

THE IN-DEPTH GUIDE TO  
**SEO + Content  
Optimization**

[www.aimtal.com](http://www.aimtal.com)



# What you'll learn in this guide:

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# What is SEO?

SEO stands for Search Engine Optimization and refers to the process of increasing the quality and quantity of website traffic by increasing the visibility of a website or webpage.

It refers to the improvement of unpaid search ranking results. Good SEO practices also improve the user experience and usability of a website.

## Types of SEO

### Technical/On-site SEO

- Refers to improving the technical aspects within a website to allow search engine robots to crawl your site more easily and understand what your site is about
- Adjustments to make a website faster, easier to crawl, and understandable for search engines are the pillars of technical optimization.
- How? By improving load time, link health (broken links), duplicate content, security (HTTPS)

### Off-site SEO

- Generating exposure for a webpage off-site, through the use of other channels or websites
- Backlinking is an example of off-site SEO

SEO helps content marketers get free targeted visitors to view their content online.

# Did you know?

**53% of mobile users will leave a webpage if the load time is more than 3 seconds.**

**A slow web page ends up further down in the search results than its faster equivalent, resulting in even less traffic.**

**Google knows that slow web pages offer a less optimal experience, therefore they prefer web pages that load faster.**

**Tinyjpg.com is a free tool that allows you to compress images, which helps speed up page-load time.**

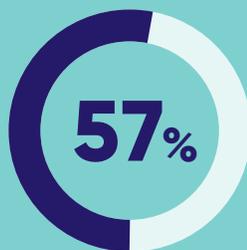
# Why Is SEO Important?

**Why does this matter?** Word of mouth only goes so far. There are nearly 5 billion regular internet users in the world, and if your content isn't visible to potential customers online, they will engage with your competitors instead.

However, it is important to remember that **the quality of the content is still the most important factor** – with or without SEO. (More to come on this!)

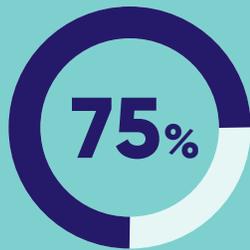


**47%** of consumers view 3-5 content pieces of content by a company before contacting a salesperson



**57%** of B2B marketers that state SEO generates more leads than any other marketing initiative

# Why Is SEO Important?



of people never scroll past the first page of search engine results (SERPs)



of online experiences begin with a search engine



Percentage of market share that Google owns

# Ways To Optimize Blog/Website Content

We recommend going through the following practices at least once per quarter to ensure your content stays relevant and optimized.

## Analyze the competition

Do a competitor analysis and see which keywords your competitors are ranking for.

### Questions to ask regularly:

- Has the competitive environment changed in any way?
- Have your competitors changed?
- Have your competitors relaunched their website?
- Given this information, adapt your content accordingly

## Keyword Research + Topic Building

- Study your niche well, get to know the words that your competitors use, your audience engages with, and the format that they prefer (video, infographic, blog, etc)
- Identify long-tail keywords that are not as competitive in search
- Recommended free keyword research tools include:
  - Moz Keyword Explorer: 10 keyword inquiries/month for free
  - Wordtracker Scout: A free Chrome extension that shows the high-performing keywords on any webpage.

## Topic Changes

Have there been developments in the topic that you can incorporate into your content to stay up-to-date? Such as:

- Do your users have new questions or needs?
- Have users' opinions on the topic changed?
- Have new products, features, or news been introduced to the industry that you or your users should be aware of?
- Find the answers to these topics by searching Twitter using hashtags, finding up-to-date news articles, and getting down to the nitty-gritty to see what people are talking about

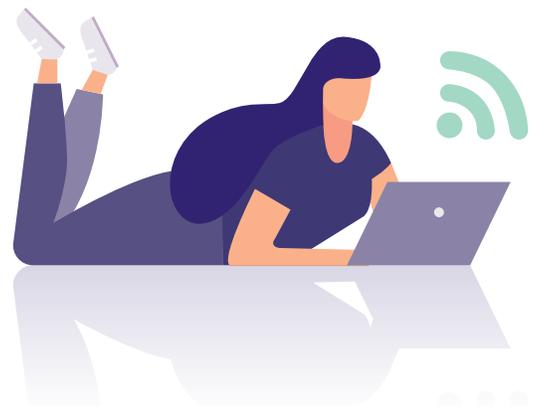
## How will this help optimize your content?

Google gives a higher ranking to websites who provide original information, reporting, research, or analysis.

