MANCHESTER HUG - MARCH 2018

# SEO Has Changed

HERE'S HOW YOU CAN ADAPT, AND GROW BETTER, IN 2018

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Let’s start at the beginning. Way back in 2011.

2011

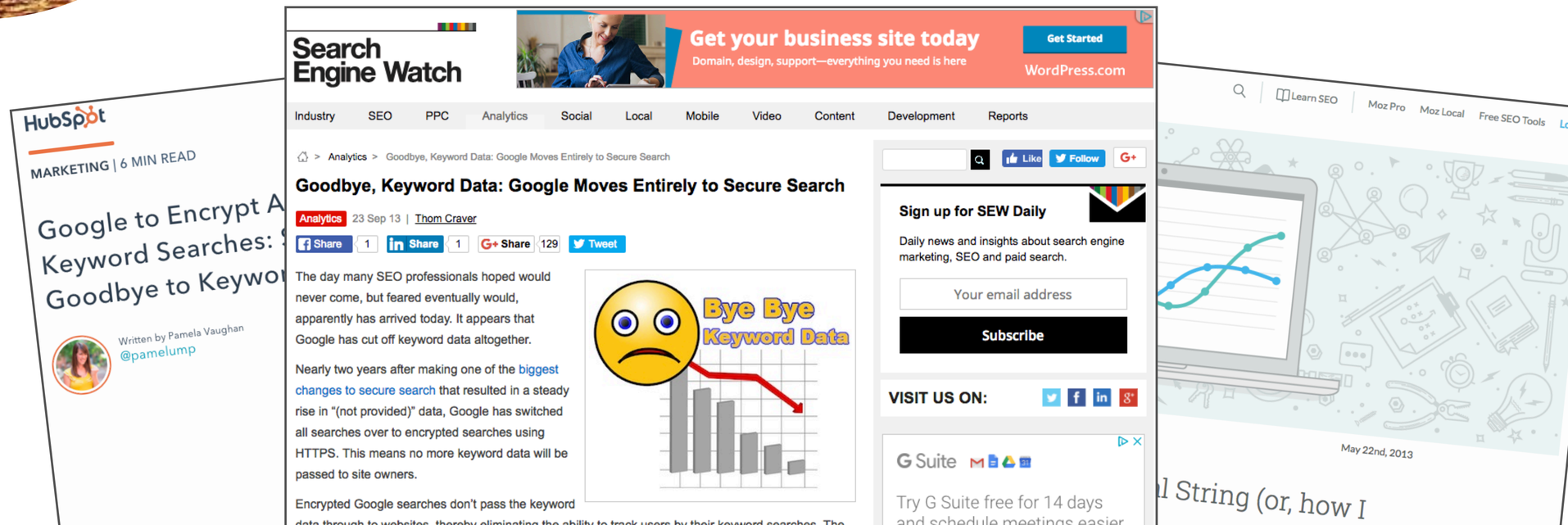
# The Golden Age Of Content

- It was clear which keywords were driving traffic and leads.
- As marketers, we simply had to “sprinkle” the keyword into various places of our content, such as meta description, title, body content, and image alt text.
- Like magic, we started ranking!

2013

# Google Encrypts Search

- Marketers everywhere panic
- It's proclaimed as "The death of SEO"



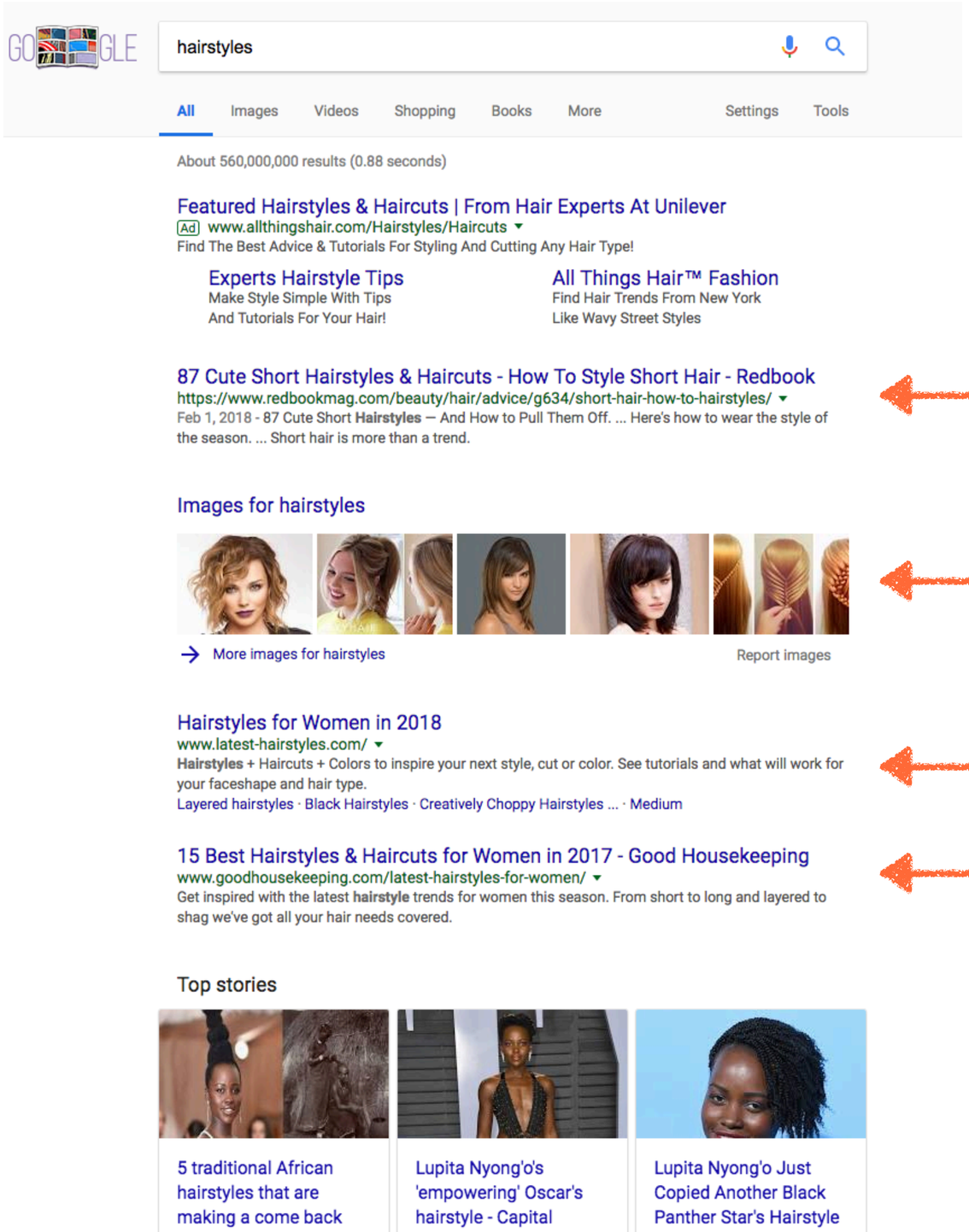
2013

# Google Hummingbird

- Google begins to understand, and serve, results based on context and intent.
- In this update, Google now pays attention to the entire search query, not just individual keywords.

Let’s look at a few examples …

# "Hairstyles"



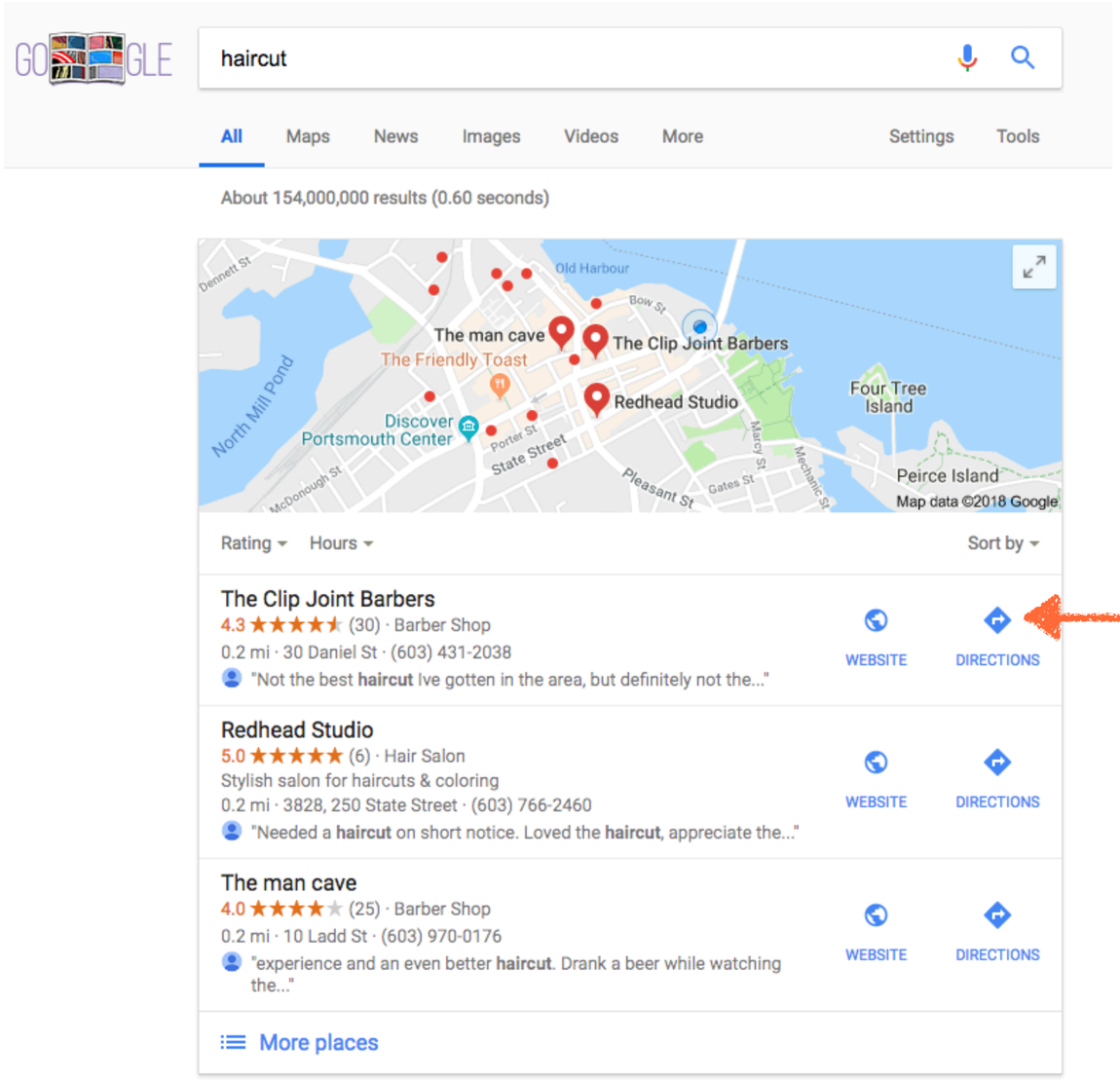

← Image Post

← Images

← Image Post

← Image Post

# "Haircut"




Locations

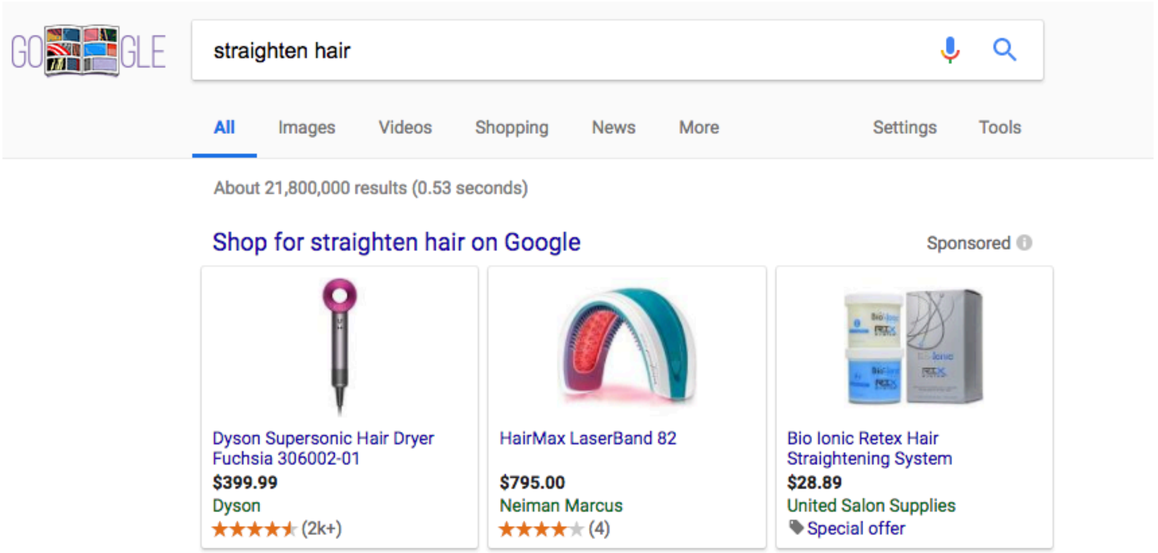
Haircuts in Portsmouth, NH - WOODBURY | Supercuts Hair Salon #8569
https://www.supercuts.com › Locations › New Hampshire › Portsmouth
**Haircuts** located near you, find a Supercuts hair salon at 1465 Woodbury Ave Portsmouth, NH 03801 and check-in today.

