brisbane
australia's new world city

Power-Up Small Business Workshops

digital brisbane

Our presenters

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Chief Digital Officer - City of Brisbane

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@DigitalBNE

Matt Cooper

Managing Director – Alpha Digital

facebook.com/AlphaDigitalAu

twitter.com/AlphaDigitalAu

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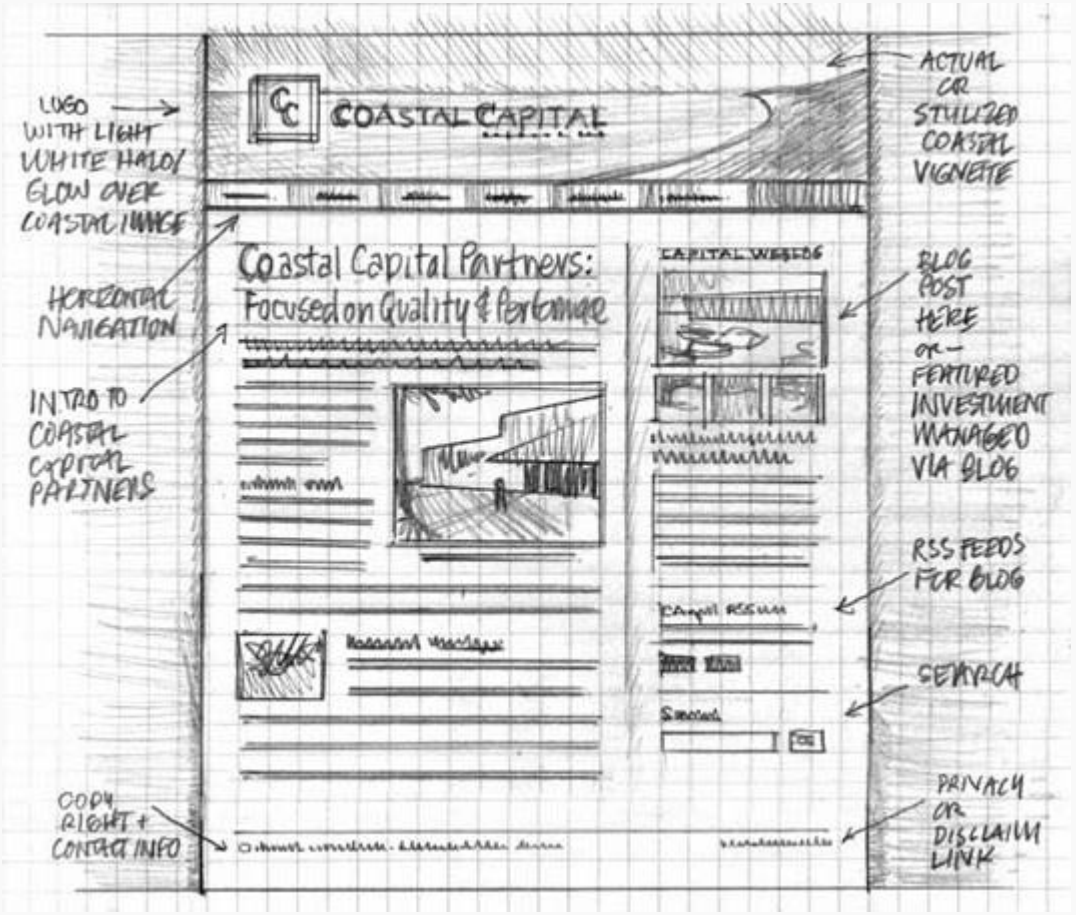
UNPACKING SEO

HOW TO IMPROVE YOUR WEBSITE'S SEARCH RANKING

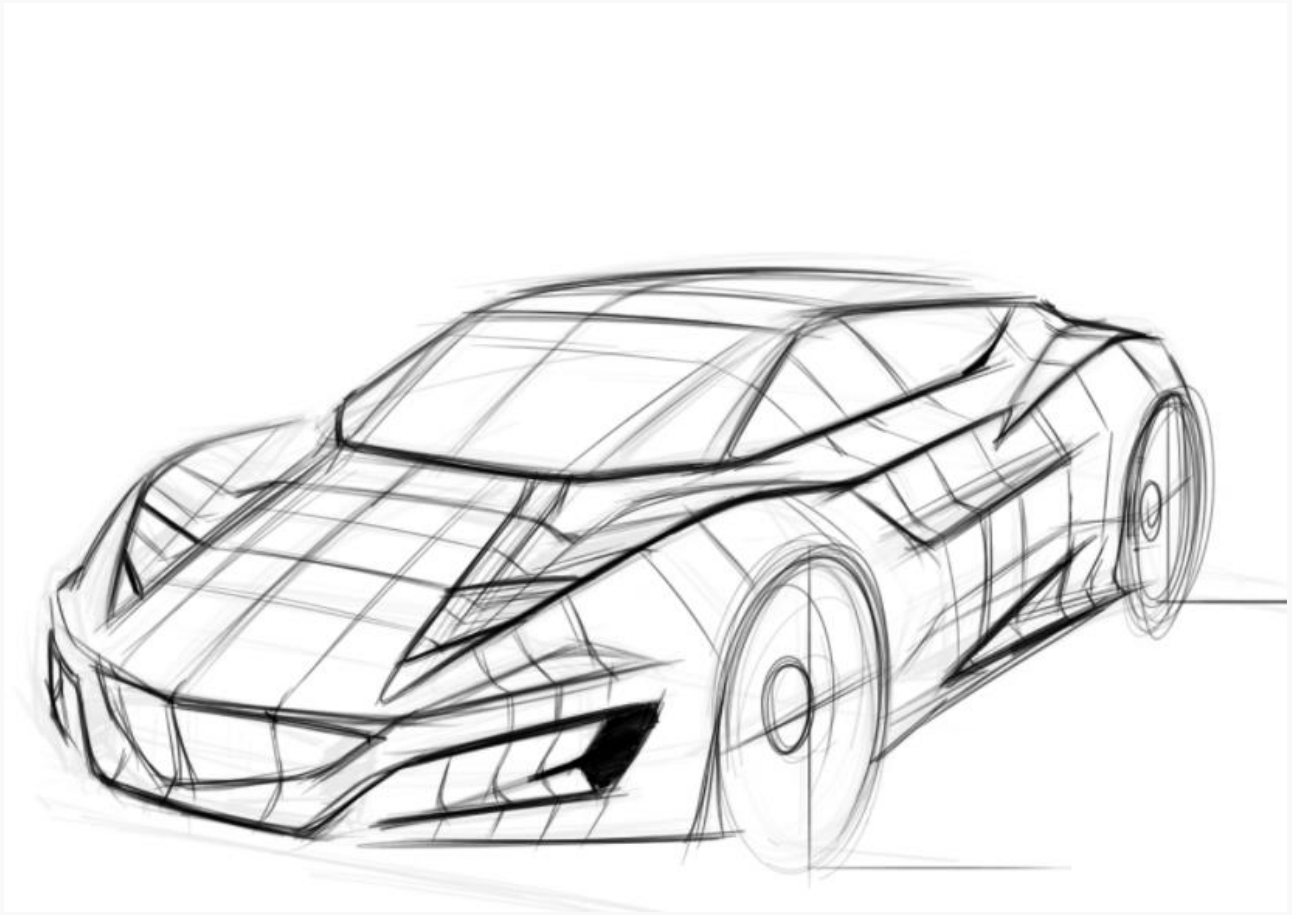
WHAT IS SEO?

