



Stop Over-Complicating Your SEO Strategy (Making Millions with Metadata)

Andy Mollison
REFLECT DIGITAL

 @ReflectDigital

 [linkedin.com/in/andy-mollison/](https://www.linkedin.com/in/andy-mollison/)



**“CAN’T YOU JUST DO
SOME SEO?”**





**“WE *ONLY* WANT TO RANK
FOR THIS KEYWORD”**



WHY DOES SOMEONE ASK THAT?



DON'T JUST SAY YES



THE CLIENT IS NOT ALWAYS RIGHT!



**WHAT ABOUT... WHEN YOU'VE GOT THE
KEYWORD POSITION THEY ASKED FOR,
BUT THE REVENUE DOESN'T MATCH
THEIR SPEND ON SEO?**





**“BUT WE DID WHAT
YOU ASKED!”**





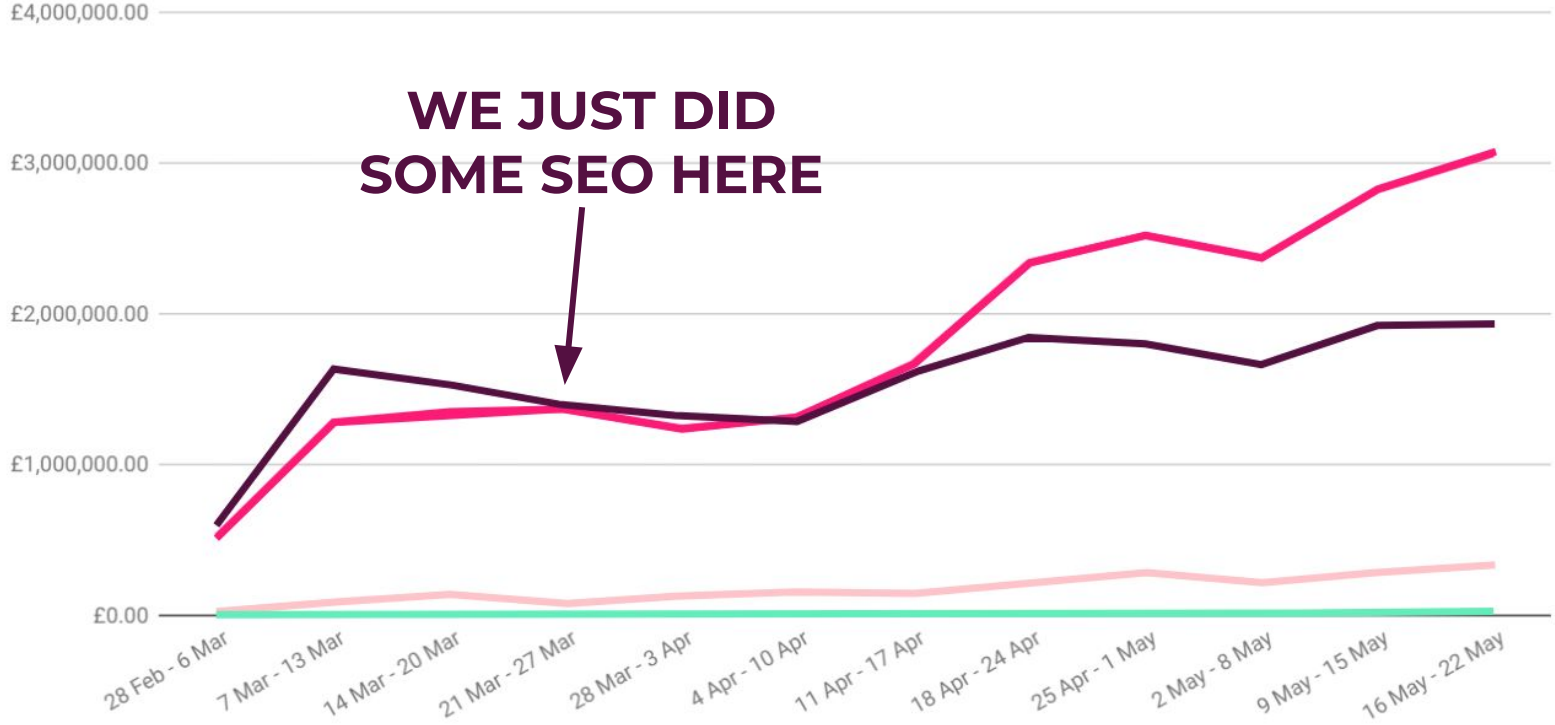
OWNING YOUR SEO STRATEGY.



