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# Expert Summit

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MASTERCLASS TRANSCRIPT



## SEO Made Easy

Hi. I'm Rodney Brazil, and I am an SEO Specialist at Namecheap, and today, I want to talk to you about something that a lot of people seem to get intimidated by, and that is search engine optimization.

So the topic of today's workshop is SEO Made Easy, and we are going to go through three ways that anybody can move their website content up in the rankings, on Google and any other organic search engine.

So, who can benefit from SEO? eCommerce stores definitely can benefit from SEO, getting your products up higher in the Google rankings. Small businesses, global brands, bloggers, freelancers, just about anybody can benefit from optimizing their website to appear better in search, and get their search rankings higher, because the higher your search rankings go, the better chances are that you'll have the visitors that you want on your website.

So, what is SEO? Using existing data, and keywords, technical optimizations, and testing to communicate effectively with search engines and real people. So what does that mean? That means that to do the best research for SEO, you do have to see how users are engaging with organic search engines, see the terms that they're using, how often they're searching for certain topics or certain types of products, depending on the type of content that you want to optimize. And it's also important to remember that we're not only trying to communicate with Google, and their algorithm, and Bing and other search engines, but we're also trying to communicate with real people, because Google is just the intermediary between you and your potential customers or your potential readers, so it's important to remember that we're trying to communicate with both.

Now let's talk about what SEO can do. It can get more organic traffic for good content pages. It means that your pages really must be high-quality, they must have information that people want to see, and if you have that, then SEO can help you get more organic traffic to those pages. It can also help you engage with the right users. All the traffic in the world isn't going to do you any good unless the people that land on your page are there to see the type of content that you're serving, and that involves making sure that you're matching up with the intent of that original user, or that user that's coming to your website.

SEO is also a good complement for UX design, to get you better engagement on your pages. So, you may have a team or maybe it's you that have worked really really hard to create a website and pages that create a good customer experience. Well SEO goes hand-in-hand with that to make sure that those users that are coming to that page you worked so hard on are engaging with it in the right way, and that they can understand the content that you've created.

And then it can also help you discover the best content opportunities, and this may be something that you've heard of before, doing keyword research, going out there, seeing what people are looking for, and finding opportunities for you to engage customers in ways that you didn't think of before.

Now, what SEO can't do. This is something that's very important to make clear. SEO cannot get you to the number one search ranking. Now, there may be rare instances where you put up a page and all of a sudden the next day, you're the top rank. That is very very rare. I haven't seen that happen ever, in all of my years of optimizing websites, and that's because it's a competitive place, and you have lots of people that are publishing content, that they

want to get out there for the same searches that you do, and they're established, they've maybe optimized their sites with some of the same techniques we're talking about today, and they've been there for days, or weeks, or months, or years, so it's important to understand that making this change isn't going to take you to number one on Google on the very next day.

SEO can also cannot create a buying audience that doesn't exist. There may be a product that you've created that you and people that you know love very much, but that audience for that product may not be searching for it online. It also may be a great idea for a product, but people don't even know to look for it yet anywhere, and also, you may have articles or information where there's just not that many people trying to find that information, and in that case, SEO isn't going to create that audience out of nowhere. You do have to make sure that there is an audience for the content that you're creating and the products that you're publishing about online.

And SEO also cannot trick search algorithms into indexing your pages without a really good reason. There may have been times in the past when the world of organic search was maybe a little bit more primitive, and you could hack your way into getting pages up for certain searches where they maybe didn't belong, on the off-chance that that user might coincidentally want to engage with your content. You can't do that anymore. You shouldn't do that anymore but also, Google especially, sees right around any kind of tricks, any kind of trickery, so Google is only going to serve a page that is actually a good result, and matches up with the user intent of the search that you're targeting.

So here are the three best ways to increase rankings that we're going to talk about today. These are, as I said earlier, these can apply to bloggers, these can apply to eCommerce stores. Any type of site can benefit from these practices. Let you know what they are before we start. Optimizing your link structure, using helpful header tags, and organizing your internal links is the best way to move up in search results, and I'm going to go into a little bit more detail about how you can make those work for you.

