

**WebFire Presents: Wednesday Marketing Webinars**

**New Age SEO:  
What Has Changed and What  
Has Stayed the Same to Rank**



# Welcome to WebFire's Wednesday Webinars!

Every Wednesday at 2 pm EST, We'll Host a  
Live Training and/or Q&A Call for Our  
Members



If you're here or registered for the series, you'll get a reminder each week so you don't forget, but if you can't make one, we'll have the recordings in the members area within a day of any of the calls under the "Training" tab on the left side navigation bar.



Want to win \$100 today?

WebFire Facebook Group at  
[www.getwebfire.com/fbgroup](http://www.getwebfire.com/fbgroup)



Question:

Do you have an e-mail list (even if small):

1 – YES

2 – NO

3 – No, but I plan on building one soon



Now let's move onto our training for this week on New Age SEO...



Despite a lot of changes over the years in what you have to do to get ranked, a lot has stayed the same



But it's crucial to be up to date on the latest tactics to get ranked, as some methods that worked years ago can actually hurt your chances of ranking now...



At the end of the day, Google and the other search engines want to give their searchers what they're searching for



If you keep that in mind, you can stand the test of time with your ranking strategies



# Overview for Today

- Old tricks to avoid now
- Old methods that still work great
- New Age SEO methods
- Q&A
- Cash Giveaway!



# Old Tricks to Avoid Now

- In the past one could just get a lot of backlinks (even if not that relevant) to almost any page, keyword spam the links, and achieve top rankings.
- Many people still try that today (and lots of services sell that), but it often does more harm than good.
- Google no longer looks at just the quantity of your backlinks, but much more so the quality of your backlinks.
- One highly relevant backlink will beat out 1,000 crappy backlinks any day. (Great method with lead tools to do...)



# Old Tricks to Avoid Now

- Keyword spamming is another trick that worked years ago, but it almost always doesn't any longer.
- This is where you simply reuse the same keyword over and over again on your site where the content simply doesn't read well.
- Google is smarter than that, so you should be too.



## Old Methods that Still Work

- Targeting relevant keywords in your title tag still work great!
- The trick, though, is to target keywords that don't have a ton of competition (usually less than three sites on page one of Google containing the exact match keyword in their title).
- The exception to the above "less than three competitors on page 1" rule is for some extremely competitive and short keywords (like diet or weight loss) where Google looks at more factors and is smart enough to know other relevant search terms that you probably really want.
- 98% of the time, this rule still applies, though, so don't overthink it.



# Old Methods that Still Work

- You should also still use the relevant keywords throughout your content at least once or twice, but have it read naturally.
- Having the keywords in headlines or sub-headlines can help.
- Having relevant keywords in image alt tags can help as well (especially for e-commerce stores where you're selling stuff that people want to look at first).
- Having the keyword phrase be in either the domain or the URL can help too (common myth busted example...)



## New Age SEO

- Besides just targeting your keywords and such well, there's a lot of new factors that Google and other search engines look at...
- A lot of these we've started to see years ago before others, but we've seen a steady increase in the importance of these over the years.
- But at the end of the day, remember that Google just wants to make sure that what searchers are searching for shows up on their listings.
- Here are a few New Age SEO methods / tricks...



## Catchy Title Tags

- Instead of just targeting relevant keyword phrases in your title tag, which is necessary, you should also make sure that they're catchy and get people to click through.
- If a title tag (or the title of your blog post or article too) is not only keyword friendly but also catchy, more people will click through, which will tell Google to increase your rankings more and more (or keep your high rankings).
- If you start out ranked #5 but get a higher proportion of clicks there than other #5 rankings do, Google will move you up.
- Likewise, if you rank #1 but barely get any clicks, you'll likely be moved down in the rankings.



## Catchy Title Tags

- The entire part of the title does NOT need to be SEO friendly (just some of it).
- For instance, here's an SEO friendly title tag for "puppy potty training" –  
Puppy Potty Training
- Here's a slightly better SEO friendly title tag that targets more keywords –  
Puppy Potty Training: Tricks to Train Your Dog to Pee Outside
- Here's an even better SEO friendly title tag that is also very catchy –  
Puppy Potty Training – 5 Minute Trick to Train Your Dog to Pee Outside
- The "5 Minute Trick" part holds no SEO value, but you can bet that it'll likely get more clicks from those that see it.



## Engagement and Length of Time on Site

- One newer thing in the past few years (and becoming more important) is how long someone stays on your site and what they do.
- If someone clicks on your site from Google and immediately goes back to go to another site, that tells Google that they didn't find what they wanted (so your site isn't relevant), which in return can eventually decrease your rankings.
- If someone clicks on your site and stays on it for a decent amount of time, that tells Google that they most likely found what they were looking for.
- You can increase your chances of this by having highly relevant content, internal links to relevant articles, videos, etc..
- Having users engage with your sites through comments and such can also show Google that you're a popular site that people are enjoying.
- Nifty little trick...



# Use Schemas and Sitemaps

- There's a few things that you can do to help Google know more about your site and what to show their searchers...
- Sitemaps – a sitemap is like a table of contents that you provide to Google so they can more easily see all your pages and what is what (we have a sitemap maker inside of WebFire).
- Schemas – a schema is a bit of code that tells Google even more about you like what your hours are (if a local business), more information on your products, etc.. They're looking at these more and more, and it's one of the easiest things you can do to rank better (schema example).



## Social Media's Role

- There's also been a correlation between a site's social media presence and their rankings.
- This is due to a variety of reasons, but the basic logic is that if you have a social media presence and people are talking, sharing, or commenting on your site, your site most likely contains value and is worth ranking.
- In addition, a presence on sites like Facebook or Twitter can gain you more relevant backlinks both from there and from other sites that might pick up your blog posts or content to share to their audiences.
- Tools like our Social Fire Poster inside of WebFire can help automate your social media marketing to help with this.
- And when creating content to distribute on your blogs, sites, and social media, remember to continue making the titles catchy so they have more of a chance to be clicked on.
- Simple trick to take advantage of more traffic on social media – be controversial or talk on topics that people have big opinions on.



## Video Rankings

- Ranking a video on YouTube follows some similar things to ranking sites on Google, but there are some differences...
- In both cases you want to have relevant keywords in your title, description, etc..
- However, there are two big tricks here:
  - 1. Encourage viewers to like and/or comment or subscribe to your channel, as more engagement here means that they'll see your videos more and you'll get better rankings.
  - 2. Target keywords that your competition from popular videos use in your own keyword tags (using Video Firestorm inside of WebFire) to show up as suggested videos after someone watches your competitors' videos.



# Reminder on past free tools

- [www.bizfire.com/survey](http://www.bizfire.com/survey)
- [www.bizfire.com/members](http://www.bizfire.com/members) (after you take the survey)



Any other questions???

(and cash  
giveaway right after)



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