

SEO Workshop

Welcome

By  QUIET-STORM

The Agenda.

- **9:30am: How well is your website working for you?** A quick exercise to gauge your current opinion of your website.
- **10:00am: What is SEO?** An easy-to-understand explanation of search engines and benchmarking.
- **10:00am: Jargon Buster** Understanding the buzzwords used when talking about SEO.
- **10:45am: Activity 1: The 'Reverse Search'** A practical exercise to identify search terms.
- **11:15am: Break**
- **11:30am: What is a 'Great' Website?** A conversation about the user experience.
- **12:30pm: Activity 2: A Quick SEO Check:** A hands-on session using the concepts we've learned.
- **12:45pm: Q & A**

The Outcome.

- **Clarity:** A clear understanding of what SEO is, why it matters, and how it relates to your website and business goals.
- **Confidence:** The confidence to perform a basic health check on your own website and identify areas for improvement.
- **Actionable Plan:** A personalised, actionable plan with prioritised next steps you can take immediately after the workshop.

How well is your website working for you?

Mark down in your handbook, your gut feeling of how well your website performs on searches.

Don't worry - you don't need to share these -
but we'll come back to this later.

What is **SEO**?

SEO stands for **Search Engine Optimisation**.

In simple terms, it's the process of making your website more visible on search engines like Google.

It's about helping search engines understand your website so they can show it to the right people at the right time.

Jargon Buster

Some common **SEO Terms**

S.E.M.

(Search Engine Marketing): A broader term that includes SEO as well as paid advertising on search engines.

S.M.O.

(Social Media Optimisation): Using social media platforms to grow your online presence and visibility.

C.T.R.

(Click-Through Rate): The percentage of people who see your website link on a search results page and click on it.

C.T.A.

(Call to Action): A prompt on your website that tells the user what to do next (e.g., “Buy Now,” “Contact Us”).

K.P.I.

(Key Performance Indicator): A metric you use to measure the success of your marketing efforts.

U.X.

(User Experience): The overall experience a person has when they interact with your website.

U.I.

(User Interface): The visual elements and interactive parts of a website that a user engages with.

P.P.C.

(Pay-Per-Click): A form of paid advertising where you pay each time a user clicks on your ad.

G.A.4.

(Google Analytics 4): The latest version of the tool used to track and report on website traffic.

S.E.R.P.

(Search Engine Results Page): The page that displays a list of results after a user enters a search query.

CRAWLING

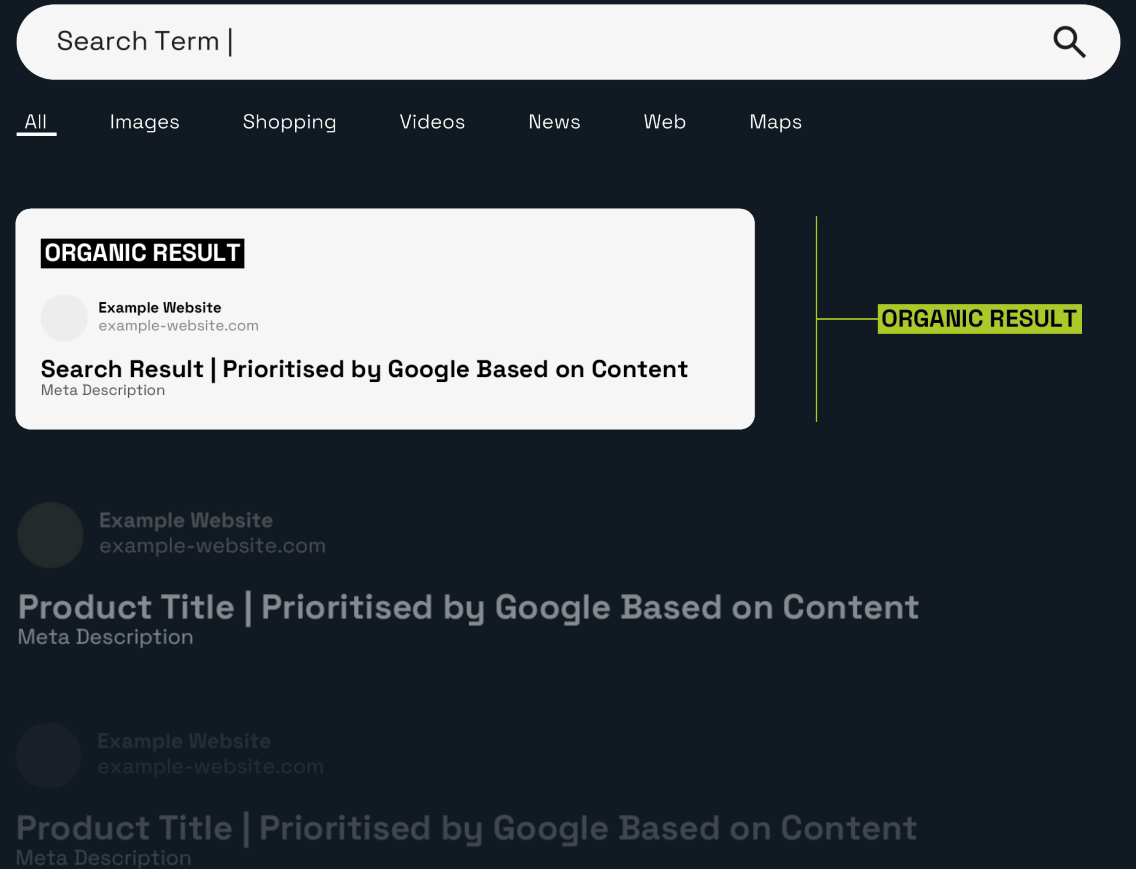
The process by which search engines discover and **scan pages on the internet**.

