





**CYFATHREBU,
GWYBODAETH A
DYSGU AR WAITH**

**COMMUNICATIONS
LEARNING & INSIGHT
PROGRAMME**

**Search Engine Optimisation
(SEO) Training
12th October 2023**

About Web Adept



- Digital Marketing Agency
- Established in 1997
- St Davids | Cardiff | Hereford | London

  @WebadeptUK
www.webadeptuk.com



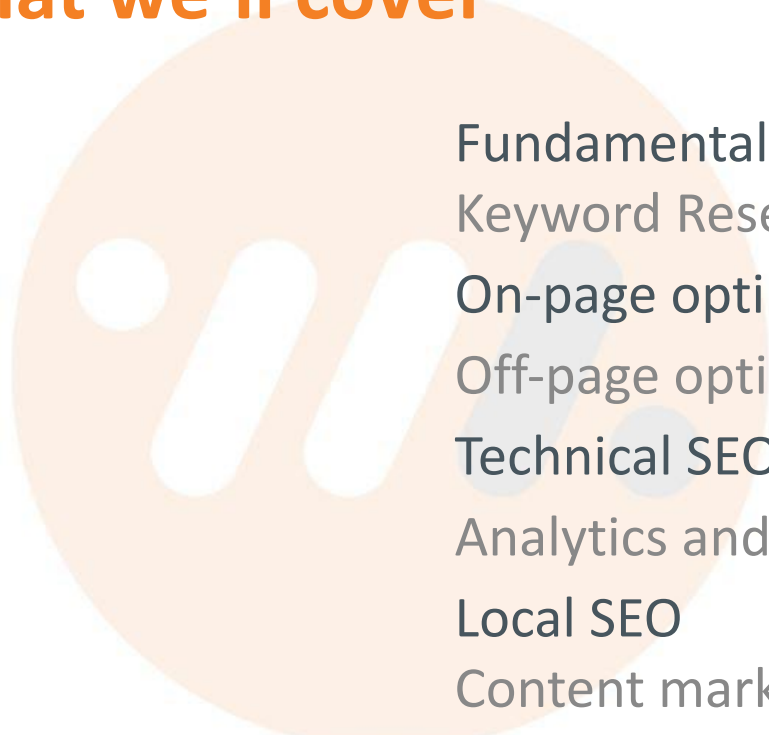
Today's Speakers – Angus Findlay

- Web Adept Founder & CEO
- Scotsman/Liverpudlian living in St Davids!
- Ex Kayaking/Canyoning Pro/Guide

