

WHAT HAVE GOOGLE, MUM AND YOUR WEBSITE VITALS GOT IN COMMON?



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May 2022

LET'S MOVE THE GAME ON >>



WE ALL KNOW GOOGLE LIKES TO KEEP US ON OUR TOES



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**WITH HUNDREDS OF
UPDATES EACH YEAR**



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OVER THE LAST 12 MONTHS WE HAVE SEEN 2 KEY UPDATES



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CORE WEB VITALS



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AND MUM (MULTITASK UNIFIED MODEL)



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CORE WEB VITALS IS ABOUT USER EXPERIENCE



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CORE WEB VITALS IS A RANKING FACTOR



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BUT WHAT IS IT?



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THREE CORE METRICS.



- Largest contentful paint (LCP)
- First input delay (FID)
- Cumulative shift layout (CLS)



THREE CORE METRICS.



LCP >>>>>>>>

LARGEST CONTENTFUL PAINT



FID >>>>>>>>

FIRST INPUT DELAY

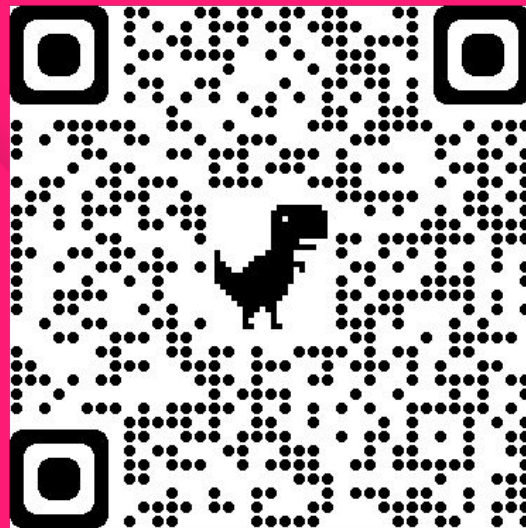


CLS >>>>>>>>

CUMULATIVE LAYOUT SHIFT



YOU CAN TEST YOUR SITE



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HOW DO YOU MAKE IT PART OF YOUR **DIGITAL** **STRATEGY?**



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EDUCATE THE WHOLE MARKETING TEAM



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BUILD TESTING PLANS INTO YOUR **WEBSITE STRATEGY**



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WEIGH UP YOUR SCORES AGAINST THE USER EXPERIENCE



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MUM

(MULTITASK UNIFIED MODEL)



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GOOGLE WILL BE ABLE TO UNDERSTAND **TEXT, IMAGE** **AND VIDEO** **SIMULTANEOUSLY**

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WHY IS THIS IMPORTANT?



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GOOGLE IS GETTING CLOSER TO REPLICATING A HUMAN INTERACTION



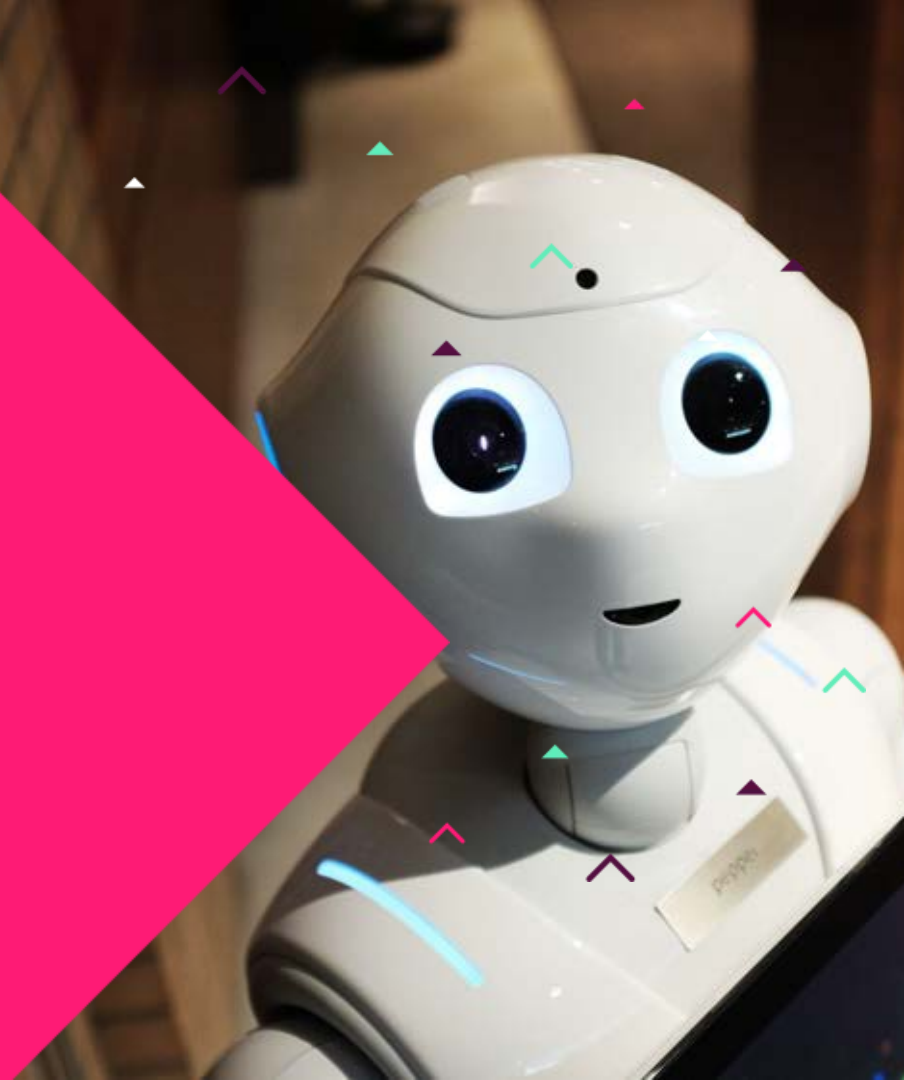
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ASKING GOOGLE A QUESTION VERSUS AN EXPERT



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HOW DO YOU MAKE MUM PART OF YOUR STRATEGY?



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EMBRACE THE RIGHT FORMAT FOR THE RIGHT CONTENT



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TRANSCRIPTS FOR VIDEO/AUDIO REMEMBER MUM ISN'T FULLY ROLLED OUT YET



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STRUCTURED DATA MAKE IT EASY FOR SEARCH ENGINES TO UNDERSTAND YOUR SITE



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IMAGES ENSURE YOU ARE OPTIMISING ALT TAGS



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METaverse IS COMING HOW CAN YOU INTEGRATE AR/VR INTO YOUR STRATEGY?



