

SEO

#AMABootcamp

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AMERICAN MARKETING
ASSOCIATION

About Jenny

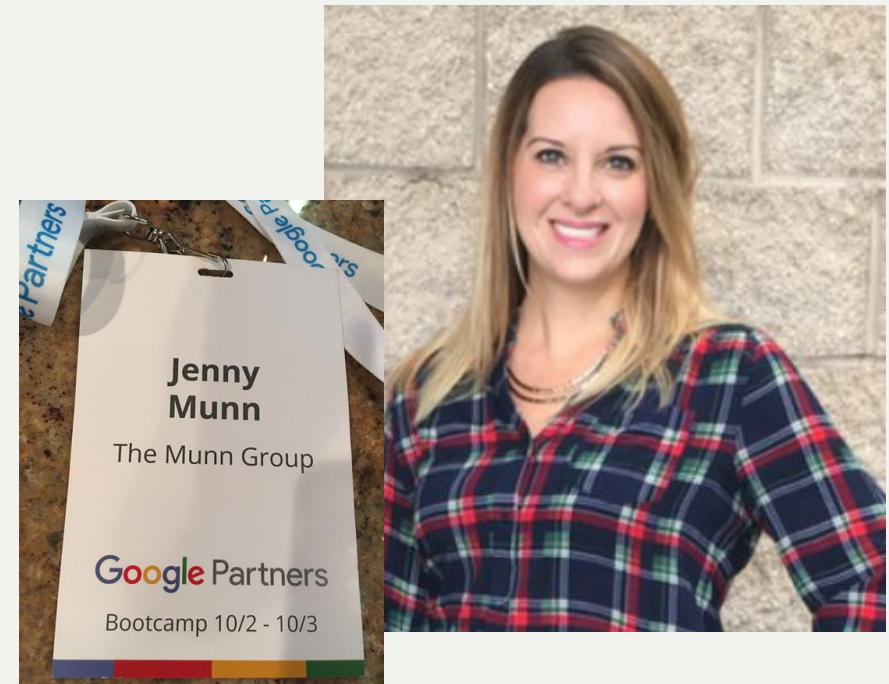
Google Partner
SEO Consultant Since 2008

Website: jennymunn.com

LinkedIn: linkedin.com/in/jennymunn

Twitter: [@jennymunn](https://twitter.com/jennymunn)

Instagram: [jen_munn](https://instagram.com/jen_munn)



#AMABootcamp

Worksheets and Resources

Resources and Links

---> jennymunn.com/ama

Getting What You Need Out of This Session

AMA PCM®, Digital Marketing Domains		
DOMAIN 1: METRICS & CONVERSIONS		15%
DOMAIN 2: SOCIAL & COMMUNITY		15%
DOMAIN 3: EMAIL MARKETING		20%
DOMAIN 4: USER INTERFACE & EXPERIENCE		15%
DOMAIN 5: ONLINE ADVERTISING		10%
DOMAIN 6: SEARCH ENGINE OPTIMIZATION (SEO)		15%
DOMAIN 7: CONTENT MARKETING		10%

Priority

☐

☐

Phase 1

☐

☐

Phase 2

☐

☐



Agenda

SEO Overview

Keyword Planning and Research

On-Page SEO

Off-Page SEO

SEO Trends

Reporting, Tools and Metrics

Closing



Source: Moz

SEO Overview

		Visits ? ↓	% New Visits ?	New Visits ?	Bounce Rate ?
		911,487 % of Total: 100.00% (911,487)	56.07% Site Avg: 56.03% (0.06%)	511,032 % of Total: 100.06% (510,710)	45.19% Site Avg: 45.19% (0.00%)
<input type="checkbox"/>	1. Organic Search	488,524	51.99%	253,968	51.84%
<input type="checkbox"/>	2. Direct	215,314	71.42%	153,783	45.18%
<input type="checkbox"/>	3. Referral	111,838	45.51%	50,892	23.57%
<input type="checkbox"/>	4. Paid Search	86,809	53.74%	46,654	33.78%
<input type="checkbox"/>	5. (Other)	5,459	65.82%	3,593	62.80%
<input type="checkbox"/>	6. Social	3,307	62.90%	2,080	64.95%
<input type="checkbox"/>	7. Email	235	25.96%	61	62.55%
<input type="checkbox"/>	8. Display	1	100.00%	1	100.00%

SEO = The Practice of Making Your Content Findable

- Reputation Management vs Organic SEO
- Clarity: Are you generating demand? Or capturing existing interest?
 - *Hint: SEO “captures in-the-moment interest”*
- Keywords - represent marketing 101 (offline and online)

Query		Impres
662.	jennifer munn	5
663.	jenny blog	: 91.60%
664.	jenny cope	90
665.	jenny hollis	200
666.	jenny munn	150
667.	jenny seo	5
668.	jenny trainer	12
51.	seo for business owners	16
52.	seo lead generation	60
53.	seo learning	
54.	seo portfolio sample	
55.	seo results time frame	
56.	seo time	
57.	seo training atlanta	

SEO and the Sales Funnel

- Pain Point Awareness:
 - Are people **actively** looking for the information/services you have to offer?
 - How motivated are they?
- How much research do they have to do?
- Do you have to educate and convince your market they need what you have to offer? Or do they already know?
- Cold Traffic: Are your conversion expectations realistic?

“We want SEO to drive more leads/purchases.”

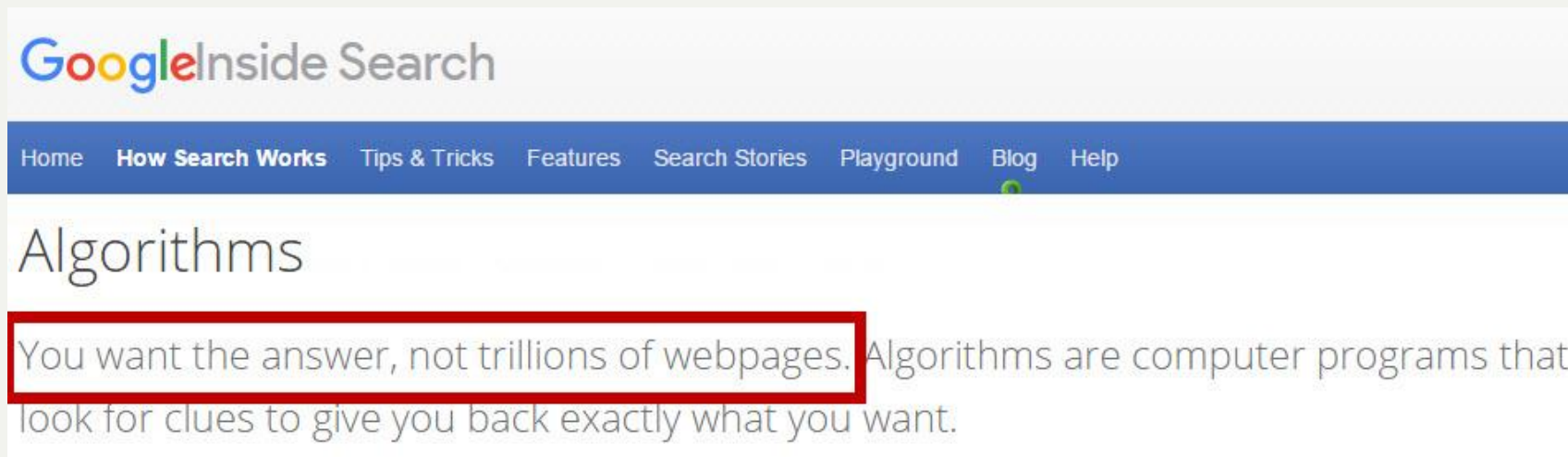


Source: CallRail

SEO Concepts

Hummingbird and RankBrain

- Hummingbird: Google's core search algorithm update in 2013; helped Google move beyond stilted keyword results to understanding context and intent, and then conversational search
- RankBrain: reported in 2016; Google's machine learning, AI system that is now baked into its algorithm (sorts and ranks)



SEO Concepts

- Top 3 Ranking Factors:
Content, Links, RankBrain
- Overall, hundreds of signals go into the overall algorithm
- How search engines work:
 - crawl
 - index
 - rank

2. THE JOB OF AN SEO

Top 2 Ranking Factors

"I can tell you what they are.
It is content and it's links pointing to your site."
"There is no order."



ANDREY LIPATTSEV
SEARCH QUALITY SENIOR STRATEGIST AT GOOGLE
March 2016

BRUCE CLAY

Search Behavior In 2019

“Impatience, immediate action, instant gratification, even some impulsiveness—these are just a handful of descriptors for behavior today. We have all been empowered and emboldened by information. With our phones acting as supercomputers in our pockets, we can find, learn, do, and buy whenever the need arises—or the whim strikes.”

In 2019 searchers want:

- more useful information
- more personalization
- more immediacy

Your SEO Approach In 2019 and Beyond

In 2019, we are required to go further: we must predict and stay 1 step ahead of our research-hungry visitors, and anticipate what they need and want.

Challenge: technology is constantly influencing our consumers, and we must act accordingly

Google has committed to 3 big focus areas:

1. The shift from answers to journeys
2. The shift from queries to providing a queryless way to get to information
3. The shift from text to a more visual way of finding information



The Basics Are Still the Basics

Execution Phase:

- > Foundational SEO
- > Ongoing SEO Building Momentum
- > Competitive SEO

What Hasn't Changed:

Quality Signals, Content, Backlinks,
Analytics/Data, Engagement, Off-Page,
Competitive Analysis

Optimized Titles and
Descriptions
Strategic Keyword Usage
Meaty Content
Internal Links
Fast
Mobile Responsive
Ongoing Content
Social Signals

Keyword Planning & Research

Keyword Strategy #Fails

- Mistake: pursuing keywords that don't have proven search count behind them
- Mistake: most people are NOT thinking objectively
- Mistake: not adopting a “what's next” mindset: 15% of searches each day on Google are brand new
- Mistake: going broad, not deep

Bad Keyword Usage

modular manufactured
homes

independent school

horsinality

love coach

Keyword Mistake to Avoid

IS YOUR WEBSITE SITTING IN YOUR DRIVEWAY?

