pomegranate .marketing

BUSINESS GROWTH

getting seen on Google (SEO)

NATIONAL NETWORK BIPC WALTHAM FOREST

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01.

HELLO!

I am Karim, pleasure to meet you all.

I hope to tell you all a little about me, then a little about the purpose of this presentation and then a lot more about search engine optimisation *aka SEO*

WHO AM I & WHY SHOULD YOU EVEN PAY ATTENTION?

Getting up no good on the roads.
Depression, drug addiction, alcoholism & homelessness

CHEF JOBS

Gala Bingo

NEWTECH WORLDWIDE

ScaleStreet

KING'S College LONDON

IMPERIAL

Ebury

Santander

Satago

moneycorp

pomegranate .marketing

AND NONE OF THIS MEANS A THING

...unless the things that I say make sense to you.

So please write any questions down and ask me at one of the break points or email me directly afterwards on info@pomegranate.marketing

WHAT IS THE PURPOSE OF THIS WORKSHOP?

1. To show you that anything is possible, even for those of us who've made big mistakes
2. To invite you to become more independent thinking
3. To invite you to be confident that: regardless of your background, anyone can be free from being an employee
4. To invite you to put stock in truth
5. To invite you to not to be scared of failing
6. To show you a roadmap of how to go from having a product/service to being visible on Google and ready to take sales

02.

FROM EMPLOYEE TO FOUNDER

the right approach to the leap of faith

FROM EMPLOYEE TO FOUNDER

- Decide on a product or service *that you would like* to offer to others
- There are rules & regulations to working in many industries, so make sure you've dotted your i's and crossed your t's before going to market
- When you have all of your basic things sorted, then is the time to go and test the market

HAVE THE RIGHT COMPANY MISSION

Example company mission: Salesforce - **to help companies connect with their customers**

Example decision to make: A never-before-seen, new, LinkedIn automation tool has been released in the market and Salesforce's Marketing Director has to make a decision on whether to invest in the tool's subscription of $800 per month for 20 seats

How does he judge what the right decision to make is?

Will this utilising this tool (provided it doesn't break any platform rules and harm the Salesforce brand) help Salesforce to help more companies connect with their customers compared to without the tool? YES, by furthering Salesforce's digital reach, more new customers, more companies connecting with their customers

Will this tool also allow Salesforce to help companies connect with their customers better? Yes, and Salesforce - after seeing that it helps them - may decide to add this into their offering through partnering with the LinkedIn automation tool's company

The right mission can be relied upon in decision making across most aspects of a company and also can check our greed as we walk the path to freedom

UNTIL YOU'D BE WILLING TO DO [WHAT YOU DO] FOR FREE, YOU WILL ALWAYS BE TILTED IN YOUR DECISION MAKING. HAVE FAITH THAT THE REWARD WILL COME AND DON'T MAKE GREED THE CORNERSTONE OF YOUR BUSINESS.

MAKE SURE THAT WE'VE TESTED OUR PRODUCT OR SERVICE WITH THOSE WE HAVE ACCESS TO

This should give you an idea of whether your products/services are good enough to take to market and whether our ideas of pricing are reasonable

As in - if you cannot explain the reason as to why your product/service is priced the way it is - it's by your own definition, not reasonable.

...also, if you don't have access to a small market of test subjects, then this is a great opportunity for some charitable outreach.

FILLING OUR SALES

After you've seen that people are happy with your offering, the way that it's presented AND you have a reasonable way to repeatabley deliver this offering again, then it's time to fill our sales!

Just like a sailboat on the ocean (before engines) to actually get anywhere you need your sails to be somewhat full.

Marketing channels are just that, they are ways that you can strive to fill your business' sales.

Today we'll talk about one marketing channel - SEO.

03.

WHAT IS SEO?

And what's the point?

SEO MEANS SEARCH ENGINE OPTIMISATION
BUT WHY WOULD WE WANT TO OPTIMISE FOR SEARCH ENGINES?!

Think of a recent time that you were inspired to make a purchase.

Speaking for myself, unless I can remember someone who's been recommended or someone who has reached out to me directly... Usually I just head to google and make a quick search.

Many people are the same. Whether it is a personal purchase, a purchase for work, sourcing a new supplier or a new barber, sourcing new staff (recruitment websites on Google)...

The common denominator on the surface is that someone probably had to do some optimising for you to even have found the websites on Google to make your purchase.

So if you want to be *that website* that people click on to purchase, you are going to have to optimise!

THE MORE KEYWORDS THAT YOU RANK FOR, THE EASIER IT IS TO RANK FOR OTHER ASSOCIATED ONES... EVEN ONES THAT YOU DON'T MEAN TO!

UNLIKE PAY-PER-CLICK ADS, EMAIL & LINKEDIN MARKETING AND COLD CALLING - THE REWARD FOR A SUCCESSFUL SEO CAMPAIGN IS PAID OUT LATER AND LASTS FOR MUCH, MUCH LONGER.

BUT IT ALSO TAKES MORE TIME, EFFORT & PATIENCE TO SEE OUT AN ENTIRE SEO CAMPAIGN

EXAMPLE OF HOW LONG SEO REWARDS CAN LAST

SSASPENSIONSLTD.CO.UK

The biggest investment that you can have where SEO is concerned is to have keywords in your domain/brand name.

SSAS pensions aren't cheap, they're a private pension where you can buy the things you want with your companies pension pot.

