

TOP 10 SEO TIPS TO GET YOUR WEBSITE TO THE TOP OF *Google*



Important Information

**Copyright © 2018 | BENJAMIN WATERS & SAMANTHA CLARK
All Rights Reserved.**

No part of this publication may be reproduced without the prior written permission of the publisher. Information may be printed or downloaded from Ben & Sam for personal use only.

The information contained is general in nature and does not take into account your personal position. You should consider whether the information is appropriate to your needs, and where appropriate, seek professional advice.

“

Successful SEO is not about tricking Google. It's about partnering with Google to provide the best results for Google's users

Phil Frost

SEO = PHONE RINGING

Think for a moment about how often you do a Google search in a day and you start to get a sense of how important Search Engine Optimisation (SEO) is for your website. Every time a question pops into our heads, every time we're curious about something, every time we want to learn more – we use Google. It's become so intuitive that we barely notice its influence, but for many of us, Google is now an in-built part of our lives.

These search moments are a huge opportunity for businesses. According to Google, 71 percent of B2B decision makers start their research with a web search. Studies also indicate that many of these searches lead to real purchases, with SEO leads claiming a 14 percent close rate, compared to 1.7 percent for outbound leads.

So, how can you ensure that you get to the top of the list?



GOOGLE
CURRENTLY HOLDS
80.5%
OF TOTAL SEARCH
ENGINE MARKET
SHARE



HOOK CUSTOMERS IN & KEEP THEM IN

If web users like your content, there are numerous ways that Google will pick up on this. Two of the key ones to remember are click-through rate (CTR) and dwell time.

CTR refers to how often users click on your link when they enter a search term, whereas dwell time is how long customers stay on your page after they've followed your link.

It's important to focus on both of these factors. To improve your CTR (as well as your rankings more generally) include your keywords in your web page title tag, URL and meta description.

It's also important to highlight in your meta description what you offer beyond your competitors – for example, free shipping, quick service, or special deals.

Remember - you're in the business of benefits. You help people solve problems.

To get users to stay on your page, remember to 'chunk' up your content, especially in the first few lines. People read webpages differently to how they read a book and will skim the introduction to get a sense of whether your content is useful or not.



OVER 60%
OF ALL SEARCH QUERIES
ARE PERFORMED ON A
MOBILE DEVICE



WE PROVIDE REAL SOLUTIONS FOR
YOUR BUSINESS

ABOUT US

Ben & Sam are business coaches and digital consultants helping you to work smart, take control of your business, and find true purpose, productivity and profits. Combining their business backgrounds in IT, design, marketing, management, leadership and retail they work with individuals, start-ups and small businesses and love sharing their varied knowledge to help others succeed.

WHY BEN & SAM
WORK WITH US?

- Build and consolidate business basics into workable systems, services and succession.
- Comprehensive online services, including website builds, SEO and digital marketing.
- Achieve peak business performance personally, for your team and for your profits via coaching.



WEBSITES

You've got 3 seconds to make an impact on your ideal client. Deliver the web experience your customers expect with a website from Ben & Sam.



GOOGLE BUSINESS

Start building your visibility in Google Maps and Google Search in your local area to get found first with a complete Google SEO Business Listing.



COACHING

Ben & Sam help you to work smart, take control of your business, and find true purpose, productivity and profits.



SYSTEMS

Connect with your clients on a whole new level. Ben & Sam have time proven systems and strategies to help you get more work done.



Scan me



0418 66 22 79
+61 418 66 22 79



hello@benandsam.com.au
benandsam.com.au

2

LOOK BEYOND YOUR OWN WEBSITE

One of the most important ways to get your search rankings up is through backlinks – links from other websites – to your content.