Bling. You've won the lottery and the first thing you bought was the vintage convertible Porche that you've been wanting for years. You've imagined the thrill of [...]

[READ MORE](#)

Sacrificing SEO for the sake of cleverness

Keyword		Volume	KD%
how to drive traffic to your website	+	720	72.49
drive traffic to website	+	480	75.52
drive traffic to your website	+	210	76.3
how to drive traffic to website	+	140	74.16
ways to drive traffic to your website	+	90	72.56

Data-Driven Decisions: It's Not About You - It's About THEM

Example 1:
“daycare” vs “child learning center”

<u>Search Term</u>	<u>Monthly Search Count</u>
Child learning center	320
daycare	33,100

Example 2:
“modular manufactured home” vs “trailer park”

<u>Search Term</u>	<u>Monthly Search Count</u>
Mobile homes	201,000
Trailer park	49,500
Modular manufactured home	10

Identify and Prioritize Your SEO Strategy

- Map Keywords, Intent, Conversions to the User Journey
- Prioritize one area then go up and down the funnel

- **Awareness/Interest:** Are they aware of their problem? What alternative solutions are they searching on?
- **Awareness/Interest:** Do they call you the same thing you call yourself?
- **Awareness/Interest/Consideration:** Do you need to pique interest/nurture/persuade them?
- **Consideration/Intent/Evaluation:** Are you a commodity? What persuasion/trust-building is needed?
- **All:** What topics do you want to “own”? (hub and spoke)



Source: CallRail

Embrace Off-Topic Keywords/Content

“In addition to going after the people who are looking for the exact commercial keywords you’re going after, you also want to go after higher-funnel queries (i.e., informational queries) that don’t have as much commercial intent, but could bias a future commercial search toward your brand.”



Larry Kim,
WordStream
Founder and CTO

Keyword Types

<u>Transactional & Commercial: “Buy” or Lead Gen Keywords</u>	<u>Informational & Educational: Top of Funnel or DIY</u>	<u>Topical & Industry Expertise</u>	<u>Navigational or Brand</u>	<u>New: Know, Do, Go and “Advisory”</u>
<i>Note: often limited in search count, high intent</i>	<i>Note: Greater search volume here, low intent</i>	<i>Note: pillar content, hub & spoke, links</i>	<i>Note: company or brand name</i>	how old is Harrison Ford, are the trains to London on time, flights to NYC, what is the weather, population of Miami, EST to AEST time zone, Captain Marvel showtimes. Advisory: which dog is right for me
SEO consultants	seo freelancer or seo agency, how much do SEOs charge	website traffic growth	Upwork, Edelman	
private schools in Atlanta	Montessori schools, charter school or homeschool, benefits of private school	progressive education	Westminster, Woodward	
buy pecans online	pecan nutrition, georgia pecan farms	pecan recipes	Harry & David, nuts.com	
common core math curriculum providers	3rd grade common core fraction worksheets	common core math	Dreambox, Khan Academy	

Diversity of the SERPS

The table below shows 16 SERP Features that commonly appear in Google SERPs. The icon shows how we identify them in Moz Pro. For examples of even more SERP Features, see the [Mega-SERP: A Visual Guide to Google](#) blog post.

 Adwords (Bottom)

 Adwords (Top)

 Featured Snippet

 Image Pack

 In-Depth Article

 Knowledge Card

 Knowledge Panel

 Local Pack

 Local Teaser Pack

 News Box

 Related Questions

 Reviews

 Shopping Results

 Site Links

 Tweet

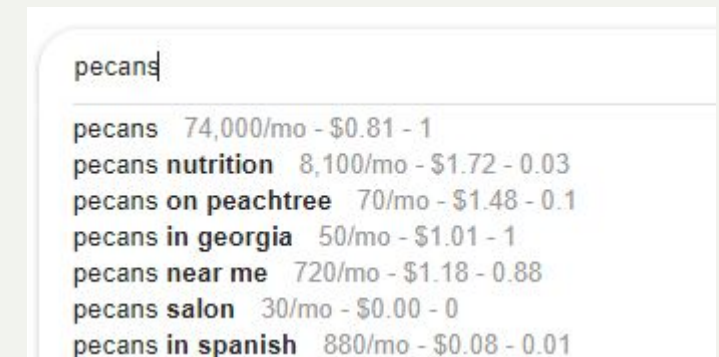
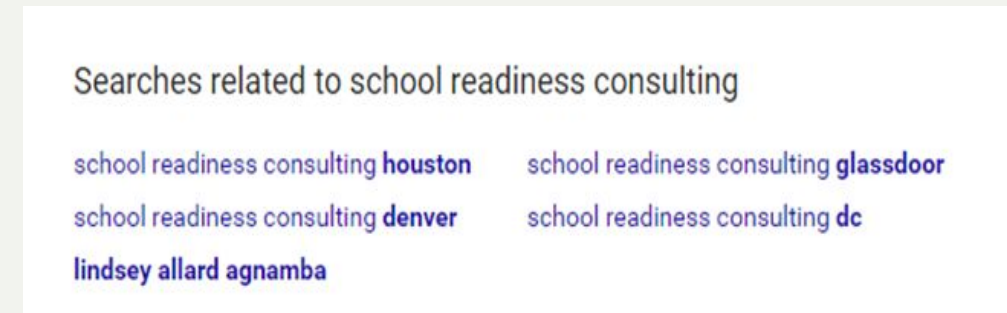
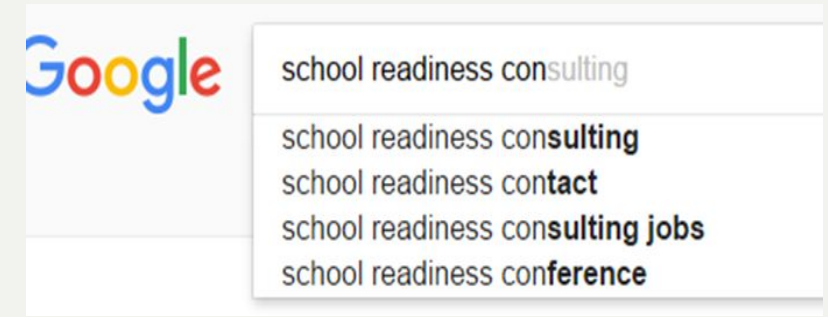
 Video

Keyword Research Tools

Free:

- Google Search Console
- Google Suggest and “Searches related to...”
- Keywords Everywhere *a favorite (Chrome extension)
- Keywordtool.io
- WordStream’s Free Keyword Tool
- Answer the Public
- Google Keyword Planner

Premium: SEMrush, Ahrefs, Spyfu, LongTail Pro



Keyword Research Steps

1. Generate a list of potential keyword candidates (often called “seed” keywords)
2. Research - expand the list, evaluate the data (monthly search count, competition level, relevancy) and iterate
3. Prioritize and categorize
 - a. *Tip #1: export to Excel*
 - b. *Tip #2: SERPS audit (intent, competition, URL and page type)*
4. Keyword/URL Mapping - identify the landing page, note for tracking and measurement

Mapping Keywords to Content and CTAs

<u>Keyword</u>	<u>Landing Page: Content Type</u>	<u>CTA</u>
marketing automation tools	product page, blog post	contact form, pricing page, faqs, comparison page
how to use marketing automation software	video, tutorial	live demo, free trial, contact a rep
what is marketing automation?	article	follow up blog post
how to tell if I need marketing automation software	quiz, blog, webinar	live demo, free trial, contact a rep
lead nurturing best practices	pillar page, white paper,	case study (gated or ungated), video
HubSpot alternatives	blog post	contact form, pricing page, faqs, comparison page
email marketing automation	homepage, pillar page	services page, guide or white paper

Factors for Evaluating a Keyword

1. Search count?
 - a. Head term (FYI: no such thing as “short-tail”): mostly competitive, high search count
 - b. Long-tail keyword (descriptive, targeted, specific terms with less traffic)
2. Keyword competition level
 - a. Search volume + the amount of competition = the level of opportunity
3. Intent
 - a. Type of content
 - b. Word count and substance requirements
URL mapping
Part of the funnel and corresponding CTA and measurement

Questions? Hands-On Keyword Planning

Your turn



Keyword Research Tools

Free:

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- Keywords Everywhere *my favorite (a Chrome extension)
- Keywordtool.io
- WordStream's Free Keyword Tool
- Answer the Public
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Premium: SEMrush, Ahrefs, Spyfu, LongTail Pro



Searches related to school readiness consulting

school readiness consulting houston school readiness consulting glassdoor
school readiness consulting denver school readiness consulting dc
lindsey allard agnamba



SEO vs PPC

- When your industry is very competitive with big players - there is no way you'll outseat the current competitors for your best keywords organically
- When you won't be able to crank out high quality content regularly
- If educational (top of funnel) keywords are limiting
- When you need results FAST
- Steal your competitor's traffic

Remember:

Paid Search Ads are about capturing demand; success is contingent upon:

1. ACTIVE search
2. Transactional and Commercial keywords

<u>Transactional & Commercial:</u> <u>"Buy" or Lead Gen Keywords</u>
Note: often limited in search count, high intent
SEO consultants
private schools in Atlanta
buy pecans online

On-Page SEO

On-Page Elements in 2019

User Experience & Engagement

- Quality, valuable copy that informs and persuades
- Deciphering and meeting intent
- CTA and conversion
- Fast with clean code
- Modern design elements (look & feel)
- Media (images, videos, graphics)
- Formatting
- Internal links
- More choice = more trust needed
- Social share buttons
- CTR, dwell time and bounce rate

SEO Elements

- Keyword selection and usage (semantics and related words)
- URL
- Title tag and meta description
- Headings (H1s, H2s, H3s)
- Image optimization (alt text and image file name)
- Overall site authority
- Scannability and overall page/content structure (bullets, short paragraphs)
- Comprehensive content/word count
- Relevant deep linking and relevant external links

The "Perfectly Optimized" Page

Title & Meta Elements

Title: Chocolate Donuts from Mary's Bakery

Meta Description: Learn the 3 secrets to Mary's award-winning chocolate donuts, get times & locations for availability, and learn how to make your own donuts at home.