UNLEASH YOUR DIGITAL PERFORMANCE >>

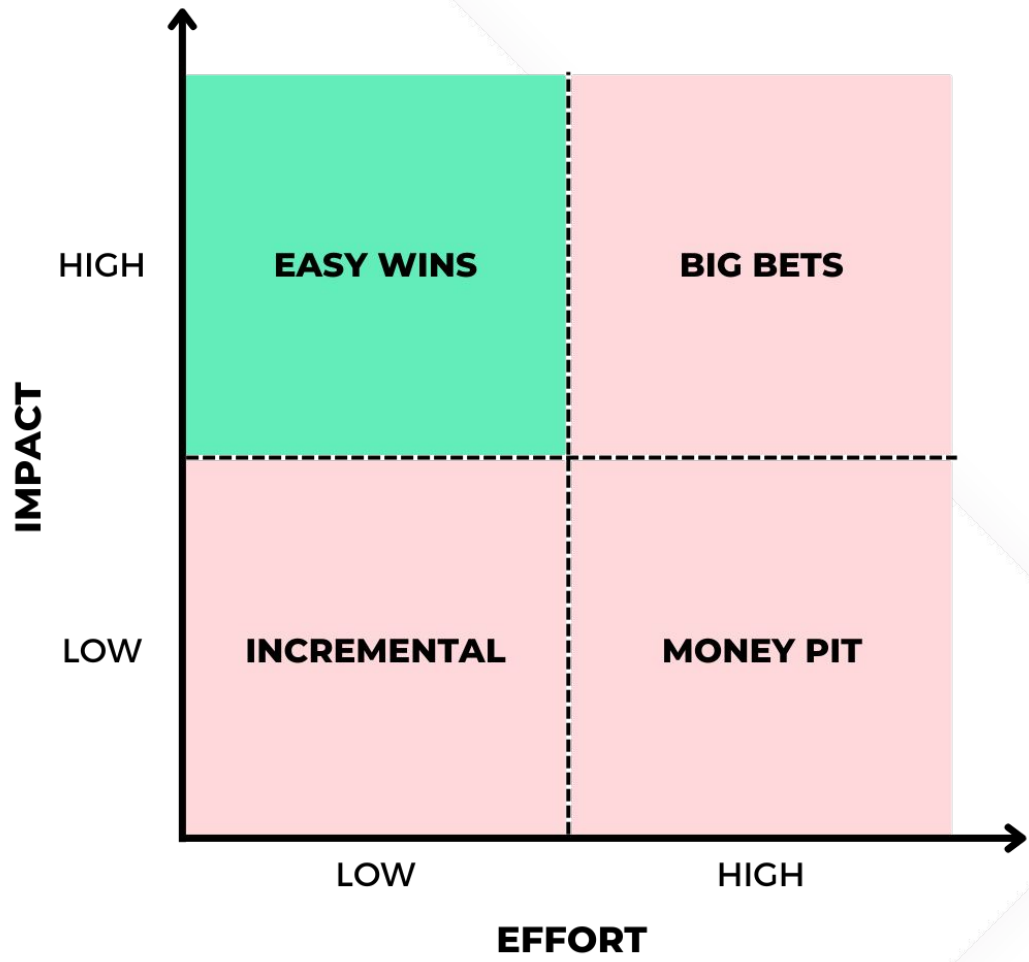


Organic Direct Paid Referral



**WE JUST DID
SOME SEO HERE**





**“GET THE LOW
EFFORT / HIGH IMPACT
TASKS IN EARLY.”**



EARLY GAINS = BUILDING TRUST.

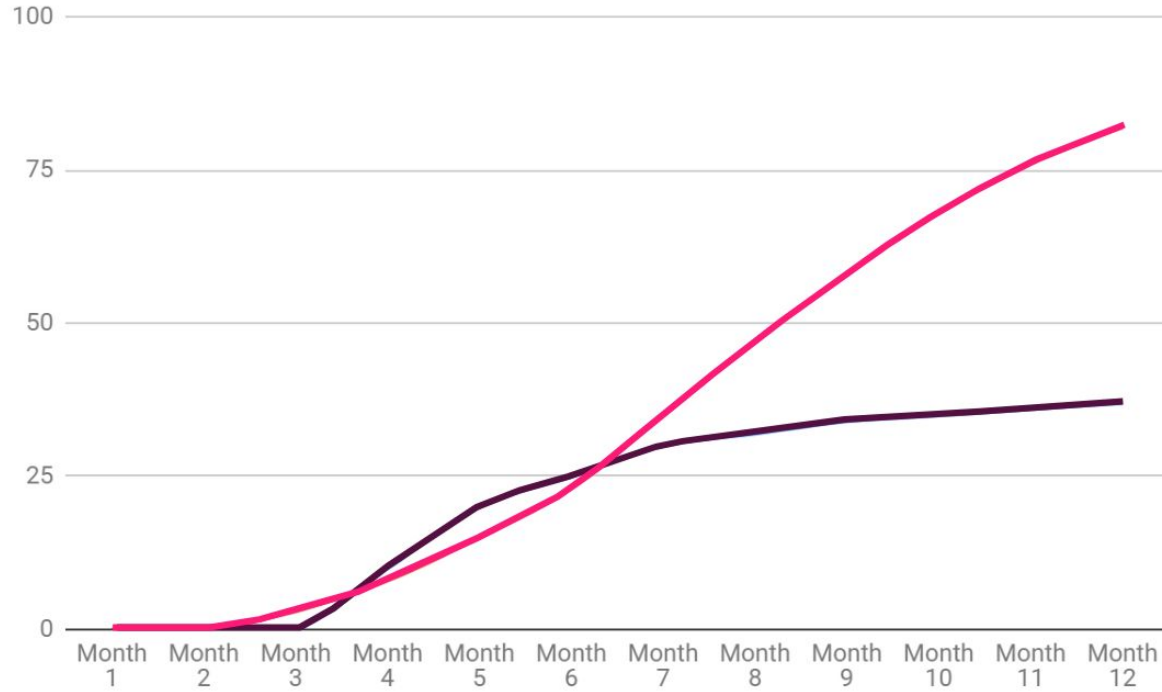


OPTIMISE THE DETAILS LATER.