Haircuts in Portsmouth, NH - ROUTE 1 | Supercuts Hair Salon #81194
https://www.supercuts.com › Locations › New Hampshire › Portsmouth
**Haircuts** located near you, find a Supercuts hair salon at 1500 Lafayette Rd Unit 6 Portsmouth, NH 03801 and check-in today.

Best Haircut near Portsmouth, NH 03801 - Yelp

Locations

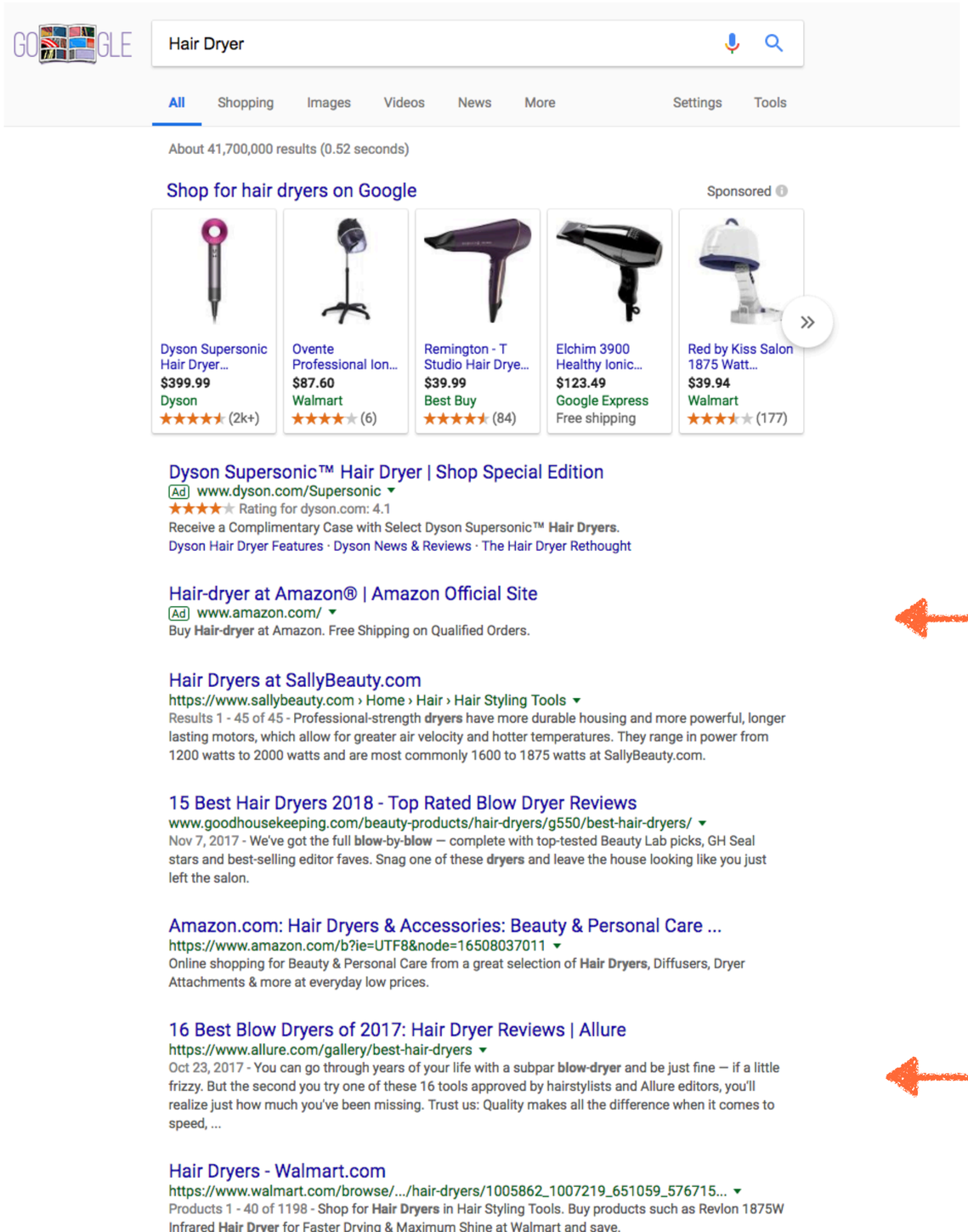
# "Straighten Hair"




← Tutorial

← Tutorial

# "Hair Dryer"




← Products

← Products

2015

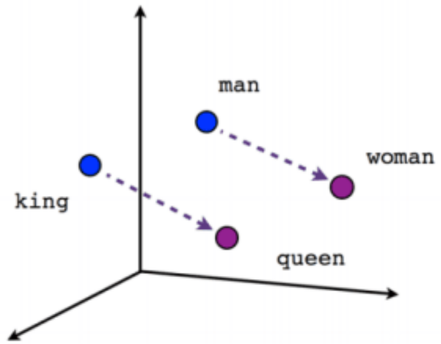
# Google Rankbrain

- Google incorporates machine learning into search, to understand the full text and intent of your query.
- RankBrain instantaneously becomes the 3rd most important ranking signal, amongst hundreds.

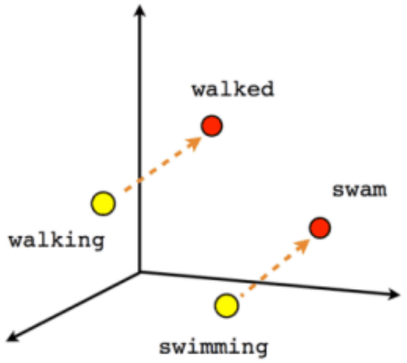
2015

# Google Rankbrain

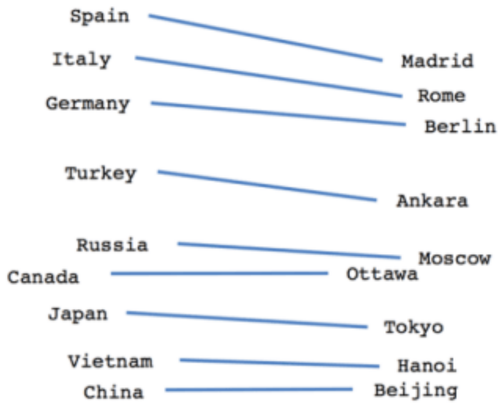
- Google is using Word2Vec, and LSI to chart the **relationship** between words




Male-Female




Verb tense

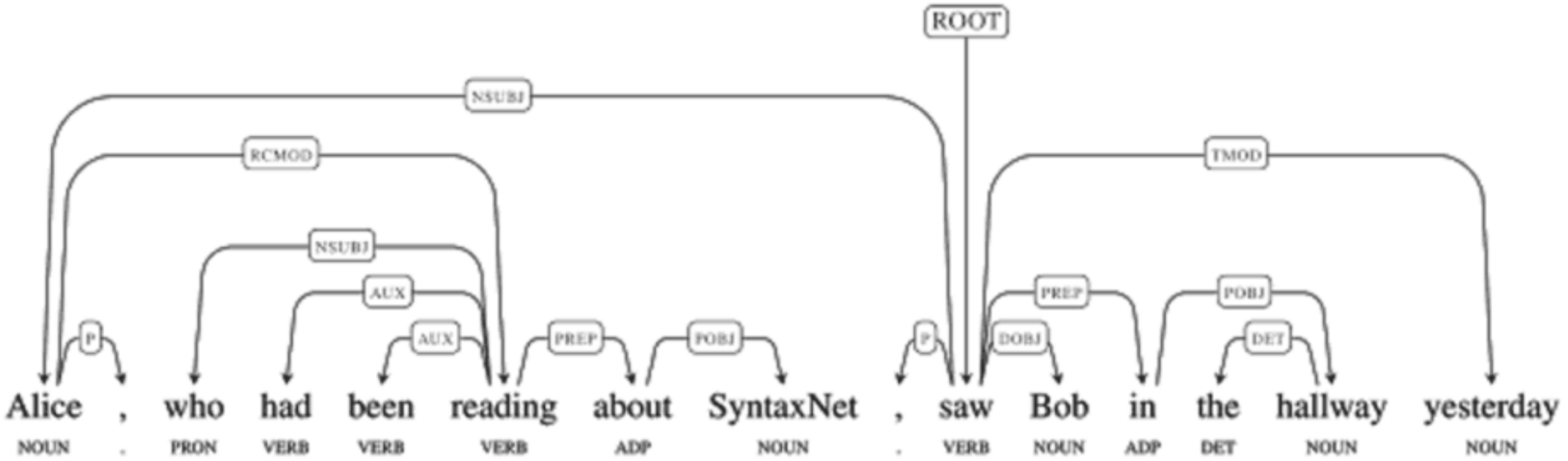


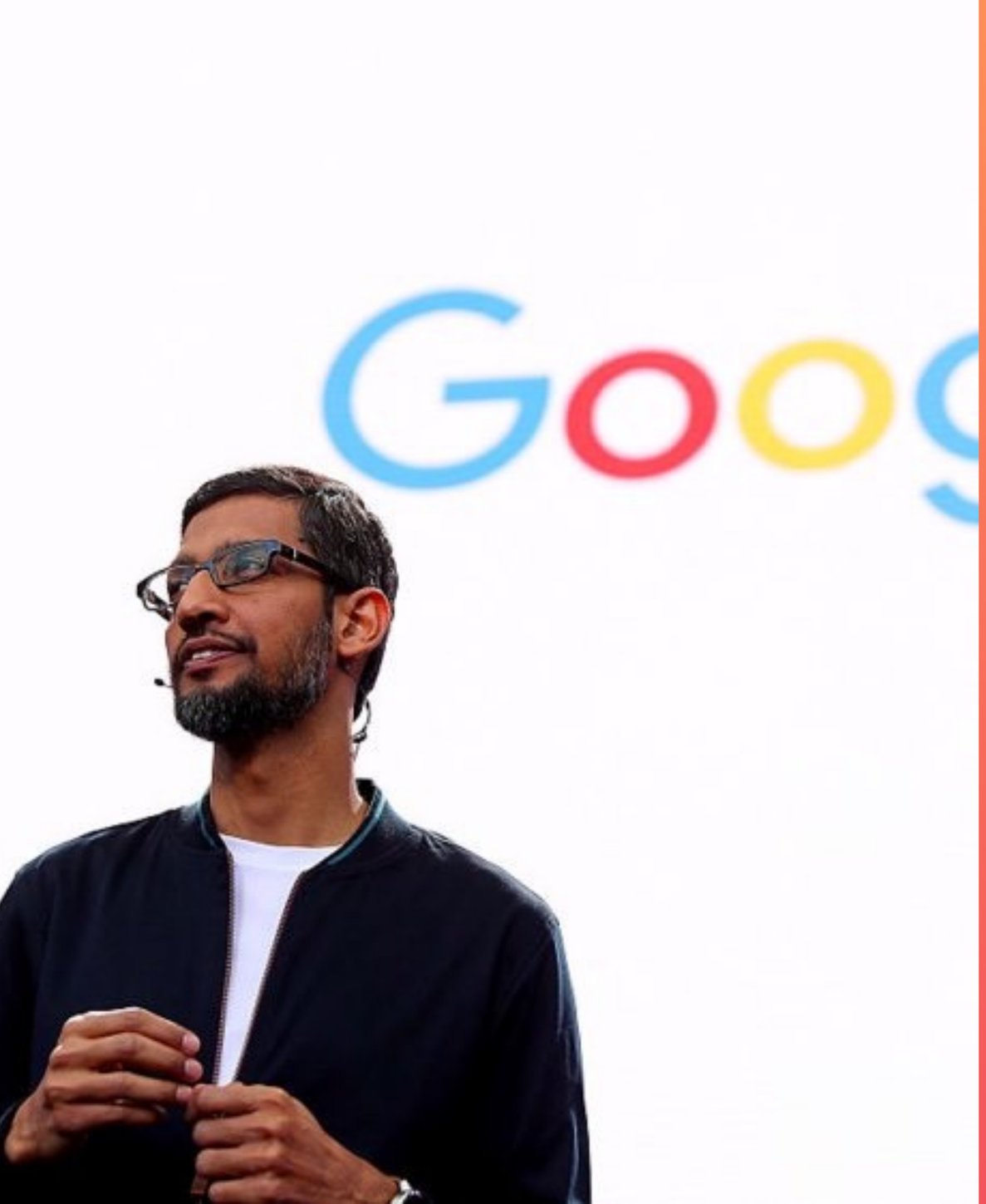

Country-Capital

2015

# Google Rankbrain

- Google is also using SyntaxNET to understand the structure of sentences





"The last 10 years have been about building a world that is mobile-first, the next 10 years, we will shift to a world that is AI first."