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SO WHAT IS THE COMMON THREAD HERE?



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GOOGLE IS FOCUSING ON HUMANS



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IT'S IRONIC



For so long, we've been chasing Google, whilst they've been chasing humans.



THINK ABOUT IT.



**EACH UPDATE RELATES
TO HUMANS**

MOBILEGEDDON

CONSIDERING
USABILITY AND
ACCESSIBILITY FOR
USERS ON MOBILE

CORE WEB VITALS

UX FOCUS - MAKE
YOUR WEBSITES
BETTER FOR USERS

BERT

ALGO BEING ABLE
TO UNDERSTAND
LANGUAGE BETTER

MUM

Making it easier to
index and then
serve the right
content at the right
time.

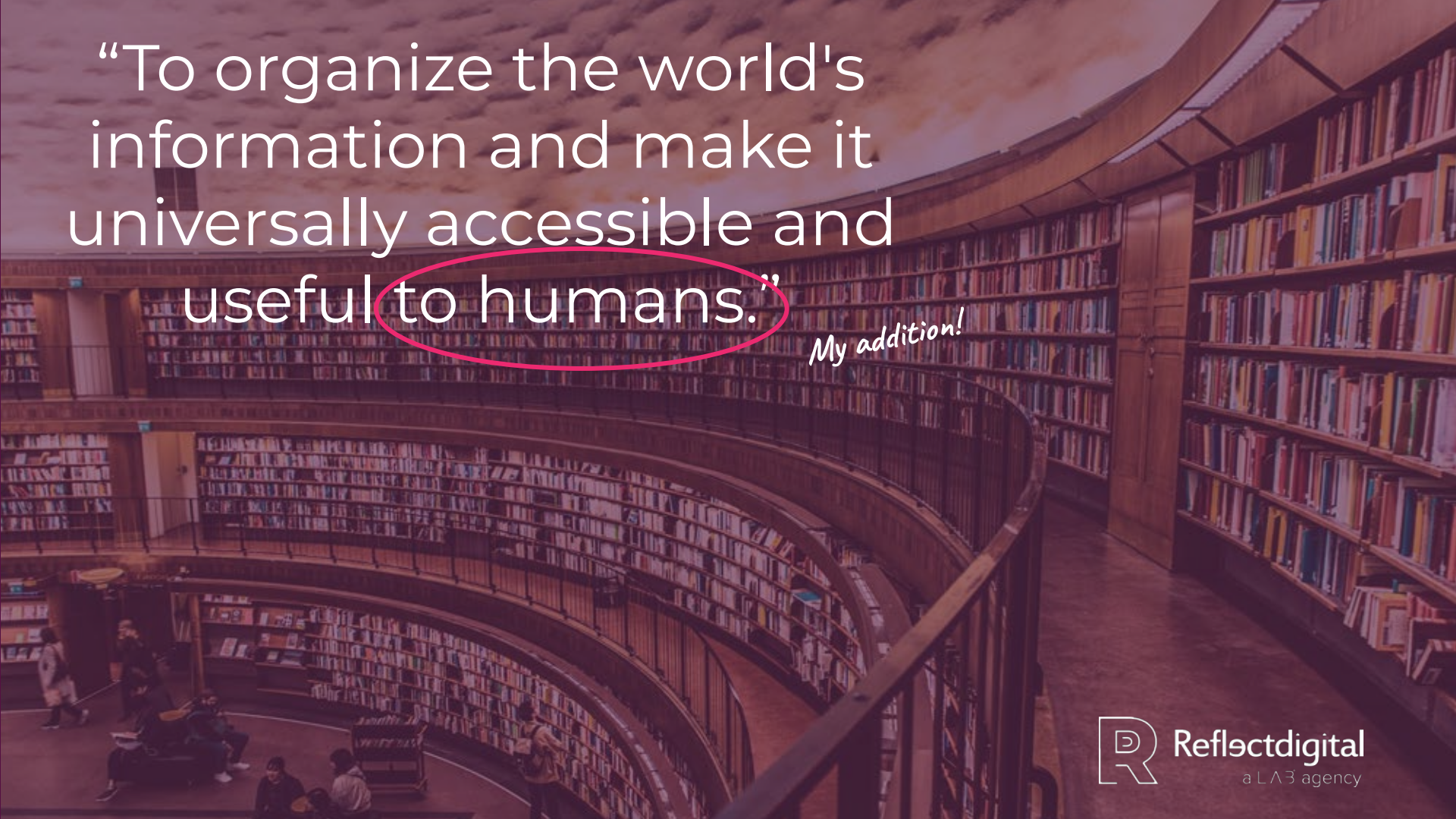
PENGUIN

HITTING SITES WITH
SPAMMY LINKS -
STOPPING SITES
BUYING THEIR WAY
TO THE TOP

PANDA

MAKING CONTENT
MORE USER
FRIENDLY - NO
MORE KEYWORD
STUFFING

“To organize the world's information and make it universally accessible and useful.”



“To organize the world's information and make it universally accessible and useful to humans.”

My addition!

BUT HOW EASILY DO YOU FORGET YOUR AUDIENCE?



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I SEE IT HAPPENING ALL THE TIME



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**AND HOW OFTEN, AS AN SEO,
DO YOU QUESTION WHAT
DOES THIS USER ACTUALLY
WANT OR NEED?**



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AND IF YOU DO WHAT EFFECT DOES IT HAVE ON YOUR STRATEGY?



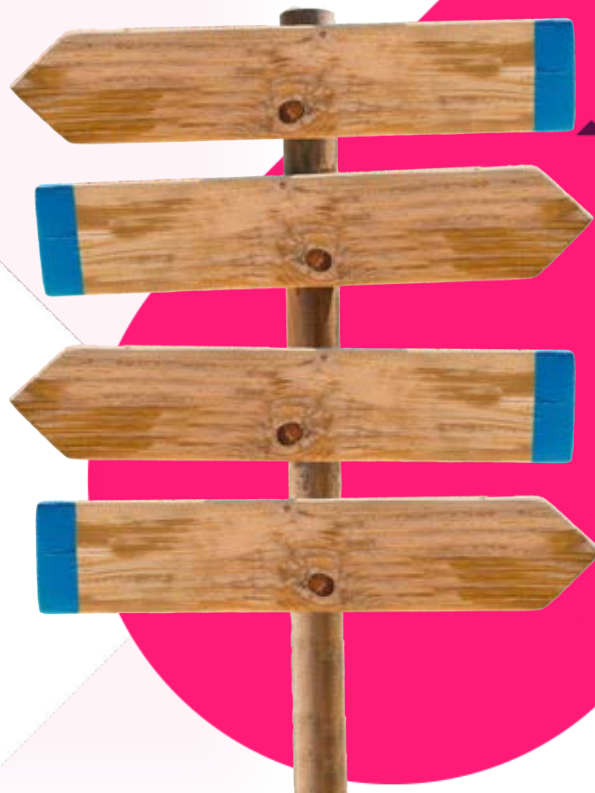
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LET'S GO BACK TO THE BASICS FIRST



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WHY DO WE DO SEO?