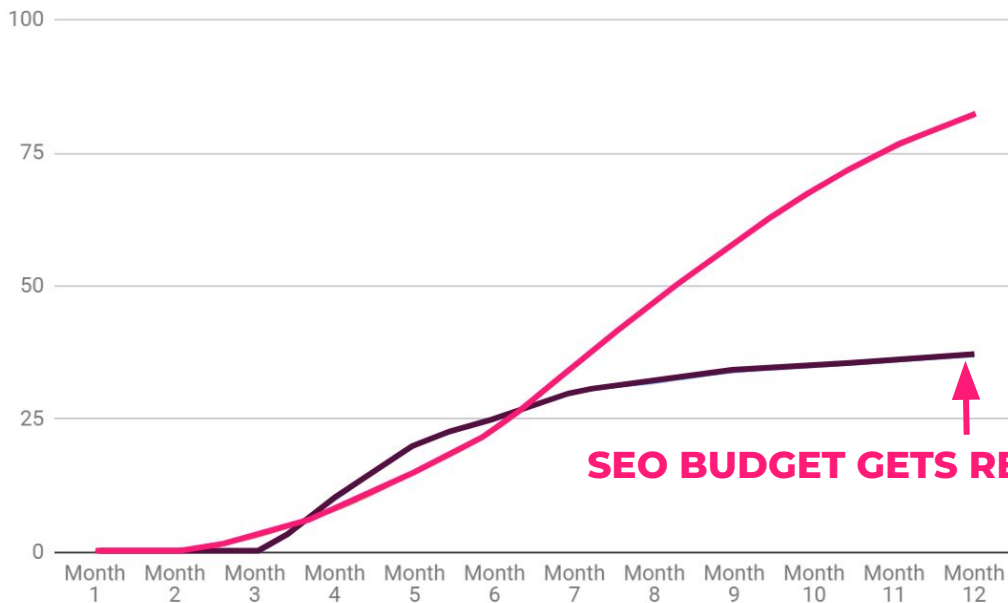
■ Including site-wide optimisation as part of your strategy ■ Just following a client-led strategy



WHICH LINE WOULD YOU RATHER BE?



■ Including site-wide optimisation as part of your strategy ■ Just following a client-led strategy



SEO BUDGET GETS REVIEWED HERE.





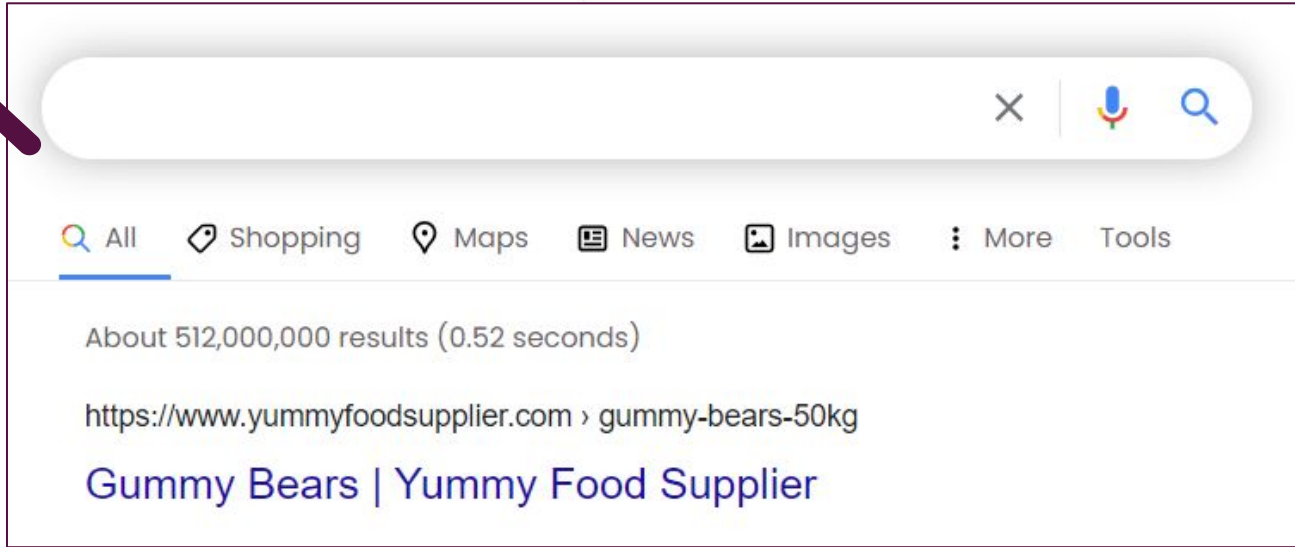
**LOW EFFORT / HIGH VALUE
OPPORTUNITIES TO
LOOK OUT FOR.**