SEO & ADWORDS

WEBSITE


LOGO WITH LIGHT WHITE HALO/ GLOW OVER COASTAL IMAGE
HORIZONTAL NAVIGATION
INTRO TO COASTAL CAPITAL PARTNERS
COPY RIGHT + CONTACT INFO
COASTAL CAPITAL
Coastal Capital Partners:
Focused on Quality & Performa
ACTUAL OR STYLIZED COASTAL VIGNETTE
BLOG POST HERE OR- FEATURED INVESTMENT MANAGED VIA BLOG
RSS FEEDS FOR BLOG
SEARCH
PRIVACY OR DISCLAIM LINK

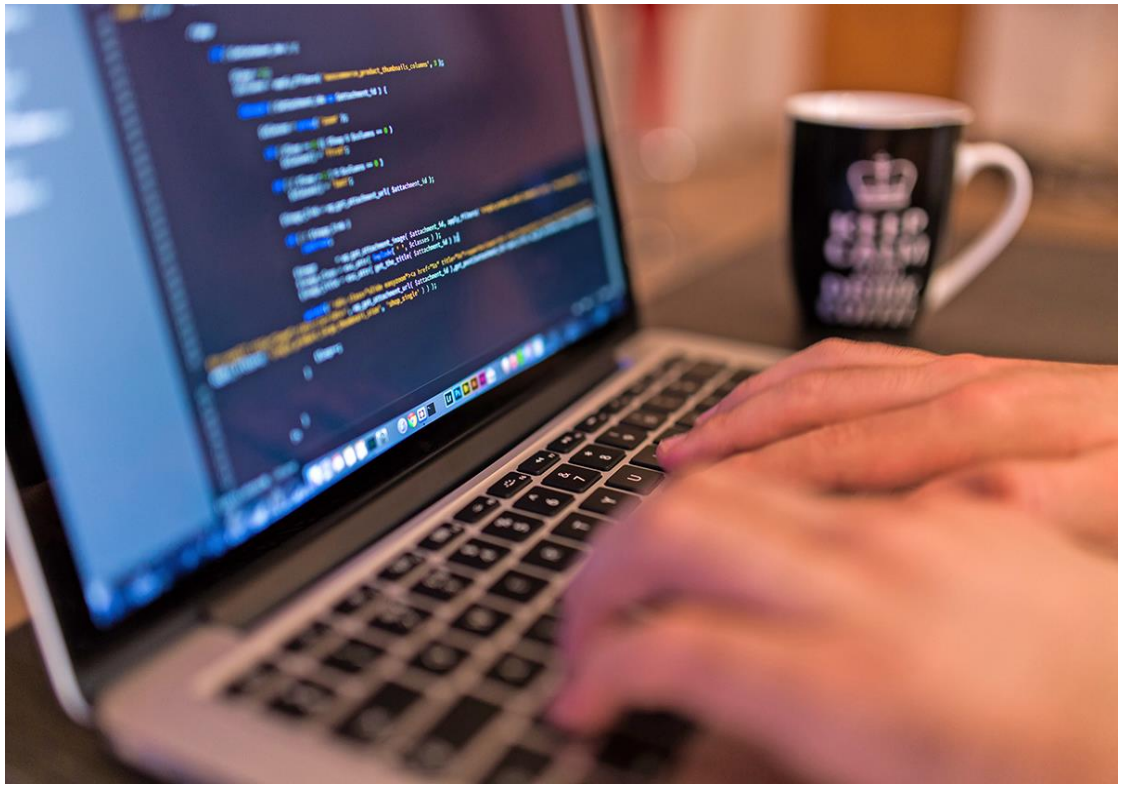
CAR



WEBSITE MANUFACTURERS

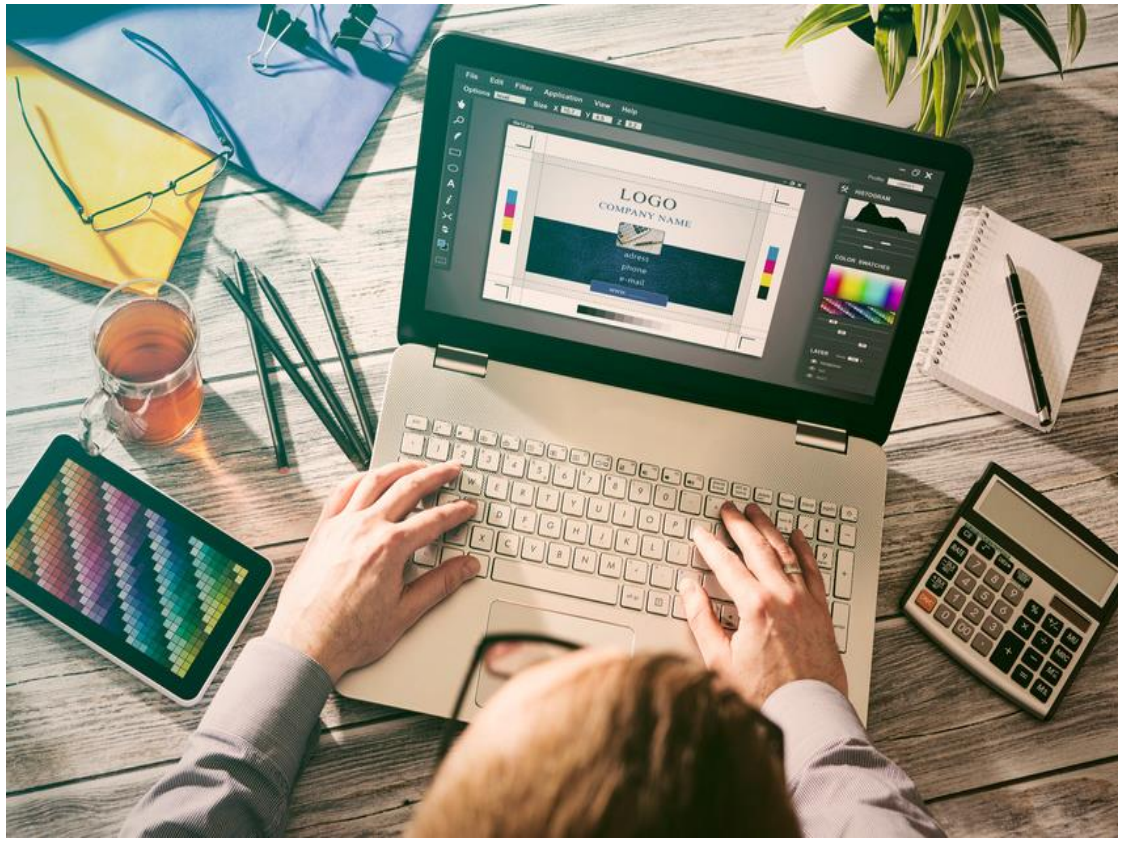
CAR MANUFACTURERS

WEBSITE DEVELOPERS



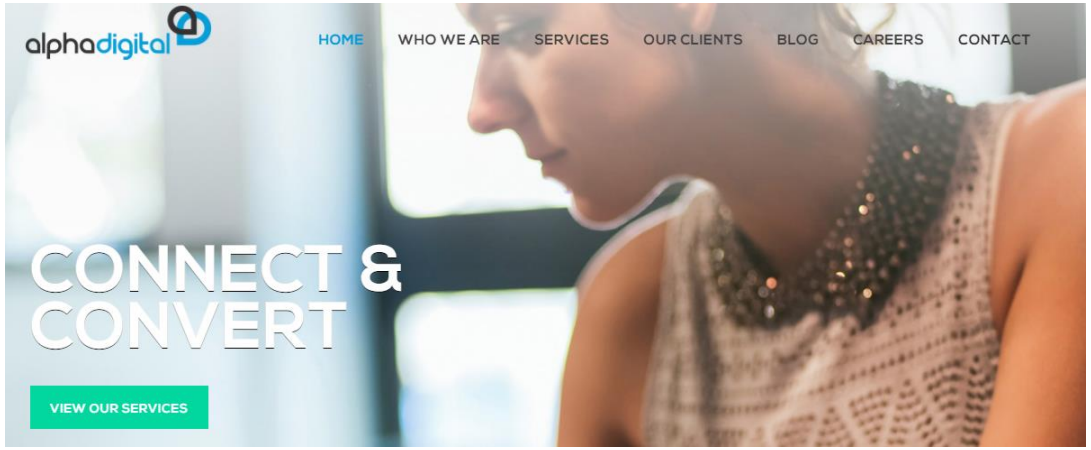
MECHANICAL ENGINEERS

WEBSITE DESIGNERS



CAR DESIGNERS

WEBSITE


alphadigital
HOME
WHO WE ARE
SERVICES
OUR CLIENTS
BLOG
CAREERS
CONTACT
CONNECT &
CONVERT
VIEW OUR SERVICES

CAR

RB13
RED BULL RACING-TAG HEUER RB13
33
CITRIX
RAUCH
Mobil 1

Google
Australia

Search Google or type URL

SO, WHAT IS SEO?

SEO IS YOUR PIT CREW

RESULTS

2017 DRIVER STANDINGS

POS	DRIVER	NATIONALITY	CAR	PTS
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