'ssas pensions' has 1,000-10,000 searches on average in the UK per month, and is a *commercial phrase (meaning people type it in when they're looking to enquire about buying)*

This business invested hard in SEO in 2017 by buying their domain name and they're still ranking 4th for a VERY lucrative term, with a 6 page website (contact and about us are on the same page!)

They've also only got visible 11 other websites linking to them **and still** this business is ranked 4th.

Keyword (by relevance)	Avg. monthly searches
Keywords you provided	
ssas pensions	1K – 10K

THE STAGES OF SEO

1. Market and keyword research: know your audience
2. Choose an *appropriate* keyword or small set of keywords that you'd like to target (as in 1 main keyword per product or 1 main keyword per service)
3. Look for all *keyword questions* in 'People Also Asked' snippets and look for the other keywords in 'People also searched for' sections
4. Write and publish content (on website or Google Business Profile) about these keywords & keyword questions
5. Get other websites to mention your brand and point people back to your website
6. Report and use new findings to repeat from stage 2 onwards

ARE THERE ANY QUESTIONS?

04.

KEYWORD RESEARCH

the root of all digital fruits

THE KEYWORDS YOU CHOOSE REPRESENT THE AUDIENCE YOU WILL BE TARGETING

When we talk in terms of SEO keywords, we talk in terms of audiences.

If I were to ask my audience, now, what they would type into Google if they wanted to find a corner shop, to buy a bottle of water, what they'd type in, it may look like:
off license, newsagents, corner shop, grocery shop, shop near me

Each of these searches represents a different audience.

So far we've just discussed *buying/commercial/transactional phrases* but there are more keywords than just buying ones that exist!

Now what would you type in to buy:

- **A pair of headphones?**
- **A vegan burger?**

[That's right deliveroo/ubereats are search engines too, and content can be optimised!]

SEARCH INTENT

THERE ARE 4 DEFINED TYPES OF SEARCH INTENT FOR KEYWORDS WITHIN SEO:

NAVIGATIONAL

A PHRASE THAT IS SEARCHED IN PURSUIT OF SOMETHING IN PARTICULAR
I.E. *'LIST OF BEST MILKSHAKES IN THE WORLD'* OR *'BEST ESTATE AGENTS IN UK IN 2024'*

INFORMATIONAL

A PHRASE THAT IS SEARCHED IN PURSUIT OF INFORMATION ON A TOPIC
I.E. *'WHY DO MILKSHAKES HAVE FROTH?'* OR *''WILL REAL ESTATE AGENTS BE AROUND IN 10 YEARS?'*

