

BRIGHTEDGE

01

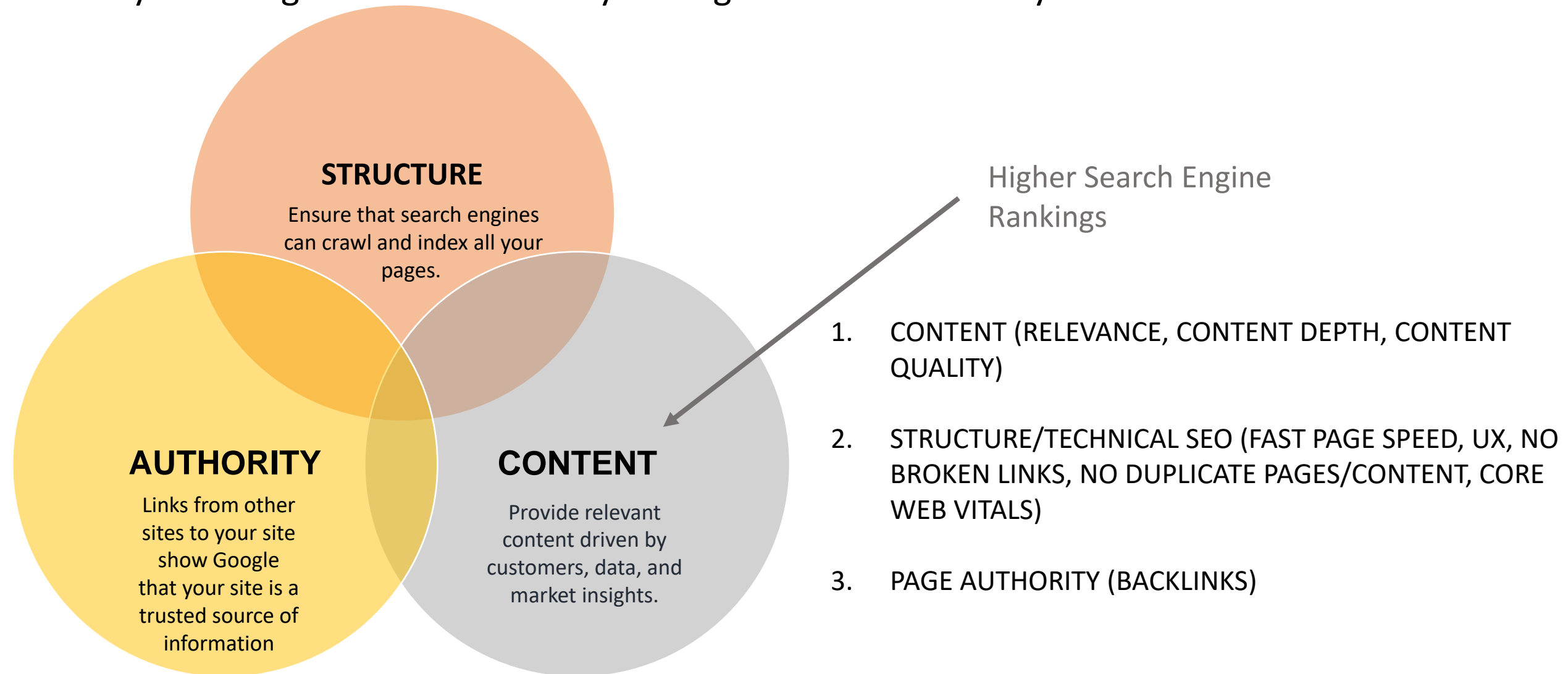
## GUIDE TO SEO – HOW TO IMPROVE YOUR SITE'S ORGANIC VISIBILITY

# 4 PILLARS OF SEO

		GOAL	HOW BRIGHTEDGE HELPS
1	EXISTING CONTENT OPTIMIZATION OPPORTUNITIES	Add or update keywords to help optimize the content already published on your site	Content Research (Data Cube) & On-Page Recommendations
2	NEW CONTENT CREATION OPPORTUNITIES	Identify and target your audience, create new content, and drive more visitors to your site	Content Research (Data Cube & Instant)
3	TECHNICAL OPPORTUNITIES	Make your site search engine friendly so it's easily found and tells search engines what you offer	Site Audit (Content IQ & Instant)
4	ESTABLISH SITE AUTHORITY	Build trust with search engines and be considered authoritative	Backlinks & Autopilot*

# THERE ARE 3 KEY FACTORS TO SEO

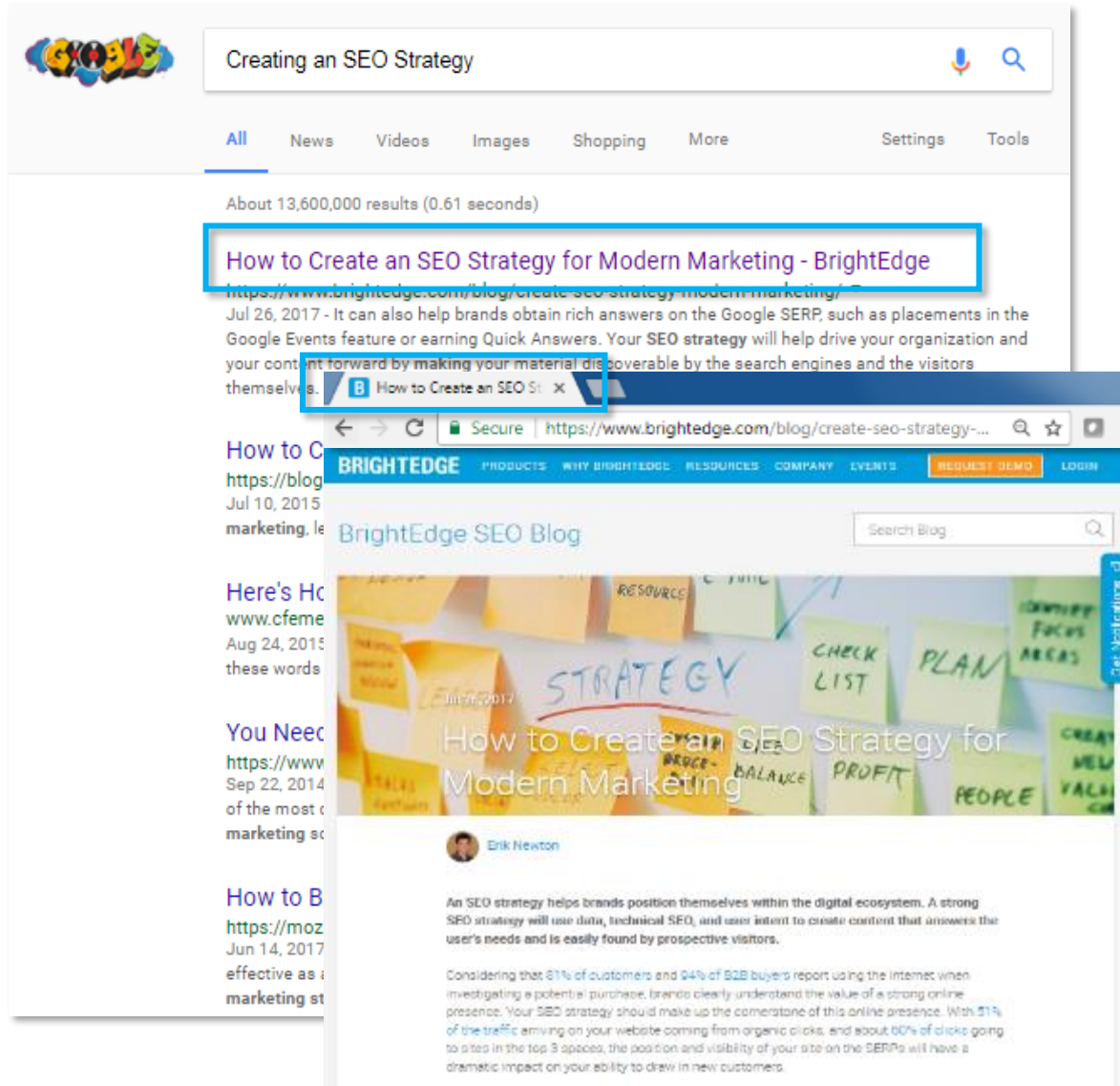
They work together to maximize your organic search visibility.



# EXISTING CONTENT OPTIMISATION



# ON-PAGE OPTIMIZATION: TITLE TAGS



## Why is it important?

Title is the **most important** on-page ranking factor and is the main text that describes an online document.

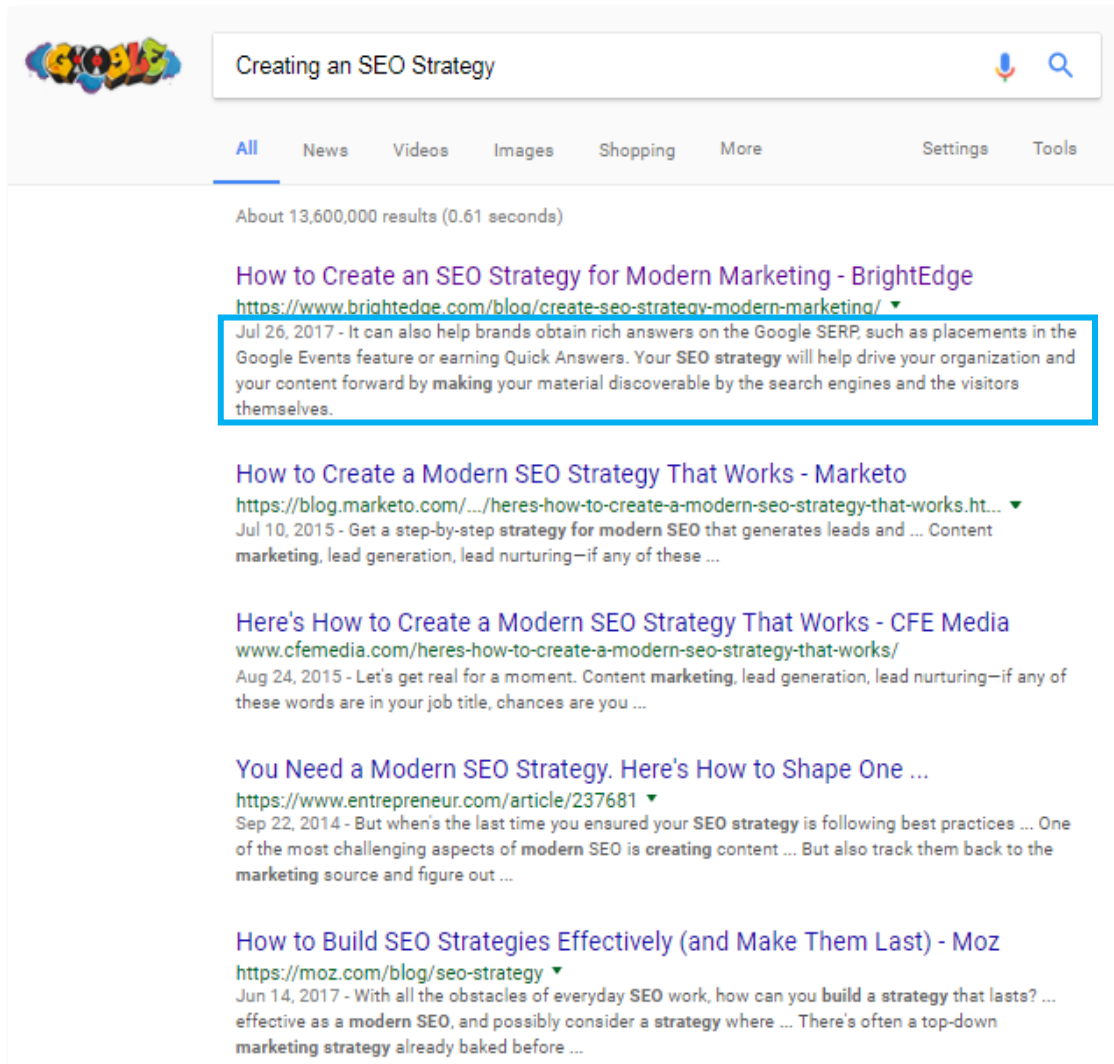
## What it looks like in the source code:

```
<title>How to Create an SEO Strategy for Modern Marketing</title>
```

## Recommendation

- Use rich keyword phrases that best describe the web page
- Make them unique for each page and use a strong CTA (Call to Action) based on buyer intent
- Try to keep them around 55-65 characters long

# ON-PAGE OPTIMIZATION: META DESCRIPTION



## What is it?

A description of what your web page is about. It will also show up as the page summary on the SERP.