Sundar Pichai
CEO, Google

**Q:** What products at Google is your team looking to improve?

**A:** "… We're looking at various aspects of **search**"

Demis Hassibis
CEO, Deep Mind

Yet, with all these changes in search, we still approach content in the same way.

# Keywords

Tutorial Tour

Add keywords

- Reports home
- Reports dashboard
- Sources
- Page performance
- **Keywords**
- Competitors
- Events
- Reports settings

15
Total Keywords

1,000
Keyword Limit

$0.00
Estimated Savings

Manage campaigns
Choose topics that help you get more contacts and customers.

Set your location

| 1 | 1 | 4 | 546 |
|---|---|---|---|
| Keywords Ranked in Top 3 | Keywords Ranked in Top 10 | Contacts from Organic Last 30 Days | Organic Traffic Last 30 Days |

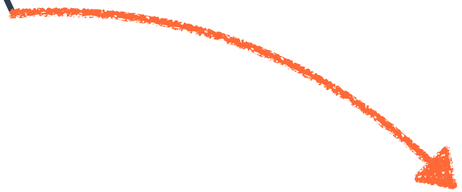
Actions | All Keywords | From all campaigns | Search...

Sorted by: Rank | Showing: Monthly Searches | Rank | Difficulty | CPC | Campaigns

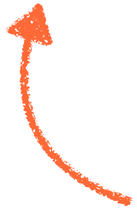
| | Monthly Searches | Rank | Difficulty | CPC | Campaigns |
|---|---|---|---|---|---|
| beta hubspot<br>Added Oct 31 2016 | *Low* | 1 | 36 | *Low* | 0 |
| user experience<br>Added Aug 7 2014 | 5,400 | 100+ | 84 | $14.99 | 0 |
| partner<br>Added Aug 25 2015 | 18,100 | 100+ | 91 | $8.98 | 0 |
| ux<br>Added Aug 7 2014 | 14,800 | 100+ | 92 | $6.70 | 1 |
| software consulting<br>Added Aug 23 2012 | 390 | 100+ | 54 | $20.36 | 0 |

# While Some Things Change, Other's Stay The Same

Keyword in title, URL, and meta description



The Definition of an Inbound Marketing Campaign [In Under 100 Words]
https://blog.hubspot.com/marketing/inbound-marketing-campaign-under-100-words-sr ▾
Jan 11, 2014 - **Inbound marketing campaigns** are concentrated efforts that align all of your **marketing** channels around a single message and goal. It starts with a **marketing** offer – something valuable and relevant for your audience that you promote through your **marketing** channels. ... And that's how you run an **inbound marketing campaign**!



Meta description that answers the exact keyword search someone typed in

Assumes:

- Desktop browser
- Fast internet connection
- One type of searcher
- All at the same time of day

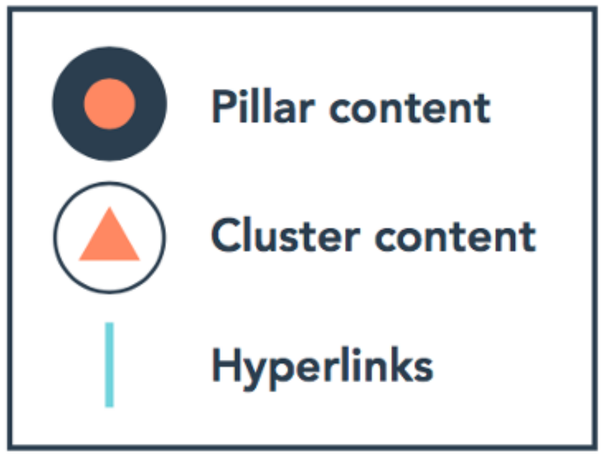
It’s time we all got on the same page and grow better.

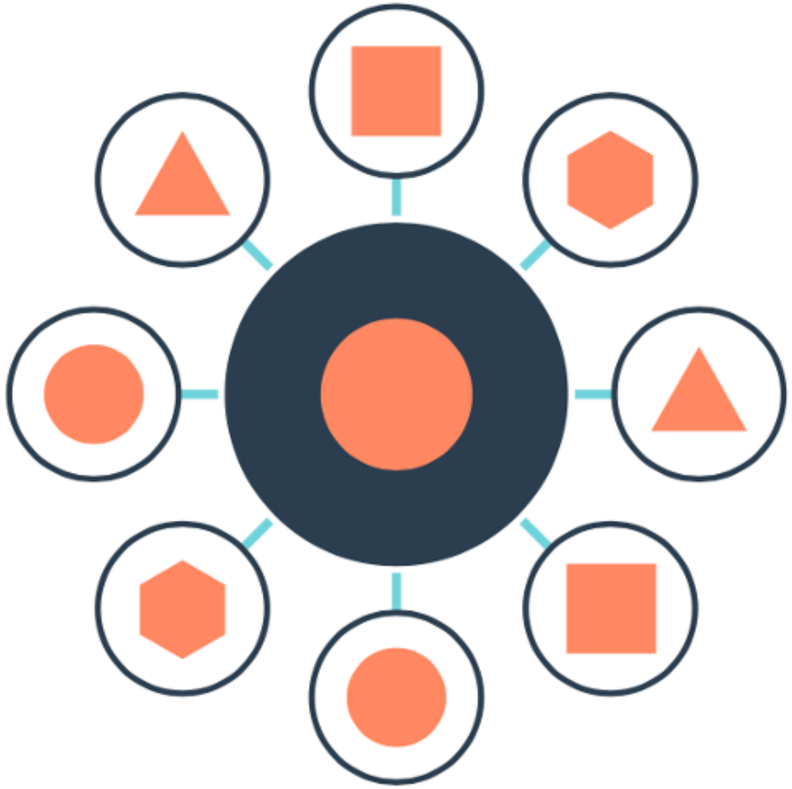
# Content Strategy

# The Key Is To Start Thinking Of Topics, Not Keywords

# The Structure For Successful Content In 2018 (And Beyond)

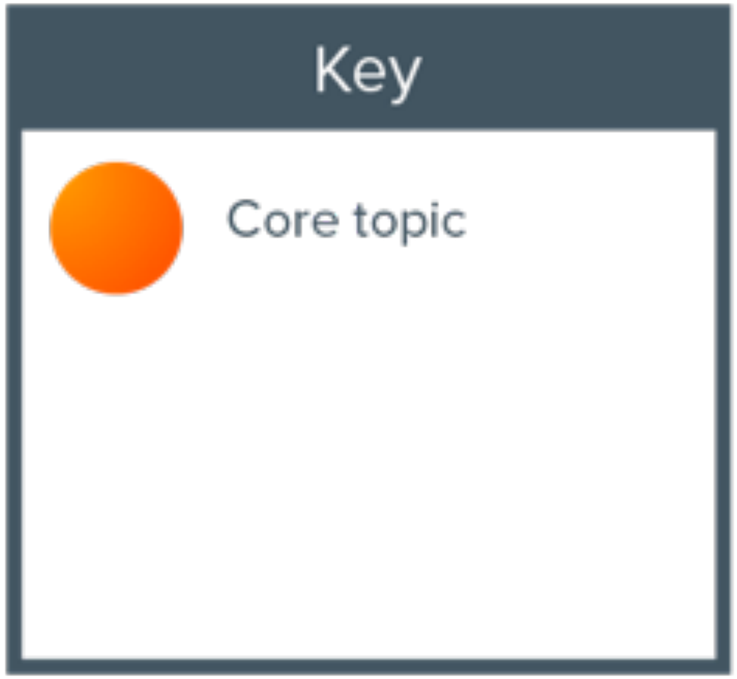
## Topic Clusters



HubSpot RESEARCH

# Let’s Break This Down…



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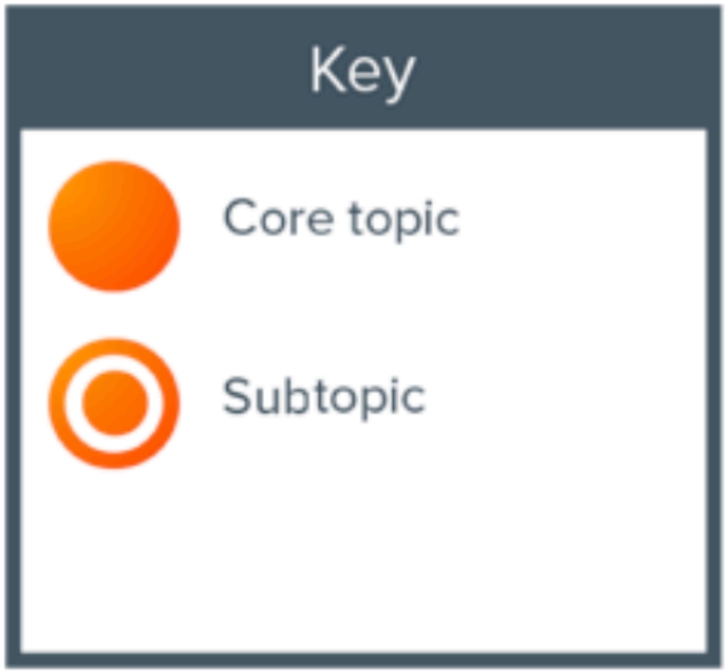