  @angusdfindlay
angus@webadept.co.uk



What we'll cover

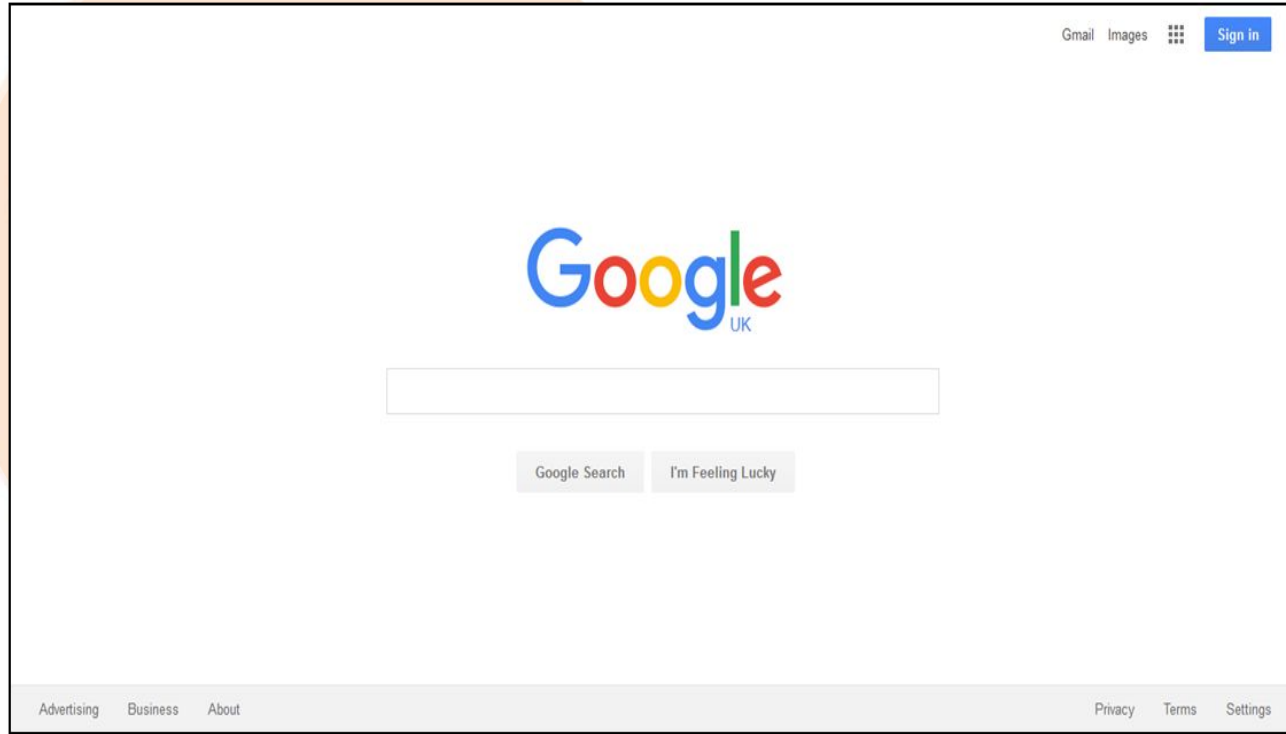


- Fundamentals of SEO
- Keyword Research
- On-page optimisation
- Off-page optimisation
- Technical SEO
- Analytics and reporting
- Local SEO
- Content marketing
- SEO tools



Fundamentals of SEO

This is your new business card...



Overview of SEO

- SEO is the process of optimising to improve its ranking and visibility in search engine results pages.
- Crucial component of digital marketing, as search engines are the primary way people find info.
- SEO helps businesses/organisations to improve their online visibility.



How Search Engines Work



- Search engines use spiders or crawlers to discover and index web pages.
- Algorithms analyse and rank indexed content based on relevance and authority.
- Search engines retrieve the most relevant results from their index when a user searches for information.
- SEO optimises web pages to meet criteria used by search engines to rank pages higher and attract more traffic.

Intro to SEO





Are you ticking all the bubbles?

Elements of SEO



Keyword research



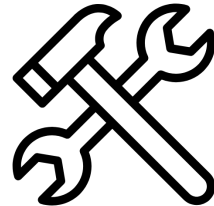
On-page optimisation




Off-page optimisation



Content creation



Technical optimisation

A collection of various colored hats, including blue, grey, tan, and yellow, arranged in a stack. The hats are of different styles, some with bands, and are set against a dark background.

There are good and bad ways to do SEO. Techniques are sometimes referred to as: Black Hat, White Hat and Grey Hat



Keyword Research

Keyword research

- Keyword research identifies relevant keywords and phrases people use to search for your website's content.
- Effective research helps you understand your audience's needs and create relevant content.
- Consider search volume, competition, and relevance to your audience when researching keywords.

Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition
national governing body of sport	480	0%	-18%	Low
national governing body	1,600	-21%	-21%	Low
the national governing body	10	0%	0%	Low
list of national governing bodies of sport	10	0%	0%	—
list of national governing bodies	20	+50%	-57%	Low
national governing body website	10	0%	0%	Low
national governing bodies list	10	0%	0%	Low
sports development grants	10	+∞	0%	Low
sport funding	390	0%	0%	Low

Keyword research tools



Ubersuggest



ahrefs

MOZ

Google 
Keyword Planner 

Where do these keywords go?