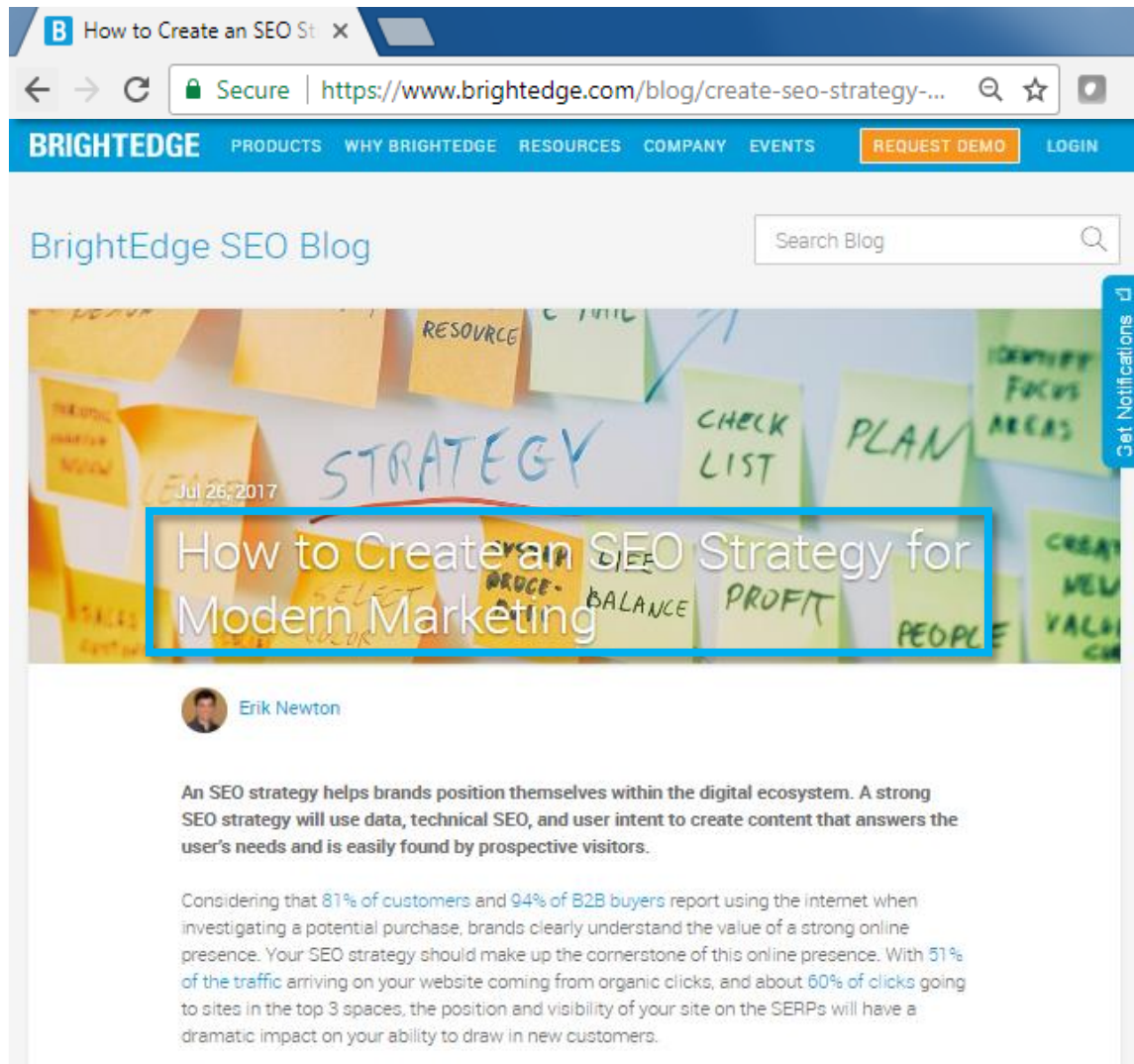
## Why is it important?

An engaging and descriptive meta description will attract more clicks when your pages shows up in search results. Think of it as a mini ad.

## Recommendation

- Include strong call-to-actions
- Make sure keyword is included early in the first line
- Make them unique for each page
- Try to keep them around 120-150 characters long

# ON-PAGE OPTIMIZATION: HEADER TAGS



## What is it?

On-page HTML tags are located within the body copy that identify the most important text on the page. The H1 is the headline of the page. There are 6 header tags, ranging from H1 (the most important) to H6 (least important).

## What it looks like in the source code:

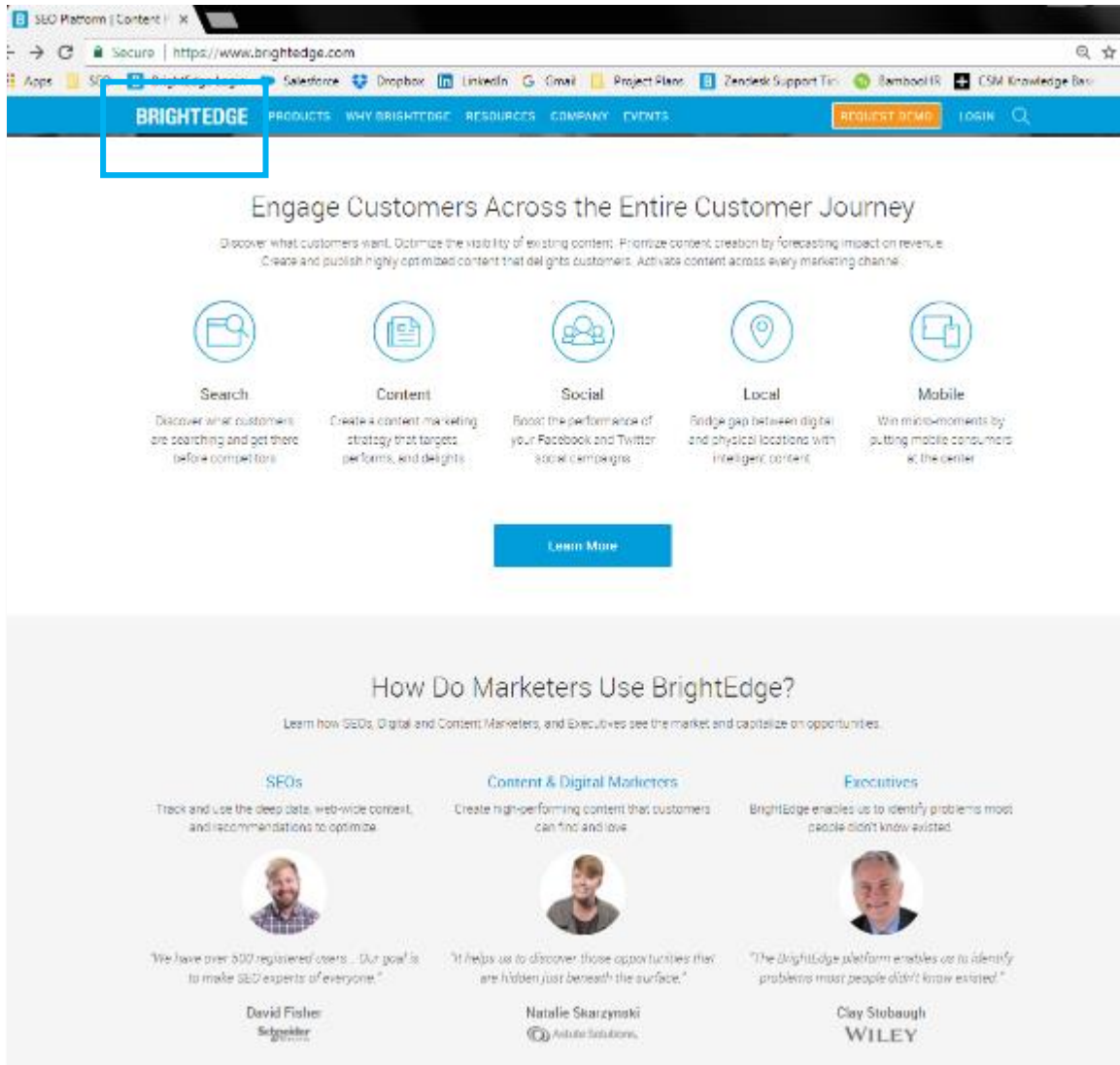
```
<h1 class="entry-title">How to Create an SEO Strategy for Modern Marketing</h1>
```

## Recommendation

- Use H1 only once per page
- Make sure the H1 is keyword rich and unique
- You can use H2 and H3 tags multiple times, but keep them unique from page to page
- Keep header tags in order



# ON-PAGE OPTIMIZATION: IMAGE ALT TAGS



## What is it?

An image tag tells the web page to display an image. Image alt tags include an alt attribute with text describing the image. The search engines read the text in the alt attribute to help them understand what the image is about, and that helps them understand what the page is about.

## What it looks like:

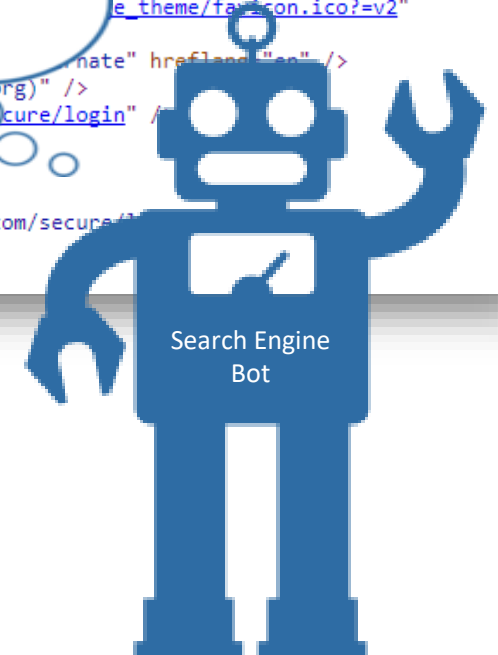
```
<a class="logo"href="http://www.brightedge.com/"> <img alt="BrightEdge">
```

## Recommendation

- Use your primary keyword in the alt attribute
- Don't stuff the alt attribute with keywords



# SEARCH ENGINES READ, THEY DON'T SEE



# INTERNAL LINKS



```
<a href="https://www.brightedge.com/products/s3/keyword-reporting">Keyword Reporting</a>
```

## What is it?

**Internal links** are links that go from one page on a domain to a different page on the same domain. They are commonly used in main navigation within a site.

## Internal links are often useful for several reasons:

- To allow users navigate a website
- To help establish information hierarchy for the given website
- To help spread link equity across a website
- To use as a "soft conversion" CTA for top-of-the-funnel content

# ANCHOR TEXT



## What is it?

**Anchor text** is the visible text on a page that can be clicked on and links to another page. In the example to the left, the login page has is an internal link to another section on the BrightEdge site. The anchor text that can be seen, “Content Performance”.

## What it looks like:

The anchor text comes after the link in the source code.

```
<a href="https://www.brightedge.com/products/s3/keyword-reporting">Keyword Reporting</a>
```

```
<a href="https://www.brightedge.com/products/s3/keyword-reporting">Keyword Reporting</a>
```

# AVOID POOR QUALITY & DUPLICATE CONTENT



February 23rd, 2011

The **Google Panda update** targeted sites with:

- Bad, shallow, or poor content
- Significant duplicate content
- Scraped content from other sites
- Machine-generated content
- Doorway sites

The site-wide penalty concept was introduced.

Post-Panda world thoughts:

- Keep a watchful eye on how and how many pages you are creating on your site (follow best practices)
- Question your existing content strategies to ensure they do not violate these rules
- Be proactive if you notice bad or duplicative content on your site

# CONTENT WRITERS SEO CHECKLIST

☐

## **Identify primary keyword for content**

- Use Data Cube to research opportunities

☐

## **Is the keyword term incorporated within the Title Tag?**

- Title Tag [ keyword | Brand ]

☐

## **Is the Title Tag within the recommended character limit?**

- [Roughly 60 including spaces]

☐

## **Is the keyword term included within the Meta Description?**

- Meta Descriptions are not indexed but drive CTR. Include unique value proposition and copy - keep within 140-165 characters.

☐

## **Is the keyword term incorporated in the H1 Tag?**

☐

## **Is the keyword term strategically used within the body copy?**

- No more than 10 times on standard page

☐

## **Are internal links included within the body copy?**

☐

## **Do links include optimized anchor text?**

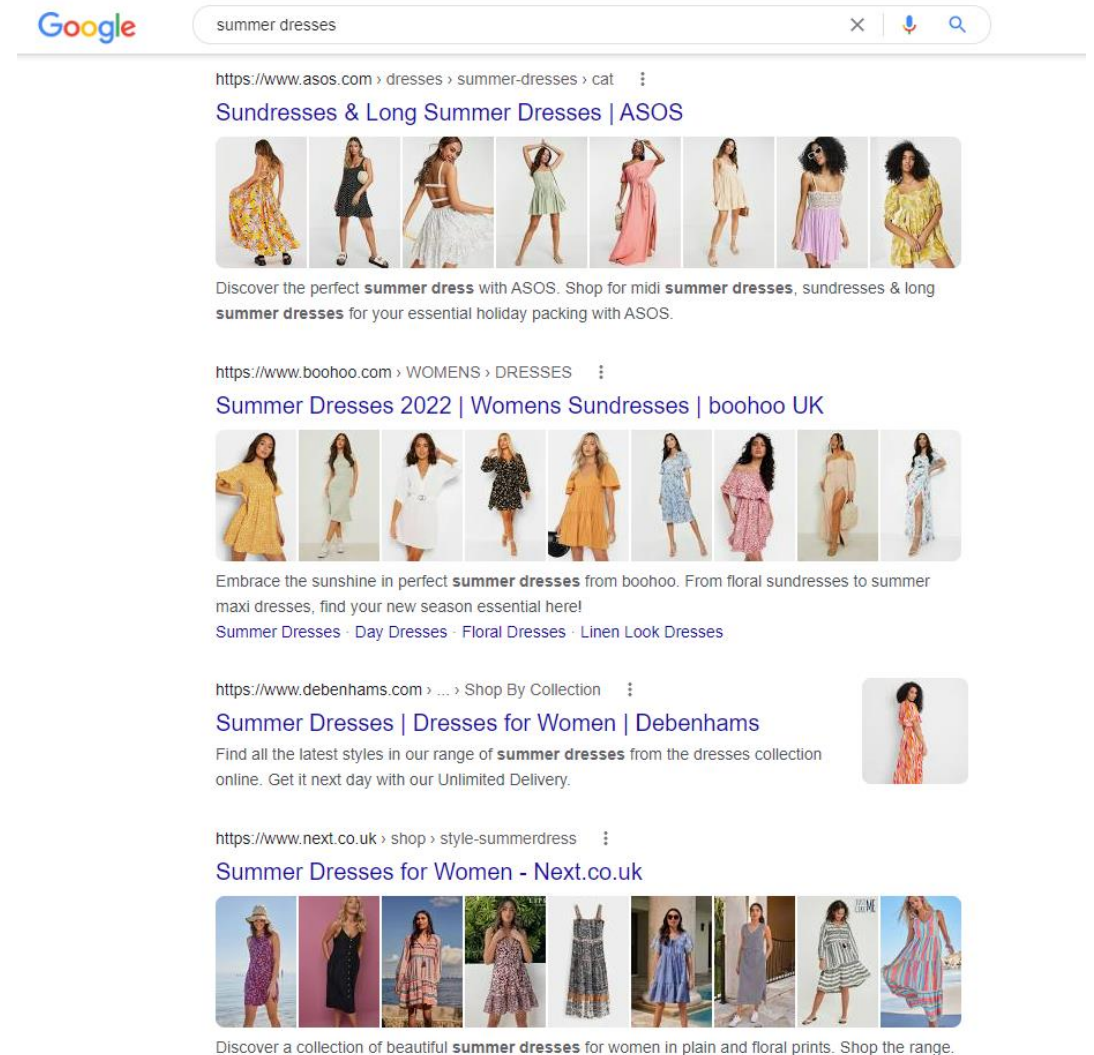
- Anchor text should use primary keyword term of page it's linking to