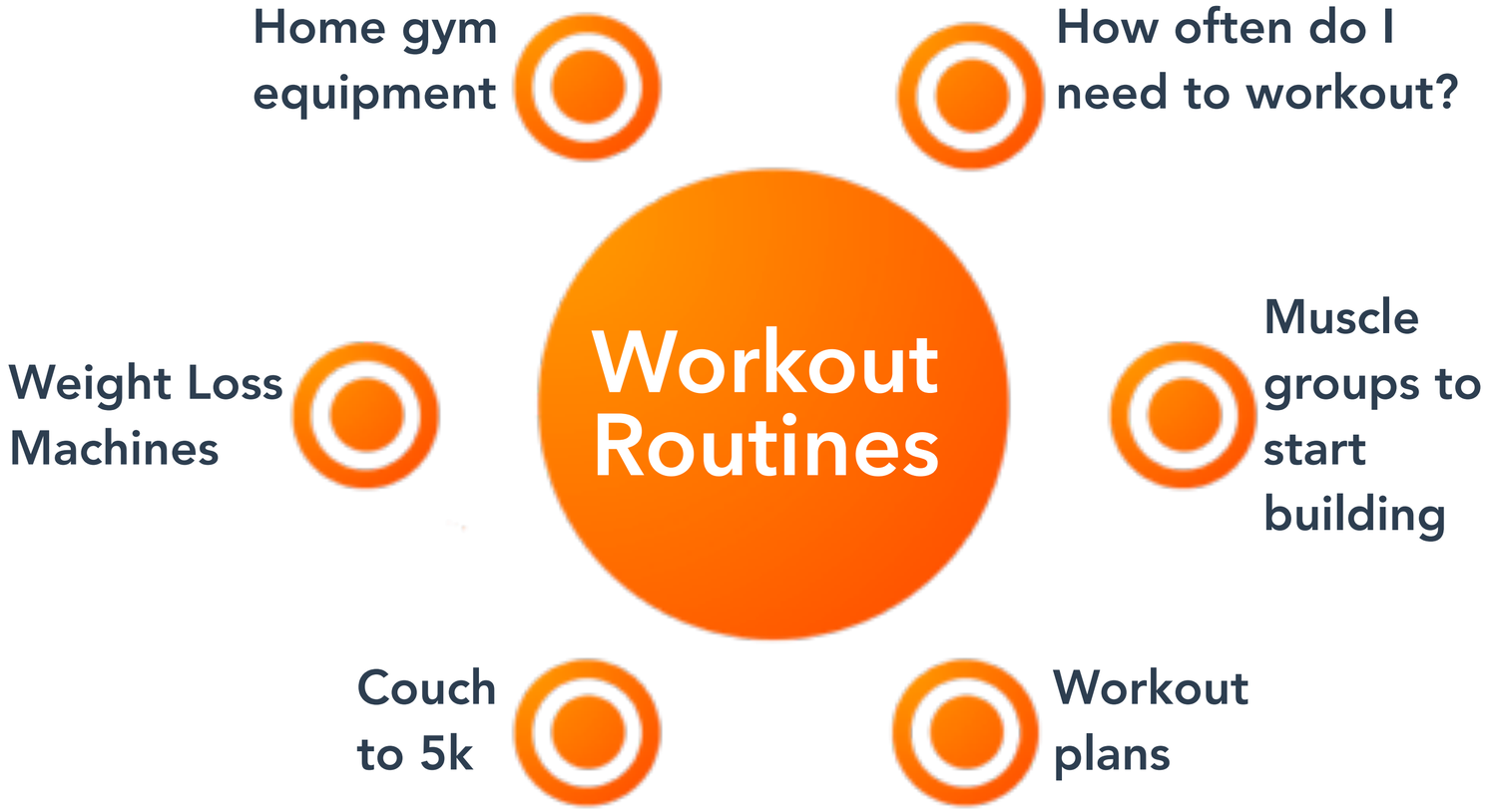

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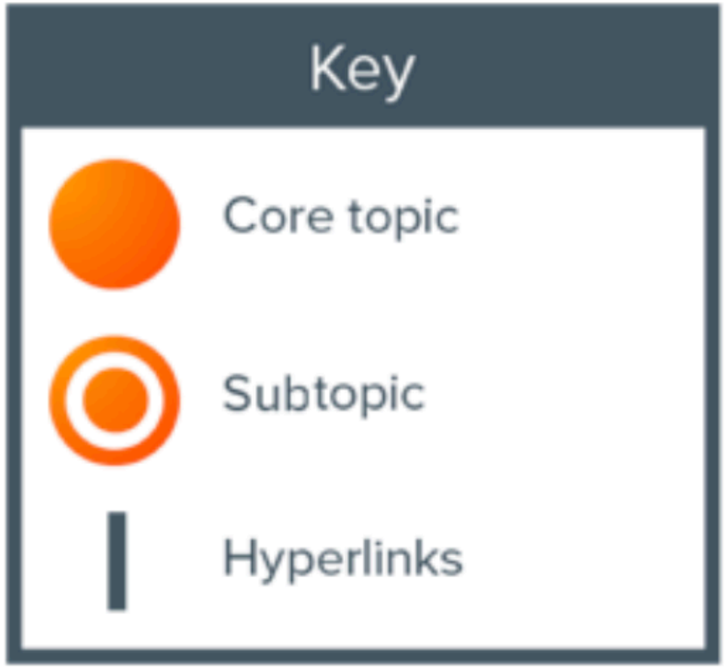
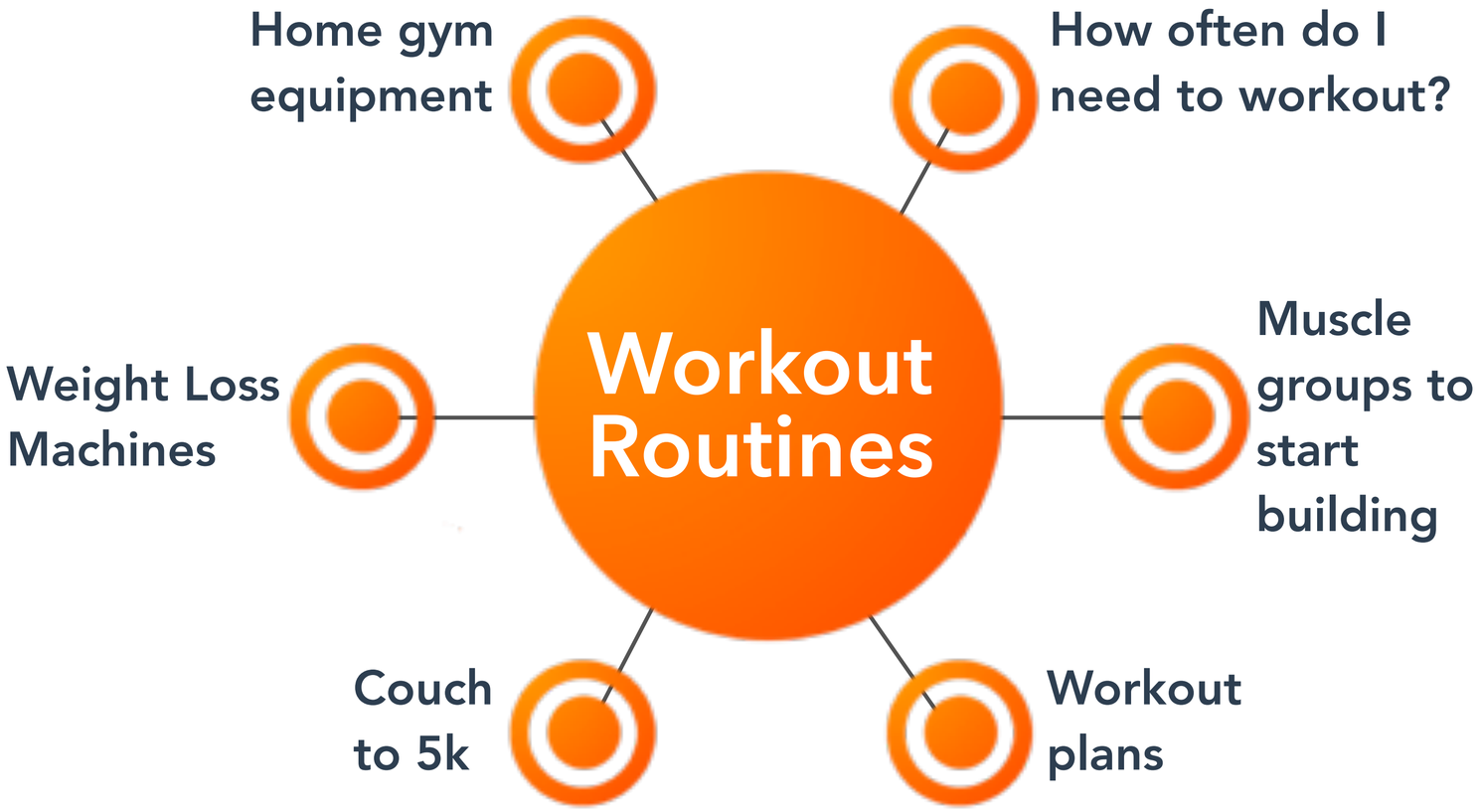
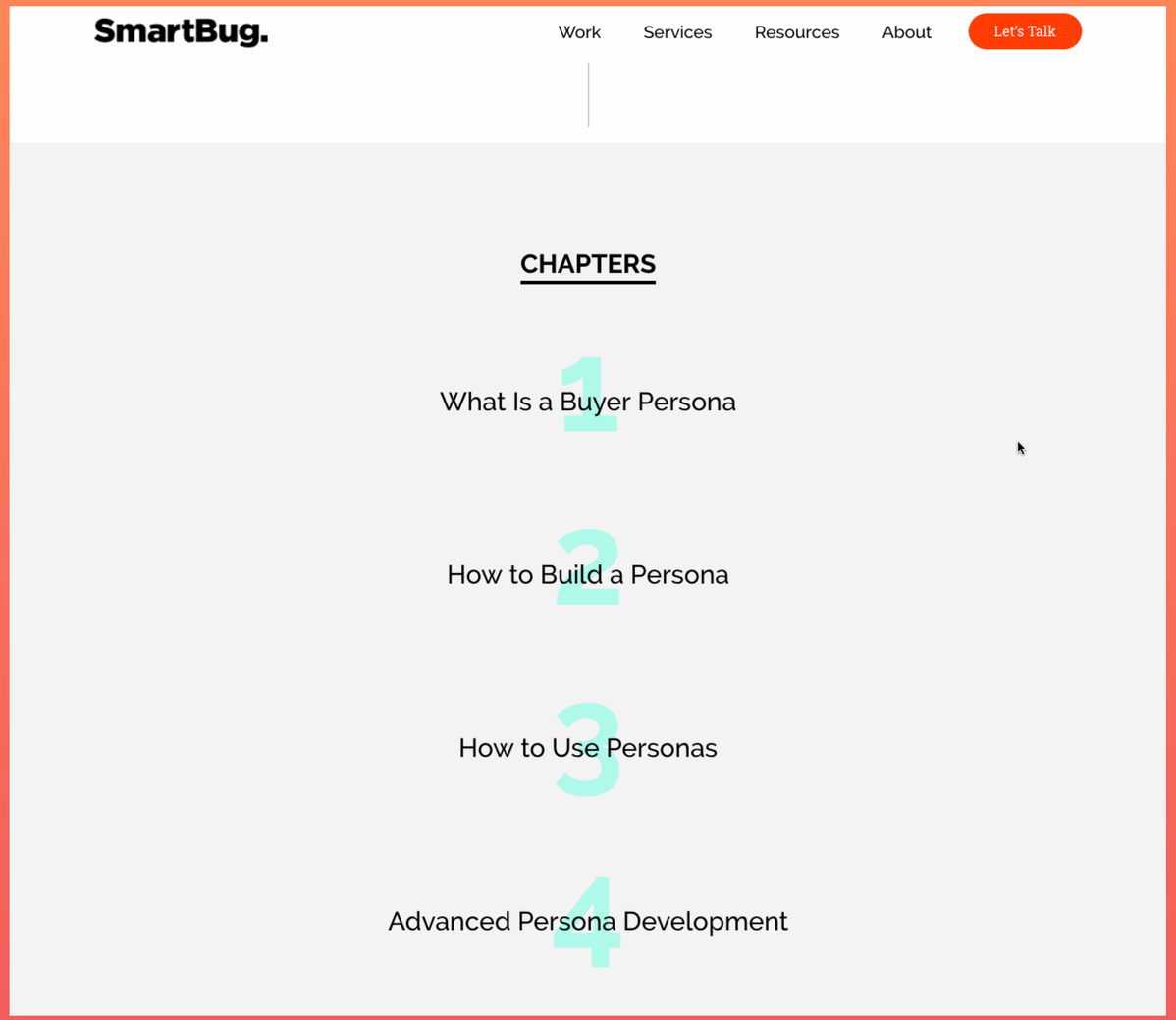





# Pillar Content

Long form page that covers the depth, and breadth of a topic.