COMMERCIAL

A PHRASE THAT IS SEARCHED FOR INFORMATION ABOUT A LATER PURCHASE
I.E. *'ESTATE AGENTS IN LONDON'* OR *'SEO AGENCY'*

TRANSACTIONAL

A PHRASE THAT IS SEARCHED TO PURCHASE SOMETHING AT THAT TIME
I.E. *'AMAZON ALEXA'* OR *'HUGO BOSS BOTTLED'*

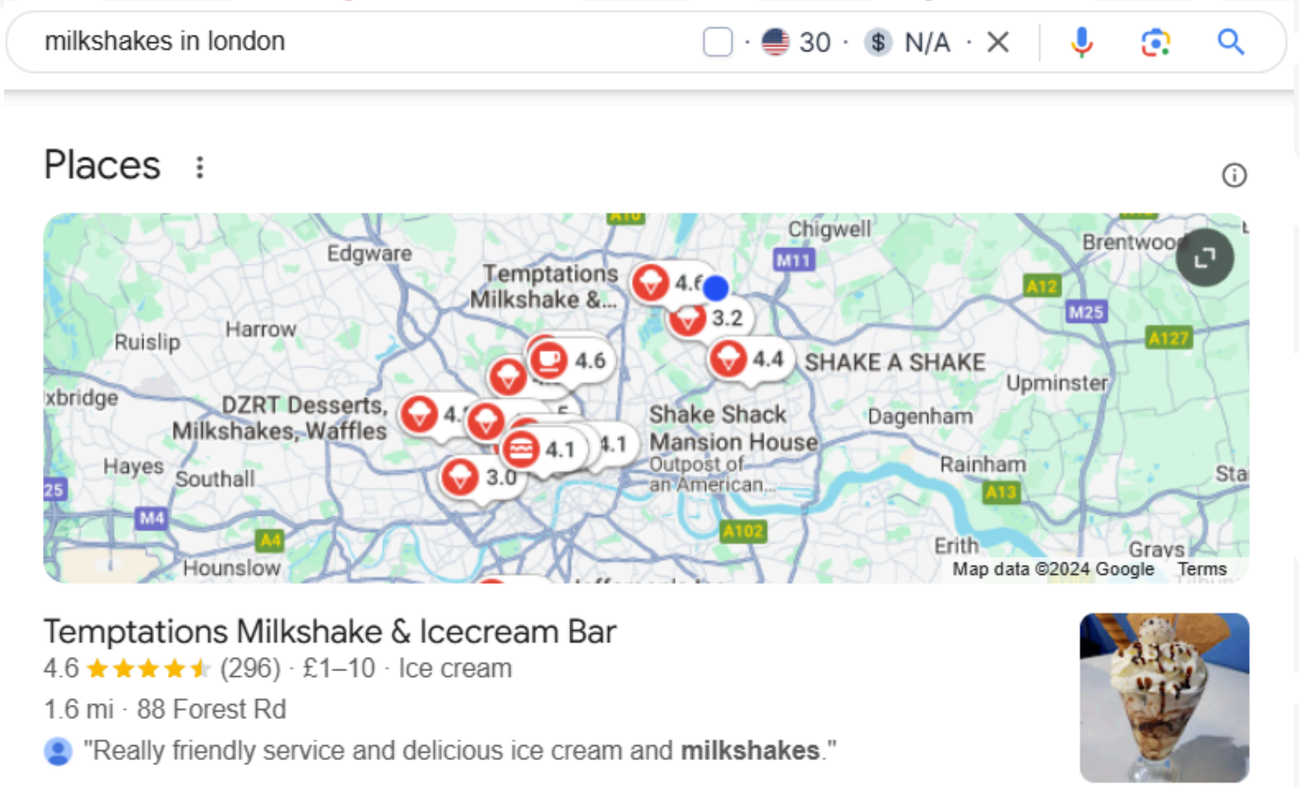
SEARCH TRAFFIC

How many people have been searching this on a monthly basis?

We don't want to optimise for keywords that nobody is searching for!

If we wanted to start selling fresh milkshakes through a website as well as through deliveroo/ubereats...

Our first step is to check local search traffic!



Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Top of page bid (low range)	Top of page bid (high range)	Account status	Competition (indexed value)
Keywords you provided								
milkshakes in london	100 – 1K	0%	0%	Low	–	–		1

We're in luck, between 100 and 1,000 searches for *'milkshakes in london'* per month! **And the search shows *'Places'*** which means Google thinks people are trying to find a place *to buy milkshakes in london*. Ideal!

COMPETITION

Competition indexed value can be thought of as a measure (out of 100) of the following:

- How well optimised for the phrase other websites are
- How well targeted the keyword is on the visible webpage
- How well targeted associated keywords are on their websites [people also asked, people also searched for, etc]
- How many other keywords the competitor websites also rank for
- How many unique websites give backlinks that point to your competitors' websites and specifically the webpage that appears for this search

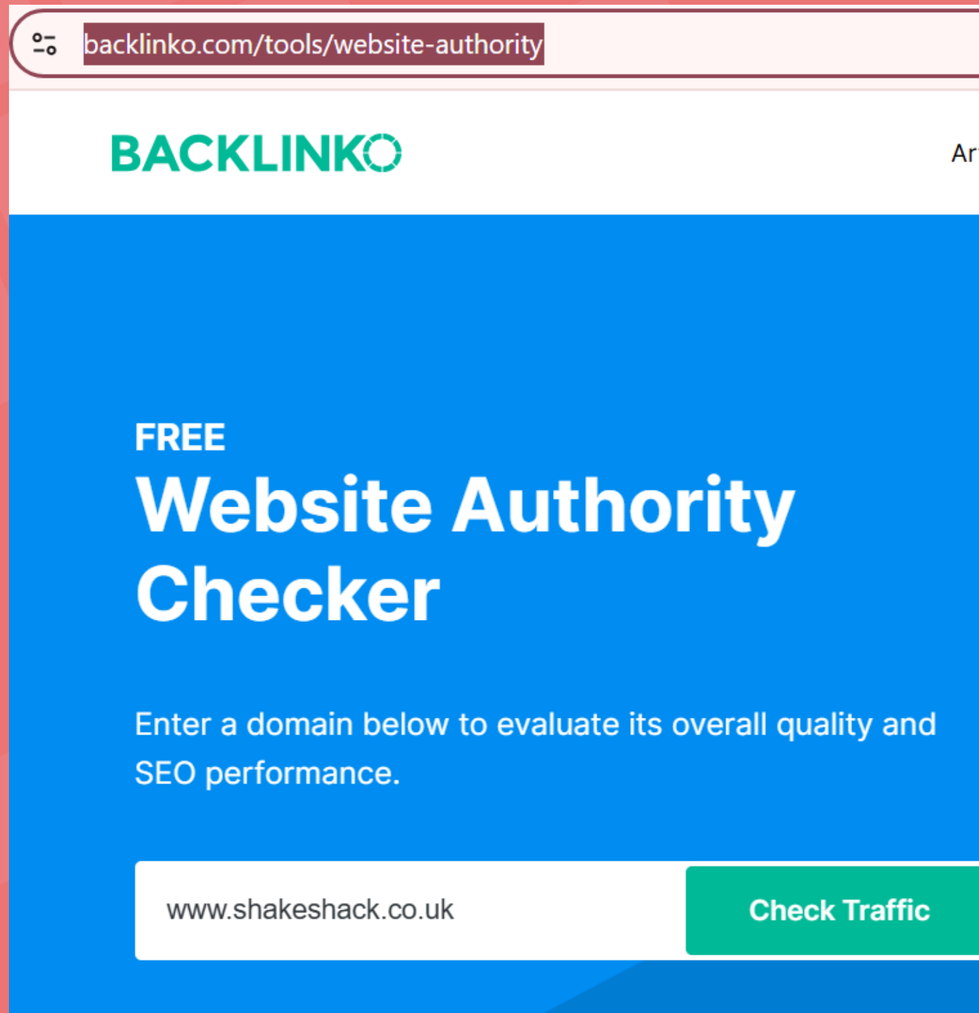
For those without websites, competition will come down to how well optimised your brand name is to the keyword, how many brand mentions you have on other websites versus competitors, how many positive reviews on Google business profile do competitors have, etc.

Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Top of page bid (low range)	Top of page bid (high range)	Accoun status	Competition (indexed value)
Keywords you provided								
milkshakes in london	100 – 1K	0%	0%	Low	–	–		1

TO CHECK HOW BIG THE GAP IS BETWEEN YOUR WEBSITE AND A COMPETITORS, SIMPLY HEAD OVER TO:

HTTPS://BACKLINKO.COM/TOOLS/WEBSITE-AUTHORITY

YOUR AIM IS TO SEE HOW MANY KEYWORDS THE COMPETITOR RANKS FOR AND HOW MANY *UNIQUE REFERRING DOMAINS* THEY HAVE POINTING TO THEIR WEBSITE



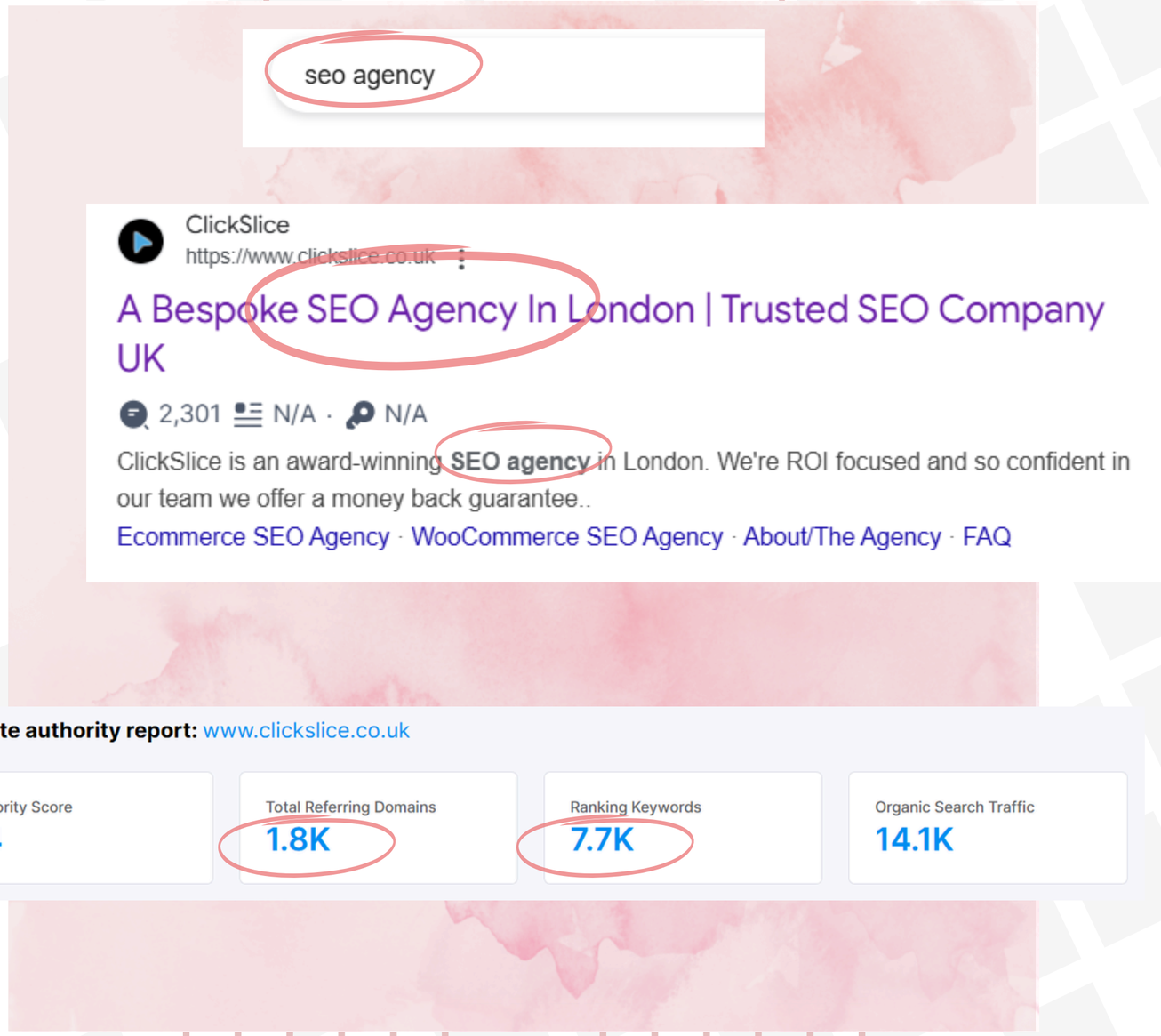
MAKING AN EXAMPLE OF A POMEGRANATE COMPETITOR

If we were considering targeting ‘seo agency’, we would want to know the gap that needs closing first!

ClickSlice targets the phrase exactly in their title and meta description.

