

Power-Up Small Business Workshops



Our presenters

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Chief Digital Officer -
City of Brisbane

@CatMatson

@DigitalBNE

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Managing Director –
Alpha Digital

facebook.com/AlphaDigitalAu

twitter.com/AlphaDigitalAu

instagram.com/alphadigitalau



UNPACKING SEO

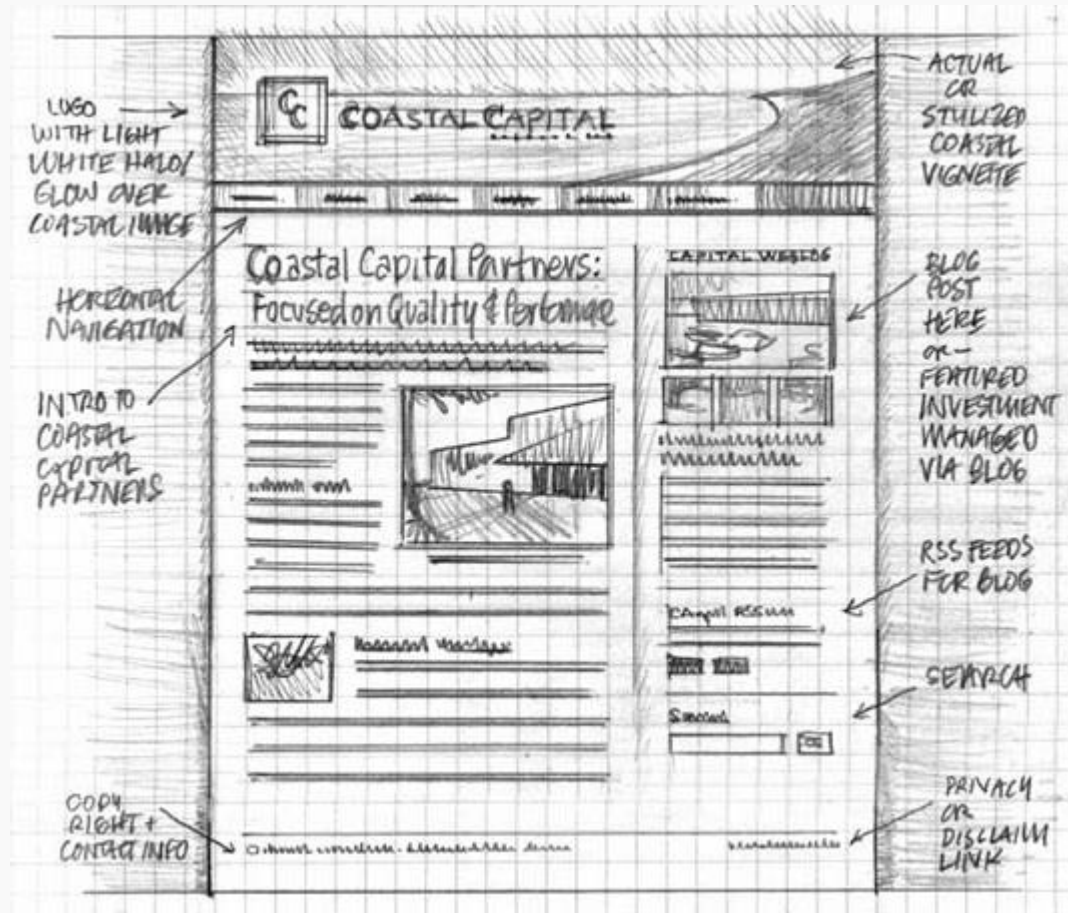
HOW TO IMPROVE YOUR WEBSITE'S SEARCH RANKING

WHAT IS SEO?