**USER'S
HAVE A
NEED**

SEARCH ON GOOGLE

**FIND YOUR
WEBSITE
WITH
RELEVANT
CONTENT &
CONVERT**

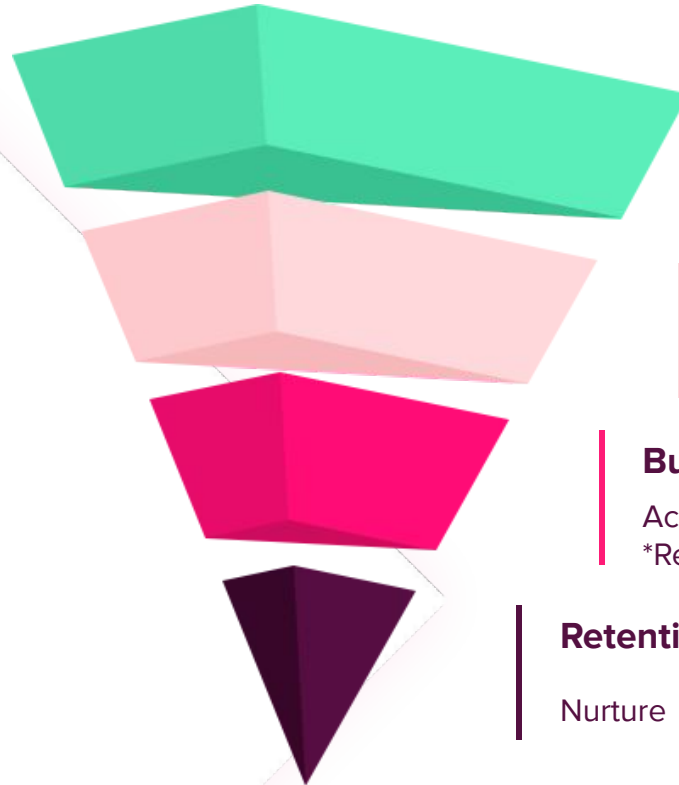
SO OUR FIRST JOB AS AN SEO IS TO UNDERSTAND USER NEED



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THE TRADITIONAL FUNNEL.



Identifying their need

Raising awareness

Researching their options

Consideration/Evaluation (learning)

Buying / Enquiring

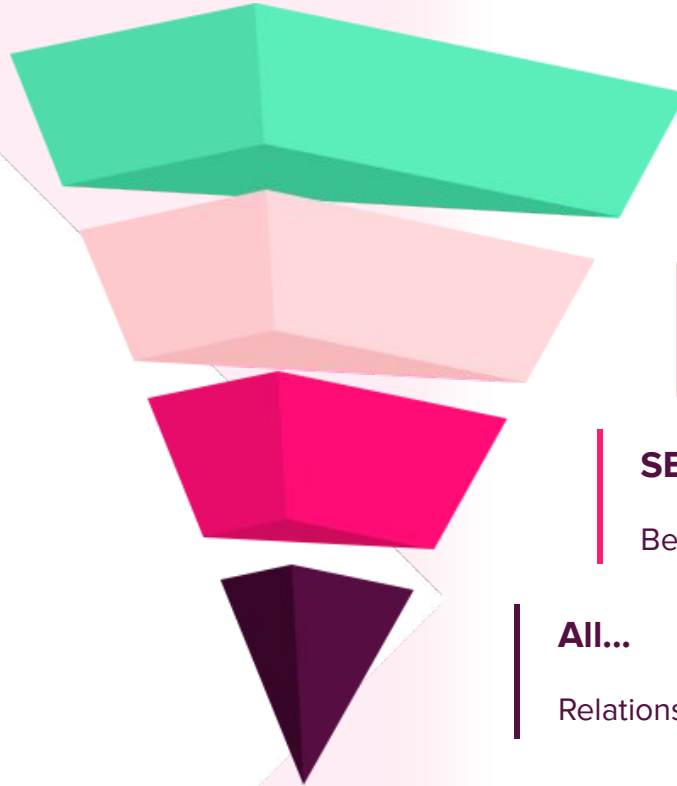
Action

*Remember this could happen offline

Retention and advocacy

Nurture

THE DIGITAL FUNNEL.



SEO can be the hero here

Being found early in the journey

SEO and Paid media

Building trust by being present and sharing knowledge

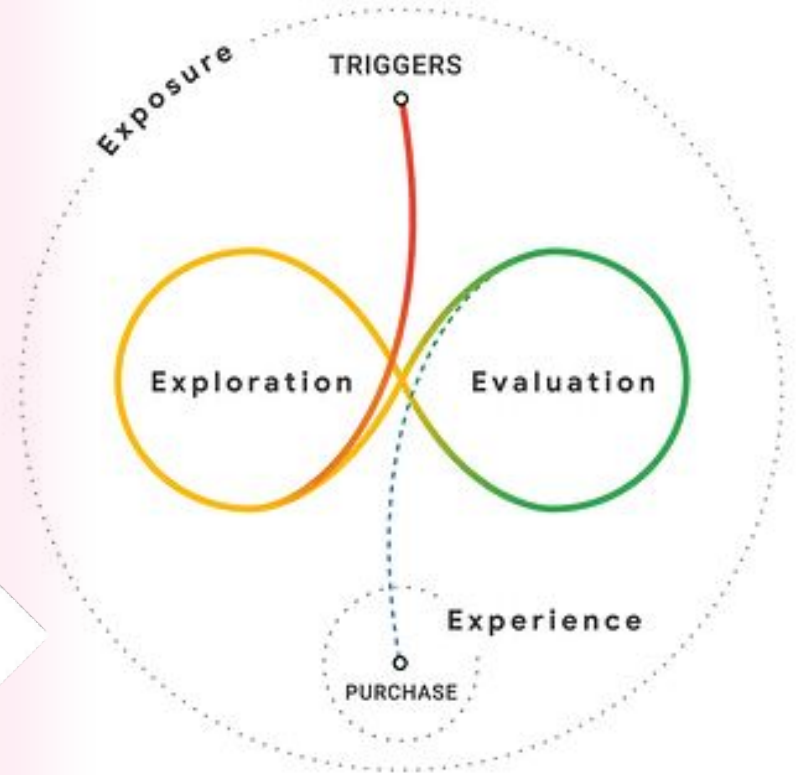
SEO, Paid media, Email, Social

Being there for the conversion

All...