## Utilize Google's Search Suggestions

When you search your blog title or topic in Google, which searches appear in Google Autocomplete? The suggestions give insights into popular and trending searches.

- Analyze the 'related searches' and 'people also search for' suggestions
- Google Autocomplete remembers your search history, so remove your recently searched for keywords to get a more accurate prediction



### Recommended Tool: AnswerThePublic [LINK ▶](#)

**AnswerThePublic** listens into autocomplete data from search engines like Google then quickly cranks out every useful phrase and question people are asking around your keyword.

#### People also ask

What is meant by digital marketing?

What are the types of digital marketing?

What is the role of digital marketing?

How can I do digital marketing?

- 🔍 digital marketing strategy
- 🔍 digital marketing strategy
- 🔍 digital marketing strategy **template**
- 🔍 digital marketing strategy **example**
- 🔍 digital marketing strategy **pdf**
- 🔍 digital marketing strategy **2020**
- 🔍 digital marketing strategy **definition**
- 🔍 digital marketing strategy **framework**
- 🔍 digital marketing strategy **course**
- 🔍 digital marketing strategy **template 2020**
- digital marketing strategy **book**

#### Searches related to digital marketing

digital marketing **wiki**

**what is** digital marketing **strategy**

digital marketing **examples**

**role of** digital marketing

**how to do** digital marketing

digital marketing **types**

digital marketing **salary**

digital marketing **google**

## Use Your Keywords, But Don't Overdo It

The keyword of the post should appear:

- In the first 100 words of the article copy (even first sentence or two if it's a natural fit)
- In the title of the article (closer to the front of the title is better)
- In at least 1 sub-heading (H2) within the copy

Don't prioritize keyword "stuffing" over the integrity of the article. Use a 1%-3% keyword density as a benchmark.

## User Experience

- Content should be scannable
- Use bullet points and blockquotes when possible
- Think of a person quickly scrolling through a blog post while riding the train on their way to work. You want to make sure paragraphs are broken up into digestible/scannable chunks, with images, GIFs, videos, etc to break up the text.

## Follow Algorithm Changes

Google performs updates every single day, however, they're usually not noticeable. They do, however, perform Core Updates periodically and those directly affect the factors that determine webpage rankings

## Recommended Tool: Enhanced Google Analytics Annotations

- It allows you to see Google Algorithm updates and global holidays in your Google Analytics reports to help explain the context of certain jumps or dips in visitors/behavior throughout the year.
- It allows you to automate the process of adding notes to your GA reports.



## Rank For Intent

What does the user want to find out when they conduct a search? It's important to rank your keywords for the ones that your audience is using. Research synonyms and other terms that have the same intent.

### Example:

#### Your keyword: remote work

*Intent* keywords: telecommuting, working from home, online jobs, distributed teams

Google does have a tactic to figure out which people are intending to search for, called RankBrain.

- By using machine-learning mathematics, the system is able to rank more accurately for intent, based on the search patterns it 'notices'. So while Google does some of the work for you, it's still important to put yourself in your audience's shoes.

**REMEMBER:** Always speak the language of your audience. This means that you should use the words that they use when talking about a certain topic to make your content relatable and searchable.

## Update Stale Content

- All content, no matter how good, gets stale over time.  
This is a fact known to human beings as well as Google's little robots, which is why Google ranks fresh content higher than stale content.  
**Note:** *Stale* does not always mean *old*.
- Google has different 'freshness' thresholds for different topics or situations. They know that some topics are evergreen, while others require more frequent updates in order to stay relevant and helpful.

### These thresholds include:

- Update blog posts with new research, fix broken or outdated links, and modify the publish date

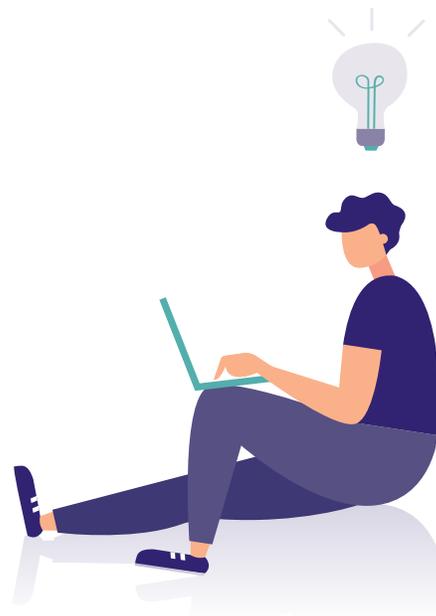
Some studies show that including a publish date on a blog or webpage enhances user experience, but can negatively impact search rankings. Experiment with your own content by removing the publish date from pillar pages and evergreen topics, but including it for timely industry updates.

