to click on your PDF link.

[Download Instructions](#)



Search Optimizing the PDF

Search optimize PDFs – see the difference in Title & URL



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.

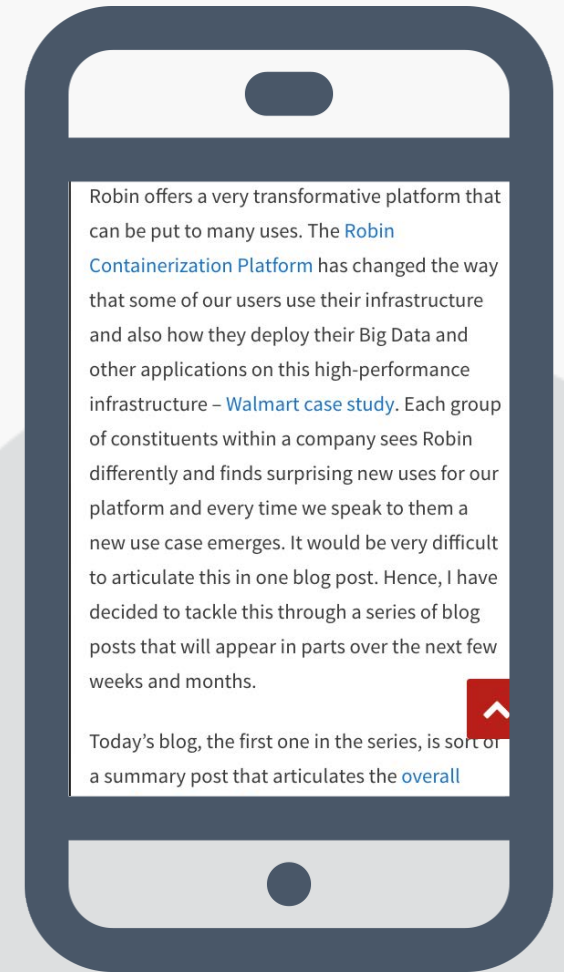
Use our Free Tool




Search Optimizing the PDF

Making PDFs More-Easily Digested **on Mobile Devices**

Until Adobe launches “responsive PDFs”, improve the display on mobile devices to reduce the “Bounce-Back” to Google SERPS.



Left Align PDF Content to Reduce Horizontal Scrolling on Mobile



KEYWORD RESEARCH GUIDE

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

The Foundation of Search Engine Optimization (SEO)

KEYWORD USE IN BODY COPY

- ▶ **IDENTIFY KEYWORDS**
 - Determine the "primary" keyword phrase(s) for the page. Hint: It is likely to be two, three to four-word phrases.
 - Include long-tail keywords and add qualifiers: For example, to the primary phrase "link building" add: strategy, expert, company
 - Include related keywords and their synonyms.
 - Think about the different personas for your product and answer their questions in your content.

"Boost your website's link popularity by following these link building strategies."

- ▶ **HEADLINES/HEADINGS**

Use clear page headings and sub-headings that contain keywords to allow the search engine to identify the page theme. This applies to the headings of web content, videos, white papers, press releases, webinars, tweets and other social media content.


 - Understand coding conventions for headings (H1, H2, H3, etc.) and optimize the page accordingly.
 - Avoid overusing <H> tags, meaning overdoing the use of subheads for the sole purpose of including keywords within them.
- ▶ **PAGE COPY**

Important keywords should be used in the first paragraph of each page.

Questions? Contact **Rosemary Brisco**, ToTheWeb LLC
(650) 627.8800 or rbrisco@totheweb.com

November 2016 | P. 17

BEFORE



KEYWORD RESEARCH GUIDE

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

KEYWORD USE IN BODY COPY

- ▶ **IDENTIFY KEYWORDS**
 - Determine the "primary" keyword phrase(s) for the page. Hint: It is likely to be two, three to four-word phrases.
 - Include long-tail keywords and add qualifiers: For example, to the primary phrase "link building" add: strategy, expert, company
 - Include related keywords and their synonyms.
 - Think about the different personas for your product and answer their questions in your content.

"Boost your website's link popularity by following these link building strategies."

- ▶ **HEADLINES/HEADINGS**

Use clear page headings and sub-headings that contain keywords to allow the search engine to identify the page theme. This applies to the headings of web content, videos, white papers, press releases, webinars, tweets and other social media content.

 - Understand coding conventions for headings (H1, H2, H3, etc.) and optimize the page accordingly.
 - Avoid overusing <H> tags, meaning overdoing the use of subheads for the sole purpose of including keywords within them.
- ▶ **PAGE COPY**

Important keywords should be used in the first paragraph, high up on the page as well as close to or at the beginning of a sentence. Emphasize keywords by using them in bulleted lists and in bold text.