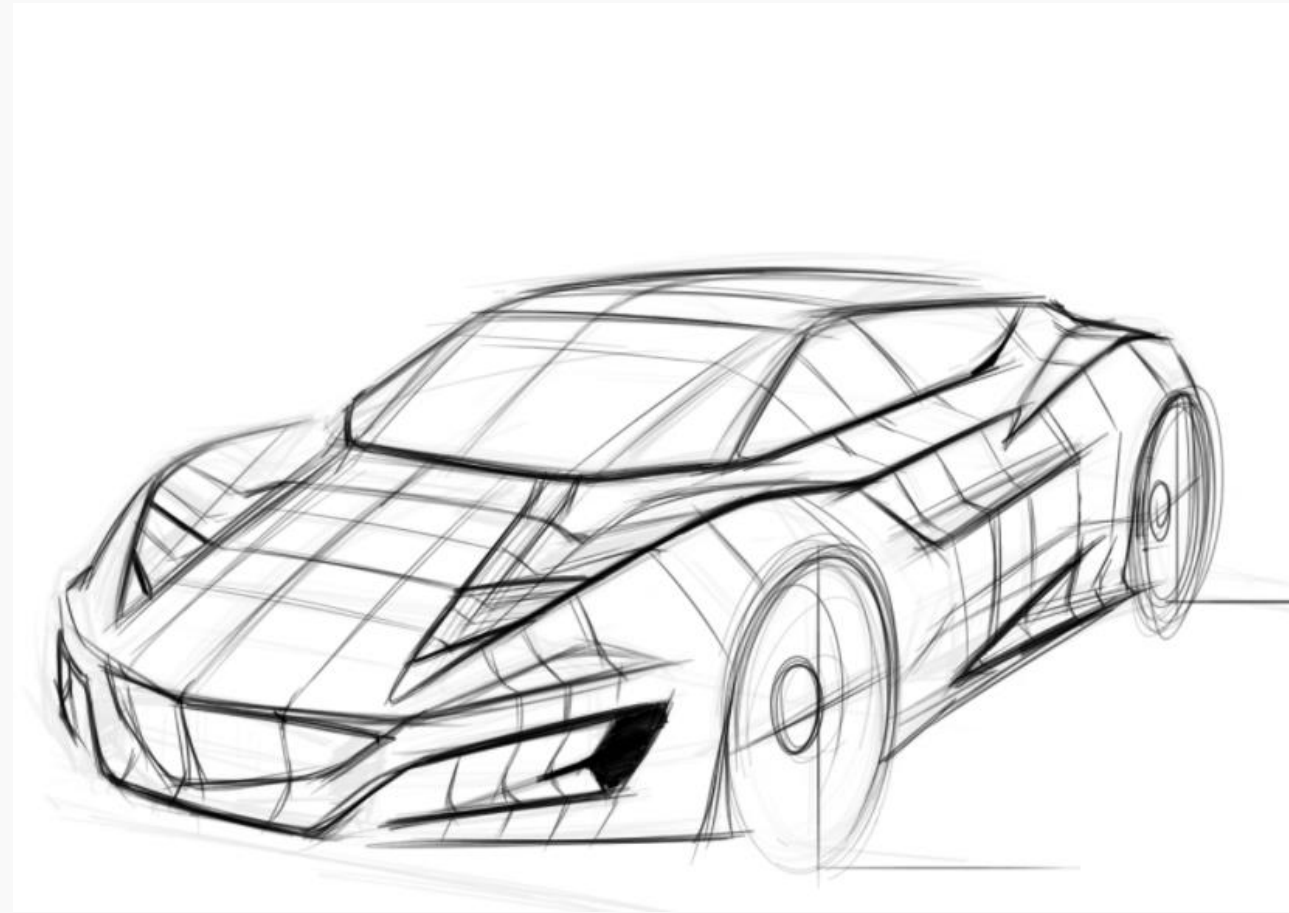




WEBSITE



CAR



WEBSITE MANUFACTURERS



WORDPRESS



neto



Magento™

CAR MANUFACTURERS



TOYOTA



Holden
Let's go there



Mercedes-Benz

WEBSITE DEVELOPERS



MECHANICAL ENGINEERS



WEBSITE DESIGNERS



CAR DESIGNERS



WEBSITE



CAR





Search Google or type URL



AUSTRALIAN GRAND PRIX



FRI 24.03 - SUN 26.03.17

ALBERT PARK, MELBOURNE

SO, WHAT IS SEO?