If we would want to beat them for ranking for ‘seo agency’ its likely we would need a similar number of backlinks and ranking keywords **or we would need to associate with the keyword stronger than they have.**

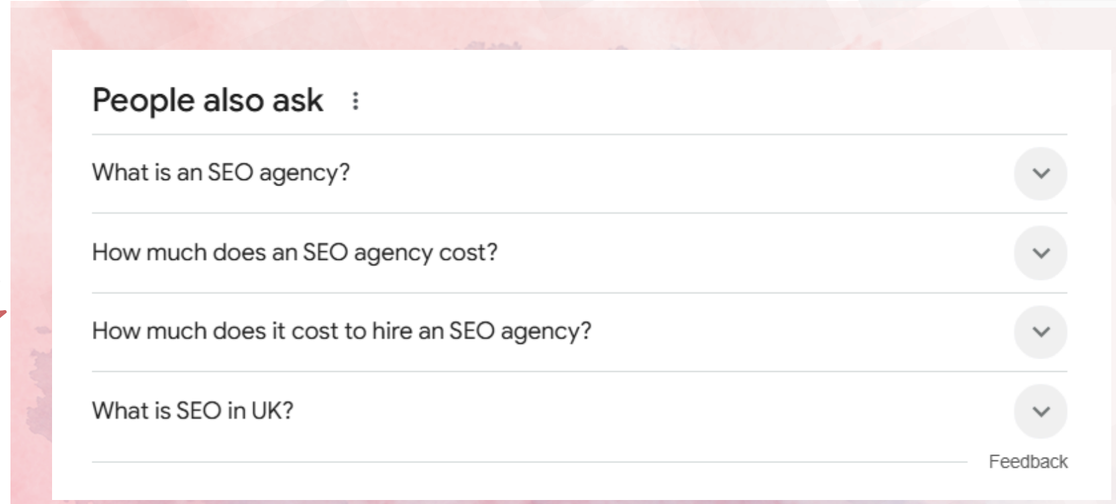
This means **if we wanted to close the gap quickly, or at all, we should consider rebranding** with a new domain *‘seoagency.co.uk’*



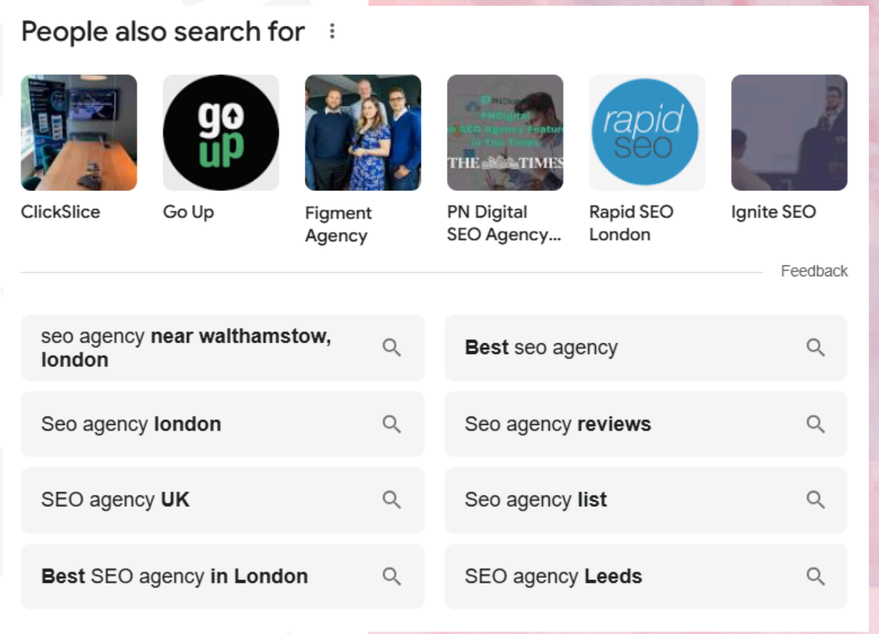
ON TOP OF REBRANDING WHAT IS THE PLAY?

The play is the associate heavily with the audience who search the phrase 'seo agency'.

We would answer all of these questions in an FAQ section on our own webpage (and add FAQ structured data to our page too)



We would then make commercial pages & blog posts satisfying the intent behind these *'People also search for'* searches too w
[As well as answer the *'People also ask'* sections on their respective pages.
And REPEAT with more pages & posts addressing *'People also ask'* & *'People also search for'* searches



AND REMEMBER...

FOR EACH WAY YOU WOULD LIKE TO MARKET YOUR COMPANY GENERALLY - AND EACH WAY YOU WOULD LIKE TO MARKET EACH INDIVIDUAL PRODUCT OR SERVICE - THESE SAME STEPS SHOULD BE REPEATED.

