

# The secrets of WordPress SEO





# The secrets of WordPress SEO

## SEO

### What is the missing piece?



# About me

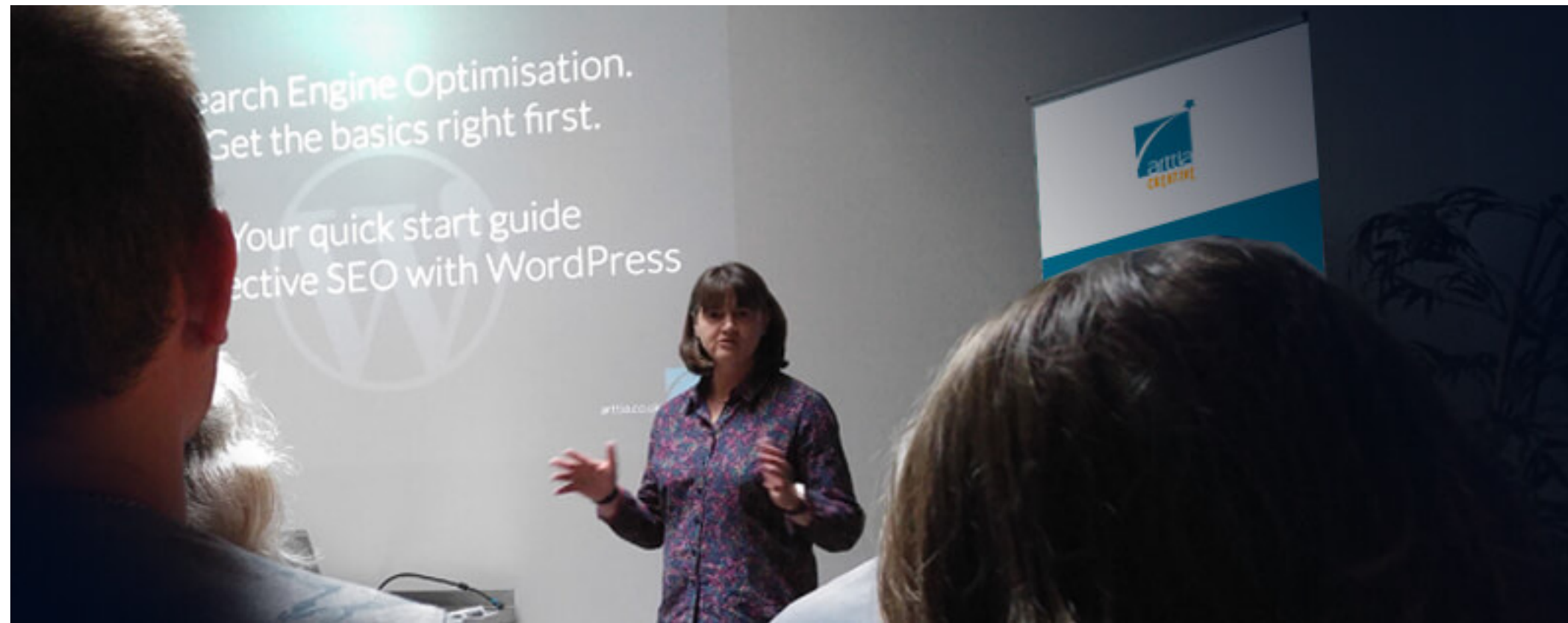
- Designer - graphic design - 30+ years
- Web design since 1998
- WordPress since 2010
- Design agency
- WordPress training
- White label freelance design
- Blue chip brands
- Websites for international life sciences





# SEO

## Get the basics right first



Search Engine Optimisation. Get the basics right first.  
Your quick start guide to effective SEO with WordPress.