☐

## **Does alt image copy include keyword term for any images on the page?**

# BUT... OTHER FACTORS WILL STILL IMPACT CONTENT RANKINGS

- In Hyper competitive environments – especially eCommerce there may still be other factors that will influence content performance
- Everyone on page 1 is likely to have meta data optimized and good usage of semantic keywords on their page
- Product availability and depth, reviews, blogs/inspiration content, page speed, technical debt or backlink profile
- These aspects can take longer for a customer to develop depending on their resources
- Thinking outside of the box for keywords to target and continued long term improvements are key



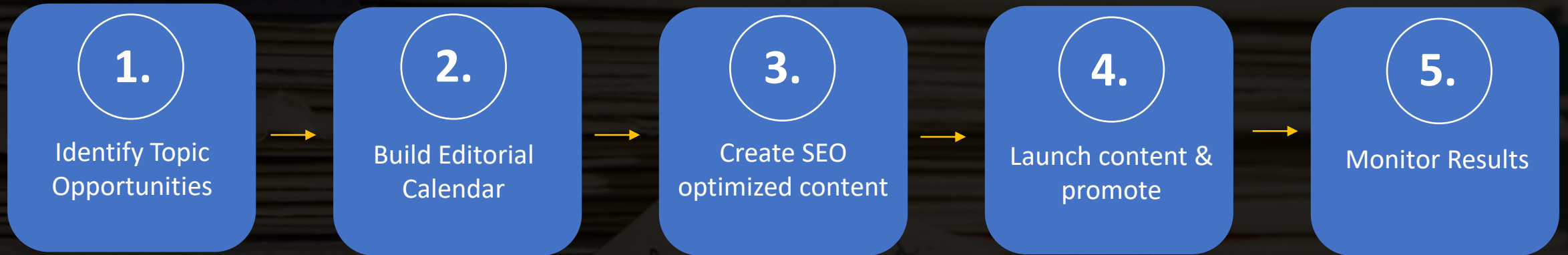


# NEW CONTENT IDENTIFICATION AND CREATION





# CONTENT CREATION PROCESS



**Google doesn't want to see a stagnant website – new content should be regularly created and comes in many forms!**

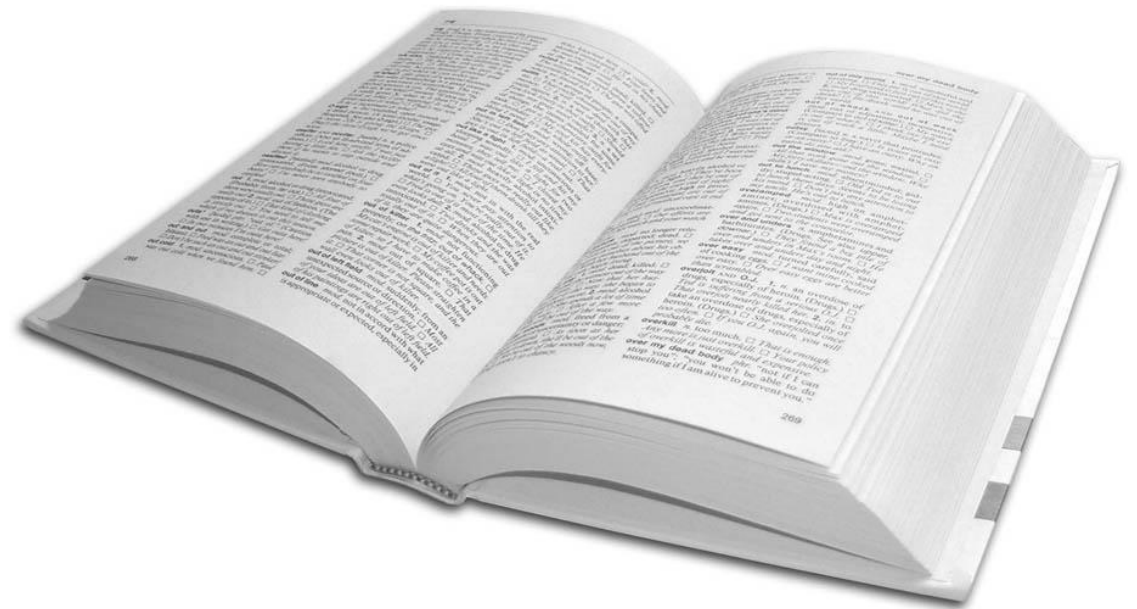
# CREATING ENGAGING CONTENT WITH SEO IN MIND

1. **Prioritize profitable topics** – Identify the 1-3 keywords or keyword phrases that relate to your topic
2. **Tune content to your audience** – Write for people first, then the search engines second. Balance informative content for the human reader with keyword placement
3. **Ensure Page is optimized properly** – intentionally structure your piece with your priority keywords within the on-page tags
4. **Keep readers clicking** – Ensure you have interlinking from your content to other related topics within your site
5. **Keep published content optimized** – Track content performance and optimize accordingly



# Keyword research: What and Why

- Keywords are still the way that people find content on Google
- Keyword research gives you insight into demand for content and products
- It enables you to target your content properly, providing you with data to make decisions



# Define a Target for Each Page

## Primary Keyword

The primary keyword is the focus or purpose of the page. It should be unique only to this page.

## Secondary Keyword

The secondary keyword is closely related to the primary keyword and can be found within the copy including sub-headlines and the body text.

## Supporting Keywords

Google-friendly writing is dependent on demonstrating a balance between keywords and everyday language. This means that your content should be written in such a way that it flows naturally. Keywords should naturally come up in your content so that you don't have to stuff your content at the last minute. One way to do this is by identifying semantically related keywords to your primary keyword target.

# KEYWORD RESEARCH FACTORS



## RELEVANCE

- Is your content and website addressing a need for this keyword?
- Would a user expect to land on your site after searching for this keyword?



## SEARCH VOLUME

- High search volume indicates higher potential visits, but may also indicate higher ambiguity (for example “holidays” vs “luxury holidays in Maldives”)



## USER INTENT

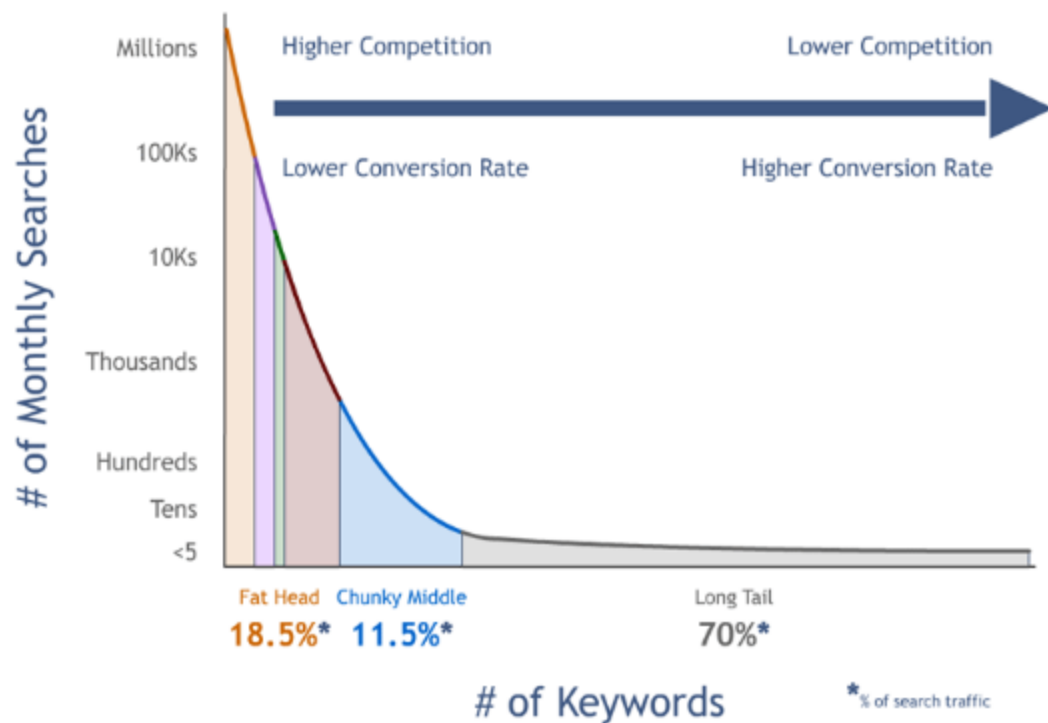
Is the user looking to purchase, learn, or be entertained?



## LONG TAIL VS HEAD TERMS

- Long tail terms offer lower search volume, but higher relevance; head terms offer higher potential visits, but lower relevance
- Head terms: High competition
- Long tail: Low competition

# HEAD & TORSO KEYWORDS



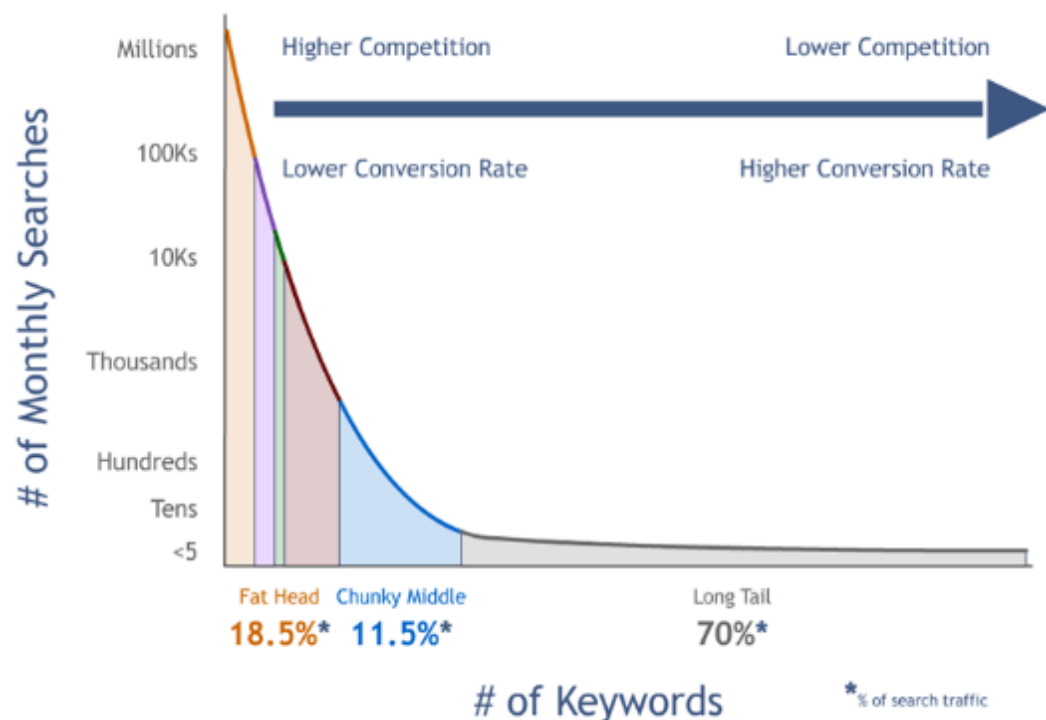
## Head & Torso Terms:

- Typically 1-3 words in length
- Topically more general in nature
- Individually receive large volumes of traffic
- **Examples:** Yellow Dresses, Kitchen Cabinets, Online Degrees

## Recommendations:

- Optimize elements on your page like Page Title, H1, URLs, and internal linking with head and torso terms
- Focus your back-linking efforts on these type of terms to get the most bang for the buck... but choose wisely on keywords to go after by considering how competitive the keyword is
- Track these terms using BrightEdge and use ranking information to optimize for terms that rank between 11-30 to see quick wins
- Look in your web analytics platform for revenue data for your keywords to help choose which keywords to focus your efforts on

# LONG-TAIL KEYWORDS



## Long Tail Terms:

- Three+ words in length
- Tend to be much more specific
- Receive smaller volumes of traffic
- **Examples:** Yellow BCBG Ruffle Dresses, Cherry Wood Thomasville Kitchen Cabinets

## Recommendations:

- Focus on generating really good content that contains longer variations of head and torso terms
- Use competitor keyword information from BrightEdge to understand what specific topics you should include either within existing content or new content
- Given the amount of traffic that one long tail keyword provides, you do not need to focus on backlinking for long tail terms, unless you know a certain keyword is really driving a lot of revenue



# ANATOMY OF A PAGE – basic on page optimization

## Title and Description

- ❑ Include main keyword **at start** of title, if possible. Common practice is to include a | “pipe”, and a variation/brand term
- ❑ Meta description is not a ranking factor, but can be used to influence CTR. Should be appealing to users

## The "Perfectly" Optimized Page

(for the example keyword phrase "chocolate donuts")

**Page Title:** Chocolate Donuts | Mary's Bakery

**Meta Description:** Mary's Bakery's chocolate donuts are possibly the most delicious, perfectly formed, flawlessly chocolately donuts ever made.

