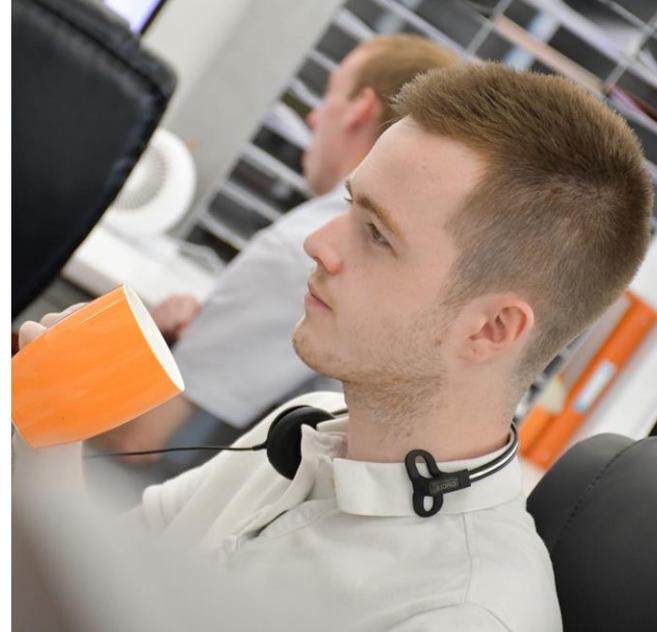


# All you need to know about SEO

Presented by John Wright –  
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# Topics we will **cover**



1. What is SEO and why is it important?
2. How do search engines work?
3. On-page SEO factors
4. Off-page SEO factors
5. White and black hat techniques
6. E.A.T
7. 6 tips to improve your website ranking

# What is **SEO**?

- Search Engine Optimisation
- Process of optimising a website so it appears higher in search results for relevant queries
- The aim: to bring more website traffic and increase conversions
- Search engines rank websites based on which will be the most useful for users



# Why is SEO **important**?

- Majority of online traffic comes through search engines
- People are far more likely to click on organic search results
- Long-term results – cost-effective
- High-intent audience
- Can also target low-intent audiences
- Increases your chances of appearing for more queries

# Search Engine Results

Google search results for "florists in torquay". The search bar shows "florists in torquay" with a search icon. Below the search bar, there are navigation options: All, Maps, Shopping, Images, News, More, Settings, Tools. The results show "About 114,000 results (0.60 seconds)".

**Ad - www.eflorist.co.uk/flowers/torquay**  
**Flowers Torquay - Same Day And Next Day Delivery**  
Flowers Delivered To Torquay. Order By 3pm For Delivery Today. Flowers Are Great For All Occasions. Fresh Handmade Flowers Delivered In Torquay. Top Rated Flower Service.

<b>Same Day Flowers</b> Order By 3pm And Your Flowers Will Be Delivered Today By A Florist	<b>Flowers Under £30</b> Quality Flowers Delivered Under £30 With 100% Satisfaction Guaranteed
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**Ad - www.serenataflowers.com/devon/torquay**  
**Flowers Torquay - Free Delivery 7 days a week**  
Order before 10pm weekdays, 9pm weekends for Free Delivery in Torquay. We have...

**Ad - www.fleurdeluxe.co.uk/torquay/flowers** 0330 223 5461  
**Flowers Delivered Torquay - Florist in Torquay**  
Creating unique floral arrangements for more than 20 years, for every occasion and season.

**Ad - www.flowerstorquay.com/** 01803 293779  
**Torquay Florist - Quality fresh flowers online**  
Local Torquay florist, Flower Corner. Dependable service, easy online ordering. Send...

Find results on: Yell, Yelp, Cylex

Map showing Kingskerswell and Barton Bouquets.

Ads

Search results for "florists in torquay". The top section is a local pack with a map and three listings:

- Barton Bouquets**  
4.8 ★★★★★ (51) · Florist  
178 Barton Hill Rd  
Open · Closes 5:30PM · 01803 313443  
✓ In-store pick-up
- Torbay Florist**  
5.0 ★★★★★ (5) · Florist  
209 Union St  
Open · Closes 5:30PM · 07866 743276
- The Flower Corner**  
4.5 ★★★★★ (22) · Florist  
45 Itham Rd, Wellswood Ave  
Open · Closes 5PM · 01803 293779  
✓ In-store pick-up

Below the local pack is an organic result:

**www.flowerstorquay.co.uk**  
**Florist Torquay Devon | The Flower Corner | 01803 293779**  
Flowers Torquay, your local florist in Torquay Welcome to Flowers Torquay (aka The Flower Corner!) We are a family run florist shop based in the heart of Torquay, Devon, with over 20 years' experience. Our skilled florist team, run by head florists Ally and Lyn, offer a fully bespoke service for all your floral needs.