URL: <http://marysbakery.com/chocolate-donuts>

LOGO | Navigation Menu

Chocolate Donuts from Mary's Bakery

There's 3 secrets that explain why our **chocolate donuts** have won awards, generated hour-long lines, & even inspired hip-hop tracks. They are:

- #1: Our Ingredients XYZ
- #2: The Baking Process ABC
- #3: Timing DEF

How to Get Hold of Mary's Chocolate Donuts (aka locations, pricing & availability)

How to Make Chocolate Donuts at Home (aka our recipe for the **perfect donut**)

Endorsements (including one from Homer!)

NOTE: Perhaps sadly, there's no "perfect optimization." This graphic's intent is to highlight areas that may be worthy of marketers' efforts.

by Mary D. of Mary's Donuts

Uniquely Valuable
The content offers everything a searcher might want in a unique, high-quality amalgamation.

Bot Accessible
There are no impediments to search crawlers reaching this page or determining it's the canonical version.

Built to be Shared
Like/tweet/+1 buttons make it easy for visitors to share on their favorite networks and provide social proof.

Phenomenal UX
Clear layout, solid visuals, & beautiful, simple design make the page easy to use & enjoy.

Keyword Targeted
Primary and secondary keyword phrases appear in prominent positions in the headline, title, & content.

Multi-Device Ready
Thanks to solidly-tested, responsive design, this page loads looking great on any device, screen size, and browser.

Meta Data Inclusive
The page includes authorship, an enticing meta description, and schema markup for recipes, too.

Created by Rand Fishkin
MOZ

Snippet preview

Yoast SEO: How to make your site stand out in search results • Yoast

<https://yoast.com/site-stand-out-search-results/>

In this article, I'd like to highlight the snippet preview in our Yoast SEO plugin. What is it, how does it work and what should you pay attention to. First

Edit snippet

SEO title

%%title%% %%page%% %%sep%% %%sitename%%

Slug

site-stand-out-search-results

Meta description

Modify your meta description by editing it right here

Close snippet editor

<https://moz.com/blog/visual-guide-to-keyword-targeting-on-page-optimization>

<https://backlinko.com/on-page-seo>

<https://linchpinseo.com/on-page-seo/>

<https://www.semrush.com/blog/content-optimization-list-blogging-for-people-and-search-engines/>

Small Changes Add Up Over Time

Search engine optimization is often about **making small modifications** to parts of your website. When viewed individually, **these changes might seem like incremental improvements**, but when combined with other optimizations, they could have a noticeable impact on your site's UX and performance in organic search results.

Content SEO Tips

- Use related keywords on the page to aid semantic search
- Work towards EAT – Expertise, Authority, Trustworthiness
- Depending on the keyword/query/intent/quality - longer form content performs well
- More important than content length: quality, relevance, helpfulness, entertainment, and personalization to your audience
- Rule of thumb: valuable, unique, well-written, optimized
- Narrower topics: more in-depth coverage is favored

“ Our ranking system does not identify the intent or factual accuracy of any given piece of content. **However, it is specifically designed to identify sites with high indicia of expertise, authority and trustworthiness.**

Source: mariehaynes.com

Mobile SEO Refresher: Fast & Frictionless

- Mobile first (not mobile friendly)
- Predict and stay one step ahead of time-starved, research-hungry visitors
- Identify micro moments where they reach for their phone
- Meet the need with the right content on the right platform
- Transition from a single query to the user journey
- The average mobile web page takes 15.3 seconds to fully load; more than 50% of visits are abandoned if a mobile website takes more than 3 seconds to load.

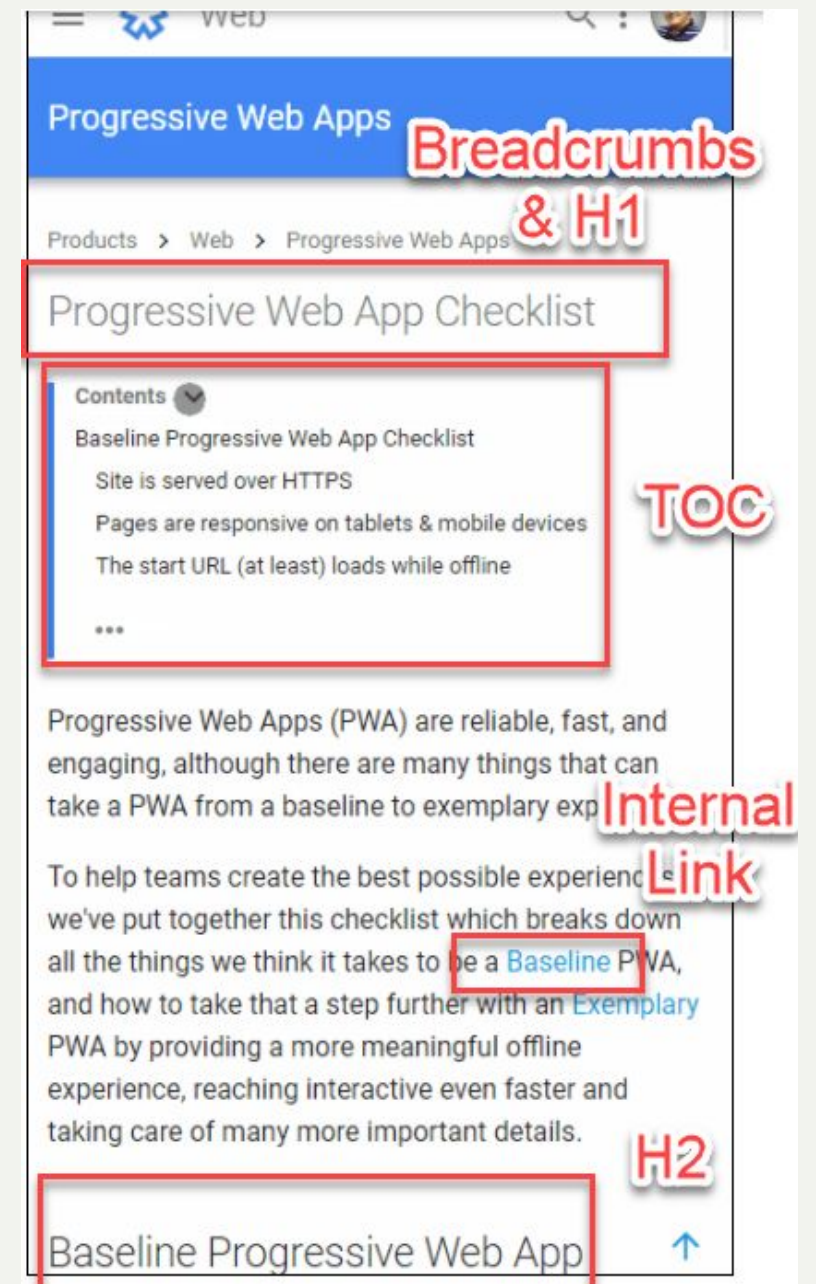
Tips for success:

Regularly challenge your team to complete typical customer tasks, like “find and buy the perfect winter coat” or “find the answer to a question within 30 seconds on our mobile site.”

