TRIPLE YOUR PROFITS WITH SEO

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THE 10-STEP ULTIMATE SEO GUIDE TO BOOST
YOUR WEB RANKINGS AND CONVERSION RATES

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Table of Contents

Introduction to SEO

What Are Search Engines? 4

What is Search Engine Optimisation (SEO)? 6

How Can SEO Help Your Business? 8

Difference Between SEO & Paid Ads 9

The Ultimate 10-Step Guide

Introduction: What is On-Page Optimisation? 11

Step 1: Title Tag 12

Step 2: Meta Description 14

Step 3: URL Optimisation 16

Step 4: Image Optimisation 18

Step 5: Headers Optimisation 20

Step 6: Website Navigation 21

Step 7: Sitemap Optimisation 23

Step 8: Content Optimisation & Google Algorithms 26

Step 9: Mobile Responsiveness 31

Step 10: Social Signals 33

Conclusion 35

Introduction

Google has caused a major paradigm shift in the way we do business. In the past, businesses could pay for advertisements in the local papers and expect a bunch of calls. The bigger the business, the more ad spend, the bigger the ad space, the more calls it can expect the next day. That worked fine until the search engines, notably: **Google** came along. Rapidly, fewer and fewer people turned to print for their daily news and gossip fix.

Today, a small one-man outfit can outrank a multi-national corporation for important keywords and can even expect more phone calls on a daily basis. So what does this small business owner know that a behemoth corporation does not? Its called Search Engine Optimisation. Or SEO for short.

Its the art and science of making search engines happy. Give us a few minutes and we will show you what its all about.
Do this right and your $200,000 a year business could well turn out to be a $2,000,000 a year business.



*ON A BROAD SCALE, I SEE SEO BECOMING A **NORMALIZED MARKETING TACTIC**, THE SAME WAY TV, RADIO, AND PRINT ARE TRADITIONALLY THOUGHT OF AS MARKETING TACTICS.*

– DUANE FORRESTER

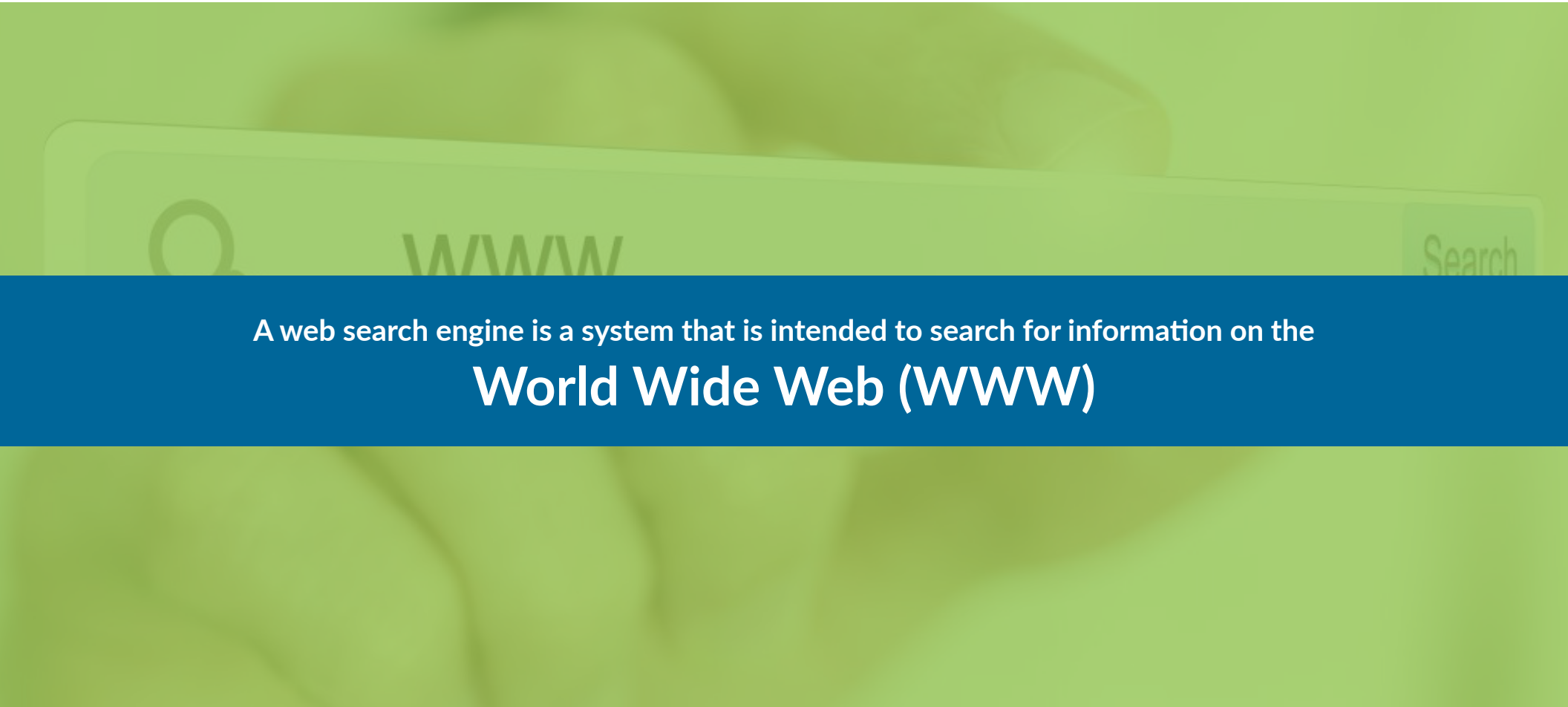
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Introduction to SEO

What Are Search Engines?

The search results are generally presented in a line of results often referred to as search engine results pages (SERPs). The information may be a mix of web pages, images, and other types of files. The utility of Search Engines in web search lies in its ability to retrieve large amounts of information quickly and easily, using certain keywords.

Major search engines such as Google, Bing and Yahoo derive primary search results using their own unique algorithms, which generates results that are ranked and displayed on SERPS based on what the search engine considers most relevant to users.



A web search engine is a system that is intended to search for information on the

World Wide Web (WWW)

Top 3 Most Commonly Used Search Engines

Source: www.ebizmba.com (As of April 2016)

1. Google

Google is the most popular search engine in the world. Almost 70% of Search Engine market has been acquired by Google. The tech giant has always trying to improve the search engine algorithm to provide the best results to end users.

Estimated Unique Monthly Visitors: 1,100,000,000

2. Bing

Bing is Microsoft's answer to Google and it was launched in 2009, it is also the default search engine in Microsoft's web browser.

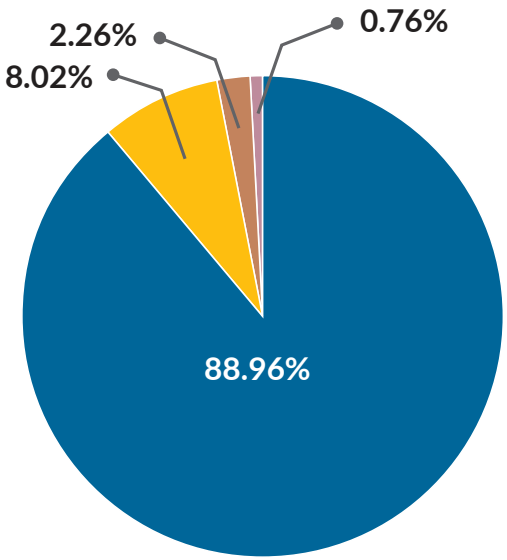
Estimated Unique Monthly Visitors: 350,000,000

3. Yahoo!

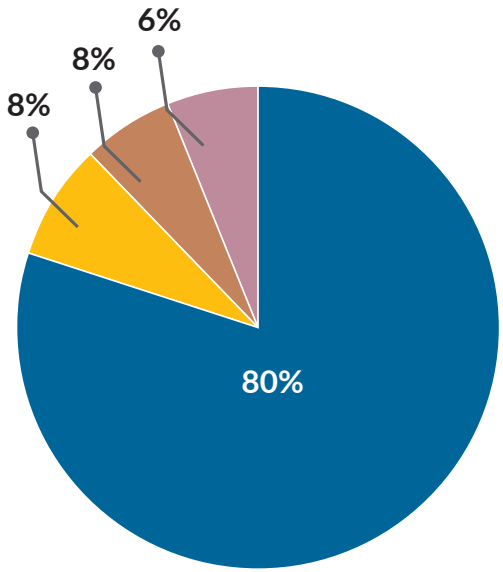
Yahoo operates a portal that provides the latest news, entertainment, and sports information. The portal also gives users access to other Yahoo services like Yahoo! Search, Yahoo Mail, Yahoo Maps, Yahoo Finance, Yahoo Groups and Yahoo Messenger."

