

Workbook

SEO Masterclass For Not For Profit Organisations

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Welcome!



Hello, my name is Dorz.

I'm an SEO specialist, and have worked in the Digital Marketing space for over 8 years, with organisations and businesses of all sizes, locally and globally.

I create custom SEO solutions, with expert and ethical recommendations paired with shareable digital content strategies for organisations of all sizes.

The facts...

Google has **90.46%** of the search engine market share worldwide.

Google receives over **63,000 searches per second** on any given day.

An average person conducts **3-4 searches** every single day.

So in 2020 and beyond...



There is no option but to get your Organic Visibility working for your Organisation or Cause!

Takeaways – What you'll learn...

- Key elements of a successful online presence
- What major roadblocks look like and how to identify them
- How to move the needle using best practice techniques and tactics
- Why maintaining your website is important – just like putting fuel in your car!
- Action items you can implement the minute you finish this masterclass – yes, you can start straight away.

Why is your website your most important digital asset?

What would happen if Social Media disappeared tomorrow?

If you have just built your strategy & plan around your Facebook or Instagram pages (did nothing with your website) and these were no longer there, what impact could this have on your organisation?

03 **Your Website - You're in control!**

Key Elements Of A Successful Online Presence

What are they?

What are the benefits?

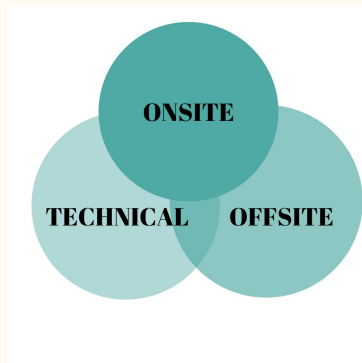
Are keywords important?

What can I use to help me?

Should I track and review results?

What is SEO...

SEO stands for Search Engine Optimisation and is the process of connecting with online users from the “free” results in Search Engines, like Google.



The Formula broken down...

On Site – This is what you do **ON** your website

Off Site – This is what you do **AWAY** from your website

Technical – This is the **HEALTH** of your website and online presence

What are the benefits for your Organisation?



SEO can yield many benefits for your organisation or cause:

- User-Friendly Websites
- Connect with your audience
- Better Conversion Rates
- Build Brand Awareness
- Better ROI

Can you just set and forget?

Misconception - once you implement changes to your website and run an SEO campaign for a few months you don't need to revisit it again.

WRONG!

SEO and Digital Marketing are not a set and forget process.

You will need to monitor what you have implemented to see the types of results you are getting.

Are keywords important?



Being on Page 1 Position One **doesn't** always mean that online users will convert into donations, grants or bequests.

Increasing Organic Traffic **doesn't** always mean that online users will convert into donations, grants or bequests.

Are there different kinds of keywords I should use?

Yes. Not all keywords were created equal.

Short Tail Ego

Long Tail

Keywords & Why These Are Important...

Short Tail Keywords - these are search phrases that contain only one or two words and are used to target a mass audiences.

Long Tail Keywords - these are keyword phrases which contain at least three words and are used to target more niche audiences over mass audiences.

Ego Keywords - these are the keyword phrases that an individual or organisation feels it must rank for in either or both natural listings or paid search results, regardless of cost and ROI.

How do I find the keywords I should use?

There are a few methods to coming up with your keyword list...

FREE Tools:

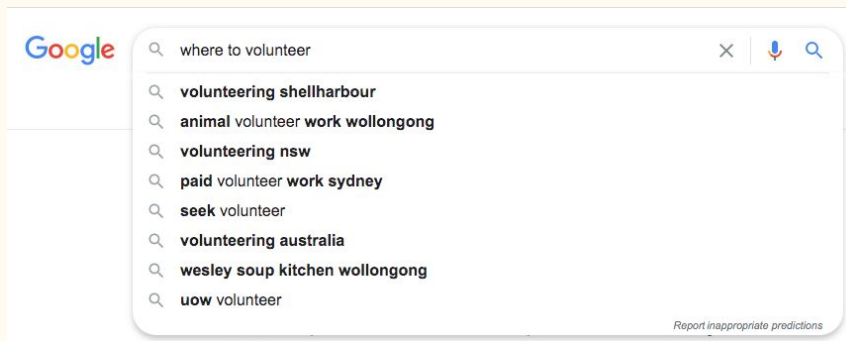
- Brainstorming
- Google Search
- Competitor review
- Google Keyword Planner



Google Suggest Tool...

