Search Engine Optimization for 2015—What's In? What's Out?

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EdNET 2015

What's in Your Playbook?

INNOVATE.
ACCELERATE.
DELIVER.

SEO - Agenda

- Definition
- Characteristics of a Successful SEO Program
  - Case Studies
  - Challenges and Opportunities Faced Today
- Resources and Takeaways

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Foundational SEO - Definition

The practice of making your content findable.

1. Organic Search	**534**	(53.35%)
2. Direct	**231**	(23.08%)
3. Referral	**171**	(17.08%)
4. Social	**65**	(6.49%)

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Why SEO is So Confusing

Google Algorithm Change History

Forbes / Entrepreneurs

NOV 13, 2013 31,958 views

Is SEO Dead?

Press Releases are Dead.
Kill Them, You

Demand Generation, Marketing Automation, Mar...

Why Social Is the New SEO

Jayson DeMers
CONTRIBUTOR

I de-mystify SEO and online marketing for business owners.

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Modern SEO Characteristics

1. Mix of disciplines
2. SEO strategy shelf life
3. Team approach and execution
4. Metrics and data that matter
5. Funnel awareness
6. Creative keyword mix

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Modern SEO Characteristic #1: Mix of Disciplines

- Technical basics
- Keywords
- On-Page Optimization
- Content
- Links and signals
- Engagement Optimization
- Conversion Optimization
- UX (user experience)

THEN THE CLIENT SAID "I WANT TO BE RANKED BY TOMORROW"

memegenerator.net

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Modern SEO Characteristic #2: SEO Strategy Shelf Life

- Keywords, fundamentals, calendars should evolve as your:
- Target market(s) shift or evolve
- Business priorities shift or evolve
- New products launch

Channel		July	August	September	October	November	December
Message							
Special Event							
Product 1	PPC						
	SEO						
	Blog						
	Social						
	Email						
	Website						
	PR						
	Tradeshows						
	Other						

Modern SEO Characteristic #3: Team Approach


- Technical Optimization
- Content
- Analytics
- Links and Authority
- Budget and Direction
- Customer Analysis

The diagram shows the following connected circles around a central "SEO 'Owner' (marketer)" node:
- Technical or Webmaster
- Tactical: Writer or blogger
- Sales or Front Lines
- Executive or Biz Owner
- Tactical Other: Social Media PR Relationships

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Modern SEO Characteristic #3:
Team Approach Case Study: Global Student Network

"Kind of in the right direction – but so many directions… we just need GUIDANCE"
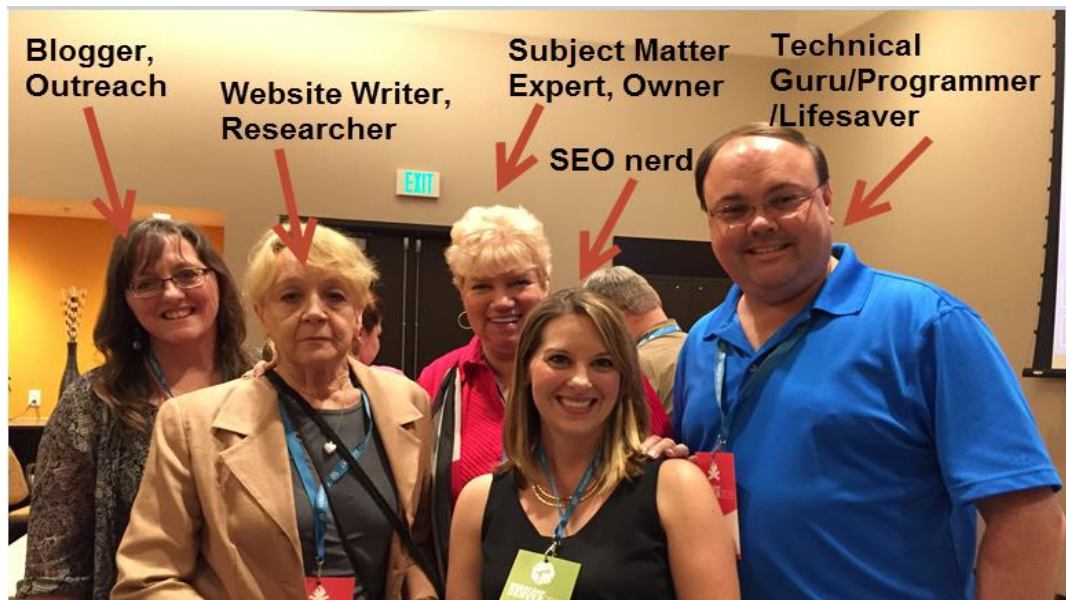
Goals:
- Drive more qualified traffic to the site
- Improve conversions for "enroll now"
- Evolve curriculum priorities
- More sales

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Modern SEO Characteristic #3: Team Approach Case Study