SEO IS YOUR PIT CREW

RESULTS



2017 DRIVER STANDINGS

<u>POS</u>	DRIVER	NATIONALITY	CAR	<u>PTS</u>
1	Vettel	GER	FERRARI	177
2	Hamilton	GBR	MERCEDES	176
3	Bottas	FIN	MERCEDES	154
4	Ricciardo	AUS	RED BULL RACING TAG HEUER	117
5	Räikkönen	FIN	FERRARI	98
6	Verstappen	NED	RED BULL RACING TAG HEUER	57
7	Perez	MEX	FORCE INDIA MERCEDES	52
8	Ocon	FRA	FORCE INDIA MERCEDES	43
9	Sainz	ESP	TORO ROSSO	29
10	Hulkenberg	GER	RENAULT	26

SEO SETUP

Get Gmail, Docs, Drive, and Calendar for business.

All you need to do your best work, together in one package that works seamlessly from your computer, phone or tablet.



START FREE TRIAL

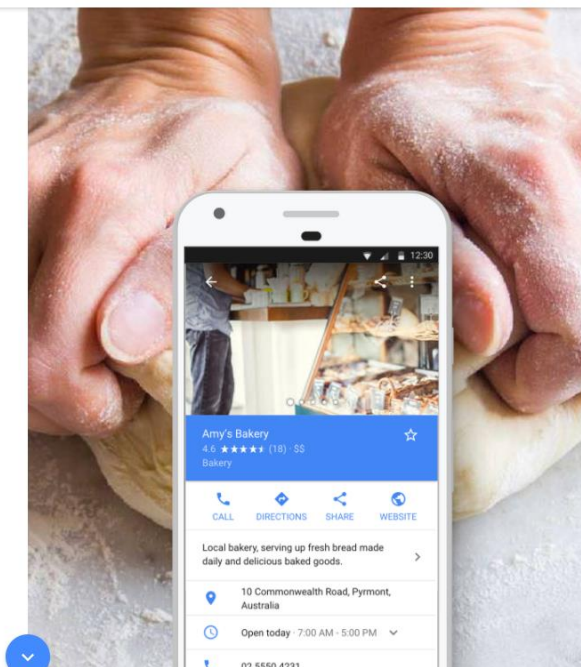


Attract new customers with your free Google listing.

Your listing appears right when people are searching for your business or businesses like yours on Google Search and Maps. Google My Business makes it easy to create and update your listing — so you can stand out, and bring customers in.

[START NOW](#)