**July 2017.**

**View the presentation on: [wp-northeast.co.uk/blog](http://wp-northeast.co.uk/blog)**



# SEO

## Beyond the technical



## WordPress SEO

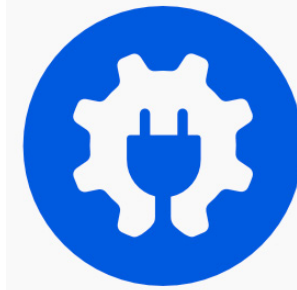
# What people usually talk about



### Yoast SEO

★★★★★ (27,510)

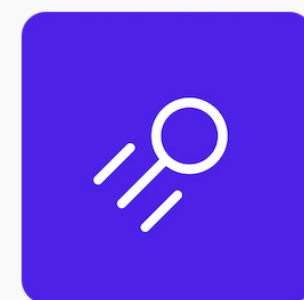
Improve your WordPress SEO: Write better content and have a fully optimized WordPress site using the Yoast SEO plugin.



### All in One SEO – Best WordPress SEO Plugin – Easily Improve SEO Rankings & Increase Traffic

★★★★★ (2,550)

The original WordPress SEO plugin. Improve your WordPress SEO rankings and traffic with our comprehensive SEO tools and smart SEO optimizations.



### SEOPress, on-site SEO

★★★★★ (845)

SEOPress, a simple, fast and powerful all in one SEO plugin for WordPress. Rank higher in search engines, fully white label.



NEW 2022!

### Rank Math SEO

★★★★★ (4,983)

Rank Math SEO is the Best WordPress SEO plugin combines the features of many SEO tools in a single package & helps you multiply your SEO traffic.

SEO | Readability | Schema | Social

**Focus keyphrase** ?

bookkeeping services

Get related keyphrases

Google preview

Preview as:

Mobile result  Desktop result

localhost > book-keeping-services

**Newcastle BookKeeping Services**

Oct 12, 2022 – Providing A Range of Bookkeeping Services to Newcastle Businesses. Save Hours Each Week With Our Experienced Accounts Team

SEO title Insert variable

Newcastle BookKeeping Services

Slug

book-keeping-services

Meta description Insert variable

Providing A Range of Bookkeeping Services to Newcastle Businesses. Save Hours Each Week With Our Experienced Accounts Team



SEO   Readability   Schema   Social

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What should you populate this with?

Why does it make a difference?





<https://www.abs-service.co.uk> :

### Professional Accountancy Services | Newcastle upon Tyne

Our **service** offers **bookkeeping**, preparation of accounts and tax declaration, for companies and individuals. OUR TEAM. ABS **SERVICE** Ltd. is a team of high-class ...

<https://reactaccountancy.co.uk> > bookkeeping-newcastl... :

### Bookkeeping Newcastle-upon-Tyne - REACT Accountancy

REACT **Accountancy** is #1 for **Bookkeeping** in Newcastle-upon-Tynes. Professional Bookkeepers. 5\* Reviews. Call REACT **Accountancy** Today!

<https://www.rosemarybooks.co.uk> :

### Bookkeeper and Bookkeeping Services to help you and your ...

If you are looking for a professional reliable Bookkeeper and **Bookkeeping Services**, Contact Rosemary Bookkeeping today to ask how we can help.

<https://www.braant.co.uk> > Services :

### Bookkeeping Services - Braant Accounting

At Braant, we can provide an efficient and cost effective way to keep on top of your **bookkeeping** and financial records – either on-site or off-site.

<https://osome.com> > bookkeeping-services :

### Bookkeeping Services in the UK from Osome

Osome helps foreign and British businesses with bookkeeping and accounting tasks. Outsource your paperwork with online **bookkeeping services** 24/7.

★★★★★ Rating: 4.7 · 1,575 reviews · £500.00 to £3,450.00

<https://www.theaccountancy.co.uk> > services > bookkee... :

### Bookkeeping Services | The Accountancy Partnership

\*There is a £10 + VAT per month minimum charge for our **bookkeeping services**. Bookkeeping is an add-on service to our accountancy packages.

<https://www.parksbookkeeping.co.uk> :

### Parks Bookkeeping Services: Grow your business with our help

16 Aug 2021 — Award winning UK bookkeepers. Let us be the partnership to help you grow and future-proof your business' success. Free consultation.





# User First SEO

You can spend a lot of time considering Google algorithms, sitemaps, and backlinks.

You can lose sight of why you are doing it.

To provide useful information to your human visitors.

# User First SEO

3 key questions...