By Google's logic, if other websites consider your content worth sharing, it's probably going to be worth the time of search engine users as well. **Spread your content far and wide and make use of your networks by asking them to provide links to your content.**

THE AVERAGE
FIRST-PAGE
RESULT ON
GOOGLE
CONTAINS **1,890**
WORDS

3

FOCUS ON QUALITY

While it was once the case that 'keyword stuffing' could get your webpage noticed, Google is increasingly tapping into data on user engagement and placing an emphasis on quality content. While there's no exact formula for quality, there are trends to consider.

Research suggests, for example, that content over 1,000 words consistently produces more shares and links, resulting in it being ranked higher. Though long, detailed posts may not be appropriate in every instance, this reflects that it's well worth producing comprehensive material, even if this may impact the total volume of your content.



72% OF CONSUMERS WHO DID A
LOCAL SEARCH VISITED A STORE
WITHIN 8 KILOMETRES

4

SPEED IT UP

It's a factor that you might not even consider, but Google's ranking system includes how fast your site is. **Loading time for your page also affects dwell time; if a page takes too long to load, it's far too easy for users to simply hit the back button.**

Make sure you compress images to make them download quicker and don't overload your page with too many ads or effects. To test your page speed and identify bottlenecks, sites like pingdom.com offer a useful free service.

There is a whole range of technical aspects as to why your website could be loading slow with Ben & Sam routinely contracted to speed up websites to improve SEO score and user engagement. **According to Hubspot, a 1 second delay = 11% loss in page views.**

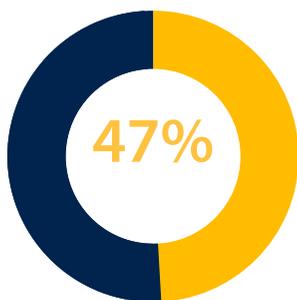


75%
**OF PEOPLE NEVER SCROLL
PAST THE FIRST PAGE ON
SEARCH ENGINES**

5

CLEAN UP ERRORS

With SEO, there's truth in the phrase 'the devil is in the detail'. Small slips can cost you in search rankings. Make sure that there's consistency in the information across all your pages, including your social media. **Minor differences in your contact details or opening hours, for example, can influence your SEO rankings as it suggests that the information may be unreliable.**



**47% OF CONSUMERS VIEW 3-5
PIECES OF CONTENT CREATED BY
A BUSINESS BEFORE TALKING TO
A SALESMAN**

GET A BUSINESS COACH



A COACH WORKS TO DEVELOP THE SKILLS YOU ALREADY HAVE AND IS THERE TO MOTIVATE AND GUIDE YOU TO ACHIEVE YOUR GOALS.

You need strategies that will leapfrog you ahead of your competition.

Success means that you have the strategies and systems needed to stand out from the crowd. The problem is that the business world is growing exponentially in competitiveness and complexity, with a worryingly high percentage of businesses failing to make it past their first year. Simply working hard is not enough – you need strategies that will leapfrog you ahead of the rivals in your field.

Prioritise and invest your energy where it counts.

This is where business coaching has a critical role to play. Having a business coach means that you can prioritise and invest your energy where it counts, rather than spreading yourself too thin. It means having your own strategist, troubleshooter and support person all in one. And – most importantly – it will result in tangible, long-term benefits for your business.

Working harder is no longer enough. Work smarter, not harder.

Hours spent reading up on a topic can be condensed into a single conversation with the right person, who has already put in the hours of reading, study and work experience. Plus, unlike articles and books, coaching gives you the opportunity to ask questions, clarify points and get advice tailored specifically to your business needs.

So, work smarter, not harder. Invest in a business coach.

Contact Ben & Sam for your Free Consultation Valued at \$165

6

ORGANISE BY TOPIC

One of the latest big trends in SEO rankings is topic clustering. In essence, this means that content on your webpage is connected through linking a main 'pillar' topic with smaller subtopics. Under this model, each smaller subtopic page focuses on providing more in-depth information for your pillar topic and its main keyword.

For example, one pillar topic might be SEO and the cluster topics 'SEO for voice-search', 'Top trends for SEO in 2019', and 'How to copy write for SEO'. In my 'SEO for voice-search' webpage, the term 'SEO' is hyperlinked back to the pillar page.