**www.fiestared.co.uk**  
**Fiesta Red Florist in Torquay. Bespoke bouquets from £25!**  
Fiesta Red Florist offers same-day delivery across Devon. We specialise in flower arrangements for all occasions and we offer same day delivery. Call us on ...

Local pack

Organic results

# Search Engine Results

The image shows a Google search for "it'seeze". The search bar at the top contains "it'seeze" and shows "About 1,350 results (0.54 seconds)".

**Organic results (left):**

- itseeze.com** - Website Design & Support For Growing Businesses. We believe in providing a high quality service at an affordable price. This covers everything from your website design to hosting, domain registration, emails, and ...
- itseeze.com** > about-us - About Us - Bespoke Web Design Company - it'seeze. We've built a reputation over the years for delivering high quality websites and ... Every website is then created by the team here in our seaside studio in Devon ...
- www.itseeze-exeter.co.uk** - it'seeze Web Design Exeter – Web Design Torquay, Devon. Your friendly, local Exeter web design company. We provide creative, secure, and affordable websites with ongoing support in Torquay, Newton Abbot, and ...
- www.expertmarket.co.uk** > Website Design - it'seeze Websites Review | Expert Market. 18 Mar 2019 — Specialising in websites that are easy to use and even easier to edit and ... companies. It'seeze HQ will do the initial page optimisation for you, ...
- www.linkedin.com** > company > itseeze - it'seeze | LinkedIn. It'seeze | 750 followers on LinkedIn. ... Committed to delivering exceptional websites, at it'seeze we offer a personalised web ... Headquarters: Torquay, Devon.
- uk.linkedin.com** > grahamnicklin - Graham Nicklin Owner It'seeze-Wolverhampton Web Designs ... graham has produced a high quality inexpensive website for my business which, within 3 days of its launch last week, provided me with 2 new clients, one of which ...
- uk.trustpilot.com** > ... > Web hosting company - it'seeze Reviews | Read Customer Service Reviews of itseeze ... Enjoy your new website, in the knowledge that your local consultant and everyone at it'seeze HQ are on hand for anything you need. Your It'seeze team.
- www.starofservice.co.uk** > West Midlands > Birmingham - The 10 best web designers in Birmingham - Last Updated ... You'll also benefit from the team of web developers, designers, and support staff at it'seeze HQ.

**Knowledge panel (right):**

- it'seeze Websites HQ** (Location: Torquay, Devon)
- 4.8 ★★★★★ 5 Google reviews
- Hours: Open · Closes 5PM
- Phone: 01803 407470
- Hours or services may differ
- Suggest an edit · Own this business?
- Know this place? Share the latest info
- Questions & answers
- Send to your phone
- Reviews: 5 Google reviews
- Updates from it'seeze Websites HQ
- People also search for: LukeTom... Web Design Designer, it'seeze franchise Web Designer, Insignia Creative Website a... Web Designer, Beach Media Website... Web Designer, Jana Sebastian Web Desl... Web Designer

Organic results

Knowledge panel

# How do **search engines work?**

- Search engines want to provide users with the most relevant results possible in relation to their search query
- 3 step process:
  - Crawling** – Search engines send out robots to find new and updated content.
  - Indexing** – Google processes and stores the content in its index
  - Ranking** – Algorithms are used to determine which pages to show in search
- Algorithms consider many different ranking factors when pulling websites through into search results
- Google's algorithms are updated all the time – can affect rankings

# On-page

## SEO factors

# Keywords

- Keyword research is a vital part of any SEO strategy
- Keywords should be used in:

**Metadata**

**URLs**

**Headings**

**& throughout your website content**

- Use long-tail keywords to target more specific, less competitive search queries
- Aim to target around 5-10 long-tail keywords
- Keywords show search engines that your website is relevant for search results



