SEO Tips and Tricks
to Getting Found Online

Penheel Marketing

Photo: Domenico Loia

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Cover Image: Dawid Sobolewski

Miss These 2018 Mobile SEO Concepts and Your Site Ranking Could Drop

By now you should know that having a mobile-ready website isn't just a nice to have; but, is rather a must have. In 2018, the importance of a mobile site will escalate to precede your desktop version. That means your mobile traffic will have more influence of your overall website ranking.

Stone Temple, an award-winning results-driving digital marketing agency, claims that over 55 percent of all website traffic comes from mobile devices, and that number isn't decreasing any time soon.

That change in device traffic caused Google to adjust its ranking algorithm in 2017 to focus on the mobile-first index, meaning your site ranking is directly impacted by your mobile traffic.

How to improve your mobile SEO.

1. Test you site using one of the many mobile-friendly tests, like the one found at Google. Simply enter your domain ULR and any page into the search box. Analysis will begin immediately. It does not do the whole site at one time, it simply analyzes the URL entered.

2. Fix any broken links on the site. If you have webmaster tools associated with your site, that's an easy tool to use to check for broken links. Another way is to use one of the many free or paid link-checker tools. Search for "broken link checker tools" and choose from among the companies listed in the search results.

3. Compress images throughout the site. If you're using WordPress, here is a list of the 10 best image optimization plugins, according to WPMudev. If you do not have a WordPress site, here are some tips from Kinsta on how to optimize any site image.

4. Remove unplayable and blocked content from your site, such as videos that do not play on mobile devices, license-constrained media, and flash-player content. To remedy this, use the Google Search Console to see how the Googlebot sees and renders your content. Here are a few more tips from Google on how to test for unplayable content.

5. Eliminate pop-ups and interstitials from the user experience. Search Engine Journal identified what intrusive interstitial content consists of in this post. In short, they are usually ads or content that block part or all of a web page on a mobile device.

6. Increase the mobile design of the site, from font sizes to configuration, and more. Test the site's design on a mobile-friendly website-testing tool, such as mobiReady, MobileTest.me, or TestMySite.thinkwithGoogle.com.

7. Audit your site for any missing site elements, like title tags, description tags, keywords, image alt tags, and more.

With these seven tips, you can begin measuring your site's effectiveness. Which will you tackle first?

Take Your Blog from Drab to Fab With These 9 Tips

If you have a business blog, but it's just not getting the traction it should, maybe you're missing one or more of these nine tips for making a boring blog great.

We'll begin by focusing on customers, then move toward formatting, and end on titles. Let's get started.

1. Does it answer a pain point or need for your **customers**? If not, rethink the topic and focus on them rather than on something you want to write about. If you are unsure, a great place to start is AnswerThePublic.com. A site that you can enter in a topic and find out questions people are asking about that topic. Pick from among the list and answer their question in a blog post (or video).

2. **Format** the post with the most important information at the top. Break up content with subheadings, short paragraphs, and images. Here is an example of how to organize a blog post.

3. **Link to other content** you've created inside the blog post. Also, add links to other reputable sources. Both of those steps help to increase SEO rankings and draw readers toward your other content.