## Backlinking

- A backlink refers to when one website links to another.
- In short, backlinks to your website are a signal to search engines that others vouch for your content.
- Followed backlinks from trustworthy, popular, high-authority sites are considered the most desirable backlinks to earn, while backlinks from low-authority, potentially spammy sites are typically at the other end of the spectrum.

### **These are specific questions that Google provides for content writers to assess their work:**

1. Does your content provide original information, reporting, research or analysis?
2. Does your content provide a substantial, complete or comprehensive description of the topic?
3. If the content draws on other sources, does it avoid simply copying or rewriting those sources and instead provide substantial additional value and originality?
4. Does the headline and/or page title provide a descriptive, helpful summary of your content?
5. Is this the sort of page you'd want to bookmark, share with a friend, or recommend?
6. Does the content present information in a way that makes you want to trust it, such as clear sourcing, evidence of the expertise involved, background about the author, such as through links to an author page or a site's About page?
7. Is this content written by an expert who demonstrably knows the topic well?
8. Is your content free from spelling or design issues?
9. Was the content produced well, or does it appear sloppy or hastily produced?
10. Does the content have an excessive amount of ads that distract from or interfere with the main content?
11. Does the content display well for mobile devices?



# Ways To Optimize YouTube Content

Use Youtube's Search Suggest feature when determining which keywords to use. These are helpful because they show what people are already typing into Youtube and searching for.

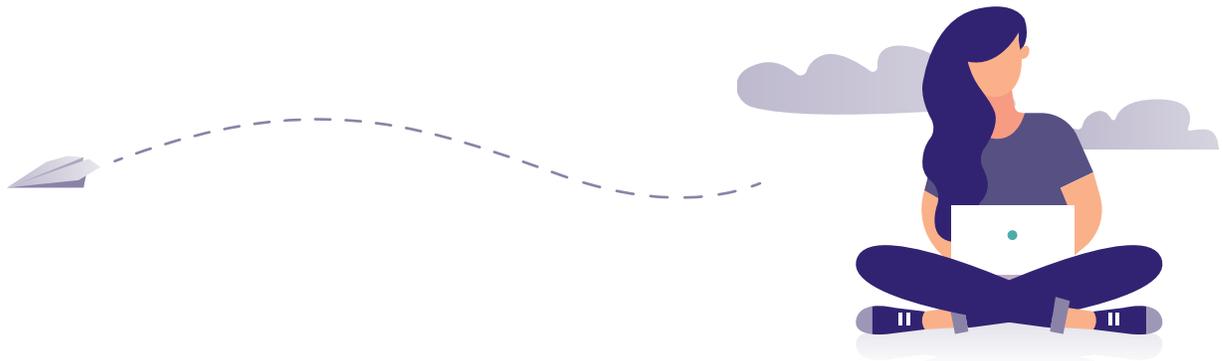
## What are your competitors doing?

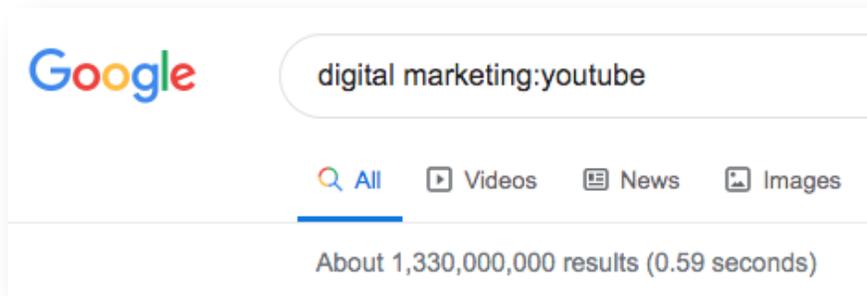
Go to a competitor's Youtube channel and filter by 'Most Popular'. Make note of the keywords used in the title, description, and video tags.

- To view a videos' tags, right-click on the Youtube video's webpage and select 'View Page Source', it will bring up a code page. Then, select ctrl+f to search within the page and type in 'keywords'. Then hit tab (to skip over the first result), and you should see a list of keyword tags within the code.