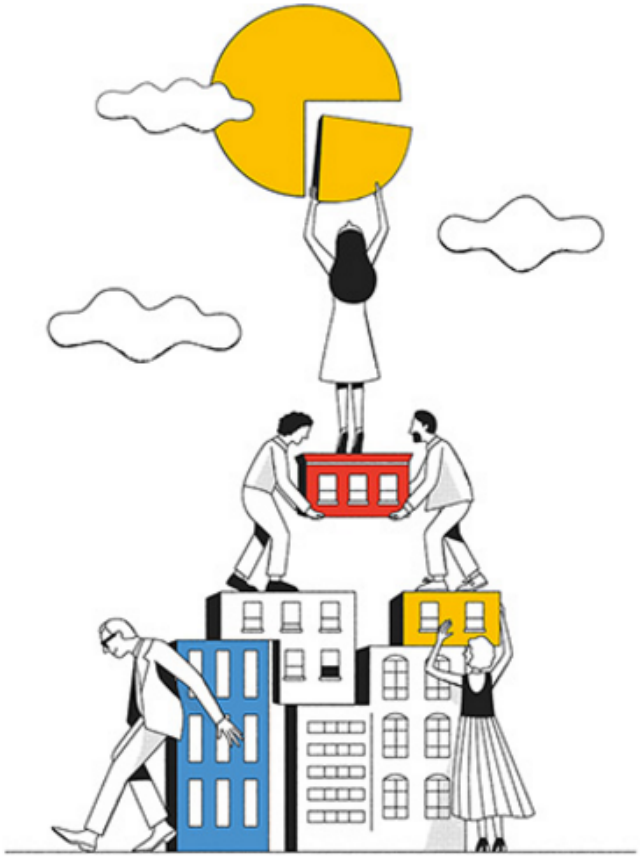
G Suite by Google Cloud

Features Solutions Pricing Resources

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



Google My Business

SIGN IN START NOW

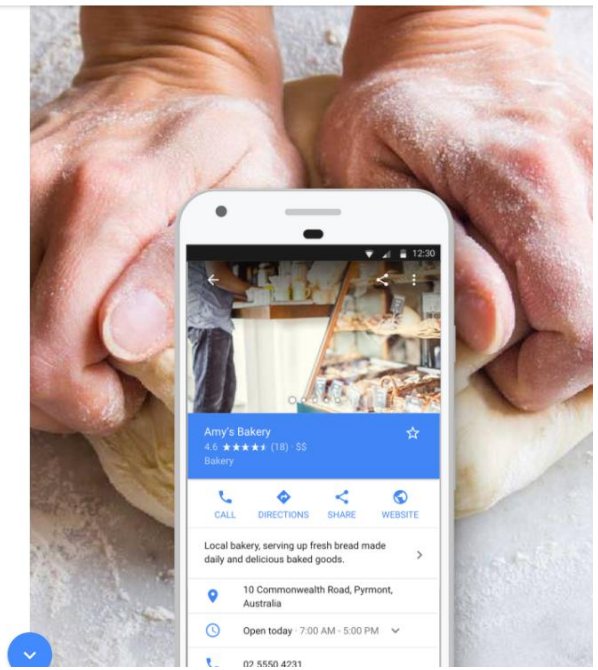
Home How it Works Resources & FAQ

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

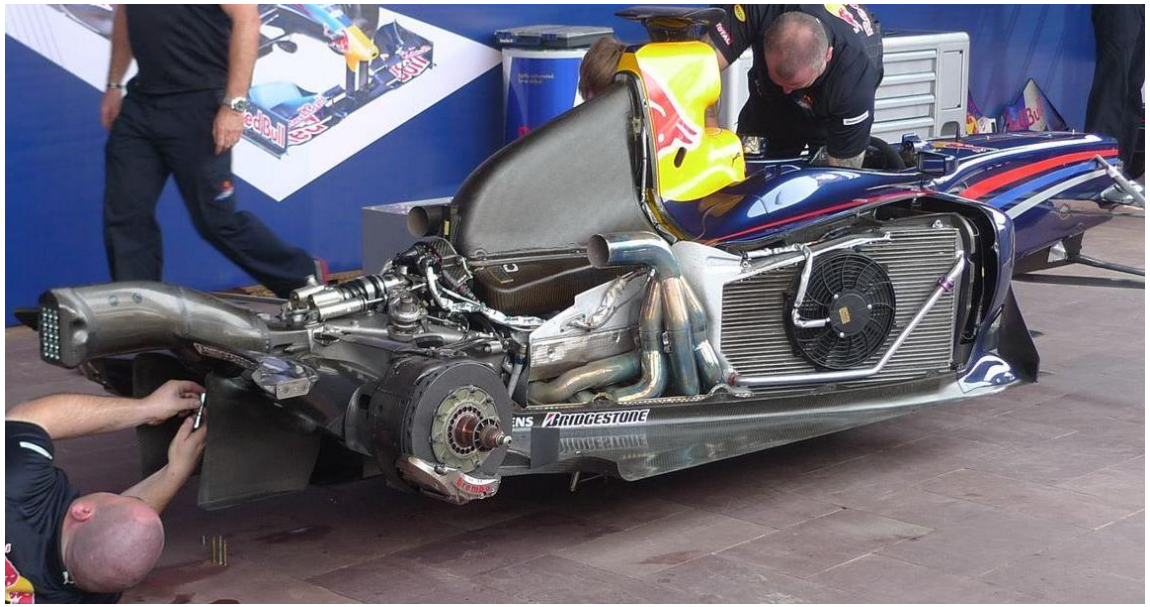
Max Verstappen

Podium Finishes 141

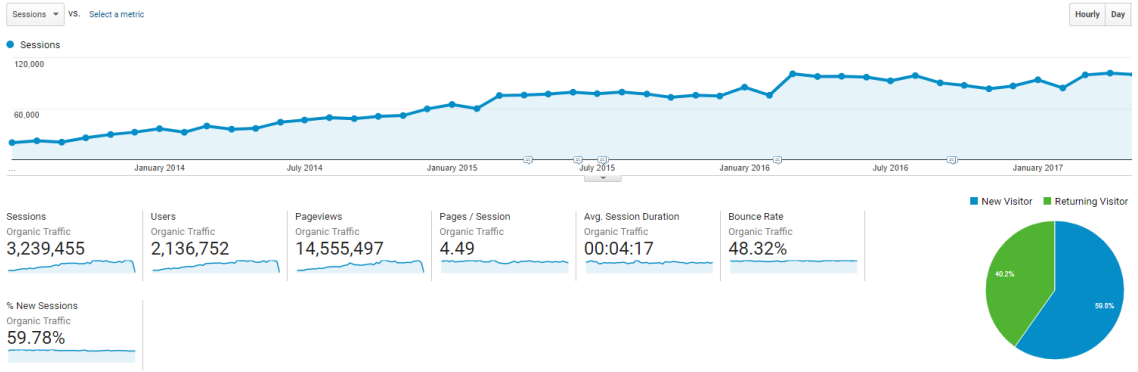
Championship Titles 4

Tag Manager

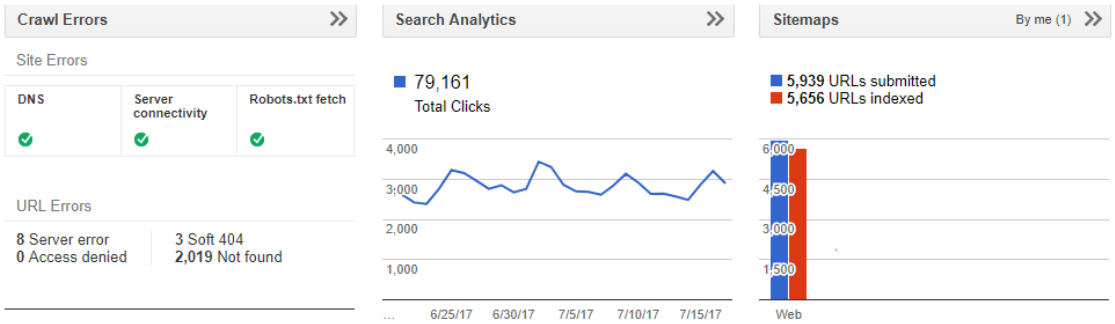
```
<!-- Google Tag Manager for WordPress by DuracellTomi - http://duracelltomi.com -->
<script data-cfasync="false" type="text/javascript">
    var gtm4wp_datalayer_name = "dataLayer";
    var dataLayer = dataLayer || [];
    dataLayer.push({"pagePostType":"frontpage","pagePostType2":"single-page","pagePostAuthor":"admin"});
</script>
<script data-cfasync="false">(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=
'//www.googletagmanager.com/gtm.'+'js?id='+i+dl;f.parentNode.insertBefore(j,f);
})(window,document,'script','dataLayer','GTM-NTLJCZ');</script>
<!-- End Google Tag Manager -->
<!-- End Google Tag Manager for WordPress by DuracellTomi -->      <style type="text/css">.recentcomments a{display:inline !important;pa