UNLEASH YOUR DIGITAL PERFORMANCE >>

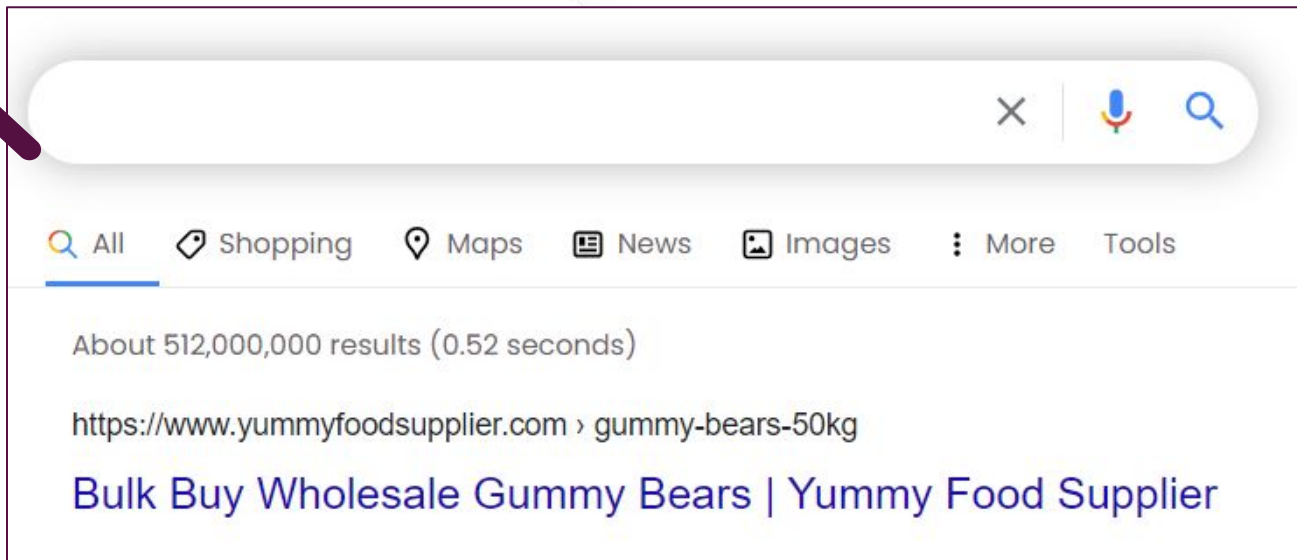
TEMPLATING META TITLES.





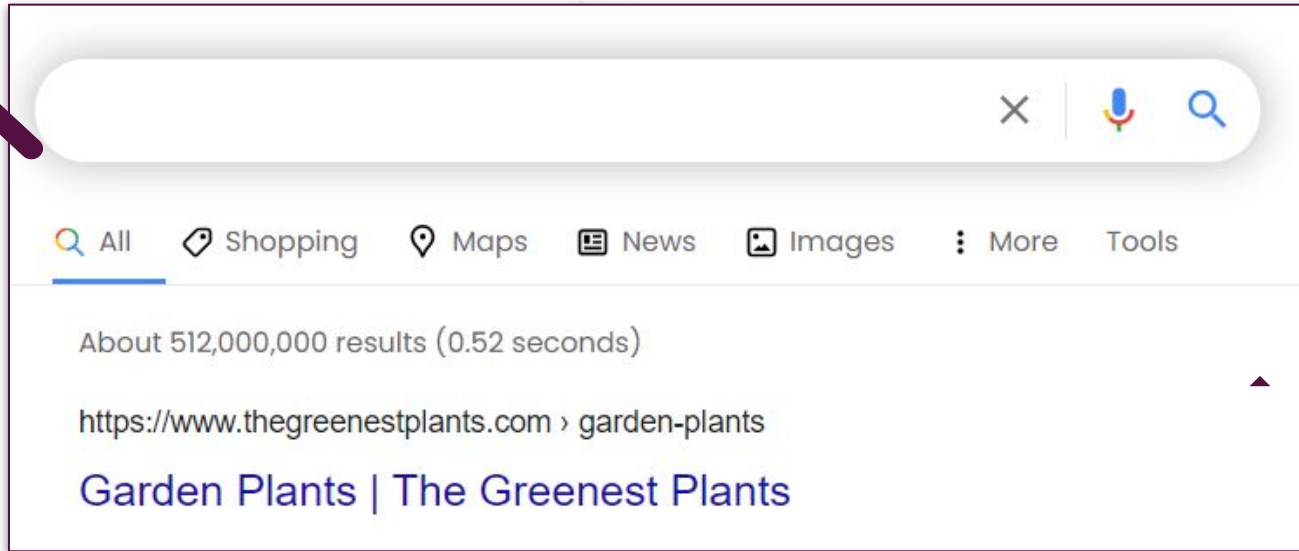
“WHOLESALE GUMMY BEARS” (20/MONTH)
“BULK BUY GUMMY BEARS” (20/MONTH)