4. Ensure **images** reflect the topic you're writing about. Often people will look at the images before deciding if they should read the content. Also, when using images, rename the files to something related to the topic you're writing about rather than using generic file names.
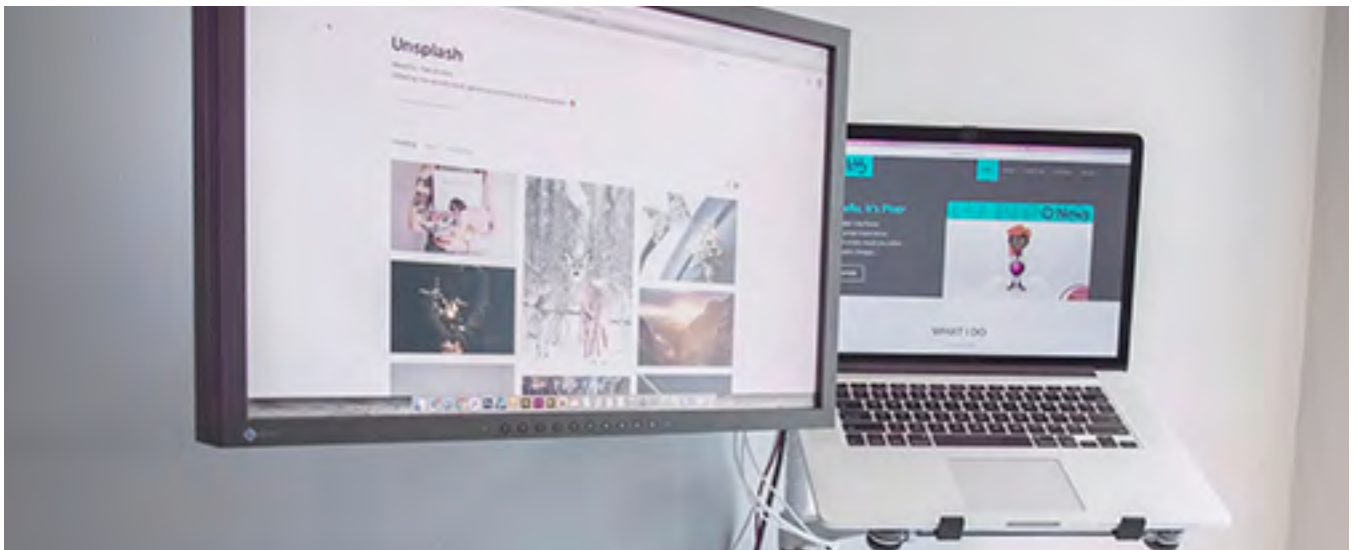
Photo: Georgia de Lotz

For example, in this post, the original image was called "christin-hume-309876.jpg". I resized the image and changed its name to reflect this topic, "great blog writing tips.jpg." This step helps with content search rankings. If you plan to add multiple images in the post, be sure to name each file uniquely, but in relation to the content.

5. Use effective **keywords** in the post's SEO keyword field. How do you find the keywords? Use tools like KeywordTool.io, Google or Bing search (scroll to the bottom of the page to find the most relevant topic search phrases), Hashtagify.me, and Google or Bing's free keyword tools. For this blog, I used KeywordTool.io. Based on the search term "blogging," Based on the search list, I will use the keyword phrases "blogging tips," "blogging for dummies," "blogging 101," "blogging for a business," and "blogging and marketing."

6. Add the **title and description tags** to the post. If using a tool like WordPress, Weebly, or Wix, these tags are included in the posting tools. However, if you're using a traditional development tool, like DreamWeaver, you'll have to add a line of code for each tag. The title should mirror the blog title. The description field is a sentence (about 150 characters long) that would entice someone to click on the content if found in search.

7. **Read** the post before publishing it. Check for spelling, grammar, and flow. Does the piece make sense? If you're not comfortable with spelling and grammar rules, ask someone else to read it before publishing.

8. Don't forget the **call-to-action**. What do you want readers to do with the content once it's been consumed? Do you want them to share it? Contact you for help? Complete a form?

9. Rethink the **headline**. Is there something more catchy, clever, or thought-provoking than what's there now? In this blog post, "How to Write Killer Headlines That Get Read – The Formula," there are tips and tricks for writing great blog, email, and social media headlines. Remember to keep headlines short (< 70 characters) and include the keyword in the title before posting it on your blog.

Now that you know how to take your blog from drab to fab, what will your next topic be?

Marketing That Goes Bump In Your Business

Marketing can be scary. Here are some frightful errors thwarting your efforts, plus ways to solve them.

The boogie man answers your online ads.

Do keyword research before creating an online ad campaign to ensure they reach your target market versus some random person. Tools like Google or Bing's Keyword Planner help you find the right terms to draw in your target market, define the budget, and estimate the number of clicks per campaign. iSpionage provides data about your competition, including their keywords, budget, ads, and landing pages. Keywordtool.IO helps you find keywords on search engines, YouTube, Amazon, eBay, and the App Store.

It's all smoke and mirrors.

If you running any kind of campaign – online or offline – there has to be some kind of measurement mechanism built in. For example, if you do an email campaign, split-test the subject (meaning you change the subject line for each email) to determine which people respond to more. On a lead-magnet web page, with a download form, create two of them and change out the same element on each, e.g., a photo, the call to action button, the call to action text, etc. Then market each to similar audiences. In the case of offline efforts, create something that will drive people back to an online location that you're monitoring. For example, if you have a desk calendar, on each page add a call to action to join your email list, but send them to a unique landing page that only the calendar recipients have rather than to your general email list subscription page.