Similarly, the SEO main page will hyperlink to each topic cluster, thus signaling to Google your authority on the topic as a whole.

In simple terms, this means you're rewarded in search rankings for having a range of in-depth pages related to one broad topic that users might be interested in.

Take advantage of this by considering all the potential pillar and cluster topics for your website then create and organise content accordingly.

**UPDATING AND REPUBLISHING OLD
BLOG POSTS WITH NEW CONTENT
AND IMAGES CAN INCREASE ORGANIC
TRAFFIC BY AS MUCH AS 111%**

70-80%
**OF PEOPLE IGNORE PAID SEARCH
RESULTS, CHOOSING TO ONLY
CLICK ON ORGANIC LISTINGS.**

7

LOCALISE WITH DIFFERENT LANDING PAGES

If you have a business that operates at a few different locations, having separate, optimised landing pages for each of your branches is a simple trick that can help lift your search rankings.

Suppose, for example, your company has branches in Sydney, Melbourne and Perth. In this case, you would have a different page on your website and URLs for each location.

By having a specified location in the URL, this signals to Google that your webpage is more relevant for users in that particular area.

Embedding a map on each of these pages is even better.

**61% OF BUSINESSES SAY
IMPROVING SEO AND GROWING
THEIR ORGANIC PRESENCE IS
THEIR TOP INBOUND MARKETING
PRIORITY**



8

USE SOCIAL MEDIA

Just in case you needed another reason to consider social media an integral part of your marketing strategy, links shared on social media are treated as legitimate backlinks, so mine them to your advantage.

In addition, it's important to remember that social media pages can also appear in search engine results. This means that having a strong social media presence creates further avenues for users to stumble upon your content.



**CONVERSIONS FALL
BY 12% FOR EVERY EXTRA
SECOND THAT IT TAKES YOUR
WEBSITE TO LOAD**

9

STRUCTURE YOUR CONTENT

A great site structure is not just important for your dwell time, it can also increase your click-through rate by helping Google to generate sitelinks when users search for your brand name.

As Google's webmasters summarise: "We only show sitelinks for results when we think they'll be useful to the user. If the structure of your site doesn't allow our algorithms to find good sitelinks, or we don't think that the sitelinks for your site are relevant for the user's query, we won't show them."

Make sure your site has a clear, hierarchical structure and that this is mirrored in your URLs. And remember, if someone has to make more than four clicks to find a webpage on your site, it's too many.



**88% OF CONSUMERS TRUST
ONLINE REVIEWS AS MUCH
AS THEY TRUST PERSONAL
RECOMMENDATIONS**

10

UNDERSTANDING IS KEY

Google's bottom line is exceedingly simple: produce the best answer to the user's request. How Google determines the 'best answer', on the other hand, is a highly sophisticated process involving more than 200 factors.

With this in mind, take the time to recognise the algorithms that Google uses, research trends and even analyse your own searches. Considering how often we use search engines in our day-to-day lives, it's well worth understanding and using these factors to your advantage.

Basically as a good rule of thumb, question: is this the best answer for every image, every piece of content, link and position.

CASE STUDY

“ WORKING TOGETHER TO FIND MORE OPPORTUNITIES



Ben and Sam are an extremely professional team who thrive on achieving results for your business and will go the extra mile to assist with any web requirements your business might need.

We were privileged to work with such a capable team in order to set up two websites for our businesses. These two websites have achieved the results we were looking for and now we are working together to find further opportunities that will allow us to secure even more sales.

This dynamic team will thrive to get the job done on time without delay in order to achieve your results. Thanks Ben and Sam for helping us establish our websites and better our businesses.