**H1 Headline:**  
Chocolate Donuts from Mary's Bakery

**Image Filename:**  
chocolate-donuts.jpg

**Photo of Donuts  
(with Alt Attribute):**  
Chocolate Donuts

**Body Text:**

\_\_\_\_\_chocolate donuts\_\_\_\_\_

\_\_\_\_\_donuts\_\_\_\_\_

\_\_\_\_\_chocolate donuts\_\_\_\_\_

\_\_\_\_\_chocolate donuts\_\_\_\_\_

\_\_\_\_\_donuts\_\_\_\_\_

\_\_\_\_\_chocolate\_\_\_\_\_

\_\_\_\_\_chocolate donuts\_\_\_\_\_

\_\_\_\_\_chocolate\_\_\_\_\_

\_\_\_\_\_chocolate donuts\_\_\_\_\_

\_\_\_\_\_chocolate donuts\_\_\_\_\_

\_\_\_\_\_chocolate donuts\_\_\_\_\_

\_\_\_\_\_chocolate donuts\_\_\_\_\_

## Header elements

- ❑ Include main keyword in <h1>
- ❑ Include variations in <h2> to <h6>

## Images

- ❑ The image's "alt attribute" can be optimized, include the head term and variations in additional images

## Body text

- ❑ Include the keyword, but be natural
- ❑ Avoid keyword over-stuffing
- ❑ Include semantic variations (more details later)

## URL

- ❑ If you can change, include the head target keyword as near to the start of URL as possible
- ❑ Use "-" as a word separator

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

# ANATOMY OF A PAGE – Advanced

## Content format fits the user intent

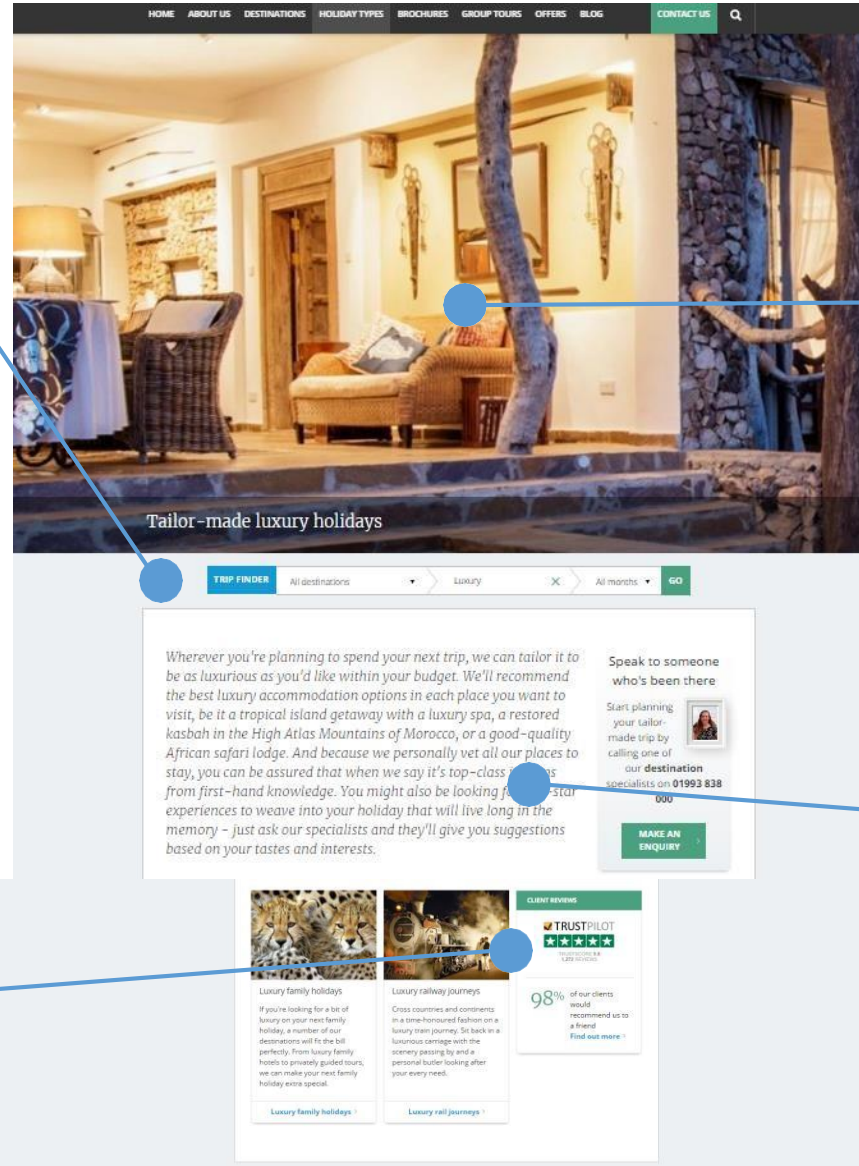
- ❑ Users searching for “holidays in Maldives” probably don’t want a whitepaper

## Social sharing

- ❑ Sharing, **if relevant**, is encouraged throughout copy
- ❑ Sharing is made easy, and features **relevant** social networks

## Trust signals

- ❑ Content is trust-worthy, and can prove it



## Uniquely valuable and relevant

- ❑ Page offers everything the user needs to know about the topic
- ❑ Talks about related niches and topics in a relevant way (semantic SEO)

## Fantastic UX

- ❑ Content is broken into logical, bite-sized sections
- ❑ Clear layout and navigation
- ❑ High quality visuals
- ❑ Easy to use and enjoy

# KEY THINGS TO INCLUDE WHEN BUILDING NEW CONTENT

Helpful web content brief  
template when creating  
each piece of content

<div>What is the page about?</div> <div>One sentence summary</div> <div>Keyword phrases</div> <div></div> <div></div> <div></div> <div></div> <div></div> <div>Page responsible</div> <div>A person not a function</div>	<div>What is the goal of the page?</div> <div>Business goal</div> <div>How is the goal to be measured?</div> <div>KPI</div> <div>Who is going to visit it?</div> <div>User group/Target audience/Persona</div> <div>Why will they visit?</div> <div>What helps fulfill the user's goal?</div> <div>Go!</div> <div>No Go!</div>
--	--

# SUMMARY

- Googles tells us in many ways that Content is King when it comes to SEO optimization via its guidelines and algorithm updates.
- When building new content, keyword research is imperative, but it needs to be part of a wider content strategy, taking into consideration user intent
- Search engines do not see the same content the end user will see so we must make it as clear as possible to Google what the content is about while also balancing the content for the human reader
- New content creation and existing content optimization are both ongoing and iterative cycles, that need to be closely monitored in order to measure the success



Search...

# Technical SEO



# HOW DO SEARCH ENGINES WORK?

## Step 1:

Crawl Links and Web Sites



Search engine bots crawl through the World Wide Web to find new websites based on the text on the website or links to websites

## Step 2:

Index and Cache Web Pages



As bots find pages on the web, they decide whether or not they want to include that web page within their index based on their own set of criteria

## Step 3:

Apply Ranking Algorithm



Once a search engine has built up its index, it will rank the pages according to the relevancy to the search keyword and serve up the best results on SERP



# 1. Help Search Engines find your page – crawling and indexing

## Definitions

- **Crawl** Search engines are nothing more than sophisticated computer programs. These programs follow links on websites to learn about the site's theme, to identify the type(s) of content living on the site, and to discover sites that are both linking to the site, and to which the site is linking.
- **Index** Google puts all accumulated information into an index, much like an old-school rolodex. This information can be quickly pulled and delivered in search results when someone is searching for a relevant topic

## How Crawling & Indexing Impact Rank

- Some technical site components can impede the ability of a search engine crawler/spider/bot to discover all site content
- A crawler is taking much more into consideration than just page topic. It is also documenting key user experience elements like speed and ease of interaction. Your site will be delivered above or below content from competing websites based on many important components.



# Crawlability and indexing

IF SEARCH ENGINES CANNOT 'SEE' YOUR WEBSITE, IT CANNOT RANK

## Elements that prevent Google from seeing pages on a site

- Nofollow

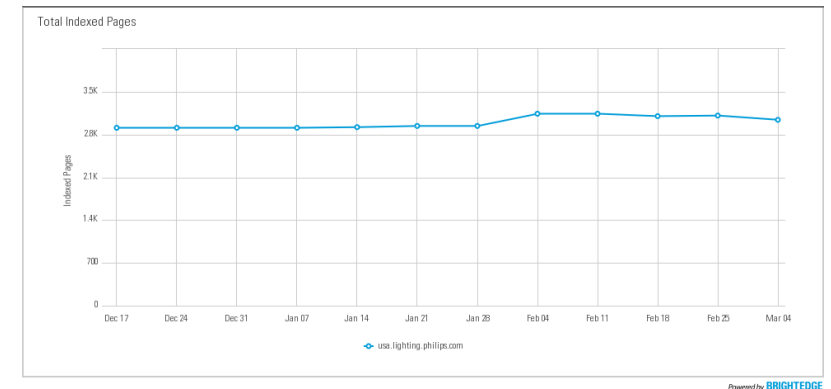
“Engines, I created this link but don't influence the ranking of the target site

“Or...although I stayed at a B&B, it doesn't mean I only like B&B's, I prefer a good hotel

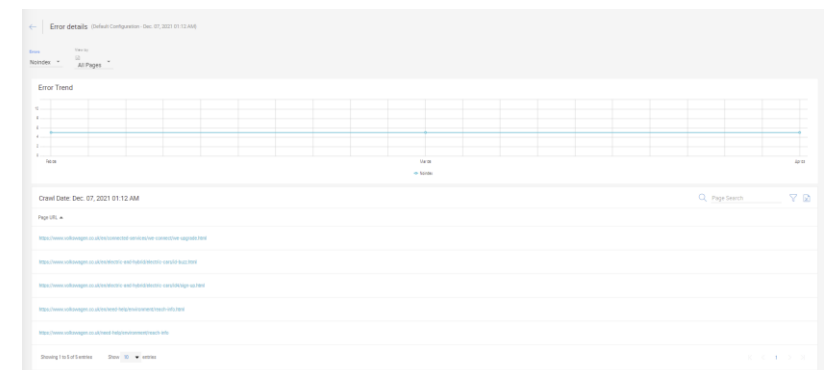
- Noindex

“Bots, please don't index this page. I don't want it to rank

## How can we monitor this in Brightedge



Site Report >> Report – Total Indexed Pages



Site Audit

# Crawlability and indexing

IF SEARCH ENGINES CANNOT 'SEE' YOUR WEBSITE, IT CANNOT RANK

## Elements that prevent Google from seeing pages on a site

- 4xx errors

“ Caused by the client (e.g. a dead page exists because of a change a URL)

- 3xx errors

“ Refers to redirects, think of delivering mail to your house

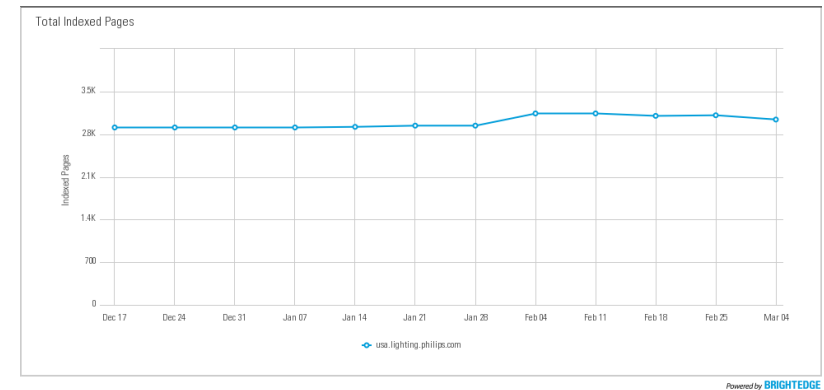
🎯 Moved Permanently - 301

🎯 Moved Temporarily - 302

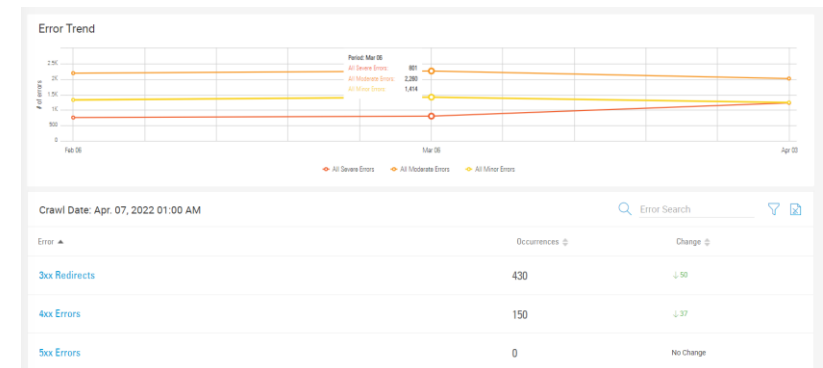
- Redirect chains

“ Postwoman goes to old house, they post it back, then postman goes to neighbor...