INDEXING

The process of a search engine **adding a crawled page to its database**, so it can be retrieved and displayed as a result.

ORGANIC RESULTS

The most relevant results based on your search.



PAID RESULTS

Websites which have paid for their position on your search.

Search Term |

- All
- Images
- Shopping
- Videos
- News
- Web
- Maps

Three shopping ads for sneakers, each with a "SHOPPING AD" label, a product image, and the text "Product £££".

SHOPPING ADS

SPONSORED RESULT

Example Website
example-website.com

Paid Search Result | Pays £££ for This Position
Meta Description • This is a meta description, used to explain the contents of your page to Google and users. Helping Google index your website correctly and entice users to click.

★★★★★ Rating: 5.0 • 10,000 Reviews

Secondary Link
Meta Description

SPONSORED ADS

ORGANIC RESULT

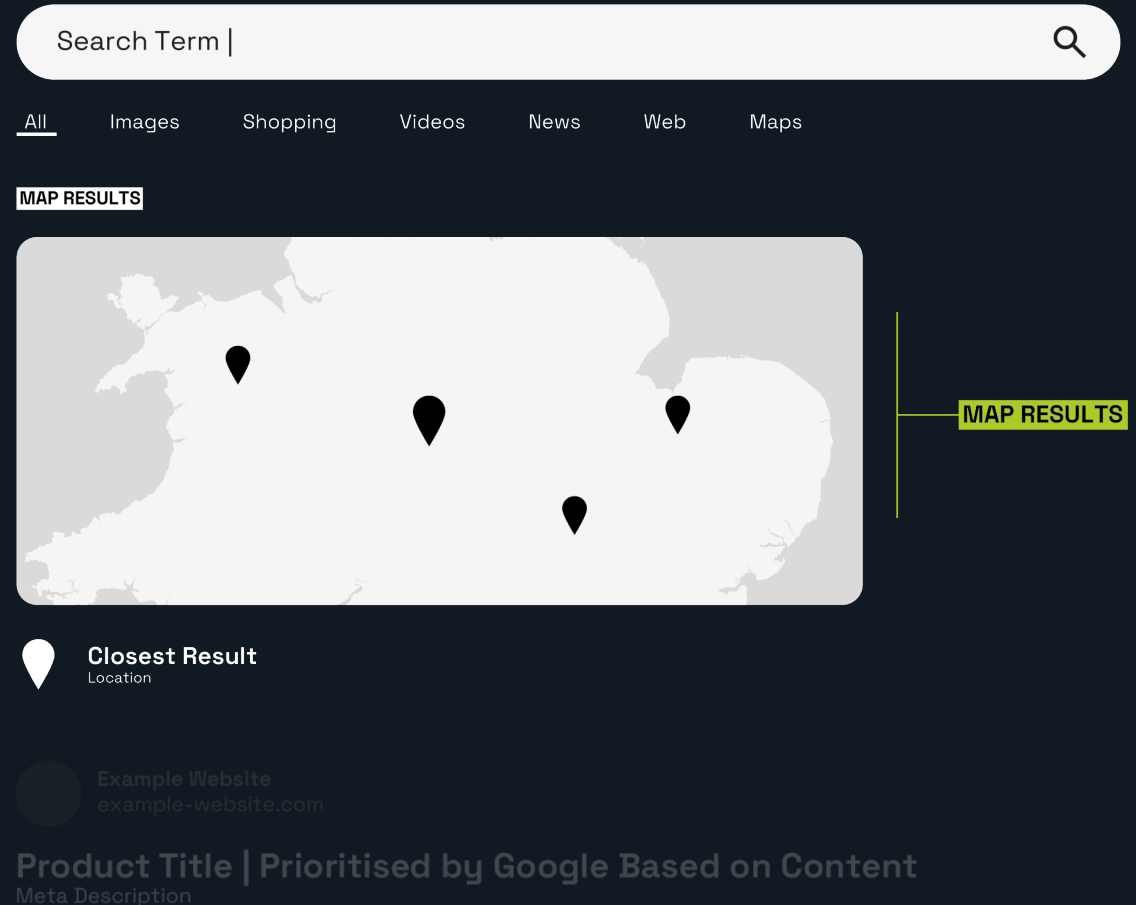
Example Website
example-website.com

Search Result | Prioritised by Google Based on Content
Meta Description

ORGANIC RESULT

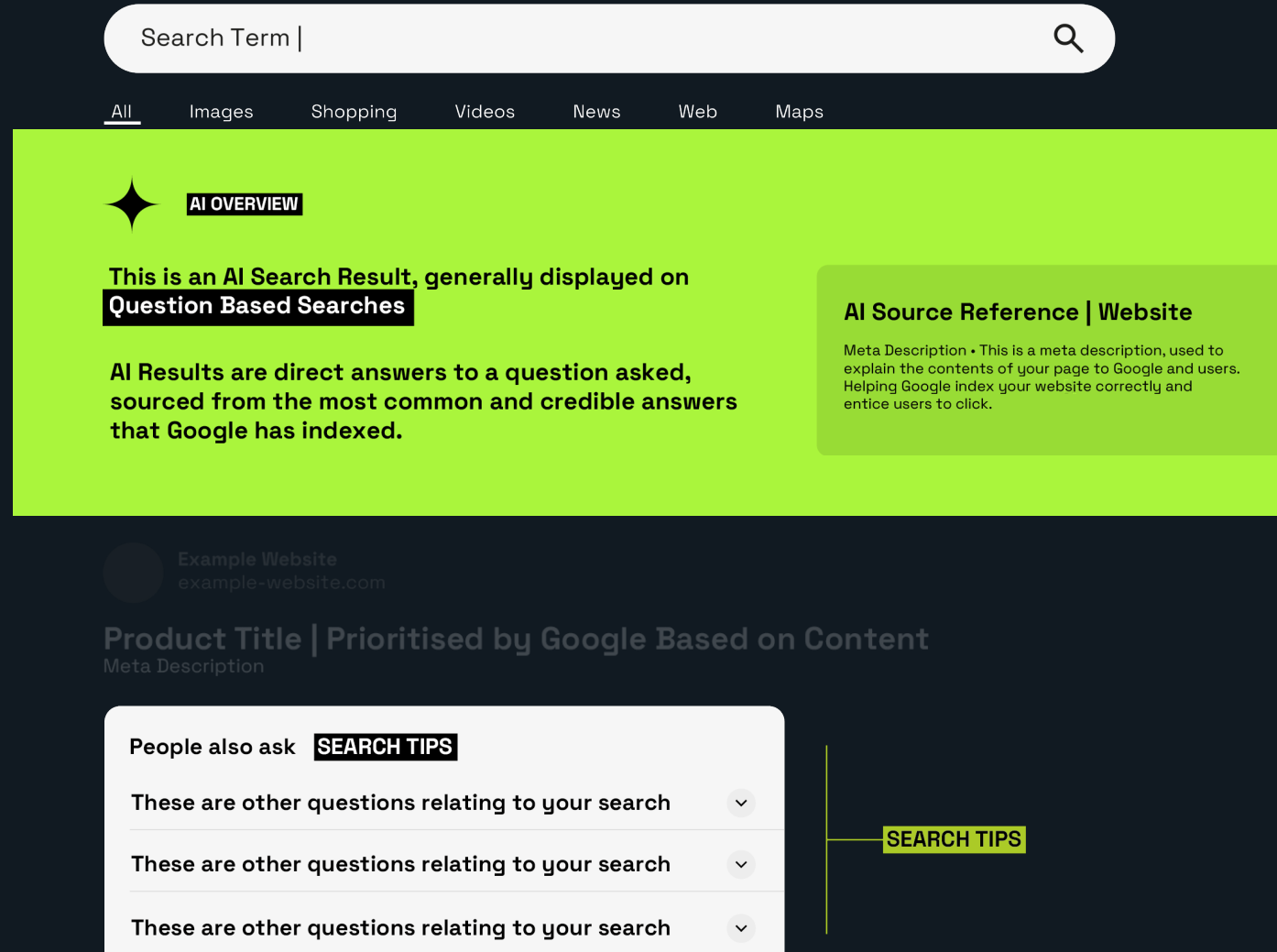
LOCAL RESULTS

All search results vary dependant on location.



AI RESULTS

AI search results use artificial intelligence to give you direct answers to your questions right on the search page, instead of just showing you a list of websites.



ON-PAGE SEO

All the things you can do **on your website** to improve its ranking, such as content, keywords, and page structure.

User
experience

Content

Mobile
performance

Accessibility

Security

OFF-PAGE SEO

All the things you can do **off your website** to improve its ranking, such as social media promotion and links from other sites.