Gabi & Tony
Port City Steel & Chill Factor Music

HOW WE HELPED GABI & TONY

➔ *Being a new business going up against the established competition, Port City Steel & Chill Factor Music needed websites that not only looked great but worked well and ranked straight away in Google.*

- ➔ *• Website Creation*
- Full SEO Services*
- Google & Bing Business Listings*
- Attractive look and feel*
- Copywriting Services*
- Mobile Friendly Design*
- Mobile Click-to-Call Button*
- Website Hosting*
- Monthly Website Maintenance*
- Monthly Reporting*
- 24/7 Monitoring*
- Ongoing Updates*

We've helped thousands of individuals, teams and businesses of all sizes boost confidence, find customers, generate leads, increase sales and exceed their goals using technology, accountability and profit-proven coaching.



Are you ready to take your business to the next level, but don't know where to begin? If so, we can help. Invest in yourself, your future and your legacy with expert coaching and customised business smart solutions. We specialise in helping you:

Specialising in helping you:

- Build and consolidate business basics into workable systems, services and succession.
- Achieve peak business performance personally, for your team and for your profits.
- Build productive next-level networking to attract, sustain and grow business effortlessly.
- Develop excellent speaking skills, including sharing insider speaking secrets to master for millions.
- Comprehensive online marketing services, including website builds, renovations, eCommerce, SEO and digital marketing.

Why choose Ben & Sam?

We are a multiple award winning couple who specialise in business and personal coaching.

We have a thirst for learning and have invested years and hundreds of thousands of dollars in self-education, professional coaching and business development so we can share it with our diverse portfolio of clients, who are based all over the world.

We combine our business backgrounds in IT, design, art, marketing, training, management, leadership and retail with our passion for personal development, Neuro-linguistic Programming (NLP) and soul searching. This gives us a multi-disciplinary toolkit that's packed with an interesting and exciting array of tools to share with you.

A true professional partnership

Learn and thrive with us! We love partnering with our clients to build successful, rewarding and profitable businesses. Our goal is to discover and implement real-world solutions for your problems that are workable and inspirational.

We're ready to help take your business to the next level.

Give us a call or send us a message:

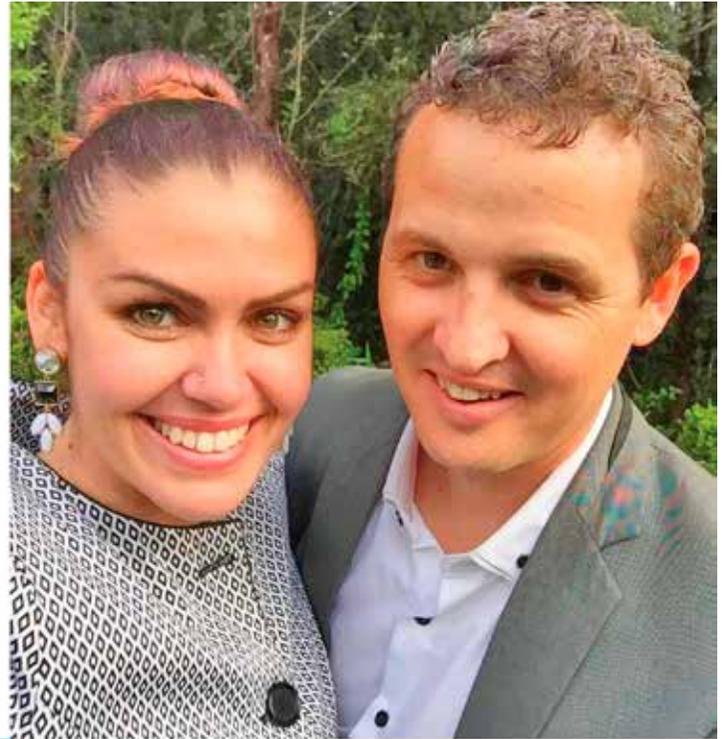
– we'll be in touch with you to talk about what's on your mind. We love to answer your questions, hear your success stories and brainstorm your ideas!

Ben & Sam

GET A BETTER WEBSITE

Deliver the web experience your customers expect with a Ben & Sam better built website that works.