## How can we monitor this in Brightedge



Site Report >> Report – Total Indexed Pages



Site Audit

# 1. Help Search Engines find your page – crawling and indexing

## **Other Technical Components That Impact how easy it is for search engines to crawl a site**

- Page Load Time
- Mobile-Friendliness
- Safe Browsing
- HTTPS Security
- No Intrusive Interstitials
- SEO Tags
- Appropriate SURL Structure
- Clean Sitemap
- Server Response Codes
- Custom & Unique Content on Custom & Unique URL Strings
- Strong Internally Linking to 200 Pages
- What do visitors experience if the link doesn't work, or product is out-of-stock?

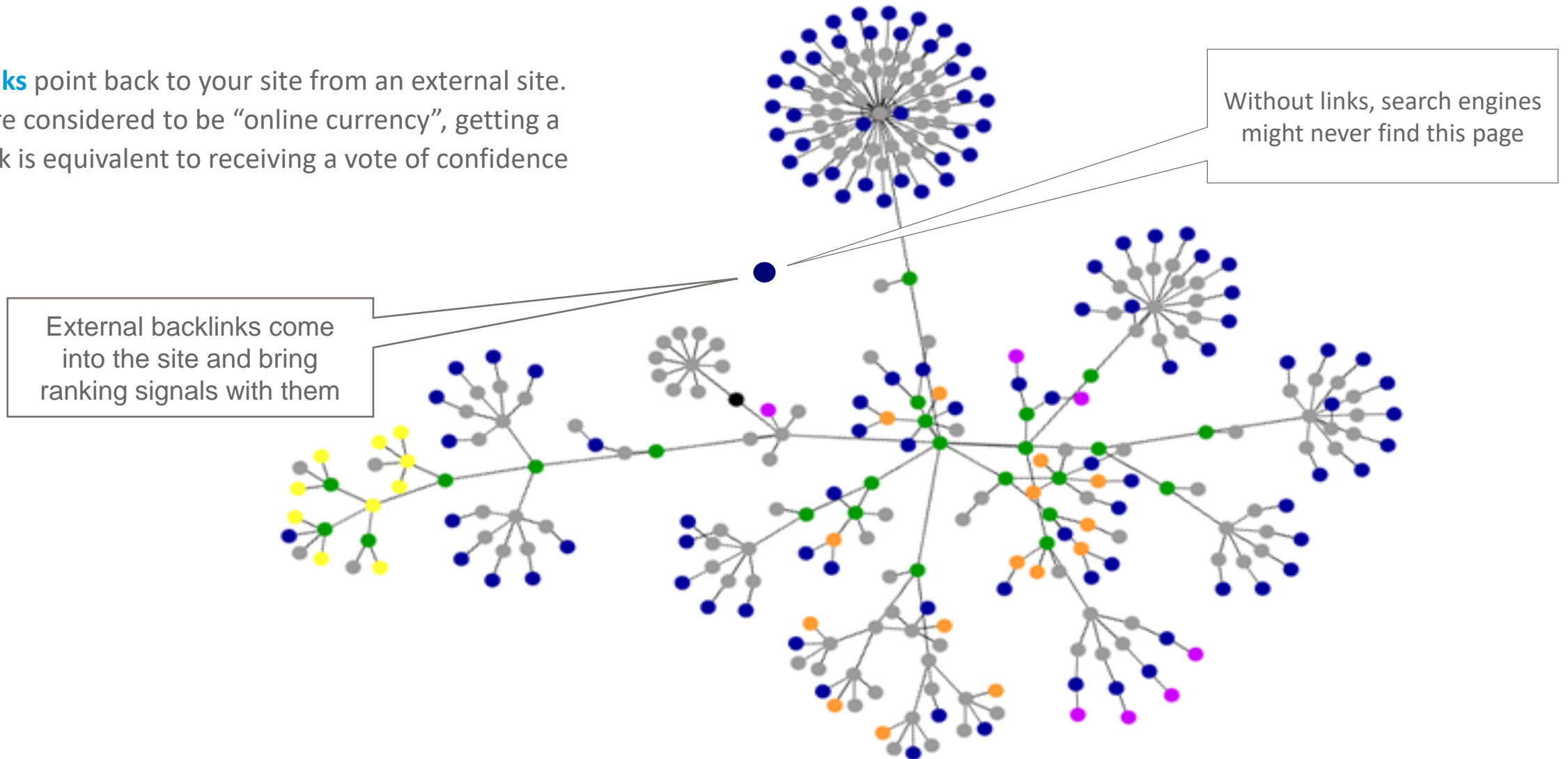
**A lot of these factors may not be controlled by SEO teams, but it is important to be aware that these do impact SEO**

# PAGE AUTHORITY & BACKLINKS



# What are Backlinks?

**Backlinks** point back to your site from an external site. They are considered to be “online currency”, getting a backlink is equivalent to receiving a vote of confidence



# How do I create a backlinking strategy?

## Three key rules:



Understand your current backlinking profile



Be as natural as possible



Use White Hat methods





## BACKLINK ANALYSIS

# Track and Expand Backlinks

*Monitor your backlink profile and  
accumulate backlinks from quality sites*



### 1. Analyze active backlinks and historical activity

- *See a detailed list of referral links to your site, date added, anchor text, and presence of nofollow tags (where applicable)*



### 2. Compare trends vs tracked competitors

- *See the number of Active Backlinks by tracked site over time*



### 3. Discover opportunities for new backlinks

- *Dig into referral links to competitor sites which you don't have*



BRIGHTEDGE

01

# USING BRIGHTEDGE TO IMPROVE YOUR RANKING FACTORS

BRIGHTEDGE CONFIDENTIAL

# Introducing the 4 key pillars to SEO at BE

	GOAL	HOW BRIGHTEDGE HELPS
<b>1</b> CONTENT OPTIMIZATION OPPORTUNITIES	Add or update keywords to help optimize the content already published on your site	Content Research (Data Cube) & On-Page Recommendations
<b>2</b> CONTENT CREATION OPPORTUNITIES	Identify and target your audience, create new content, and drive more visitors to your site	Content Research (Data Cube)
<b>3</b> TECHNICAL OPPORTUNITIES	Make your site search engine friendly so it's easily found and tells search engines what you offer	Site Audit (Content IQ)
<b>4</b> ESTABLISH SITE AUTHORITY	Build trust with search engines and be considered authoritative	Backlinks, Social Engagement

# Keywords

- Track keywords that are relevant to the content on your page
- Think about what your customers would type if they wanted to find the content on your page
- Think about user intent i.e. using their search term, does it seem like they would want to purchase something? Do they want to read an article or blog to find out more? Do they want to compare products?
- Think about/research what Google is prioritizing as the top 10 results for this keyword
- By simply Googling the keyword that you would like to target, identify who is CURRENTLY ranking in the top 10 – i.e. who does Google think has the most relevant content?
- Do the top 10 ranking pages match the page that you have? If so, you can be confident that your page can also appear in the top 10.
- If the top 10 ranking pages are DIFFERENT to your page, that means Google is prioritizing different types of pages than yours, in this case it would be worthwhile re-defining or choosing a different keyword to target

# Keyword Research in BrightEdge

1. Enter the page you want to optimize, in the DataCube search bar
2. View all the keywords which are CURRENTLY ranking for that page
3. Apply filters eg (non branded i.e. keyword does not contain adidas) to refine the list
4. Does the keyword and the intent behind that keyword match the content that is on your page?
5. Think again about keyword relevance, the intent behind that keyword, search volumes, and your realistic chances of appearing in the top 3 or top 10 results on Google

BRIGHTEDGE CONFIDENTIAL

## DataCube (Research > DataCube)

**Content Research** POWERED BY DATA CUBE  
Perform keyword and competitive strategy research based on a Domain, URL or Keyword

Leverage the industry's largest and actionable content repository to develop winning strategies for your business. Jul 2021 - Jun 2022 (Monthly)

United States - English

[Overview](#) [High Ranking Keywords](#) [Long Tail Keywords](#) [Content Strategies](#) [Site Comparison](#) [Filters](#)

94,872 ↑67% Data Cube Score - Search Vol x CTR    198 ↑21% Total Organic Keywords    82 ↑5% Ranked on Page 1    36 ↑9% Ranked on Page 2    30 ↑131% Ranked on Page 3

Applied Filters: Keyword Does not contain adidas Category Equals Regular Web Listing


Month of **Jun 2022** (compared to Month of May 2022)

Keyword	Blended Rank	Blended Rank Change	Page	Search Volume	Category	Previous Blended Rank	Data Cube Score
sneakers tennis	3	8 <span>▲</span>	www.adidas.com/us/women-tennis-shoes	3,600	Regular Web Listing	11	302
women tennis shoes	4	2 <span>▲</span>	www.adidas.com/us/women-tennis-shoes	110,000	Regular Web Listing	6	6,336
tennis sneakers women	5	2 <span>▲</span>	www.adidas.com/us/women-tennis-shoes	3,600	Regular Web Listing	7	125
tennis sneakers womens	6	1 <span>▲</span>	www.adidas.com/us/women-tennis-shoes	3,600	Regular Web Listing	7	108
shoes for tennis women	6	3 <span>▲</span>	www.adidas.com/us/women-tennis-shoes	110,000	Regular Web Listing	9	3,300
shoes for tennis womens	7	1 <span>▲</span>	www.adidas.com/us/women-tennis-shoes	110,000	Regular Web Listing	8	2,442
womens shoes for tennis	7	2 <span>▲</span>	www.adidas.com/us/women-tennis-shoes	110,000	Regular Web Listing	9	2,442
womens tennis sneakers	7	No Change	www.adidas.com/us/women-tennis-shoes	3,600	Regular Web Listing	7	80
tennis sneakers for women	7	3 <span>▲</span>	www.adidas.com/us/women-tennis-shoes	3,600	Regular Web Listing	10	80
tennis shoe womens	7	1 <span>▲</span>	www.adidas.com/us/women-tennis-shoes	110,000	Regular Web Listing	8	2,442
womens tennis shoes for tennis	8	1 <span>▲</span>	www.adidas.com/us/women-tennis-shoes	260	Regular Web Listing	9	4
woman tennis shoes	8	5 <span>▲</span>	www.adidas.com/us/women-tennis-shoes	110,000	Regular Web Listing	13	1,716
hard court tennis shoes womens	9	1 <span>▲</span>	www.adidas.com/us/women-tennis-shoes-hard	880	Regular Web Listing	10	11
tennis shoes womens	9	1 <span>▲</span>	www.adidas.com/us/women-tennis-shoes	110,000	Regular Web Listing	10	1,331
womens tennis shoes	10	3 <span>▼</span>	www.adidas.com/us/women-tennis-shoes	110,000	Regular Web Listing	7	1,056
tennis boots	10	3 <span>▲</span>	www.adidas.com/us/women-tennis-shoes	390	Regular Web Listing	13	4
female tennis shoes	10	2 <span>▲</span>	www.adidas.com/us/women-tennis-shoes	210	Regular Web Listing	12	2

# Keyword Research in BrightEdge


1. If your page currently isn't ranking for many keywords, or if you think there are better keywords that you can target, you can simply complete a search for that keyword using the DataCube
2. Type in the keyword that you want and see what else people are searching into Google along with it's search volumes
3. If there are keywords that you like, go ahead and track the keyword (by clicking on the box and hitting track)

## DataCube (Research > DataCube)

 **Content Research** POWERED BY DATA CUBE

Perform keyword and competitive strategy research based on a Domain, URL or Keyword

Leverage the industry's largest and actionable content repository to develop winning strategies for your business.