Call to get started: **1800 081 338***



Red Bull Racing

 Daniel Ricciardo Max VerstappenPodium
Finishes

141

Championship
Titles

4





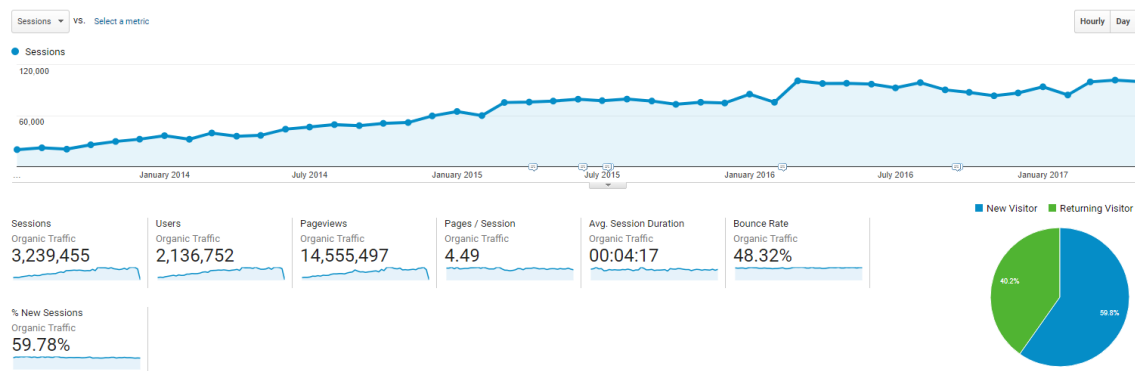
Tag Manager

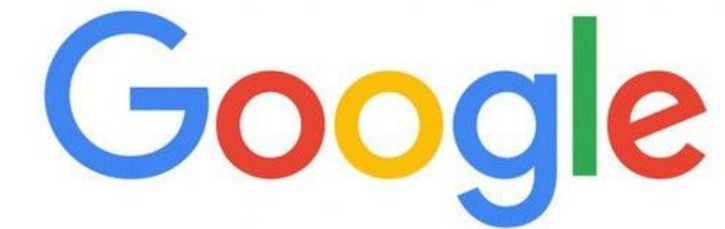
```
84 <!-- Google Tag Manager for WordPress by DuracellTomi - http://duracelltomi.com -->
85 <script data-cfasync="false" type="text/javascript">
86   var gtm4wp_dataLayer_name = "dataLayer";
87   var dataLayer = dataLayer || [];
88   dataLayer.push({'pagePostType':"frontpage","pagePostType2":"single-page","pagePostAuthor":"admin"});
89 </script>
90 <script data-cfasync="false">(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
91   new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
92   j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=
93   'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
94   })(window,document,'script','dataLayer','GTM-NTLJCZ');
```



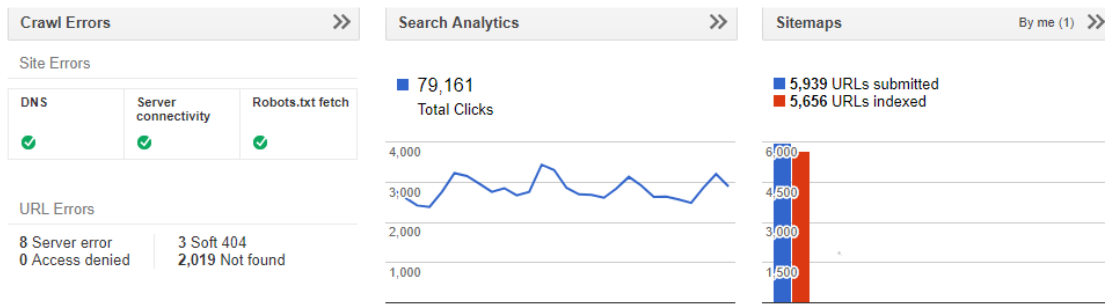


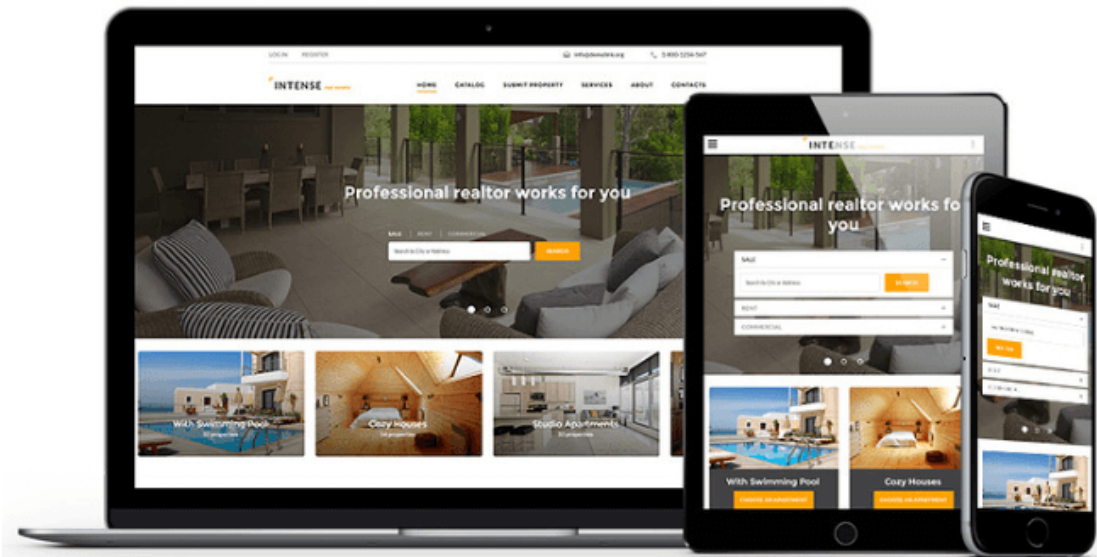
Google Analytics





Search Console





Is your web page mobile-friendly?

 Enter a URL to test

RUN TEST



READY TO
RACE



SEO MANAGEMENT

WHAT IS PART OF SEO?