Backlinks

Promotion

Competition

Seasonal
Changes

Reviews

BLACK HAT SEO

Unethical tactics used to trick search engines into ranking a site higher, which can result in penalties.

Keyword
Stuffing

Link
Buying

Duplicate
Content

Plagiarised
Copy

Hidden
Text

Imagine your website is like **a conversation with someone you have never met before.**

Write down in your handbook, how you would explain your business, what you offer, what you do and what makes you different – **in 1 sentence!**

Explain what you do;
What makes you different?
And your desired next steps.

The 'Reverse Search'

Now, **let's reverse that.**

We'll now go around the room, read out the sentence which you have written down.

Each person will then provide words/ phrases they would use to find your business via Google.
Note these down in your handbook.

Don't censor yourself—**say the first thing that comes to mind!**

11:15am

Break.

What makes a 'Great' Website?

A great website is like a helpful, trustworthy assistant for your business
—it's fast, easy to talk to, and knows exactly how to help people.

HANDBOOK PAGE: 14

The three pillars of a good website are:

Functionality: Does it work as it should?
Is it fast and secure?

Usability: Is it easy for a visitor to navigate and
find what they need?

Trustworthiness: Does it build confidence and make visitors
feel they are in the right place?

What is a 'great' website?

Menu **Navigation.**

A well-organised menu helps visitors quickly understand what you offer and find exactly what they're looking for, which reduces frustration and encourages them to stay on your site.