Relationship building

THE MESSY MIDDLE.



WE MUST REMEMBER



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AT THE END OF EVERY ANALYTICS NUMBER IS A HUMAN



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KEYWORD RESEARCH IS KING



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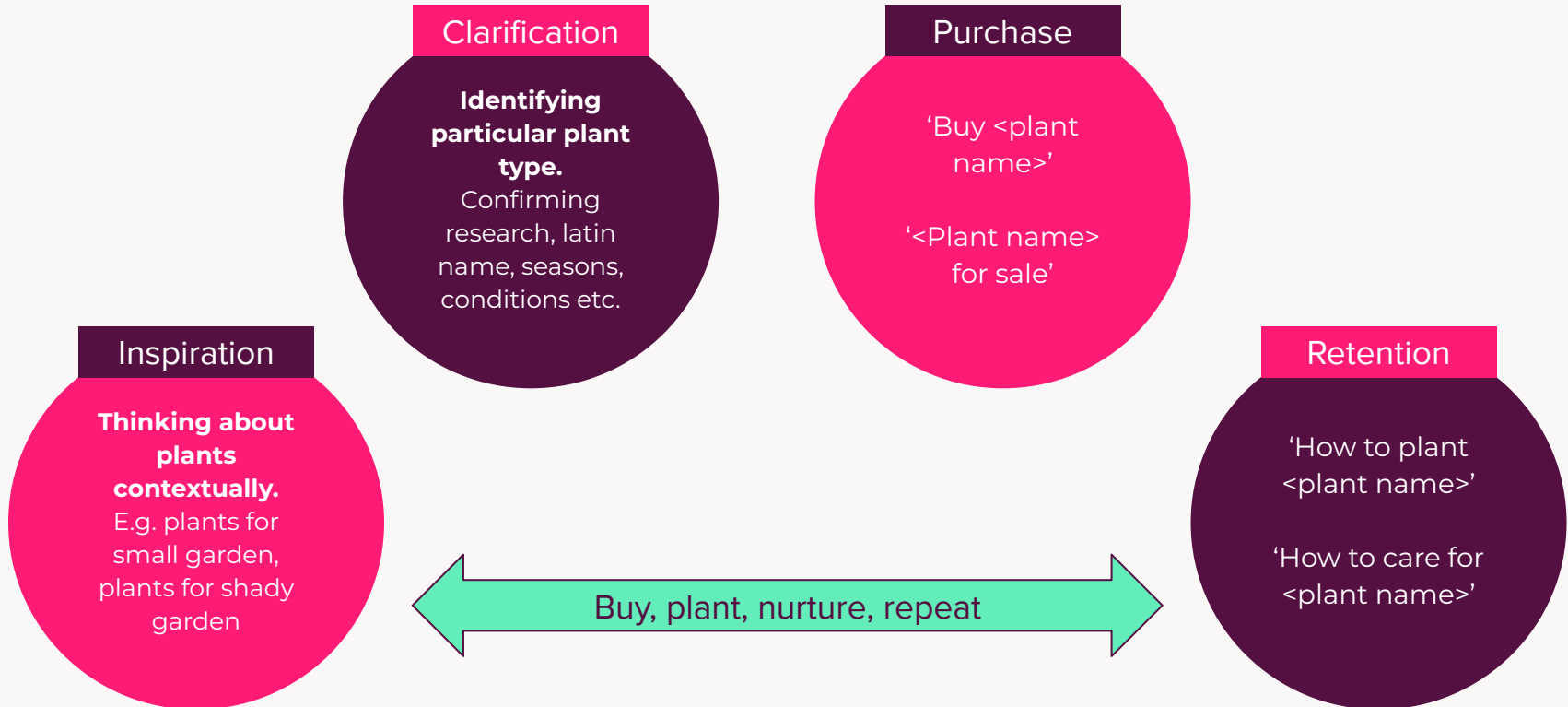
LET'S TALK ABOUT GARDENING



LET'S MOVE THE GAME ON >>



TYPICAL PLANT RESEARCH JOURNEY.



KEYWORDS & SEARCH INTENT.

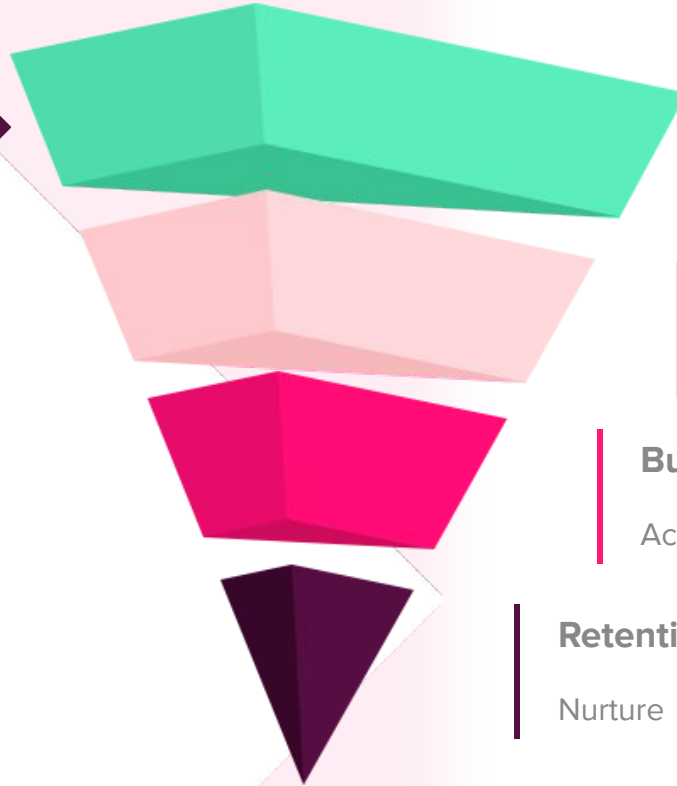


Search query	Plants for shade	Geranium plant	Geranium plants for sale
Marketing funnel	Awareness	Consideration	Purchase
% of volume	High	Medium	Low
Search volume	12,100	4,400	720
Likelihood of purchase	Low	Medium	High

STEP 1 - AWARENESS.