        <meta name="generator" content="Powered by Visual Composer - drag and drop page builder for WordPress."/>
<!--[if lte IE 9]><link rel="stylesheet" type="text/css" href="https://alphadigital.com.au/wp-content/plugins/js_composer/assets/css/vc_l
content/plugins/js_composer/assets/css/vc-ie8.min.css" media="screen"><![endif]--><style type="text/css" data-type="vc_shortcodes-custom-
!important;}.vc_custom_1474944924065{margin-top: 30px !important;}.vc_custom_1478746406312{margin-top: -20px !important;border-bottom-wid
rel='stylesheet' href='https://alphadigital.com.au/wp-content/themes/alpha-digital-new-site/style-redesign.css' type='text/css' media='al
</head>
<body class="home page-template page-template-page-new-home page-template-page-new-home-php page page-id-4124 wpb-js-composer js-comp-ver
<!-- Google Tag Manager (noscript) -->
<noscript><iframe src="//www.googletagmanager.com/ns.html?id=GTM-NTLJCZ"
height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
<!-- End Google Tag Manager (noscript) -->
```

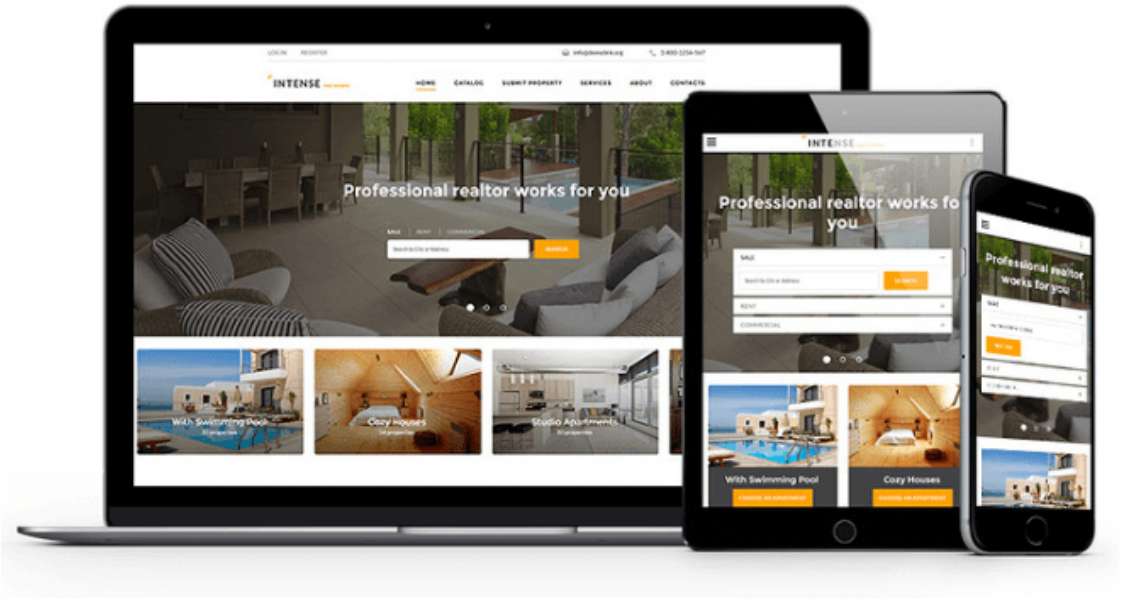


Google Analytics



Google 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

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social media		14,800		social media marketing	3,600