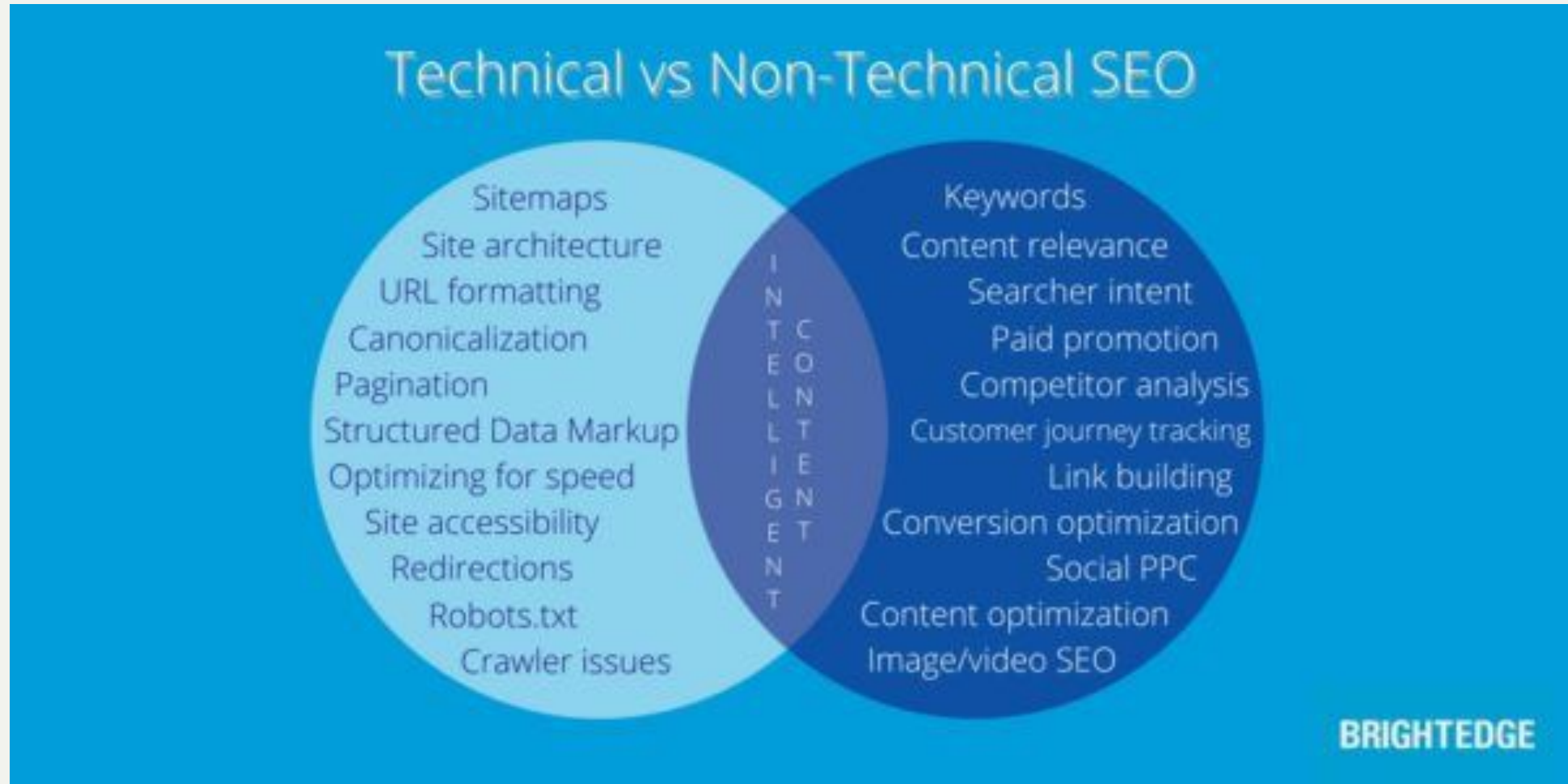
Tip #2:
**Manually & regularly
search your keywords
on mobile**

Mobile SEO Best Practices

- Page Speed is Critical - compress images
- Technical SEO is Critical - E.g. broken content
- Content
 - Include media
 - Internal links/deep linking
 - “Snackable” content - structure
 - Concise does not mean “short” or “dumbed down”
- Content Diversification
- Appropriate Font Size, Tap Target
- AMP and PWAs growth



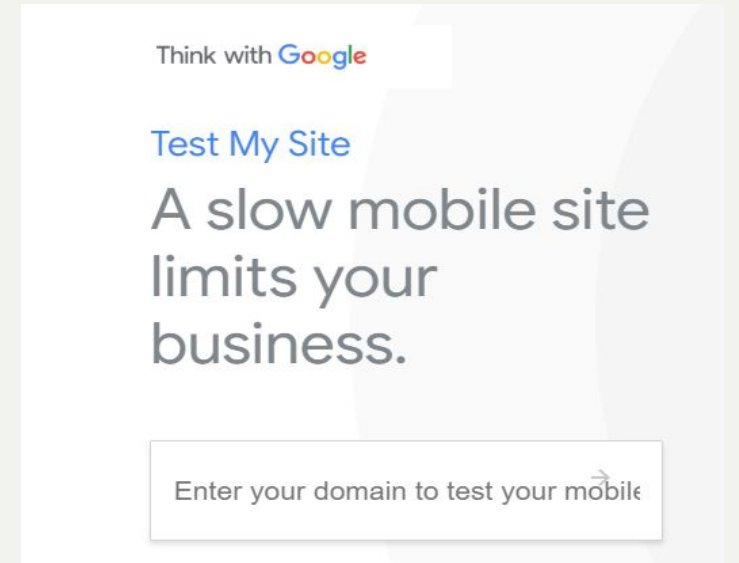
Technical SEO Best Practices



Tool: Think With Google Test My Site

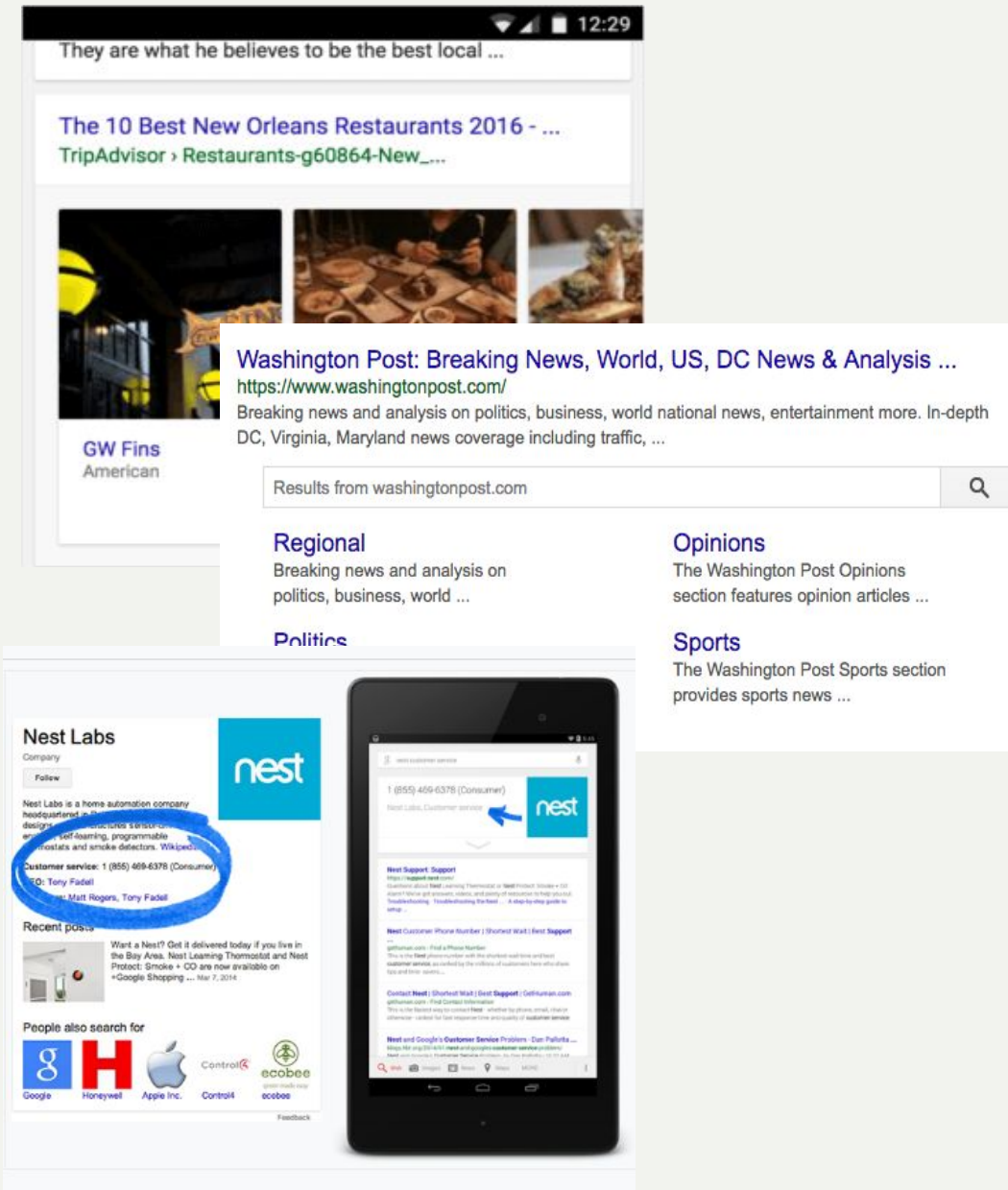
Go to: ***Preferred b/c generates a report***
<https://www.thinkwithgoogle.com/feature/testmysite>

Alternative:
<https://developers.google.com/speed/pagespeed/insights/> or Gtmetrix.com