Estimated Unique Monthly Visitors: 300,000,000

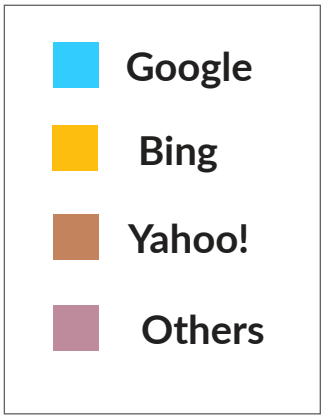
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Google Wins the Search War



Which is Your Primary Search Engine?



Source: SearchEngineLand.com

What is Search Engine Optimisation (SEO)?

Source: NewsCred

STAT #1

SEO leads have a **14.6%** close rate, while outbound leads (such as direct mail or print advertising) have a **1.7%** close rate

STAT #2

The top Google listing gets about **33%** of all clicks, the 2nd, 3rd, and 4th organic spot receive the other **63%** of the clicks, leaving only **4%** of clicks for anything lower.

Source: Business 2 Community

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SEO stands for Search Engine Optimisation.

It is the science of helping websites get found on major search engines such as Google, Yahoo! & Bing. The method is often complex, time-consuming and manually rigorous. SEO or Search Engine Optimisation can be thought of as the medium to communicate with a search engine, for it to decipher exactly what your website is about. The ultimate goal of SEO is to achieve a high level of search engine visibility, through a variety of well-optimised keyword phrases, that are directly related to your business. A successful SEO campaign involves several steps such as careful selection of relevant keywords as part of the on-page optimisation designed to make the website more prominent to search engine algorithms.

Search engine optimisation is broken down into **two main** areas:

1

On-page Optimisation

refers to optimising website elements on your main web page or site, such as HTML code, textual content, and images to induce maximum searchability

2

Off-page Optimisation

refers predominantly to optimising backlinks (which are links pointing to the site from other relevant websites), through the generation of regular backend content such as blog posts or industry articles.

Search Engine Optimization

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How Can SEO Help Your Business?

SEO Attracts Relevant Traffic with High Conversion Potential

Businesses that appear in local search results are being noticed by users who are actively searching for related products and services online. This may result in a higher click-through rate to your website which results in a higher conversion rate.

Higher Brand Credibility

If your website is easy to find, it's more likely to be shared or used as a resource or reference. When other people cite or share your site, it improves your credibility as a business and as a subject matter expert. More than 35% of all site traffic and lead generation come from earned media. You can help your site gain more earned media by incorporating SEO best practices.

Better ROI (Return on Investment) Than Normal (paid) Ads

When you buy 1000 visitors from a paid ad, 2% of those visitors might convert into a sale. When you get 1000 clicks from SEO, 4% of those visitors will convert into a sale, leading to a better return-on-investment. This higher conversion rate is just another one of the benefits of SEO that cannot be matched by any other form of marketing.

Take Your Business to The Next Level

Search Engine Optimisation can bring thousands upon thousands of visitors to your website a day. This may put your company in a position of needing to expand to a larger web server to accommodate the traffic and sales to your website. Your customers may recommend you a product or service that they were looking for when they visited your website. SEO is a really great investment for your company and could be what you need to take it to the next level.



Difference Between SEO & Paid Ads

Organic search results

(from the implementation of SEO) are the web page listings that most closely match the user's search query based on relevance. They are also known as the "natural" search results which appear right after Google advertisements.

Paid results

are basically advertisements — An example is Pay-Per-Click (or PPC), where website owners pay Google to have their web pages displayed for certain keywords, so these listings show up when someone runs a search query containing those keywords. These ads come at a high cost, with volatile return-on-investment.



70%

of the links search users click on are organic

STAT #1

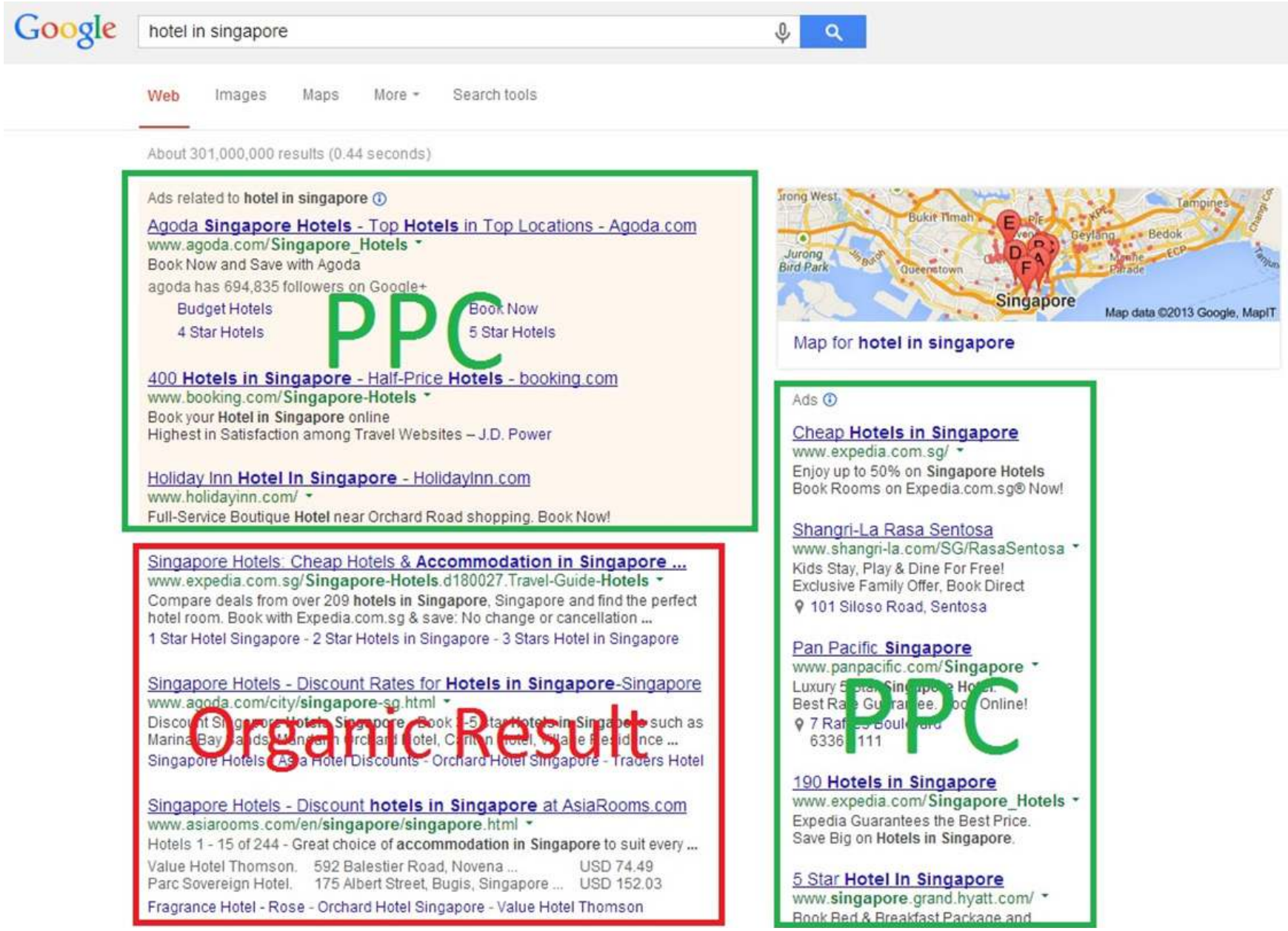


70-80%

of users ignore the paid ads, focusing on the organic results

STAT #2

Where Organic Results and Paid Ads are located on a Typical Google Page



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The Ultimate 10-Step Guide

Introduction

What is On-Page Optimisation?