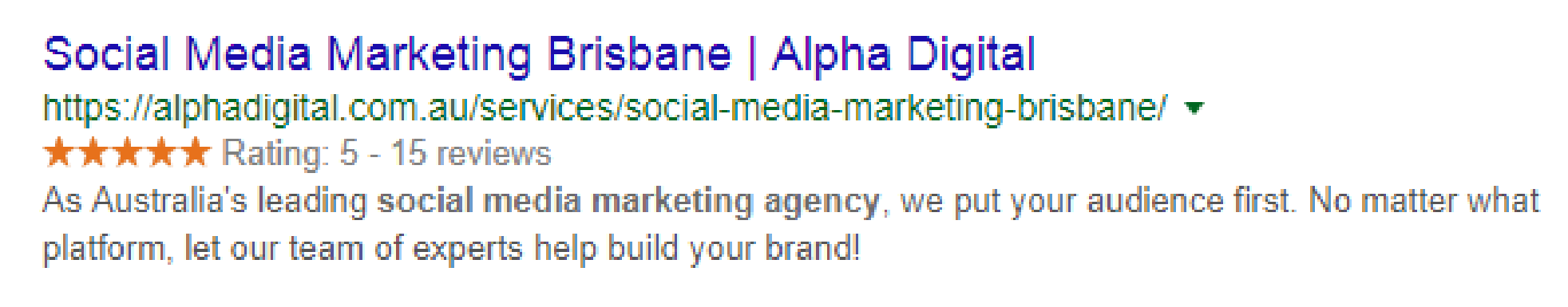
KEYWORD RESEARCH

- 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



WRITE COPY

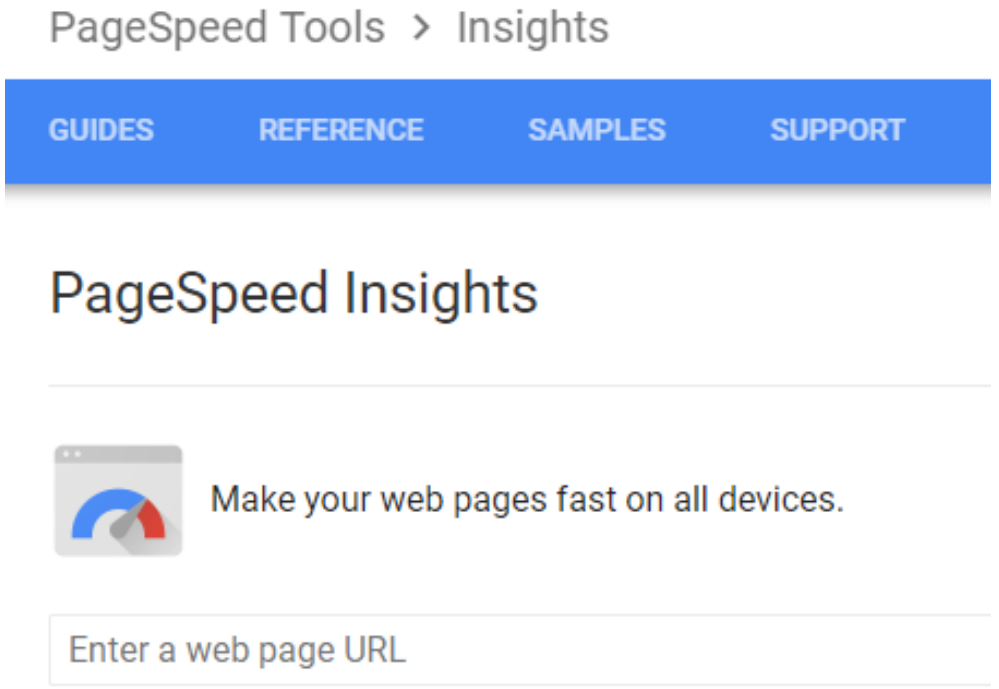
- Optimise for Keywords
- Follow Best Practice Guidelines
- MOZ Beginners Guide to SEO

WRITE COPY

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

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



SOCIAL

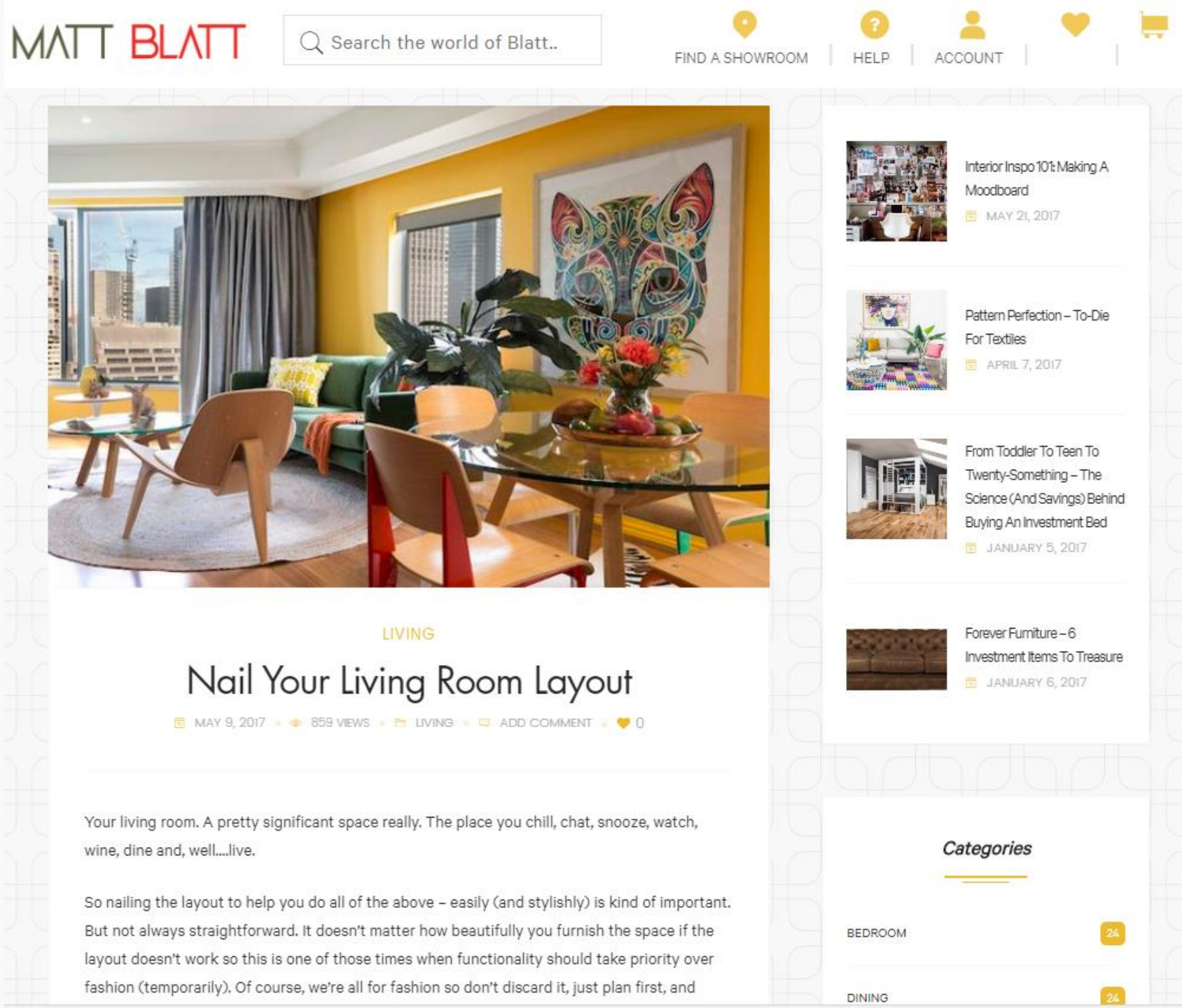
- Facebook
- Instagram
- Twitter
- Pinterest
- LinkedIn
- Snapchat
- YouTube