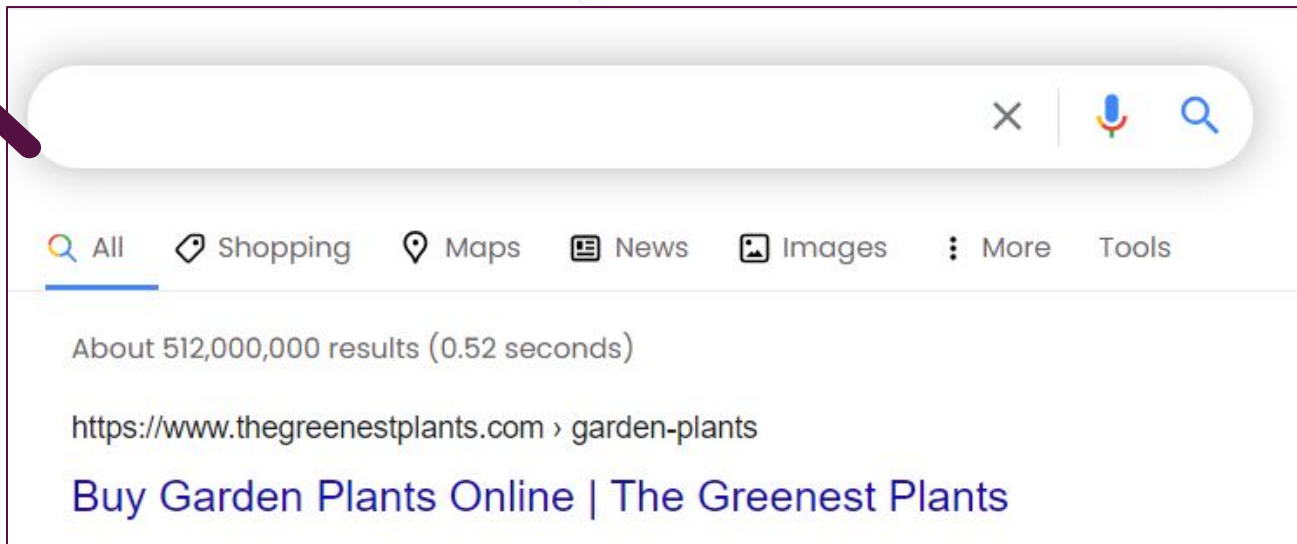
“BULK BUY [PRODUCT NAME]”





“GARDEN PLANTS ONLINE” (1900/MONTH)
“BUY GARDEN PLANTS ONLINE (190/MONTH)”





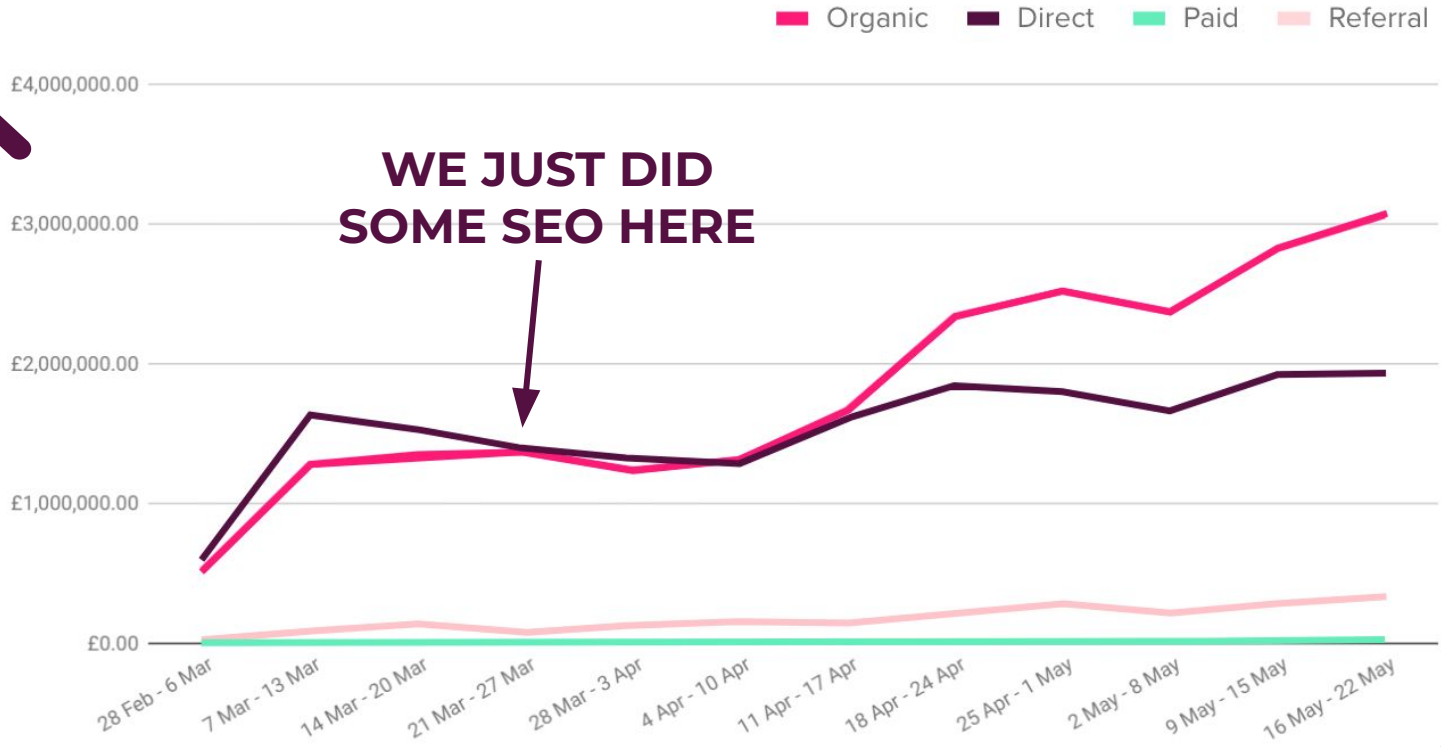
“BUY [CATEGORY NAME] ONLINE”