Schema - Rich Results

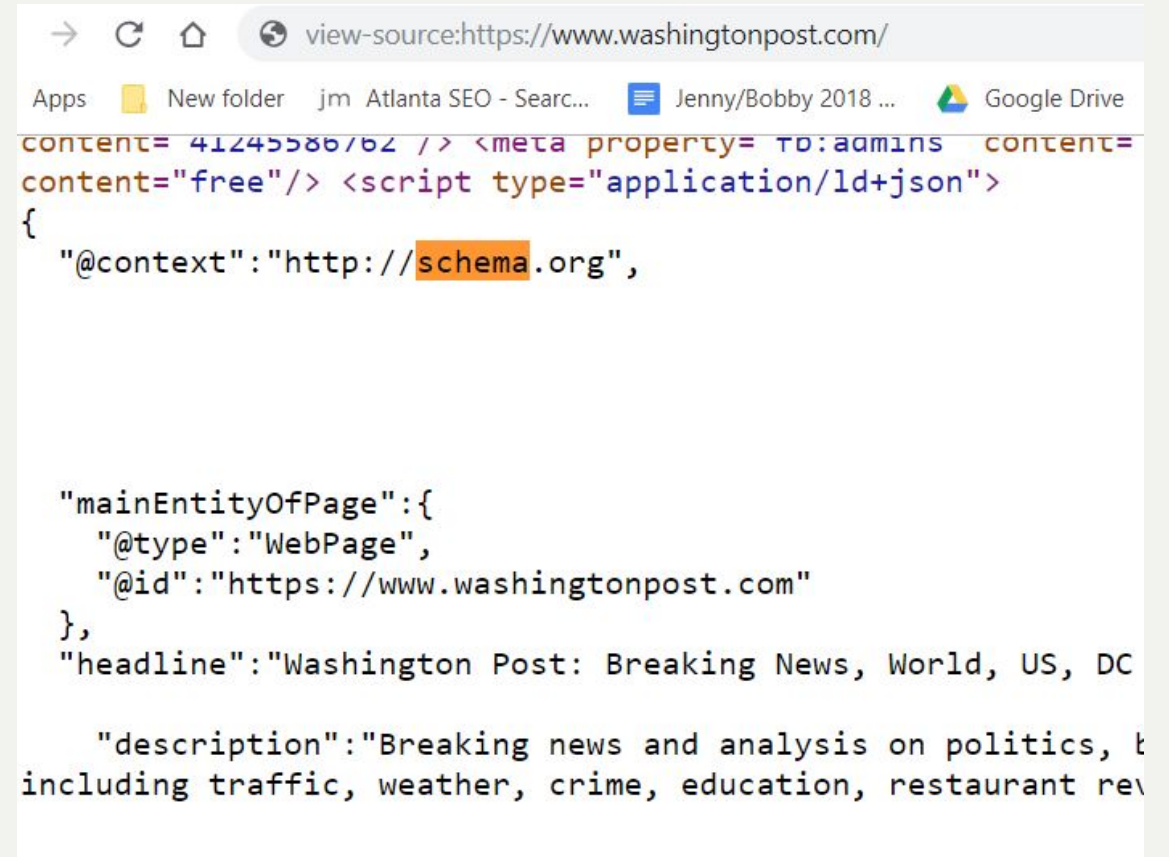
Rich results are experiences on Google that go beyond the standard blue link. Rich results can include carousels, images, or other non-textual elements.



Schema - Rich Results

Schema Markup:

Used to tag entities in your pages' content: Organization (logo), Sitelinks, Breadcrumbs, Articles, Local Businesses, Recipes, Events, Software Applications, Products, Reviews, etc.

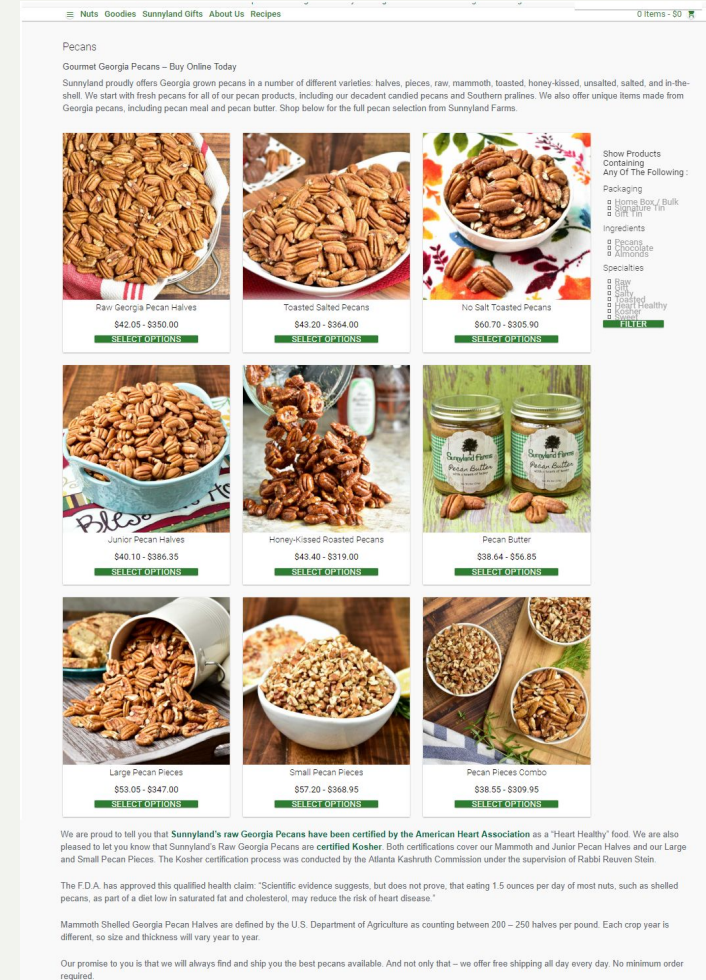


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view-source:https://www.washingtonpost.com/  
Apps New folder jm Atlanta SEO - Searc... Jenny/Bobby 2018 ... Google Drive  
content= 41245586/62 /> <meta property= to:admins content=  
content="free"/> <script type="application/ld+json">  
{  
  "@context":"http://schema.org",  
  
  "mainEntityOfPage":{  
    "@type":"WebPage",  
    "@id":"https://www.washingtonpost.com"  
  },  
  "headline":"Washington Post: Breaking News, World, US, DC  
  