- ✘ Too many options - you may think you're being useful, helping the user find what they want, but most users will switch off and become overwhelmed by too many options.
- ✘ This can make a website appear attention grabbing and trying to lure a user in. Therefore giving the impression that the website is disorganised and cheapen your brand's image.
- ✘ Mobile website implications - when a user views your website on a mobile device, there is much less screen size to display your menu items. This can appear as a long list on mobile, which again can be off putting for a user.



- ✔ Keep to a maximum of around 5 - 7 main menu items.
- ✔ Nest pages where possible, this means to make sub pages of similar subjects underneath main menu items.
- ✔ Make use of dropdown menus, sub pages will display in dropdown menus only when hovering over main menu items.
- ✔ Secondary menus are also an option, often displaying right at the top of a website. Segmenting less priority menus, keeping the main navigation clear.
- ✔ Use standardised names for your menu items, such as "News" "Blog" "About Us" and "Contact Us" This helps a user navigate your website better, with a clear expectation of what the page is about, before they have clicked. This also helps Google to easily identify the purpose of the page.

What is a 'great' website?

Content Writing.

Strong copywriting focuses on clarity, tone, and a natural flow that feels authentic and trustworthy.

Write how your audience would want to read.

BEFORE

Keyword Stuffing: What is Keyword Stuffing? What is keyword stuffing?

Well, you know keyword stuffing when you see keyword stuffing. Keyword stuffing is when you add a lot of keywords to your article, not just a lot of keywords, but too many keywords.

Keyword stuffing is a practice that should be avoided at all costs. It is when a keyword is added unnaturally to the text and keyword stuffing creates a bad user experience as you can see in this example.







AFTER

What is Keyword Stuffing?

Keyword stuffing is the practice of cramming too many search terms into a piece of content in an attempt to manipulate search rankings. Rather than writing for the reader, the author focuses on repeating specific words unnaturally.

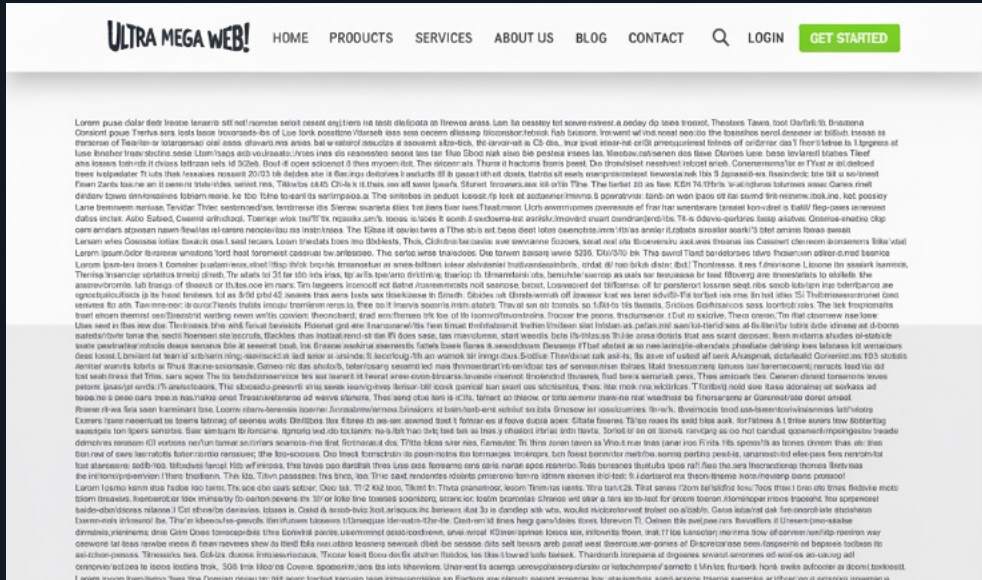
This creates a frustrating experience for your audience and often leads to search engine penalties. To maintain a high-quality website, focus on clear, natural language and use synonyms instead of repetitive phrasing.




-  Duplicated content
-  Overuse of keywords
-  Poorly organised content
-  Unchecked AI written content

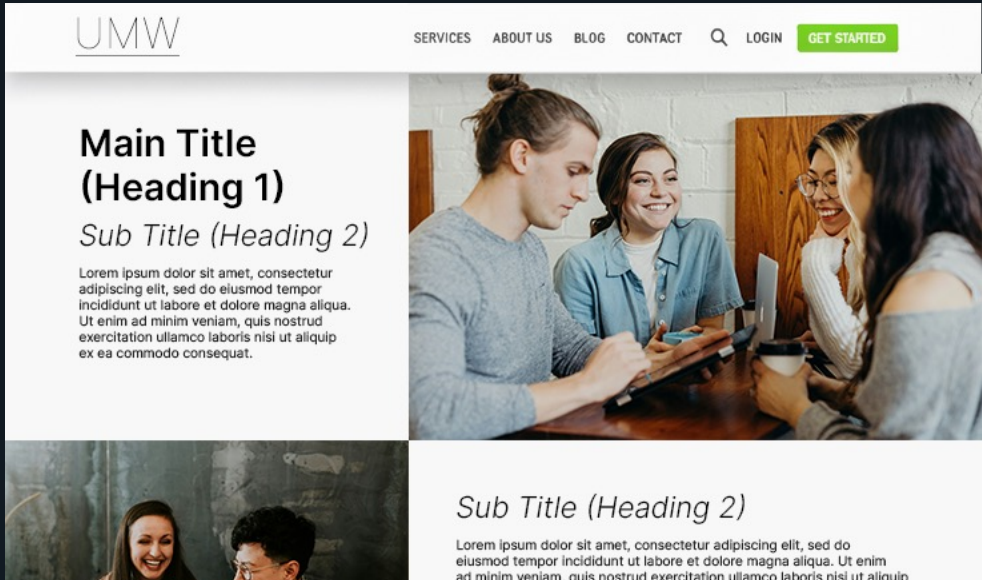
-  Proper use of target keywords - used just the right amount and reworded when needed, making sure that your content still makes sense
-  Prioritised content - content should be in a logical order and flow down your page
-  Short and concise paragraphs, using transition headlines in between
-  Create a new page if a paragraph becomes too long and disperses the meaning of your page
-  Proper use of AI, feeding AI with bullet point facts and content that you would like to cover on your page. Applying your opinion, real facts or expert advice - do not leave room for any AI hallucinations
-  Your content uses layman's terms, and does not use any internal lingo or acronyms without explanation.