WE ARE HERE



Identifying their need

Raising awareness

Researching their options

Consideration/Evaluation (learning)

Buying / Enquiring

Action

Retention and advocacy

Nurture

THE USER IS DEFINING THEIR BRIEF THROUGH RESEARCH



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THE USER HAS A NUMBER OF JOBS TO DO



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AWARENESS KEYWORD CHARACTERISTICS.



- Broad open phrases
- Short phrases (1 - 3 words)
- Lack of detail - one attribute max
- 'Which' or 'best' type searches
- This or that searches
- High search volume



BEING PRESENT AT AWARENESS IS KEY TO BUILDING A RELATIONSHIP



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WHAT MUST WE CONSIDER WHEN TARGETING AWARENESS KEYWORDS?



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HIGH SEARCH VOLUME OFTEN MEANS HIGH COMPETITION



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LACK OF INTENT MEANS CONVERSION SHOULD BE A FUTURE METRIC



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THEREFORE YOUR SUCCESS MEASURES NEED ALTERING



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UGLY, FUNCTIONAL SLIDE ALERT.



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How people assume SEO should be measured

Rankings

Traffic

Bounce rate

Leads / Sales

Can often
be vanity
metrics

Is this a
fair metric
based on
the
strategy?

Needs
context to
be useful

How SEO should really be measured

Leads - Awareness

Leads - Consideration

Leads - Purchase

New customers

Customer lifetime
value

Rankings

Traffic

Links/PR

Traffic from links

Completion of
intended journey

Soft engagement

Social follows /
newsletter sign up

Content engagement

Harder to measure

Brand awareness
Expertise, authority &
trust (EAT)

How have
you linked
this to your
other digital
channels?

NUMBER ONE TAKEAWAY INCOMING



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DIFFERENT PARTS OF YOUR SEO STRATEGY NEED DIFFERENT MEASURES



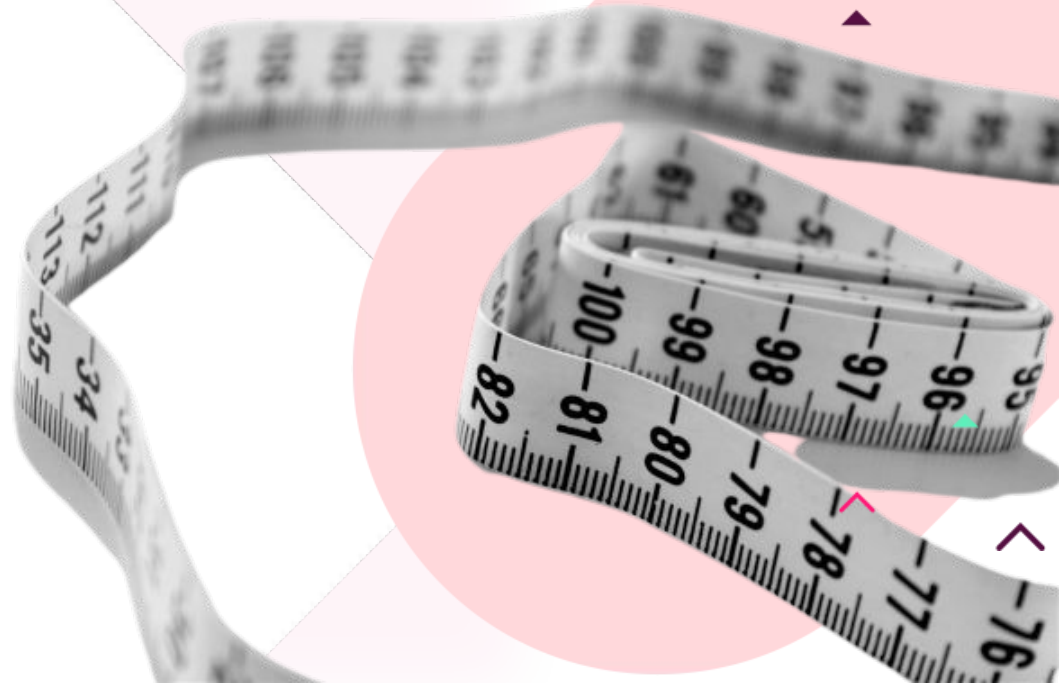
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EXAMPLE AWARENESS METRICS.



- Engagement
- Newsletter sign ups
- Downloads
- Video views
- Social follows
- Pinterest / image engagement
- Saves / wish list
- Next page flow



DO NOT UNDERESTIMATE THE IMPORTANCE OF LANDING PAGES



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WE MUST ENSURE WE ARE OPTIMISING THE RIGHT PAGE FOR THE USER JOURNEY



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THINK ABOUT LANGUAGE AND CALL TO ACTIONS



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THINK ABOUT HOW THROUGH LANGUAGE YOU ARE PRIMING AND ANCHORING THE USER



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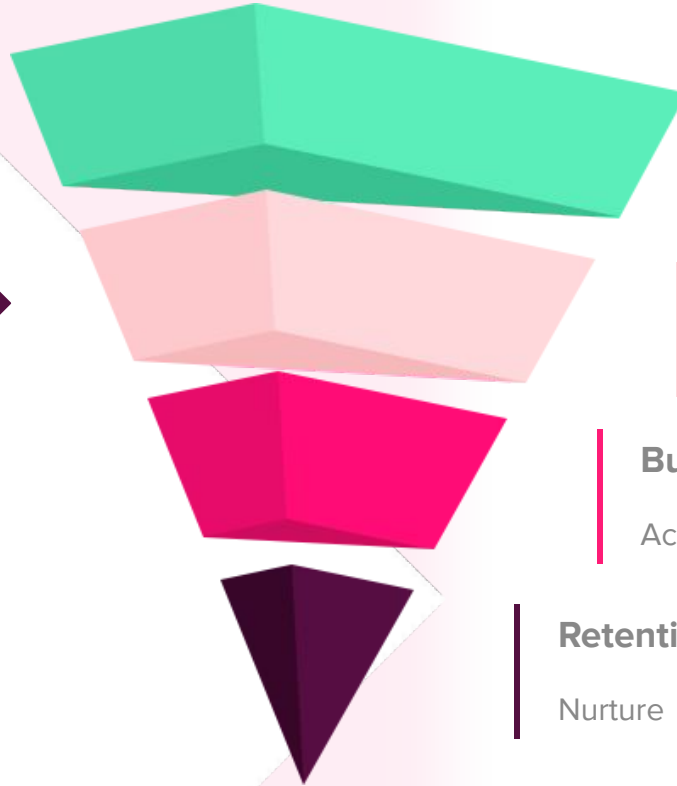
YOUR SEO SUCCESS WILL BE DEFINED BY HOW WELL YOU MANAGE EXPECTATIONS



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STEP 2 - CONSIDERATION.



