Index

301 redirects, 7
302 redirects, 7
404 errors, 8

A
access, 5
accessibility, 57–58
image tags, 57
SEO tags, 58
sitemaps, 58
text-based format, 58
video content, 58
AdWords Keyword Planner, 11
AI (artificial intelligence), 219, 221–224. See also ML (machine learning)
algorithms and, 223–224
content production and, 224
expert interview, 224–230
Alexa, 215, 217
algorithms
AI (artificial intelligence) and, 223–224
ranking algorithm, 5
updates, 18–20, 287–288
Amazon optimization
experience, 186–188
performance, 185
relevance, 184–185
traffic channels, inbound, 188–189
Amazon SEO, 95
analytics, 48–57
analytics reporting
competitive analysis, 84
monthly/quarterly, 84
new website consultation, 85
redesign, 85
analytics/reporting resource, 111
project goals and, 118
AnswerThePublic, 120
app store optimization, 97
App Store optimization, 201–203
architecture, 59–62
article reviews, 93–94
assets, 266–270
audience, website and, 24
auditing
content formats, 269–270
content marketing, 85
media audit, 268–269
technical audits, 25, 83
ML (machine learning) and, 219–220
Screaming Frog, 26–40
auto insurance brand case study, 307–308
automotive brand case study, 304–305

B
Bing
links, quality, 17
on-page elements, 17
optimizing, 263–265
ranking tips, 17–18
social media signals, 17
Bixby, 215
blogs, 196–197
bots, 5
brand, 75–77
  building, 279–281
initiative failure, 77–79
marketing, skill set, 80–81
researcher/planner, 111
  project goals and, 117–118
search results, 287–288
website and, 24
breadcrumb navigation, 42
BrightEdge, 120, 121
broken pages, 8
budgetary risks, 276
bullets, 48
business problem solving, 277–279

C
calls to action, 99
case studies, 303–304
  auto insurance brand, 307–308
  automotive brand, 304–305
  coffee brand website redesign, 308–310
  financial services brand, 305–307
  press release, 310–311
  women's clothing retailer, 311–312
ccTLD, 9
change, 213
channels
  media, 267
  research, 265–266
Cheprasov, Max, 224–230
coffee brand website redesign case study, 308–310
competitive matrix samples, 272–274
competitors, identifying true, 270–275
content
  AI (artificial intelligence) and, 221
  audit, 86
  brand building and, 279–282
  business problem solving, 277–279
  calendar consultation, 88–89
  creation, 10–13
  custom, 15
  defining, 127–128
  diversification, 161–163
duplicate, 9, 98
format audits, 269–270
future, discovery, 233–234
influencers, 198
information, 128
limited, issues with, 98
marketer interview, 143–150
marketing considerations, 288–294
ML (machine learning) and, 219–220
  partnered, 198
principles, 166–167
project failure, 81–83
research channels, 265–266
types, 166
vision building, 258–261
content discovery, 157–159
expert interview, 175–177
Outbrain, 122
content farms, 3
content marketing
  content audit, 86
  content calendar consultation, 88–89
  content strategy, 86–88
  copywriting, 89–92
  keyword research, 85
content production
  content creation, 141–142
  content distribution, 142
  content optimization, 142
  data collection, 140–141
  data-informed content, 134–139
  idea formation, 141
  project briefing, 141
  results measurement, 142–143
content production tools
  Skyword, 122
  Textbroker, 121
content response, 159–161
reputation management and, 163–165
content strategies, 86–88
consuming, search engines and, 129
inertia and, 128–129
journey identification, 121–122
need states, 132–134
  products, 133
personal development, 122–123
purchase decisions, 133
traditional sales and marketing principles, 124
conversational commerce, 214–219
corrections, 40–57
analytics, 48–57
  key performance indicators, 52–55
  keyword research, 43–45
  layout, 47–48
  navigation, practices, 41–43
  copy editing, 83–84
  copywriter, 109
  project goals and, 115
  copywriting, 89–92
Cortana, 215
cost of SEO initiative, 259
Creative Director, 109–110
project goals, 107
CRM (customer relationship management)
  email and, 182–183
  expert interview, 230–233
  website and, 24

D
  data, 3
  data channels, 265
  deliverables
    analytics reporting, 84–85
    content marketing, 85, 85–89
    link building, 95
    monitoring, Google Search Console, 84
    new SEO areas, 95–97
    nonwebsite optimization, 96
    website optimization, 83–85
  demand, content response and, 159–161
  demographics, 282–287
  design, 57–58
    responsive design, 48
  digital news releases, 15, 193–195
  discovery, content, 157–159
  diversity in content, 161–163
  Dodd, Christian, 65–67
  Doyle, John, 108–113
  DuckDuckGo, 262
  duplicate content, 9, 98