## Target low-competition keywords to help your video rank higher

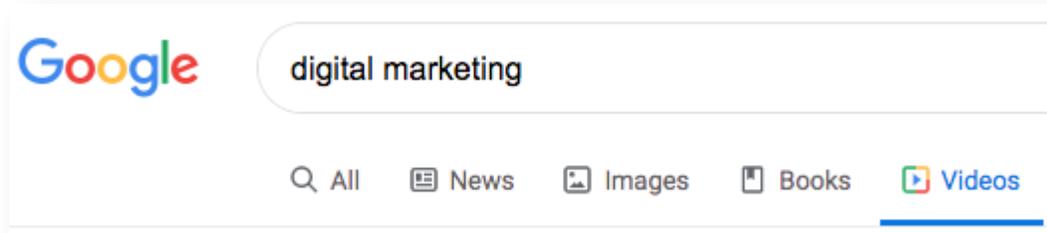
- To search for YouTube keywords in Google and see how many results each gets, simply type in your keyword/phrase like this: keyword:youtube
- Just above the first result, you should see a results number. The higher the number, the more competitive it is, and the harder it will be to have your video show up in the first page of search results.





Most views on YouTube come from within YouTube's platform. However, your video can get 2-5x more views if it also shows up within Google's video results.

To do this, simply search for your keywords in Google (without including :youtube) and optimize your videos around the videos that already have high search results (aka the first video results that show up)



### **SAY the keywords in the video**

- Since YouTube automatically transcribes videos (pretty accurately!), it's important to mention your keyword in the video so that YouTube's transcribing tool hears it and associates your video with those keywords.
- YouTube does **not** rank via backlinking. Instead, they use **Audience Retention**, which means that they rank videos higher when people keep watching them. Since YouTube wants people to spend time on the platform, they'll promote videos that keep people watching (and clicking on ads).
- This is important because even if your video ranks super well via keywords, if the video itself is sub-par, nobody will want to watch it, and this will affect its Audience Retention, and therefore downgrade the ranking.

## Other areas that help a video's ranking on YouTube:

**Comments** (the more the better)

**Subscribes** (the more the better)

**Video Description** should have the keyword within it, and be between 100-500 characters.

**Shares on social media** (the more the better)

**Video length** (although there's no magic length, longer videos tend to rank better)

**Targeted tags** not only help rank for keywords, but the video will also show up more often as a related video in the sidebar area

**Title** should be at least 5 words long and have the keyword within it

**Click-Through-Rate** (people who search within YouTube and end up clicking on your video). The best way to boost CTR: **Create compelling thumbnail images and titles**

Google uses dwell time, which refers to the amount of time someone spends on your page after clicking on a Google result, to inform its ranking algorithm.

- The higher the dwell time, the more interesting or helpful your visitors probably think your content is
- While it's great to optimize your content for Google, what really matters is how optimized your content is for human beings.
- The first step to optimizing your blog, YouTube video, or website is creating content that people find interesting, entertaining, informative, or inspiring.
- The second step is making it visible to your target audience through SEO tactics.

# Free SEO Tools And Resources

## **Wordtracker Scout** [LINK ▶](#)

A free Chrome extension that shows the high-performing keywords on any webpage.

## **Enhanced Google Analytics Annotations** [LINK ▶](#)

It allows you to see Google Algorithm updates and global holidays in your Google Analytics reports to help explain the context of certain jumps or dips in visitors/behavior throughout the year.

It allows you to automate the process of adding notes to your GA reports.

## **Animalz Revive** [LINK ▶](#)

They will analyze your Google Analytics data, then provide a list of posts that should be refreshed.

## **Answer The Public** [LINK ▶](#)

AnswerThePublic listens into autocomplete data from search engines like Google then quickly cranks out every useful phrase and question people are asking around your keyword.

# Free SEO Tools And Resources

## **Wordstream – Free Graders** [LINK ▶](#)

Rates Google Ads performance, Facebook Ads performance, AdWords Landing Pages, and provides keyword research

## **Moz Keyword Explorer: 10 keyword inquiries/month for free** [LINK ▶](#)

## **Google Webmaster Guidelines** [LINK ▶](#)

## **Google Webmaster Blog** [LINK ▶](#)

# About Aimal

Aimal is a digital + content marketing agency.

We're a remote-first company and have a team of brilliant marketing strategists, account managers, graphic designers, copywriters, and researchers who are committed to delivering delightful digital + content experiences to our customers and their audiences.

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