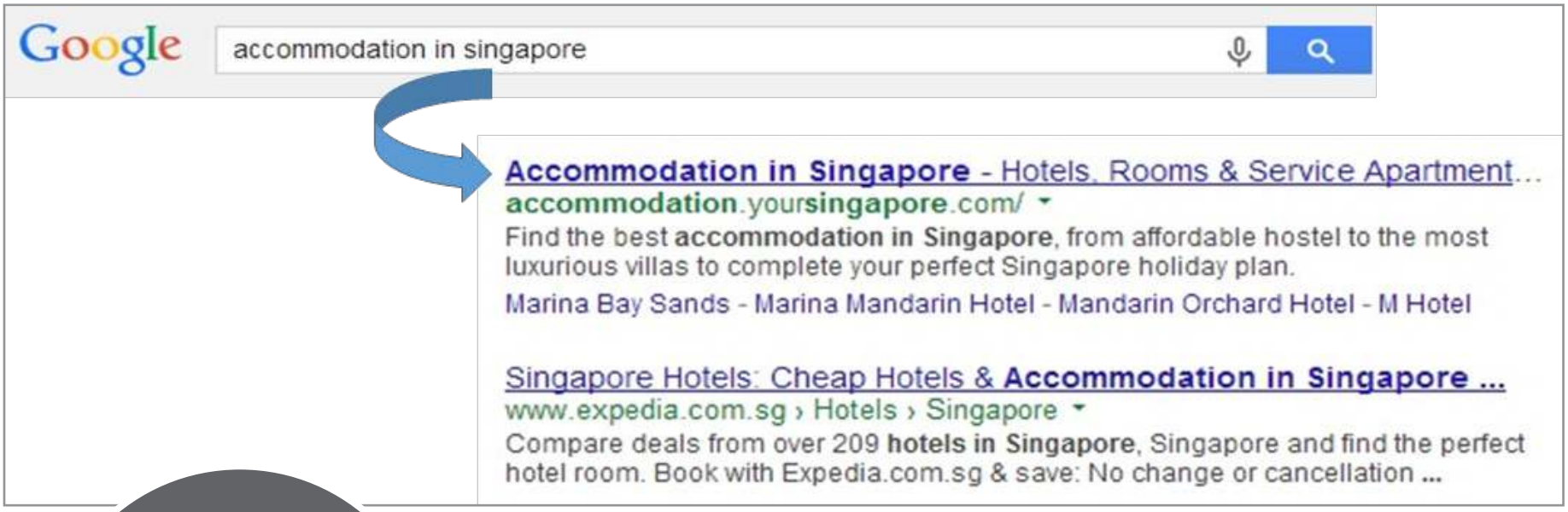
On-page optimisation refers to factors that have an effect on your website or web page listing in natural search results. These factors are controlled manually by performing coding on your page. Examples of on-page optimisation include manipulating the web page's HTML code, meta tags, keyword placement and keyword density.



Step 1

Title Tag

A **title tag** tells both users and search engines what the topic or subject of a particular page is. The <title> tag should be placed within the <head> tag of the HTML document. Ideally, you should create a unique title for each page on your site. Title tags are often used on Search Engine Results Pages (SERPs) to display preview snippets for a given page and are important both for SEO and social sharing. The title element of a web page is meant to be an accurate and concise description of a page's content. The most important keyword should also be part of the Title Tag.



Code Sample

```
<head>
<title>Example Title</title>
</head>
```

A user performs the query [accommodation in Singapore].
Google displays a relevant result, with the title listed on the first line (notice that the query terms the user searched for appearing in bold).

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Title Tag Best Practices

ACCURATELY DESCRIBE THE PAGE'S CONTENT

Avoid:

- Choosing a title that has no relation to the content on the page
- Using default or vague titles like "Untitled" or "New Page 1"

CREATE UNIQUE TITLE TAGS FOR EACH PAGE

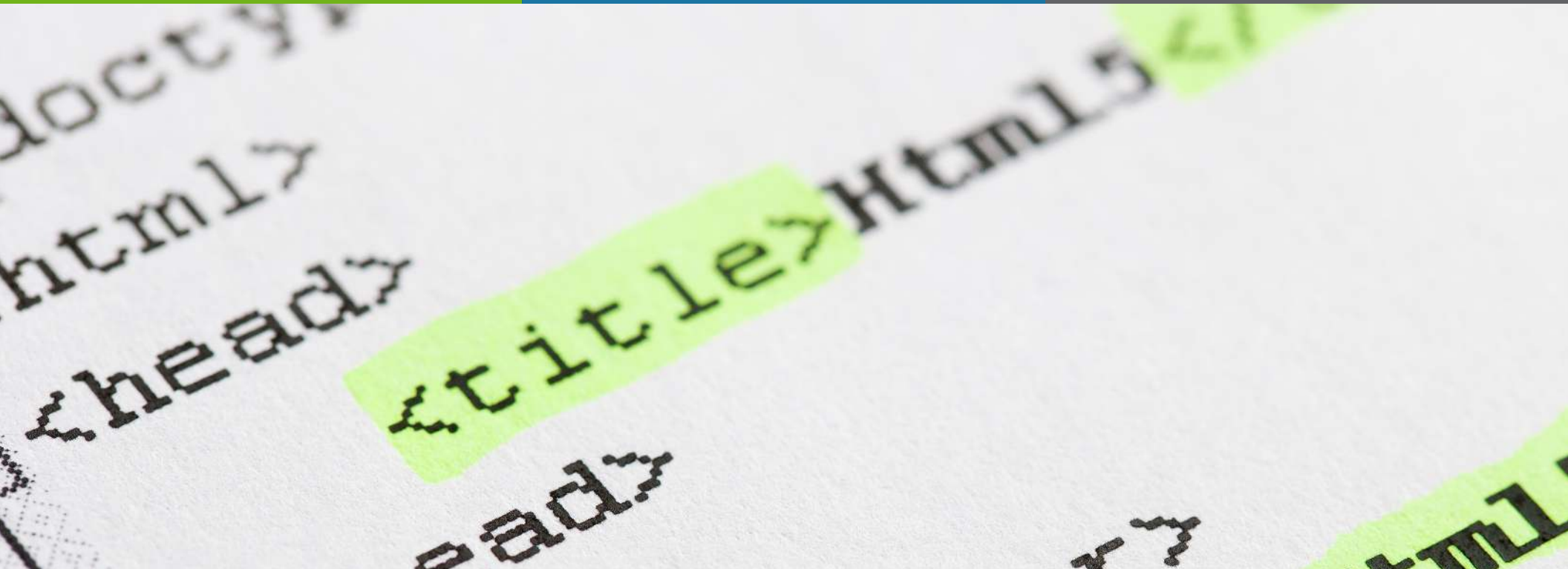
Avoid:

