



## The State of Modern SEO



# Meet the speakers



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SENIOR SEO & CONTENT STRATEGIST

ALLEGIANCE GROUP

# Mozlow's Hierarchy of SEO Needs



# Confirm your Site is Crawlable

- Robots.txt is not blocking site
- Pages are not marked noindex
- CSS and JavaScript can be crawled

```
User-Agent: Googlebot
```

```
Allow: *.js
```

```
Allow: *.css
```

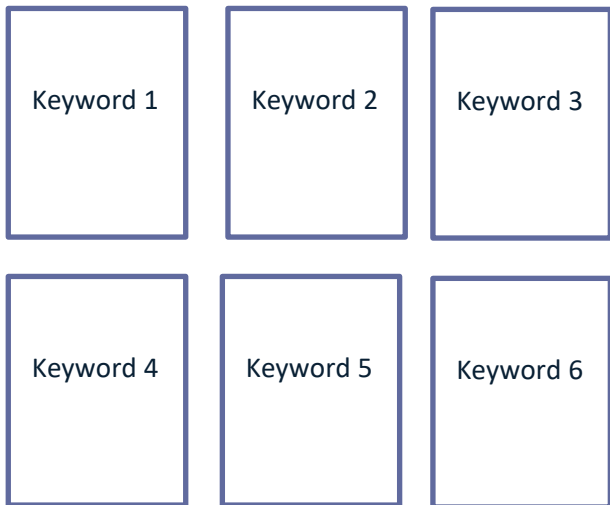
# Search Intent

Write content that meets the desire of a user

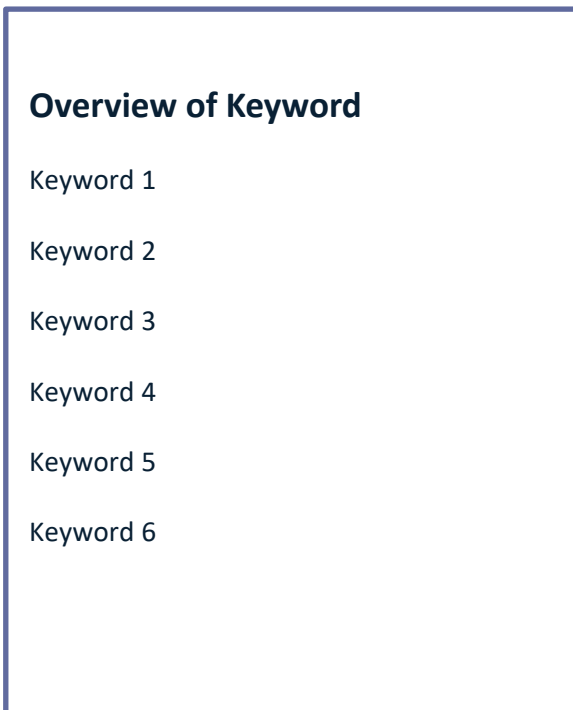
Page/Keyword	Impressions	Clicks	CTR	Position	Backlinks	No. Keywords
<b>/kidney-disease/kidney-failure</b>	<b>2,137,304</b>	<b>142,544</b>	<b>6.67%</b>	<b>3.6</b>	<b>633</b>	<b>3546</b>
kidney failure	282,438	25,002	8.85%	2.9		
kidney disease	240,746	13,520	5.62%	5.9		