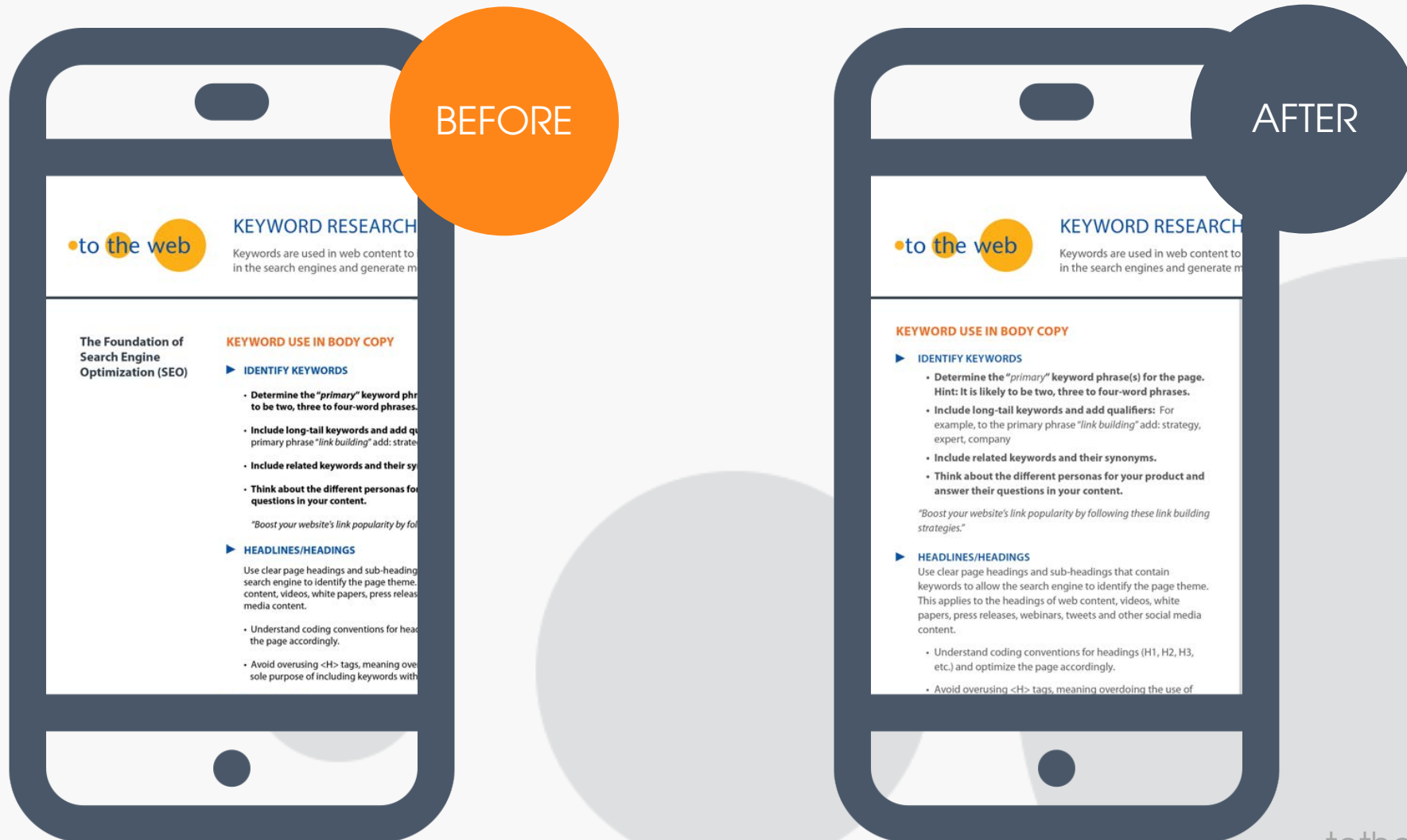
Break up content into easy-to-digest, bite-sized "junks" for a better user experience (Think, 2-3 sentences per paragraph).