Identifying their need

Raising awareness

Researching their options

Consideration/Evaluation (learning)

Buying / Enquiring

Action

Retention and advocacy

Nurture

OUR USER NOW HAS A VISION



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IT IS NOW YOUR JOB TO UNDERSTAND THAT VISION AND TYPICAL PROCESS



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AND TO MAP YOUR KEYWORDS ACCORDINGLY



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CONSIDERATION KEYWORD CHARACTERISTICS.



- Solution focused
- Product or Service focused
- More specific, so potentially more attributes
- User is looking for answers so potentially more question based
- Medium search volume



IF WE UNDERSTAND THE JOURNEY WE CAN BE SURE TO OPTIMISE THE RIGHT PAGES



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AND TO OFFER THE RIGHT CALL TO ACTION FOR THE CUSTOMER



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WE CAN ALSO PLAY NICELY WITH THE OTHER CHANNELS



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ENSURING A CONNECTED JOURNEY FOCUSED ON CONVERSIONS



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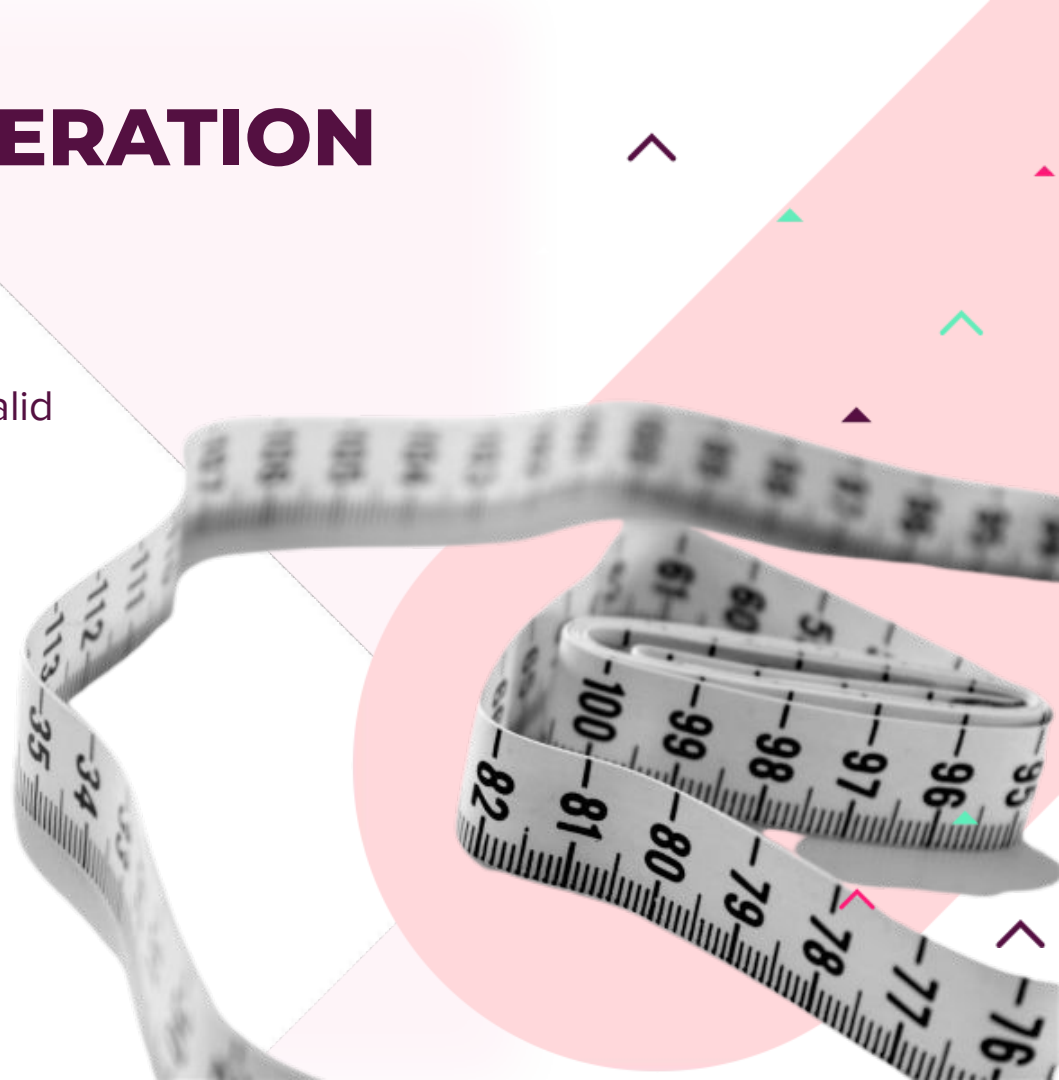


EXAMPLE CONSIDERATION METRICS.

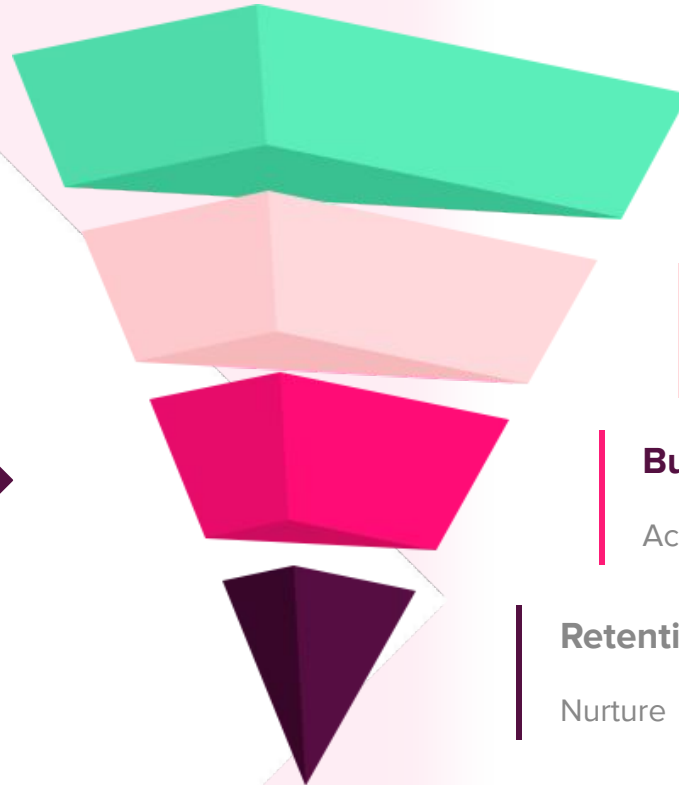


Many of the awareness metrics are still valid plus...