Trap doors are littered throughout your cool, new campaign, allowing website visitors to find your content without completing required forms.

You have a cool new content piece you know will drive new leads to your firm. However, you don't do a full test on the content to see if people can get it without completing the form. This might happen if you don't use a captcha / verification code, allowing people to put in fake information to get the content. It might also happen if the landing page with the content can also be accessed without completing the form, in which case they can share that page on social media versus the form page. One way to close that door is to send the content to the form's email once it has been completed. That prevents a content page from loading.

There's a spider on your site, causing your SEO ranking to drop to zero.

Sometimes sites get hacked, but in such a small way that you might not even notice. Nothing looks different. Nothing acts differently. However, there are little bugs that hackers can put on a site that can cause the site's search ranking to drop to zero. It can be as small as a single line of code in the header that tells search engines to ignore all the pages on the site. How would you know? Check your website analytics, especially when you are running campaigns, to see if there are any large fluctuations in traffic. If you're using Google Analytics, you can use an alert to tell you when there is a huge change. This should be done for large increases as well as decreases in site traffic. Another method is using Webmaster tools, which will also alert you if there is something unusual going on. Alerts are not sent from Webmaster tools. You have to login to the Webmaster Search Console to see if anything has happened.

Photo: Nicolas Picard

Zombies are stalking your URLs.

Let's say your firm creates a new service line that is worthy of its own website domain name. You decide to buy one. However, before laying down any money, find out if the site existed before by doing a site:search, e.g., site:mynewdomain.com. If there were no results, that means the domain was never crawled or has been de-indexed. If you buy the new domain, but want to capture the SEO you've already acquired for a series of keywords on the existing site, use a 301 redirect for all the old pages pointing them to the new domain. That will keep the search ranking in place. If this step is missed, you're starting the SEO for the new site and previously-successful keywords from scratch.

With these ghost-busting tips in your tool belt, you should be able to attack and beat some pretty scary marketing situations.

Which is the scariest marketing situation for your firm?

Like these tips? Join our monthly email list to get more of them.

How to set a Google Analytics Custom Alert

Setting an alert on your website traffic is a great way to determine if your site has been hacked. You might see a steep increase or decline. It's also a good way to track marketing campaigns and to determine their effectiveness.

Here's how to do it.
1. Login to your Google Analytics account.
2. Open Reports.
3. Click Customization > Custom Alerts.
4. Click Manage Custom Alerts.
5. Click + New Alert.
6. Name the Alert.
7. Select the reporting view.
   A. The period of time (daily)
   B. Check "Send me an email when this alert triggers." If you want other people to get this, you can add their email address in the "Other email addresses" menu.
   C. Set up your mobile phone if you want notifications there.
   D. Choose the Alert conditions.
8. Click Save Alert.

Your website score is important – and how to find it.

What's the score when it comes to websites? Is it important? Do you know yours?

These are frequently asked questions by and of SEO professionals who are helping your site to reach the top of the search rankings. When going into a conversation like this, it's best to be prepared.

Why is it important?

Remember, search engine rankings are based on algorithms performed by machines, not by humans. So, it's important to consider the high-ranking criteria needed to meet the algorithmic need to help your site to appear on the first page.

According to Search Engine Land, there are numerous factors that contribute to the ranking, such as these items:

- Backlinks;

- Content (quality not quantity);

- Technical SEO, e.g., page speed and mobile friendliness;

- User experience, e.g., click-thru rate;

- Site design; and

- Content optimization.

In the end, it's what makes your site visible to the world. If you're not paying attention, you could be spending a lot of time on a site that's just not meeting ranking requirements or the search needs of your target market.

How do you find it?