# Metadata

itseeze.com ▾

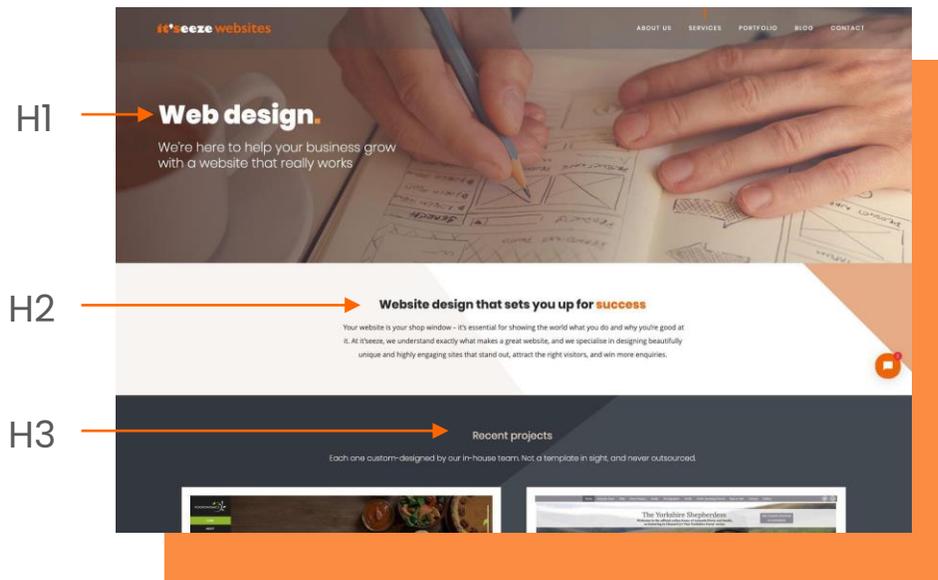
it'seeze - Website Design & Support For Growing Businesses

We believe in providing a high quality service at an affordable price. This covers everything from your **website** design to hosting, domain registration, emails, and ...

Page title

Meta descriptions

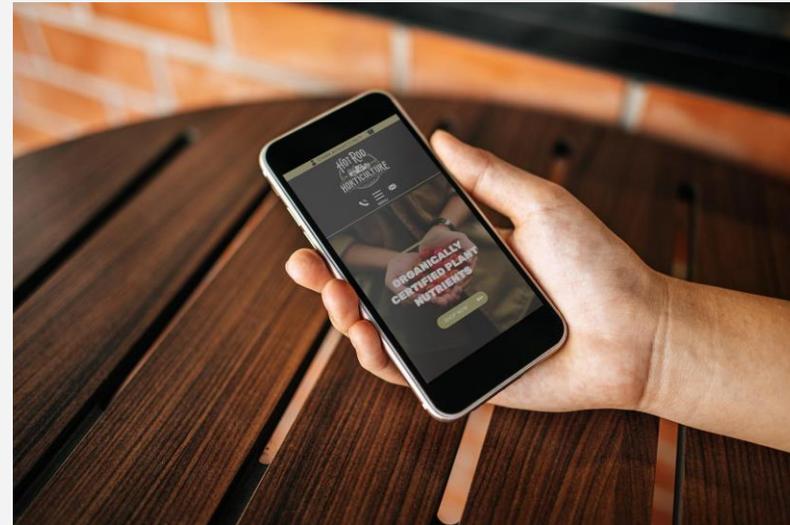
# Headings



- Easy for both visitors and search engines to navigate and understand
- H1 is the page's main heading – only one per page
- H2 tags used to separate out different sections of a page
- H3 tags then used to organise the text in each of these sections into sub-sections

## Other

- **Internal links** – help search engines crawl your website more efficiently
- **Alt text** – help search engines understand what each image is showing
- **Page speed** – Google favours websites that load quickly
- **URLs** – each page should have a clear and concise URL
- **Content** – Google loves websites that are regularly updated
- **Responsive** – mobile-friendly websites are more likely to rank higher