LINK BUILDING

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

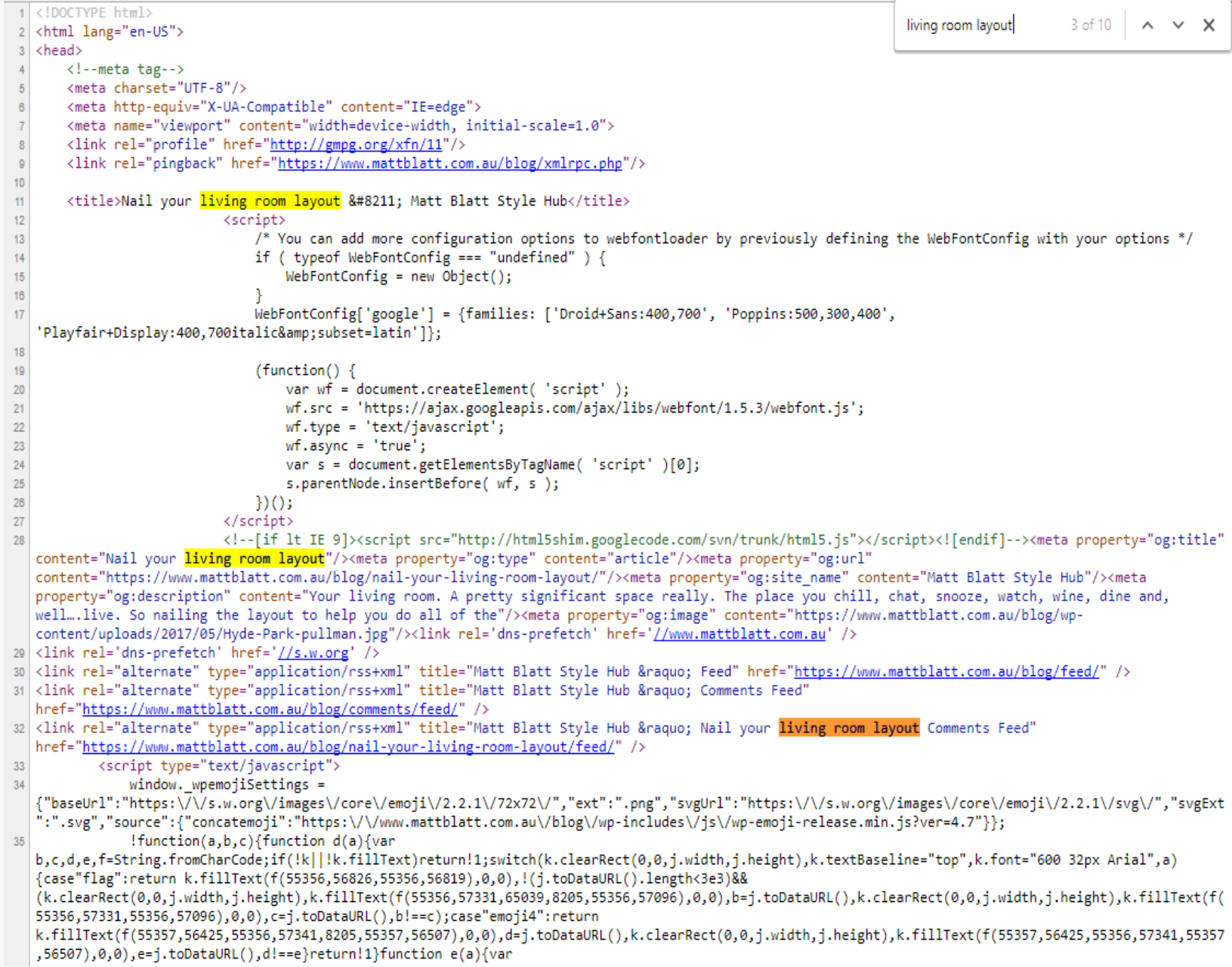
UPDATES

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



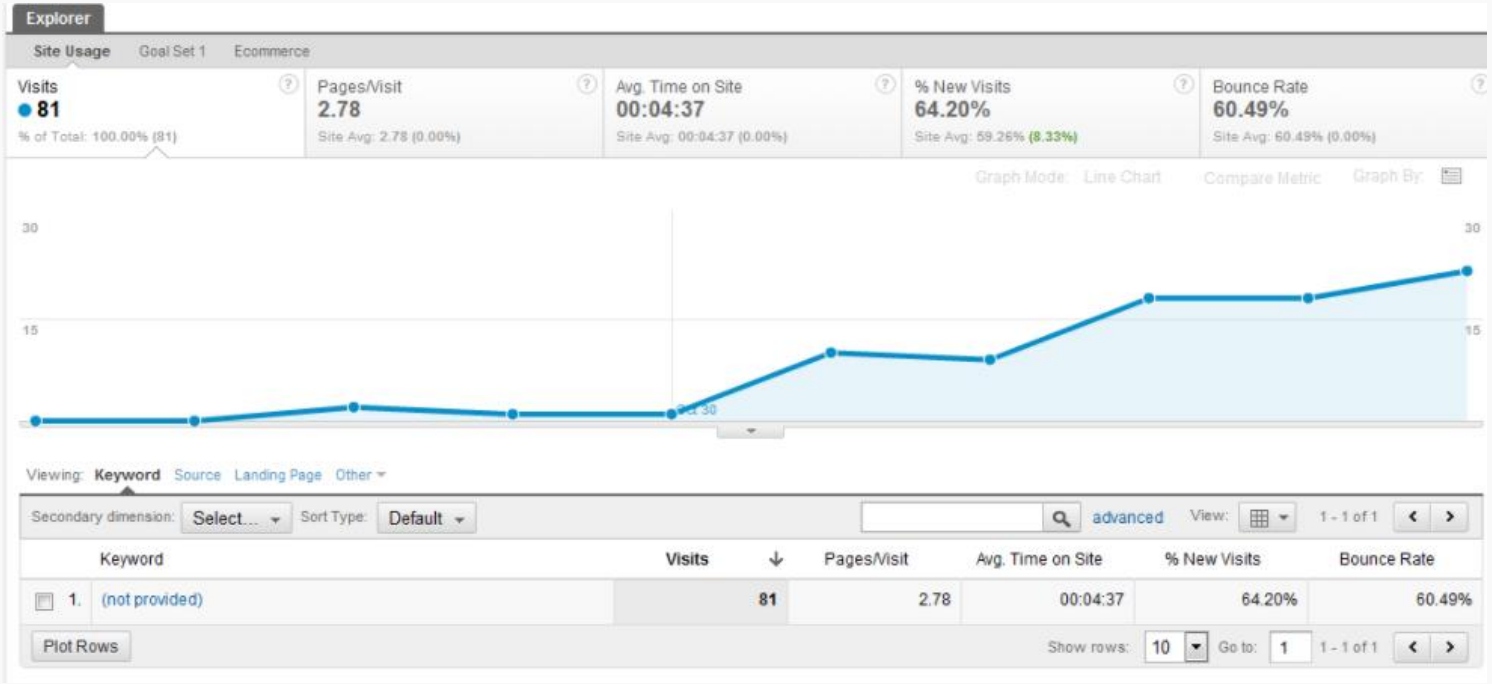
TECHNICAL SEO

- Robots.txt
- SEOsitecheckup.com
- Agency Audit



TRACK RESULTS