- Using a single title tag across all of your site's pages or a large group of pages

USE BRIEF, BUT DESCRIPTIVE TITLES

Avoid:

- Using extremely lengthy titles that are unhelpful to users
- Stuffing unneeded keywords in your title tags

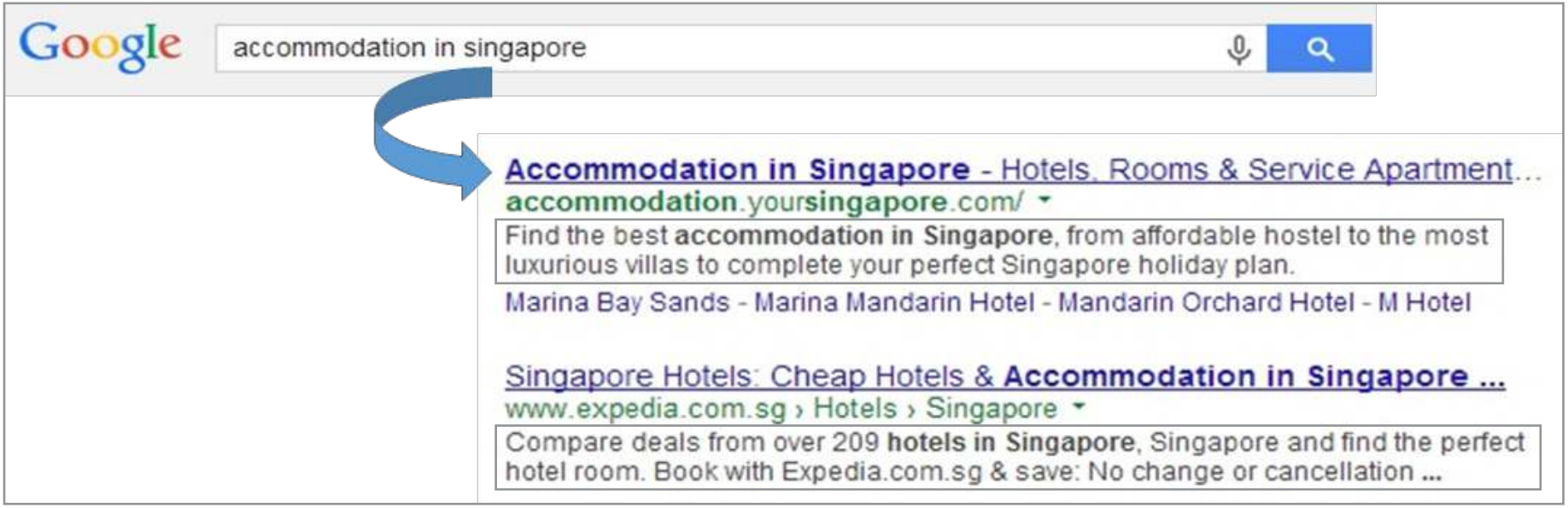


Step 2

Meta Description

A site's **meta description** should contain a brief description of your website focusing on the areas and services that your business is specialised in. The most important keyword or its equivalent should be part of the Meta Description. This small piece of text can be considered as a selling snippet. If a searcher finds the description appealing, he is likely to click and go to your page to find more information. But if your meta description is too generic and not well-written, then there is a good chance that your site will simply be ignored.

Adding description meta tags to each of your pages is always a good practice in case Google cannot find a good selection of text to use in the snippet.



Meta Description Best Practices

Include Your Selling Point
Use your site's meta description to convey to customers what sets you apart from your competitors.



Keep Within Recommended Characters
Do not exceed 155 characters. Long meta description will result to ellipsis, i.e. the meta description would not be fully displayed on the search result page.

Keywords
Including some of your keywords will give you some advantage in Google's relevancy algorithm.

ACCURATELY SUMMARISE THE PAGE'S CONTENT

Avoid:

- Writing a description meta tag that has no relation to the content on the page
- Using generic descriptions like "This is a web page" or "Page about baseball cards"
- Filling the description with only keywords
- Copying and pasting the entire content of the document into the description meta tag

USE UNIQUE DESCRIPTIONS FOR EACH PAGE

Avoid:

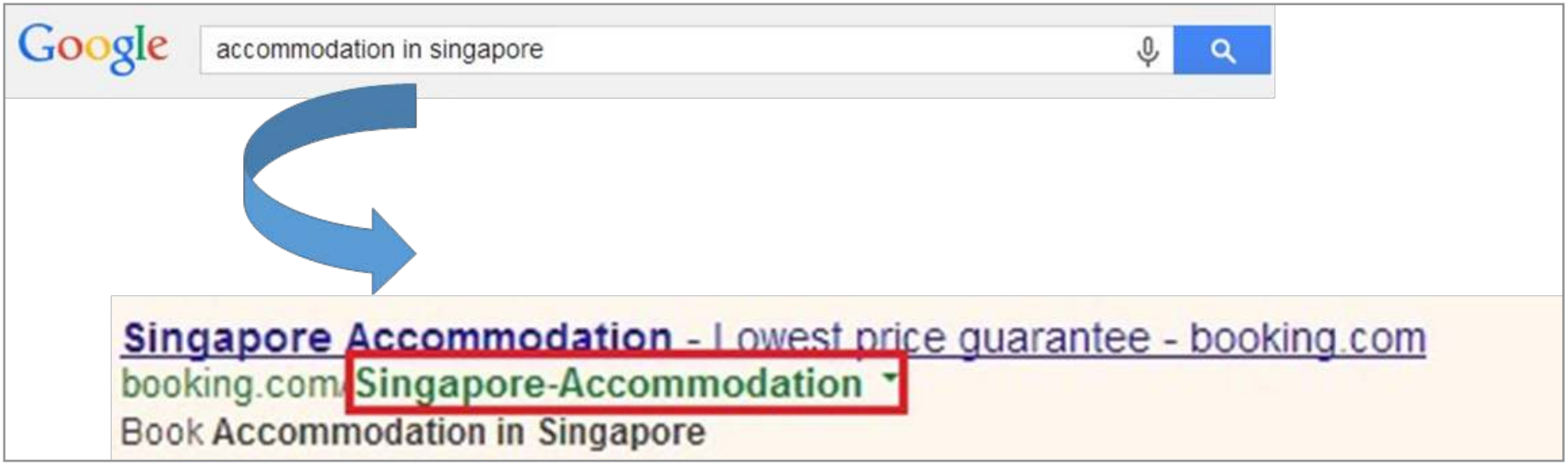
- Using a single description meta tag across all of your site's pages or a large group of pages

Step 3

URL Optimisation

Simple-to-understand URLs will convey content information easily. Choose a URL that is easy for users and search engines to understand. Creating descriptive categories and filenames for the documents on your website can help you keep your site better organised, as well as allow search engines to better crawl your documents. Also, it can create "friendlier" URLs for those that want to link to your content. Visitors may be intimidated by extremely long and cryptic URLs that contain few recognisable words.

Remember that the URL to a document is displayed as part of a search result in Google, below the document's title and snippet. Like the title and snippet, words in the URL on the search result appear in bold if they match the user's search query. Hence, the most important keyword or its equivalent should be part of the URL.





Google is good at crawling all types of URL structures, even if they're quite complex, but spending the time to make your URLs as simple as possible for both users and search engines can help the overall SEO optimisation process as well.

