

*Workbook*

# Why Your Website Isn't Getting Organic Traffic



doreen brown

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## Dorz Brown - Owner & Consultant

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Hello! My name is Dorz.

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

No matter what size your business is, I can help you develop the roadmap you need to get your online visibility back on the right track. **Be seen, get found online!**

## The facts...

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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.

## Takeaways – What you'll learn...

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- The 3 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.

## But First - Understanding digital marketing...

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“Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium.” source - [Wikipedia](#)

These digital mediums include -

- Websites
- Social media
- Email
- Mobile apps

## Why is your website your most important asset?

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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 business?

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

## 3 Key Elements Of A Successful Online Presence

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What are they?

What are the benefits?

Are keywords important?

What can I use to help me?

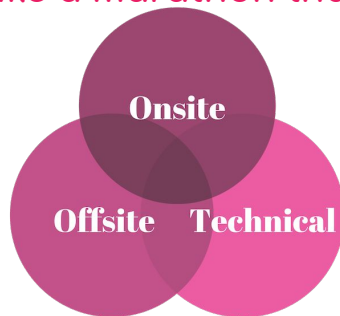
Should I track and review results?



## The Formula...

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**SEO** is the process of affecting the online visibility of a website or a web page in a search engine's unpaid results.

**“It’s more like a marathon than a sprint.”**



## Search Engine Optimisation...

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**On Site** – Your web pages including content, needs to be correctly optimised with targeted meta tags, a sound URL structure, and relevant internal linking strategies.

**Off Site** – It's not just about what you do on YOUR website; what you do on OTHER websites also counts. Search Engines, like Google view these as 'ticks of approval' and help you build credibility and authority based on the topic, product or service you are offering. Also known as link building.

**Technical** – There are certain technical elements that need to be cross checked, and in some cases added or updated to ensure your website is being crawled and seen by search engines. If you don't have the correct technical structure set up for your website, you could be missing out on key opportunities online.

## What are the benefits for your Small Business?



**SEO** can yield many benefits for your Small Business

- User-Friendly Websites
- Bring in MORE Customers
- Better Conversion Rates
- Build Brand Awareness
- Better ROI

## How often do you need to do it?

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### **Think about going to the gym...**

You get started, you give it a couple of weeks or months, and you're starting to look and feel better.

What happens if you stop, and go back to your pre gym routine?

Most likely you will also go back to your pre-gym state.



**Digital Marketing - including your SEO efforts is an ongoing investment in your Small Business**

## Can you just set and forget?

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**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.

Nothing is set in stone - you need to also ensure that any changes are also reflected via your website and supported by your other marketing mediums and channels.



Are there different kinds of keywords I should use?

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Yes. Not all keywords were created equal.

**Short Tail**

**Ego**

**Long Tail**

## Keywords & Why These Are Important...

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**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?

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

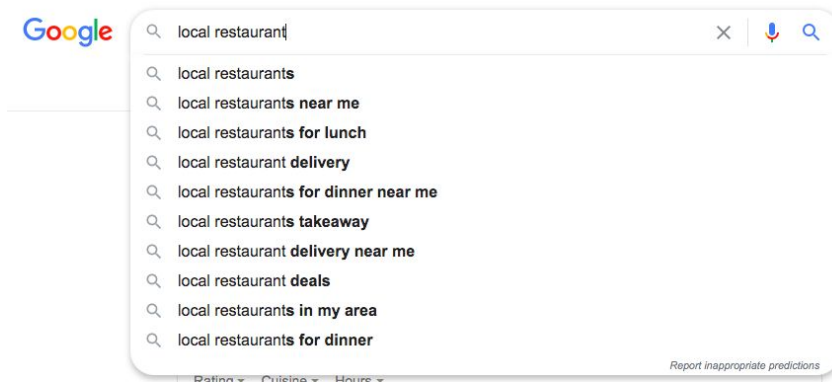
## **FREE Tools:**

- Brainstorming
- Google Search
- Competitor review
- Google Keyword Planner
- [alsoasked.com](http://alsoasked.com)



# 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 -



# Google Suggest Tool...

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Google Suggest Tool can also appear like this:

## Searches related to local restaurants

**best** restaurants **sydney 2019**

**best** restaurants **sydney cbd**

restaurants **parramatta**

**quay** restaurant

**restaurant** **hubert**

restaurants **darling harbour**

**barangaroo** restaurants

**best** restaurants **surry hills**



## What Are Your Major Roadblocks?

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# Your Content...