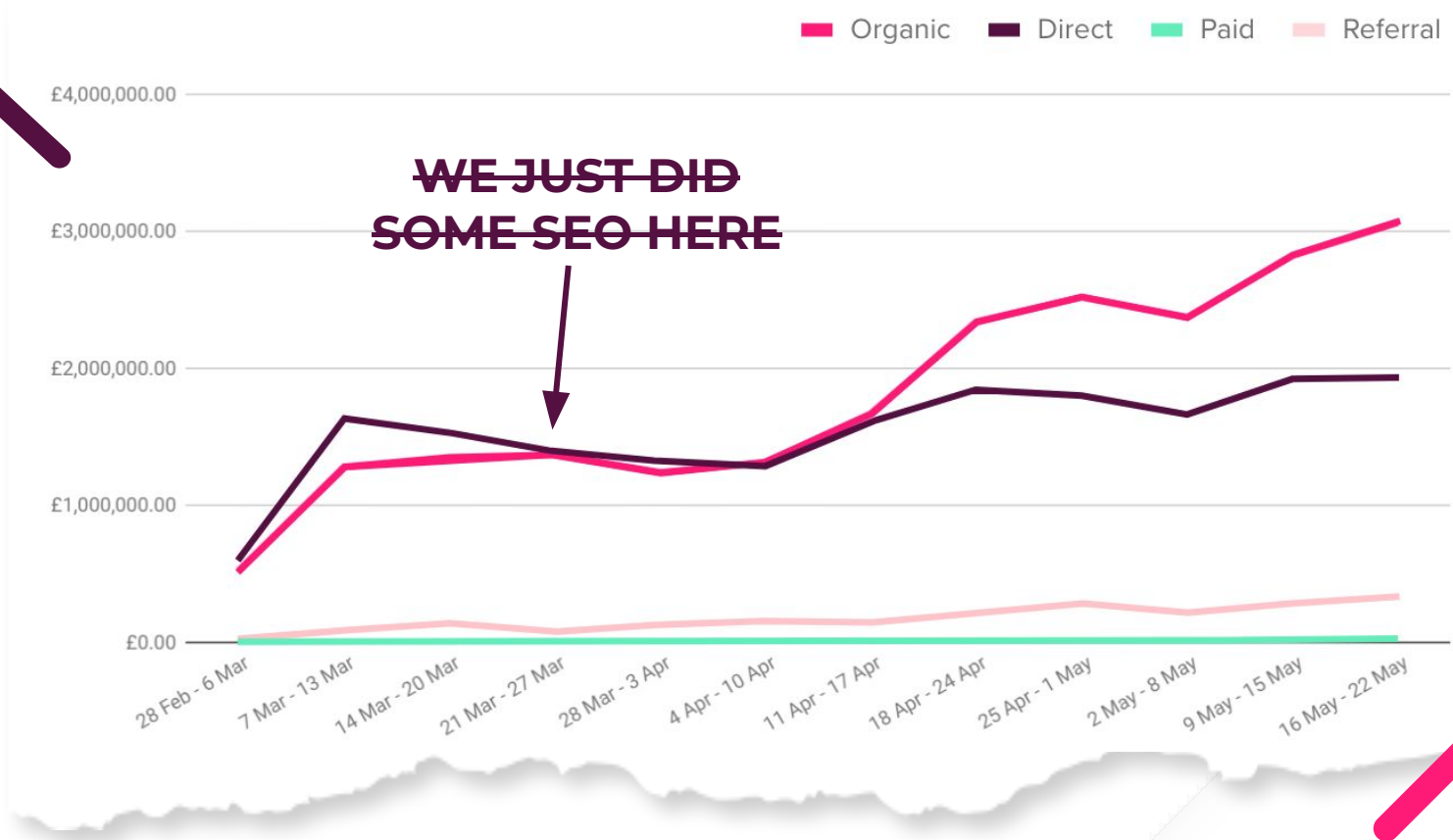
**“SURE, BUT THAT’S ONLY
ONE PAGE... AND PRETTY
LOW SEARCH VOLUME”**

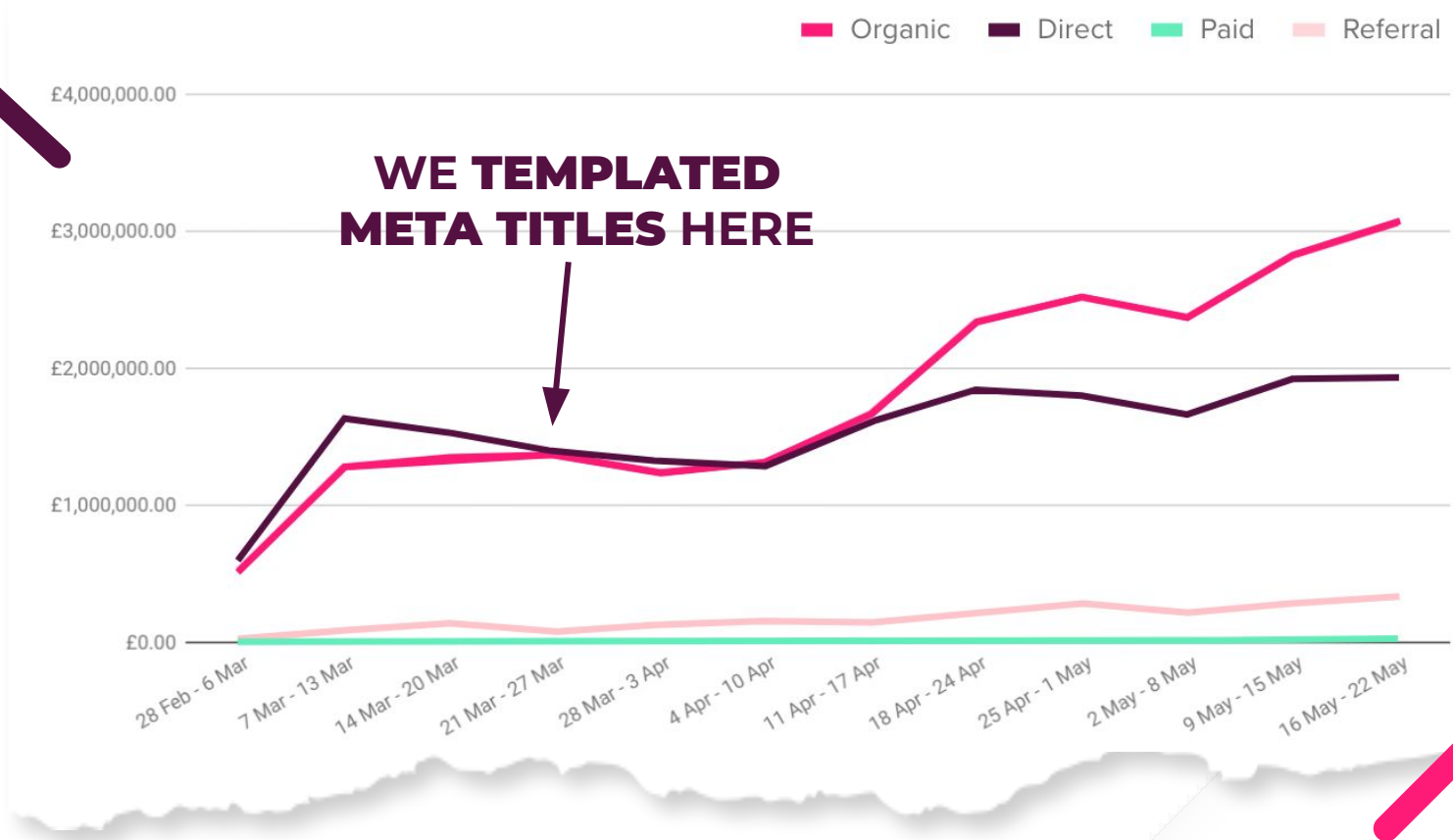




**WE JUST DID
SOME SEO HERE**

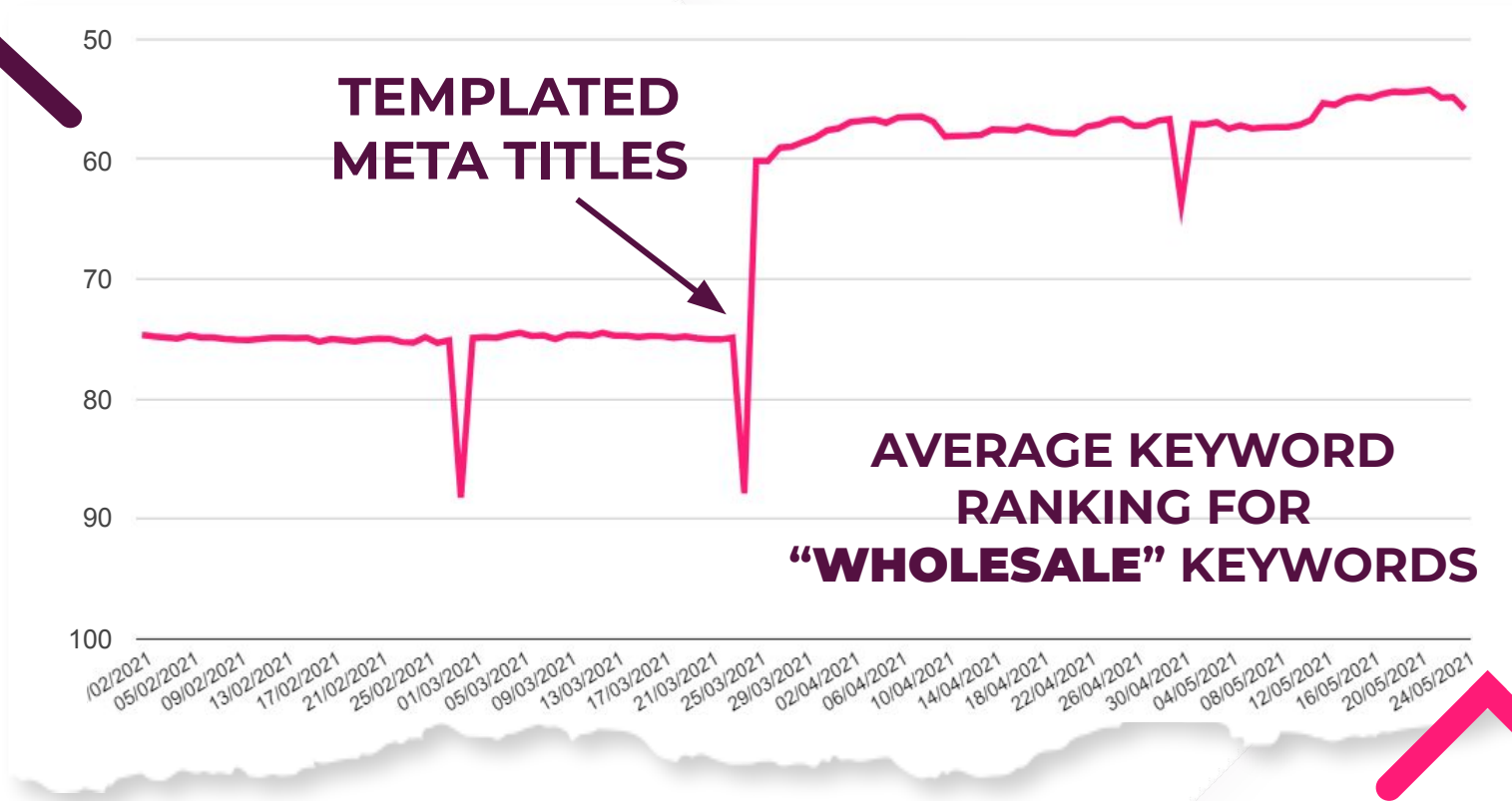






**WE TEMPLATED
META TITLES HERE**







KEYWORD	SEARCH VOLUME	POSITION BEFORE	POSITION AFTER
<i>wholesale pasta</i>	480	3	1
<i>jam portions wholesale</i>	90	2	1
<i>bakery wholesale</i>	1000	100+	10
<i>bakery wholesale supplies</i>	720	100+	14
<i>egg wholesale</i>	320	96	11
<i>craft beer wholesale</i>	210	100+	16
<i>alcohol suppliers</i>	140	79	7





£61.4 million

YoY increase in revenue.



43.6%

Revenue increase.



11.3%

Increase in page 1 positions.





WHAT ELSE?



UNLEASH YOUR DIGITAL PERFORMANCE >>

TEMPLATING H1 TAGS.





JR HOUSE

JO MALONE
LONDON

Citrus

The crisp zesty character of our citrus fragrances have an instantly uplifting and energising appeal. From the very first spritz, our citrus perfumes refresh the senses with its vibrant aroma. Explore a modern classic like our signature citrus fragrance, Lime Basil & Mandarin, bringing an unexpected twist to the scent of limes on a Caribbean breeze. Whether you indulge in a citrus diffuser to effortlessly add an enveloping scent to any space or a citrus candle to simply add an air of luxury, our citrus scents transform the atmosphere with vibrant freshness.