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URL Best Practices

USE CONSTRUCTIVE WORDS IN URLS

Avoid:

- Using lengthy URLs with unnecessary parameters and session IDs
- Choosing generic page names like "page1.html"

CREATE A SIMPLE, STRAIGHTFORWARD DIRECTORY STRUCTURE

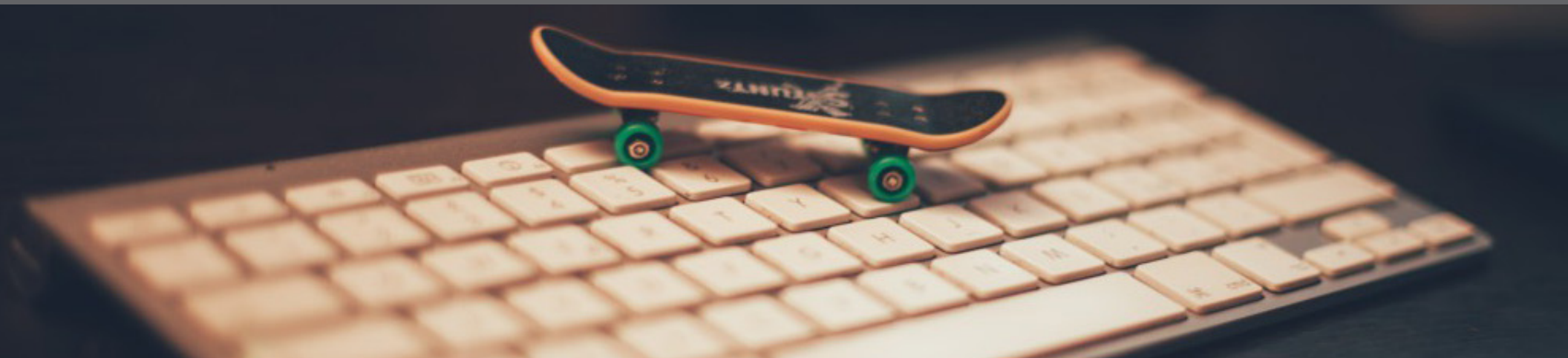
Avoid:

- Having deep nesting of sub-directories like ".../dir1/dir2/dir3/dir4/dir5/dir6/page.html"
- Using directory names that have no relation to the content in them

PROVIDE ONE VERSION OF A URL TO REACH A DOCUMENT

Avoid:

- Having pages from subdomains and the root directory access/link to the same content - e.g. "domain.com/page.htm" and "sub.domain.com/page.htm"
- Using odd capitalisation of URLs many users expect lower-case URLs and remember them better



Step 4

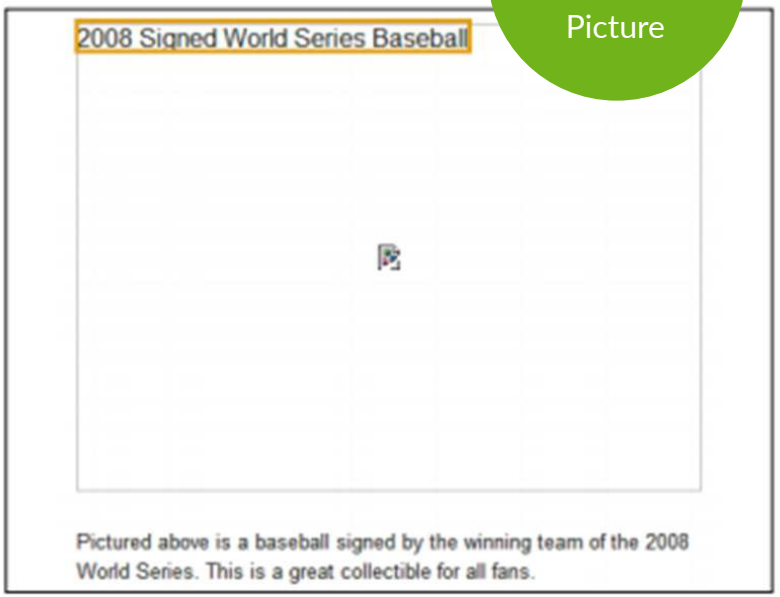
Image Optimisation

If your site has a lot of images, you need to optimise them too as they cannot be read by search engines. It's easy for a human reader to interpret the meaning of an image, however, the same cannot be said about the bots of search engines.

Search Engine crawlers can only read text but not images. So you need to use special tags for your images in order to give them meaning.

We can optimise images by creating a distinct filename and "alt" attribute. The "alt" attribute allows you to specify alternative text for the image if it cannot be displayed for some reason (refer to image 1).

Image 1: The "Alt" Attribute of a Picture



(1) Our image wasn't displayed to the user for some reason, but at least the alt text was.



Image Optimisation Best Practices

ALT TEXT

Alternate Text is the text that describes your image when you hover your mouse over it. The text should be short but meaningful. You can make use of relevant keywords in the ALT text.

Avoid:

- **Using generic filenames like "image1.jpg", "pic.gif", "1.jpg" when possible—some sites with thousands of images might consider automating the naming of images**
- **Writing extremely lengthy filenames**
- **Stuffing keywords into alt text or copying and pasting entire sentences**

FILE NAME

Always use meaningful file names for your images, use names like “apple-iphone-cover.jpg” instead of “DSC24045.jpg”. Keep image file name same or similar to the ALT text.

Another secondary keyword phrase should be worked in as the alt tag. Meaningful phrases still do not do the trick. For example, if its a pet shop website, rather than saying “beautify canary in cage” we can say “sale of canaries and song birds”.

Avoid:

- **Writing excessively long alt text that would be potentially considered spam**
- **Using only image links for your site's navigation**

IMAGE TITLE

Always include the image title in images, as it will display more information about the image when the user moves his mouse over the image. Example of an image with title tag: [img src=”http://imagelocation.jpg” alt=”Image description” title=”Title of the Image”]

Supply an Image Sitemap file

An Image Sitemap file can provide Googlebot with more information about the images found on your site. Its structure is similar to the XML Sitemap file for your web pages.



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Step 5

Headers Optimisation

It is necessary for you to highlight certain parts of your website that you want your readers to look at. There are several tags in HTML which allow you to do so. For instance – the header tags [h1] [h2] [h3], Bold [strong], Italic [em] etc. The text inside your header tags (e.g. [h1]) is given very high importance by the search engine. Usually, you can use them to define the page/post titles or the important sections of your website.

Heading tags (not to be confused with the <head> HTML tag or HTTP headers) are used to present structure on the page to users. There are six sizes of heading tags, beginning with <h1>, the most important, and ending with <h6>, the least important.

Header Tag Best Practices

Similar to writing an outline for a large paper, put some thought into what the main points and sub-points of the content on the page will be and decide where to use heading tags appropriately.

Avoid:

- **Placing text in heading tags that wouldn't be helpful in defining the structure of the page**
- **Using heading tags where other tags like and may be more appropriate**
- **Erratically moving from one heading tag size to another**

Use heading tags where it makes sense. Too many heading tags on a page can make it hard for users to scan the content and determine where one topic ends and another begins.

Avoid:

- **Excessively using heading tags throughout the page**
- **Putting all of the page's text into a heading tag**
- **Using heading tags only for styling text and not presenting structure**

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Step 6

Website Navigation

Modification of your navigation benefits the number of pages Google and other search engines can locate on your site, this allows you to increase your rankings, enhance your site's usability and improves your bottom-line. When you are creating your navigation or refining an old one, be sure to place critical thought process behind the suitable navigators that will boost user experience.

In addition, consider the main keywords you are targeting to determine traffic value. What are the sensible paths that lead to your information? Consider what common themes runs throughout your site. This will allow you to accurately determine the correct paths and links you would like to promote at the top of your navigation hierarchy.