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

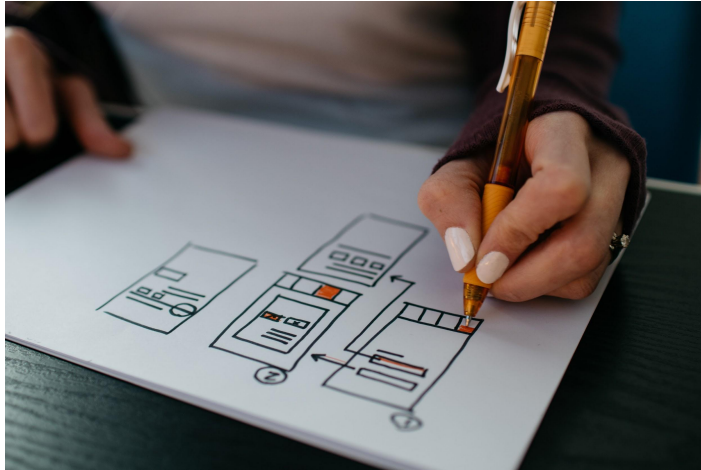
**Search Metrics define 'User Intent' using the following description:**

*"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."*

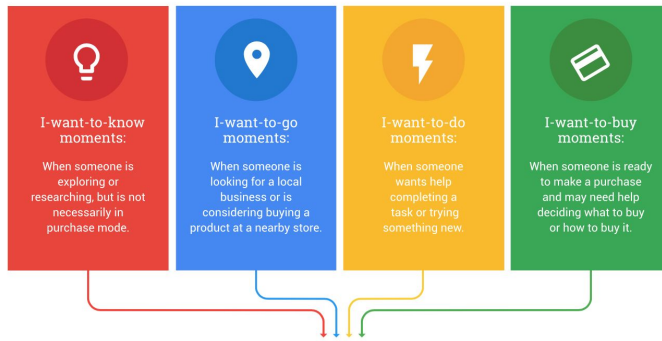
## What stages do online users go through...

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# Customer buying stages...

Google breaks it down into Micro Moments -



In these moments, consumers want what they want, when they want it—and they're drawn to brands that **deliver on their needs**.

## Best Practice Techniques & Tactics...

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## Roadblock Fix: Step 1 - Keyword Clusters

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**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



## Roadblock Fix: Step 2 - Tracking and Reviewing Results

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**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?

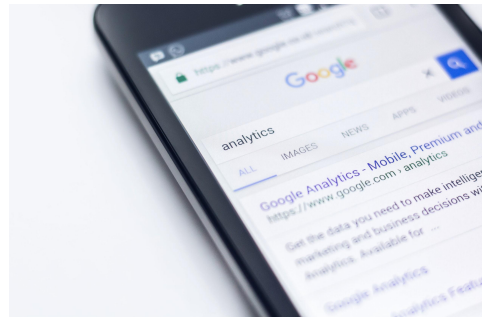
How do you know when you should switch things up?

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

### **FREE ONES:**

**Google Analytics**

**Google Search Console**



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# Google Algorithms

# What are Algorithms and how do they impact my website?

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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?

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**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...

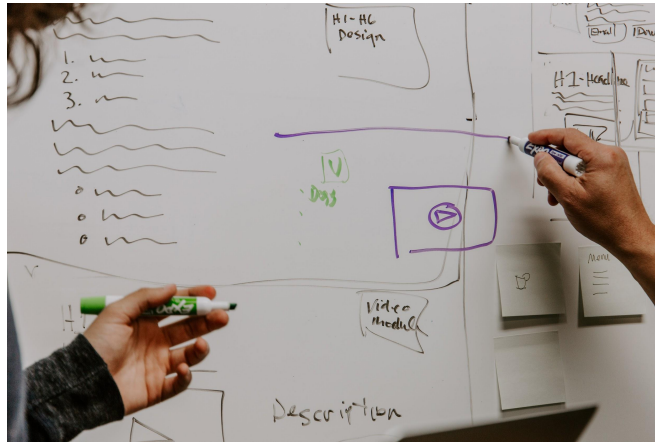
# Content Marketing...