- Scroll depth
- Live chats
- FAQ interactions
- Review interactions



STEP 3 - BUYING/ENQUIRING.



Identifying their need

Raising awareness

Researching their options

Consideration/Evaluation (learning)

Buying / Enquiring

Action

Retention and advocacy

Nurture

THE USER IS READY TO CONVERT - WHAT DOES THIS MEAN FOR US?



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**MUCH MORE FOCUSED
KEYWORDS, MOST LIKELY
SMALLER SEARCH VOLUME**



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PURCHASE KEYWORD CHARACTERISTICS.



- Branded keywords
- 'Buy' or 'for sale' terms
- Compare x and x
- How much is x
- Highly specific product/service terms
- Review of xxx (product/company)
- Niche low volume attribute heavy terms



THE LANDING PAGE FOR THESE KEYWORDS NEEDS TO BE MORE FOCUSED



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MAKING PURCHASE OR ENQUIRY EASY



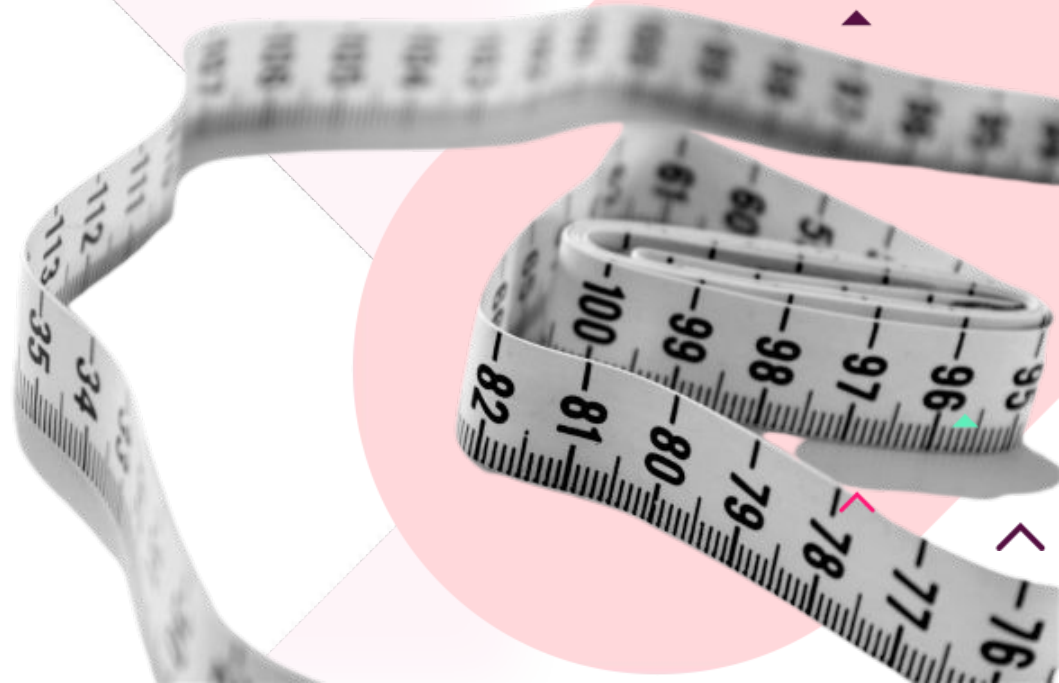
LET'S MOVE THE GAME ON >>



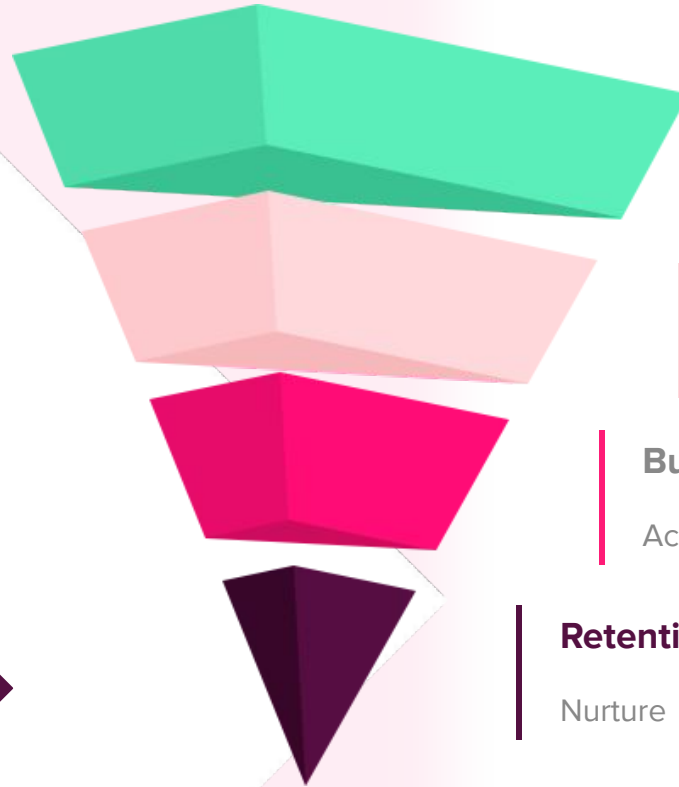
EXAMPLE PURCHASE METRICS.



- Sales and enquiries
- Bookings
- Telephone call tracking
- Add to basket (needs a abandon basket follow up & remarketing)
- Online to in-store visibility



STEP 4 - RETENTION/ADVOCACY.



Identifying their need

Raising awareness

Researching their options

Consideration/Evaluation (learning)

Buying / Enquiring

Action

Retention and advocacy

Nurture

WE ARE HERE

THIS IS WHERE YOU INVEST IN THE FUTURE RELATIONSHIP



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THESE KEYWORDS WILL BE THE LONG-TERM RESEARCH PHRASES



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RETENTION KEYWORD CHARACTERISTICS.