CONTENT
STRATEGY



TECHNICAL
SEO



CONVERSION
OPTIMISATION



ADVANCED
LINK BUILDING



TRACKING
GOALS

KEYWORD RESEARCH

- What are the best keywords to optimise
- Find highly relevant keywords
- Use the AdWords Keyword Tool



social media



14,800

KEYWORD RESEARCH

- What are the best keywords to optimise
- Find highly relevant keywords
- Use the AdWords Keyword Tool



social media



14,800

social media marketing



3,600

KEYWORD RESEARCH

- What are the best keywords to optimise
- Find highly relevant keywords
- Use the AdWords Keyword Tool



social media



14,800



social media marketing



3,600



social media marketing brisbane



140

ON PAGE OPTIMISATION

- Page Title (Meta Title)
- URL
- Meta Description

Social Media Marketing Brisbane | Alpha Digital

<https://alphadigital.com.au/services/social-media-marketing-brisbane/> ▼

★★★★★ Rating: 5 - 15 reviews

As Australia's leading social media marketing agency, we put your audience first. No matter what platform, let our team of experts help build your brand!

WRITE COPY

- Optimise for Keywords
- Follow Best Practice Guidelines
- MOZ Beginners Guide to SEO

PAGE TARGETING THE PHRASE "RUNNING SHOES"

TITLE: *Running Shoes for Runners Who Love High Quality, Comfortable Shoes*

H1 HEADER TAG: Find the Best **Running Shoes** to Fit Your Needs



BODY COPY: Some compelling text about the benefits of choosing the right **running shoes**, finding the brands and sizes that fit your feet and how to compare **running shoes** in an easy-to-follow, logical fashion. This would also be a good place to describe how different **running shoes** apply to different activities like trail running, long distance running, sprinting, etc.

ALT ATTRIBUTE FOR PHOTO: The Famous **Running Shoes** of an Olympian

URL: <http://www.yourdomain.com/Running Shoes>

WRITE COPY

- Headings
- Internal Links
- Bold, Underline, Italics
- Alt Tags

PAGE TARGETING THE PHRASE "RUNNING SHOES"

TITLE: *Running Shoes for Runners Who Love High Quality, Comfortable Shoes*

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PAGE SPEED

- Faster the better
- Tell your web developer you want both desktop and mobile load times *as fast as possible*
- Aim for less than 3 seconds

PageSpeed Tools > Insights

GUIDES

REFERENCE

SAMPLES

SUPPORT

PageSpeed Insights



Make your web pages fast on all devices.

Enter a web page URL



SOCIAL

- Facebook
- Instagram
- Twitter
- Pinterest
- LinkedIn
- Snapchat
- YouTube

LINK BUILDING

- Directories, Social Pages
- Partners, Suppliers & Industry Bodies
- News & Public Relations



UPDATES

- Write Blog Posts
- Update Social pages
- Add new web pages
- Add new features to your site



LIVING

Nail Your Living Room Layout

MAY 9, 2017 • 859 VIEWS • LIVING • ADD COMMENT • 0

Your living room. A pretty significant space really. The place you chill, chat, snooze, watch, wine, dine and, well....live.

So nailing the layout to help you do all of the above – easily (and stylishly) is kind of important. But not always straightforward. It doesn't matter how beautifully you furnish the space if the layout doesn't work so this is one of those times when functionality should take priority over fashion (temporarily). Of course, we're all for fashion so don't discard it, just plan first, and



Interior Inspo 101: Making A Moodboard

MAY 21, 2017



Pattern Perfection – To-Die For Textiles

APRIL 7, 2017



From Toddler To Teen To Twenty-Something – The Science (And Savings) Behind Buying An Investment Bed