  "description":"Breaking news and analysis on politics, b  
including traffic, weather, crime, education, restaurant rev
```

Industry Nuances: Ecommerce and Local SEO

Ecommerce SEO Best Practices:

- Site architecture and hierarchy
- Keyword-friendly URL structure
- Category and product copy
- Standard on-page SEO elements
- Schema
- Mobile friendly, fast
- Reviews
- Overall site authority and EAT
- Modern buyer benefits: free shipping, fast shipping, free returns



Local SEO Best Practices

Ranking Factors:

- Customer Reviews
- Quality/Authority of Local Citations (NAP)
- Quality/Authority of Inbound Links
- Proximity to Searcher - **Top Factor**
- Google My Business: profile best practices
- Local Business Schema
- A Well-Optimized Site: site speed and technically proficient
- Mobile-first mentality
- Increased monetization predicted

Tools:

<https://search.google.com/search-console/mobile-friendly>

<https://developers.google.com/speed/pagespeed/insights/>

<https://schema.org/LocalBusiness>

		(821)
1. desktop	6,132 (50.87%)	452 (55.05%)
2. mobile	5,207 (43.20%)	307 (37.39%)
3. tablet	715 (5.93%)	62 (7.55%)

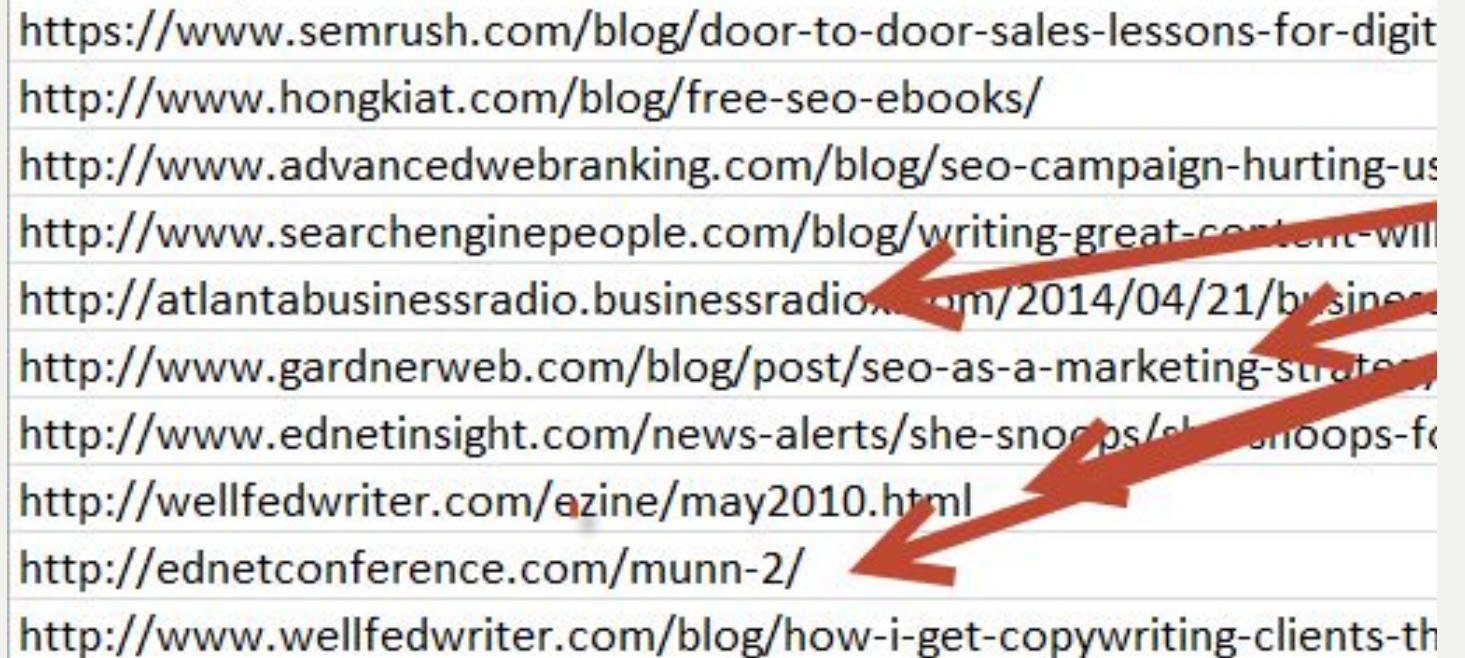
Off-Page SEO

Linkbuilding/Backlinks Overview



Backlinks

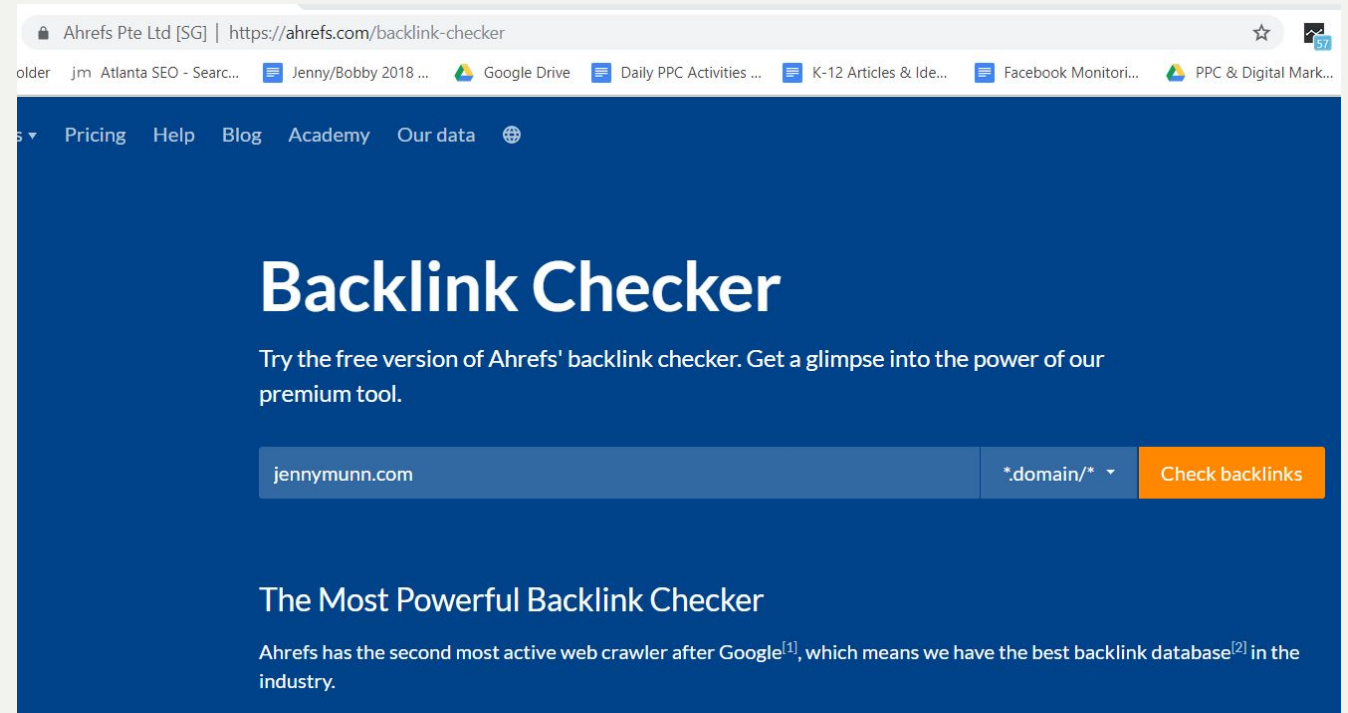
- The most overwhelming tactic for SEO
- Not all backlinks are created equal
- Quality not quantity
- Philosophy: It doesn't hurt to ask
- Follow Up Is Key: "70% of the links we earn are through follow up emails"
- 2019 win: Podcasts, PR



<https://www.semrush.com/blog/door-to-door-sales-lessons-for-digit>
<http://www.hongkiat.com/blog/free-seo-ebooks/>
<http://www.advancedwebranking.com/blog/seo-campaign-hurting-us>
<http://www.searchenginepeople.com/blog/writing-great-content-will>
<http://atlantabusinessradio.businessradio.com/2014/04/21/business>
<http://www.gardnerweb.com/blog/post/seo-as-a-marketing-strategy>
<http://www.ednetinsight.com/news-alerts/she-snoops/she-snoops-for>
<http://wellfedwriter.com/ezone/may2010.html>
<http://ednetconference.com/munn-2/>
<http://www.wellfedwriter.com/blog/how-i-get-copywriting-clients-th>

Favorite Backlink Tools

- Google Search Console
 - For YOUR site
- SEMRush and Ahrefs
 - For competitor sites and your site



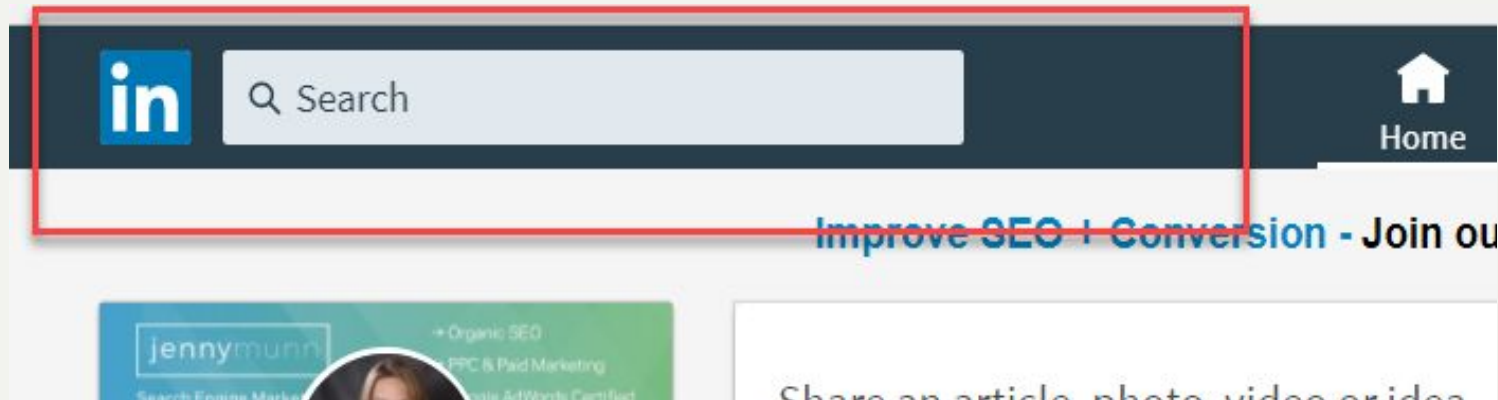
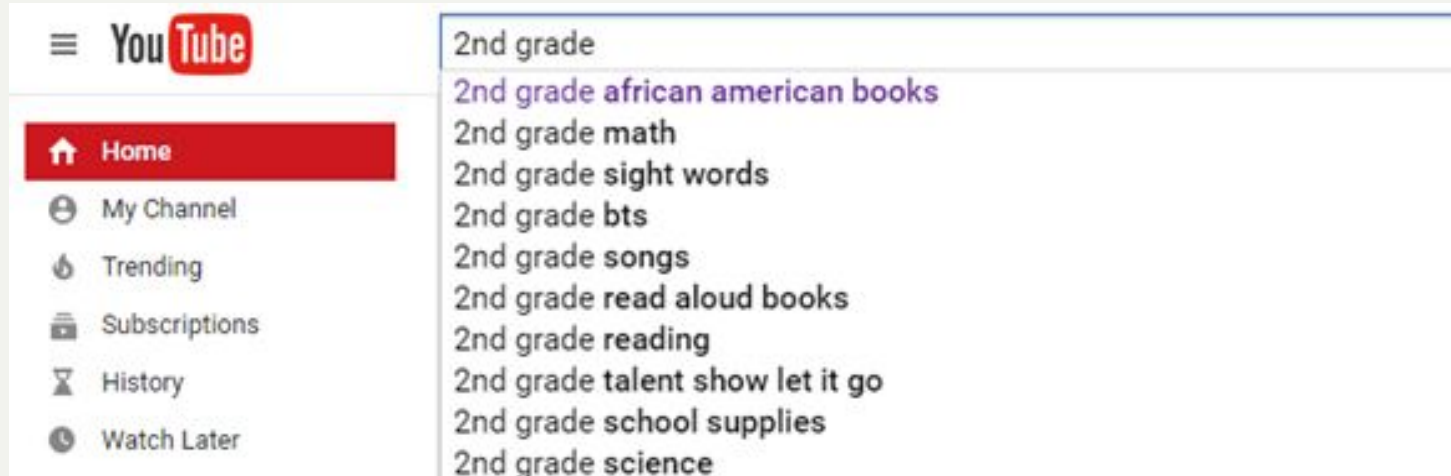
Social SEO

Amplifies discovery, content and message - results in:

- Driving traffic to your site
- Community engagement and shares
- Increased chances for backlinks
- Another place for discovery
- Indexable tweets and social pages

Default Channel Grouping	Acquisition	
	Sessions ? ↓	% New S
	94,967 % of Total: 100.00% (94,967)	7 Av 72.0%
1. Organic Search	52,449 (55.23%)	
2. Generic Paid Search	11,429 (12.03%)	
3. Direct	9,264 (9.75%)	
4. Referral	9,001 (9.48%)	
5. Email	4,649 (4.90%)	
6. Social	3,053 (3.21%)	

Social as a Search Engine



Video SEO

Featured Videos, Video Carousels, and Suggested Clips (where Google targets specific content in a video)

- There are certain niches where video is dominating (e.g., “how to”)
- On-Page: indirect ranking signals - increased dwell time, better UX, increased authority, higher trust, video schema
- Off-Page/YouTube: keyword targeting, intuitive and strategic title and description, tags, CTA and conversions, website traffic, engagement

The image displays two screenshots of Google search results. The top screenshot is for the query "how to teach fractions". It shows search statistics: Volume: 320/mo, CPC: \$1.34, Competition: 0.08. The "Videos" tab is selected, showing "About 26,900,000 results (0.65 seconds)". A featured video from MashUp Math is highlighted with the title "THE COOLEST HANDS-ON FRACTION ACTIVITY EVER!" and a duration of 8:54. The bottom screenshot is for the query "how to tile a floor youtube". It shows "About 37,400,000 results (1.18 seconds)". A video player is shown with a suggested clip of 26 seconds. The video title is "RONA - How To Lay Floor Tiles - YouTube" with the URL <https://www.youtube.com/watch?v=ZOczr9WCVig>.