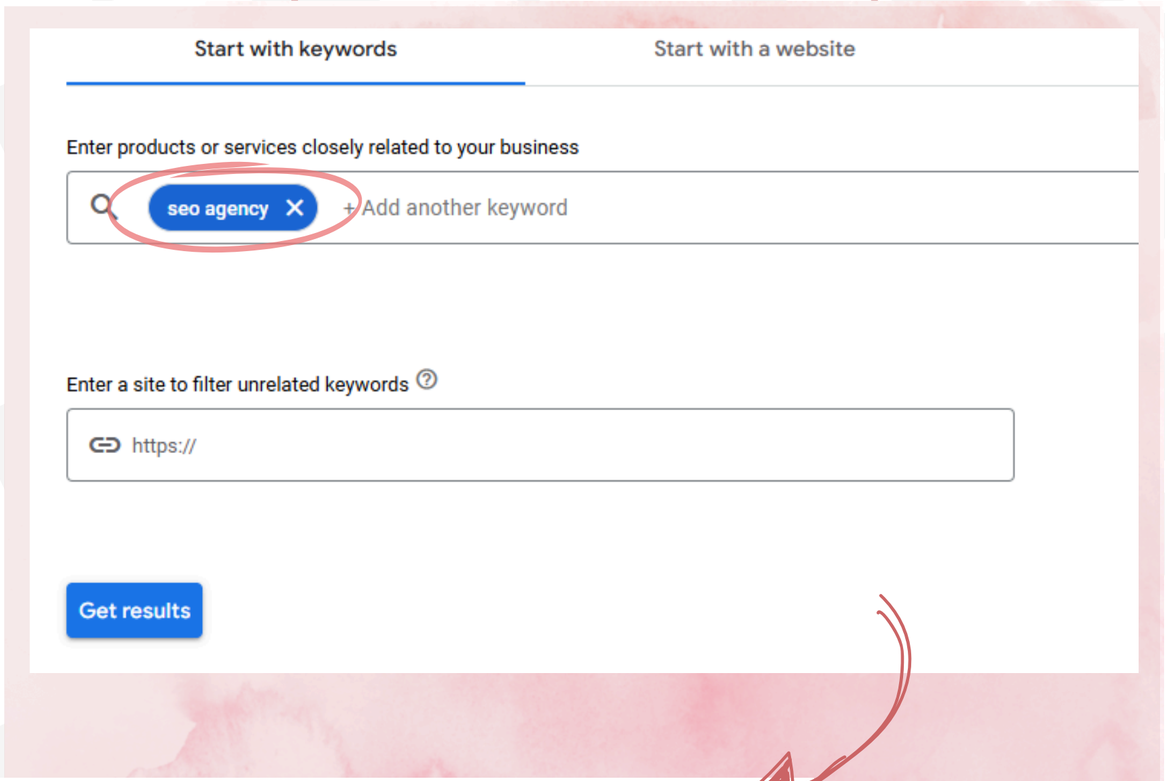
SEARCH ENGINES AT THEIR CORE WORK ON VISIBLE SIGNS OF TRUST AND THEN WORD ASSOCIATION.

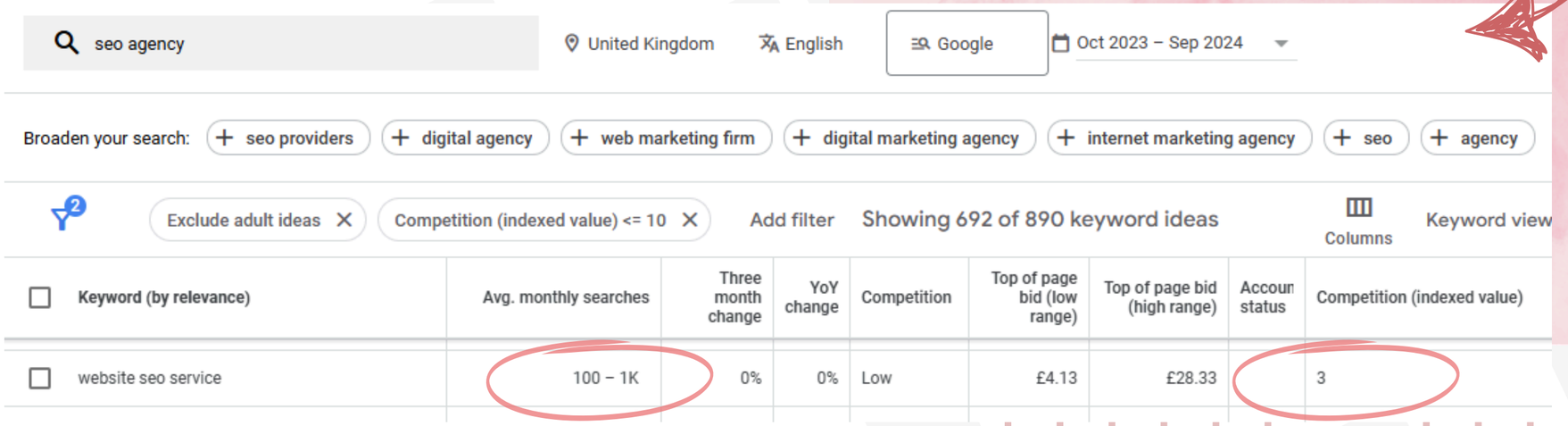
SEO CAN BE THOUGHT OF AS A MEANS OF MANIPULATING THAT FACT.

BUT MY CHOSEN KEYWORD IS TOO COMPETITIVE! WHAT DO I DO?!?!

Copy it, head over to Google keyword planner – **sign up but be careful not to start a campaign!** – and paste it into the planner and see what lower-competition alternatives it suggests.

REMEMBER TO HAVE ATLEAST SOME AVERAGE SEARCHES PER MONTH!





THE NEW, *LESS COMPETITIVE,* COMPETITOR

This competitor hasn't mention the keyword *'website seo service'* in their title, metadescription, headers (on-webpage) and body text (on-webpage).

This tells me that Google may have effectively gifted them this keyword ranking because of how huge their website is and how well trusted their brand is by Google, and because they may have mentioned the components of the keyword in different parts of their website.

This **does** however leave room for us to come through ranking if we'd like.

We just need to get enough backlinks to be trusted by Google and then associate our content with the phrase and the associate phrases.

Screaming Frog
https://www.screamingfrog.co.uk › search-engine-opti...

SEO Services from an Award-Winning SEO Agency

112,325 1,607 · 0 · TITLE CHANGED

We're an **SEO** agency that runs remarkably successful **SEO** campaigns in the most competitive sectors, using a unique blend of technical and creative expertise.