Query	Impressions	Clicks
global student network	900	600
good and bad things about technolo	320	90
globalstudentnetwork	110	70
www.globalstudentnetwork.com	90	60
bad things about technology	400	35
is technology bad for kids	50	22
is technology good for kids	70	22
why is technology bad for kids	90	22
ablaze academy	110	16
is technology good or bad for educa	50	16
is technology good or bad for kids	60	16
online homeschool curriculum	320	16
online homeschool programs	500	16
reasons for learning science	200	16
student global network	22	16
why technology is bad for kids	60	16
why technology is good for kids	35	16
free tablet for students	35	12

Modern SEO Characteristic #3: Team Approach Case Study

1. **Global Student Network: Home Page** ⊙
https://www.globalstudentnetwork.com/ ▾
Affordable Online Curriculum; • Grades K-12 for Public, Charter, International, Alternative & Private Schools; • Most Cost Effective and Comprehensive Online ...

3. Home Page - **Global Student Network** ⊙
https://www.globalstudentnetwork.com/students-home.php ▾
AFFORDABLE ONLINE CURRICULUM FOR HOMESCHOOL STUDENTS GRADES K-12. All Under One Roof Solutions... Including YOUR choice, with or ...

- 350 words of meaty content
- Calls to action/persuasive content

- Better on-page optimization
- Technical improvements
- Plans/calendars, training

Modern SEO Characteristic #4: Metrics & Data That Matter

Diagnosing the real issue:

- Is your content being consumed
- Are you getting found
- Do you have enough terms/enough traffic
- Are you getting found for the right words
- Not ranking well
- Ranking but not converting clicks
- Converting clicks but not converting on the site CTA

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Modern SEO Characteristic #4: Metrics & Data That Matter

- Device: mobile, tablet or desktop
- Geographic locations
- Total visits
- Breakdown of traffic sources
- Bounce rate
- Site speed
- Average time on site
- # of pages visited
- Popular pages
- SEO Landing Pages
- Queries/Keywords and Clicks
- Links

Average Position & "Clicks" On Your Website

Query	Impressions	Clicks
	54,961 % of Total: 91.60% (60,000)	**348** % of Total: 139.20% (250)
51. seo for business owners	90 (0.16%)	5 (1.44%)
52. seo lead generation	200 (0.36%)	5 (1.44%)
53. seo learning	150 (0.27%)	5 (1.44%)
54. seo portfolio sample	5 (0.01%)	5 (1.44%)
55. seo results time frame	12 (0.02%)	5 (1.44%)
56. seo time	16 (0.03%)	5 (1.44%)
57. seo training atlanta	60 (0.11%)	5 (1.44%)
58. sugarchimp	5 (0.01%)	5 (1.44%)
59. wordpress training	5 (0.01%)	5 (1.44%)
60. wordpress training atlanta	5 (0.01%)	5 (1.44%)

Modern SEO Characteristic #5: Funnel Awareness

Approximately 96% of visitors that come to your website are not ready to buy (but they may be willing to provide contact information in exchange for valuable content).
Marketo and KISSmetrics

Case Study: New Client's Path to Conversion

Modern SEO Characteristic #6:
Creative Keyword Mix Case Study: Foundations School

Query	Impressio	Clicks
foundations for the future	250	70
foundations for the future school	35	16
foundations for the future kennesaw	22	12
foundations for the future kennesaw ga	5	5
foundations school	60	5
child care kennesaw ga	50	5
foundations school community	5	5
foundations of the future	5	5
preschool kennesaw ga	35	5
foundation for the future	200	5
the foundations school	5	5
the foundation school	150	5
foundation school	60	5

Goals:
- Improve inquiries, tours, walk ins
- Generate more and higher quality traffic
- Diversify from social
- Integrate SEO into the marketing mix

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Modern SEO Characteristic #6:
Creative Keyword Mix Case Study: Foundations School

day care kennesaw ga	35	5
eclectic approach in teaching preschool	12	5
foundation for the future	110	5
foundation of the future	5	5
foundations daycare	5	5
foundations for the future school	12	5
foundations preschool	5	5
foundations school	60	5
foundations school kennesaw	5	5
future school	50	5
goddard vs primrose	5	5
kennesaw preschool	22	5
primrose school vs goddard	5	5
private pre k	5	5
private school for kindergarten	16	5
shreiner academy	70	5
shreiner academy marietta ga	5	5

- **On-page optimization for core keywords**
  - "Daycare" vs "child learning center"
- **Better blog strategy** – more lead gen focused
  - Montessori alternative
  - Primrose vs Goddard

"About 66% of website clicks come in to our homepage, but the rest come in to other pages. A few of our blogs have been landing pages and actually turned into conversions."

Takeaways and Resources

→ jennymunn.com/ednet

Links to resources compiled resources and tools:

- This presentation PDF
- Marcomm excel download
- "SEO Essentials for Busy Marketers"
- "How to Find Keywords"
- Google Analytics and Google Search Console links

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Thank you!
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