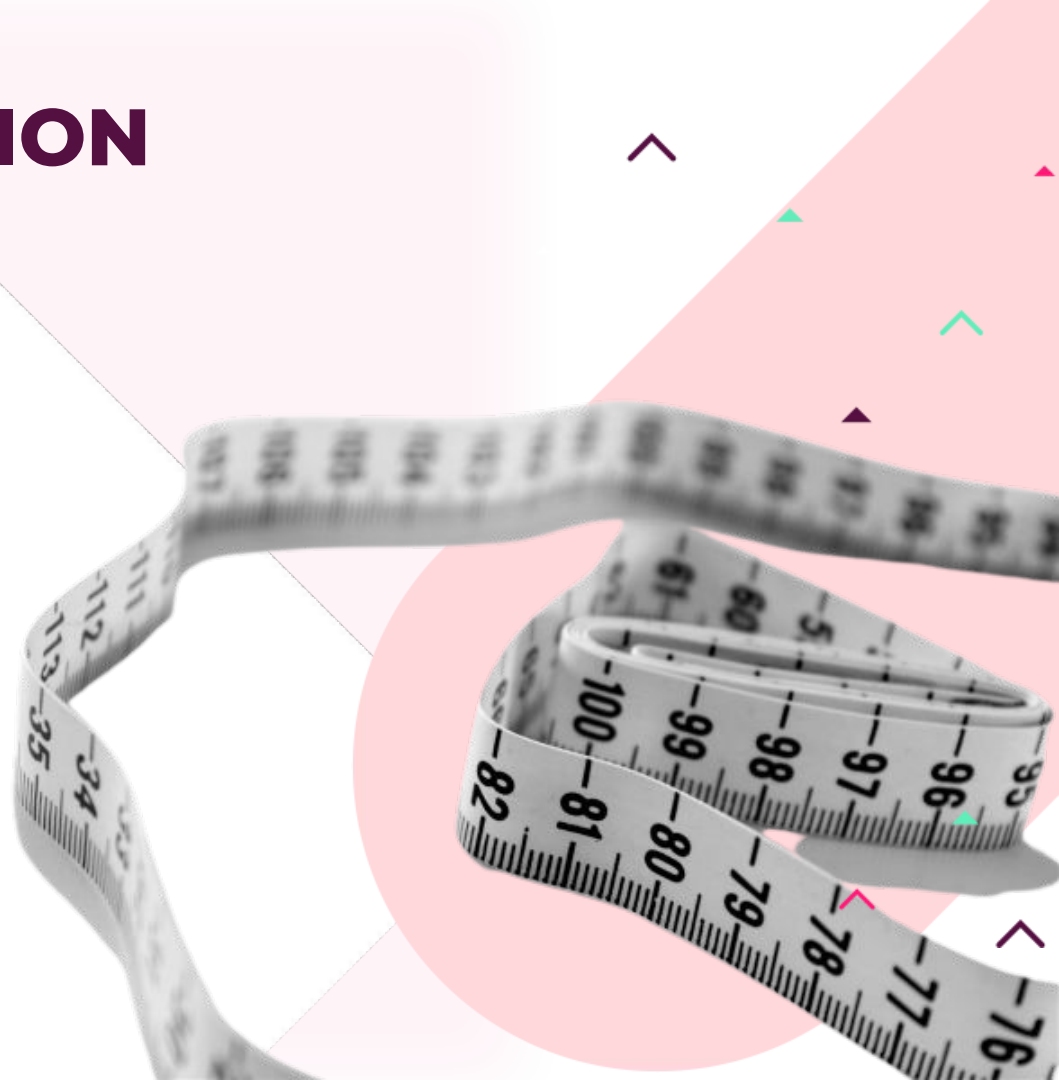
- Phrases that show engagement with a product e.g.
 - “How to...”
 - “Guide to”
 - “User manual”
- Product/brand specific keywords
- Community/fan club keywords
- News/latest update keywords



EXAMPLE RETENTION METRICS.



- Downloads
- Newsletter sign ups
- Newsletter engagement
- Returning user rate
- Social engagement - likes/shares/comments



SO THAT'S SEO STRATEGY CONQUERED, RIGHT?



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NOT QUITE... WE NEED TO ZOOM OUT



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WHY SHOULD WE ZOOM OUT?



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CONSIDERING HOW THE CHANNELS CONNECT IS PRICELESS



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THIS IS WHERE YOU MOVE FROM SEO TO NEXT LEVEL SEO









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EXAMPLE CUSTOMER JOURNEY PLAN.



Persona Key Needs	 Persona 1 need 	 Persona 1 need 			
What are they searching for?	Top keywords by volume or relevancy				
Pain points/ Opportunities / Insights	X% of gardeners are nervous about wasting money on plants				
Where are they spending time?					
					
Top Level Content	Lifestyle videos				
Top Level Messaging	What is the hook?				
Top Level CTA	Learn more / Buy now				
Channels	<ul style="list-style-type: none"> • Organic search • YouTube • RHS Website 				

PLANNING YOUR STRATEGY AGAINST THE CUSTOMER JOURNEY IS **ALL YOUR CUSTOMER WANTS**



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**THIS RESULTS IN A SEAMLESS
JOURNEY, MAKING IT EASY FOR
THEM TO CONVERT**



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TRACKING IS CRITICAL TO SUCCESS



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**AND YOU MUST NOT FORGET
NOT ALL SEO SHOULD BE
EQUAL IN SUCCESS MEASURES**



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AGREEING THE RIGHT METRICS FOR THE RIGHT KEYWORD GROUPS IS CRITICAL TO MAKING YOU LOOK GOOD



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TOP TIPS



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**BE HUMAN, PUT YOUR
AUDIENCE FIRST.**

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GET A HANDLE ON THE TECH SIDE OF **CORE** **WEB VITALS.**

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TIP

2



**TIP
3**



**MAP THE INTENT OF
YOUR AUDIENCE.**

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ENSURE YOU HAVE THE RIGHT **CONTENT** FORMAT.

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TIP
5



**NOW YOU UNDERSTAND
YOUR AUDIENCE &
WHERE THEY ARE IN
THEIR JOURNEY ENSURE
YOU **BETTER OPTIMISE**
THE PAGES.**

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**REMEMBER, DIFFERENT
PARTS OF YOUR SEO
STRATEGY REQUIRE
DIFFERENT MEASURES.**

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**TIP
6**



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the slides:**



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Thank you