# SEO has Changed

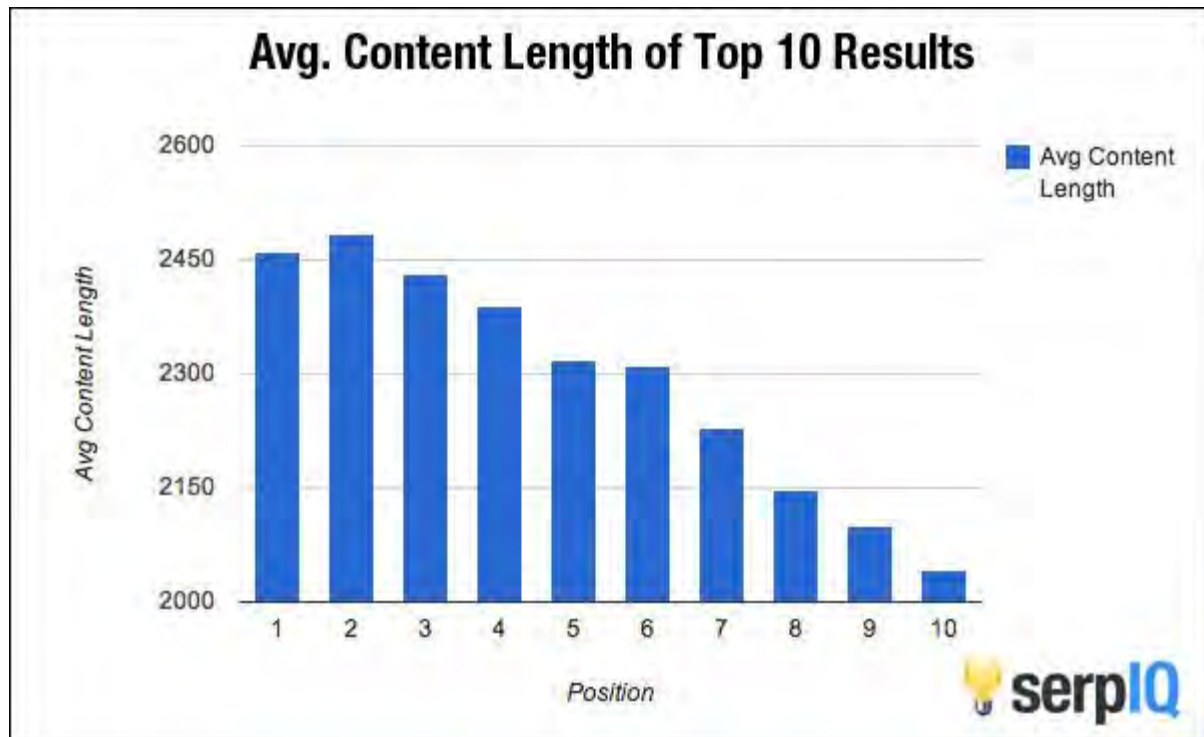
## Soft Death of Keywords



## Rise of Content



## COMPELLING CONTENT



# Kidney Stone Causes, Symptoms, Treatments, & Prevention

Home > Kidney Disease > Kidney Problems > **Kidney stones**

See page en Español



Your kidneys remove waste and fluid from your blood, and not enough fluid in your blood, called kidney stones.

- ▶ What are the causes and risk factors for kidney stones?
- ▶ What are the symptoms of kidney stones?
- ▶ What are the treatments for kidney stones?

 Total clicks

678K


 Total impressions

50.9M


 Average CTR

1.3%


 Average position

6.9



Impressions

300K

200K

100K

0

2/23/19

4/10/19

5/26/19

7/11/19

8/26/19

10/11/19

11/26/19

1/11/20





# ATLANTIC MENHADEN



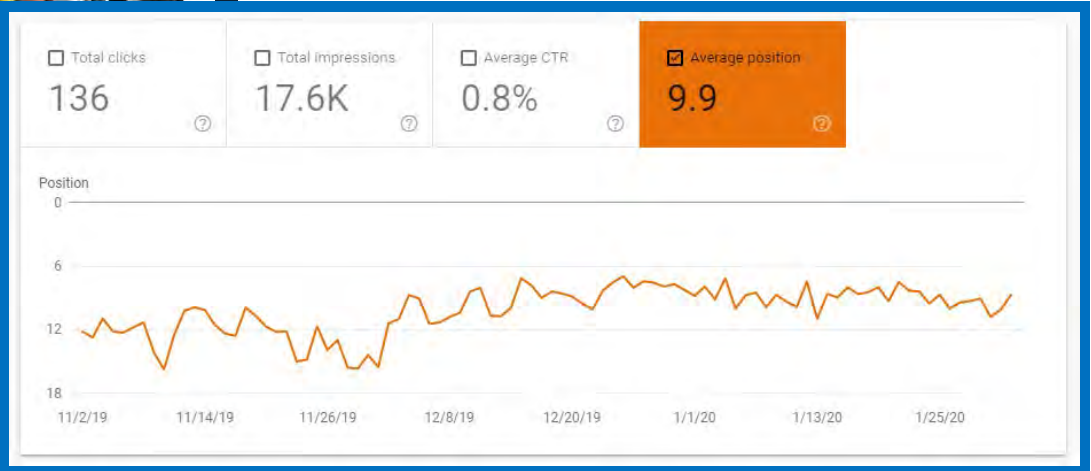
Commercial fishing boats pull a net chock-full of menhaden.  
PHOTO CREDIT: JOHN BURRICK/CBF STAFF