E
  email
    CRM and, 182–183
    newsletters, 15
    encryption, HTTPS, 9
    executive mandate, 258
  external vendors, 112–113
  project goals and, 119

F
  Facebook optimization, 198–201
  FANG (Facebook, Amazon, Netflix, Google) companies, 233–234
  files, sitemaps, 108
  financial services brand case study, 305–307
  flexibility, 213
  free traffic
    analytics, 3
    calculating, 295
    capturing, 2–4
    content production, 3
    data and, 3
    process management, 4
    project goals and, 113–114
  SEO strength, 2
  teams, 2
  user experience and, 2-3
  Furman, Andrew, 175–177

G
  global elements, 9
  goal setting, 266
  goal-setting risks, 276–277
  Gonsalvez, Caleb, 143–150
  Google
    Keyword Planner, 162–163
    links, quality, 17
    mission, 5
    on-page elements, 18
    optimizing, 263–265
    quick answers, 216
    ranking tips, 17–18
    social media signals, 18
    Starter Guide, 5
    updates, 19
    Webmaster blog, 287
  Google Ads, 121
  Google Analytics, 48–49
    conversions, 53
    engagement, 53
    Links tab, 51
    Search Console, 49, 54–55
    sitemaps, 49–50
  Google Home, 215
  Google My Business, 246–249
  Google Now, 215
  Google Play optimization, 201–203
  Google Search Console, 84

H
  hashtags, videos, 190
  headline text, 48
    digital news releases, 194
  Hemmady, Nitin, 250–253
  HTML
    coding problems, 97
    meta tags, 9
    tags, 11, 83
  HTTPS, encryption, 9

I
  images, accessibility and, 57
  industry program considerations, 288–294
  influencer content, 198
  information, 120
  input data range, 46
  internal education, 214
J
journey identification, 121–122

K
keyword discovery tools
  AnswerThePublic, 120
  BrightEdge, 121
  Google Ads, 121
  SEMrush, 121
  Ubersuggest, 121
keyword research, 85
keywords
  App Store, 201
  digital news releases, 193–194
  Google Play, 201
  ROI calculation, 295
knowledge risks, 276–277

L
landing page design, 84
legal risks, 277
link analyst, 112
  project goals, 118
link building, 167–170
  article reviews, 93–94
  media buy integration, 93
  Pitchbox, 122
  press releases, 93–94
  SEMrush, 123
  strategy and execution, 95
links
  building tips, 14
  detoxification, 96
digital news releases, 194
  popularity, 99–100
  quality, 17
toxic, 13
location fields, 46–47
location prioritization, 282–284

M
marketing
  content considerations, 288–294
  interview with John Doyle, 100–104
  skill set, 80–81
media
  audit, 268–269
  channels, 267
  paid, 15
media manager, 110–111
  project goals and, 116–117
meta tags, 9
ML (machine learning), 219, 219–220
mobile experience, lack of, 99
monetization, website and, 24–25
monitoring, Google Search Console, 84
monthly/quarterly analytics reporting, 84

N
navigation, 99
  breadcrumb, 42
  practices, 41–43
new SEO areas
  Amazon SEO, 95
  link detoxification, 96
  nonwebsite optimization, 96
  voice search, 96
news releases, 15
digital, 193–195
newsletters, 15
nonsecure web pages, 99
nonwebsite optimization, 96
app store, 97
reputation management, 96
social media, 97
YouTube, 96

O
off-site optimization, 83
Opp, Gary, 230–233
optimization
  off-site, 83
  plan, 297–299
orders, calculating, 296
organize, 5
Outbrain, 122

P
page layout, 10, 47–48
  input data range, 46
  location fields, 46–47
page linking, 9
paid media, 15
partnered content, 198
persona development, 122–123
personnel risks, 276
Pitchbox, 122
platforms, 266–270
PMP (project manager professional), 77
podcast optimization, 203–206
PR/Social Media Strategist, 109
  project goals and, 114–115
press releases, 93–94
  case study, 310–311
process management, 4
process risks, 276
Producer, 110
  project goals, 107
project failure, 81–83
projects
  goals, 113–119
  mind-sets, 113–119
  team (See teams)

Q
  quick answers (Google), 216

R
  ranking algorithms, 5
  rankings, website and, 21
  redirects, 7
    301 redirects, 7
    302 redirects, 7
  relevancy, 9
  reputation management, 163–165
  research channels, 265–266
  resources, checklist, 123–124
  responsive design, 48
  risk management, 275–277
  ROI (return on investment), 20
    calculating, 294–296
    cost of SEO initiative and, 259