# Subtopic Content

- **Helpful Content:** How-to's, guides, user-generated content, reviews, FAQs
- **Shareable Content:** Expert roundups, personal opinion pieces, X vs. Y debates, news
- **Linkable Content:** Visualizations (infographics, maps, charts), videos, web tools
- **Branded Content:** Case Studies, terminology pages, unique POV's

# Pillar Page Breakdown

The average #1 page will also rank for **1,000 other relevant keywords.**

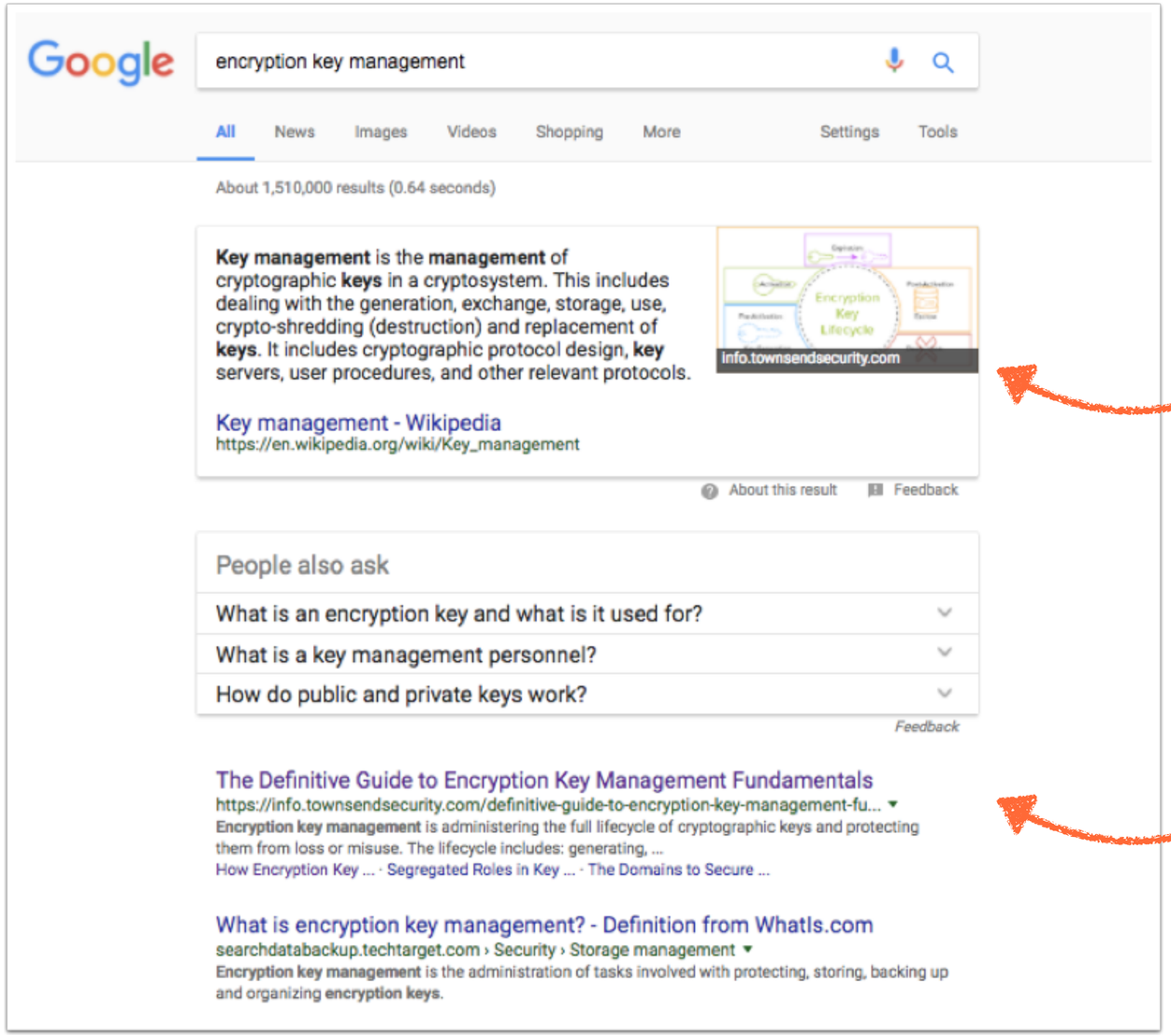
https://ahrefs.com/blog/also-rank-for-study

# A Real Example ...

Visitors can **easily navigate** the page's content.

The page offers a relevant packaged download, allowing visitors to take the content with them.

# A Real Example ...



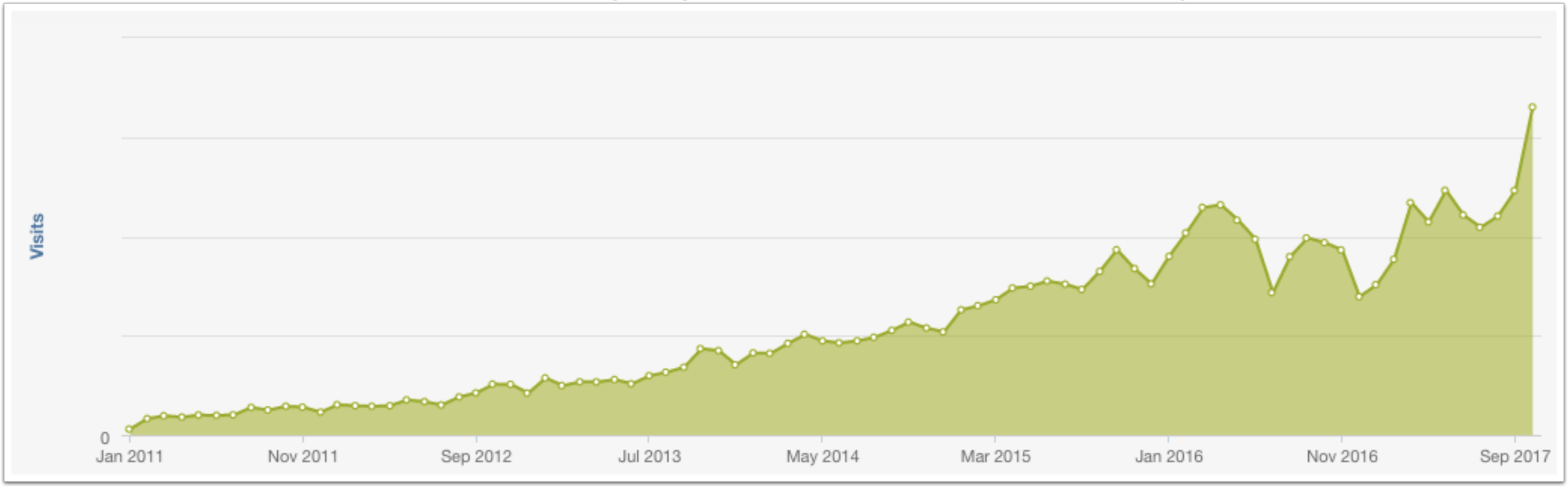

Featured snippet!

#1 Google Ranking

# Townsend Security Success

Non paid, organic traffic coming from search **increased 55% in less than three months.**

Four record-breaking organic traffic months since May 2017.

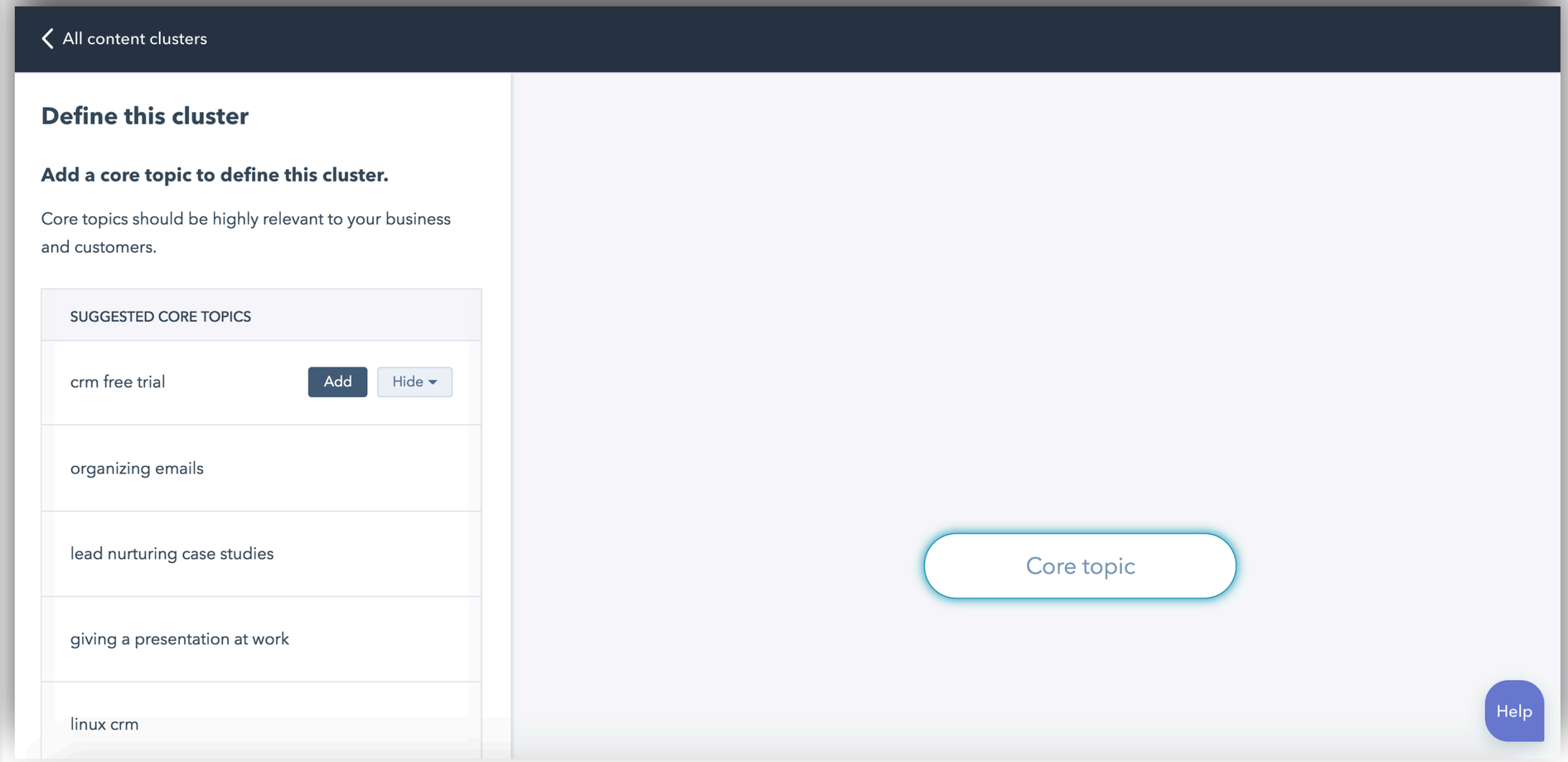


# This is why we built HubSpot Content Strategy

# Content Strategy

## Core & Sub Topic Suggestions

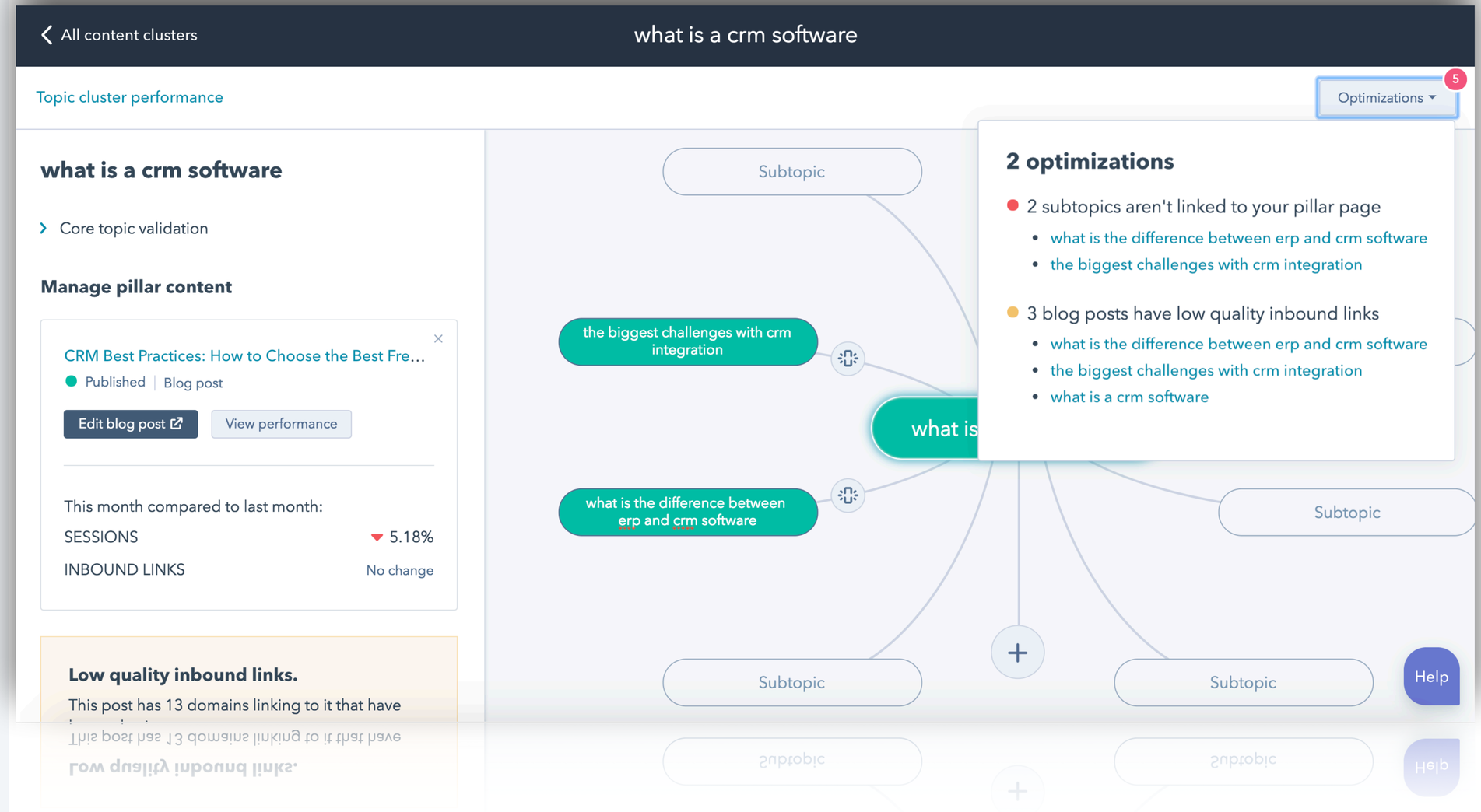
Located under the Content drop-down in HubSpot, Content Strategy can help you drive more traffic with less content.