#1 Who is your market?

#2 What are their problems?

#3 How are they talking about it?



## Bookkeeping example

# #1 Who is your market?

SEO   Readability   Schema   Social

Focus keyphrase ⓘ  
bookkeeping services  
Get related keyphrases

Google preview ^

Preview as:  
 Mobile result    Desktop result

localhost › book-keeping-services  
**Newcastle BookKeeping Services**  
Oct 12, 2022 – Providing A Range of Bookkeeping Services to Newcastle Businesses. Save Hours Each Week With Our Experienced Accounts Team

SEO title   Insert variable  
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Meta description   Insert variable  
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- Demographics
- Level of education
- Geography
- Background and responsibilities
- Start up business
- Established and growing
- High growth
- Enterprise



Bookkeeping example

# #1 Who is your market?

- Demographics
  - Gender
  - Age
  - Vocation/profession



Bookkeeping example

# #1 Who is your market?

- Level of education and voice and tone
- Different reading experiences
- Academic, accurate, formal
- Light hearted, sense of humour
- Casual or enthusiastic
- Critical thinking, trust, values
- Serious or difficult topics





Bookkeeping example

# #1 Who is your market?

- Geography
- Local SEO
- Use Local Keywords
- International - different word use
- Grammatical Differences
- Location-Centric Content





Bookkeeping example

# #1 Who is your market?

- Background and responsibilities
- Are they the end user or buying for someone else
- How do you create trust
- Do you need to educate them first




## Bookkeeping example

# #2 What are their problems?


- Start up business - **lack of knowledge**
- Established and growing - **how do they move forward**
- High growth - **what do they need to do right now**
- Enterprise - **they need a large team to help them**

SEO   Readability   Schema   Social

Focus keyphrase 


bookkeeping services

Get related keyphrases

Google preview 

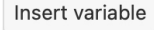
Preview as:

Mobile result    Desktop result

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[Newcastle BookKeeping Services](#)

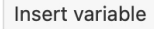
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SEO title 

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Slug

book-keeping-services

Meta description 

Providing A Range of Bookkeeping Services to Newcastle Businesses. Save Hours Each Week With Our Experienced Accounts Team



Bookkeeping example

# #3 How are they talking about it?

- What terminology do they use - words, phrases, industry specific terms
- Where is there community
- Who do they look to for trusted advice

The screenshot shows a WordPress SEO plugin interface with the following fields and content:

- Focus keyphrase:** bookkeeping services
- Get related keyphrases:** (button)
- Google preview:** (toggle for Mobile/Desktop result)
- Preview as:** Mobile result (selected)
- Preview:** localhost › book-keeping-services  
**Newcastle BookKeeping Services**  
Oct 12, 2022 – Providing A Range of Bookkeeping Services to Newcastle Businesses. Save Hours Each Week With Our Experienced Accounts Team
- SEO title:** Newcastle BookKeeping Services
- Slug:** book-keeping-services
- Meta description:** Providing A Range of Bookkeeping Services to Newcastle Businesses. Save Hours Each Week With Our Experienced Accounts Team