- Headings
- Titles
- Meta descriptions
- Body content

But make sure you're not
"keyword stuffing"



On-page optimisation

On-Page Optimisation

- Refers to the process of optimising individual web pages to rank higher and earn more relevant traffic in search engines.
- Focuses on optimising elements such as content, HTML code, and images on a page to make it more search engine friendly and user-friendly.



Page Optimisation

Page Optimisation

Keyword Use In...

Meta Descriptions
(Devalued)

The image shows a screenshot of the Wikipedia main page with several annotations pointing to specific elements:

- Page Title:** Points to the browser tab title "Wikipedia, the free encyclopedia".
- URLs:** Points to the address bar showing "https://en.wikipedia.org/wiki/Main_Page".
- Image Filenames:** Points to the "WIKIPEDIA" logo.
- Body Text:** Points to the "Welcome to Wikipedia" text.
- Page Headings H1 - H2:** Points to the "From today's featured article" section.
- Image Alt Attributes:** Points to the alt text "Aaliyah in 2000" under a photo of Aaliyah.
- Bold and Italic Text:** Points to the bolded text "Aaliyah" in the featured article.

On the right side, a code snippet shows meta tags, with an arrow pointing to the `<meta name="description" content="...">` tag, which is labeled as "Meta Descriptions (Devalued)".

Image Optimisation

WHAT WE SEE



WHAT SEARCH ENGINES SEE

```

```

ALT TEXT ENSURES THAT SEARCH ENGINES CAN "SEE" IMAGES.

On-Page elements

- Title tag: the title of the page that appears in search engine results pages (SERPs) and the top of the browser window.
- Meta description: a brief description of the page's content that appears in SERPs.
- Headers (H1, H2, etc.): the headings that divide the content on the page into sections.
- Content: the text, images, and videos on the page that provide information to users.
- Image optimisation: optimising the images on a page to make them more search engine and user-friendly.
- Internal linking: linking to other relevant pages on your website to help users navigate and provide additional information.

Analysing your on-page SEO

Screamingfrog <https://sport.wales/> Pause Clear Crawl 45% SEO Spider

Internal External Response Codes URL Page Titles Meta Description Meta Keywords H1 H2 Images Canonicals Pagination Directives Hrefla

▼ All Export

	Address	Title 1	Title 1 Length	Title 1 Pixe
1	https://www.sport.wales/	Sport Wales Sport Wales	25	
2	https://www.sport.wales/support-for-athletes/	Support for athletes Sport Wales	34	
3	https://www.sport.wales/media-centre/	Welsh sport news Sport Wales	30	
4	https://www.sport.wales/policies-and-governance/	Running Welsh Sport Sport Wales	33	
5	https://www.sport.wales/privacy/	Privacy Policy Sport Wales	28	
6	https://www.sport.wales/grants-and-funding/	Funding and Support Sport Wales	33	
7	https://www.sport.wales/accessibility-statement/	Accessibility Statement Sport Wales	37	
8	https://www.sport.wales/media-centre/latest-news/nine-ways-to-get-a...	Nine ways to get active for free this half term Sport Wales	61	
9	https://www.sport.wales/our-vision-for-sport/	Welsh Sport vision. Sport Wales	33	
10	https://www.sport.wales/freedom-of-information/	Freedom of information Sport Wales	36	
11	https://www.sport.wales/individuals-and-families/	Individuals and Families Sport Wales	38	
12	https://www.sport.wales/national-lottery/	Welsh Sport and The National Lottery Sport Wales	50	
13	https://www.sport.wales/sport-wales-strategy/	Sport Wales Strategy Sport Wales	34	
14	https://www.sport.wales/sport-in-the-community/	Sport in the Community Sport Wales	36	
15	https://www.sport.wales/national-centres/	Elite Sports Facilities in Wales Sport Wales	46	
16	https://www.sport.wales/our-facilities/	Our Facilities Sport Wales	28	
17	https://www.sport.wales/grants-and-funding/crowdfunder/	Crowdfunder - A Place for Sport Sport Wales	45	
18	https://www.sport.wales/education-and-teachers/	Education and Teachers Sport Wales	36	
19	https://www.sport.wales/acceptable-use-policy/	Acceptable Use Policy Sport Wales	35	
20	https://www.sport.wales/careers/	Careers Sport Wales	21	

