SEO 101
Best Practices for 2018-19

Questions: @TopHatArsen
Hi,

Nice to meet you!

Arsen Rabinovich
@TopHatArsen

I blame my parents for this

Technical SEO Audits | Forensic SEO Audits | Penalty Recovery Audits | Migration Consulting

Questions: @TopHatArsen
SEO 101; Best Practices for 2018-19

- Current state of SEO
- WTH is the Knowledge Graph?
- Don’t overthink voice search
- SEO Tips for 2019

Questions: @TopHatArsen
Are You Excited To Get Started?
Current State of SEO

- In November 2017, there were 277,296 keywords across the first 10 pages, with 21,977 keywords in top 3 positions.
- By September 2018, the total keywords dropped to 84,921 across the first 10 pages, with 5,199 keywords in top 3 positions.

Keywords

- Top 3
- 4-10
- 11-20
- 21-50
- 51-100

Questions: @TopHatArsen
Current State of SEO

Traffic

Keywords

Notes

1M  6M  1Y  2Y  All Time

3.0M

2.0M

1.0M

Nov'17  Jan'18  Mar'18  May'18  Jul'18  Sep'18

2,104,253 Visitors

567,162 Visitors

Questions: @TopHatArsen
# Current State of SEO

<table>
<thead>
<tr>
<th></th>
<th>Feb</th>
<th>Aug</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Keywords in top 3 positions:</td>
<td>21,977</td>
<td>5,199</td>
<td>- 16,778 KW</td>
</tr>
<tr>
<td>Keywords in top 10 pages:</td>
<td>277,296</td>
<td>84,291</td>
<td>- 183,005 KW</td>
</tr>
<tr>
<td>Traffic:</td>
<td>2,104,253</td>
<td>567,562</td>
<td>- 1,536,691 Visits</td>
</tr>
</tbody>
</table>
Current State of SEO

Google SearchLiaison
@searchliaison

Each day, Google usually releases one or more changes designed to improve our results. Some are focused around specific improvements. Some are broad changes. Last week, we released a broad core algorithm update. We do these routinely several times per year....

9:57 AM - 12 Mar 2018
<table>
<thead>
<tr>
<th>Month</th>
<th>Update</th>
</tr>
</thead>
<tbody>
<tr>
<td>March ‘18</td>
<td>Google Confirmed Big <strong>Quality</strong> Update</td>
</tr>
<tr>
<td>April ‘18</td>
<td>Google Announces Another Core <strong>Quality</strong> Update (16 &amp; 30)</td>
</tr>
<tr>
<td>May ‘18</td>
<td>April’s update keeps rolling through the web.</td>
</tr>
<tr>
<td>June ‘18</td>
<td>Another (unconfirmed) <strong>quality</strong> update, <strong>manual penalties for bad links</strong>.</td>
</tr>
<tr>
<td>July ‘18</td>
<td>Mobile speed update (confirmed), this only affected sites that were super duper slow.</td>
</tr>
<tr>
<td>August ‘18</td>
<td>Massive <strong>quality</strong> update focusing on <strong>E-A-T</strong> aka “Medic”</td>
</tr>
<tr>
<td>September ‘18</td>
<td>Significant <strong>quality</strong> update, possibly focusing on backlinks.</td>
</tr>
</tbody>
</table>
So what are these Quality Signals?

1. Quality from a **UX perspective**: Speed, accessibility, security, etc...

2. Quality from a **Information perspective**: Topic focus, content quality & depth, query satisfaction, architecture and organization.

Stay for Sarah’s talk for a deep dive into this stuff.

Questions: @TopHatArsen
Google Wants **Quality**!? 

**Advice For** 2017 / 2018

- Go to HTTPS (secure)
- Be mobile ready
- Play with title tags (don't let Yoast create them for you)
- Play with metas (don't let Yoast create them for you)
- Optimize URLs, Silo Content (make sense, be logical)
- Get rid of date archives in URL
- Make your site fast and then again faster (super important)

Arsen Rabinovich | www.TopHatRank.com | @TopHatArsen

**Questions:** @TopHatArsen
Quality “E-A-T”

Google wants to make sure that the information that they are returning to the searcher is good quality.