 United States - English

best womens tennis shoes

[View All Results](#) [Identify High Volume Keywords](#) [Discover Long Tail Keywords](#) [Explore High Value Keywords](#)

15

11 73%

0 0.0%

4 26%

Total Suggested Keywords

High Competition Level

Medium Competition Level

Low Competition Level

Track

Columns

Show 50 entries

First

Pre

<input type="checkbox"/>	Keyword	Search Volume	Competition	Keyword Value	Universal Listing
<input type="checkbox"/>	best womens tennis shoes	8,100	High	95	Local 3-Pack,People Also Ask
<input type="checkbox"/>	best womens tennis shoes for plantar fasciitis	260	High	92	Images,Videos,People Also Ask
<input type="checkbox"/>	best womens tennis shoes for flat feet	260	High	92	Videos,People Also Ask
<input type="checkbox"/>	best womens tennis shoes for wide feet	260	High	92	People Also Ask
<input type="checkbox"/>	best womens tennis shoes 2022	140	High	95	
<input type="checkbox"/>	best womens tennis shoes for arch support	90	High	95	Videos,People Also Ask
<input type="checkbox"/>	best womens tennis shoes 2021	90	High	85	Videos,People Also Ask
<input type="checkbox"/>	best womens tennis shoes for high arches	70	High	95	Images,Videos,Local 3-Pack,People Also Ask
<input type="checkbox"/>	best womens tennis shoes for narrow feet	50	High	92	Images,Videos,Local 3-Pack,People Also Ask
<input type="checkbox"/>	best womens tennis shoes with wide toe box	10	High	90	Images,Videos,Local 3-Pack,People Also Ask
<input type="checkbox"/>	best womens tennis shoes reviews	10	High	80	
<input type="checkbox"/>	best womens tennis shoes for plantar fasciitis 2020	10	Low	1	
<input type="checkbox"/>	best womens tennis shoes 2013	0	Low	1	
<input type="checkbox"/>	best womens tennis shoes for plantar fasciitis 2021	0	Low	1	
<input type="checkbox"/>	best womens tennis shoes 2014	0	Low	1	

# Tracking Keywords in BrightEdge

1. Tracking keywords into relevant keywords groups is the most important step in BrightEdge
2. Tracking keywords allows us to receive weekly recommendations, competitor insight, trended rank data and ability to report on performance
3. Creating keyword groups into relevant themes is just as important
4. Create groups based on your menu structure, project specific, based on categories or subcategories
5. Once keywords are tracked, assign the relevant Preferred Landing Pages via Keyword Reporting or Settings

BRIGHTEDGE CONFIDENTIAL

## Settings > Keyword Groups

### Example of a good keyword group structure for e-commerce site (Adidas)

Keyword Group: Women's Shoes | All

Keyword Group: Women's Shoes | Sneakers

Keyword Group: Women's Shoes | Running

Keyword Group: Women's Shoes | Soccer

Keyword Group: Women's Shoes | Gym

### Why is this the ideal keyword group structure?

- Moving forward, we can create nice reports and dashboards based on specific categories and subcategories
- We can use BrightEdge to conduct deeper competitor analysis using our Share of Voice tool. This will help us understand the organic landscape and who we are competing with at each subcategory level allowing



BRIGHTEDGE

01

# Recommendations

BRIGHTEDGE CONFIDENTIAL

BRIGHTEDGE

# 01

## Content

# RECOMMENDATIONS

- When looking at recommendations at a page level, the most important step is to ensure we have prioritised the top 1-4 keywords for the URL
- That is, we are telling the BrightEdge platform, that these are 3 target keywords that I want recommendations for in order to optimize my page
- When selecting the keywords, once again think about relevance based on user intent, search volume, realistic chances of ranking in the top 10 based on which websites Google is currently ranking in the top 10

**Recommendations**  
Act on prescriptive SEO recommendations to improve organic visibility for targeted keywords

Pages Keywords Social Signals

Select Page Group: All Pages

Top 25 Pages to Focus On All My Pages (269) Recommendation Summary Report

Page Search Search Filters Columns Export to CSV

Recommendations Settings

Page URL & Target Keyword	Total Search Volume*	Page Authority	Rank (Primary KW)	# of Target Keywords	# of Recommendations
▶ <a href="https://www.adidas.com/us">https://www.adidas.com/us</a>	3,739,340	62	1	31	5 Recommendations
▶ <a href="https://www.adidas.com/us/yeezy">https://www.adidas.com/us/yeezy</a>	2,100,500	30	2	6	5 Recommendations
▶ <a href="https://www.adidas.com/us/men-basketball-shoes">https://www.adidas.com/us/men-basketball-shoes</a>	1,320,950	44	6	15	5 Recommendations
▶ <a href="https://www.adidas.com/us/women-running-shoes">https://www.adidas.com/us/women-running-shoes</a>	945,980	41	4	36	4 Recommendations
▶ <a href="https://www.adidas.com/us/men-running-shoes">https://www.adidas.com/us/men-running-shoes</a>	805,720	44	8	20	5 Recommendations
▶ <a href="https://www.adidas.com/us/blog/637550-football-cleats-guide-choose-the">https://www.adidas.com/us/blog/637550-football-cleats-guide-choose-the</a>	736,000	0	3	2	5 Recommendations
▶ <a href="https://www.adidas.com/us/soccer-balls">https://www.adidas.com/us/soccer-balls</a>	602,000	9	1	2	5 Recommendations
▼ <a href="https://www.adidas.com/us/women-shorts">https://www.adidas.com/us/women-shorts</a>	526,600	35	Not Ranked	11	3 Recommendations
▼ <a href="https://www.adidas.com/us/men-soccer-shoes">https://www.adidas.com/us/men-soccer-shoes</a>	381,600	35	5	3	4 Recommendations

Priority	On-Page Recos.	Off-Page Recos.	Keyword	Search Volume	Rank	Organic Listings Above Fold
1 (pri. keyword)	✓	•	soccer cleats	301,000	5	No
2	✓	•	shoes soccer	74,000	4	No
3	✓	•	men's soccer shoes	6,600	6	Yes

Keyword assignment & priority level currently set by system

Edit Keywords

# RECOMMENDATIONS

- Remember, when looking at content, the most important content ranking factors are:
  - Is the keyword in your page title?
  - Is the keyword (or similar keywords) in your headings? (H1, H2s etc)
  - Is the keyword in your alt image tags (remember Google can't "see" your images, it reads the code in the alt text image tag so it can help understand what the image is)
  - Do you have the keyword mentioned multiple times throughout the content in the body of the page? Do you have semantically related keywords (synonyms) related to your target keyword? Do you have enough depth in your content when compared to the top ranking pages?

All Pages > <https://www.adidas.com/us/men-soccer-shoes> Powered By Brightedge Instant

Page: <https://www.adidas.com/us/men-soccer-shoes> [Refresh Recommendations](#)

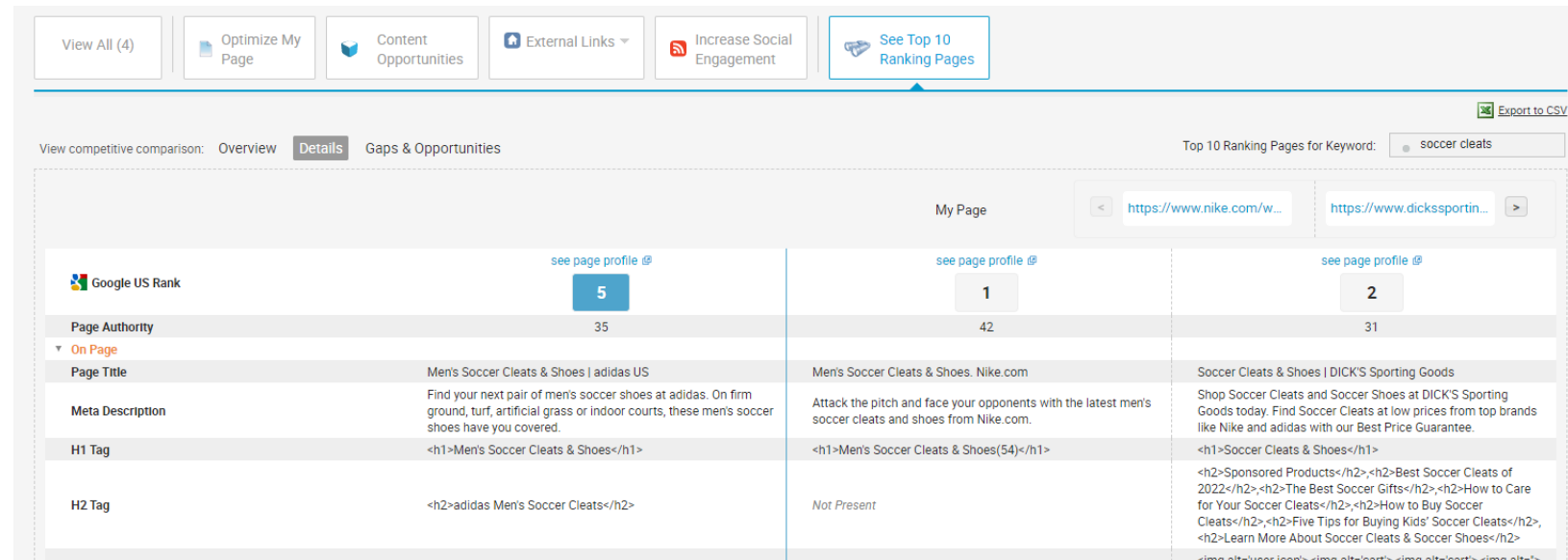
[View 3 target keywords for this page](#)

[View All \(4\)](#) [Optimize My Page](#) [Content Opportunities](#) [External Links](#) [Increase Social Engagement](#) [See Top 10 Ranking Pages](#)

	Details [ expand all   hide all ]	Impact	Status	Action
<b>Optimize My Page (4)</b>				
▶ Add keyword "soccer cleats","shoes soccer" and keep "men's soccer shoes" in the meta description tag		<div><div></div><div></div><div></div><div></div></div>	Unassigned	<a href="#">Take Action</a>
▶ Use keyword "soccer cleats","shoes soccer","men's soccer shoes" in the alt text of your image tags		<div><div></div><div></div><div></div><div></div></div>	Unassigned	<a href="#">Take Action</a>
▶ Review your page content and reduce the page size to no more than 500 KB		<div><div></div><div></div><div></div><div></div></div>	Unassigned	<a href="#">Take Action</a>
▶ Review your page content and use the keyword "soccer cleats" no more than 10 times on your page		<div><div></div><div></div><div></div><div></div></div>	Unassigned	<a href="#">Take Action</a>

# RECOMMENDATIONS

- Look at “see top 10 ranking pages”
- What are the top 10 ranking pages doing for their content?
- Compare your content to the top 10 ranking pages
- Firstly, who is Google showcasing in the top 10? Are the pages in the top 10 similar to yours? EG if you’re trying to rank for a category or product page, is Google showing category and product pages in the top 10? If you’re trying to rank for a blog page, is Google showing blog or article pages in the top 10? If so, you’re on the right track – you have a chance to also appear in the top 10. If not, perhaps it’s worthwhile targeting another keyword as Google isn’t prioritizing your type of page for that selected keyword.



The screenshot shows a web analytics tool interface with a top navigation bar containing buttons like 'View All (4)', 'Optimize My Page', 'Content Opportunities', 'External Links', 'Increase Social Engagement', and 'See Top 10 Ranking Pages' (which is highlighted). Below the navigation bar, there's a section for 'View competitive comparison' with tabs for 'Overview', 'Details', and 'Gaps & Opportunities'. The 'Details' tab is active. On the right, a search bar shows 'soccer cleats' as the keyword. The main content area displays a comparison of three pages: 'My Page' (ranked 5), 'https://www.nike.com/w...' (ranked 1), and 'https://www.dickssportin...' (ranked 2). Each page has a 'see page profile' link. The comparison table includes metrics like Page Authority, Page Title, Meta Description, H1 Tag, and H2 Tag.

	My Page	https://www.nike.com/w...	https://www.dickssportin...
Google US Rank	5	1	2
Page Authority	35	42	31
On Page			
Page Title	Men's Soccer Cleats & Shoes   adidas US	Men's Soccer Cleats & Shoes. Nike.com	Soccer Cleats & Shoes   DICK'S Sporting Goods
Meta Description	Find your next pair of men's soccer shoes at adidas. On firm ground, turf, artificial grass or indoor courts, these men's soccer shoes have you covered.	Attack the pitch and face your opponents with the latest men's soccer cleats and shoes from Nike.com.	Shop Soccer Cleats and Soccer Shoes at DICK'S Sporting Goods today. Find Soccer Cleats at low prices from top brands like Nike and adidas with our Best Price Guarantee.
H1 Tag	<h1>Men's Soccer Cleats & Shoes</h1>	<h1>Men's Soccer Cleats & Shoes(54)</h1>	<h1>Soccer Cleats & Shoes</h1>
H2 Tag	<h2>adidas Men's Soccer Cleats</h2>	Not Present	<h2>Sponsored Products</h2><h2>Best Soccer Cleats of 2022</h2><h2>The Best Soccer Gifts</h2><h2>How to Care for Your Soccer Cleats</h2><h2>How to Buy Soccer Cleats</h2><h2>Five Tips for Buying Kids' Soccer Cleats</h2><h2>Learn More About Soccer Cleats & Soccer Shoes</h2>

BRIGHTEDGE

# 01



## Backlinks



# RECOMMENDATIONS

- If your content is solid compared to the top 10, let's see other recommendations from Google's other 2 ranking factors – backlinks and technical SEO.
- Enable “off page recommendations” for that keyword (ideally the primary keyword)
- This takes us to BACKLINKS instead of content
- Go to External Links and “link building opportunities” to identify websites that are currently driving external backlinks to your competitors
- Do the top 10 ranking pages simply have more backlinks than us from other highly credible pages?