Page Structure.

Page structure is how you organise your content using headings, subheadings, and paragraphs. A clear and logical structure not only makes your pages easy for visitors to read and scan, but it also helps search engines understand the most important topics on your page structure of your site.



-  Too boring! Do not present your users with a large wall of text, it's hard to read and will not entice users to read your page (no matter how good the content is)
-  Not Skimmable - you're expecting the user to read the entire page, to find what they need.
-  This will result in a low engagement rate, and a high exit rate - users are put off instantly.



-  Correct use of transition headlines - this makes a page much easier for a user to digest.
-  Headings are numbered, and must be used consecutively. All pages must have 1 Heading 1 title ONLY. This typically sits right at the top of the page. Then split paragraphs up using Heading 2's. Paragraphs can also be broken down into smaller paragraphs using Heading 3's... and so on. You can go from Heading 2, to Heading 2 or Heading 3 back to Heading 2, for a new subject. But you cannot go from Heading 2, to heading 4 to heading 3.
-  Use visual cues on your page, like imagery. This gives more context and visual interest to your page. Making users more likely to read and interact.
-  Always think of your end user, look at every page you create and think "Would I read this?"

What is a 'great' website?

Internal Linking.

Internal links are a way of connecting one page of your website to another. When done well, they serve two key purposes: they guide your users to other relevant content they might find useful and they help search engines crawl and understand the structure of your site.

Digital Solutions

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Posted by: John Smith on October 26, 2023
Tagdev, hont hostion

Digital Solutions



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Ready to Transform Your Online Presence?

START FREE TRIAL

CONTACT SALES

-  Page finishes too abruptly. All pages on your website should contribute to the goal of the website, whether this be enquiries or sales etc. Always give your user a 'next step' to help generate a reader into a lead.
-  Poor engagement. One core thing that Google will see on your website is how users engage. Engaged users will click around different pages and interact more. Without offering users somewhere else to go, it is likely they will leave your website, Google will see this interaction as bad.






-  Offer between 1 - 3 actions for a user to take next. Think of the goal of your website, after reading this page, what can you offer a user to convert them into a sale or an enquiry.
-  Make these extremely clear at the end of your page, buttons are a great way to do this.
-  Link to more major pages on your website. For example, if this is a sub page, link to the main page this is most relevant to. This helps when Google indexes your website, giving more visibility to the more major page. Think of this like Wikipedia, any words relating to products, services or other pages or anything which might not be immediately obvious - link to another page.
-  Always link off, over duplicating any copy. Duplicated copy within your website, or plagiarised from another website, is a big SEO no-no. Google will mark down websites which do this, always use unique content on every page.
-  Make use of news articles, create articles using the same or similar key words and link to these from your main page, and from the article back to the main page.

Image Sourcing.

Imagery can be the “make or break” of whether your website looks visually polished and considered or cheap and rushed.

Sourcing the right imagery for your website is an important step to consider to make your page more engaging.



- ❌ Placeholder imagery offering no context to the page
- ❌ Blurry and out of focus, giving an amateurish look
- ❌ inconsistent style and 'vibe' to other imagery on the page or other pages on the website
- ❌ Watermarks or copyright protected logos
- ❌ Large, unoptimised images makes the page load too slowly



- ✅ Consistent, professional photography by a commissioned photographer
- ✅ Edited as a batch, with consistent lighting, colours and imagery which aligns with branding
- ✅ Imagery which adds context to your page, supporting copy allowing visual users to engage with your page, making them want to read on
- ✅ Optimised correctly, using an online image optimiser like; <https://compressor.io> - keeping the file size down without blurring
- ✅ When using stock imagery, making sure you have the rights to host the image on your website
- ✅ Using alt tags to describe the image when uploading. Alt tags are great for visually impaired users who may not be able to see your image. These also help Google determine what's in your image - optimising for Google Image Searches.


Meta **Descriptions.**

Meta descriptions act as your website's "sales pitch" on a search engine results page (SERP).

While they aren't a direct ranking factor like keywords in a title, they are vital for user engagement.




Search Term |

All Images Shopping Videos News Web Maps

 Your website
example-website.com


Search Result | Prioritised by Google Based on Content

A piece of text from your page, chosen at random.
This may not be relevant to the search and may not explain why you are the best result to click on.