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

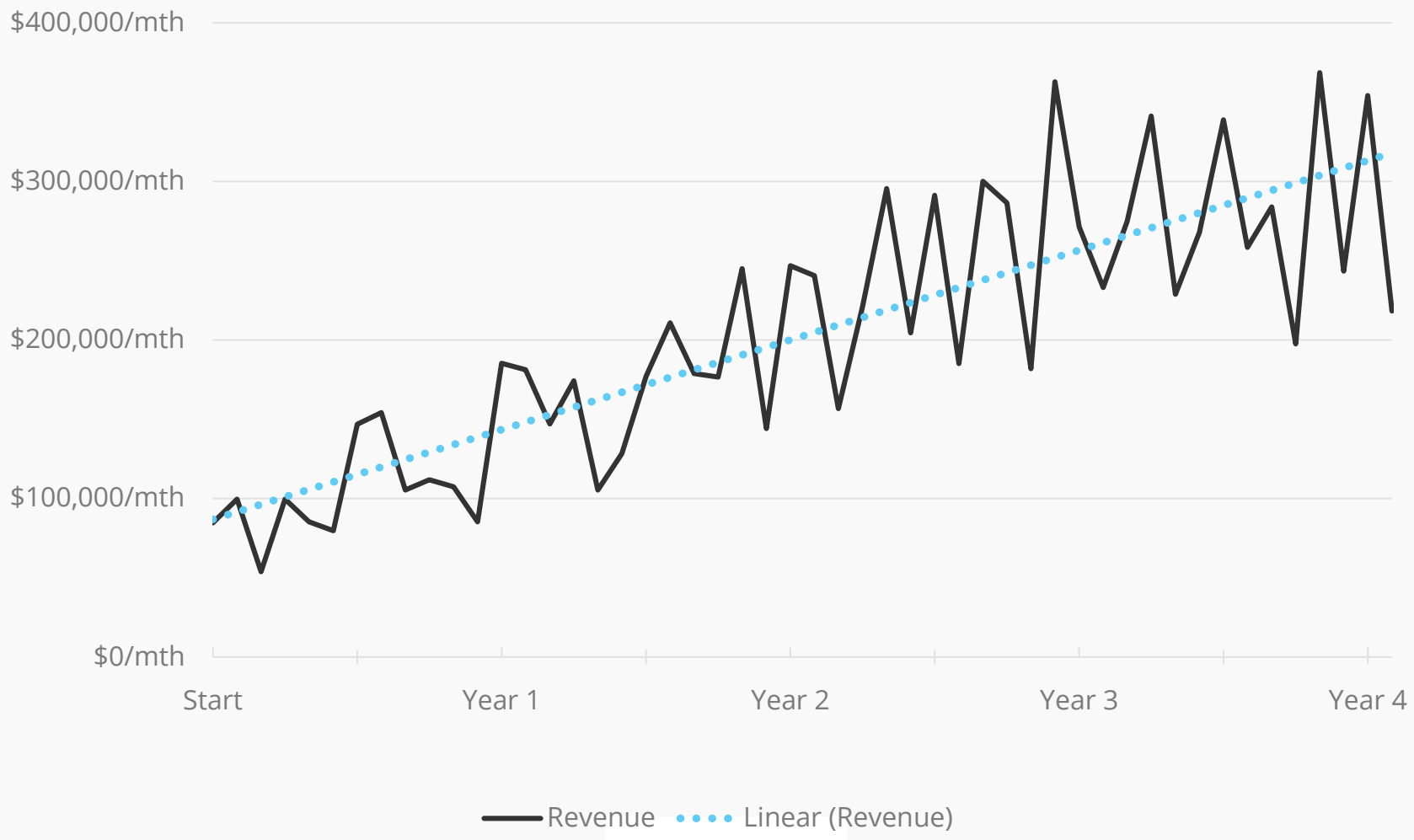


SEO RESULTS

“THE KING MAKER”

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

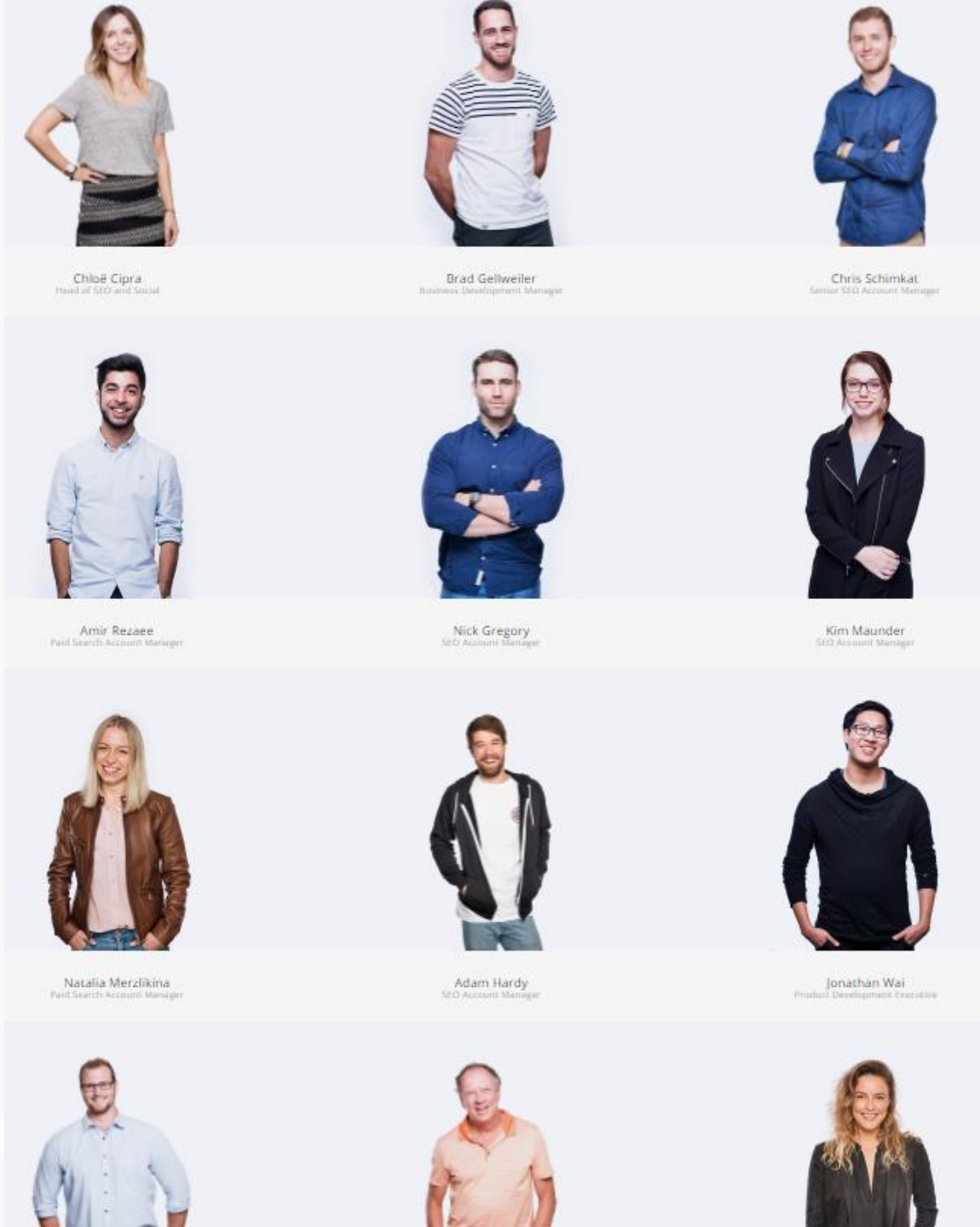
REVENUE FROM SEO - $10 Million



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?