## 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

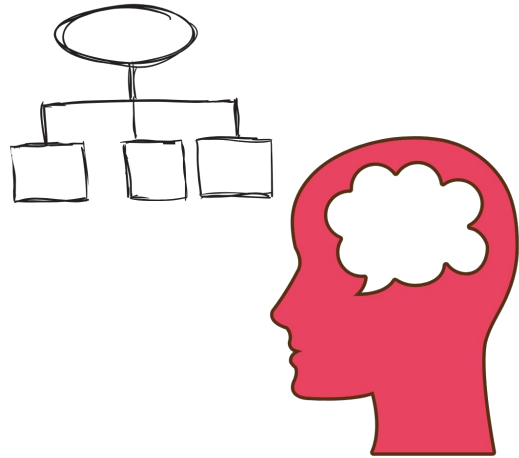


## Skill Building Exercise...

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### **Mind Mapping**

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



## Creating A Content Calendar...

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**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...

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## 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.

<https://www.doreenbrown.com.au/simple-tips-when-creating-website-content/>

# Local SEO...

## What is Local Search Engine Optimisation?

When you have a Small Business that you are wanting to market online, local search can be an effective way to promote your products and services to local customers, **exactly when they need 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...

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**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 business 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...

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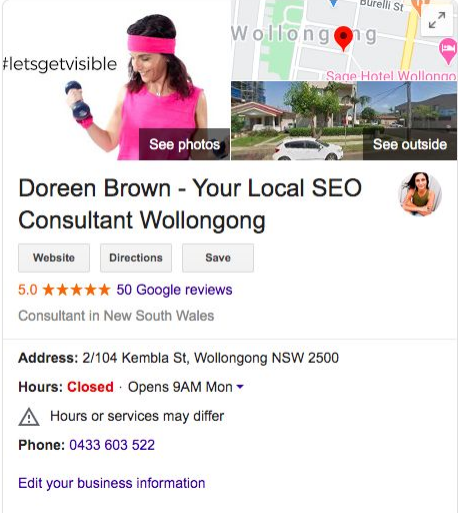
If you want to see your business/organisation's information showing up in local search results, you can't bypass having a **Google My Business** listing.

- 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 customer 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



#letsgetvisible

Wollongong

Sage Hotel Wollongong

purelli St

See photos

See outside

## Doreen Brown - Your Local SEO Consultant Wollongong

Website Directions Save

5.0 ★★★★★ 50 Google reviews

Consultant in New South Wales

**Address:** 2/104 Kembla St, Wollongong NSW 2500

**Hours:** Closed · Opens 9AM Mon ▾

⚠ Hours or services may differ

**Phone:** 0433 603 522

[Edit your business information](#)

[Write a review](#)

## Doreen Brown - Your Local SEO Consultant Wollongong

2/104 Kembla St, Wollongong NSW

5.0 ★★★★★ 50 reviews

Sort by: Newest ▾

All understand 14 information 12 small business 10 website 10 +6

**Cleanse Collective**  
1 review  
★★★★★ 2 months ago  
I attended a full day workshop on SEO with Dorz - walked in as an "SEO dummy" - but walked out feeling empowered with a bunch of valuable SEO information. I was incredibly impressed with the depth of Doreen's knowledge!

👍 1

**Response from the owner** 2 months ago  
Thank you for your review and feedback! Loved having you at the workshop and looking forward to seeing your progress online.

[Edit](#)



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

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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.

Answer The Public <https://answerthepublic.com> is also a great resource - the free version only allows a certain quota of searches per day but a useful tool.

# Featured Snippets

## What are they?

### 10 Steps to Start a Small Business

1. Step 1: Do Your Research. ...
2. Step 2: Make a Plan. ...
3. Step 3: Plan Your Finances. ...
4. Step 4: Choose a **Business** Structure. ...
5. Step 5: Pick and Register Your **Business** Name. ...
6. Step 6: Get Licenses and Permits. ...
7. Step 7: Choose Your Accounting System. ...
8. Step 8: Set Up Your **Business** Location.

[More items...](#) • May 15, 2019

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[Starting a Business - The Balance Small Business](#)



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.

Dorz to revisit as Google has changes search results and this is no longer showing up!!!

# People Also Ask Boxes

## What are they?

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

People also ask	
How can I start my own business with no money?	▼
How much money do you need to start a small business?	▼
What are the most successful small businesses?	▼
How do I start up my own business?	▼

*Feedback*

## 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.

Discuss these results with your IT team to see where improvements can be made.



## Dumping your old website for a new one?

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**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...

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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

Where to now...

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## Action Items...

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- 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!