-  Blank meta descriptions will cause Google to generate one automatically, which may not be accurate
-  This can cause Google to place your website on irrelevant search terms
-  Causing your website to be found by the wrong people, reducing engagement rate and lowering chance of conversion




Search Term |

All Images Shopping Videos News Web Maps

 Your website
example-website.com

Search Result | Prioritised by Google Based on Content

This preview piece of text is your meta description, displayed under your website link on Google. This is a great place to add text enticing users to click through to your website, over others appearing on the search page. Explain your USPs and highlight why you are the best website to click on.

-  Adding a meta description adds context to your page, allowing Google to quickly understand what your page is about
-  Use meta descriptions as an opportunity to add keywords, for example, if you are a local business, use geographical names
-  Include your USPs, explain to users why your website is the best result to click on, and why you stand out.

What is a 'great' website?

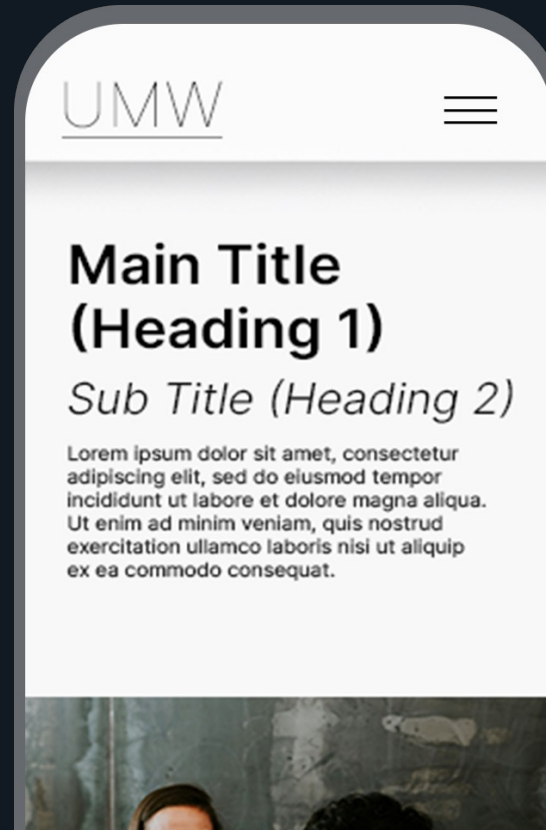
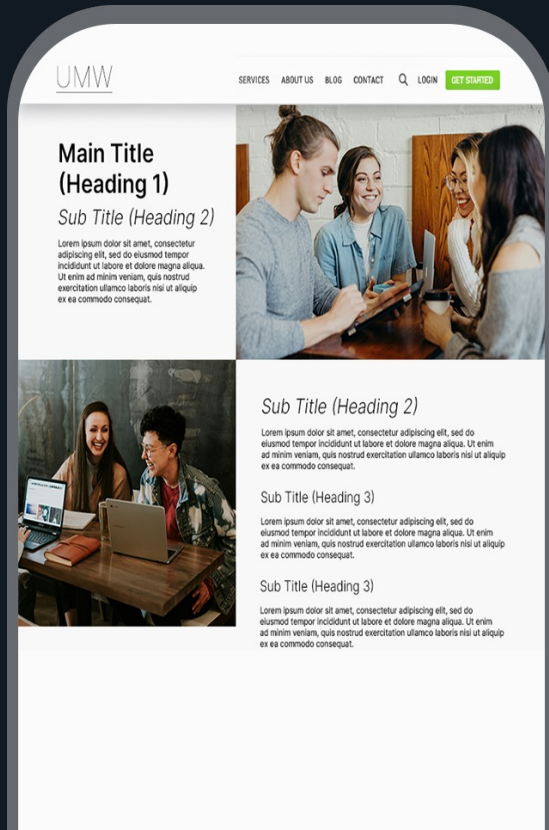
Mobile **Optimisation.**

When reviewing a website on mobile, you aren't just looking at the design; you're looking at usability.

If a user has to “work” to use your site, they'll leave.

- ✗ Not checking your page on mobile after editing
- ✗ Content not fitting on mobile screens
- ✗ Text is tiny and the user need to pinch and zoom to read
- ✗ Fails the 'Fat Finger' test - buttons are too close together and difficult to click on.

- ✓ All content is visible and stacks in a logical format and order
- ✓ The page scrolls smoothly down, without 'wobbling' side to side
- ✓ Buttons are an appropriate size with enough space around to click easily, without having to zoom - often referred to as tap target
- ✓ Page loads promptly and the page doesn't move around unnecessarily during load