THE FOUNDATION OF SEARCH ENGINE OPTIMIZATION (SEO)

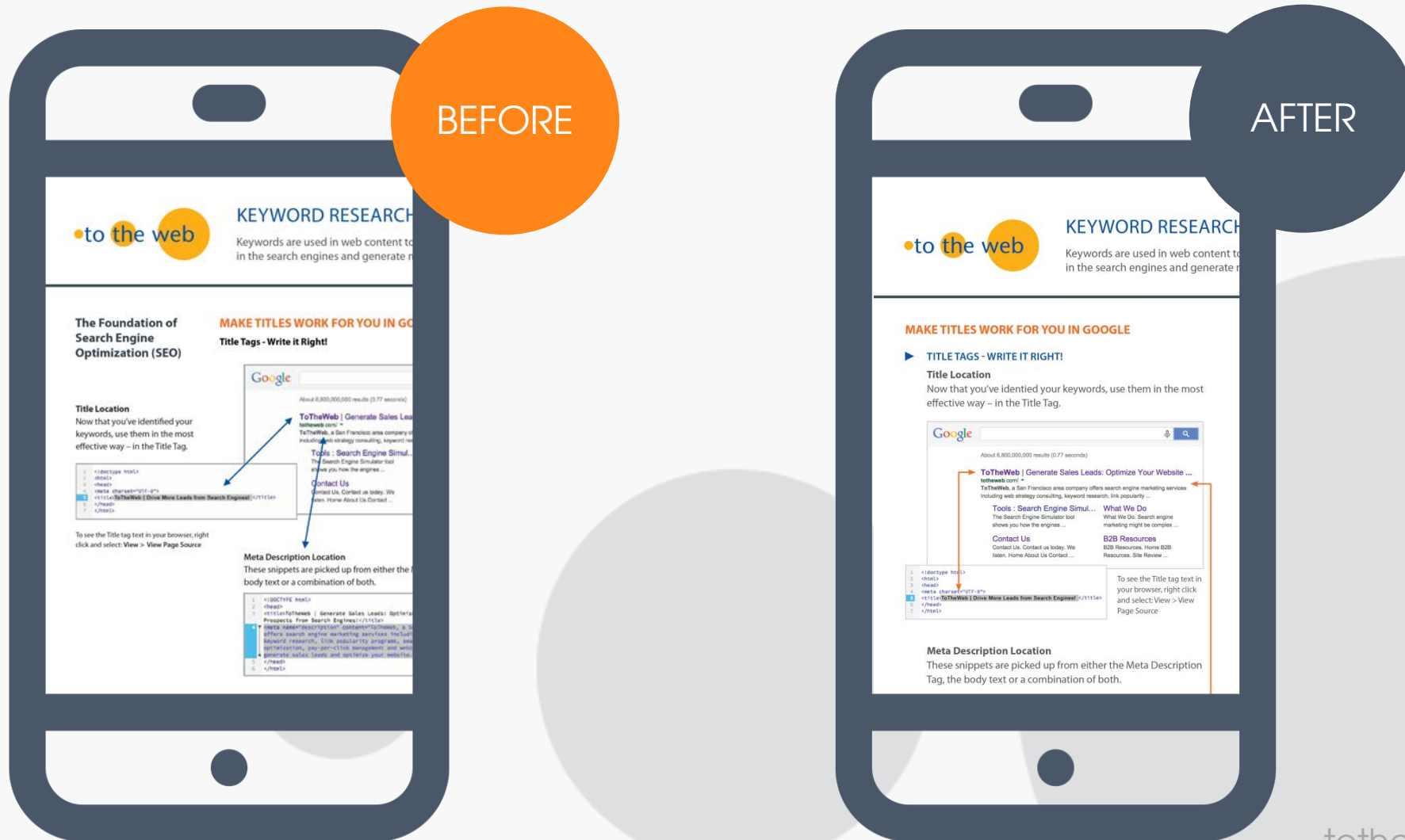
P. 17

AFTER

Left Align PDF Content to Reduce Horizontal Scrolling on Mobile



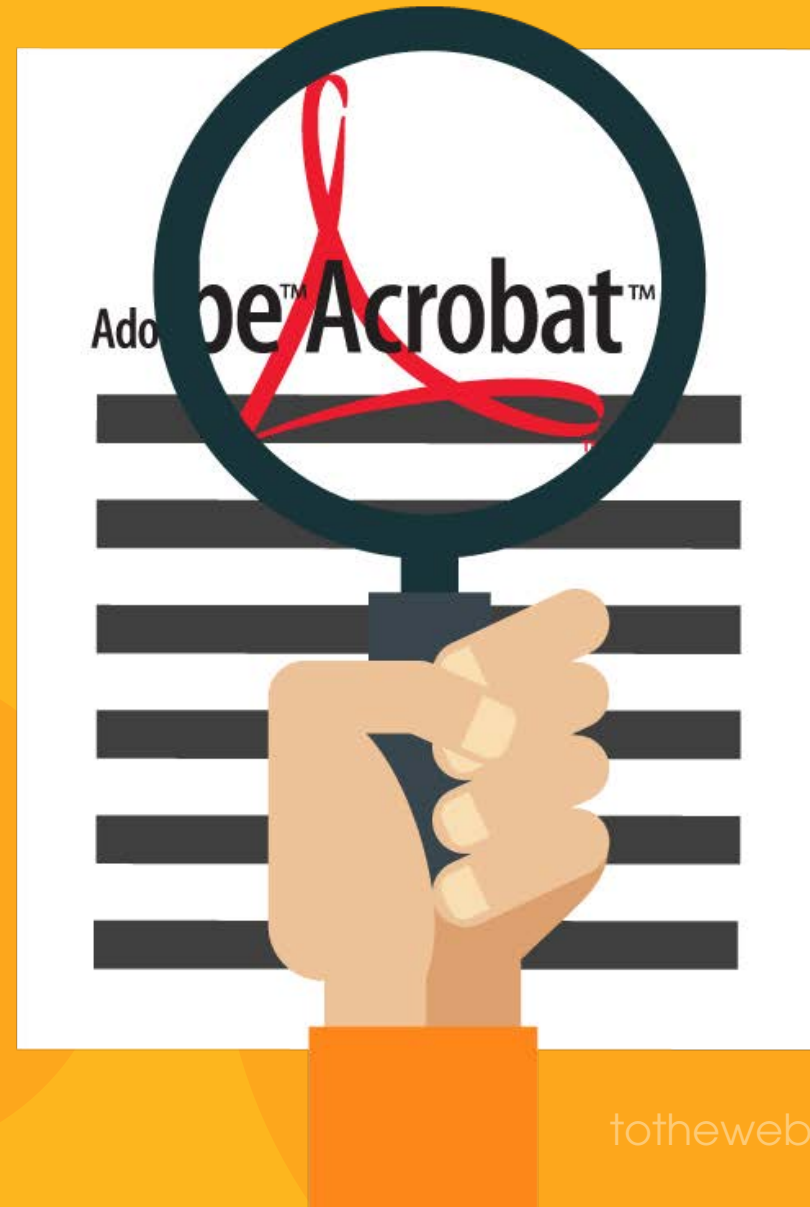
Left Align PDF Content to Reduce Horizontal Scrolling on Mobile



Left Align PDF Content to Reduce Horizontal Scrolling on Mobile



6 Easy Steps to Search Optimize your PDFs



Search Optimizing the PDF | SEO your PDFs

- **Add a Title to the Document Properties** of each PDF-One that will encourage Google visitors to click it on a search engine results page.
Write the title like ad copy.
- **Each PDF Title should be unique.** Don't simply repeat the document's page title in the Document Properties.
- **Use the high-value keyword** at the beginning of the Title in the Document Properties. This phrase should reflect the primary focus of the content.

People Scan – Design for Them

- Improve readability by breaking up content that is currently in large blocks of text.
- Aim for 2-3 sentences per paragraph.
- Use headings and subheadings to describe blocks of text.(include keywords).
- Write content for scannability; use bulleted lists, and highlight important text in bold.

Search Optimizing the PDF | SEO your PDFs

- **Think about the high-value keywords** for which this PDF should rank and optimize the complete PDF file for those keyword phrases.
- **Use descriptive file names** – include the primary keyword from the PDF in the URL.
- **Optimize PDF file size** to load quickly on mobile devices. Include a link back to your site. Keep it under 100MB where possible.

Search Optimizing the PDF | Improve Usability

- **Use highly-readable, larger fonts** with black or very dark grey text. Fancy fonts and light text can diminish readability.

People print PDFs – light-colored text is impossible to read in print.

- **Add more space** between rows of text and between paragraphs.
- Within the PDF, **add a link back to your site.**



Search Optimizing the PDF | Title Tag Optimization

- In the Title tag, **use known abbreviations** and other easily-recognized short forms to reduce pixel count.
- Refer to a synonym-finder to **identify shorter words so they display in Google**. Example:
 - "Deploy" is 53 pixels vs the word "Implement" at 83;
 - Use our [Title Pixel Measurement Tool](#) (option 2)
- **Capitalize 1st letter of each word**; but
- Don't capitalize every letter of the title.

Where to Start

1. **Prioritize PDF content** starting with Products content. (examples: data sheets, fact sheets)
2. Pull PDF click/impression data from Google Search Console for the past 90-days.