We work with you to develop an intuitive online presence that allows consumers to engage with your business easily & consistently.



HOW WE'LL GET YOU ONLINE

- Tell us about your business**
We send you a survey that asks what you do, how you do it & what you'd like to see.
- We build your site**
We help write the content, design it, build it, add all the SEO & refine it for you to review.
- Approval and go live!**
Once you're truly happy with your new website, we'll hand over the keys & launch it to the world!
- The support continues**
We're here to scale your investment as you grow & supply all ongoing maintenance & updates.

ABOUT US

Hi, we're Ben & Sam, a multiple award winning couple who specialise in creating easy to use business websites that not only look great, but get found first by Google. We build websites from just a few pages to entire platforms that integrate with all your existing systems.

Combining our business backgrounds in IT, design, art, marketing, training, management, leadership and retail to deliver you a product that helps generates a constant stream of new leads and get's your phone & till ringing.

Express
A variety of predesigned templates ensures a customised look with minimal cost.

Enhanced
More flexible & additional design options & enhancements allow for a more advanced web presence.

Ecommerce
Launch your product line to the masses. Full integrated shopping cart & online payment platforms.

Custom
A fully customised web solution designed for top Google rankings & to deliver on the promise of your brand.

GREAT VALUED PACKAGES



POWERFUL WEBSITE FEATURES WE PROVIDE



WE GET YOUR PHONE & TILL RINGING

We offer various methods to help you acquire customers and profit from your website investment.



WEBSITE FEATURES

We know that small business is the engine room of the economy. We want to provide you the tools for the best possible chance for success.



Reach Customers

Your customers are searching online and your website allows you to have up to date information about your products and services available to be found 24/7.



Professional Copy & Design

We take the points about your business you provide to create engaging copy writing and an over design that puts your businesses best foot forward.



Credibility

Your website represents the brand and service your business provides. and your customers will trust. You often only get one chance to secure a potential customer. A lack of presence or poor experience will turn customers away.



Google My Business

Start building your visibility in Google Maps and Google Search in your local community to get found first with our free listing on Google My Business.



Marketing

Your website allows you to promote your business, products and services with the use of features such as blogs, buttons, prompts etc. Use your website to grow your business and reach new markets.



Mobile Phone Call Button

We add a click to call button on every website. A small green button hovers on your mobile phone version of your website, prompting for direct phone calls from your visitors to your site so they act faster.



Easily Updateable

If you can use Microsoft Word, you can update your new website. We help and show you how to use this optional feature.



REPORTING & MONITORING

Receive monthly notifications and reports on the performance of your site. Dive into our advanced reports that are loaded with visitor data and strong visual charts. All explained in plain English to help you continually measure and improve.



Automated Email Campaigns

We provide and teach you how to market using effective email campaigns from your website.



WEBSITE MAINTENANCE

We help you support and maintain your new website investment with regular backups, software updates, security scanning, tweaks and content updates.



Online Reviews

We provide the system to automate and encourage happy customers to review your business on Google. Adding social proof to your listing.



SERVER HOSTING + GOOGLE MAIL

Secure website hosting on our servers in Sydney. Take advantage of the world's most secure and versatile email platform - Google's G-Suite.



Mobile Friendly

All our websites are responsive ensuring a mobile friendly experience for your customers accessing your site on the go.



SEO

We utilise smart Search Engine Optimisation throughout your whole site to generate business leads and sales enquiries. Use SEO to capture your widest audience in Google and across the internet.



Scalable

Built on WordPress, our platform can manage a few pages to tens of thousands of pages, meaning flexible growth for your business.

What are You Waiting for?
**GIVE BEN & SAM
A CALL TODAY**



BEN & SAM BUSINESS SMART SOLUTIONS

benandsam.com.au | 0418 66 22 79 | +61 418 66 22 79

Copyright © 2018 Benjamin Waters & Samantha Clark