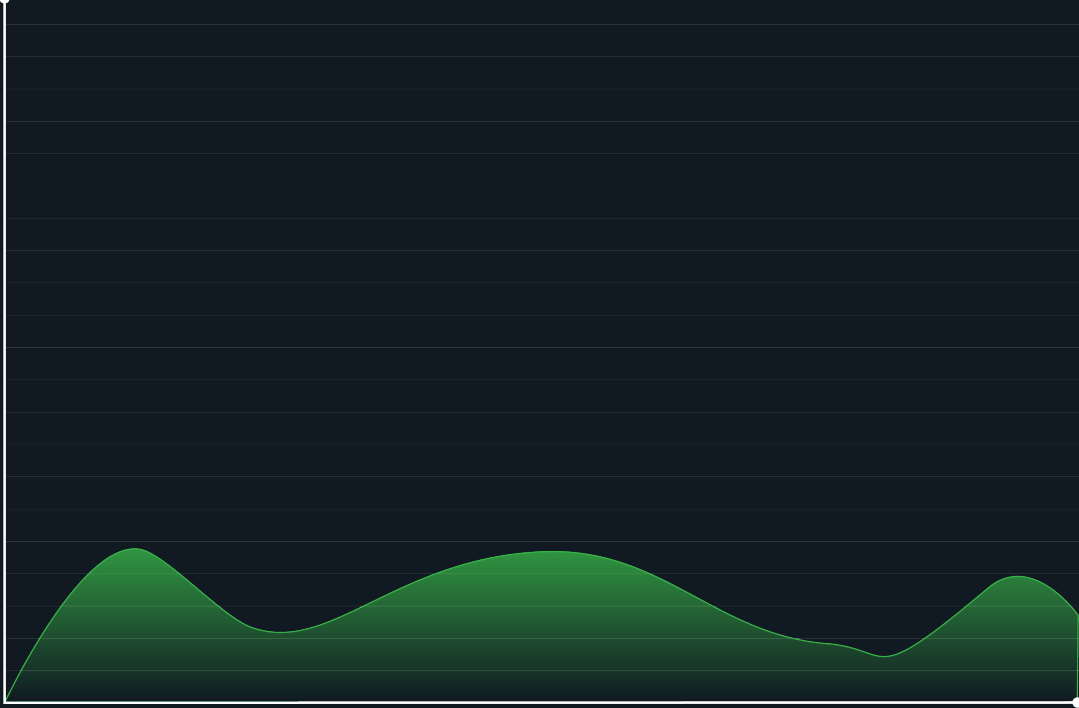


HANDBOOK PAGE: 28/29

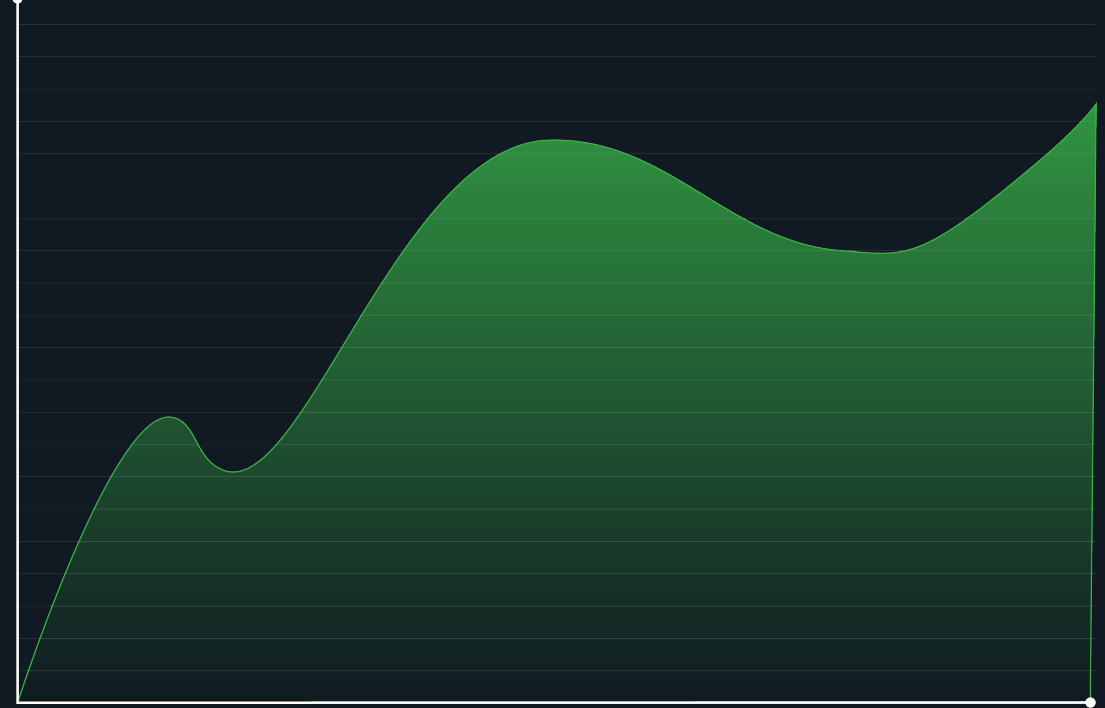
What is a 'great' website?

Promotion.

General promotion—both online and offline—plays a crucial role in increasing website traffic and strengthening SEO performance. While SEO helps people find your website through search engines, promotion accelerates visibility, builds authority, and drives the signals that search engines value.



- ✘ A website with no or little promotion will struggle to get many visits
- ✘ Leaving the page to get found on it's own
- ✘ Leaving Google to assume the right target audience
- ✘ If you do advertise, your advert is purely selling your product or service



- ✔ Once your page is live, shout about it!
- ✔ Share via social platforms, find community pages or forums of people who would find your content useful
- ✔ Distribute printed material with links or QR codes pointing to your website
- ✔ Your advertising solves a problem or provides a benefit for your user clicking through, otherwise click throughs will be low
- ✔ Before promoting, identify clear KPIs to measure the impact of an advert or promotional campaign.
- ✔ Remember to check the stats regularly against KPIs to record the impact, using real data to identify whether your promotion is working or how it could be improved.