All Keywords > shoes soccer indoor

Keyword: ✓ shoes soccer indoor  
Page: <https://www.adidas.com/us/soccer-shoes-indoor>  

[View All \(5\)](#) [Optimize My Page](#) [Content Opportunities](#) [External Links](#) [Increase Social Engagement](#) [See Top 10 Ranking Pages](#)

[Link Building Opportunities](#) [Link Building Opportunities](#) [External Links to My Page](#) [Competitive Summary](#)

View: [Top Linking Domains](#) [Top Linking Pages](#)

[Export to CSV](#)

<input type="checkbox"/>	Linking Domain & Pages	# Top 10 Ranking Pages with BLs from this Domain	Domain Authority	Status
<input type="checkbox"/>	<a href="#">www.life123.com</a>	1	67	Unassigned
<input type="checkbox"/>	<a href="#">mobile.mobimarket.com.basil.arvix.com</a>	1	48	Unassigned
<input type="checkbox"/>	<a href="#">www.metracheck.com</a>	1	47	Unassigned
<input type="checkbox"/>	<a href="#">metracheck.com</a>	1	47	Unassigned
<input type="checkbox"/>	<a href="#">www.webdepot.co.il</a>	1	47	Unassigned
<input type="checkbox"/>	<a href="#">onsitecorp.com</a>	1	45	Unassigned
<input type="checkbox"/>	<a href="#">www.rolltech.com.tr</a>	1	43	Unassigned
<input type="checkbox"/>	<a href="#">www.businesslondon.ca</a>	1	43	Unassigned
<input type="checkbox"/>	<a href="#">www.brynley.co.uk</a>	1	39	Unassigned
<input type="checkbox"/>	<a href="#">www.nissoga.se</a>	1	38	Unassigned
<input type="checkbox"/>	<a href="#">www.soccercleats101.com</a>	1	38	Unassigned
<input type="checkbox"/>	<a href="#">www.sinergieitliche.com</a>	1	37	Unassigned
<input type="checkbox"/>	<a href="#">file.khews.com</a>	1	36	Unassigned
<input type="checkbox"/>	<a href="#">www.ibracon.org.br</a>	1	29	Unassigned
<input type="checkbox"/>	<a href="#">www.grindex.com</a>	1	29	Unassigned

# DEEP DIVE INTO PAGE AUTHORITY/BACKLINKS

- Using BrightEdge Instant > Active Backlinks
- Plug in the top 3 or top 10 ranking pages into Active Backlinks
- Do these websites have a lot of external backlinks?
- Remember, external backlinks from other websites increase your PAGE AUTHORITY – it gives Google the idea that your page is a subject matter expert, because there are so many other websites pointing links to your page
- If the website's that are outranking yours simply have more backlinks pointing to them, especially from other “high authority” sites, then perhaps that is the reason why they are outranking you
- You can also use Research > Backlinks Analysis to get more details around backlinks including active backlinks for you and your top competitors, trends etc
- See next slide for example on how to use BrightEdge Instant for Backlinks Analysis

# Using BrightEdge Instant → Active Backlinks

Enter your or your competitors domains/page that you are trying to outrank. This will show you current active backlinks.

URL citation and trust flows are indicators of the quality of the backlink. This can present an opportunity to target websites to acquire backlinks from

Instant

Real time research, ranking and recommendations

Overview

Bulk Keyword Volume

Conversational Keyword Ideas

Real Time Rankings

Ranked Keywords

Active Backlinks

Page Speed Performance

Core Web Vitals

YouTube Rankings

← BACK

JUL 12 2022 1:10 PM

Save My Workspace

Reset workspace

Collaborate

Re-run

View Query D

Active Backlinks

39,594

Top Linking Domains

3,078

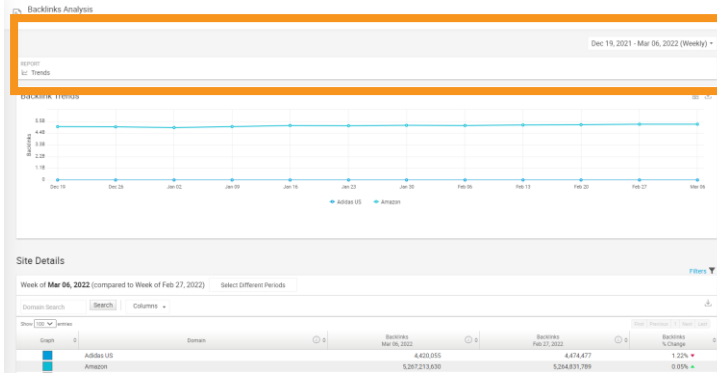
Target URL	Domain Trust Flow	First Indexed Date	Last Seen Date	Link Type	No Follow ?	Source Domain	Source URL
<input type="checkbox"/> <a href="https://www.adidas.com.au/">https://www.adidas.com.au/</a>	44	16-11-2020	10-07-2022	Text		hawthornfc.com.au	<a href="https://www.hawthornfc.com.au/">https://www.hawthornfc.com.au/</a>
<input type="checkbox"/> <a href="https://www.adidas.com.au/golf">https://www.adidas.com.au/golf</a>	46	09-06-2021	10-07-2022	Image		pga.org.au	<a href="https://pga.org.au/about/commercial-sponsorship-and-advertising/">https://pga.org.au/about/commercial-sponsorship-and-advertising/</a>
<input type="checkbox"/> <a href="https://www.adidas.com.au/football">https://www.adidas.com.au/football</a>	44	16-11-2020	07-07-2022	Text		hawthornfc.com.au	<a href="https://www.hawthornfc.com.au/club/partners">https://www.hawthornfc.com.au/club/partners</a>
<input type="checkbox"/> <a href="https://www.adidas.com.au/">https://www.adidas.com.au/</a>	44	16-11-2020	07-07-2022	Text		hawthornfc.com.au	<a href="https://www.hawthornfc.com.au/club/partners">https://www.hawthornfc.com.au/club/partners</a>
<input type="checkbox"/> <a href="https://www.adidas.com.au/football">https://www.adidas.com.au/football</a>	44	09-04-2021	09-07-2022	Image		hawthornfc.com.au	<a href="https://membership.hawthornfc.com.au/">https://membership.hawthornfc.com.au/</a>
<input type="checkbox"/> <a href="https://www.adidas.com.au/">https://www.adidas.com.au/</a>	44	28-11-2020	02-07-2022	Text		hawthornfc.com.au	<a href="https://www.hawthornfc.com.au/club/partners">https://www.hawthornfc.com.au/club/partners</a>
<input type="checkbox"/> <a href="https://www.adidas.com.au/">https://www.adidas.com.au/</a>	44	12-04-2021	02-07-2022	Text		hawthornfc.com.au	<a href="https://www.hawthornfc.com.au/club/partners">https://www.hawthornfc.com.au/club/partners</a>
<input type="checkbox"/> <a href="https://www.adidas.com.au/">https://www.adidas.com.au/</a>	44	11-12-2020	02-07-2022	Text		hawthornfc.com.au	<a href="https://www.hawthornfc.com.au/club/partners">https://www.hawthornfc.com.au/club/partners</a>
<input type="checkbox"/> <a href="https://www.adidas.com.au/">https://www.adidas.com.au/</a>	44	10-03-2022	02-07-2022	Text		hawthornfc.com.au	<a href="https://www.hawthornfc.com.au/club/partners">https://www.hawthornfc.com.au/club/partners</a>

Source URL	URL Citation Flow	URL Trust Flow	Domain Citation Flow
<a href="https://www.hawthornfc.com.au/">https://www.hawthornfc.com.au/</a>	53	58	43
<a href="https://pga.org.au/about/commercial-sponsorship-and-advertising/">https://pga.org.au/about/commercial-sponsorship-and-advertising/</a>	40	40	42
<a href="https://www.hawthornfc.com.au/club/partners">https://www.hawthornfc.com.au/club/partners</a>	39	38	43
<a href="https://www.hawthornfc.com.au/club/partners">https://www.hawthornfc.com.au/club/partners</a>	39	38	43
<a href="https://membership.hawthornfc.com.au/">https://membership.hawthornfc.com.au/</a>	38	35	43
<a href="https://www.hawthornfc.com.au/ladder">https://www.hawthornfc.com.au/ladder</a>	37	35	43
<a href="https://www.hawthornfc.com.au/club/board">https://www.hawthornfc.com.au/club/board</a>	37	35	43
<a href="https://www.hawthornfc.com.au/injury-list">https://www.hawthornfc.com.au/injury-list</a>	37	35	43
<a href="https://www.hawthornfc.com.au/matches/matchdayhub">https://www.hawthornfc.com.au/matches/matchdayhub</a>	37	35	43
<a href="https://www.hawthornfc.com.au/matches/team-lineups">https://www.hawthornfc.com.au/matches/team-lineups</a>	37	35	43
<a href="https://www.hawthornfc.com.au/bunjilbagora">https://www.hawthornfc.com.au/bunjilbagora</a>	37	35	43
<a href="https://www.hawthornfc.com.au/privacy">https://www.hawthornfc.com.au/privacy</a>	37	35	43



# Backlink Analysis: How it works and how to use

## CONFIGURE REPORT



### Configure report by:

- Date (weekly, monthly, quarterly, + date range)
- Report (Trends, Active Backlinks, Historical Activity, Opportunities)

## ANALYZE TRENDS



### See results by:

- Trended report if choosing the “Trends” report type
- Option to “Add to Dashboard” or “Download”

## SEE DETAILS

Backlinks Analysis

REPORT: Trends  
Dec 19, 2021 - Mar 06, 2022 (Weekly)

Backlink Trends

Site Details

Domain	Backlinks	Backlinks	Backlinks	Backlinks
	Mar 06, 2022	Feb 27, 2022	% Change	
AdSense US	4,420,055	4,474,477	1.22%	
Amazon	5,267,213,930	5,264,931,799	0.05%	

### See results by:

- Detailed view based on report type
- Option to “Download”/ “Export to CSV”



# Backlink Analysis: use case – Analyze Active Backlinks

 Backlinks Analysis  
Monitor your backlink profile and accumulate backlinks from quality sites

DEMO ACCOUNT

*What are my current referral links?*

REPORT		SITES	
Active Backlinks		Adidas US	

Last updated on **Mar 1st, 2021** (1710 new backlinks found)

[Advanced Filter](#)

Date ▾	URL	Links ↕
3/1/21	<a href="http://www.adidas.cz">www.adidas.cz</a>	2
3/1/21	<a href="http://www.idhsustainabletrade.com">www.idhsustainabletrade.com</a>	1
3/1/21	<a href="http://www.adidas.de">www.adidas.de</a>	-
3/1/21	<a href="http://www.baa.org">www.baa.org</a>	-
3/1/21	<a href="http://www.adidas.co.uk">www.adidas.co.uk</a>	-
3/1/21	<a href="http://www.adidas.fr">www.adidas.fr</a>	-
3/1/21	<a href="http://www.adidas.es">www.adidas.es</a>	-
3/1/21	<a href="http://www.albirex.co.jp">www.albirex.co.jp</a>	-
3/1/21	<a href="http://www.adidas.it">www.adidas.it</a>	-
3/1/21	<a href="http://www.adidas.nl">www.adidas.nl</a>	-
3/1/21	<a href="http://www.adidas.hu">www.adidas.hu</a>	-
3/1/21	<a href="http://www.nkmaribor.com">www.nkmaribor.com</a>	-
3/1/21	<a href="http://www.adidas.gr">www.adidas.gr</a>	-
3/1/21	<a href="http://www.hjk.fi">www.hjk.fi</a>	-
3/1/21	<a href="http://www.adidas.co.nz">www.adidas.co.nz</a>	-
3/1/21	<a href="http://www.adidas.de/originals">www.adidas.de/originals</a>	-
3/1/21	<a href="http://www.adidas.de/fussball">www.adidas.de/fussball</a>	-
3/1/21	<a href="http://www.adidas.co.uk/football">www.adidas.co.uk/football</a>	-
3/1/21	<a href="http://www.bmw-badlin-marathon.com">www.bmw-badlin-marathon.com</a>	-

Select Active Backlinks and Date Range

View all the Active Backlinks with details on date, referral URL, number of backlinks, page rank, anchor text, and whether and nofollow presence (where applicable)

Switch “SITES” selection to a tracked competitor for visibility into the referral links for



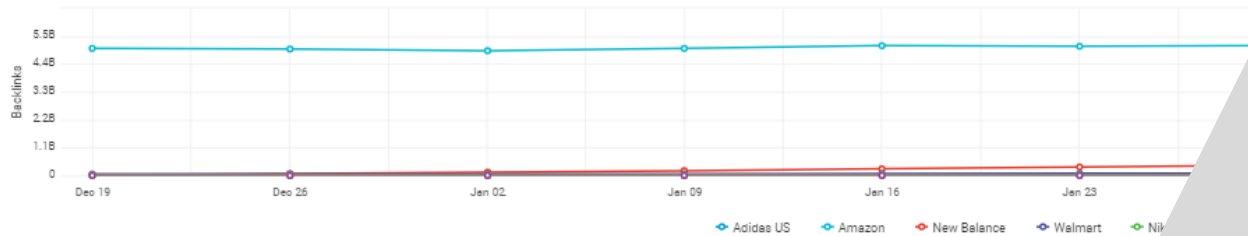
# Backlink Analysis: use case – competitor trend report

Backlinks Analysis  
Monitor your backlink profile and accumulate backlinks from quality sites

DEMO ACCOUNT

REPORT  
Trends

## Backlink Trends



*How to compare trend vs competitors*

Select Trends and Date Range

Select Competitors

View all the Active Backlinks trend report by tracked competitor

## Site Details

Week of Mar 06, 2022 (compared to Week of Feb 27, 2022) [Select Different Periods](#)

Domain Search  Search Columns

Show 100 entries

Graph

Domain

- ☒ Adidas US
- ☒ Amazon
- ☒ New Balance
- ☒ Walmart
- ☒ Nike
- ☒ Under Armour
- ☒ Dicks
- ☒ Academy Sports + Outdoors
- ☐ Finish Line
- ☐ Puma
- ☐ Golf Galaxy