Selected Cells: 0 Filter Total: 111 Export

Name Value

Overview Site Structure Response Times API Spell

	URLs	% of Total
▼ Page Titles		
All	111	100%
Missing	1	0.9%
Duplicate	10	9.01%
Over 60 Characters	35	31.53%
Below 30 Characters	9	8.11%
Over 561 Pixels	34	30.63%
Below 200 Pixels	3	2.7%
Same as H1	0	0%
Multiple	0	0%
▼ Meta Description		
All	111	100%
Missing	3	2.7%
Duplicate	6	5.41%
Over 155 Characters	39	35.14%
Below 70 Characters	20	18.02%
Over 1,011 Pixels	38	34.23%
Below 400 Pixels	15	13.51%
Multiple	0	0%

Page Titles

On-Page best practices

- Use keywords strategically in your title tag, meta description, headers, and content.
- Write high-quality, unique, and valuable content that satisfies user intent.
 - Use headers to organise your content and make it easier to read.
 - Optimise your images by compressing their size, using descriptive file names, and adding alt tags.
- Use internal linking to help users navigate to other relevant pages on your website.
 - Make sure your website is mobile-friendly and easy to navigate on all devices.



Off-page optimisation

Off-Page Optimisation

Off-page optimisation refers to the actions taken outside of your own website to improve its ranking in search engine results pages (SERPs).

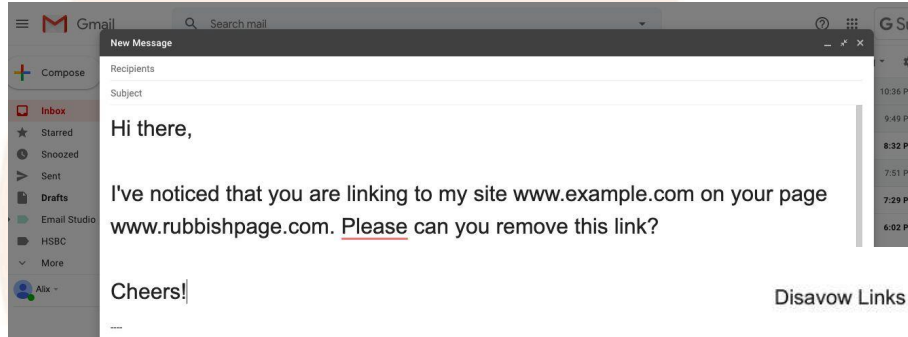


Backlinks



Backlinks are one of the most important off-page optimisation factors. They are links from other websites that point to your website. Google and other search engines see backlinks as a signal of trust and authority.

What to do when you have toxic backlinks



Disavow Links

This is an advanced feature and should only be used with caution. If used incorrectly, this feature can potentially harm your site's performance in Google's search results. We recommend that you only disavow backlinks if you believe that there are a considerable number of spammy, artificial, or low-quality links pointing to your site, and if you are confident that the links are causing issues for you.

Upload a text file (*.txt) containing **only** the links you want to disavow.