By creating clear paths to access internal pages of a website, we are benefitting the site in the following ways:

- Allow the site to be easier for users to navigate
- Allow the site to be easier for search engines to navigate
- Bring exposure to deeper pages within the site
- Boost rankings

Plan Out Your Navigation Based On Your Homepage

All sites have a home or "root" page, which is usually the most frequented page on the site and the starting point of navigation for many visitors. Unless your site has only a handful of pages, you should think about how visitors will go from a general page (your root page) to a page containing more specific content.

Do you have enough pages around a specific topic area that it would make sense to create a page describing these related pages (e.g. root page -> related topic listing -> specific topic)? Do you have hundreds of different products that need to be classified under multiple category and sub-category pages?

Navigation Best Practices

CREATE A NATURALLY FLOWING HIERARCHY

Avoid:

- Creating complex webs of navigation links, e.g. linking every page on your site to every other page
- Going overboard with slicing and dicing your content (so that it takes twenty clicks to reach a specific page of content)

USE TEXT FOR NAVIGATION

Avoid:

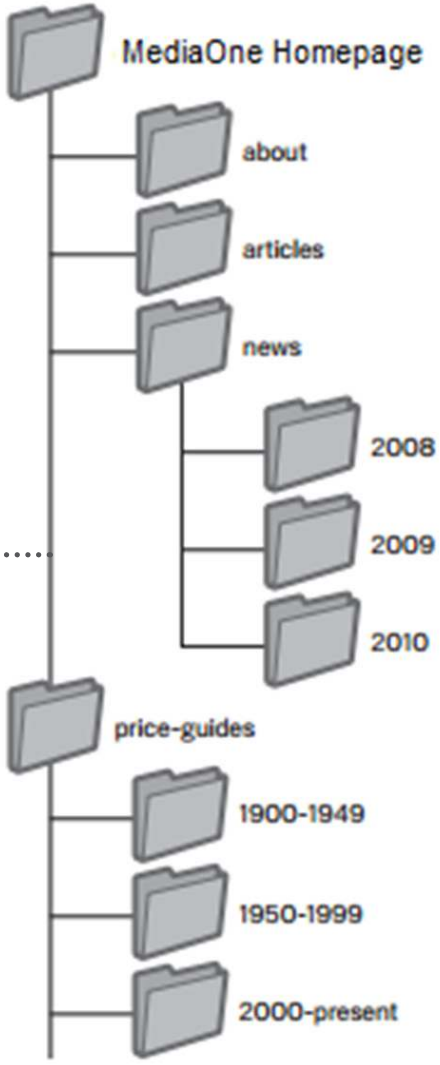
- Having a navigation based entirely on drop-down menus, images, or animations.
- Many, but not all, search engines can discover such links on a site. If a user can reach all pages on a site via normal text links, this will improve the accessibility of your site

HAVE A USEFUL 404 PAGE

Avoid:

- Allowing your 404 pages to be indexed in search engines (make sure that your webserver is configured to give a 404 HTTP status code when non-existent pages are requested)
- Providing only a vague message like "Not found", "404", or no 404 page at all
- Using a design for your 404 pages that isn't consistent with the rest of your site

Image 2: A Website with Proper Webpage Hierarchy



Step 7

Sitemap Optimisation

A sitemap (lower-case) is a simple page on your site that displays the structure of your website and usually consists of a hierarchical listing of the pages on your site. Visitors may visit this page if they are having problems finding pages on your site. While search engines may also visit this page to get better crawl coverage of your site's pages, it's mainly meant for human visitors.

An XML Sitemap (upper-case) file, which you can submit through Google's Webmaster Tools, makes it easier for Google to discover the pages on your site. Using a sitemap file is also one way (though not guaranteed) to tell Google which version of a URL you would prefer as the canonical (preferred) one.

Below is an anatomy of a standard XML sitemap URL entry.

```
<url>
<loc>http://www.example.com/mypage</loc>
<lastmod>2013-10-10</lastmod>
<changefreq>monthly</changefreq>
<priority>1</priority>
</url>
```

Some content management systems (CMS) allow the functionality for dynamic or auto-generated sitemaps. If you don't have the functionality to generate a sitemap with your CMS, then you must create an XML sitemap from scratch. You would not want to do this manually because it is time-consuming. That is why there are tools for this.

There are many XML sitemap generators online. Although most are free, they often have a crawl cap on site URLs, which defeats the purpose.

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Anatomy of Supporting XML Sitemaps

Image XML Sitemap

```
<url>
<loc>http://www.example.com/mypage</loc>
<lastmod>2013-10-10</lastmod>
<changefreq>monthly</changefreq>
<priority>1</priority>
<image:image>
<image:loc> http://www.example.com/images/myfirstimage.gif </image:loc>
</image:image>
<image:image>
<image:loc> http://www.example.com/images/mysecondimage.gif </image:loc>
</image:image>
</url>
```

Mobile XML Sitemap

```
<url>
<loc>http://www.example.com/mobile/oneofmymobilepages</loc>
<lastmod>2013-10-10</lastmod>
<changefreq>monthly</changefreq>
<priority>0.8</priority>
<mobile:mobile/>
</url>
```

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Video XML Sitemap

```
<url>
<loc>http://www.example.com/mypage</loc>
<lastmod>2013-05-06</lastmod>
<changefreq>monthly</changefreq>
<priority>0.5</priority>
<video:video>
<video:content_loc> http://www.youtube.com/v/W10j21236=en_US</video:content_loc>
<video:player_loc
allow_embed="yes">http://www.site.com/videoplayer.swf?video=123</video:player_
loc>
<video:thumbnail_loc> http://img.youtube.com/vi/W1021236=1/default.jpg
</video:thumbnail_loc>
<video:title>My Video Name</video:title>
<video:description> My Video Description </video:description>
<video:rating>2</video:rating>
<video:view_count>498</video:view_count>
<video:publication_date>2013-05-06</video:publication_date>
<video:family_friendly>yes</video:family_friendly>
<video:duration>10</video:duration>
<video:expiration_date>2016-05-06</video:expiration_date>
<video:requires_subscription>no</video:requires_subscription>
</video:video>
</url>
```

Step 8

Content Optimisation & Google Algorithms

Most Effective vs. Difficult SEO Tactics to Execute According to Marketing Professionals Worldwide, June 2015

% of respondents

	Most effective	Most difficult
Relevant content creation	72%	46%
Keyword/phrase research	48%	20%
Frequent website updating	34%	28%
Relevant link building	33%	52%
Social media integration	28%	22%
Frequent blogging	23%	28%
Mobile search optimization	17%	25%
Website URL restructuring	16%	20%

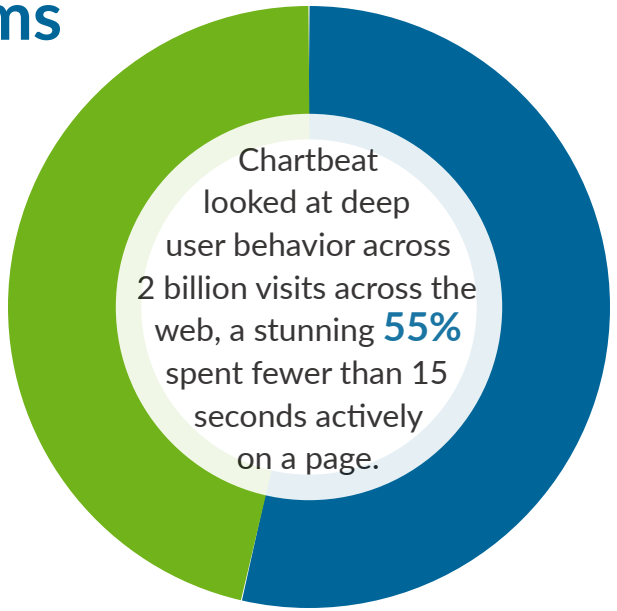
Note: n=286
Source: Ascend2, "Search Engine Optimization Survey Summary Report," June 9, 2015