There are many free tools you can use to find your site's score. Each offers a variety of recommendation reports you can download and provide to your web developer. Use more than one to get a good idea of where your site stands.
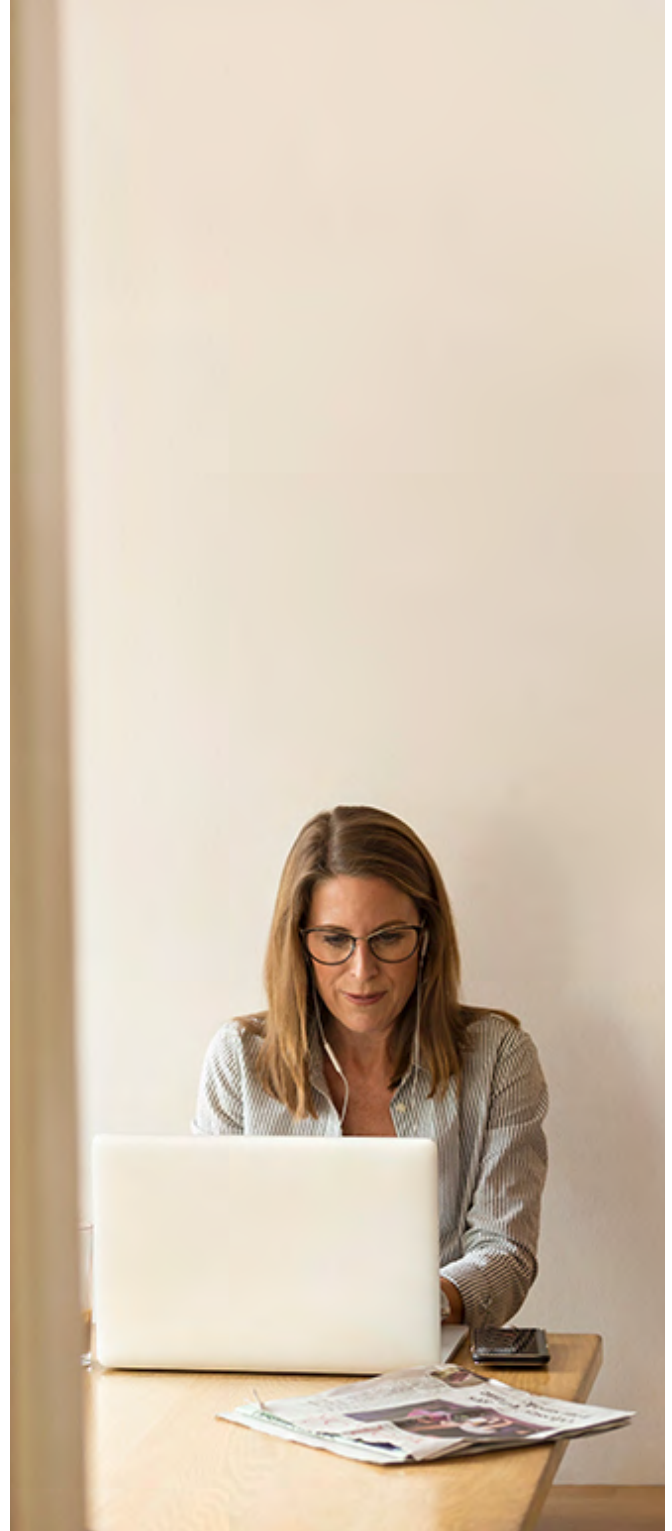
Photo: LinkedIn Sales Navigator

Here is a short list:

- https://website.grader.com/

- https://www.freegrader.com/

- http://nibbler.silktide.com/

- https://www.woorank.com/

- https://app.quicksprout.com/

What do you do with results?

Once you get the website score and corresponding recommendations, it's time to make changes. Work with a professional website developer who can help to make your website get a better grade. Be sure to check the site's grade about once a quarter, to at least twice per year, to see if the score is improving.

If you need website assistance, reach out to us. We work mostly on WordPress sites, but do SEO audits on all kinds of sites.

SEO Checklist for the Do-It-Yourselfer

If you own a small business and tackle your website and marketing yourself, this post is for you. Here is a nine-point, SEO checklist you can use to help your website, product, and brand gain online traction.

1. Know your target market (buyer persona).

2. Research keywords associated with your product, brand, service, and buyer (tools – Google AdWords, iSpionage, Twitter, Hashtagify.me, Moz.com, SEMRush, Wordstream).

3. Research competitors' keywords (SEMRush, iSpionage, Internet Marketing Ninjas). Find a great list of free, SEO tools here.

4. Create local business listings on Google, Bing/Yahoo!

5. Include relevant keywords on your website, local business listing, and social media. Use the keywords in titles, description, and keyword tags; image alt tags and file names; and in page and blog post content.

6. Create unique, keyword-rich content to share on social media and marketing platforms.

7. Leverage social media, hashtags, and keywords to expand brand reach & find new leads.

8. Spend money on advertising to your target market leveraging keyword research and URLs with keywords in them.

9. Ensure Webmaster tools are associated with your domain. Use Google Analytics Acquisition > Search Console > Queries report to view the keywords people are using to find your site. How-to video.