JANUARY 5, 2017



Forever Furniture – 6 Investment Items To Treasure

JANUARY 6, 2017

Categories

BEDROOM

24

DINING

24

TECHNICAL SEO

- Robots.txt
- SEOsitecheckup.com
- Agency Audit

```
1 <!DOCTYPE html>
2 <html lang="en-US">
3 <head>
4   <!--meta tag-->
5   <meta charset="UTF-8"/>
6   <meta http-equiv="X-UA-Compatible" content="IE=edge">
7   <meta name="viewport" content="width=device-width, initial-scale=1.0">
8   <link rel="profile" href="http://gmpg.org/xfn/11"/>
9   <link rel="pingback" href="https://www.mattblatt.com.au/blog/xmlrpc.php"/>
10
11   <title>Nail your living room layout &#8211; Matt Blatt Style Hub</title>
12   <script>
13     /* You can add more configuration options to webfontloader by previously defining the WebFontConfig with your options */
14     if ( typeof WebFontConfig === "undefined" ) {
15       WebFontConfig = new Object();
16     }
17     WebFontConfig['google'] = {families: ['Droid+Sans:400,700', 'Poppins:500,300,400',
'Playfair+Display:400,700italic&amp;subset=latin']};
18
19     (function() {
20       var wf = document.createElement( 'script' );
21       wf.src = 'https://ajax.googleapis.com/ajax/libs/webfont/1.5.3/webfont.js';
22       wf.type = 'text/javascript';
23       wf.async = 'true';
24       var s = document.getElementsByTagName( 'script' )[0];
25       s.parentNode.insertBefore( wf, s );
26     })();
27   </script>
28   <!--[if lt IE 9]><script src="http://html5shim.googlecode.com/svn/trunk/html5.js"></script><![endif]--><meta property="og:title"
content="Nail your living room layout"/><meta property="og:type" content="article"/><meta property="og:url"
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well...live. So nailing the layout to help you do all of the"/><meta property="og:image" content="https://www.mattblatt.com.au/blog/wp-
content/uploads/2017/05/Hyde-Park-pullman.jpg"/><link rel="dns-prefetch" href="//www.mattblatt.com.au" />
29 <link rel="dns-prefetch" href="//s.w.org" />
30 <link rel="alternate" type="application/rss+xml" title="Matt Blatt Style Hub &raquo; Feed" href="https://www.mattblatt.com.au/blog/feed/" />
31 <link rel="alternate" type="application/rss+xml" title="Matt Blatt Style Hub &raquo; Comments Feed"
href="https://www.mattblatt.com.au/blog/comments/feed/" />
32 <link rel="alternate" type="application/rss+xml" title="Matt Blatt Style Hub &raquo; Nail your living room layout Comments Feed"
href="https://www.mattblatt.com.au/blog/nail-your-living-room-layout/feed/" />
33   <script type="text/javascript">
34     window._wpemojiSettings =
35     {
36       "baseUrl": "https://s.w.org/images/core/emoji/2.2.1/72x72/",
37       "ext": ".png",
38       "svgUrl": "https://s.w.org/images/core/emoji/2.2.1/svg/",
39       "svgExt": ".svg",
40       "source": {
41         "concatemoji": "https://www.mattblatt.com.au/blog/wp-includes/js/wp-emoji-release.min.js?ver=4.7"}
42     };
43     !function(a,b,c){function d(a){var
b,c,d,e,f=String.fromCharCode;if(!k||!k.fillText)return!1;switch(k.clearRect(0,0,j.width,j.height),k.textBaseline="top",k.font="600 32px Arial",a)
{case"flag":return k.fillText(f(55356,56826,55356,56819),0,0),!(j.toDataURL().length<3e3)&&
(k.clearRect(0,0,j.width,j.height),k.fillText(f(55356,57331,65039,8205,55356,57096),0,0),b=j.toDataURL(),k.clearRect(0,0,j.width,j.height),k.fillText(f(
55356,57331,55356,57096),0,0),c=j.toDataURL(),b!=c);case"emoji4":return
k.fillText(f(55357,56425,55356,57341,8205,55357,56507),0,0),d=j.toDataURL(),k.clearRect(0,0,j.width,j.height),k.fillText(f(55357,56425,55356,57341,55357
,56507),0,0),e=j.toDataURL(),d!=e)return!1}function e(a){var
```


TRACK RESULTS

- Google Analytics
- Look for increasing organic visitors
- Look for increasing goal completions
- Engage a professional SEO company