Choose File

Submit

Done

Guest blogging

Guest blogging is a strategy where you write content for other websites in your industry, and include a link back to your website in your author bio or within the content itself. This can help increase your visibility and attract more traffic to your website



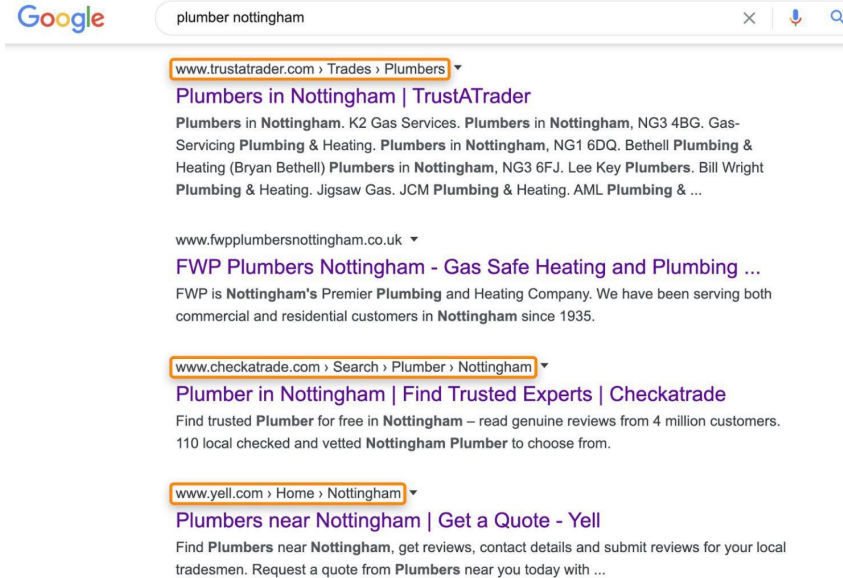
Social media



Social media is another important off-page optimisation factor. It can help increase your brand visibility, attract more traffic to your website, and even generate backlinks.

Local SEO

Local SEO is a type of off-page optimisation that focuses on optimising your website for local searches. This includes listing your business in local directories, getting listed in Google My Business, and building local citations.



Google

plumber nottingham

[www.trustatrader.com](#) > Trades > Plumbers

Plumbers in Nottingham | TrustATrader

Plumbers in Nottingham. K2 Gas Services. Plumbers in Nottingham, NG3 4BG. Gas-Servicing Plumbing & Heating. Plumbers in Nottingham, NG1 6DQ. Bethell Plumbing & Heating (Bryan Bethell) Plumbers in Nottingham, NG3 6FJ. Lee Key Plumbers. Bill Wright Plumbing & Heating. Jigsaw Gas. JCM Plumbing & Heating. AML Plumbing & ...

[www.fwpplumbersnottingham.co.uk](#)

FWP Plumbers Nottingham - Gas Safe Heating and Plumbing ...

FWP is Nottingham's Premier Plumbing and Heating Company. We have been serving both commercial and residential customers in Nottingham since 1935.

[www.checktrade.com](#) > Search > Plumber > Nottingham

Plumber in Nottingham | Find Trusted Experts | Checktrade

Find trusted Plumber for free in Nottingham – read genuine reviews from 4 million customers. 110 local checked and vetted Nottingham Plumber to choose from.

[www.yell.com](#) > Home > Nottingham

Plumbers near Nottingham | Get a Quote - Yell

Find Plumbers near Nottingham, get reviews, contact details and submit reviews for your local tradesmen. Request a quote from Plumbers near you today with ...



Technical SEO

Site speed

- Site speed is how quick your website loads, it's an important factor in SEO.
- Search engines prioritise fast-loading websites in their search results because they provide a better user experience.
- Slow-loading websites can lead to high bounce rates, lower user engagement, and lower search engine rankings.



Site speed: what can we do?

- Use tools to find out site speed and diagnose issues. A good one is GTMetrix.
- Compress images and other media
- Optimise your website's code
- Use a content delivery network (CDN) to serve content from servers closer to your users.

