WHAT YOU DON'T KNOW ABOUT SEO

WINNING CLICKS, HEARTS AND NEW CUSTOMERS

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SESSION OBJECTIVES

- Identify search keywords for your business and how they can be used for growth
- Learn the power of Meta Descriptions and Title Tags and how to write them
- Leave with the tools needed to develop an SEO strategy
- Learn about Global Goods Partners’ experience with SEO
WHAT IS SEO?

Search Engine Optimization (SEO) is the practice of optimizing a website's content and functionality to provide the best possible solution or service to potential visitors searching for your business.
CRAWLING PAGES

Google sends out spiders using an algorithmic process to determine which sites to crawl, how often, and how many pages to fetch from each site.

This content then gets indexed and organized into search results. Another name for this results page is a Search Engine Results Page, or SERP.
KEYWORDS

Brand
Non-Brand
Long-Tail
Low Intent

"Fair Trade Dresses"

"Greeting Cards"

"Felt Flowers"

Medium Intent

"Mata Traders Dresses"

"Rifle Paper Co. Greeting Cards"

"Fair Trade Felt Flowers"

High Intent

"Mata Traders Dresses at Fair Trade Winds"

"Rifle Paper Co. Greeting Cards at Papyrus"

"Felt Flowers by Global Goods Partners"

Low Conversion %

High Conversion %

High Volume

Low Volume

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ON-PAGE SEO

The science of optimizing your website's content to make it friendly for search engines and give you:

• The ability to rank highly on search engines
• Gain links and shares across the web and social
• A boost in on-site customer engagement
TITLE TAGS

https://www.everlane.com/
Shop Everlane now for modern essentials. We make the most beautiful essentials, at the best factories, without traditional markups. Free shipping on 2+ items.

RECOMMENDATIONS
- Every web page needs its own unique title tag [page title] describing the content of the page with the most relevant keywords
- Title tags should be limited to 70 characters
- If the title tag is too long, Google cuts the title off at 55 characters and includes ellipsis
TITLE TAGS

Everlane | Modern Basics. Radical Transparency
https://www.everlane.com/
Shop Everlane now for modern essentials. We make the most beautiful essentials, at the best factories, without traditional markups. Free shipping on 2+ items.

Your title appears in the browser tab

Your title appears on links shared by external websites (e.g. Facebook)
META DESCRIPTION

https://www.everlane.com/
Shop Everlane now for modern essentials. We make the most beautiful essentials, at the best factories, without traditional markups. Free shipping on 2+ items.

THINGS TO KNOW

- Meta Descriptions don’t impact search results, but do impact the likelihood that someone will click on your link
- Well crafted meta descriptions include a call to action (CTA) -- "Shop Everlane now..."
- Character limit: 150-160

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Global Goods Partners | Buy Handmade -- Change Women's Lives

https://globalgoodspartners.org/

Buy Handmade, Change Women's Lives. Global Goods Partners is a sustainable lifestyle brand dedicated to empowering women around the globe. Gifts that Give Back.
Our Philosophy

Artizenry is founded on the belief that great things happen when we celebrate and elevate one another. Everything we create focuses on promoting a global citizenry built on appreciation, love, and compassion.

We provide economic opportunities to underprivileged marginalized communities. By working with women artisans, we are able to improve access to education for their children and promote self-reliance. We believe everyone deserves to be paid a fair wage and work our hardest to source everything in our production cycle ethically. By reinvesting 5% of all sales into women's health initiatives, we aim to give communities around the world the opportunity to support and help each other grow.

Being fair to one another goes hand in hand with being fair to Mother Earth. We deeply value the use of high quality, sustainable, and natural materials. From packaging to production, we handpick each element of our production cycle with care and research. By doing so, we hope to reduce our environmental impact, promote sustainable habits, and support organic farming.

We genuinely hope our products inspire you to share your story, explore something new, and grow as a member of the global citizenry.

What is "Artizenry"?