E-A-T
Expertise, Authority, Trust
So, What is “E-A-T”? (1/2)

- Enough main content (MC): content should be **ample enough to satisfy the needs of a user for a page’s unique topic and purpose** (broad topics require more information than narrow topics).

- The page and its associated content is **expert, authoritative, and trustworthy for the topic** they discuss.

- The website has a **positive reputation** for its page topics (reviews/ratings).

- The website features enough **auxiliary information**, for example, “About us,” “Contact,” or “Customer Service” information.

What is “E-A-T”? (2/2)

• The website features **supplementary content (SC)** that enhances the user’s enjoyment and experience of a web page.

• The page is designed in a functional fashion that **allows users to easily locate the information they want.**

• The website is **maintained and edited regularly and frequently**

**Good News:** This only affects websites that publish advice or information on any topic that can have a **potential negative impact on a person’s health, happiness or wealth.**

#fornow

WHAT?

WHY ARE YOU TELLING ME THIS?
SEO 101; Best Practices for 2018-19

- Current state of SEO
- WTH is the Knowledge Graph?
- Don’t overthink voice search
- SEO Tips for 2019
Because, things may not be as they seem..

<script type="application/ld+json">
{
 "@context": "http://schema.org/",
 "@type": "Person",
 "name": "Arsen Rabinovich",
 "url": "https://facebook.com",
 "image": "https://facebook.com/arsenr.jpg",
 "jobTitle": "Founder",
 "worksFor": {
 "@type": "Organization",
 "name": "Facebook Inc."
 }
}
</script>
Well Let Me Tell You About The Knowledge Graph..

[Image of a network with interconnected nodes, labeled The Knowledge Graph]

https://youtu.be/mmQl6VGvX-c
Questions: @TopHatArsen

All Kinds of Entities are Pushed into The Knowledge Panel
The Knowledge Graph has millions of entries that describe real-world entities like people, places, and things. These entities form the nodes of the graph.

- Book
- Book Series
- Educational Organization
- Event
- Government Organization
- Local Business
- Movie
- Movie Series
- Music Album
- Music Group
- Music Recording
- Organization
- Periodical
- Person
- Place
- Sports Team
- TV Episode
- TV Series
- Video Game
- Video Game Series
- Web Site
Knowledge Graph

Generating Insightful Connections Between Graph Entities

Invented by: David Francois Huynh, Guanghua Li, Chen Ding, Yanlai Huang, Ying Chai, Liang Hu, Jingxu Chen

Assigned to Google

Published: September 18, 2014
Filed: March 13, 2013

bit.ly/wclaxseo12
# Understanding How KG Gets Information

<table>
<thead>
<tr>
<th>Implicit Entities</th>
<th>Explicit Entities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Derived from text on a webpage.</td>
<td>Obtained from structured markup on a page.</td>
</tr>
<tr>
<td>Natural Language Processing (NLP).</td>
<td>Semantic Web.</td>
</tr>
</tbody>
</table>

| Are these facts?                                      | Derived information is factual (most of the time).    |

Implicit has to match Explicit.
Getting The Implicit Right

- Name in URL (when possible)
- Name in H1
- Name in first sentence of the first paragraph on the page
- Image with Name in file name
- Image alt attribute with Name in file name
- Supporting topics to your name in H2
Getting The **Explicit** Right

Say hello to *Schema.org*

- Is often called Schema and Schema Markup.
- Is a **vocabulary of microdata** (tags) that is added to your webpage.
- Helps search engines **understand** what the information on a page is all about.
- Is a result of collaboration between **Google, Bing, Yandex** and **Yahoo**.
- Is **not too difficult** to figure out.