Now that you're armed with the tools you need, set a schedule and begin working your way down the list.

What SEO questions or tips do you have?

Photo: Alesia Kazantceva

Photo: Vivek Kumar

20 SEO Pitfalls To Avoid If You Want To Be Found Online

Here is a list of pitfalls to be aware of and avoid when considering SEO tactics for your brand, website, content, and marketing efforts:

1. Keyword Stuffing
2. Irrelevant Keywords
3. Quality trumps quantity
4. Slow website load times
5. Overlooking SEO components – meta tags, alt tags, urls, image file names, etc.
6. Duplicate content on other websites (e.g., buying newsletter content)
7. Website design
8. No SEO on your website
9. Accepting low-quality guest blog posts
10. Too many ads above the fold
11. Cloaking (showing different content to the crawlers than what you show to the user)
12. Paid links of all kinds, especially unreliable ones
13. Not using Google's Webmaster Tools
14. Pull-Down navigation
15. The same title and description tags on all pages
16. Using "click here" for links
17. Too little content on pages
18. Not having a mobile-friendly site spammy footer links
19. Doorway pages and
20. Linkbaiting (showing content other than what's expected)

Tip: Watch "Whiteboard Friday" with Rand Fishkin from Moz for best-practice tips.

Why Tracking URLs Are So Important For Your Business

If you're creating content and sharing it anywhere online, consider using a URL tracking code (also known as UTM Codes) to help you identify where links to your website are coming from, i.e., Source/Medium and/or All Campaigns in Google Analytics.

Here's how:

1. Open the Campaign URL Builder from Google (you can search for URL Builders and it should be at top of the search results)

2. Copy the link for the content you plan to share into the Website URL box.

3. Identify the Campaign Source, e.g., blog, video, podcast, whitepaper, landing-page, etc.

4. Enter the Campaign Medium (where you plan to share it), e.g., Twitter, Facebook, email, Newsletter, Direct-Mail, etc.

5. Campaign Name would be the name of the campaign you're running, for example Summer-Blowout-Sale. It's an optional field.

6. Campaign Term is a keyword associated with the campaign. It is also optional.

7. Campaign Content would be used if you were using a split test on content, e.g., sending women to one landing page and men to another, you would put Men or Women in this optional box.

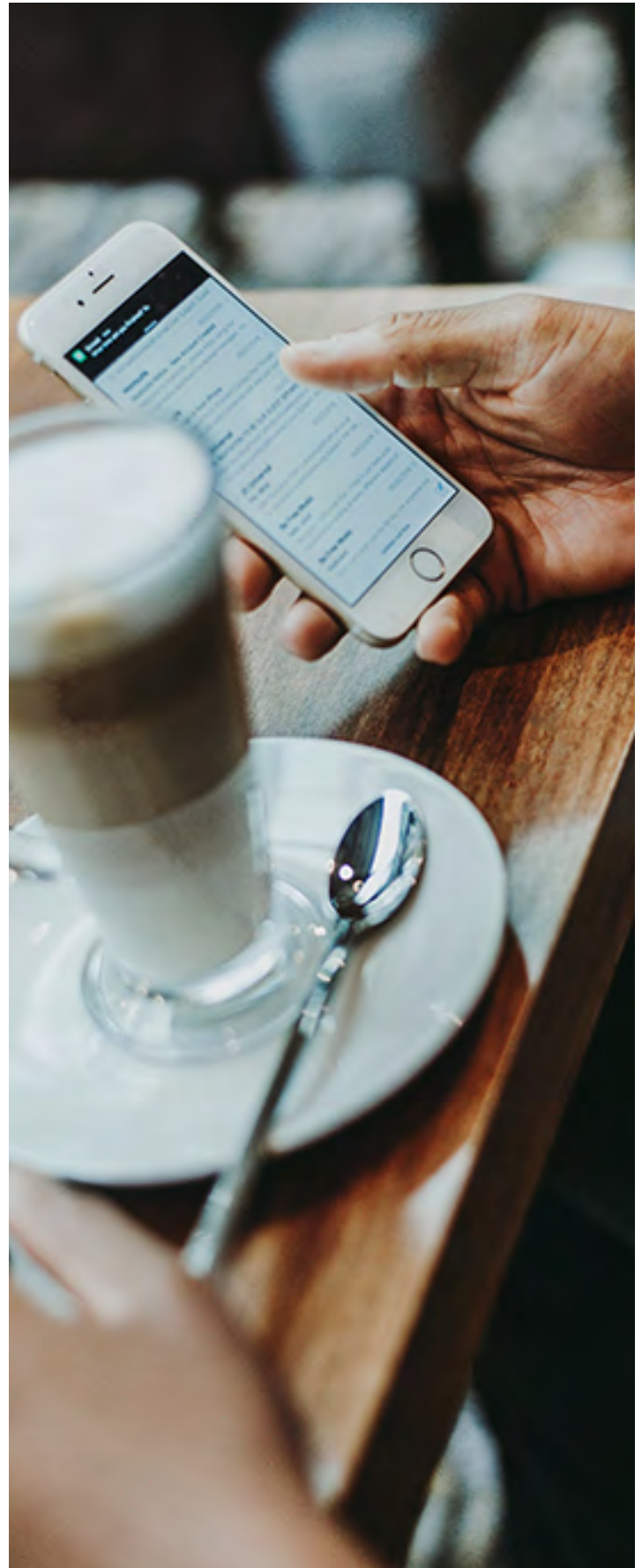Tip: When completing fields, do not use spaces between words; rather, use a dash.