JR HOUSE

JO MALONE
LONDON



RANKS #7 FOR “CITRUS PERFUME” (480/MONTH)

The crisp zesty character of our citrus fragrances have an instantly uplifting and energising appeal. From the very first spritz, our citrus perfumes refresh the senses with its vibrant aroma. Explore a modern classic like our signature citrus fragrance, Lime Basil & Mandarin, bringing an unexpected twist to the scent of limes on a Caribbean breeze. Whether you indulge in a citrus diffuser to effortlessly add an enveloping scent to any space or a citrus candle to simply add an air of luxury, our citrus scents transform the atmosphere with vibrant freshness.





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JR HOUSE

JO MALONE
LONDON



NEW H1 TAG: “[CATEGORY NAME] PERFUMES”

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Cartoons



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PAGE TITLE: “CARTOONS”

**RANKS #2 FOR “POLITICAL
CARTOONS *(1000/MONTH)*”**





TECHNICAL OPPORTUNITIES?



UNLEASH YOUR DIGITAL PERFORMANCE >>

IMAGE COMPRESSION.





IMAGE ALT TAGS



XML SITEMAP ISSUES



HREFLANG SETUP



INTERNAL LINKING





IMAGE ALT TAGS



XML SITEMAP ISSUES



HREFLANG SETUP



**SITE-WIDE
INTERNAL LINKING**



**GOOD STRATEGY
ISN'T ENOUGH.**



OR, LEARNINGS...



GETTING SH*T DONE.



**IT'S TOUGH IF PEOPLE
AREN'T ON-BOARD.**



REMEMBER “CAN’T YOU JUST DO SOME SEO?”



**RED TAPE TAKES TIME
TO GET THROUGH.**





**ESPECIALLY IF YOU NEED
DEVELOPMENT WORK.**



**...OR THE CLIENTS TO “DO” OR
INVEST IN SOMETHING.**





IT'S RAINING SIDEWAYS.



FORECASTING.



UNLEASH YOUR DIGITAL PERFORMANCE >>

**GOOD STRATEGY ISN'T
ENOUGH.**



**SHOW THE EXPECTED UPLIFT
OF YOUR STRATEGY.**





LOW

MEDIUM

HIGH





LOW

+1%

MEDIUM

+5%

HIGH

+10%





LOW
£

MEDIUM
££

HIGH
£££





WRAP UP.



UNLEASH YOUR DIGITAL PERFORMANCE >>



**LOOK FOR SITE-WIDE
OPPORTUNITIES.**





**DON'T GET STUCK INTO
CLIENT-LED STRATEGIES.**



**DON'T GET SUCKED INTO
CLIENT-LED STRATEGIES
(UNLESS THEY'RE GREAT).**





HAVE YOUR OWN IDEAS.



**GET THE LOW
EFFORT / HIGH IMPACT
TASKS IN EARLY.**





**FORECAST TO
ESTIMATE RESULTS.**



SHOUT ABOUT YOUR RESULTS!





THANK YOU.

Download slides: bit.ly/bseo-andym

 @ReflectDigital

 linkedin.com/in/andy-mollison/