Getting The Explicit Right
Say hello to Schema.org
Getting The Explicit Right

Microdata

```html
<span itemscope itemtype="http://schema.org/Person">
  <meta itemprop="name" content="Arsen"/>
  <meta itemprop="alternateName" content="Rabinovich"/>
  <link itemprop="url" href="http://tophatrank.com/arsen-rabiniovich"/>
  <img itemprop="image" src="http://tophatrank.com/images/arsen-rabinovich.jpg"/>
  <meta itemprop="jobTitle" content="Founder"/>
  <span itemprop="worksFor" itemscope itemtype="http://schema.org/Organization">
    <meta itemprop="name" content="TopHatRank.com LLC"/>
  </span>
  <a itemprop="sameAs" href="https://www.facebook.com/arsenr1">Facebook</a>
  <a itemprop="sameAs" href="https://twitter.com/tophatarsen">Twitter</a>
  <a itemprop="sameAs" href="https://plus.google.com/+ArsenRabinovich">Google+</a>
  <a itemprop="sameAs" href="https://www.instagram.com/tophatarsen/">Instagram</a>
  <a itemprop="sameAs" href="https://www.linkedin.com/in/arsenrabinovich">LinkedIn</a>
  <a itemprop="sameAs" href="https://en.wikipedia.org/wiki/Arsen_Rabinovich_I_Wish">Wikipedia</a>
</span>
```
Getting The Explicit Right

```html
<script type="application/ld+json">
{
  "@context": "http://schema.org/",
  "@type": "Person",
  "name": "Arsen",
  "alternateName": "Rabinovich",
  "url": "http://tophatrank.com/arsen-rabinovich",
  "sameAs": [
    "https://www.facebook.com/arsen1",
    "https://twitter.com/tophatarsen",
    "https://plus.google.com/+ArsenRabinovich",
    "https://www.instagram.com/tophatarsen/",
    "https://www.linkedin.com/in/arsenrabinovich",
    "https://en.wikipedia.org/wiki/Arsen_Rabinovich_I_Wish"
  ],
  "jobTitle": "Founder",
  "worksFor": {
    "@type": "Organization",
    "name": "TopHatRank.com LLC"
  }
}
</script>
```
Getting The Explicit Right

Questions: @TopHatArsen
Getting The Explicit Right

Social - Yoast SEO

Your social profiles

Facebook Page URL:
Twitter Username:
Instagram URL:
LinkedIn URL:
MySpace URL:
Pinterest URL:
YouTube URL:
Google+ URL:

Save changes

Go premium!

Questions: @TopHatArsen
Third Party Validation

- Facts are important and **must be validated**.
- Who else is saying the same thing?
- Are they **authority on the topic**?
Getting The Explicit Right

- An **authority website** properly coded with structured data
- Active **social network profiles**
- A blog that includes **multiple authors**
- References, **citations**, and backlinks
- A Google My Business listing
- A Wikipedia Page
Remember these?
When the Knowledge Graph Returns Information:

- **Google My Business**
  - **Bitcoin IRA Inc**
  - **Wikipedia**
  - **TopHatRank**

Questions: @TopHatArsen
When the Knowledge Graph Returns Information:

Google Images

SmallBizTrends
Like... are you done?
Like is it over?
SEO 101; Best Practices for 2018-19

• Current state of SEO
• WTH is the Knowledge Graph?
• Don’t overthink voice search
• SEO Tips for 2019

Questions: @TopHatArsen
Boring Usage Stats:

“"The number of households in the US with smart speakers has grown 49% between Jun-Nov 2017" ~ComScore

“In May 2016, 1 in 5 searches on an Android app in the USA were through speech” ~KPCB

Questions: @TopHatArsen
**Boring Intent Stats:**

- **40%** of consumers **use voice search daily** as of 2016
- **Gartner** says 30% of all searches will be voice, while **ComScore** says it will be 50%

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Sources: Google, comScore, Gartner, Branded3

---

Questions: @TopHatArsen
In this section we’re going to cover:

