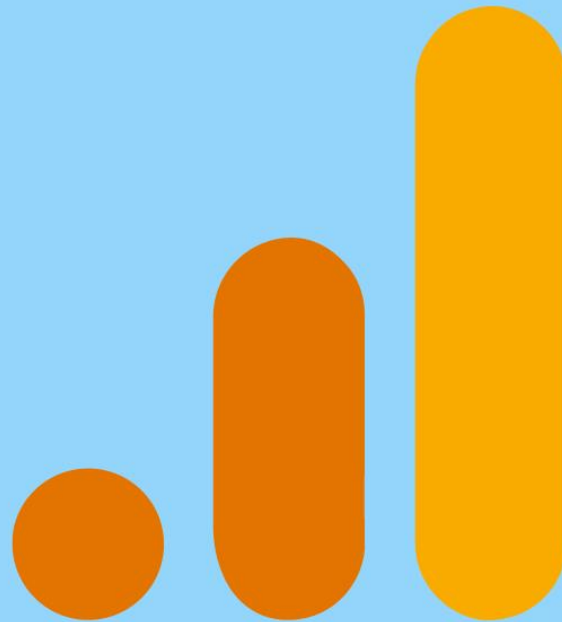


Summer School



Increase your visibility
on Google & Instagram



SKILLS FOR TOMORROW

Mark Tomkins & Katherine George

Aubergine

Oh So Social

Getting the best from Google

Before we get started... **the rules.**



=

**THEIR
GAME**

What is Search, exactly (aka 'SEO')?

It is the matching of web page content to specific search phrases entered into Google.

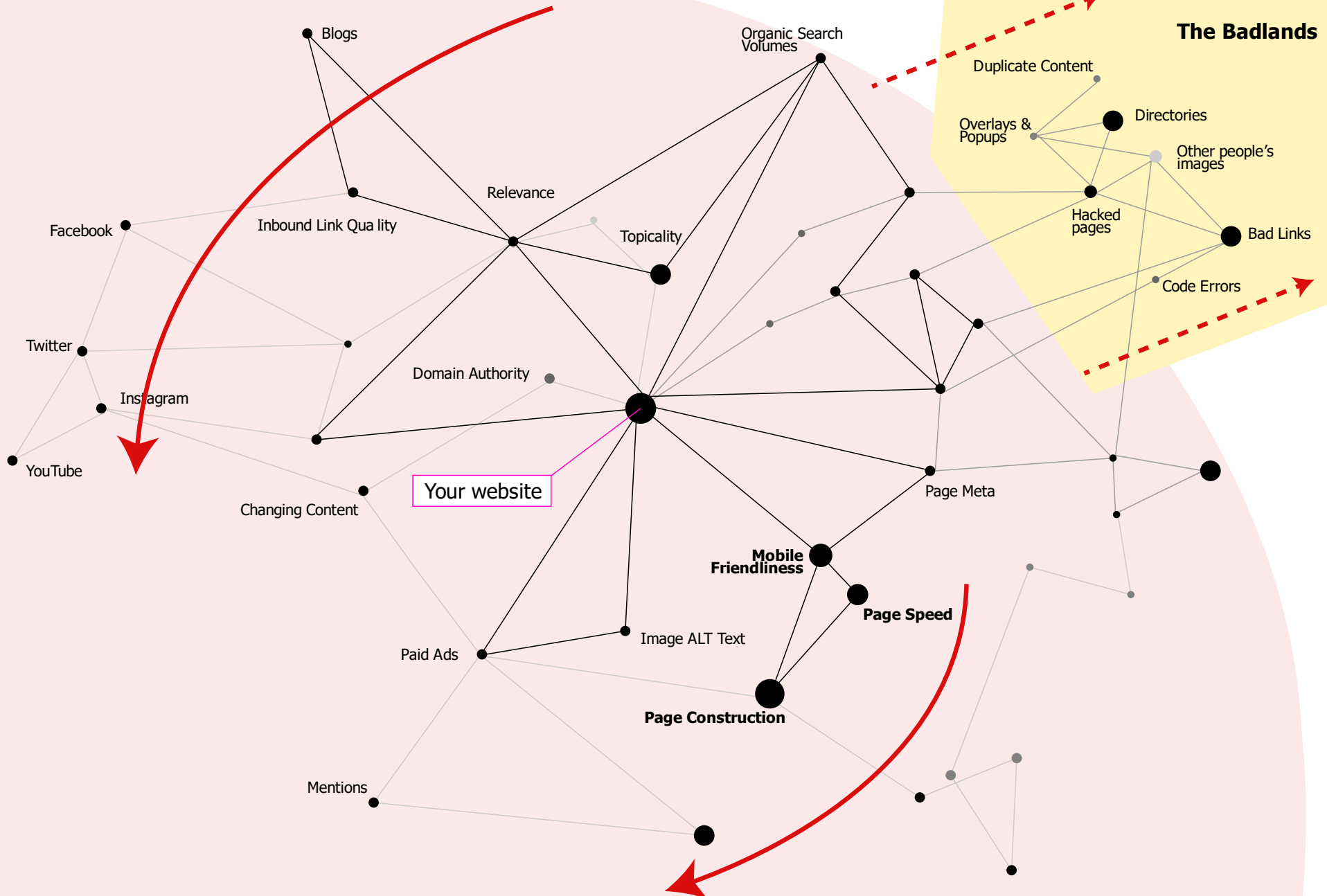
Google is a database, simple as that. If it's in Google's database, it can be found.