Photo: Anete Lūsiņa

As you complete the boxes, the URL builds in the "Share the generated campaign URL" box. You can copy the URL or covert it to a shortened link here, or you could copy the link and shorten it in a social media posting tool, such as Hootsuite.

Benefits of URL Tracking Codes
In addition to being able to track campaigns by using tracking codes, there are several other advantages, including:
- Using the tracking code to redirect an offline campaign to an online source – think direct mail piece, which you can then also create a vanity URL, e.g., Penheel.com/Awesome-Campaign
- Tracking multiple campaigns related to the same topic is much easier with a tracking URL because you can change one element to keep track of each campaign piece, e.g., you're emailing a coupon to five geographic regions, so you'd change the Campaign Content field to each geographic region to see which outperforms the other.

- Identifying which social media platform performed the best by campaign, e.g., changing the Campaign Medium field will help you track this. See image below.
- Distinguishing how much revenue is generated by one campaign versus another and the medium that drove the revenue buy.
- Allowing you to track PPC and CPC campaign links and how keywords perform, when the Campaign Term field is used.

Now that you have the what, how, and why, it's time to create new content and share it using tracking codes to provide the who and where. Begin using them today to identify the best referral sources, keywords, and campaigns performing for your business.

7 SEO Tips Your Boss Wants You To Know

When it comes to getting found online, the first thing most people think about is search engine optimization, or SEO. That is a big one, but it's not the only thing that leads to online search credibility.

Here are seven things to consider that relate to SEO and why you need to know them for your company.

1. **What is SEO and why it's important?** SEO is website optimization with no dough. Technically, however, it's not free. It takes time, energy, and resources to make it work well for any brand. It happens behind the scenes on your website, in social media, and digital marketing and often takes a consistent, well-planned effort to make it work.

2. **Conducting research to find the right keywords for your business is key.** Without research, how are you certain you're using the right keywords phrases to get on your target markets' radar?

There are a lot of tools to help you find the right terms, such as Google and Bing Keyword tools, KeywordTool.io, iSpionage, and more. Knowing the right terms can make all the difference between buying customers and information searchers.

3. **Implementing keywords on your website and in keyword-rich content is a big step.** Crucial to any SEO effort are the meta tags that sit on the site's "backend" or coding area. They are the <title>, <description>, <keywords>, and <alt> tags. Heading tags are also important, but not as important as those four. Remember the information that's placed in the <title> and <descriptions> tags are what searchers see on the engine's search results. It's really important to include a main keyword phrase in meta tags.

For example, in this post, the keyword phrase will be "SEO Tips," which is in the title. The description tag will say "Here are seven SEO tips to consider and why you need to know them for your company." Keyword phrase might include "7 SEO Tips for small business owners," "SEO Tips for CPAs," "SEO Tips your boss wants you to know," "SEO Tips for beginners," and more. An alt tag goes on the image used with this piece of content. In this case, I'd use the headline as the image's alt tag.