# Off-page

## SEO factors

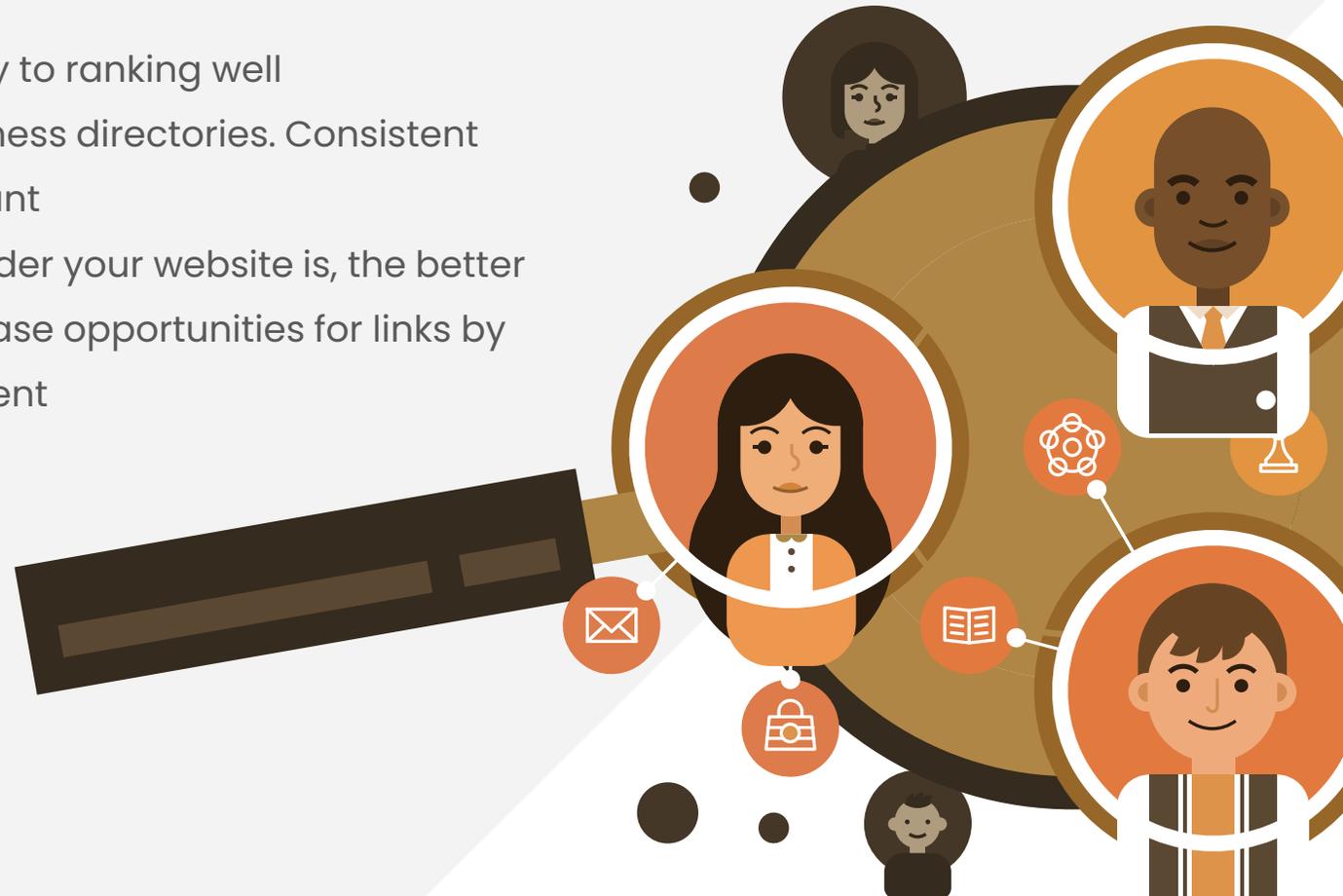
# Links

- These act as votes of confidence in your website
- The more links you have, the more likely your site is to contain quality content
- Need to be from authoritative sources
- Have to be earned
- Links should be relevant, from topically similar websites
- Links will naturally increase over time
- Avoid black-hat techniques for gaining links



# Other

- **Reviews** – trust is key to ranking well
- **Citations** – e.g. business directories. Consistent citations are important
- **Domain age** – the older your website is, the better
- **Social media** – increase opportunities for links by spreading your content



# White hat SEO

## Key principles:

- Provide high-quality, relevant content
- Create a user-friendly website – fast loading and mobile-friendly
- Make your website easy to navigate
- Keep metadata clear and easy to understand