S
  sales and marketing
    best principles, 207–209
    total expected sales increase, 296
  Screaming Frog, 26, 120
    Custom tab, 26
    Directives tab, 35–40
    External tab, 26
    H1 tab, 33–34
    H2 tab, 34–35
    Hreflang tab, 26
    Internal tab, 26
    Meta Description tab, 32
    Meta Keywords tab, 32–33
    Page Titles tab, 30–32
    Response Codes tab, 27–30
  Search Console (Google), 49
  Search Engine Land, 288
  Search Engine Watch, 288
  search widget, 43
  SearchEngineLand.com, 18
  SearchEngineWatch.com, 18
  SEMrush, 120, 121, 123, 288
  SEO (search engine optimization), 1
    404 errors, 8
    broken pages, 8
    content, duplicate, 9
    content creation, 10–13
    executing, 6–16
    global elements, 9
    HTTPS, encryption, 9
    learning, 4–5
    meta tags, 9
    off-site optimization, 83
    page layout, 10
    page linking, 9
    redirects, 7
    text, 10
    URLs, structure, 7–8
    web pages, load time, 8
    websites, load time, 8
    XML site map, 8
  SEO Expert, 108
    project goals and, 114
  Siri, 215
  snippets, 218
  social media, benefits, 170–174
  social media optimization, 97
  social media updates, 15
  social sharing buttons, 48
  spiders, 5
  Starter Guide (Google), 5
  structured snippets, 218
  SWOT analysis, 265

T
  teams, 108, 214
    analytics/reporting resource, 111
    brand researcher/planner, 111
    copywriter, 109
    Creative Director, 109–110
    external vendors, 112–113
    link analyst, 112
    media manager, 110–111
    PR/Social Media Strategist, 109
    Producer, 110
    SEO Expert, 108–109
    structure, 108–113
    user experience analyst, 112
    web developers, 110
  technical audits, 25, 83
    ML (machine learning) and, 219–220
    Screaming Frog, 26–40
  technical risks, 276
  technology, 214
  text, 10, 48
    accessibility and, 57
    bullets, 48
    headline text, 48
text-based copy, searches, 182
textbroker, 121
tools
display discovery, Outbrain, 122
display production
Skyword, 122
textbroker, 121
display discovery
AnswerThePublic, 120
BrightEdge, 121
google ads, 121
SEMrush, 121
ubersuggest, 121
display building
pitchbox, 122
SEMush, 123
display analysis, 122
display crawling/auditing
BrightEdge, 120
Screaming Frog, 120
SEMush, 120
display toxic links, 13
display true competitors, 270–275
U
ubersuggest, 121
abbreviations (uniform resource locator)
bad structure, 99
structure, 7-8
useful information, 5
display designer analyst, 112
display project goals and, 119
V
vendors, external, 112–113, 119
display videos, 190–193
accessibility and, 57
YouTube, 15
display voice search, 96, 214–219
W
web developers, 110
project goals, 116
web pages
display content, custom, 15
digital news releases, 15
display email newsletters, 15
display links, 14–15
load time, 8
nonsecure, 99
paid media, 15
popularity, 15
display slow-loading, 99
display social media updates, 15
YouTube videos, 15
webmaster blog (Google), 287–288
website
accessibility, 57–58
analytic tools, 122
analytics, 58–49
architecture, 59–62
audience and, 24
conversions, 40–57
creating, 62–65
CRM (customer relationship management) and, 24
design, 57–58
dodd, Christian, interview, 66–71
influencer content, 198
partnered content, 198
replacing, 62–65
search widget, 43
technical audit, 25–40
traffic, monetization and, 24–25
website crawling/auditing tools
BrightEdge, 120
Screaming Frog, 120
SEMush, 120
website optimization
copy editing, 83–84
HTML tags, 83
landing page design, 84
technical audits, 83
websites
brand and, 24
display content, custom, 15
digital news releases, 15
display email newsletters, 15
display links, 14–15
load time, 8
paid media, 15
popularity, 15
rankings and, 23–24
social media updates, 15
YouTube videos, 15
widgets, search widget, 43
women’s clothing retailer case study, 311–312
X–Y–Z
XML (eXtensible Markup Language),
site map, 8
yahoo
links, quality, 17
on-page elements, 18
optimizing, 263–265
ranking tips, 17–18
social media signals, 18
YouTube videos, 15
optimization, 190–193