191084 www.eMarketer.com

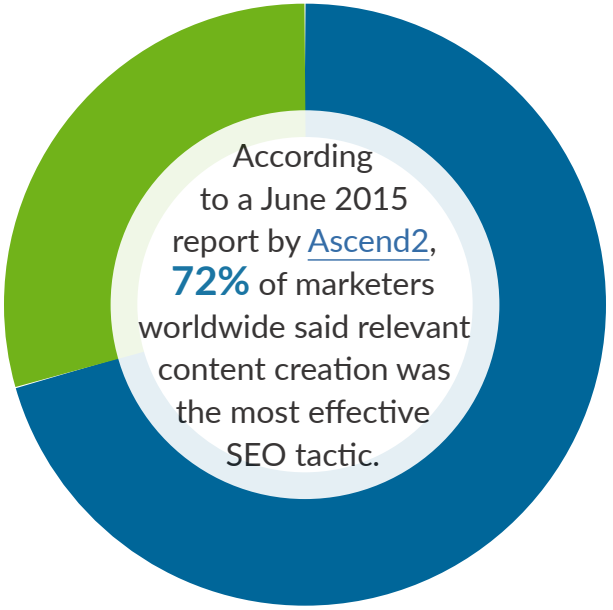
Your site's content needs to be optimised in such a way that it can suit both search engines and your readers. Stuffing your site with too many keywords can make your site unreadable. So you will need to have some sort of balance between your keywords and your content.

Think about the words that a user might search for to find a piece of your content. Users who know a lot about the topic might use different keywords in their search queries as compared to someone who is new to the topic.

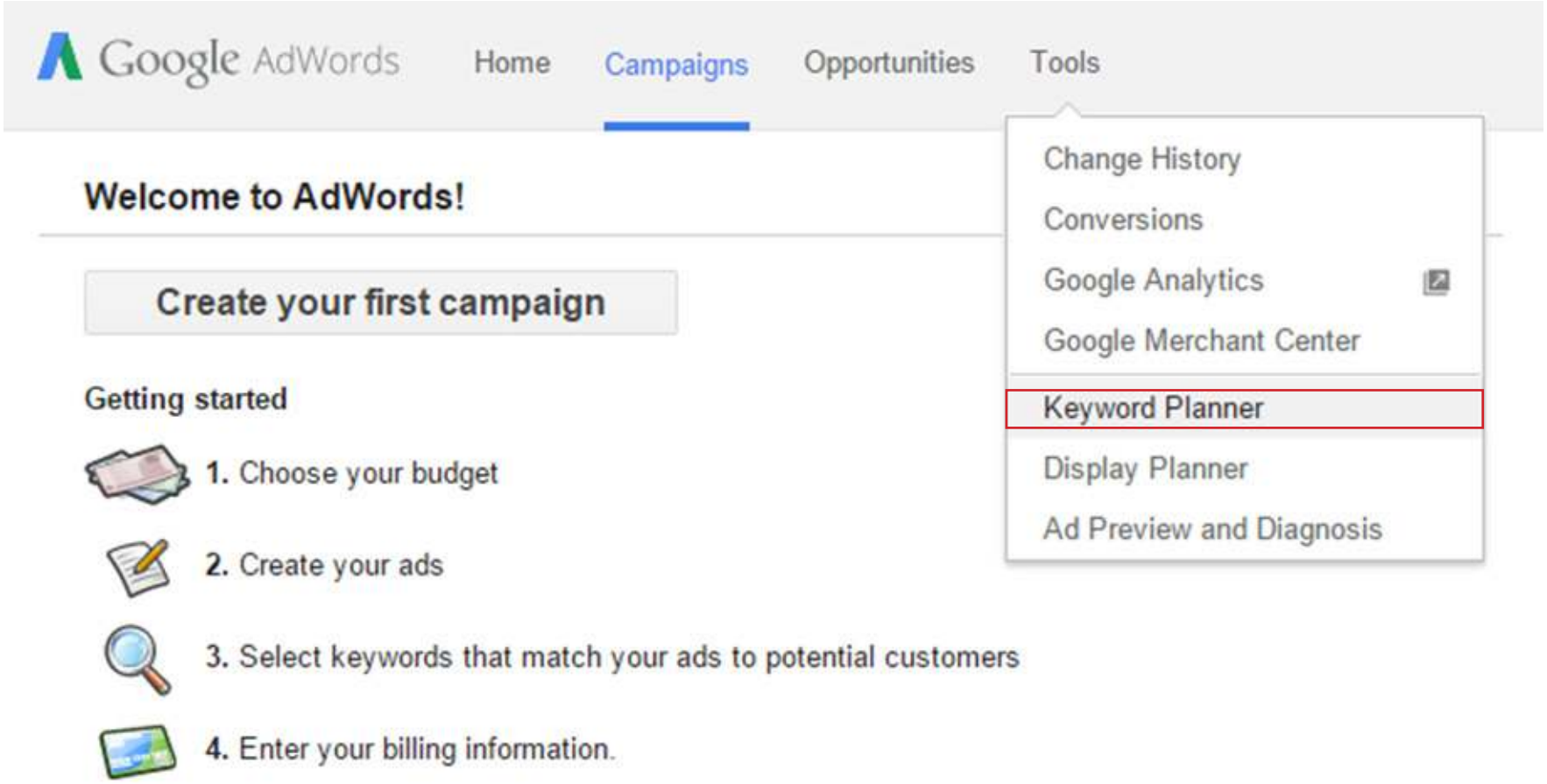
STAT 1



STAT 2



Anticipating these differences in search behaviour and accounting for them while writing your content (using a good mix of keyword phrases) can produce positive results. Google AdWords provides a handy Keyword Tool that helps you discover new keyword variations and the approximate search volume for each keyword.



Do a proper research before you decide on your keywords. There are plenty of free tools out there that can aid you in keyword research.

Use Google Keyword Planner to get some keyword ideas. This tool will also provide you the monthly average searches for each keyword. Select keywords with high search volume but less competition.

Content Optimisation Best Practices

WRITE EASY-TO-READ TEXT

Avoid:

- Writing sloppy text with many spelling and grammatical mistakes
- Embedding text in images for textual content
    - Users may want to copy and paste the text and search engines cannot read it

FOCUS ON THE TOPIC

Avoid:

- Dumping large amounts of text on varying topics onto a page without paragraph, subheading, or layout separation

CREATE FRESH, UNIQUE CONTENT

Avoid:

- Rehashing (or even copying) existing content that will bring little extra value to users
- Having duplicate or near-duplicate versions of your content across your site

CREATE CONTENT PRIMARILY FOR YOUR USERS, NOT SEARCH ENGINES

Avoid:

- Inserting numerous unnecessary keywords aimed at search engines but are annoying or nonsensical to users
- Having blocks of text like "frequent misspellings used to reach this page" that add little value for users
- Deceptively hiding text from users, but displaying it to search engines (e.g. using font size 0)

Google Algorithm Change History

Every year, Google changes its search algorithm around 500–600 times. While most of these changes are minor, Google occasionally rolls out a "major" algorithmic update (such as Google Panda and Google Penguin) that affects search results in significant ways. Knowing the dates of these Google updates can help explain changes in rankings and organic website traffic and ultimately improve search engine optimisation.

Google Panda Update

Google's Panda Update is a search filter introduced in February 2011 meant to stop sites with poor quality content from working their way into Google's top search results. Panda is updated from time-to-time. When this happens, sites previously hit may escape, if they've made the right changes. Panda may also catch sites that escaped before. A refresh also means "false positives" might get released.