As serial travelers, one thing we have come to truly appreciate is the unique art found in different regions of the world. It was during our travels that we realized art remains a universal language — one that often goes undervalued. Artizenry is about a collective of global citizens that celebrates everyone from the cotton farmers to the makers.

We bring you handcrafted goods inspired by different art forms from around the world. Similar to slow fashion's two-season cycle, Artizenry focuses on two new collections each year. Each collection celebrates a particular art form and showcases the depth and breadth of the artistic process.

Our Model: Buy With A Purpose

We believe in buying products that do more and last. In the fast fashion era, we hope to provide you with the ability to buy less, buy with purpose, and do some good!

- Collaborative Design: We work directly with artisans and designers when creating products that celebrate traditional design through modern style.
- Small Batch Production: We don't believe in mass production. Every item we make tells a story about the numerous hands that touched it from conception to creation.
- Do Good: Your purchase supports the handcraft work of a community and helps them showcase their art to others around the world.
HEADER TAGS

RECOMMENDATIONS

- Header tags function as a hierarchy: `<h1>`, `<h2>`, `<h3>`, etc.
- Each page of your site should have only one `<h1>`
- Each page’s `<h1>` should be unique
- The `<h1>` should define the content of the page
- Headers should incorporate the keyword(s) you are optimizing the page for
Title & Meta Elements

Title: Chocolate Donuts from Mary's Bakery

Meta Description: Learn the 3 secrets to Mary's award-winning chocolate donuts, get times & locations for availability, and learn how to make your own donuts at home.

URL: http://marysbakery.com/chocolate-donuts

LOGO | Navigation Menu

Chocolate Donuts from Mary's Bakery

There's 3 secrets that explain why our chocolate donuts have won awards, generated hour-long lines, & even inspired hip-hop tracks. They are:

#1: Our Ingredients
XYZ

#2: The Baking Process
ABC

#3: Timing
DEF

How to Get Hold of Mary's Chocolate Donuts (also locations, pricing & availability)

How to Make Chocolate Donuts at Home (aka our recipe for the perfect donut)

Endorsements (including one from Homer!)

NOTE: Perhaps sadly, there's no "perfect optimization." This graphic's intent is to highlight areas that may be worthy of marketers' efforts.

by Mary D. of Mary's Donuts

The Perfectly Optimized Page

Built to be Shared

There are no impediments to search crawlers reaching this page or determining it's the canonical version.

Built to be Accessible

Like/tweet/+1 buttons make it easy for visitors to share on their favorite networks and provide social proof.

Phenomenal UX

Clear layout, solid visuals, & beautiful, simple design make the page easy to use & enjoy.

Uniquely Valuable

The content offers everything a searcher might want in a unique, high-quality amalgamation.

Multi-Device Ready

Thanks to solidly-tested, responsive design, this page looks looking great on any device, screen size, and browser.

Keyword Targeted

Primary and secondary keyword phrases appear in prominent positions in the headline, title, & content.
"Content is King" when it comes to SEO, but no one wants to read good content on a site that annoys them.

**Decrease Image File Size**
- Faster Page Load Speed
- Define Alt-text

**Create High Quality**
- Content that People Can Easily Share

**Link pages with associated content to increase site's link juice**
Link Pipes:
- Internal Link Pipes
- External Link Pipes
- Juice Flow

Link Juice

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MEASURING SUCCESS

66% increase in revenue YoY (2016 - 2017) from Organic Search.

30% decrease in Bounce Rate YoY (2016 - 2017) for Organic Search

GLOBAL GOODS PARTNERS
SEO AUDIT WORKSHEET

A worksheet designed to help you audit your site’s current SEO efforts and organize your SEO improvement edits and strategies.

GET THE WORKSHEET

If you would like to start using the skills you learned today to improve your site’s SEO, this excel worksheet will make the process a lot less intimidating and way more organized!

Just email: manpreet@artofcitizenry.com

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QUESTIONS?