But the database is very full - how can I get found? My site doesn't come up when I search for [insert a search phrases here]

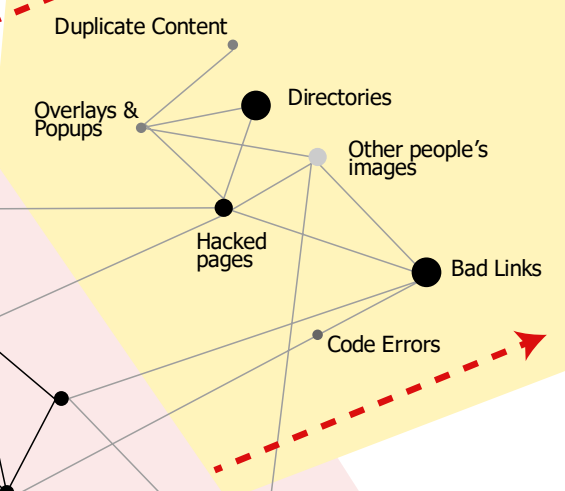
The answer is influence & association

As well as some changing of behaviour and technical understanding.

BUT before that....



The Badlands



Core Web Vitals



Google's new way to measure sites and their performance capabilities.

But don't fear - there are rules and tools to help!

Core Web Vitals

Largest Contentful Paint (LCP):

How long it takes for all the main parts of your web page to load

First Input Delay (FID):

How long it takes for people to be able to interact with your site (like pressing a button or clicking on the items in your menu bar)

Cumulative Layout Shift (CLS): How visually stable your site is – for example, do text boxes or images move around as the page loads, are there overlays & pop ups?

What can I do?

- ✓ **Use Google Analytics** to review page traffic, keyword search volumes, general visitor behaviour. It's free and the best source of website traffic data.
- ✓ **Use Google Search Console** to check for missing pages & links, disavow bad links, tells Google you're endeavouring to keep the site clean. Verifies the site with Google.
- ✓ **Use MOZbar Chrome extension** - gives you a by-website and per page Domain Authority and Page authority.

What else?

- ✓ **Write good content** - for humans, don't write spamming rubbish trying to trick Google. You can't. If people are happy, Google is happy.
- ✓ **Learn about Core Web Vitals** - it's the way Google now measures a website and is based on speed, content, construction. This will have the biggest effect for most.
- ✓ **Check your page meta** - page titles & descriptions
- ✓ **Check your site regularly** - hacks, mobile experience & forms every few weeks! Make sure you aren't seeing the site from your browser cache.

Any more?

- ✓ **Keep your website content fresh.**
- ✓ **Keep driving people TO your website using the periphery, not away!**
- ✓ **Using Social Channels** is the most cost effective way to get people to your site
- ✓ **Your customers won't hang out on your website out of choice,** but they do hang out on social channels.