# Content Strategy

## Optimization advice

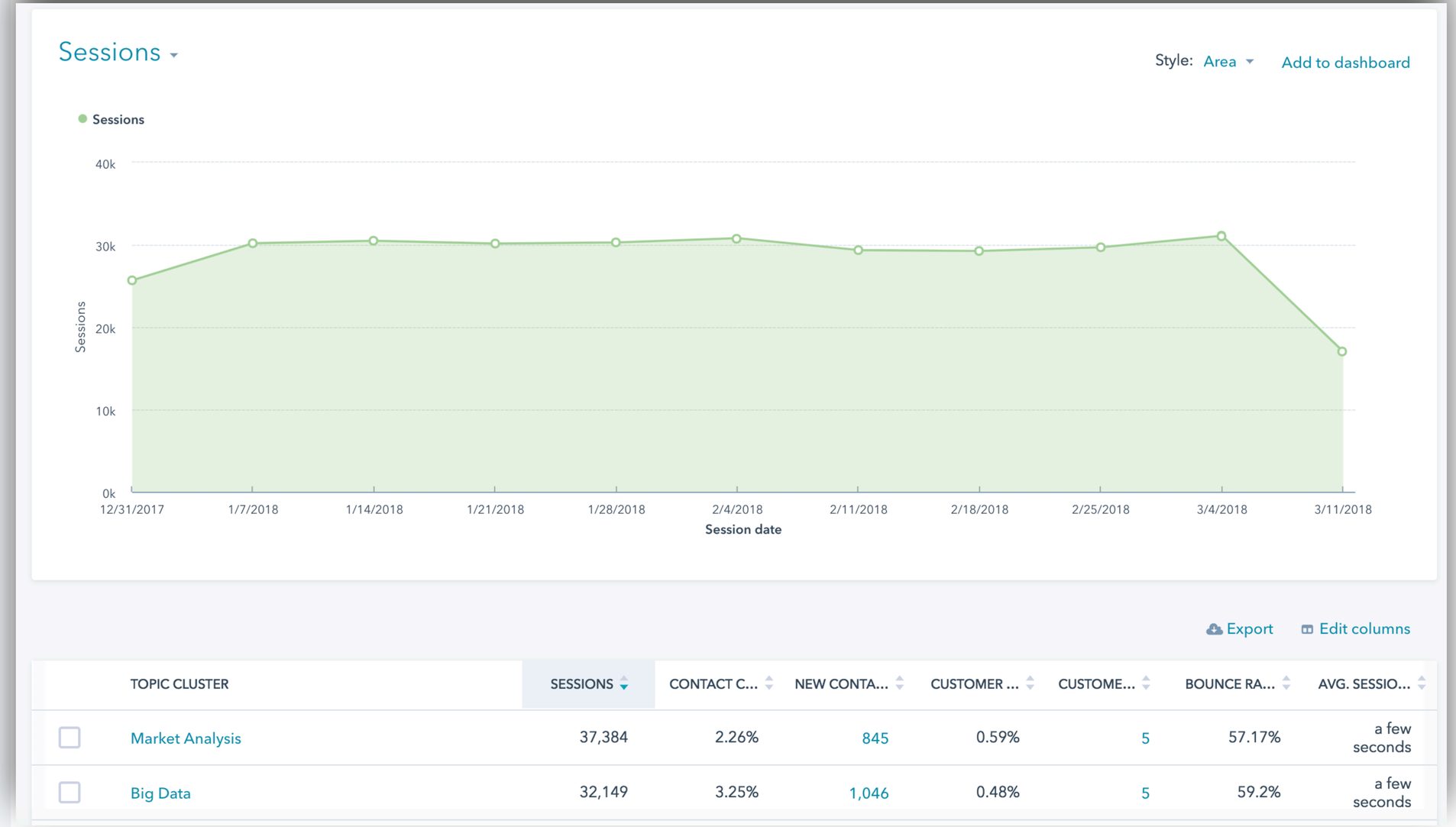
Get optimization advice to create great content and presence in organic search.



# Content Strategy

## See real ROI of your content

See the full results from your content across the entire funnel.

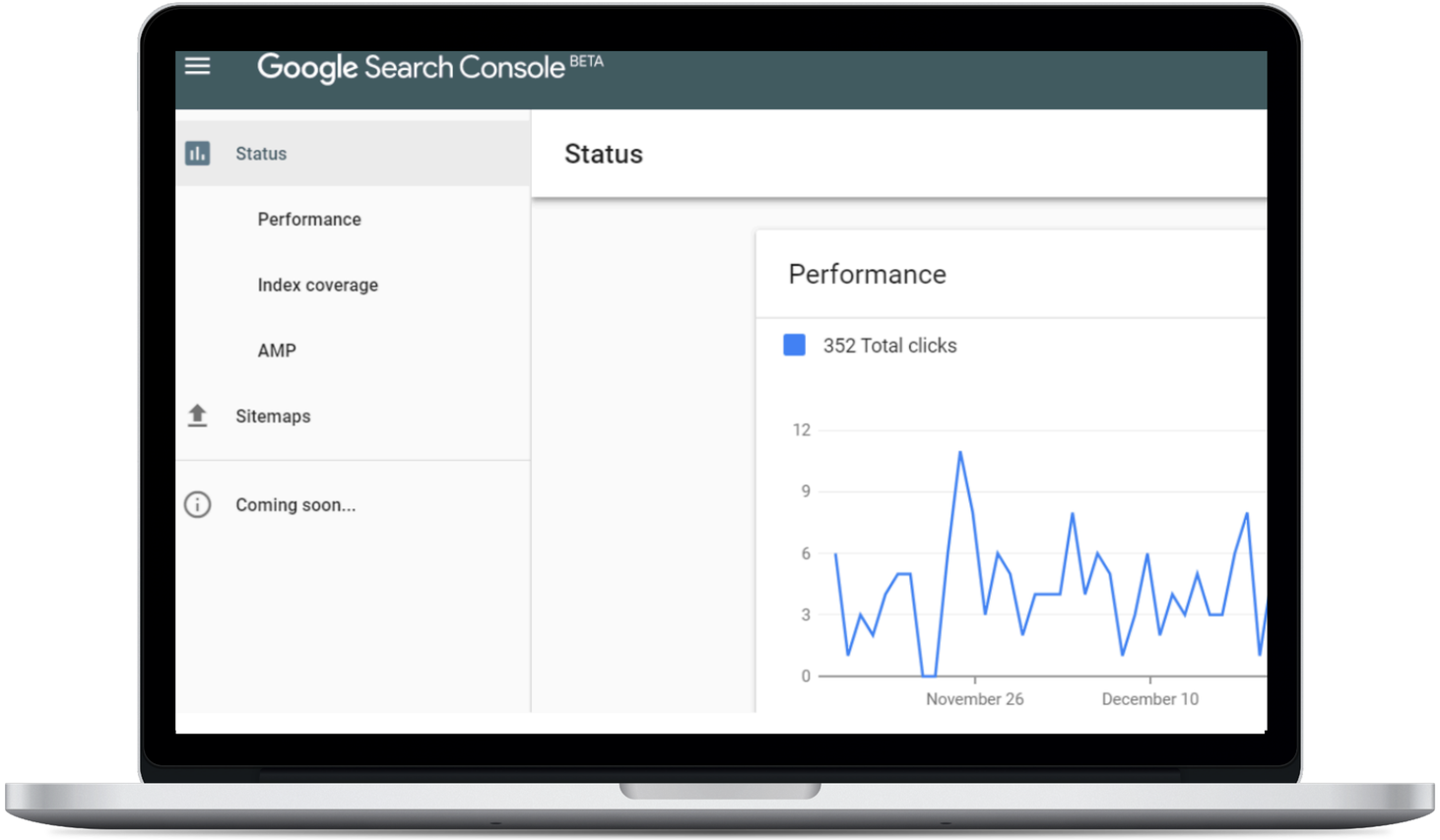



| TOPIC CLUSTER | SESSIONS | CONTACT C... | NEW CONTA... | CUSTOMER ... | CUSTOME... | BOUNCE RA... | AVG. SESSIO... |
|---|---|---|---|---|---|---|---|
| Market Analysis | 37,384 | 2.26% | 845 | 0.59% | 5 | 57.17% | a few seconds |
| Big Data | 32,149 | 3.25% | 1,046 | 0.48% | 5 | 59.2% | a few seconds |

# Identify topics from existing content

# Audit Existing Content

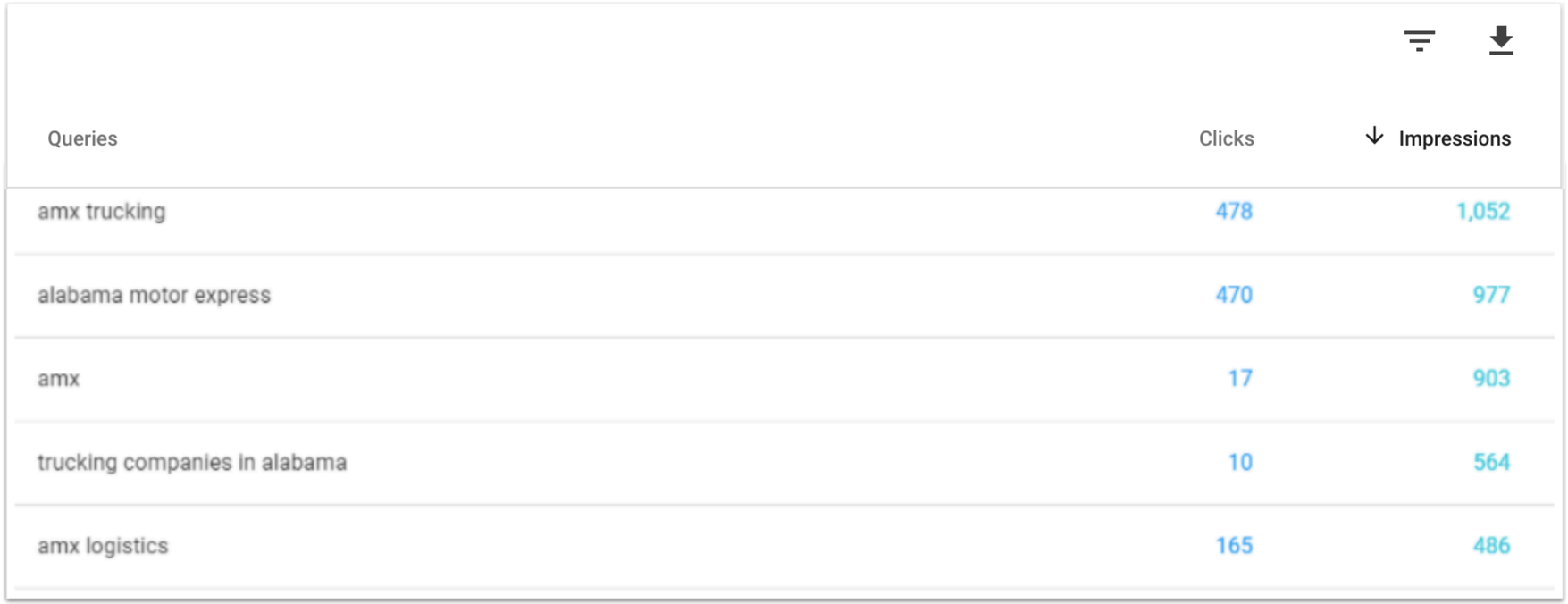
Look at the queries being used to find your site/content, and determine gaps.