Clearly define  
who you are  
talking to





It could be a few different types of people





## Bookkeeping example

- Start up business



- Established and growing



- High growth

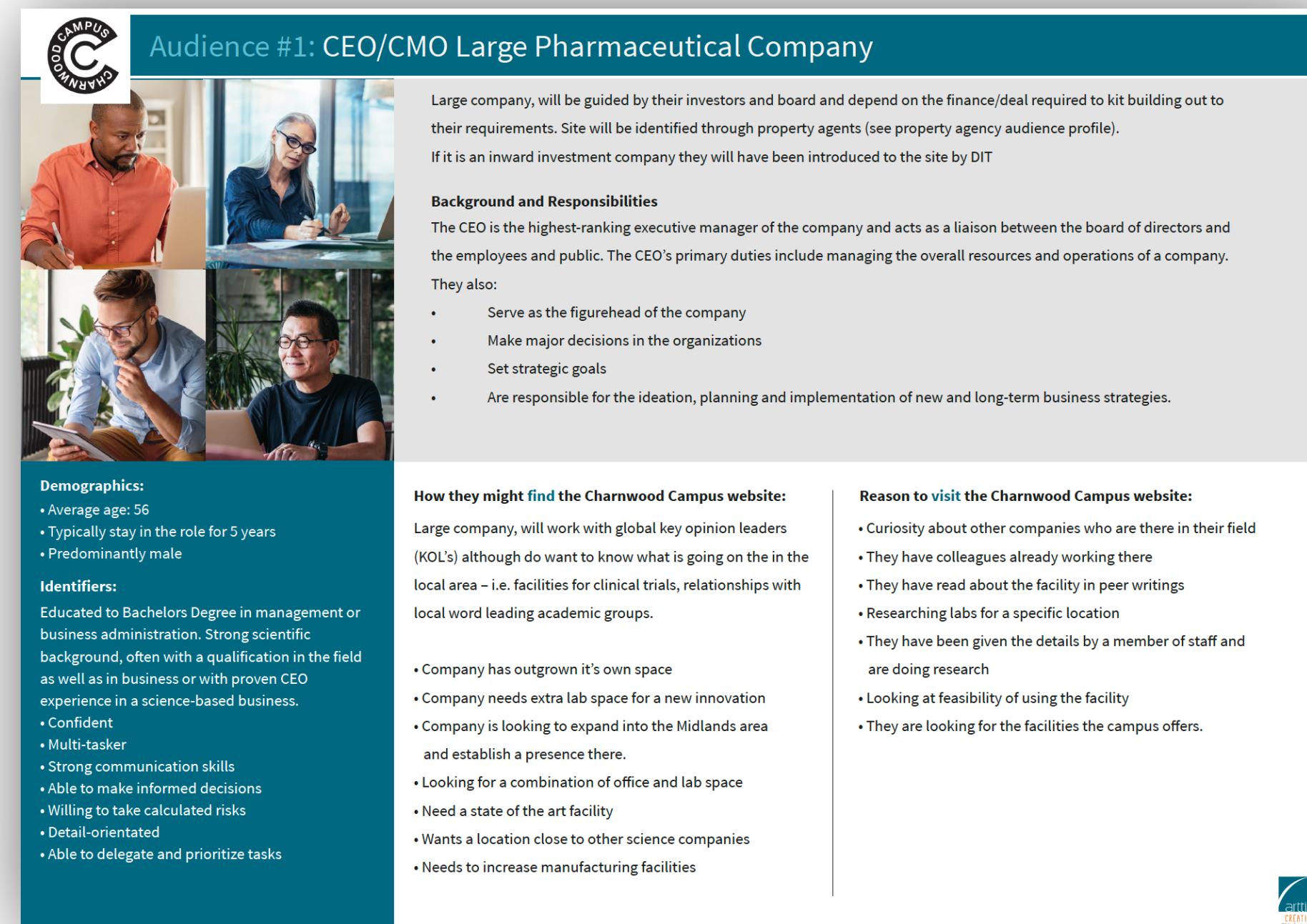


- Enterprise





# Complete your audience profile



**Charnwood Campus**  
Audience #1: CEO/CMO Large Pharmaceutical Company

Large company, will be guided by their investors and board and depend on the finance/deal required to kit building out to their requirements. Site will be identified through property agents (see property agency audience profile).  
If it is an inward investment company they will have been introduced to the site by DIT

**Background and Responsibilities**  
The CEO is the highest-ranking executive manager of the company and acts as a liaison between the board of directors and the employees and public. The CEO's primary duties include managing the overall resources and operations of a company.  
They also:

- Serve as the figurehead of the company
- Make major decisions in the organizations
- Set strategic goals
- Are responsible for the ideation, planning and implementation of new and long-term business strategies.

**Demographics:**

- Average age: 56
- Typically stay in the role for 5 years
- Predominantly male

**Identifiers:**  
Educated to Bachelors Degree in management or business administration. Strong scientific background, often with a qualification in the field as well as in business or with proven CEO experience in a science-based business.