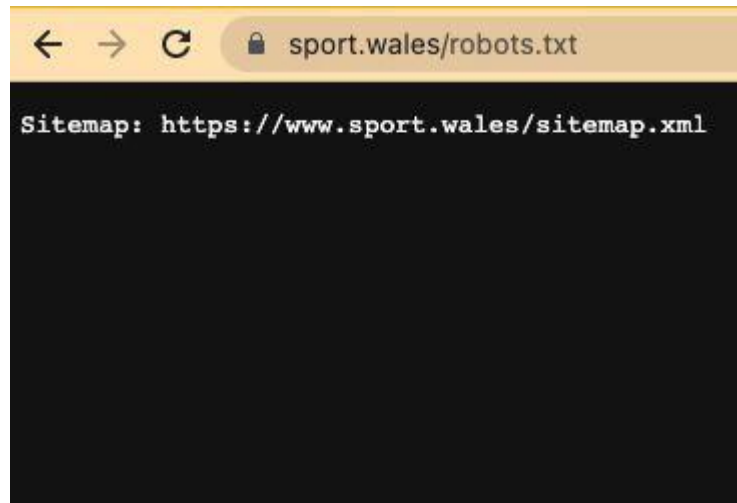


The screenshot shows the GTmetrix website. At the top, there is a navigation bar with the GTmetrix logo and links for Features, Pricing, Resources, and Blog. The main content area features a large heading "How fast does your site load?" and a sub-heading "Find out why". Below this, there is a call to action "See how your site performs" and "optimization". A dark blue banner contains the text "Keep your report for longer with a free GTmetrix account!". Below the banner is a white input field with the placeholder text "Enter URL to Analyze...". At the bottom, there is a line of text: "Analysis Options: Testing in Vancouver, Canada using Chrome (Desktop) with an Unthrottled Connection".

Crawlability

Search engines need to be able to crawl your website's pages to understand its content and index it properly. Technical SEO factors that impact crawlability include:

- robots.txt files (/robots.txt)
- Sitemaps
- URL structure.



Top tips for URL structure

1. URLs should accurately reflect the content of the page and include relevant keywords.
2. A consistent URL structure across your website helps users and search engines understand the organisation of your content.
3. Shorter URLs are easier to read and remember.
4. Hyphens can improve readability and help search engines understand the meaning of the URL.
5. Use canonical tags to indicate the preferred version of the content.
6. URLs should be user-friendly and easy to remember and share.

Mobile friendliness

Mobile-Friendly Test

media GENESIS

MENU

Is your web page mo

URL <> COD

Enter a URL to test

TEST URL

Please Note: To prevent misuse, this site utilizes request throttling. No more than 5 requests can be sent in a 5 minute period. If redirected here, please wait 5 minutes from your first request and try again.

RESPONSIVE WEB DESIGN CHECKER

HOW **RESPONSIVE** IS YOUR WEBSITE?