Use this information to create a list of keywords to target each appropriate customer journey stage.

You can use the **Google Suggest Tool (FREE!)** to help you create this -



What Are Your Major Roadblocks?



Your Content...

Have you thought about your audience - what is the intention of their search?

Search Metrics define 'User Intent' using the following description:

"The user intent, or search intent states which goal or intention an internet user has when entering a search term into a search engine.

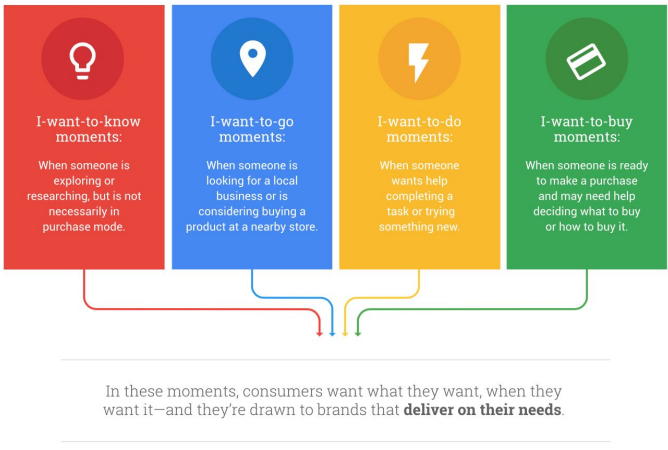
User intent is now a central factor in content and search engine optimisation and is eclipsing individual keywords as a dominant ranking factor."

What stages do online users go through...



Customer buying stages...

Google breaks it down into Micro Moments -



Best Practice Techniques & Tactics...

Roadblock Fix: Step 1 - Keyword Clusters



Keyword clusters are groups of keywords that you can use on your website to target similar or related keywords.

- Important part of the the planning process
- Acquire more organic traffic
- Have focus areas for your website pages
- Know what content you need to create & where

Skill Building Exercise...

Brainstorm - 5 minutes

- think about your services/consumers
- based on your website structure & main pages, create columns:

Example: 02

Home - Volunteer	Find Opportunities	Find Organisations	Find Volunteers
Event volunteering	Volunteering Opportunities	Volunteering Organisations	how to find volunteers
Student volunteering	Opportunities to volunteer	Volunteering Organisations in Australia	where to find volunteers
Corporate volunteering	online volunteering australia	paid volunteer work in australia	how to get volunteers for an event
Environmental volunteering	where to find volunteer opportunities	online volunteering australia	finding volunteers for nonprofit
Volunteering in an emergency	volunteering opportunities sydney	how to find the right volunteer opportunity	where to get volunteers
volunteer programs	volunteer work	volunteer near me	where to advertise for volunteers
	places to volunteer		

Roadblock Fix: Step 2 - Tracking and Reviewing Results

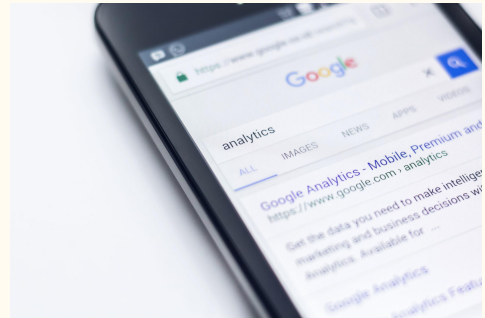
If you are running any type of campaign, and you are not reviewing your results, stop wasting your time and money!

How do you know if something is working effectively?

How do you know when you should switch things up?

There are a suite of products on the market that can help you do this -

FREE ONES:
Google Analytics
Google Search Console



Google Algorithms

What are Algorithms and how do they impact my website?

Almost every day, Google makes changes to its ranking algorithm. Some are tiny and others can seriously shake up the Search Engine Results aka SERPs.

1. Panda

Launch date: February 24, 2011

Hazards: Duplicate, plagiarized or thin content; user-generated spam; keyword stuffing

2. Penguin

Launch date: April 24, 2012

Hazards: Spammy or irrelevant links; links with over-optimized anchor text

3. Hummingbird

Launch date: August 22, 2013

Hazards: Keyword stuffing; low-quality content

Algorithms continued...