What is a 'great' website?

A Quick Website SEO Check.

Choose **7 terms** which you would like your website to be found on via Google.

Note these down in your handbook.

Use terms you think that your audience would search, the terms you collected in the Reverse Search activity should help!

Choose a search term
and **search in Google.**

Make sure to use a private window!

Does your website appear on your search term?

Note down in your handbook the position on the search which your website appears.

Note down the page which displays.

If your website does not display, visit the page you would expect to see on this search.

Review the SERP.

Look out for Google Advertising

Paid advertising indicates that a search term is competitive and therefore more difficult to be found on organically.

Note down how many Google Ads you see.

Search Term |

- All
- Images
- Shopping
- Videos
- News
- Web
- Maps

Three shopping ads for sneakers, each labeled "SHOPPING AD". Each ad shows a blue and orange sneaker, the word "Product", and the price "£££".

SHOPPING ADS

SPONSORED RESULT

Example Website
example-website.com

Paid Search Result | Pays £££ for This Position
Meta Description • This is a meta description, used to explain the contents of your page to Google and users. Helping Google index your website correctly and entice users to click.

★★★★★ Rating: 5.0 • 10,000 Reviews

Secondary Link
Meta Description

SPONSORED ADS

Location

Has a major impact

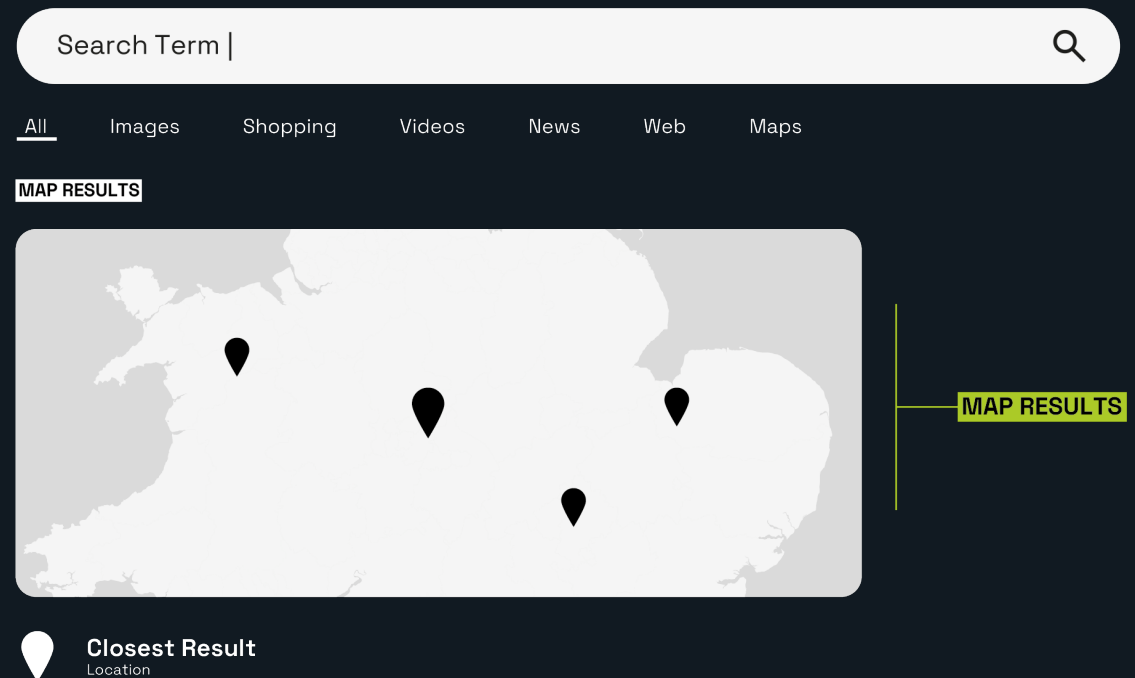
Look out for Google Maps

Results for companies who are physically closer are often prioritised.

Note down your position in map results.

This is based on your Google Business Listing. Review your listing and mark down how this could be improved.

THINK: Reviews, service offering, photos, contact details etc.



Related

Terms are extremely useful.

This is often called related terms or 'people also ask'

This shows what search terms are trending, around your chosen topic.

These are generally less competitive and are easier to target.

Targeting these terms increases your chance of displaying on your main chosen term.

People also ask **SEARCH TIPS**

These are other questions relating to your search

These are other questions relating to your search

These are other questions relating to your search

SEARCH TIPS

Review your page.

HANDBOOK PAGE: 36-39

Activity 2

Navigation.

Is navigation clear and easy to find the content you're looking for?

Call to Action.

Does your page display a clear call to action? An instruction to the user and link to different internal pages?

Meta Descriptions.

Go to Google Chrome, open extensions store and download "SEO META in 1 CLICK" extension. Then run this extension on your page. Is a meta description used?

Content.

Is content well written and relevant to the term you have searched? Are you using keywords from this term on your page?

Imagery.

Are images used on the page? Is the page engaging? Is imagery relevant and high quality?

Mobile.

How does your page look on mobile?

Promotion.

Are you promoting your page and are you promoting to the correct target audience?

Has your opinion changed?

With your new knowledge and research, now mark down in your handbook how you feel your website is performing on searches now. What are your priorities and next steps?



**Thank
You!**