White hat SEO is sustainable, with long-term results

# Black hat SEO

Risky and unethical – can lead to website being penalised or permanently banned

## Common practices to avoid:

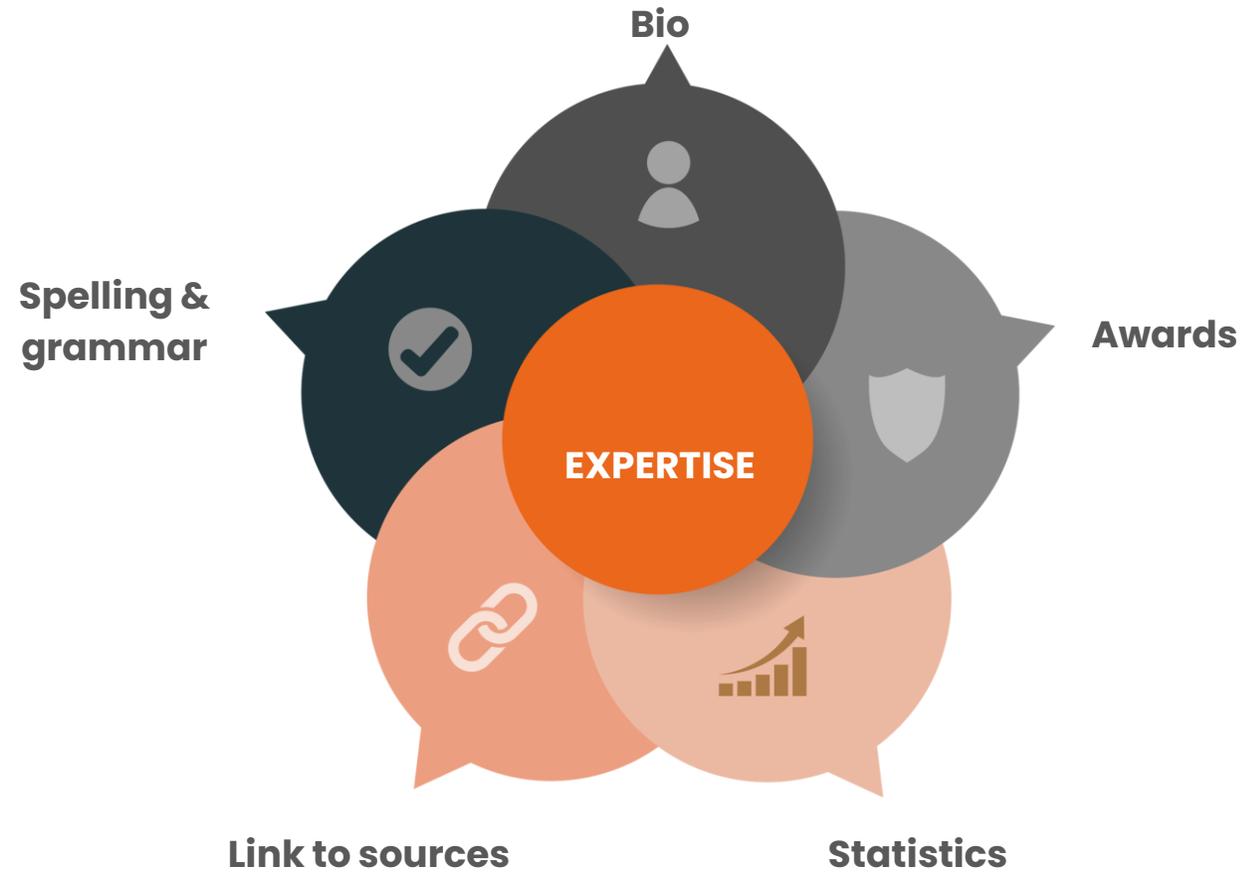
- Keyword stuffing
- Hidden content
- Thin content
- Duplicate content
- Paid links
- Fake reviews