Enter your URL here

GO

Digital Solutions Unlimited Possibilities

Stay up to Date on All Things Tech

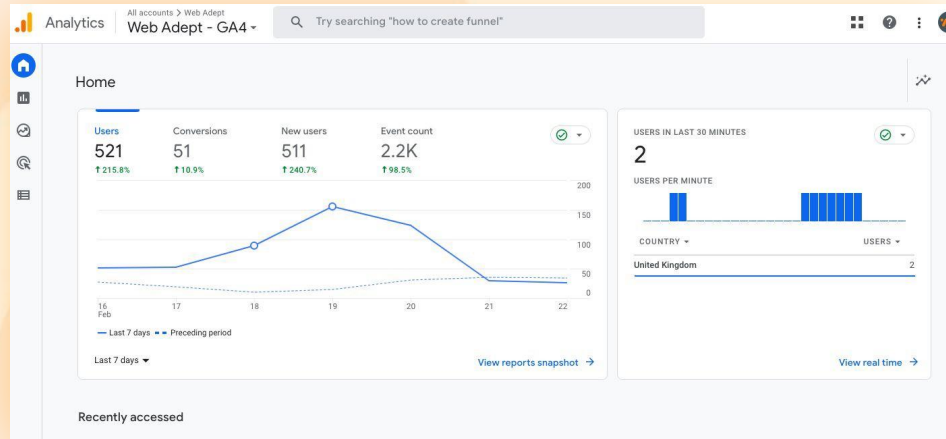
Facebook Updates in 2018 Part 2

Benefits and Challenges of the New



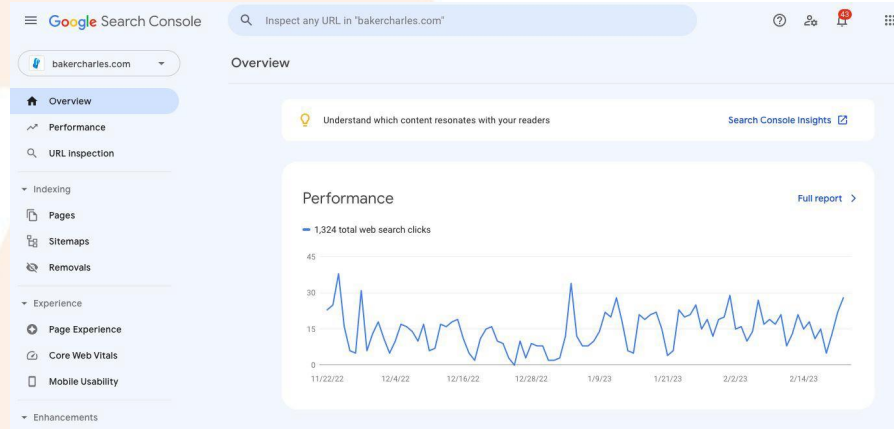
Analytics & reporting

Google Analytics



Perfect for seeing how people reached your site and how they interacted with it.

Search Console



Best for analysing what keywords you show up for, average positions and what pages show up for each keyword.

Self Website Audit & Customer Behaviour

- Hrefs
- Websitegrader
- Hotjar

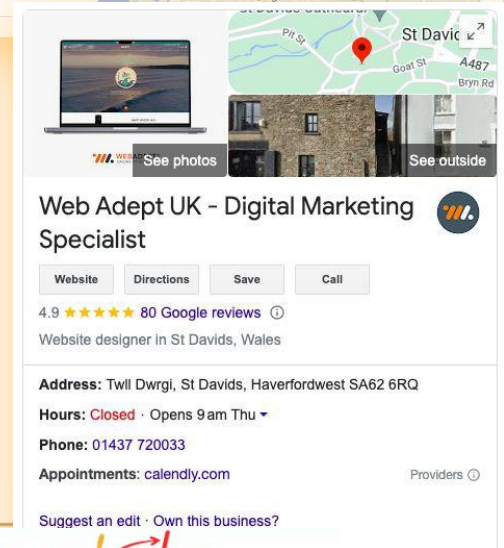
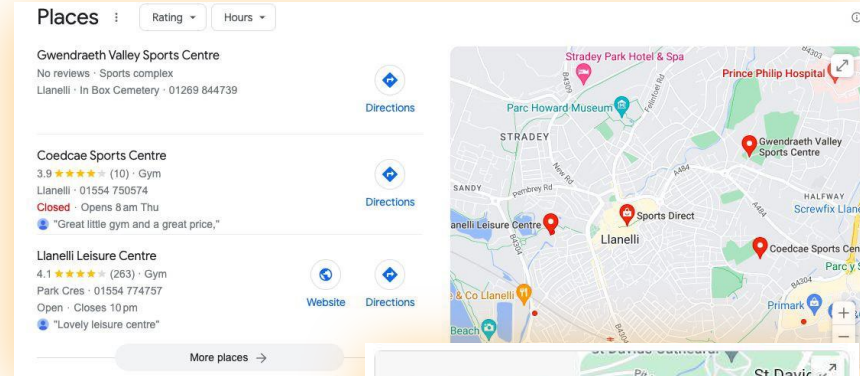


Local SEO

Local SEO

- Local SEO focuses on optimising your website and online presence for local search results.
- Important for businesses that rely on local customers, such as brick-and-mortar stores, restaurants, and service providers.