## The most important fish in the Bay

UPDATE: December 19, 2019—Following Omega Protein's flagrant violation of the menhaden harvest cap in the Chesapeake Bay this past fall, the Commerce Department will impose a moratorium on Virginia's menhaden harvest if the fishery is not in compliance by June 17, 2020. [\(Read CBF's press release\)](#)

ME

- Blue Crabs
- Cormorants
- Cownose Ray
- Eastern Oysters
- Lined Seahorse
- Loon
- Menhaden



# E-A-T

- Expertise
- Authoritativeness
- Trustworthiness

# Pyramid Writing

- Front-load your article
- Front-load every paragraph
- Front-load your headlines

# Keywords

Keywords are the  
Particular words of  
context of search  
describes the c  
describes or d

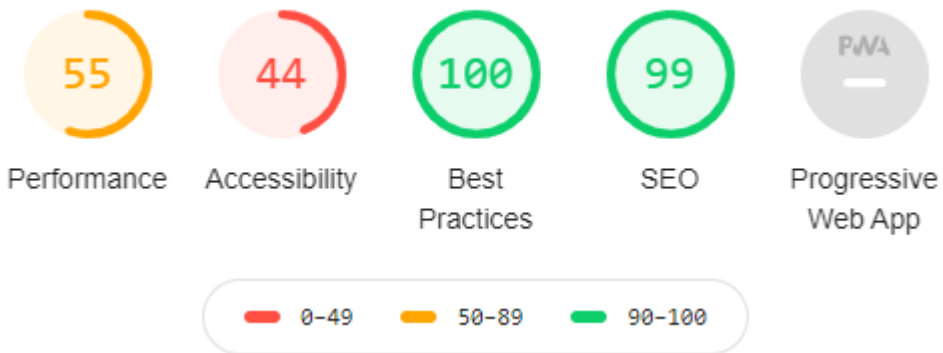
KEYWORD OPTIMIZED

Weave in the  
keywords that the  
keyword research  
tools recommend

SEO + UX

# Fast Loading

## Chrome Lighthouse Audit



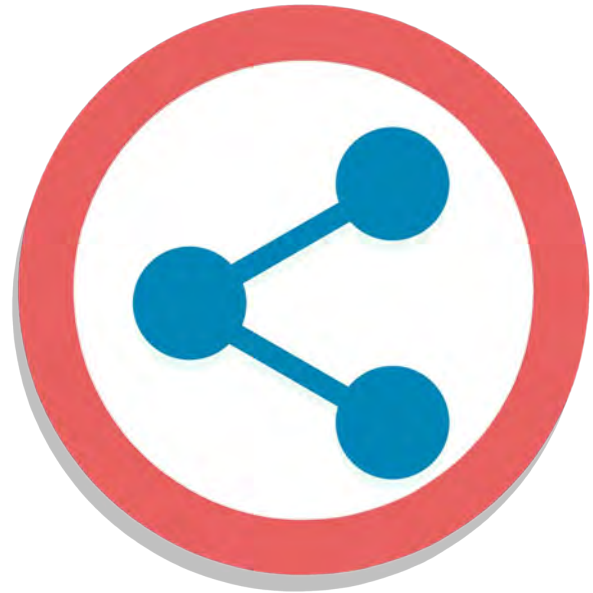
# Good UX

Giving the right people, the right content, at the right time so users can:

- Find the information they are looking for
- Complete tasks such as making a donation

# Create Share-Worthy Content

- Identify content that is already performing
  - High number of backlinks
  - Large number of visits from social media





# Title

- Make sure all titles are unique!
- 50-60 characters
- Title should match search intent