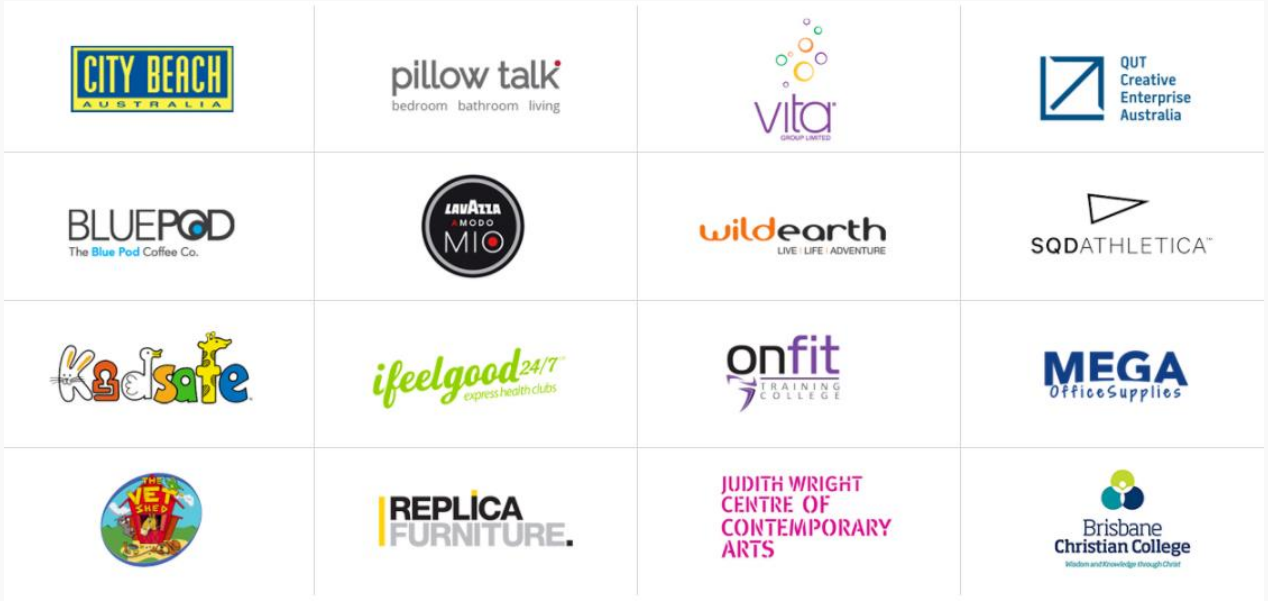
QUESTIONS

- 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

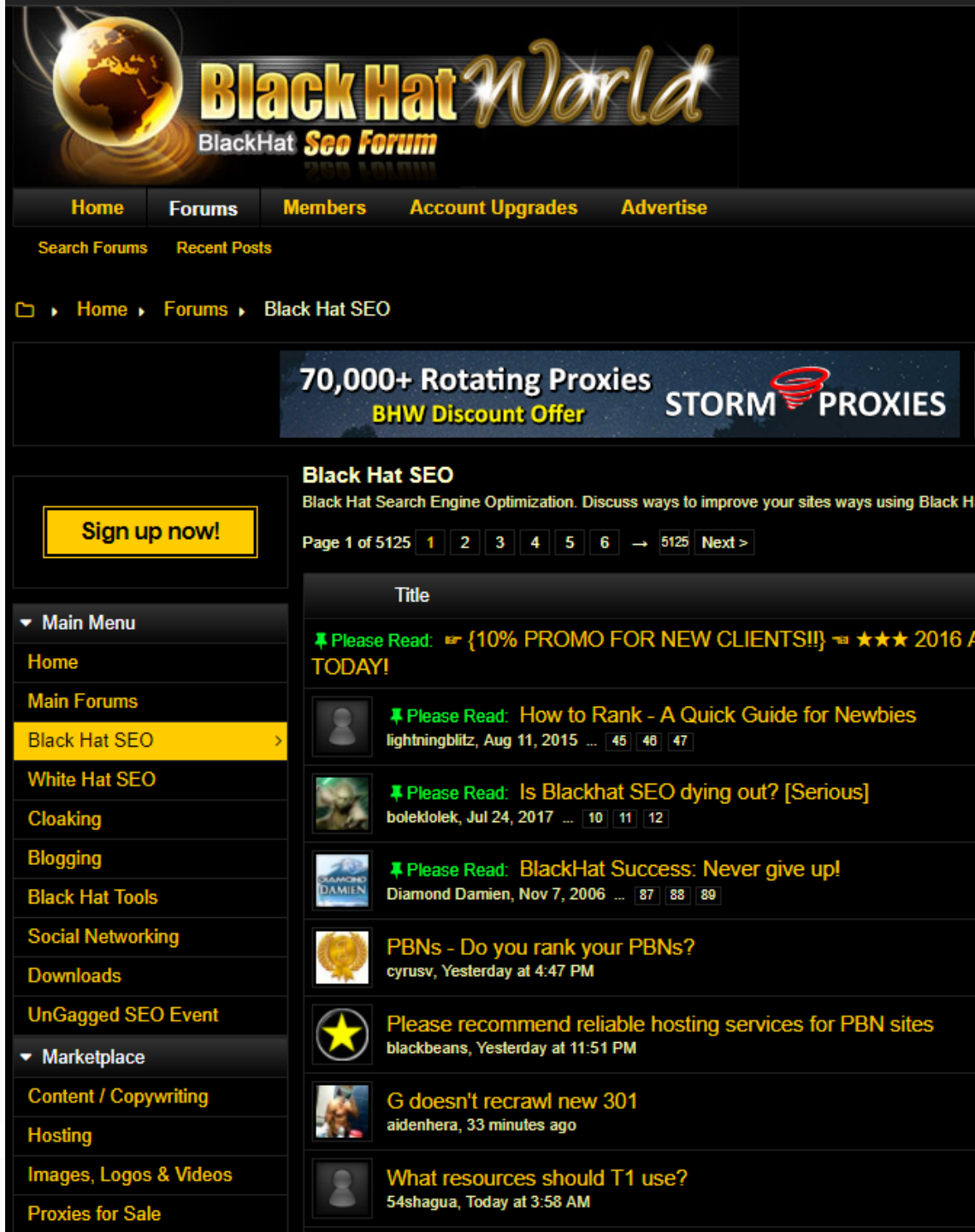
QUESTIONS

- 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?



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

Google Digital Garage

My Dashboard | Topic Library | Certification | Events | Partners | More

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?

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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