Measure your PDF Content Performance Search Console

Numbers supercharge measurement and help identify missed opportunities – track in Google Search Console

URLS	Clicks	Impressions	CTR	Position
https://ttw.com/seo-best-practices-for-optimizing-pdf-files.pdf	583	14,752	4.0%	27
https://ttw.com/ToTheWeb-KeyWord-Optimization-Guide.pdf	634	6,867	9.2%	48
https://ttw.com/Campaign-Tracking-URL-Best-Practices-Guide.pdf	300	5,017	6.0%	36
https://ttw.com/ToTheWeb-Site-Architecture-sitemap-example.pdf	113	2,484	4.5%	15
https://ttw.com/PPC_What-Should-a-B2B-Company-Pay-For-A-PPC-Lead.pdf	44	1,120	3.9%	50
https://ttw.com/ToTheWeb_Competitive_Research_PDF.pdf	9	1,802	.9%	19
https://ttw.com/TTW-Video-Optimization-Best-Practices-Oct-2015.pdf	5	694	0.7%	25



Missed opportunity – high impressions but low clicks & click-through-rate

PDF engagement
is a great way of
measuring a
micro-conversion.

GURU TIP

On-Site Tracking:
Ensure that PDFs
are set up as a
conversion goal
in Google
Analytics.

Create content for people who use search engines

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

Appeal to both.



Guides to Optimize 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)

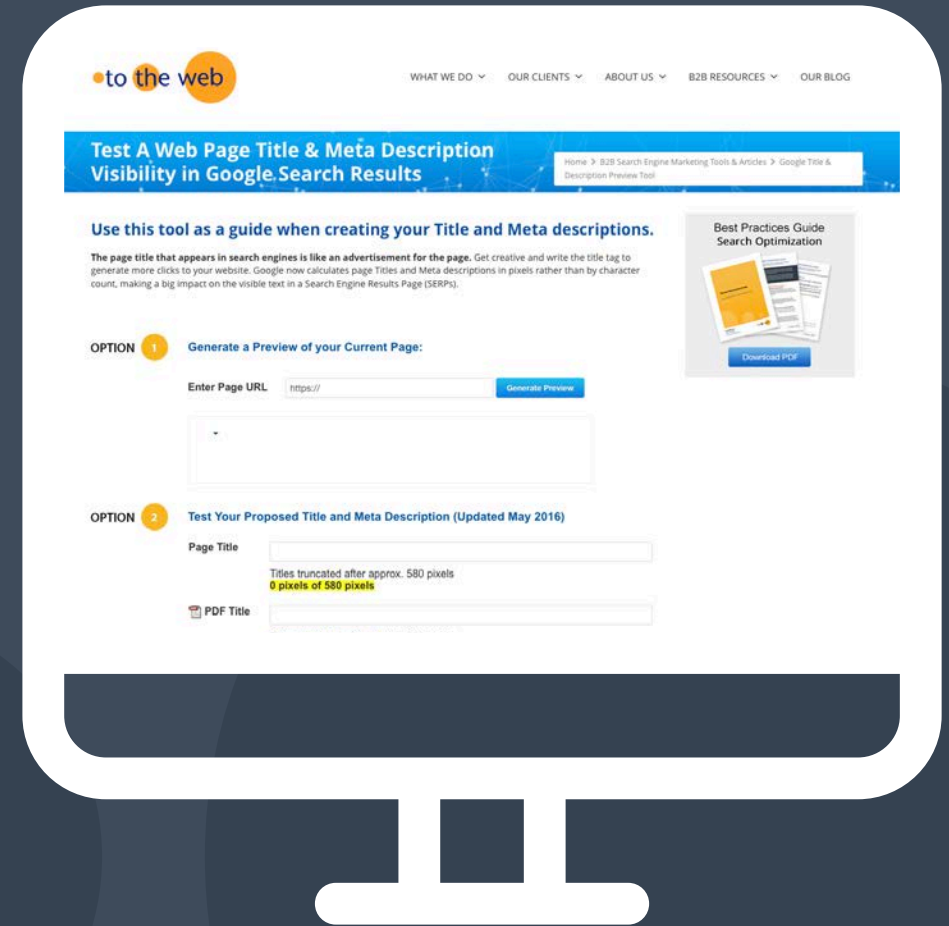
- <https://totheweb.com/pdfs/ToTheWeb-Every-PDF-Deserves-a-Great-Title.pdf>

Test your PDF in ResponseSimulator

- <http://www.responsimulator.com/>

Measure PDF Meta Data

Use Our Title Measurement Tool for PDFs (option 2)



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.

CALL 650.627.8800



Free B2B Tools + Articles

Tap into B2B Resources @

Visit totheweb.com

[B2B Learning Center](#) | [Blog](#)

Questions?

RB@ToTheWeb.com

650.627.8800

Is your website your best sales tool?

It should be!

• to the web