4. Pigeon

Launch date: July 24, 2014 (US); December 22, 2014 (UK, Canada, Australia)

Hazards: Poor on- and off-page SEO

5. Mobile

Launch date: April 21, 2015

Hazards: Lack of a mobile version of the page; poor mobile usability

6. RankBrain

Launch date: October 26, 2015

Hazards: Lack of query-specific relevance features; shallow content; poor UX

7. Possum

Launch date: September 1, 2016

Hazards: Tense competition in your target location

Wait, there's more!

8. Fred

Launch date: March 8, 2017

Hazards: Thin, affiliate-heavy or ad-centered content

9. He who shall remain unnamed

March 9, 2018 Google update

Hazards: Content that does not meet user needs

There's been another 21 since then...

BERT is an algo update that supports natural language processing (NLP) model.
BERT helps Google better interpret natural language searches and understand context.

You cannot optimise for this update.

January 2020 - Broad Core Algorithm

What does this all mean?

There are over 200 ranking factors.

Best Practice will always rule.

There are no shortcuts or quick fixes.

Do things, and do them well so that no matter what algo update occurs, your efforts remain evergreen.

It also means that you need to pay very close attention to your website content...

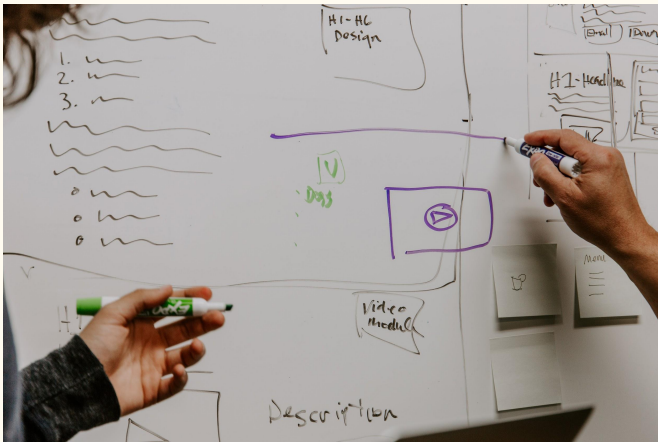
Content Marketing...



Have you heard the saying Content is King?

- Create good quality content - it's important!
- Meet users needs, pain points and search requests
- Keep the best content for your own website – because content counts!
- This has also been supported by the algo updates previously discussed.
- Target consumer needs and be an online resource

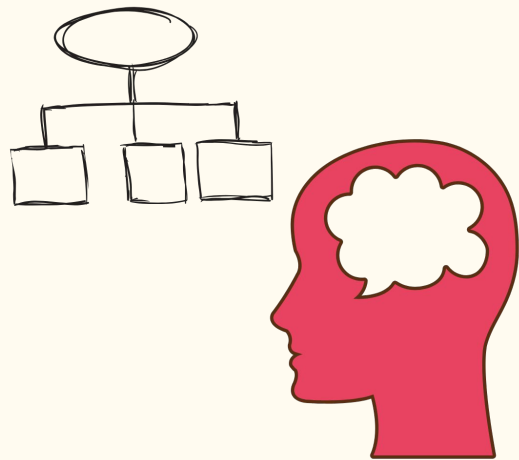
Roadblock Fix: Step 3 - Create Content With A Strategy



Skill Building Exercise...

Mind Mapping - 5 minutes

Using the keyword clusters, start to think about the topics and areas that relate to your organisation, cause, services, products etc.



Creating A Content Calendar...

From your mind map, write down your topic ideas and attach a month to them in Google Sheets:

Jan - Mar: Topic - (insert your topic here)

Apr - Jun: Topic - (insert your topic here)

Jul - Sep: Topic - (insert your topic here)

Oct - Dec: Topic - (insert your topic here)

Stick to this content calendar mapping, so that when you get to the beginning of each month, it is already thought out for you - all you have to do is start writing!

Content Creation - Template...

What should your content look like? How long should your content be?

- **Intro** - Your introduction should outline exactly what your blog post is going to offer and what's in it for them. What can your audience take away from reading this piece?
- **Body** - Break your content down into sections. Before you start writing, select the main areas of the topic you are wanting to write about.
- **Conclusion** - Adding a Call To Action or CTA at the end of your content piece.

Local SEO...

What is Local Search Engine Optimisation?