- Confident
- Multi-tasker
- Strong communication skills
- Able to make informed decisions
- Willing to take calculated risks
- Detail-orientated
- Able to delegate and prioritize tasks

**How they might find the Charnwood Campus website:**  
Large company, will work with global key opinion leaders (KOLs) although do want to know what is going on in the local area – i.e. facilities for clinical trials, relationships with local word leading academic groups.

- Company has outgrown it's own space
- Company needs extra lab space for a new innovation
- Company is looking to expand into the Midlands area and establish a presence there.
- Looking for a combination of office and lab space
- Need a state of the art facility
- Wants a location close to other science companies
- Needs to increase manufacturing facilities

**Reason to visit the Charnwood Campus website:**

- Curiosity about other companies who are there in their field
- They have colleagues already working there
- They have read about the facility in peer writings
- Researching labs for a specific location
- They have been given the details by a member of staff and are doing research
- Looking at feasibility of using the facility
- They are looking for the facilities the campus offers.

**arttia CREATIVE**

One of our examples





# We can create

- Tone of voice guide
- Content or service pages tailored to each audience type
- Imagery that resonates with the visitor
- Supporting content that aims to answer their questions



# Latest Google update

Helpful content update - August 18, 2022

<https://developers.google.com/search/blog/2022/08/helpful-content-update>

Google is changing the way it evaluates content, using machine learning to decipher whether content is actually "helpful" for a user.

# What is Google looking for?

Original, helpful content **written by people, for people**, in search results

- Quality of your content
- Quality of the experience



What does this mean  
for your website?

# Quality of content

- Does your content directly speak to specific audiences?
- Does the imagery mirror your audiences?
- Does your website incorporate the words that specific audiences use?

**After reading your content, will someone leave feeling they've learned enough about a topic to help achieve their goal?**



# Quality of experience

- Does a visitor instantly understand what you do and how you help?
- Is it easy for them to navigate around your website content?
- Is it easy for them to understand how you help them?
- Is it a pleasant experience overall?

**Will someone reading your content leave feeling like they've had a satisfying experience?**

# User profiles matter

What steps does a prospect take on their journey to becoming a customer.

When we take into account the buyer's search journey we can include content topics and the words they use across this journey on your website.

## Searcher Intent

Implementing an intent-based strategy, types of keywords.

### Informational keywords

01

Searchers looking for an answer to a specific question or general information. →

### Navigational keywords

02

Searchers intending to find a specific site or page.



Becoming aware of your brand

### Commercial keywords

03

Searchers looking to investigate brands or services.



Considering your brand and developing an interest

### Transactional keywords

04

Searchers intending to complete an action or purchase.



Making a decision to convert to a customer



# Examples

Putting it all together

Compelling titles and headings.

Ad man David Ogilvy has been quoted as saying –

“Unless your headline sells your product, you have wasted 90% of your money”

# Examples

Putting it all together

Titles, headings -

Don't do this

bookkeeping services

Titles, headings -

Do this

Affordable Bookkeeping Services for  
Newcastle Start-up Businesses

5 Essential Bookkeeping Services for  
High Growth Newcastle Businesses

Experienced Bookkeeping Team  
Helping Newcastle Enterprise  
Businesses to Rapidly Scale