So optimizing your link structure. You do this by using relevant keywords in the actual URLs of your page. Relevant keywords are ones that are specific, unmistakable about their meaning, and so vague words like us, or about us, descriptions, products, settings, words like that are vague and Google doesn't necessarily know what that refers to within your site, especially if it's a new site, and users especially don't know what those mean. They've never been to your site before. Descriptions or hello, things like that, are not going to give them a great picture of what's on that page. However, if you're very descriptive, which is new products, best-selling products. Let's just say that you run a bakery, and you have a page that's called doughnuts, home-baked bread, whole wheat bread, gluten-free. Those types of words in a URL will help not only your customers know what type of information is on that page, but it absolutely helps Google know what's on that page, and if Google knows what's on that page, there's a much better chance that they are going to serve your page for relevant rankings. Now you obviously have to have content on the page, words and pictures that match that URL, you can't just put a word in the URL and expect to rank for it, but you can use a URL to reinforce the topics that you're talking about on the page.

Three ways to do that on each and every page. Find useful page names. That includes the meta title of the page, as well as the name of the page that might appear on the page, depending on the CMS that you're using, the content management system that you've chosen for your website. Those page names, and post names if you're talking about a blog post, using those relevant words, unmistakable words, that make sense to a user, those help it make sense to Google as well, so be sure include those in every single page name that

you use, and make sure that those correspond with the URL that you've created. And so, so we've already talked about relevant words a little bit, but I've mentioned that as one of the three things here. Neutral terms like the, and, descriptors like amazing or our, words that can mean number of different things, feel free to leave these out of your URLs. There's a little bit more conversation that we could go into when it comes to the words that should go in a URL, but in general, the more descriptive, the more specific it is, those are the words that you want to leave in the URL. Anything that's very neutral or could have a vague meaning, take that out of your URL. And finally, you want to keep your URLs concise. The longer it gets, the less impact that each individual word in your URL is going to have, so if you keep them brief, but relevant, you want to have those important words in the URL, you don't want to make them so short that you're taking out important terms that can help Google and users understand the page, but you definitely want to keep them short, and not include a lot of fluff.

Let's move on to our second, the second technique that we're going to talk about today, which is using helpful header tags. So header tags, for example if you're using WordPress, or another CMS, you'll see those listed as H1, H2, H3. If you're working with a web developer, if you're working with a designer, they'll know what it means to tag something as an H1, H2, or H3. In general, H1 is gonna be the most important statement that you're making about the page. Your H1 is gonna be the most prominent text at the top of the page, and it's also going to define the scope of the content on that page. So if you're talking about an eCommerce product, the H1 is probably going to be a product name. If you're talking about a post, the H1 is probably going to be the title of that article. And often, more often than not, it matches the page name, and more often than not, the words in your H1 should also appear, the important ones anyway, should also appear in the URL. And, once again, just like the URLs, not a lot of fluff in the H1. You do have some leeway here if you feel like describing your topic in an exciting way, or a colorful way that's going to resonate with your users. That's perfectly fine, but you also want to make sure that you don't make it too long, and too many words, or use verbiage that's going to be confusing to your users and to Google search algorithm.

So an H2 comes beneath the H1. The H1 should describe what the entire page is about, and should be the most prominent visual text. H2 is a step down from there. It's still visually prominent, just not as much as the H1, and it's going to talk about, it's going to describe the section of that page. So if you've got a product category, if you've got a blog post and you've got your main topic, think of H2s are your subtopic. Again, just like the H1s, they have to include relevant keywords. If you have an H2, for example, that says here's a list of features, or settings, or benefits, that sort of describes what that section is about, but adding other modifiers to that is even better when it comes to moving up in search rankings. So, for example, if your product is a toy airplane, toy airplane features, or benefits of using this toy airplane. I think you get what I'm talking about. Anything that you can do to keep it concise, but make it absolutely easy to understand for a user and a search algorithm what's in that section, that's what you want to have in your H2.

H3s are usually fall into the category of describing the thoughts, so that could be a bullet point list. So say you've used an H2 to say here's a list of the amazing features of my product, that you've mentioned in the H2. The H3 is going to actually list those benefits, and those, once you get down to the H3, those can be a little bit more general. You don't have to worry as much about very very specific words, and here's why. The H3s are going to automatically be related, by Google, to the H2 and the H1, or the H2s and the H1 on that page, so they're all working together to create an overall picture, an overall outline of the page. So yes, this helps Google understand your page. It also helps your users follow the flow of the page. These are visual cues. That's the reason that they're so important to

Google is because they're visual cues that help users too, and ultimately, Google and other search engines just want to serve the best page, the page that the people that trust their search results are going to love, and using helpful header tags is going to help with that.