# Identify Queries

## Status > Performance

Sort by Impressions, and look at which search queries you are showing up for but ultimately not generating clicks from.



| Queries | Clicks | Impressions |
|---|---|---|
| amx trucking | 478 | 1,052 |
| alabama motor express | 470 | 977 |
| amx | 17 | 903 |
| trucking companies in alabama | 10 | 564 |
| amx logistics | 165 | 486 |

# Identify Gaps

## Status > Performance

Filter out branded terms, see which queries have a lot of impressions, but few clicks.

| Queries | Clicks | ↓ Impressions |
|---|---|---|
| alabama motor express | 470 | 977 |
| trucking companies in alabama | 10 | 564 |
| trucking logistics | 1 | 446 |
| alabama trucking companies | 4 | 427 |

# Mapping Existing Content Into Topics

01

## Identify Strong Pages

Using Google Search Console, HubSpot, or any analytics solution, identify intent pages with traffic.

02

## Identify Same-Topic Content

Get a full-list of your content, and start to categorize it into topics to see

03

## Create a Pillar Page

This step is self-explanatory, but create/edit your long-form pillar page on the topic.

04

## Update internal links

Now you should update internal links to point to the core pillar page.

# Resource

MANAGEMENT Clustering Spreadsheet

File Edit View Insert Format Data Tools Add-ons Help

Share

View only

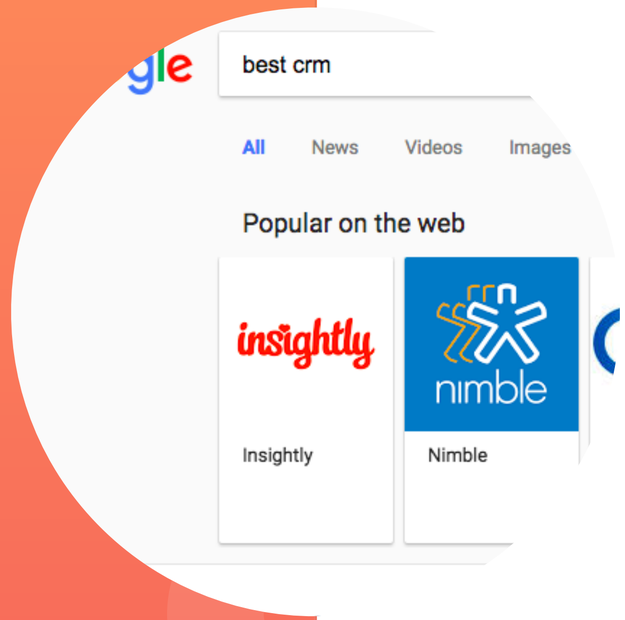
| | A | B | C | D | E | F | G |
|---|---|---|---|---|---|---|---|
| 1 | **PILLAR PAGE: TBD** | **https://blog.hubspot.com/s** | **We should update this** | | | | |
| 2 | **URL** | **Cluster/Feature > Topic** | **Subcluster (if applicable)** | **Keyword** | **Pillar link?** | **Re-linked?** | **Other Action?** |
| 3 | | | | | | | |
| 10 | https://blog.hubspot.com/sales/how-to-find-the-right-level-of-competition-for-your-sa | Sales management > Sales | | | | | |
| 11 | https://blog.hubspot.com/sales/inexpensive-sales-incentives | Sales management > Sales | | | | | |
| 12 | https://blog.hubspot.com/sales/poorly-designed-sales-contest | Sales management > Sales | | | | | |
| 13 | https://blog.hubspot.com/sales/run-effective-sales-contest | Sales management > Sales | | | | | |
| 14 | https://blog.hubspot.com/sales/sales-contest-changed-sales-forecasting | Sales management > Sales | | | | | |
| 15 | https://blog.hubspot.com/sales/sales-contest-ideas-motivate-sales | Sales management > Sales | | | | | |
| 16 | https://blog.hubspot.com/sales/sales-favorite-destination-travel-incentives | Sales management > Sales | | | | | |
| 17 | https://blog.hubspot.com/sales/sales-managers-gamification | Sales management > Sales | | | | | |
| 18 | https://blog.hubspot.com/sales/the-psychology-of-sales-gamification | Sales management > Sales | | | | | |
| 19 | https://blog.hubspot.com/sales/the-strangest-employee-rewards | Sales management > Sales | | | | | |
| 20 | https://blog.hubspot.com/sales/why-your-sales-contests-suck-how-to-fix | Sales management > Sales | | | | | |

https://goo.gl/iuuhxz

# Capturing **Featured Snippets**

# What Is A Featured Snippet?

- A featured snippet is Google's attempt to answer the search query directly on the page, without having to click to another page.
- There are 3 types of snippets:
  - Paragraph
  - List
  - Table



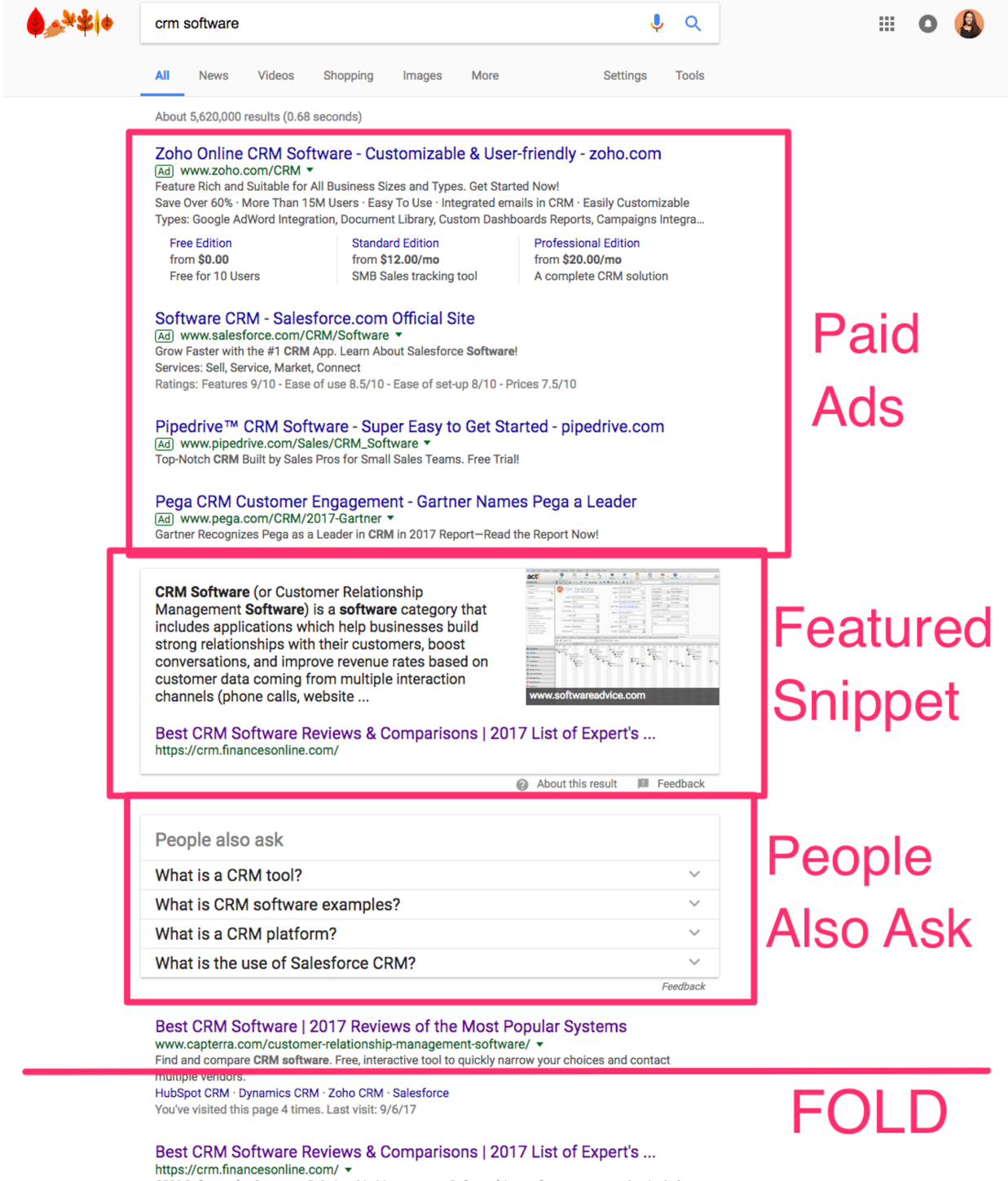

# Additional Search Features

- There are also other search features we should be aware of, such as:
  - People Also Ask
  - Carousel
  - News Stories
  - Knowledge Card

# An Example

## “CRM Software”

This search has 74,000 monthly searches, and look at all the space dominated by these new search features!

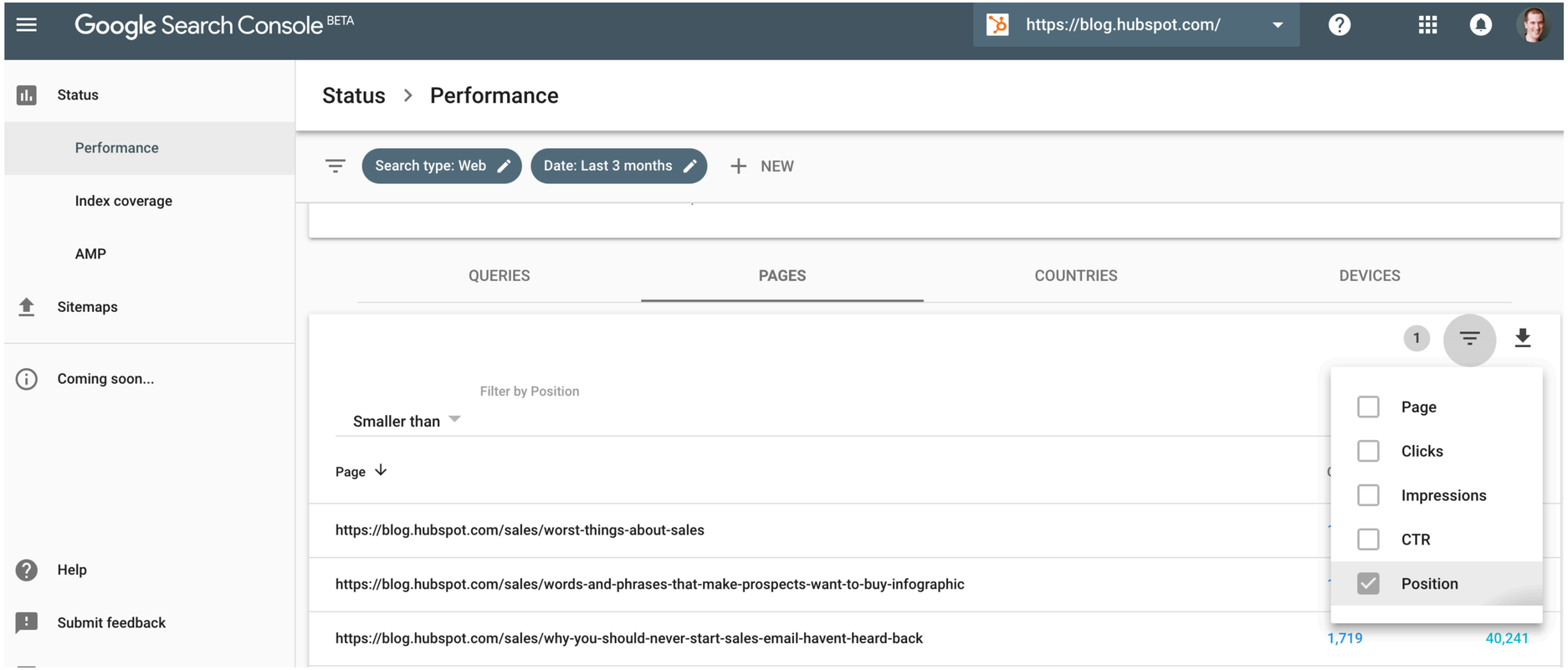


# So, how do we capture the featured snippet and leverage these new search features?

# Step 1

## Find your content on Page 1 of SERPs

Using a tool like SEMrush, or Google Search Console it's easy to find which content shows up on page 1.