## Bookkeeping example

- Start up business



- High growth



- Enterprise



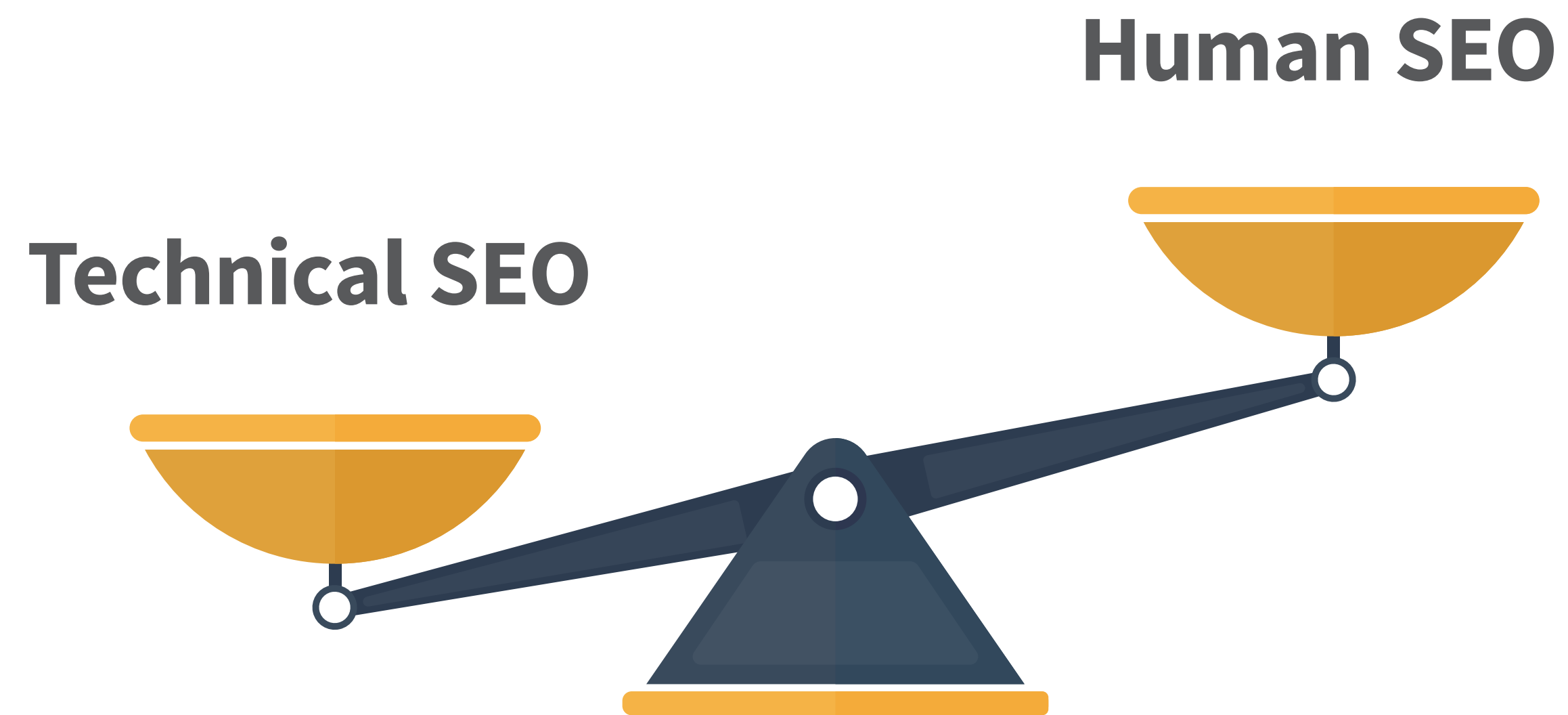
Affordable Bookkeeping Services for Newcastle Start-up Businesses

5 Essential Bookkeeping Services for High Growth Newcastle Businesses

Experienced Bookkeeping Team Helping Newcastle Enterprise Businesses to Rapidly Scale