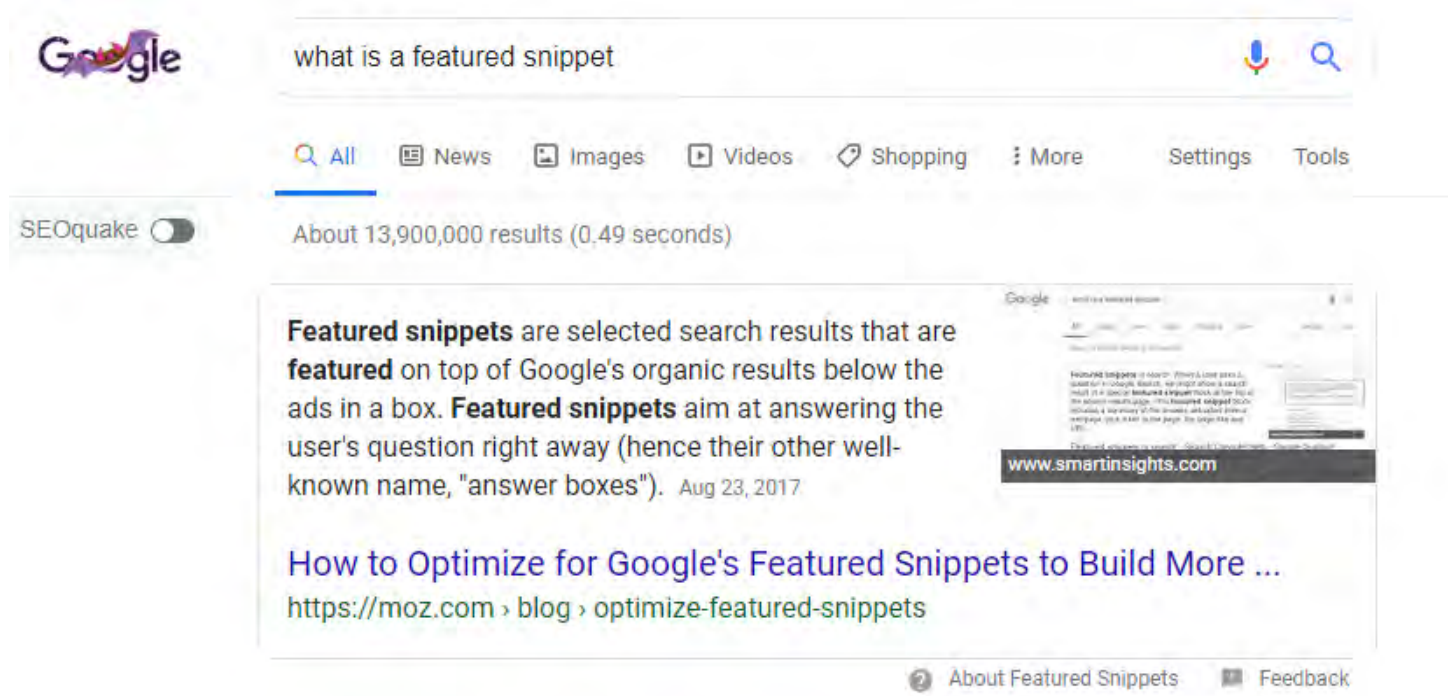
# URL

- URLs are mattering less and less, and soon may not show up on mobile search
- Don't change your URLs unless you absolutely need to

# Meta Description

- Write a compelling ad for your page
  - Unique
  - Up to 160 characters
- Don't always need to write meta descriptions
  - Sometimes it better to let Google pull in content from the page when there are many queries target to the page

# Snippet



The image shows a Google search interface. The search bar contains the text "what is a featured snippet". Below the search bar, there are navigation tabs for "All", "News", "Images", "Videos", "Shopping", "More", "Settings", and "Tools". The search results show "About 13,900,000 results (0.49 seconds)". A featured snippet is displayed, explaining that featured snippets are selected search results that are featured on top of Google's organic results. The snippet is attributed to "www.smartinsights.com" and dated "Aug 23, 2017". Below the snippet, there is a link to "How to Optimize for Google's Featured Snippets to Build More ..." with the URL "https://moz.com > blog > optimize-featured-snippets". At the bottom right, there are links for "About Featured Snippets" and "Feedback".

Google

what is a featured snippet

All News Images Videos Shopping More Settings Tools

SEOquake

About 13,900,000 results (0.49 seconds)

**Featured snippets** are selected search results that are **featured** on top of Google's organic results below the ads in a box. **Featured snippets** aim at answering the user's question right away (hence their other well-known name, "answer boxes"). Aug 23, 2017

www.smartinsights.com

[How to Optimize for Google's Featured Snippets to Build More ...](https://moz.com > blog > optimize-featured-snippets)

<https://moz.com > blog > optimize-featured-snippets>

About Featured Snippets Feedback

# Schema

Markup that is part of html that helps search engines understand you content:

- Creative works: Book, Movie, Recipe..
- Embedded non-text objects: AudioObject, ImageObject, VideoObject
- Event
- Health and medical types: notes on the health and medical types under MedicalEntity.
- Organization
- Person
- Place, LocalBusiness, Restaurant ...

```
<div itemscope itemtype="https://schema.org/Book">  
<span itemprop="name"> Inbound Marketing and SEO: Insights from the Moz Blog</span>  
<span itemprop="author">Rand Fishkin</span> </div>
```

# Mozlow's Hierarchy of SEO Needs



# Thank You

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