1. Speech search manual raters’ guidelines
2. How Google Assistant and Home handle different queries
3. How to optimize for each of these queries (a refresher)
Released in December of 2017, Google provided four dimensions for rating:

1. Information Satisfaction (accuracy)
2. Length of answer
3. Formulation (ease of understanding)
4. Elocution (not our problem)
Google’s Evaluation of Search Speech - Guidelines

**Information Satisfaction**
The content of the answer should meet the information needs of the user.

- Fully Meets?
- Highly Meets?
- Moderately Meets?
- Slightly Meets?
- Fails to Meet?

Google’s Evaluation of Search Speech - Guidelines

Length of Result

“For voice answers, it is very important to ensure that we provide a helpful amount of information, hopefully not too much or too little”


Questions: @TopHatArsen
Google’s Evaluation of Search Speech - Guidelines

Sentence Compression by Deletion with LSTMs

• **Sentence compression** is the task of producing a summary of a single sentence. The **compressed sentence** should be shorter, contain the important content from the original, and itself be grammatical.

• LSTMs are **Long Short-Term Memory** units or building blocks for a **recurrent neural network** (RNN)

Voice Result Formulation

It is much easier to understand a badly formulated written answer than an ungrammatical spoken answer.

More care needs to be placed in ensuring grammatical correctness.
Let’s quickly take a look at how Google Assistant and Google Home handle different voice queries..
Okay Google, who plays Rick Grimes in the Walking Dead?

Rick Grimes was played by Andrew Lincoln

Entity Search Result (Explicit)
Data pulled from Wikipedia
Okay Google, how many Walking Dead comics are there?

The short version is that The Walking Dead is generally broken into 6-issue arcs. Every trade paperback volume collects 6 issues. Every hardcover “book” is 2 trade paperbacks, or 12 issues. And then there are the compendiums, which are each comprised of 48 issues (8 trade paperback volumes).
Okay Google, where can I buy The Walking Dead comics?

I found a few book stores near you..

Wait, What?
Assistant assumes I want local results!
Okay Google, where can I buy The Walking Dead comics?

.. The first one is Barnes & Noble on 4735 Commons Way in Calabasas..

Pulls from GMB results, SERP has no local pack.
So How Do We Do This?

All of this is not too complicated to execute, you’re most likely doing it already.
Okay Google, who plays Rick Grimes in the Walking Dead?

Rick Grimes was played by Andrew Lincoln

Data pulled from Wikipedia
TL;DR
Get your entity listed in as many of these “Google trusted” sources.

Feed the Knowledge Graph to get a knowledge box or direct answer box or any of the other knowledge graph SERP features.
But also, Schema markup is super important, helps with entity detection and other cool things..
Questions: @TopHatArsen
Entity marker must include a Person or Organization record with the following properties:

- **url** - the url of your official website
- **sameAs** - the urls of your official social media profile pages
Entity Knowledge Box/Card Result

```html
<script type="application/ld+json">
{
  "@context": "http://schema.org",
  "@type": "Person",
  "name": "your name",
  "url": "http://www.your-site.com",
  "sameAs": [
    "http://www.facebook.com/your-profile",
    "http://instagram.com/yourProfile",
    "http://www.linkedin.com/in/yourprofile",
    "http://plus.google.com/your_profile"
  ]
}
</script>
```

```html
<span itemscope itemtype="http://schema.org/Organization">
  <link itemprop="url" href="http://www.your-company-site.com">
    <a itemprop="sameAs" href="http://www.facebook.com/your-company">FB</a>
    <a itemprop="sameAs" href="http://www.twitter.com/YourCompany">Twitter</a>
  </link>
</span>
```
Entity Knowledge Box/Card Result

Nest Labs
Company
Follow
Nest Labs is a home automation company headquartered in the San Francisco Bay Area. Nest was founded in 2010 by Tony Fadell and Matt Rogers, inspired by Apple's design and user experience. Nest designs and builds smart thermostats, smoke detectors, and security cameras.