4. **Use one or two WordPress SEO plugins**, such as All In One SEO, Yoast, SEO Ultimate, SEO Image Optimizer, or Premium SEO, to help with SEO placement throughout the site. If you're not using WordPress, be sure to use the four meta tags in #3 to help increase online visibility. Research how those tags are implemented in your website platform. Once the site is developed, add Google's XML Sitemap plugin to get your site indexed (recorded) by the search engine.

5. **Secure Sockets Layer (SSL) Certificates** have been around for a while, but most people have not implemented them because their site was not collecting information from visitors. However, that changed in December when Google announced that the Chrome platform was going to identify unsecure websites in its search results to alert searchers to potential risk. Since then, the SSL certificate is paramount if you want your site to continue in good standing on Google's platform. According to Verisign, "It serves two purposes. First, it authenticates the identity of the website (removes the concern it's a bogus site). Second, it encrypts the data being transmitted." Contact your domain provider about getting an SSL Certificate for your site.

6. **Local SEO** is a free way to tell people in your geographic area that you have a physical location. It's free from Google and Bing, which makes it even better. Search for Bing or Google's local business listing and complete the fields and verification process. What's important here is when you complete the profile, use keyword phrases that mirror what you do and want to be found for. For example, if you have a tax practice that specializes in construction companies, use the phrase "tax services for construction companies" in your description. If you own a bakery, add something unique about your goods; maybe they are gluten free, for example. The best thing about this service besides being free, is it provides a map people can use to find the physical location and appears at the top of search rankings.

7. **Social media and hashtags** used to promote your business are also a big piece of SEO. Here's why. The social media platforms you choose should correspond only with your target market. If your people are younger, say, teens to mid-twenties, avoid Facebook. Use Instagram and YouTube instead. Research the platform's demographics to find out where your buyers are and use those platforms for your starting point. Then leverage hashtags to help you connect with them. Hashtagify.me, Rite Tag, and Tagboard are great tools to help you find the top hashtags for just about any phrase or word. If the terms you search for do not have any results, it means people do not use that hashtag, which makes it good

for a new stream of conversation, but harder to attract an already-engaged audience. There are a lot of hashtag-search tools available. Find the right one for your brand and use it to help build online, search credibility.

Once you have the keywords identified, begin writing content around those terms. Add the keyword in the content and share it on social media. Developing a schedule to help you with the process will ensure you stay on track and implement what needs to be done for SEO to be successful.

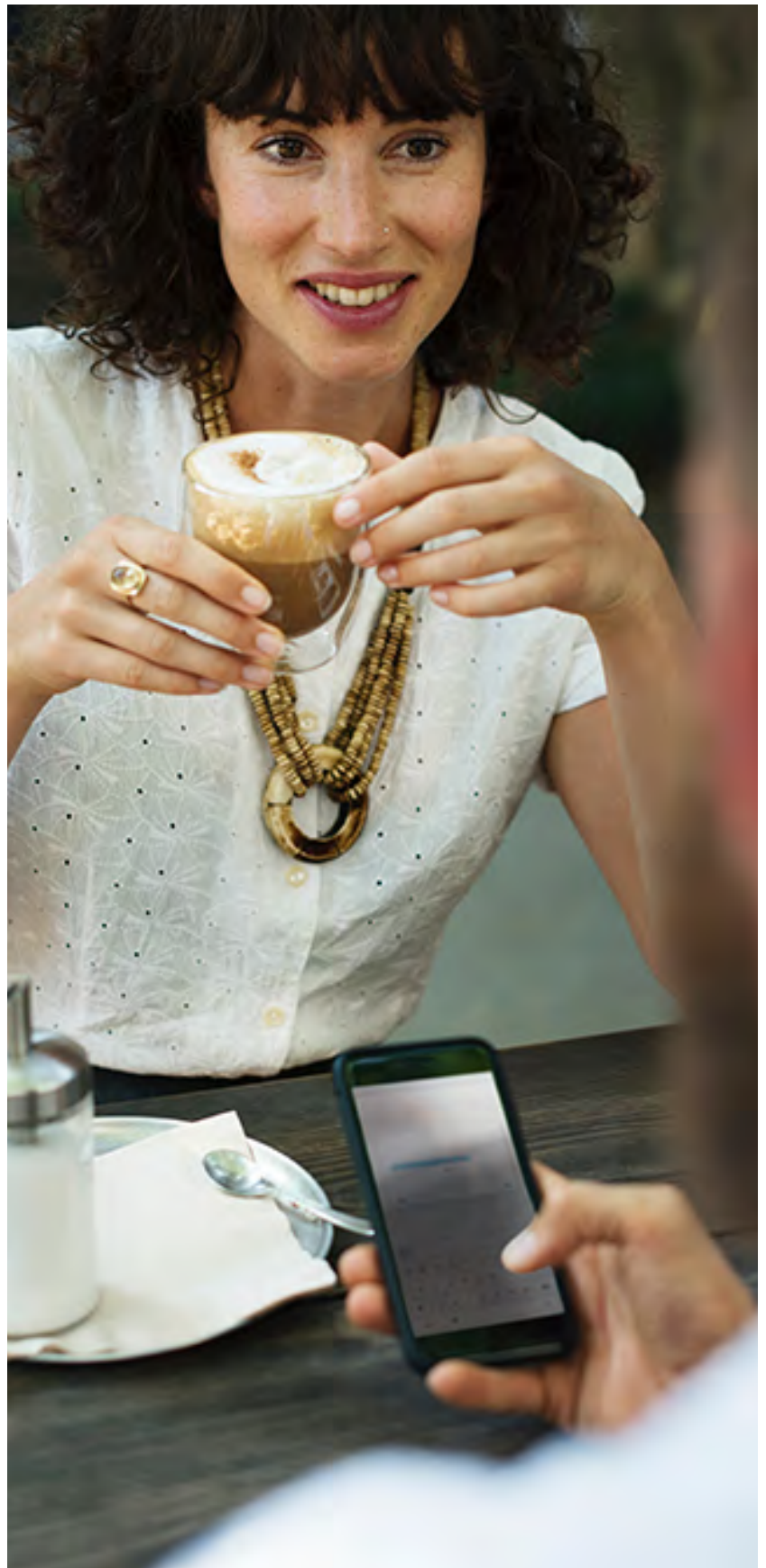Now that you have the tips, what are some of the keywords you'll use to attract new leads?