Trends

Smart Speakers vs Device Voice Assistants

Voice Search (or voice optimization for virtual assistants) versus voice as a marketing channel

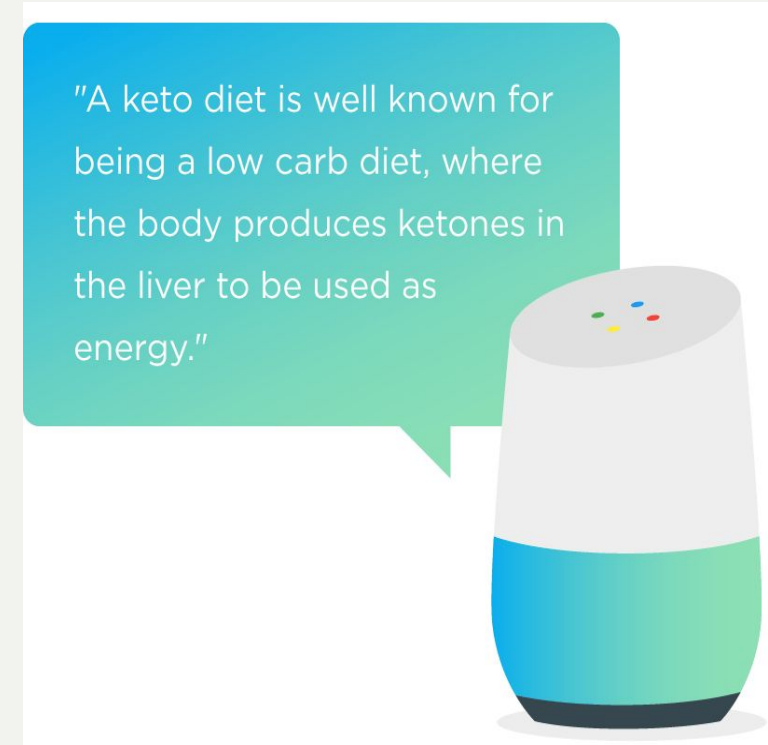
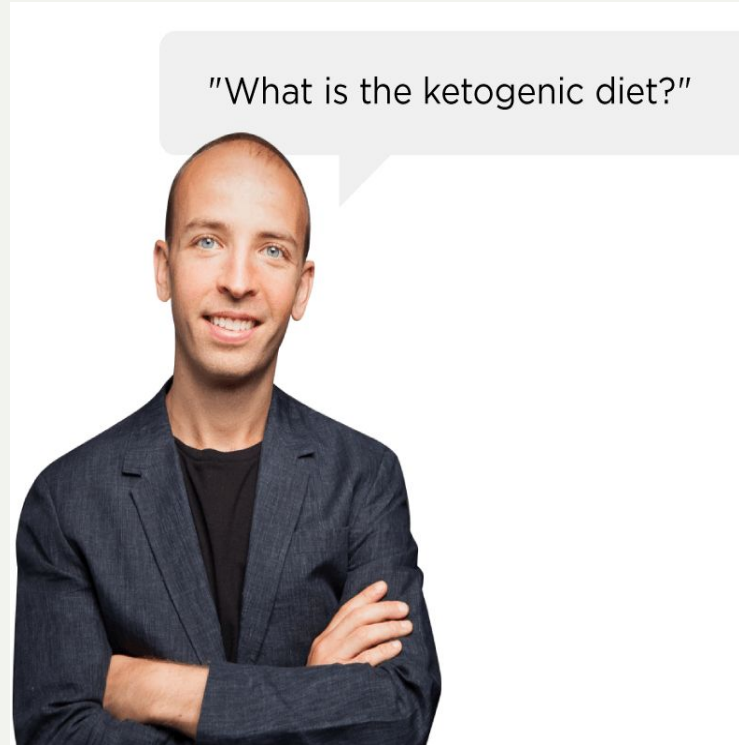
Voice marketing - Alexa Skills, Alexa Flash Briefings,

Voice search budgets - currently mostly about optimizing content for SEO and featured snippets



Voice Search

1. Authority and History:
Ranking on the first page will be critical
2. Schema: Keywords that generate rich results (like a featured snippet) are present
3. Content: Q&A style -
literally write and include the question and answer on the page



Credit: backlinko.com

Voice Search

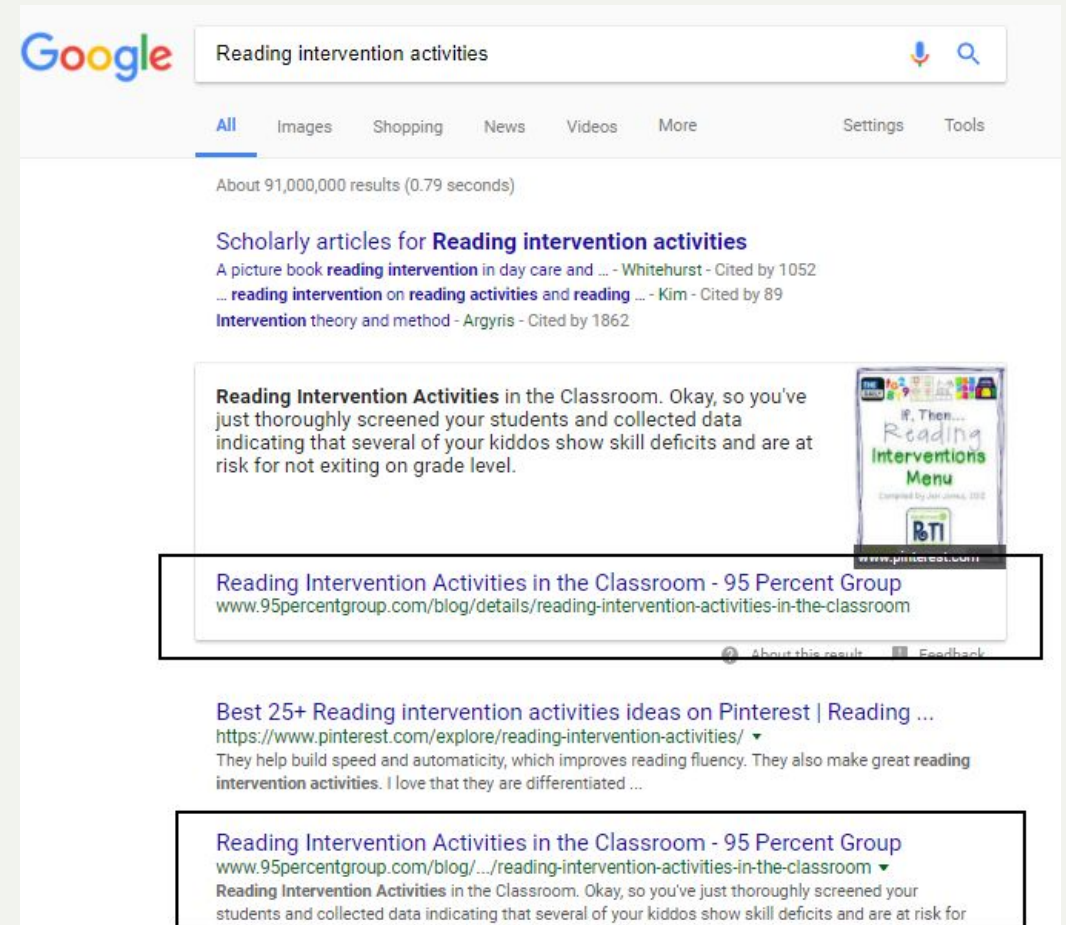
1. **Important for Local and Informational queries**
in your car, on the go; think in “Moments”: when do they reach for their phone, how do they speak. Test it and voice search your keywords
2. **Target Long-tail keywords.** Voice search is more informal; consider the extra words that would be included in a voice search (vs a written search)
3. **Consider how people speak.** Voice search queries usually include questions and complete sentences. Web content must be constructed to answer questions vs simply targeting keywords.



Google says 20% of mobile queries are voice searches

Position 0 (Featured Snippets)

- Use a natural, conversational tone in writing your content.
- Answer Questions: “How,” “Does,” “What,” “Best”
- Rank in the first 5 spots
- Identify a common question related to your niche and then provide a clear and direct answer to that question.
- Bottom line:
 - easy to read
 - authoritative answer



Reporting, Tools & Metrics

KPIs and SEO Metrics to Track

GA Gives you website data and reports:

- Website traffic by channels
- Most popular pages
- Device
- Total visits, time on page, bounce rate, etc.

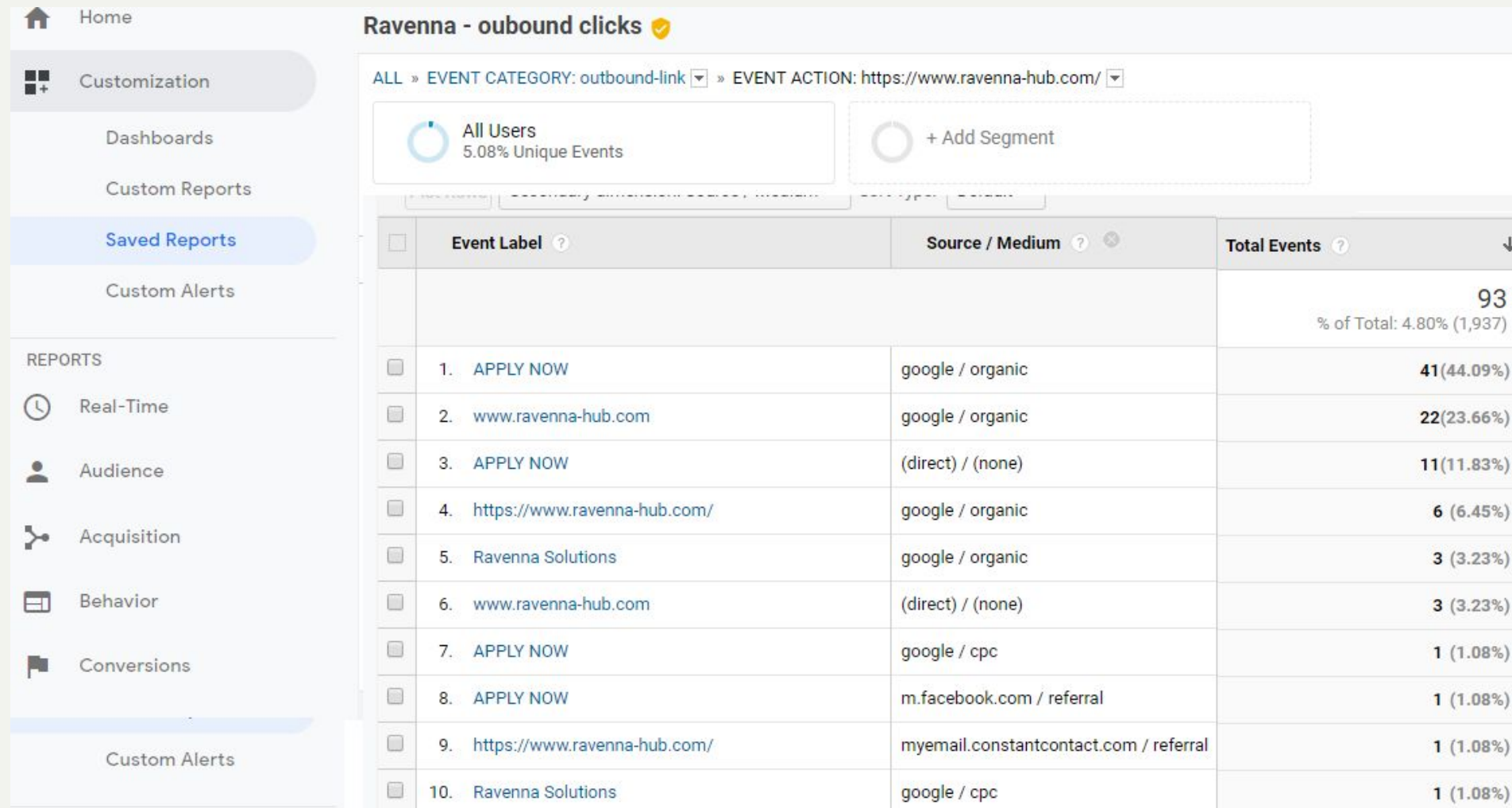


GSC gives you SEO data:

- Top SEO Keywords
- Top SEO Landing Pages
- Backlinks
- 404s and other errors



Google Analytics: Behavior -> Event Tracking



The screenshot displays the Google Analytics interface for the 'Ravenna - outbound clicks' report. The left sidebar shows navigation options: Home, Customization, Dashboards, Custom Reports, Saved Reports (highlighted), Custom Alerts, and a Reports section with Real-Time, Audience, Acquisition, Behavior, and Conversions. The main content area shows the report title 'Ravenna - outbound clicks' with a filter for 'EVENT CATEGORY: outbound-link' and 'EVENT ACTION: https://www.ravenna-hub.com/'. A summary card indicates 'All Users' with '5.08% Unique Events'. Below this is a table of event data.

	Event Label ?	Source / Medium ?	Total Events ?
			93 % of Total: 4.80% (1,937)
<input type="checkbox"/>	1. APPLY NOW	google / organic	41(44.09%)
<input type="checkbox"/>	2. www.ravenna-hub.com	google / organic	22(23.66%)
<input type="checkbox"/>	3. APPLY NOW	(direct) / (none)	11(11.83%)
<input type="checkbox"/>	4. https://www.ravenna-hub.com/	google / organic	6 (6.45%)
<input type="checkbox"/>	5. Ravenna Solutions	google / organic	3 (3.23%)
<input type="checkbox"/>	6. www.ravenna-hub.com	(direct) / (none)	3 (3.23%)
<input type="checkbox"/>	7. APPLY NOW	google / cpc	1 (1.08%)
<input type="checkbox"/>	8. APPLY NOW	m.facebook.com / referral	1 (1.08%)
<input type="checkbox"/>	9. https://www.ravenna-hub.com/	myemail.constantcontact.com / referral	1 (1.08%)
<input type="checkbox"/>	10. Ravenna Solutions	google / cpc	1 (1.08%)

Tip: Google Search Console Data Integration

<div><div>Audience</div><div>Acquisition</div><div>Overview</div><div>All Traffic</div><div>Google Ads</div><div>Search Console</div><div>Landing Pages</div><div>Countries</div><div>Devices</div><div>Queries</div><div>Social</div><div>Campaigns</div></div>	Secondary dimension	Search Query ?	Clicks ? ↓	Impressions ?	CTR ?	Average Position