Customer service: 1 (855) 469-6378 (Consumer)

CEO: Tony Fadell
Matt Rogers, Tony Fadell

Recent posts
Want a Nest? Get it delivered today if you live in the Bay Area. Nest Learning Thermostat and Nest Protect. broccoli + OD are now available on Google Shopping — Mar 7, 2014

People also search for
Search & Social Marketing

Questions: @TopHatArsen

Entity Knowledge Box/Card Result

• Schema.org - [https://schema.org](https://schema.org)


Okay Google, how many Walking Dead comics are there?

The Walking Dead is generally broken into 6-issue arcs.
Featured snippets are derived from text on page, and (most of the time) provide answers to questions, and (sometimes) don’t make sense.

They are implicit.

Will fail Manual Rater’s Speech Search evaluation 🚫
Featured Snippet Results

- Schema markup is not required
- Properly **structured content** (h1, h2, ul, ol, li)
- Increase the **overall quality** of your website.. (better rankings = more featured snippets)
- Use a HQ image, **keep it close to the snippet** or lose clicks.

Questions: @TopHatArsen
Featured Snippet Results

- **H2’s** are typically pulled in as titles.
- **H3’s can be used for lists**, but it seems like Google prefers `<li>`.
- Google tends to like featured snippets that are **less than 50 words**.
- You can get **multiple featured snippets from one page**.
Featured Snippet Results

How to optimize for featured snippets?

• HubSpot’s guide is very on point - http://bit.ly/2HNhHy5


Featured Snippet Results & Voice Search

- 40% of all voice search results come from featured snippets.

- Content should be properly structured (h1, h2, ul, ol, li,)

- High quality images must be placed near the “snippable” text to make it into the snippet or you will lose the click.
Okay Google, where can I buy The Walking Dead comics?

.. The first one is Barnes & Noble on 4735 Commons Way in Calabasas..

Pulls from map results, SERP has no local pack.
Local Intent

Local SEO 101!

- Verify your Google My Business listing
- Populate proper, relevant categories
- Include links to your website
- Correct hours of operation and contact phone
- Make sure NAP is consistent across all citations
- Get reviews from customers
- High resolution imagery
Local Intent (SECRET SAUCE)

Some More Tips:

– Make sure to have an FAQ page (marked up).
– Content should cater to “near (some place)” searches.
– Actually list brands you service/sell.
– Other important info your potential clients may be searching for (free estimates, same day service, return policy, free parking).

Okay Google, where can I get my Samsung phone repaired near LAX?

I found a few repairs places near Los Angeles International Airport LAX...
Get Local Help From Google Assistant

• Google Assistant will help users connect with pre-screened (by Google, HomeAdvisor and Porch) services providers.
• Only service area business (plumbers, locksmiths, appliance repair, etc.)
• Not available in all states/cities
• This is a part of Local Search Ads (LSAs)

Almost.
SEO 101; Best Practices for 2018-19

- Current state of SEO
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- SEO Tips for 2019

Questions: @TopHatArsem
Arsen’s Awesome SEO Tips For 2019..

• Go HTTPS like right now!
• Make your site is fast. Do it again, make it faster!
• Write simple-to-read content, no one likes big words.
• Voice search is growing in popularity, get on it or miss out.
• Optimize for the user, Better UX = Better SEO!
Arsen’s Awesome SEO Tips For 2019..

• Schema markup is super important...

“Speakable” schema extension is coming, ya’ll!

https://pending.schema.org/speakable

• Spend more time on topics and less on keywords.

• Google is focusing on search intent, are you?

• Optimize your entities.
Arsen’s Awesome SEO Tips For 2019.

• We are MOBILE FIRST now!
  • Is your site mobile ready?
  • Does your mobile site show the same content as your desktop site?

• Focus on understanding your audiences, their journey, their decision making process and their FUDs as they relate to your product/service/topic.

• BE AWESOME!