GMB/Bing Business Places/Apple Maps



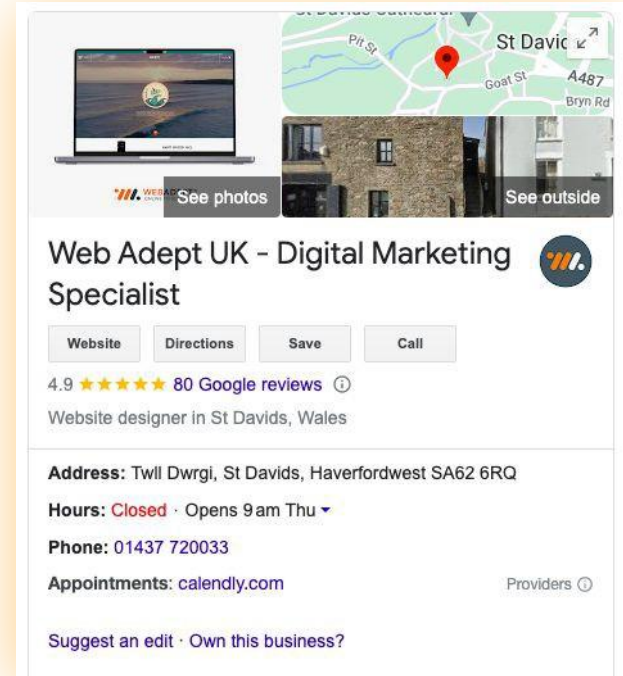
Local Keywords

You can use location-based keywords in your website's content and meta data to signal to search engines that your business is relevant to local searches.

Keyword (by relevance)	Avg. monthly searches
word ideas	
sports wales grants	260 
sport wales development grant	10 
welsh sports grants	10 
sports council for wales grants	10 

Google Business Profile

You can use tools like Google My Business to create a profile and ensure your business information is accurate and consistent across the web.





Content marketing

Content marketing

Content marketing is a strategic approach to creating and distributing valuable, relevant, and consistent content to attract and engage a clearly defined audience.

The goal of content marketing is to drive action by providing useful and informative content that builds trust and loyalty with your audience.



Benefits of content marketing

- Increased brand awareness and visibility
- Improved search engine rankings
- Enhanced engagement and loyalty
- Higher website traffic volumes
- Cost-effective marketing strategy



Content ideas

- Blog posts
- Infographics
- Videos
- Social media posts
- E-books and whitepapers
- Podcasts
- Webinars



10 WORLD RECORDS YOU CAN BREAK WORKING FROM HOME

1 MOST T-SHIRTS FOLDED IN ONE MINUTE
CURRENT RECORD: **23 T-SHIRTS**
RECORD HOLDER: Graeme J. Cluden (UK)
ACHIEVED: March 2009

2 FASTEST TIME TO TYPE THE ALPHABET BLINDFOLDED
CURRENT RECORD: **4.13 SECS**
RECORD HOLDER: SK Ashraf (India)
ACHIEVED: 10th October 2017

3 FASTEST TIME TO PUT ON A DUVET COVER
CURRENT RECORD: **39.41 SECS**
RECORD HOLDER: Luke Fuller (UK)
ACHIEVED: 19th March 2015

Content promotion

- Social media promotion
- Email marketing
- Influencer outreach
- Paid promotion
- Search engine optimisation.



NOTHING

Summary

- Who is your Audience? - Decision maker?
- What words would they use to find you on Google?
- What do they want to see?
- Why should they use you?
- Calls to Action - Trial today / Taster Session / Professional / Safe
- Testimonials



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