Website authority report: www.screamingfrog.co.uk

Authority Score	Total Referring Domains	Ranking Keywords	Organic Search Traffic
51	27.5K	51K	142.4K

KEYWORD RESEARCH FOR BLOGGING

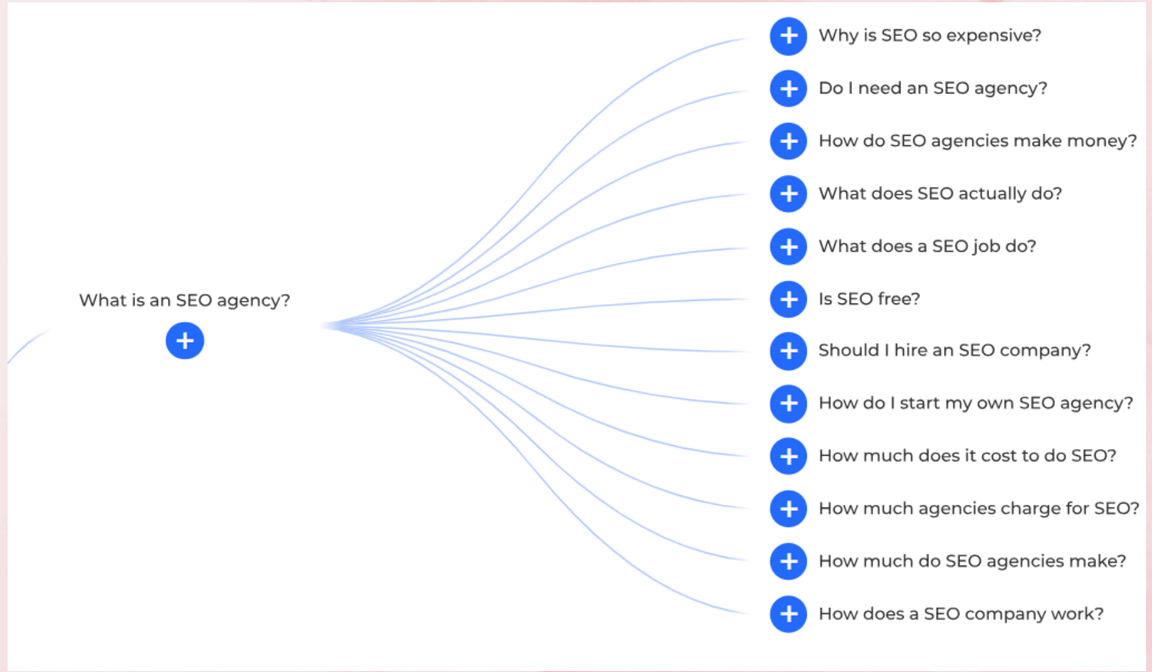
Why do people blog for SEO?

Ranking for more keywords, generally, can make you rank better for the keywords that you are already targeting for commercial purposes.

There are smarter ways to do this (such as making content for *'People also searched for'* keyword phrases.

And, not that you should get lost, but if you want to find out what people are asking about a particular topic; head over to a tool like alsoasked.

This type of keyword research is also available for other platforms: for those who want to market content digitally, but outside of Google.



MY CURRENT STRATEGY FOR KEYWORD RESEARCH

1. FIND SEED COMMERCIAL KEYWORDS: LOW COMPETITION, HIGH SEARCH VOLUME: 1 SEED KEYWORD PER PRODUCT CATEGORY OR PER SERVICE OFFERED
2. USE GOOGLE TO FIND 4 'PEOPLE ALSO ASKED' QUESTIONS WHICH YOU CAN TURN INTO ON-PAGE FAQS AS WELL AS BLOG TITLES
3. WHEN WRITING BLOG POSTS, USED ALSOASKED.COM TO FIND UP TO 12 ADDITIONAL QUESTIONS TO ALSO ANSWER WITHIN THE BLOG POSTS
4. USE GOOGLE TO FIND UP TO 8 'PEOPLE ALSO SEARCHED FOR' KEYWORDS FOR FURTHER
5. CREATE FURTHER BLOG POSTS AROUND KEYWORDS WITHIN 'PEOPLE ALSO SEARCHED FOR' RESULTS
6. CREATE FURTHER COMMERCIAL PAGES FROM KEYWORDS FOUND WITHIN 'PEOPLE ALSO SEARCHED FOR' AND REPEAT THE PROCESS FROM POINT 1.
7. REMEMBER THAT THERE WILL BE SOME KEYWORDS THAT ARE INAPPROPRIATE FOR YOUR BUSINESS, SUCH AS 'ACCOUNTANTS BIRMINGHAM' FOR A VIRTUAL ACCOUNTING FIRM *WHO ARE BASED IN LONDON*

WE WILL HAVE A SHORT BREAK HERE (5–10 MINUTES)

05.