# Backlink Analysis: use case – new backlink opportunities

DEMO ACCOUNT

REPORT	COMPETITOR LINKS YOU DON'T HAVE
Opportunities	All

Search Advanced Filter

Date	URL	Links	PR	Anchor Text
2/17/22	<a href="http://www.amazon.co.uk">www.amazon.co.uk</a>	6	7	amazon pay,amazon web service
2/17/22	<a href="http://www.warnerbros.com">www.warnerbros.com</a>	5	7	4k blu-ray (amazon),all harry p
2/17/22	<a href="http://www.icann.org/registrar-reports/accredited-list.html">www.icann.org/registrar-reports/accredited-list.html</a>	2	8	amazon registrar, inc.,amazon
2/17/22	<a href="http://scripting.com">scripting.com</a>	6	6	amazon aurora,cheaper,co
2/17/22	<a href="http://www.marthastewart.com">www.marthastewart.com</a>	1	6	american made market
2/17/22	<a href="http://www.grammy.com">www.grammy.com</a>	1	6	purchase the 2018 gr
2/17/22	<a href="http://www.imdb.com">www.imdb.com</a>	1	7	advertising
2/17/22	<a href="http://www.amazon.de">www.amazon.de</a>	7	8	amazon pay,ama
2/17/22	<a href="http://epic.org">epic.org</a>	2	6	electronic priv
2/17/22	<a href="http://www.ign.com">www.ign.com</a>	1	7	this week's
2/17/22	<a href="http://daringfireball.net">daringfireball.net</a>	2	6	a pen,mol
2/17/22	<a href="http://www.macrumors.com">www.macrumors.com</a>	33	7	\$100 it
2/17/22	<a href="http://www.ewg.org">www.ewg.org</a>	3	6	ama
2/17/22	<a href="http://www.amazon.it">www.amazon.it</a>	3	7	am
2/17/22	<a href="http://www.counterpunch.org">www.counterpunch.org</a>	13	6	
2/17/22	<a href="http://www.metafilter.com">www.metafilter.com</a>	6	6	
2/17/22	<a href="http://krebsonsecurity.com">krebsonsecurity.com</a>	1	6	
2/17/22	<a href="http://www.allure.com">www.allure.com</a>	3		
2/17/22	<a href="http://kottke.org">kottke.org</a>	218		

## Backlink gap analysis

Select Opportunities

Choose ALL or an individual competitor

See a detailed view of backlinks for competitor sites which are not on your side including: date, referral URL, number of backlinks, page rank, anchor text, and whether and nofollow presence (where applicable)



# Backlinks Analysis: Additional Information to get you started



[Backlinks Analysis Overview](#)



[Trends in Backlinks Analysis](#)



[Active Backlinks in Backlinks Analysis](#)



[Historical Activity in Backlinks Analysis](#)



[Opportunities in Backlinks Analysis](#)

# TIPS FOR INCREASING YOUR PAGE AUTHORITY

- Acquiring backlinks may seem difficult. How can I get other websites to point backlinks to my page?
- Best practices – backlinks from other high authority pages are more powerful. Types of high authority pages include:
  - Government websites eg [www.example.gov.au](http://www.example.gov.au)
  - Education websites eg [www.exampleuni.edu.au](http://www.exampleuni.edu.au)
  - Newspaper/media websites eg [www.exampleherald.com.au](http://www.exampleherald.com.au)
  - Industry aggregators/comparison website eg [www.compareexamples.com.au](http://www.compareexamples.com.au)
  - Blog sites, magazine sites, online publications etc eg [www.bestexamples.com.au](http://www.bestexamples.com.au)

# TIPS FOR INCREASING YOUR PAGE AUTHORITY

- TIPS, QUICK WINS AND CHEAT CODES FOR ACQUIRING BACKLINKS
  - Do you have any partner, affiliate, parent or child websites that you can quickly acquire backlinks from?
  - Do you have any suppliers or clients that you can acquire backlinks from?
  - Are there any other websites that you have a relationship with, that would provide a backlink to your page?
- Remember, when acquiring backlinks – try to get the backlink to drive to the specific page which you want to improve your rank for, not just to the home page
- Try to get the backlink using “anchor text” instead of a “click here to find out more”
  - EG: If you’re trying to optimize for the keyword “running shoes”, try to have the word “running shoes” hyperlinked to your page about running shoes. This re-inforces to the Google algorithm, that your page is about running shoes, because the word “running shoes” has been hyperlinked, from the industry blog site “[www.bestrunningshoes.com.au](http://www.bestrunningshoes.com.au)”

BRIGHTEDGE

# 01

## Technical SEO

BRIGHTEDGE CONFIDENTIAL

# TECHNICAL SEO

- You've looked at your content, and you can see that your content is great when compared to the top 10 ranking pages
- You've then looked at backlinks, and you've noticed that the top 10 ranking pages don't have that many backlinks, or infact, you have more backlinks from other high quality websites
- **The last remaining ranking factor is Technical SEO**
- Is the page being indexed by Google (has Google discovered your page in the first place)
- Are there any broken links on your page?
- Can the Google Crawler easily discover your page? i.e. is your page easily discoverable using the main menu navigation on your site? Are there other pages on your site that are INTERNALLY (different from external) linking to your page?
- Is there duplicate or similar content on your website which could be competing with your page for the same keyword? IF so, do you have canonical tags in place which tell Google which is the best page that you want to rank on it's search engine? Or can you differentiate the two pages so that they are targeting different keywords?
- DOES THE PAGE LOAD FAST?

# Using Site Audit to Identify Technical Errors

- Go to action > site audit > run crawl
- Crawls can be configured by clicking on the settings gear
- You can run the crawl based on your domain and the crawler will crawl all pages it finds based on your website structure, or you can run a sitemap crawl
- You can run a crawl based on a specific section of your website if you want to drill down into an area, or you can exclude certain pages from being crawled (eg checkout pages)
- You can also set configure the severity of the errors according to what's important to you

Site Audit			
Errors	Trigger	Severity	On or Off?
Missing or Empty Page Title		Severe	Yes
Page Title too short or too long	25 - 70	Moderate	Yes
Duplicate page title		Severe	Yes
Missing H1 tags		Severe	Yes
Missing H2 tags		Moderate	no
Maximum H1 tags	2	Moderate	Yes
Maximum H2 tags	5	Moderate	no
Missing or Empty Meta Description tag		Moderate	Yes
Duplicate Meta Description Tag		Moderate	Yes
4xx Errors		Severe	Yes
5xx Errors		Severe	Yes
3xx Redirects		Minor	Yes
Slow Response Time	5	Moderate	Yes
Too Many Redirects	3	Moderate	Yes
Page URL is too long		Moderate	no
Invalid Canonical URL		Minor	Yes
Poor text to code ratio		Moderate	no
Image tags without alt attribute		Minor	Yes
Page Size too large	300kb	Minor	Yes
Canonical URL not in sitemap		Minor	Yes
Duplicate page Content		Severe	Yes
No index		N/A	Yes
No Follow		N/A	Yes
Disallowed by Robots.txt		N/A	Yes
Too few inbound internal links	5	Moderate	Yes
Too many outbound internal links	250	Minor	no



# PAGE SPEED PERFORMANCE

- Using the top 10 ranking pages for the keyword that you're targeting, do they all have faster page speed loading times than yours?
- Using BrightEdge Instant, simply plug in all top 10 ranking pages for a particular keyword that you're trying to optimize for, including your own, to measure your page speed against theirs – from a desktop and mobile perspective
- Do the top 10 ranking pages have better page speed scores than yours, use BrightEdge speed recommendations to help improve your page speed
- Perhaps your images are too large, you can use AutoPilot (image optimisation) to reduce the size of your images or you can use your own image compression tool
- Is there any unnecessary or unused coding on your site that is slowing down page speed?
- Do you have any large videos or any other files that are potentially slowing down page speed?
- See next slide for examples on page speed workflow

# PAGE SPEED PERFORMANCE

- Identify who the top 10 ranking pages are for the keyword you want to optimize for (you can see this in action > recommendations > see top 10 ranking pages)
- Use Research > Instant > Page Speed Performance
- Copy and paste your URL vs the competitor URLs that are outranking you into page speed performance (you can export from the top 10 ranking list to csv, then quickly copy/paste into page speed performance)
- Is their page speed better than yours? If so, we have to look at page speed recommendations in order to optimize our load times
- If your page speed is better than your competitors – it means we need to revisit our content and backlink strategy

View All (6) | Optimize My Page | Content Opportunities | External Links | Increase Social Engagement | **See Top 10 Ranking Pages**

View competitive comparison: Overview | Details | Gaps & Opportunities | Export to CSV

Likelihood of Improving Rank Performance on Google US  
See report details as your preferred landing page has comparable or higher authority than all of the pages ranking above you on Google US.

My Page	Google US Rank	Page Authority	All External Backlinks (BL)	BLs with KW in Anchor Text	Twitter Tweets	Facebook Likes/Shares
<a href="https://www.adidas.com/us/soccer-shoes-indoor">https://www.adidas.com/us/soccer-shoes-indoor</a>	7	23	50	0	N/A	N/A
Top 10 Pages on Google US						
<a href="https://www.dicksportinggoods.com/f/soccer-cleats-indoor">https://www.dicksportinggoods.com/f/soccer-cleats-indoor</a>	1	16	5	0	N/A	0
<a href="https://www.soccer.com/shop/products/footwear/indoor-shoes">https://www.soccer.com/shop/products/footwear/indoor-shoes</a>	2	5	274	0	N/A	N/A
<a href="https://www.amazon.com/Indoor-Soccer-Shoes/s?k=Indoor+Soccer+Sho">https://www.amazon.com/Indoor-Soccer-Shoes/s?k=Indoor+Soccer+Sho</a>	3	0	1	0	N/A	0
<a href="https://soccerzoneusa.com/collections/indoor">https://soccerzoneusa.com/collections/indoor</a>	4	18	1	0	N/A	0
<a href="https://www.walmart.com/browse/sports-outdoors/indoor-soccer-shoes...">https://www.walmart.com/browse/sports-outdoors/indoor-soccer-shoes...</a>	5	0	8	0	N/A	N/A
<a href="https://www.eastbay.com/category/sport/soccer/shoes/hurf/indoor.html">https://www.eastbay.com/category/sport/soccer/shoes/hurf/indoor.html</a>	6	22	26	0	N/A	0
<a href="https://www.prodirectsport.us/lists/futsal-soccer-shoes.aspx">https://www.prodirectsport.us/lists/futsal-soccer-shoes.aspx</a>	8	0	1	0	N/A	N/A
<a href="https://www.worldsoccershop.com/shop/products/footwear/indoor">https://www.worldsoccershop.com/shop/products/footwear/indoor</a>	9	0	1	0	N/A	N/A
<a href="https://www.bestbuysoccer.com/soccer-shoes/footwear/indoor-shoes">https://www.bestbuysoccer.com/soccer-shoes/footwear/indoor-shoes</a>	10	25	3	0	N/A	0

Instant  
Real time research, ranking and recommendations

Overview | Bulk Keyword Volume | Conversational Keyword Ideas | Real Time Rankings | Ranked Keywords | Active Backlinks | **Page Speed Performance** | Core Web Vitals | YouTube Rankings | Amazon

← BACK / JUL 25 2022 11:00 AM | Save My Workspace | Reset workspace | Collaborate | Re-run | Download All | View Query Details

Page Speed Performance Results: 5

	Page	Overall Score - Desktop	Overall Score - Mobile	Desktop - FCP	Desktop - FID	Desktop - SI	Desktop - LCP	Desktop - TTI	Desktop - TBT	Desktop - CLS	Mobile - FCP
<input type="checkbox"/>	<a href="https://www.adidas.com/us/men-soccer-shoes">https://www.adidas.com/us/men-soccer-shoes</a>	85%	70%	0.7 s	16 ms	1.2 s	0.8 s	1.1 s	50 ms	0.54	1.7 s
<input type="checkbox"/>	<a href="https://www.nike.com/w/mens-soccer-shoes-1gdj0znk1zy7ok">https://www.nike.com/w/mens-soccer-shoes-1gdj0znk1zy7ok</a>	23%	8%	1.2 s	4 ms	3.5 s	2.6 s	6.3 s	2,730 ms	0.814	5.3 s
<input type="checkbox"/>	<a href="https://www.dicksportinggoods.com/f/soccer-cleats-and-shoes">https://www.dicksportinggoods.com/f/soccer-cleats-and-shoes</a>	26%	6%	1.0 s	16 ms	6.8 s	4.8 s	11.4 s	7,330 ms	0.063	5.3 s
<input type="checkbox"/>	<a href="https://www.wegotssoccer.com/storeitems?depart=soccer-shoes">https://www.wegotssoccer.com/storeitems?depart=soccer-shoes</a>	74%	7%	0.7 s	4 ms	4.6 s	2.1 s	5.0 s	80 ms	0.01	3.3 s
<input type="checkbox"/>	<a href="https://www.soccer.com/shop/footwear">https://www.soccer.com/shop/footwear</a>	22%	11%	2.1 s	60 ms	6.7 s	2.4 s	10.0 s	2,460 ms	0.297	7.6 s

10 | Per page | 5 entries

# SUMMARY

- There are dozens of ranking factors that the Google algorithm looks at when deciding who to rank in the top page of its search engine. By being aware of the key factors like content, technical SEO and backlinks – and having the data to paint a clear picture of you and your competitors performance, you can go a long way in improving your organic presence.
- The above deck mentions content, backlinks and Technical SEO – you do not have to necessarily optimize the site in that order.
- For example, you can look at Technical SEO first by running a site crawl to quickly see if there are any technical blockers in the way, before deciding to write/optimize content and acquire backlinks.
- Most companies have large websites, don't get too overwhelmed and try to fix everything at once – start with small projects based on a specific page or pages of the site.
- Work your way along recommendations and optimisations – as long as you are keeping track of what you're doing (by tracking keywords, creating reports and dashboards along the way), you will be able to see the impact of your work
- SEO is a long term process and seeing positive improvements can take months. Some optimisations may lead to quick wins (especially if your site is already quite authoritative), while some may take 6 months or more. Be patient, and remember that if you're performance isn't great at the moment (i.e. you're not ranking on page 1 for a keyword), making optimisations is better than leaving the website stagnant.
- Work with your CSM and the wider team to ensure you are set up for success in BrightEdge by tracking the correct keywords into well structured keyword groups, that you have integrated Google Analytics and Google Search Console, creating relevant dashboards and reports – and continue to work your way across your key focus areas.