Local search can be an effective way to promote your organisation to locals, **exactly when they are searching for them.**

There are a few strategies you can use when creating a localised campaign, which are specifically targeted and very focused.

Over 60% of all searches are now completed via mobile devices. That's a big slice of pie!



Roadblock Fix: Step 4 - Your NAP...

No it's not sleep related!

NAP, also known as Name, Address and Phone Number are three elements in a local campaign that you must not ignore.

- Consistency is key!
- It's incredibly important to ensure that any mention of your organisation name, address and phone number are consistent across the web.
- Having former address or phone number details listed can not only misdirect your customers but also reduce your visibility in the local pack.

Google My Business...

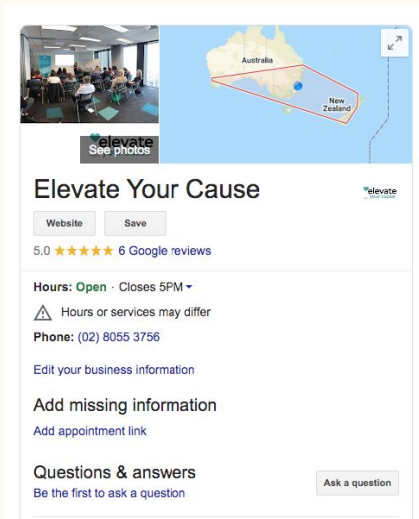
If you want to see your organisation's information showing up in local search results, you can't bypass having a **Google My Business** listing.

- This is a **FREE** service
- Allows you to create and update your details
- Show up in Google Search and Maps
- Add photos, opening hours as well as reviews

The Insights functionality offers data about how your customers are interacting with your listing, where they are coming from and how they found you.

This is valuable information that you can use when revisiting your strategy.

Google My Business - Live Example in Search



Elevate Your Cause

5.0 ★★★★★ 6 Google reviews

Hours: **Open** · Closes 5PM

⚠ Hours or services may differ

Phone: (02) 8055 3756

Edit your business information

Add missing information

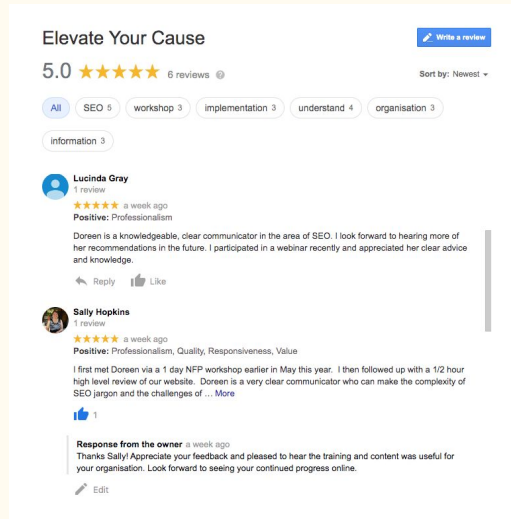
Add appointment link

Questions & answers

Be the first to ask a question

See photos

Map showing Australia and New Zealand



Elevate Your Cause [Write a review](#)

5.0 ★★★★★ 6 reviews

Sort by: Newest

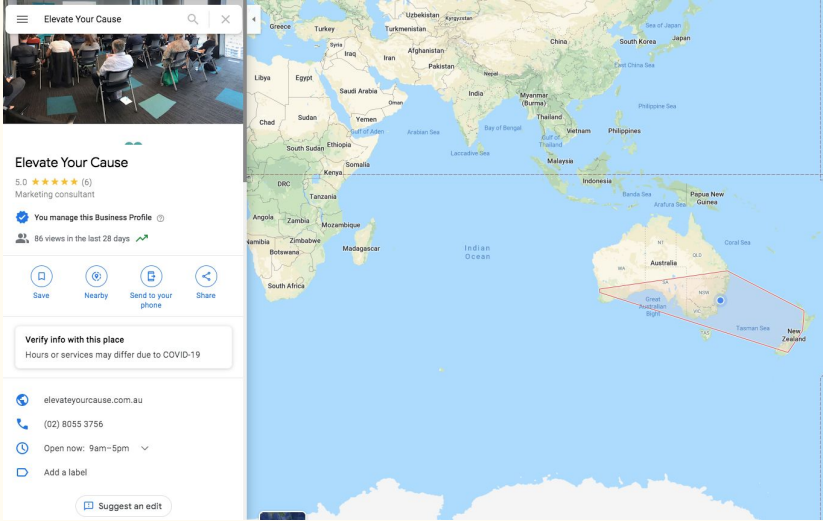
All SEO 5 workshop 3 implementation 3 understand 4 organisation 3 information 3