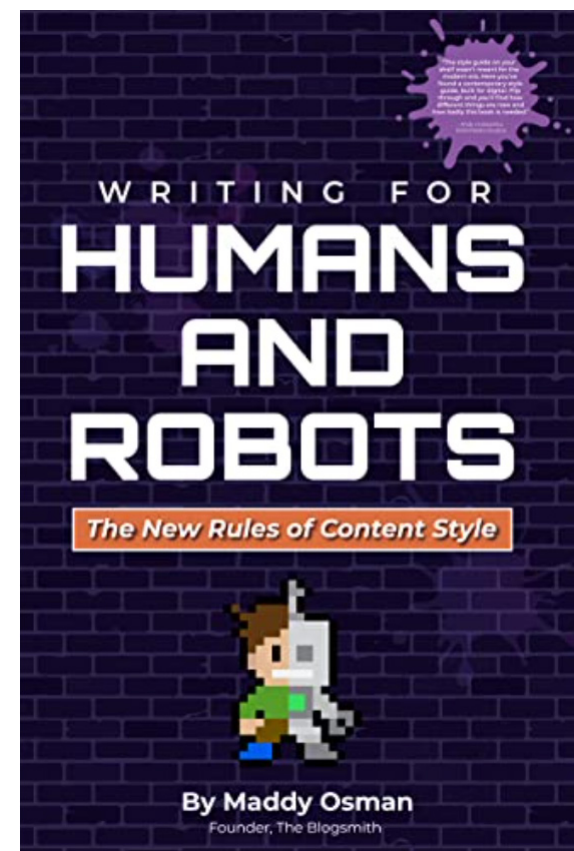
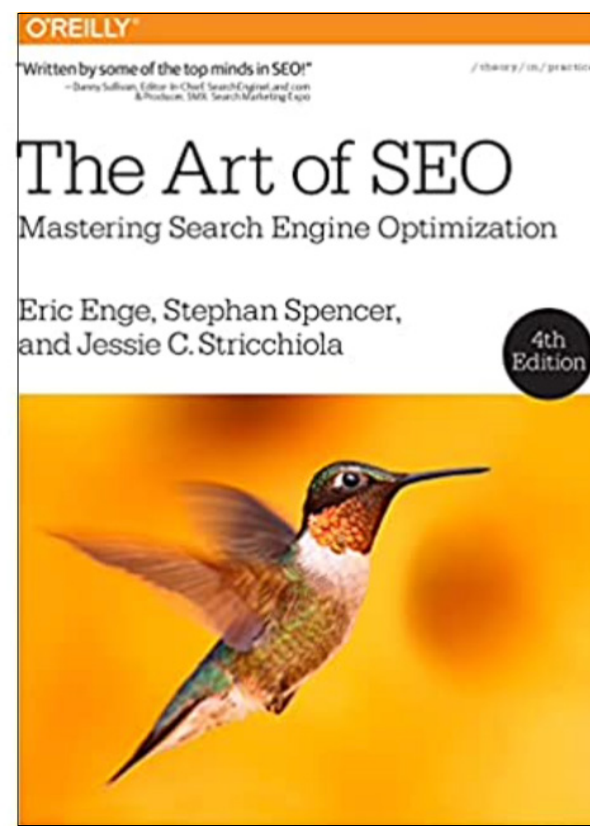
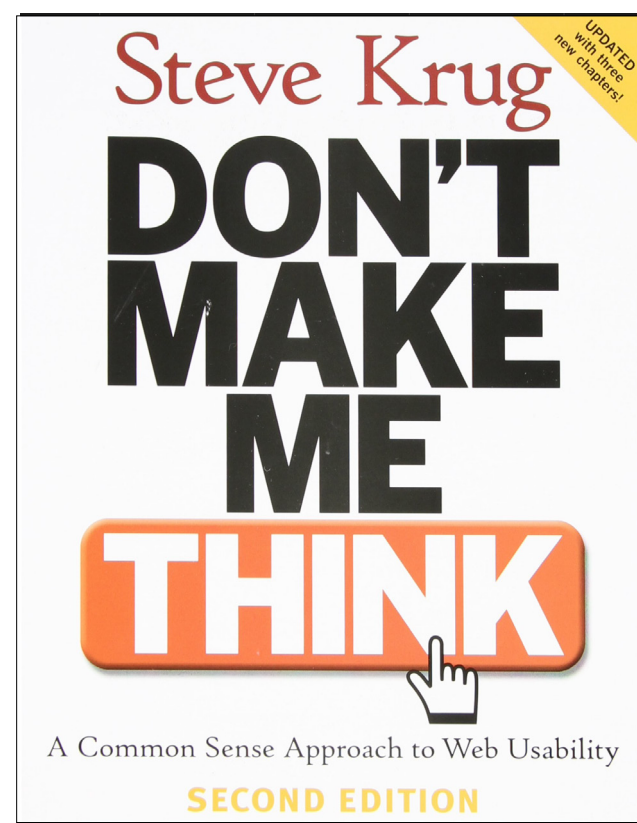
Recap.

It's all about balance.





# Recommended Reading



Sources:

- SemRush
- Google
- Search Engine Land
- Search Engine Journal







Thank you  
Any questions?

*Belinda*

 @arttia

 @wordpressNE