Okay, the third technique that we're going to talk about today in our three helpful hints for moving up in the search rankings is organized internal linking. This might sound a little bit more difficult, but it's actually not. If you've ever created a post that talks about a topic or talks about another product on your website, internal linking is, you've probably used it. So you're talking about something on one page, you want to refer viewers to another page, that's an internal link, when you physically link in the text to that other page. So, to break that down a little bit, you want to organize your pages into topical silos.

So, let's go back to our example of a bakery. Any pages that are related to doughnuts you'll want to link together. Any pages that are related to bagels, you'll want to link those pages together internally, from page to page, so that one, users can understand that there's related information on these pages, but two, Google and their search algorithm can also easily easily detect that these pages are related. You also want to keep the topnav on your website very simple. This prevents any kind of confusion on behalf of the Google search algorithm, but primarily from a user standpoint as well. If you offer too many options in your topnav, that's going to distract users when they come to your website. They may come to a page, and they've been there for the first time, and maybe that page has the exact information that they're looking for, but if you have a bajillion options in the topnav, they might get distracted and they might go to another page, and not really realize that they've already found what they're looking for. But keeping your topnav simplified prevents distractions, and just makes it easier for users to make a choice about the pages that they wanna navigate to. And again, ultimately, we're communicating with the Google search algorithm as well, and a simple top navigation makes it clear to Google what your most important pages are within your site.

And then you also wanna support main pages with those internal links. So, maybe you have smaller topics or topics that you've discovered some customers or some users, some readers have questions about, but not all of them, and so you want to take those smaller topics and link those back to the pages that are going to be the most relevant to the most amount of people. Again, we'll use this example of the bakery, so if you have a page about gluten-free doughnuts and you also have a page about the lemon doughnuts, or you have pages about the custom doughnuts that you can make for people who want a custom doughnut, all of those should link back to your primary doughnuts menu page on your bakery website, because that primary list of all of the main categories of doughnuts that you make at your bakery, that's the one that most people are going to want to see, and so you take these smaller topics, and you use an internal link within the text or on an image, and you link those back to that primary page, and again, that just helps organize your site, it helps users understand where to go, and it helps Google understand where you want users to go.

So, here's a couple of bonus rankings that we'll talk about. The bonus rankings include, image search. Image search, you've probably all searched for a photo, you've gone online, you've gone to Google, and you've tried to find a picture of a celebrity, or a product, or you wanted to see an infographic to use maybe in your own content that you're publishing. Well image search is an additional ranking that you can get from all of these techniques that we've talked about, because the better that Google understands your content and your website, the more often they're going to serve it, and that can include traditional search results, but also in the image search. So make sure that when you put an image in any of these sections, under an H1 or an H2, make sure that those images are related to that topic, because with these techniques, you might also appear in those rankings, and if the person

that's done an image search finds that relevant to the topic, they'll click on through to your website.

Answer box is another dynamic search result on Google. It's where people can go to find answers to specific questions, about specific topics, and having well-organized content on your site, well-made URLs, header tags, and internal links, that can help you show up in the answer box, in addition to those traditional search rankings.

Then there's also the knowledge card. Now these probably aren't going to be effective as much for eCommerce retailers. If you've got product pages, those are probably not going to show up in a knowledge card. Those are those, you might even see them as a carousel that go across the top of the page, and have links to different authors, or different types of animals, there's all different categories, but they're pieces of knowledge that come up at the top of the screen to give Google users an answer before they actually get to your page. Well, if you've optimized your site using those techniques, you might start showing up for the knowledge card results as well.

So if you'd like to learn more about search engine optimization, in addition to the video that you've looked at today, if you go to [namecheap.com](https://namecheap.com) and you find our search field that's right there on our website, you can search SEO, or search engine optimization, or header tags, or any of the topics that we've covered today, you can search for those on the Namecheap website, and see one of our many resources that go into deeper detail about the things that we've talked about today.

And that's the end of our presentation today. I hope these easy SEO techniques will be helpful to you. I hope that you can go back to your website now and create wonderful, useful URLs, and header tags, and internal links that will help you rise up in the rankings on Google and other search engines. Thank you so much, and we'll see you next time.