**Remember EAT**

**Expertise Authoritativeness Trustworthiness**

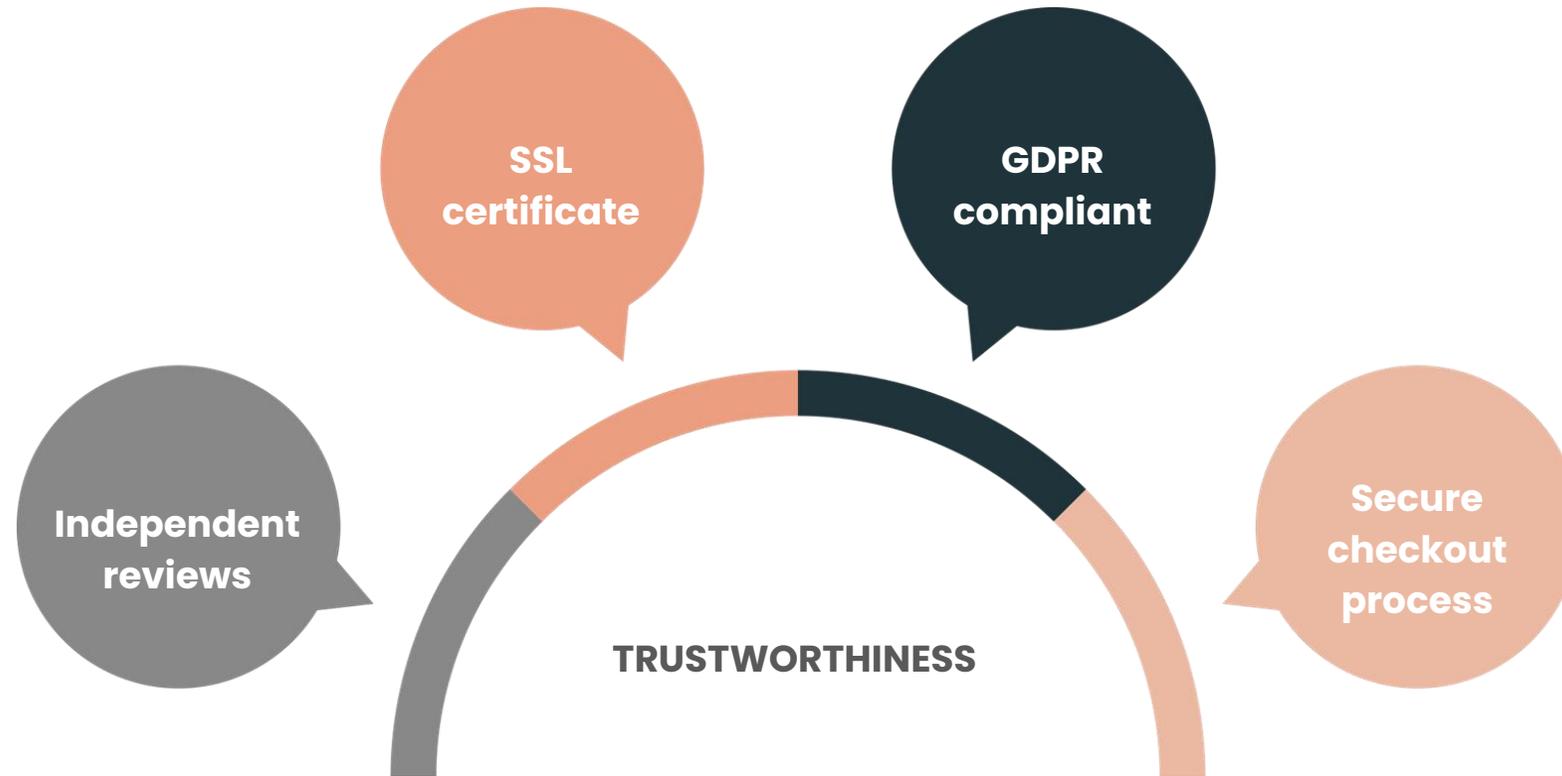
# Expertise



# Authoritativeness



# Trustworthiness



# 6 tips to help improve your **website ranking**

## 1. Make sure your website

- is fully responsive (mobile friendly)
- loads quickly
- and has an SSL Certificate

## 2. Do your keyword research. What are they likely to type into Google?

## 3. Pick one keyword (product/service) per page. Create high quality content

## 4. Put keywords into headings and page titles

## 5. Create content that will generate links – shareable

## 6. Ask your customers for online reviews

**John Wright**

**john.wright@itseeze.com**

**Get connected with your local it'seeze consultant – go to  
[itseeze.com/contact](https://itseeze.com/contact)**

**it'seeze websites**

**Helping your business grow**