			894 74.44% (1,201)	42,638 4.54% (50,435)	2.10% % (-11.95%)	30 29 (6.30%) for Vi
		1. sunnyland farms ★ 🚩	525 (58.72%)	1,097 (2.57%)	47.86%	1.5
		2. sunnyland farms coupon ★ 🚩	30 (3.36%)	91 (0.21%)	32.97%	1.0
		3. pecans ★ 🚩	19 (2.13%)	5,820 (13.65%)	0.33%	13
		4. mixed nuts ★ 🚩	17 (1.90%)	2,907 (6.82%)	0.58%	12
		5. sunnylandfarms.com ★ 🚩	17 (1.90%)	24 (0.06%)	70.83%	1.0
		6. sunny farms nuts ★ 🚩	16 (1.79%)	22 (0.05%)	72.73%	1.0
		7. sunnyland farms pecans ★ 🚩	16 (1.79%)	25 (0.06%)	64.00%	1.1
		8. sunnyland pecans ★ 🚩	14 (1.57%)	22 (0.05%)	63.64%	1.0
		9. sunnydale farms ★ 🚩	12 (1.34%)	80 (0.19%)	15.00%	1.5
		10. pecans for sale ★ 🚩	11 (1.23%)	413 (0.97%)	2.66%	6.8

REPORTS

Real-Time

Audience

Acquisition

Overview

All Traffic

Google Ads

Search Console

Landing Pages


Countries

Devices

Queries

Social

Campaigns

**This report requires Search Console integration to be enabled.**

Set up Search Console data sharing

What is Search Console?
Search Console is a free product that provides data and analytics to help improve your site's performance in Google search.

Enabling Search Console data within Analytics
Once you connect a site you own in Search Console to your Analytics property, its data becomes visible in your Search Engine Optimization reports. You can visit the Property Settings page in Analytics account management to change which of your Search Console sites' data you wish to show, and control which views on your Web Property have access to view the data.

How to use Search Console data within Analytics
Search Console provides data about what users see in Google search results before they decide to click to your site (or some other site). You can use this data to identify opportunities and prioritize development effort to increase the number of visitors to your site. Examples:

- Identify landing pages on your site that have good clickthrough rates (CTR), but have poor average positions in search results. These could be pages that people want to see, but have trouble finding.
- Identify search queries (keywords) for which your site has good average positions, but poor click through rates. These are queries for which your pages get attention and improved content could lead to more visitors.

Keyword Tracking/Ranking Tool

Premium: SEMrush Position Tracking tool, Searchmetrics, Moz

Free: Google Search Console

Keyword ↕	SERP Features	Positions		URL	Vol. ↕
		4 Mar ↕	Diff ↕		
17. private schools in roswell ga	📍 ★ 🔗 📄	📍 3	0	https://highmeadows.org/ 🔗	40
18. private school roswell ga	📍 ★ 🔗 📄	📍 3	0	https://highmeadows.org/ 🔗	40
19. reggio emailia school	📍 ★ 🔗 📄 🎓	📍 4	↑ 1	https://highmeadows.org/ 🔗	n/a
20. east cobb progressive school	📍 ★ 📄	4	0	https://highmeadows.org/ 🔗	n/a
21. roswell ib school	★ 📄 🎓	4	↓ 1	https://highmeadows.org/ 🔗	n/a
22. independent school roswell	★ 🔗 📄 🎓 📅	🔗 5	0	https://highmeadows.org/ 🔗	n/a
23. private middle school	📍 🔗 📄	🔗 6	0	https://highmeadows.org/ 🔗	10
24. ib kindergarten	★ 🔗 📄 📅 📄	6	↑ 1	https://highmeadows.org/academ...calaureate-pyp/ 🔗	10

Closing

Recap: SEO Tools and Resources

Resources and Links:
jennymunn.com/ama

- Search Engine Journal - newsletter/blog
- Google's Quality Raters Guidelines
- Moz's Beginner's Guide to SEO
- AMA Training: SEO 2-day -
<https://www.ama.org/events/seo-for-marketers-strategies-tactics-and-trends/>

September 10-11, 2019

SEO for Marketers:
Strategies, Tactics and
Trends

Chicago, IL

[REGISTER NOW](#)

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Q&A/Thank You!

Resources and Links:
jennymunn.com/ama

#AMABootcamp

Website: jennymunn.com

LinkedIn: linkedin.com/in/jennymunn

Twitter: [@jennymunn](https://twitter.com/jennymunn)

Instagram: [jen_munn](https://instagram.com/jen_munn)