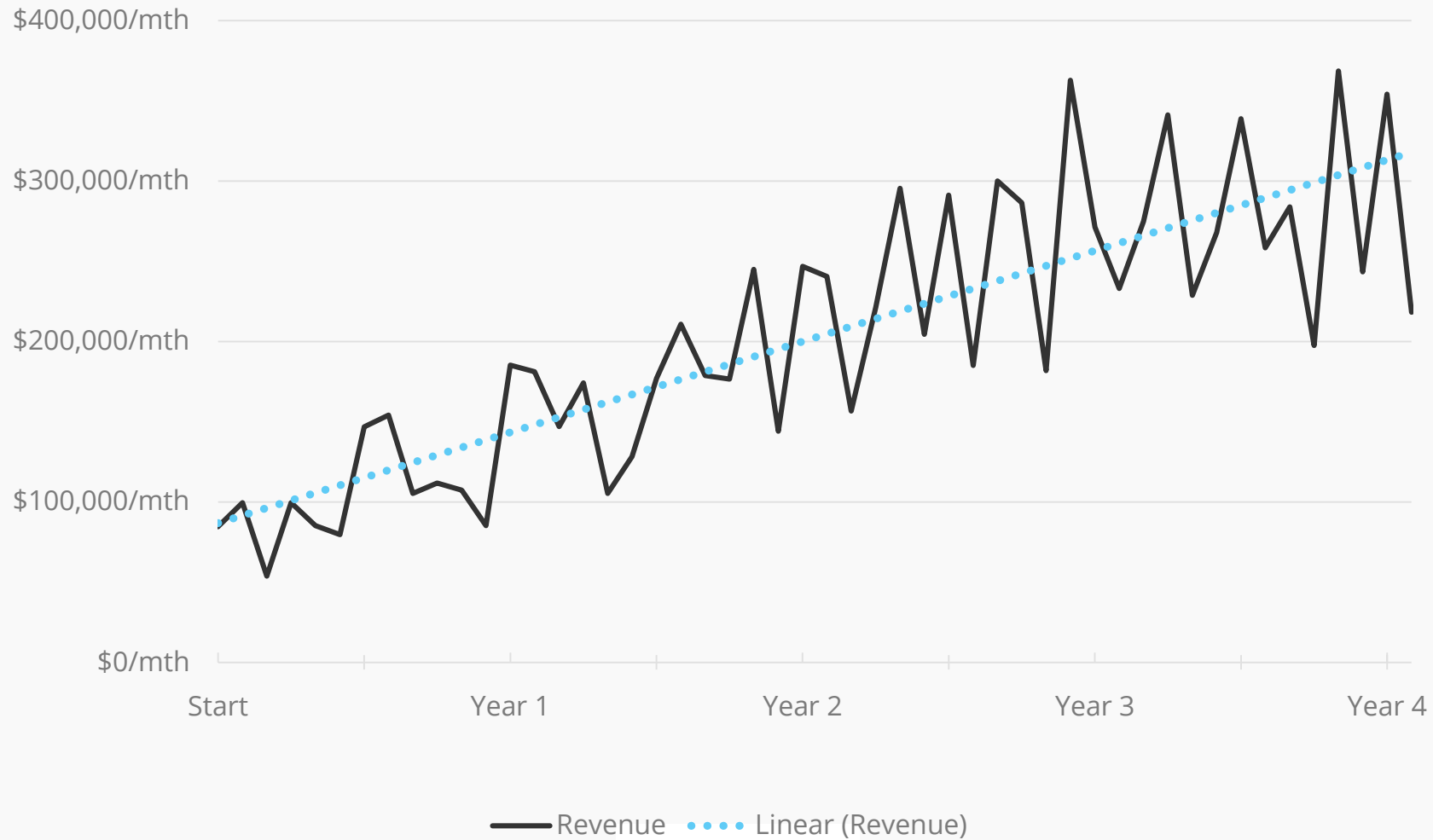
SEO RESULTS

"THE KING MAKER"

SEO is a long-term investment where return continually increases
but cost remains the same.



REVENUE FROM SEO - \$10 Million



QUESTIONS TO ASK AN SEO AGENCY

QUESTIONS

- What are the SEO tasks that you perform?
- How do you decide what tasks to perform?
- Who performs the tasks? Is it the person you speak to or someone else?