Websites That Are Affected by Google Panda

- A website with low quality (thin content)
- A website that works as content farm
- A website with useless pages indexed in Google (same as content farm)
- A website with improper SEO structure
- Duplicate content (on-site and off-site)
- Too many advertisements
- Poor grammar
- Slow site loading time
- SEO over-optimisation (Black Hat SEO)

Google Penguin Update

Google first launched the Penguin Update in April 2012 to better catch sites deemed to be spamming its search results, in particular those doing so by buying links or obtaining them through link networks designed primarily to boost Google rankings.

When a new Penguin Update is released, sites that have taken action to remove bad links (such as through the Google disavow links tool or to remove spam may regain rankings. New sites not previously caught might get trapped by Penguin. “False positives,” sites that were caught by mistake, may escape.

Paid text links using exact match anchor text

For companies that want to rank for a certain term (such as “red widgets”) one way to accomplish this is by buying links from other websites with that exact matching anchor text. This is against Google’s guidelines, as Google would consider this a paid link that exists solely to manipulate PageRank, rather than to provide any value to visitors.

Comment spam

Two things proved problematic for websites trying to unnaturally rank for specific keywords: signatures in comments that contained exact match anchor text; and people who used a spam username (e.g., Best India SEO Company) as exact match text.

Guest posts on questionable sites

Although guest posts are a legitimate way to earn links to your site, sites dinged by the Penguin had links pointing to their website from sites filled with low-quality articles where the focus was on the anchor text rather than the content.

Article marketing sites

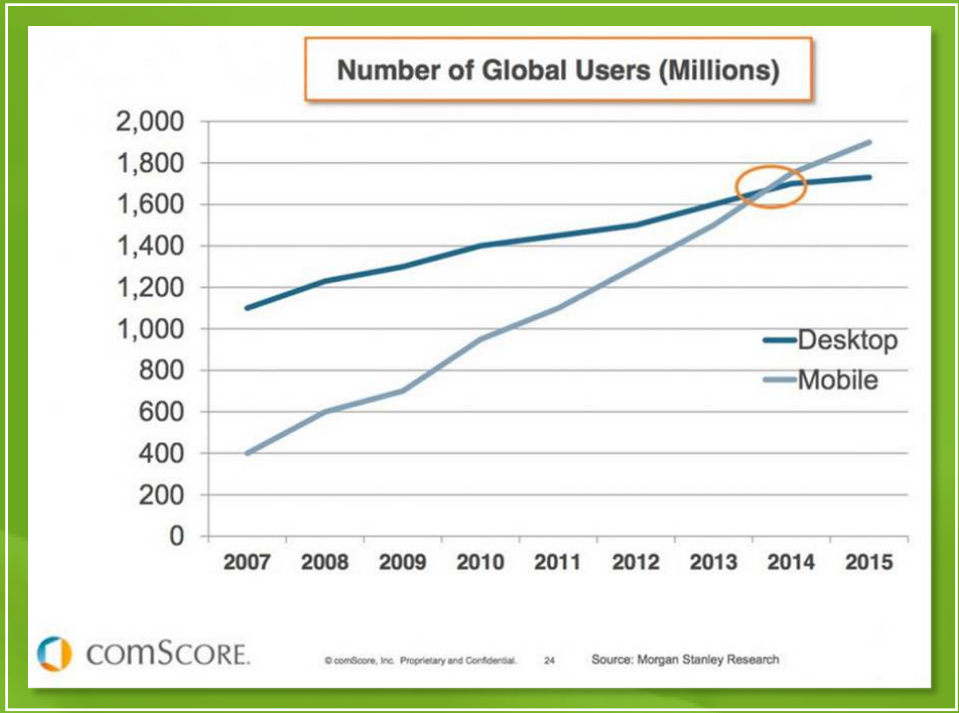
Thin content featuring links with exact match anchor text were another common factor among affected sites.

Links from dangerous sites

Do you have inbound links from sites that have been flagged for malware, numerous pop-ups, or other spam issues? This was another factor that caused websites to lose their Google rankings, so links to and from web spammers or “bad neighbourhoods” are a danger.

Step 9

Mobile Responsiveness



If your site is currently not mobile responsive, chances are you are losing out on a massive online crowd. Mobile Responsiveness (or “RWD” for Responsive Web Design) is referred to as the varying CSS style rules that accustoms viewing across all mobile devices (e.g. Desktop, laptop, mobile phone, tablet), where images and texts are flexible and fluid. In basic terms, the web page "shrinks" or "grows" in accordance with device display.

Although mobile responsiveness does not affect your website's Google rankings on desktops or laptops, it plays a key factor in your ranking on mobile devices! Google favors RWD sites due to their recommended design pattern. Basically, your mobile-friendly website will rank higher than another website which is not, while searched for the same keyword on an iPhone's Google search engine, for example.



How Does Mobile Responsiveness Affect SEO?

Placing the technicalities aside, RWD plays a significant role in a business perspective in terms of user experience (UX). Over recent years, mobile usage is increasing among consumers. This newly identified trend embeds your future potential leads, clients, and businesses!

In a recent Google research and survey, out of a sample size of 3000 B2B decision makers – 42% rely on a mobile device during their purchasing process. Mobile phones and tablets are increasingly leveraged for a myriad of purposes – for accessing information, to comparing choices and ultimately purchasing an item.

If your website or e-commerce store is mobile responsive, you are also unexpectedly fast tracking the buying process for your consumers. Easy steps taken from entering the site to the payment gate or phone call will accelerate buyer's decisions up to 65%!



STAT 1

40%

of consumers will opt out of the site straightaway if it is not mobile-optimised!



STAT 2

3X

A mobile responsive site can increase conversion rates up to 3X!

This proves that ignoring mobile responsiveness of your website might prove to be costly in terms of missed opportunities.

Step 10

Social Signals

A sitemap (lower-case) is a simple page on your site that displays the structure of your website and usually consists of a hierarchical listing of the pages on your site. Visitors may visit this page if they are having problems finding pages on your site. While search engines may also visit this page to get better crawl coverage of your site's pages, it's mainly meant for human visitors.

An XML Sitemap (upper-case) file, which you can submit through Google's Webmaster Tools, makes it easier for Google to discover the pages on your site. Using a sitemap file is also one way (though not guaranteed) to tell Google which version of a URL you would prefer as the canonical (preferred) one.

Some Social Signals Include:	
On-site elements	**Off-site elements**
Share buttons (Like, Recommend, Tweet, Bookmark, etc.)	Facebook page
Connect buttons (Like a Facebook page, follow on Twitter, follow on LinkedIn, etc.)	Twitter account
A blog	LinkedIn company page



How Does Social Signals Help in SEO?

Social signals improve rankings in an indirect and direct way. They have a direct impact on organic SEO through the number of people that like a page, the shares, likes, number of followers, fans and tweets while the indirect effect depends on inbound links, positive reviews (through improved website analytics results e.g. bounce rate, time on site, new visitors)

Why Should We Consider Including Social Signals?

- Word-of-mouth is more powerful than any advertisement
- The world is becoming more social



Conclusion

In A Nutshell

As search becomes more prevalent in our technology driven society, it is essential for new age marketers to adapt as well. The new digital marketing catchphrase – “if they can't find you, they can't hire you" captures exceptional truth. With more and more businesses becoming aware of the significance of search and engaging SEO expertise to boost their marketing efforts, those unarmed in SEO will fall behind quicker than they realize.



Need A Hand in Optimising Your Website?

MediaOne Business Group provides personalised SEO solutions to clients as we believe every company have individual marketing requirements and goals. We are an industry expert with both SEO and Website Development as our strongholds. With our experience in spearheading businesses online, your organisation can achieve increased awareness, value and revenue growth.

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