# Step 2

## Split your posts into groups

Take roughly half of your posts and use it as a control group (i.e. no change), then use the other half as an experiment. In the experiment, we'll add some code.

| Control Group | Experiment Group |
| --- | --- |
| Post 1 | Post 50 |
| Post 2 | Post 55 |
| Post 3 | Post 63 |
| Post 4 | Post 101 |

# Step 3

## Add code to your experiment

Here's the code we used to generate a list (shown on the right).

```
<div class="hsg-featured-snippet">
<h2>Strategies to Motivate your Sales Team:</h2>
<ol>
<li>Build trust with the people on your team.</li>
<li>Ask your direct reports how they like to be managed.</li>
<li>Understand your direct reports' personal and professional
<li>Make sure they're covering the basics.</li>
<li>Set daily, weekly, and monthly goals.</li>
<li>Figure out where the issue lies.</li>
<li>Let people pick their own rewards.</li>
<li>Give great rewards.</li>
</ol>
</div>
```

Strategies to motivate your sales team:

1. Build trust with the people on your team.
2. Ask your direct reports how they like to be managed.
3. Understand your direct reports' personal and professional goals.
4. Make sure they're covering the basics.
5. Set daily, weekly, and monthly goals.
6. Figure out where the issue lies.
7. Let people pick their own rewards.
8. Give great rewards.

# Title Of Slide Goes Here

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries

# Tips For Featured Snippets

01

## 50 Words Or Less

Google seems to prefer Featured Snippets that are 50 words or less. It should include the main keyword/topic the page is about and the question within the <h2>, i.e. “What is the best size for Facebook cover photos?”

02

## Add A Hook

Winning a Featured Snippet is just the start. Now you need to ensure the searcher clicks the link and ultimately lands on your website. To do so, add a reason to your copy for the searcher to visit.

03

## Optimize Images

Paragraph Featured Snippets also have images, which may or may not be from the same post. You can increase your changes by optimizing the image, and reducing it’s size.

# Our Results

- **Control Group:** 1-2% of Featured Snippets
- **Experiment Group:** 8-12% of Featured Snippets
- **Overall**: 10.5% increase in number of clicks as a result of being in the featured snippet.

# Resource

## HubSpot's Guide to Winning Google's Featured Snippet

February 21, 2018 // 11:00 AM

Written by Brittany Chin & Padraig O'Connor

With contributions by Matthew Howells-Barby and Aliza Schaffer

**TL;DR:** Featured snippets are an organic search feature that now take significant search traffic from the search results below them. Featured snippets run on a separate algorithm than Google's traditional 200 ranking signals. To understand these signals, HubSpot's SEO team ran a series of experiments and, together with the blog and web teams, developed a process for featured snippet optimization. The result: a clean code that allows you to capture featured snippets and a guide with best practices for optimizing your content for Google's featured snippet.

***Table of Contents*** (10 minute read)

1. What is a Featured Snippet?
2. Where Do Featured Snippets Typically Show Up?
3. Why Should We Care About Snippets?
4. HubSpot vs. Snippets
5. SEO Team's Experiments and Results
    - Experiment 1: Consistent HTML
    - Experiment 2: Formatting Headers

https://goo.gl/wxx12J

# **Building authority** through links

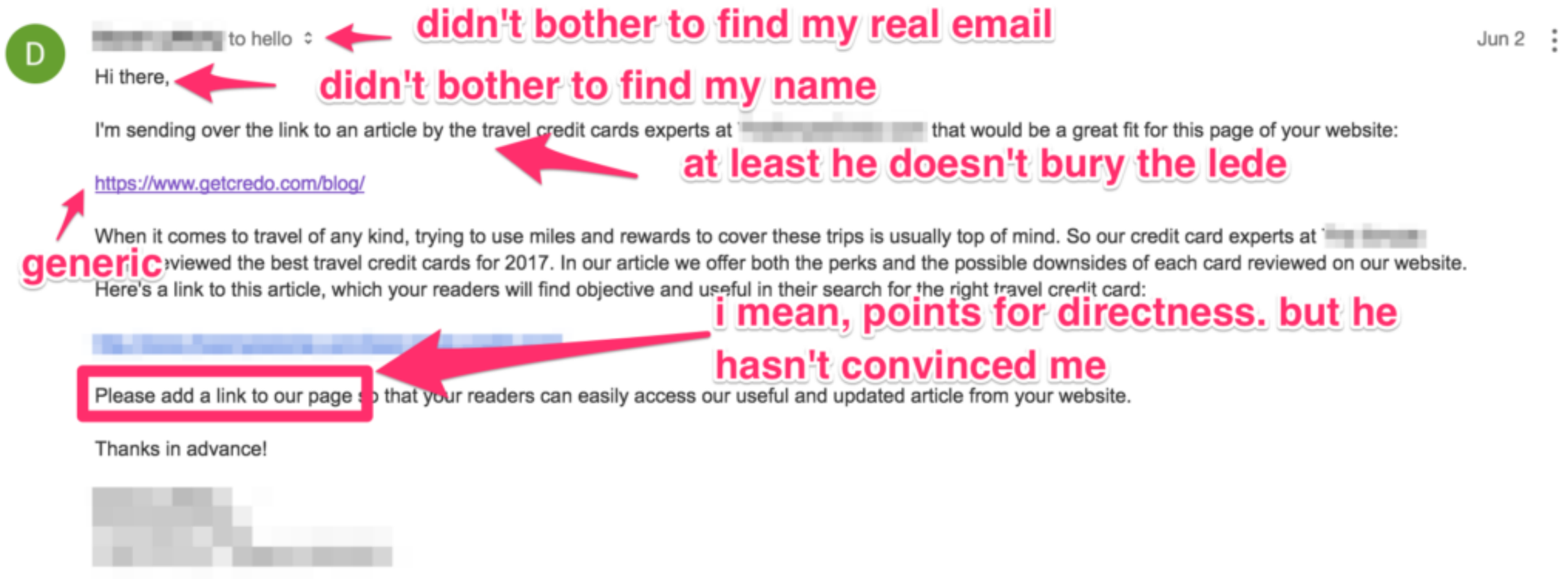
# Google is ultimately just a giant library.

Shh… don’t tell them I said that though.

**Every search surfaces a result that is the best authority on that topic.**

But, the best way to establish authority is through links.

# Link Building Isn't About Cold Outreach



# Idea 1

## Create Linkable Content

Brian Dean built an infographic about on-page SEO that has been used over 2,500 times and generated backlinks to his site.

**On-Page SEO: Anatomy of a Perfectly Optimized Page**

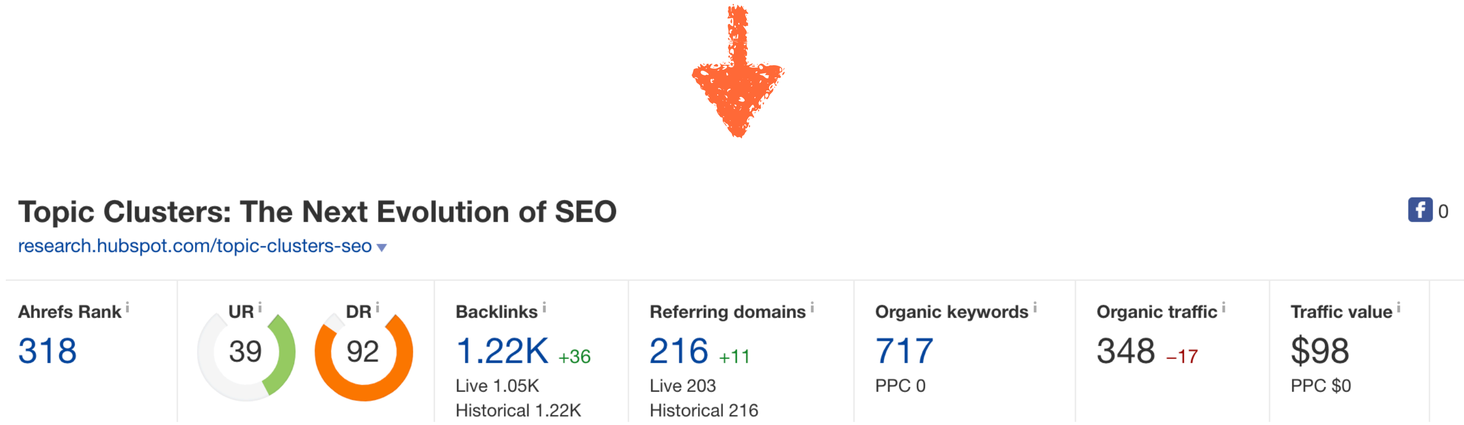
http://backlinko.com/on-page-seo

| Ahrefs Rank | UR | DR | Backlinks | Referring domains |
|---|---|---|---|---|
| 6,947 | 56 | 67 | 2.66K +23 Fresh 3.5K | 1.1K +2 Fresh 1.28K |

# Idea 2

## Create Original Research

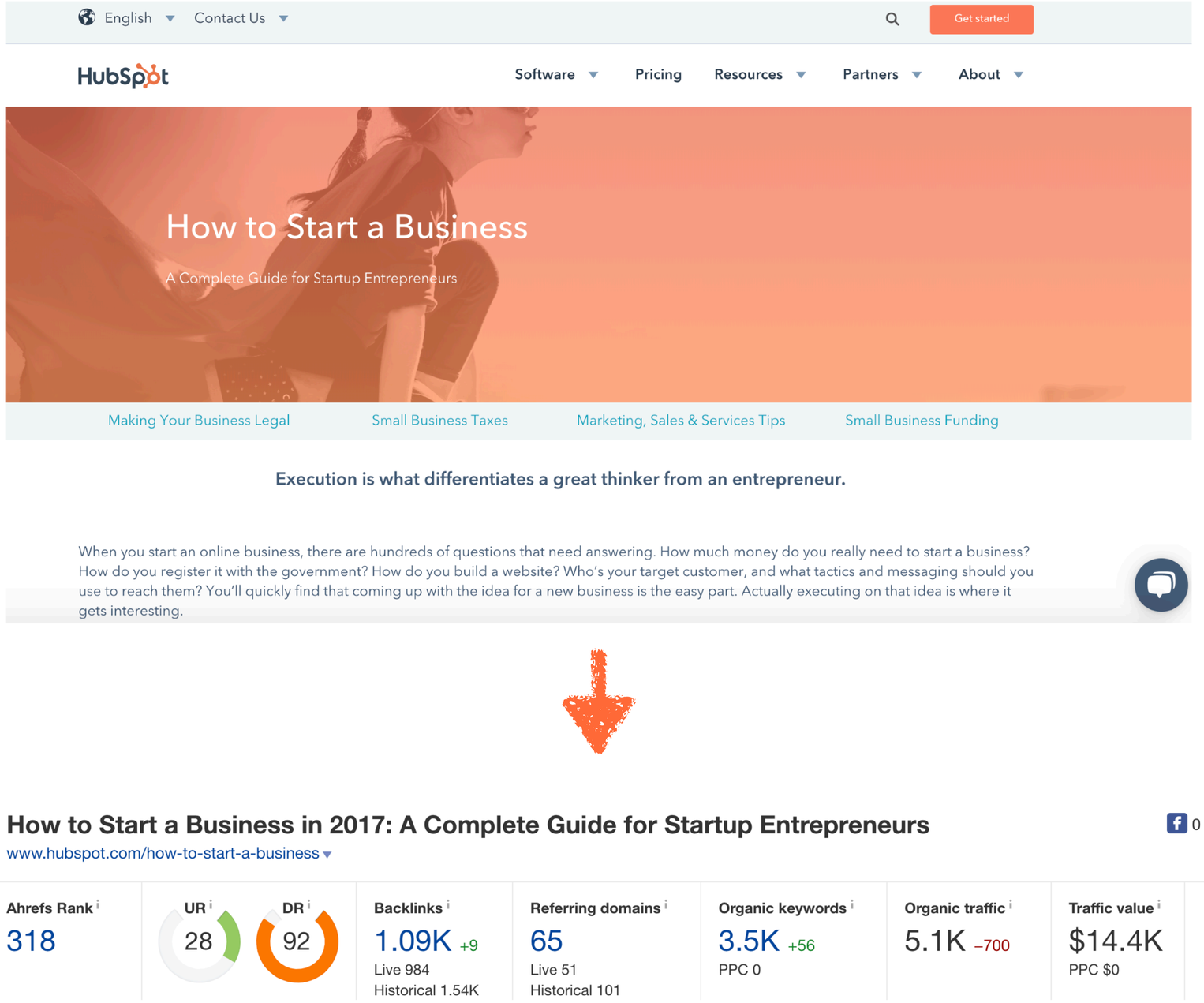
For example, the Topic Clusters we've been talking about has a research report that has been linked over 1,200 times.



# Idea 3

## Create In-Depth Pillar Content

Pillar pages that are in-depth and helpful will naturally attract links. The more the better!



# Thank you.