Chloë Cipra
Head of SEO and Social



Brad Gellweiler
Business Development Manager



Chris Schimkat
Senior SEO Account Manager



Amir Rezaee
Field Search Account Manager



Nick Gregory
SEO Account Manager



Kim Maunder
SEO Account Manager



Natalia Merzlikina
Field Search Account Manager



Adam Hardy
SEO Account Manager



Jonathan Wai
Product Development Executive



QUESTIONS
















- How do you invoice for your SEO work?
- By the hour?
- By the project?
- Are there any lock in contracts?
- Are there any guarantees?

Description	Quantity	Unit Price	Disc %	Account	Tax Rate	Tag	Tag2	Amount AUD
Copywriting Project	22.75	150.00		SEO Package - Custom	GST on Income		COPY, SEO	3,412.50
Google Tag Manager Audit	1.00	150.00		SEO Package - Custom	GST on Income		SEO	150.00
SEO Reporting	1.93	150.00		SEO Package - Custom	GST on Income		SEO	289.50
SEO AMP	0.47	150.00		SEO Package - Custom	GST on Income		SEO	70.50
SEO Linkbuilding	0.20	150.00		SEO Package - Custom	GST on Income		COPY, SEO	30.00
SEO Project Management	2.17	150.00		Project Management	GST on Income		Admin	325.50




QUESTIONS

- How many staff?
- How many clients?
- How many clients does an account manager look after?
- Can I speak to 3 clients as references?

QUESTIONS

- Do you do Black Hat SEO?
- How do you stay up to speed with the latest SEO tactics?
- What happens if after 4 months I'm not getting any new business or enquiries - what happens then? How do I cancel?



Black Hat World

BlackHat **SEO Forum**

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[Search Forums](#) [Recent Posts](#)

[Home](#) [Forums](#) [Black Hat SEO](#)

70,000+ Rotating Proxies
BHW Discount Offer **STORM PROXIES**

[Sign up now!](#)









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- [Black Hat SEO](#)**
- [White Hat SEO](#)
- [Cloaking](#)
- [Blogging](#)
- [Black Hat Tools](#)
- [Social Networking](#)
- [Downloads](#)
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- ▼ Marketplace
 - [Content / Copywriting](#)
 - [Hosting](#)
 - [Images, Logos & Videos](#)
 - [Proxies for Sale](#)

Black Hat SEO

Black Hat Search Engine Optimization. Discuss ways to improve your sites ways using Black H

Page 1 of 5125 [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) → [5125](#) [Next >](#)

	Title
	Please Read: {10% PROMO FOR NEW CLIENTS!!} ★★★★★ 2016 A TODAY!
	Please Read: How to Rank - A Quick Guide for Newbies lightningblitz, Aug 11, 2015 ... 45 46 47
	Please Read: Is Blackhat SEO dying out? [Serious] bolektoklek, Jul 24, 2017 ... 10 11 12
	Please Read: BlackHat Success: Never give up! Diamond Damien, Nov 7, 2006 ... 87 88 89
	PBNs - Do you rank your PBNs? cyrusv, Yesterday at 4:47 PM
	Please recommend reliable hosting services for PBN sites blackbeans, Yesterday at 11:51 PM
	G doesn't recrawl new 301 aidenhera, 33 minutes ago
	What resources should T1 use? 54shagua, Today at 3:58 AM

**WHAT CAN YOU
DO RIGHT NOW?**

WHAT CAN YOU DO RIGHT NOW?

- Everything recommended in the setup
- Write content
- Build directory links
- Look for other website links
- Improve your website speed
- Find an SEO agency



Boost your digital knowledge

Free courses on everything from search to social media, to help you grow your business or career.

KEEP LEARNING



What is The Digital Garage Australia?

Free tutorials from Google on everything from your website to online marketing and beyond. Choose the topics you want to learn, or complete the whole online course for a certificate from Google supported by IAB Australia.

QUESTIONS?



07 3040 9988



info@alphadigital.com.au



www.alphadigital.com.au



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www.linkedin.com/company/alpha-digital/



www.instagram.com/alphadigitaloz/



BRISBANE

Level 4, Z1 The Works, 34 Parer Place, Kelvin Grove QLD 4059



SYDNEY

Suite 1.06, Level 1, 100 Collins Street, Alexandria, NSW, 2015

Our Next Power Up!

Topic: How to make your first sale online

Date: 5 September 2017

Venue: Broncos Leagues Club

Early Bird Tickets **STILL AVAILABLE**