Photo: Rawpixel

Resource Links

Page 3
- Stone Temple: https://www.stonetemple.com/mobile-vs-desktop-usage-mobile-grows-but-desktop-still-a-big-player/
- Mobile-Friendly Tests: https://search.google.com/test/mobile-friendly
- 10 Best Image Optimization Plugins: https://premium.wpmudev.org/blog/10-best-image-optimization-plugins-to-speed-up-your-wordpress-site/
- How to Optimize Any Site Image: https://kinsta.com/blog/optimize-images-for-web/
- A Few More Tips from Google: https://developers.google.com/search/mobile-sites/mobile-seo/common-mistakes
- Intrusive Interstitial Content: https://www.searchenginejournal.com/counts-intrusive-interstitial/180023/

Page 4
- Answer the Public: https://answerthepublic.com/
- How to Organize a Blog Post: https://penheel.com/2016/who-wants-to-write-like-blogging-pro/

Page 5
- KeywordTool.io: http://keywordtool.io/
- SEO Tag Tips and How to Implement Them: https://penheel.com/2017/3-big-seo-changes-2017-know/
- How to Write Killer Headlines that Get Read: https://penheel.com/2014/write-killer-headlines-get-read-formula/

Page 7
- Use an Alert: https://penheel.com/wp-admin/post.php?post=5591&action=edit#CustomAlert

Page 8
- De-indexed: https://www.quora.com/What-is-deindexing-1

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- Search Engine Land: http://searchengineland.com/8-major-google-ranking-signals-2017-278450

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- Free, SEO Tools: http://tools.seobook.com/competitive-research-tools/
- How-To Video: https://blog.kissmetrics.com/keyword-data-video-queries/

Page 13
- Campaign URL Builder: https://ga-dev-tools.appspot.com/campaign-url-builder/

Page 17
- Verisign: https://www.verisign.com/en_US/website-presence/website-optimization/ssl-certificates/index.xhtml

Who is Penheel Marketing?

Building muscle – marketing muscle – for CPAs and small business owners.

Blogging
Create blog content quickly while getting SEO tips and best practices pointers.

Marketing Analytics
Website analytics, online advertising analytics. See which sources are generating the most leads.

Email
Send personalized, segmented Emails based on any information in your contact database.

Social Media
Publish content to your social accounts, then nurture leads based on their social engagement.

Search Engine Optimizations
Improve your rank in search engines by finding and tracking your most effective keywords.

Lead Management
Track leads with a complete timeline-view of their interactions with your firm.

Virtual CMO for CPAs and small business owners.

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