Lucinda Gray 1 review
★★★★★ a week ago
Positive: Professionalism
Doreen is a knowledgeable, clear communicator in the area of SEO. I look forward to hearing more of her recommendations in the future. I participated in a webinar recently and appreciated her clear advice and knowledge.
Reply Like

Sally Hopkins 1 review
★★★★★ a week ago
Positive: Professionalism, Quality, Responsiveness, Value
I first met Doreen via a 1 day NFP workshop earlier in May this year. I then followed up with a 1/2 hour high level review of our website. Doreen is a very clear communicator who can make the complexity of SEO jargon and the challenges of ... More
1 Like

Response from the owner a week ago
Thanks Sally! Appreciate your feedback and pleased to hear the training and content was useful for your organisation. Look forward to seeing your continued progress online.
Edit

Google My Business - Live Example of Maps Listing



Roadblock Fix: Step 5 - Optimise for Voice Search...

When optimising for voice search, there are a few things you need to consider:

Let's begin with **Content**.

Website content needs to be conversational & longer.

Frequently Asked Questions pages are very important!

Do some searches based on your industry and community - see what's being returned in the search results.

Featured Snippets

What are they?

Here are four steps you can take to find a volunteer position.

1. Think about the type of work you'd like to do. ...
2. Think about your values. ...
3. Think about how much time you have to **volunteer**. ...
4. Research **volunteer** organisations. ...
5. **Volunteering** is different to unpaid work. ...
6. Enjoy your **volunteer** experience.

Dec 18, 2018

www.youthcentral.vic.gov.au > jobs-and-careers > how... ▾

[Volunteering](#) | [How to find volunteer work](#) | [Youth Central](#)

 [About Featured Snippets](#)  [Feedback](#)

Google has been showing **Featured Snippets** as voice top search results.

You need to be answering the question/s with the content you provide on your website.

People Also Ask Boxes

What are they?

These appear under featured snippets and are a great free feature your Organisation can use to analyse the types of questions most commonly asked.

Review the responses that appear in those results.



Roadblock Fix: Step 6 - Https Protocol

What is it?

Https is a protocol that delivers encrypted exchanges and is a ranking factor for Google.

Over 80% of voice search results are https websites, so ensure your website is updated with this.

You will see a lock in the menu bar - this appears in red if it's not secure



Roadblock Fix: Step 7 - Site Speed

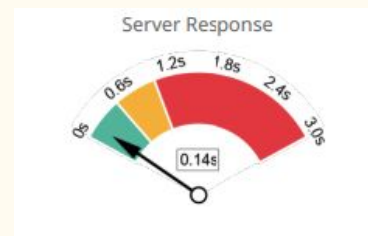
Users will bounce if your website doesn't load within 5 seconds

Google also uses this as a ranking factor

Free tools you can use to assess the site speed of your website

- Google site speed test
- Pingdom
- Pagespeed index

As with any tool or report it always requires human analysis. There could be certain reasons why elements of your website have been developed and may not always be able to be changed.



Dumping your old website for a new one?



Did you know that your current website has been seen, indexed, and holds current SEO value?

Many organisations and businesses make the mistake of launching a **new website** to replace the old one, without taking this into account.

Roadblock Fix: Step 8 - What you need to do...

If you are dumping your old website for your new one, be sure to do the following things:

- Content - don't strip this down, just to make your new website look pretty
- Remapping of your URLs - if you are keeping the same domain address, speak to your web developer about remapping existing pages to new pages where appropriate
- If you are launching a new website with a new domain address, ensure your developer also redirects the old address to the new one
- Backlinks - if a redirection is in place, these will come through to the new website - however best practice is to update them where possible

Action Items...

- Make a list of your key online goals
- To do list - Create an SEO Strategy file - in excel or Google Docs
- Add three main tabs to this document - onsite, offsite & technical
- Create a keyword list using the mentioned tactics
- Map out your content topics on a calendar
- Plot your monthly tasks into your calendar
- Keep moving forward!

Thank you!

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