OPTIMISING CONTENT

Writing, optimising and publishing Google Business Profile and website content

SEARCH ENGINE OPTIMISATION WITHOUT A WEBSITE

HOW TO OPTIMISE CONTENT FOR GOOGLE SEARCH WITHOUT A WEBSITE

There's not really any other way to say this: if you don't have a website then your SEO tasks reduce to the following:

1. **Complete your profile:** Fill out as much information as possible, including your business name, address, phone number, hours, category, service area, description, products, services, and specials.
2. **Use accurate information:** Make sure all your information (Name, address & phone number) is correct and consistent across the web.
3. **Post regularly:** Add updates to your profile on a regular basis.
4. **Respond to reviews:** Send customers a link to review your company. Reply to customer reviews whenever possible.
5. **Add a custom description:** Use the custom description field to highlight what makes your business unique, feel free to use keywords here
6. **Check 'performance' on a monthly basis:** to track how your profile is performing.
7. **BONUS – Activate the messaging feature:** This will allow customers to contact you through a chat button on your listing in the Google Maps app.
8. **BONUS – Showcase your products:** Make it easy for search engines to suggest your products by featuring them on your profile.
9. **BONUS –Consider making a free website:** on https://gravatar.com/ and getting a free (.link) domain for 12 months

GBP OPTIMISATION: BRAND MENTIONS AND LOCAL BUSINESS DIRECTORY SUBMISSIONS

After we have set up the Google Business Profile we now have to give Google more reasons to show us better, and this is done by mentioning our brands:

- Name
- Address
- Phone number
- ***EXTRA:*** *Website*

....consistently across a number of different & highly trafficked business directories.

See here for a list of directories and profile creation sites that you can mention your brand on.

Evening Standard	pomegranate	202 Winchester Road, London, E4 9JP	07544 348242	★★★★★	Consistent
WalesOnline	pomegranate	202 Winchester Road, London, E4 9JP	07544 348242	★★★★★	Consistent
Belfast News Letter	pomegranate	202 Winchester Road, London, E4 9JP	07544 348242	★★★★★	Consistent
iGlobal	pomegranate	202 Winchester Road, London	No phone number listed	★★★★★	Inconsistent
Cylex	pomegranate	202 Winchester Road,, London, E4 9JP	07544 348242	★★★★★	Consistent

RESPONDING TO REVIEWS AND GBP POSTS

You don't need to spend ages on a Google Business Profile post, it just needs to be true and catchy. Promotions and case studies are ideal here.

You don't need to spend ages on a response to a review.

Thillan Viranna
2 reviews • 0 photos

★★★★★ 18 weeks ago

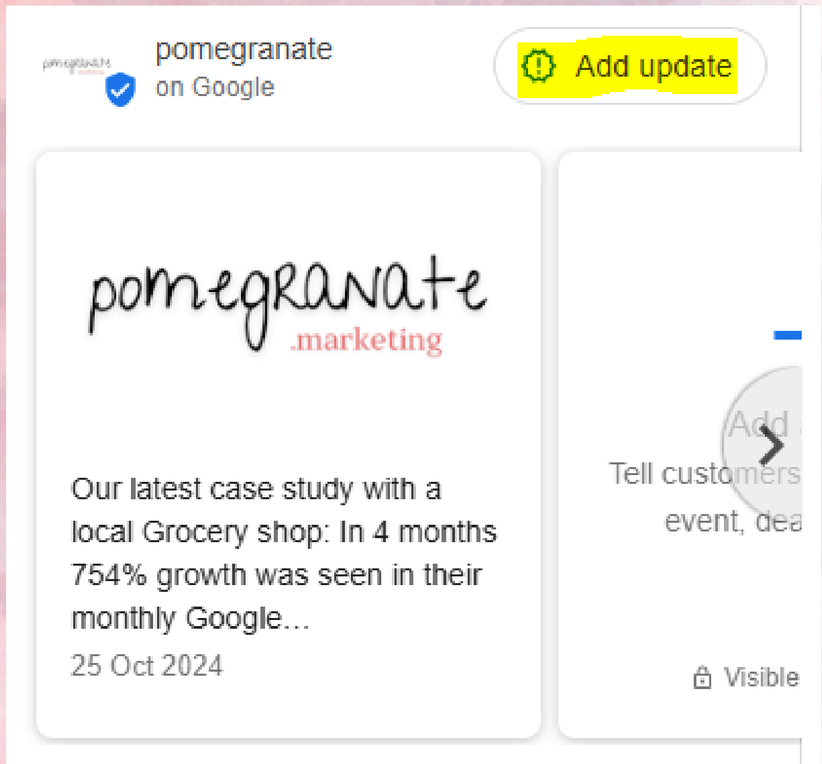
Over the past 3 months I've been working with Pomegranate, to help with the SEO of my website. Through these months they have not only done an exceptional job with the SEO but they have also had a huge impact on the sales processes I have in place. I have developed a strong relationship with Karim and Brandon and would recommend their services to anyone looking for any SEO help. In terms of results, they have managed to increase my site traffic from the low hundreds to consistently getting thousands of site visitors per month.

pomegranate
Owner

5 weeks ago

It has been easy and a pleasure to work with you Thillan, we wish you ease in the rest of your journey!

Edit Delete



SOME EXAMPLES OF WELL OPTIMISED PROFILES

See the keyword usage highlighted

From pomegranate

"pomegranate are both an SEO company in London and a marketing company in Waltham Forest. As an SEO agency we offer both Local SEO services for those without websites and also SEO for websites. This SEO consultant offers end-to-end packages from keyword research service through SEO copywriting and linkbuilding. Get a free SEO quote today!"

From Winchester Food & Wine

"Highams Parks own convenience store is here to support its local community. Whether you're thinking about a journey to a corner shop by day or to a late shop by night you may find what you are searching for in Winchester Food & Wine."

SEARCH ENGINE OPTIMISATION WITH A WEBSITE

...life after keyword research, setting up & optimising your Google Business Porifle

BUILDING A WEBSITE

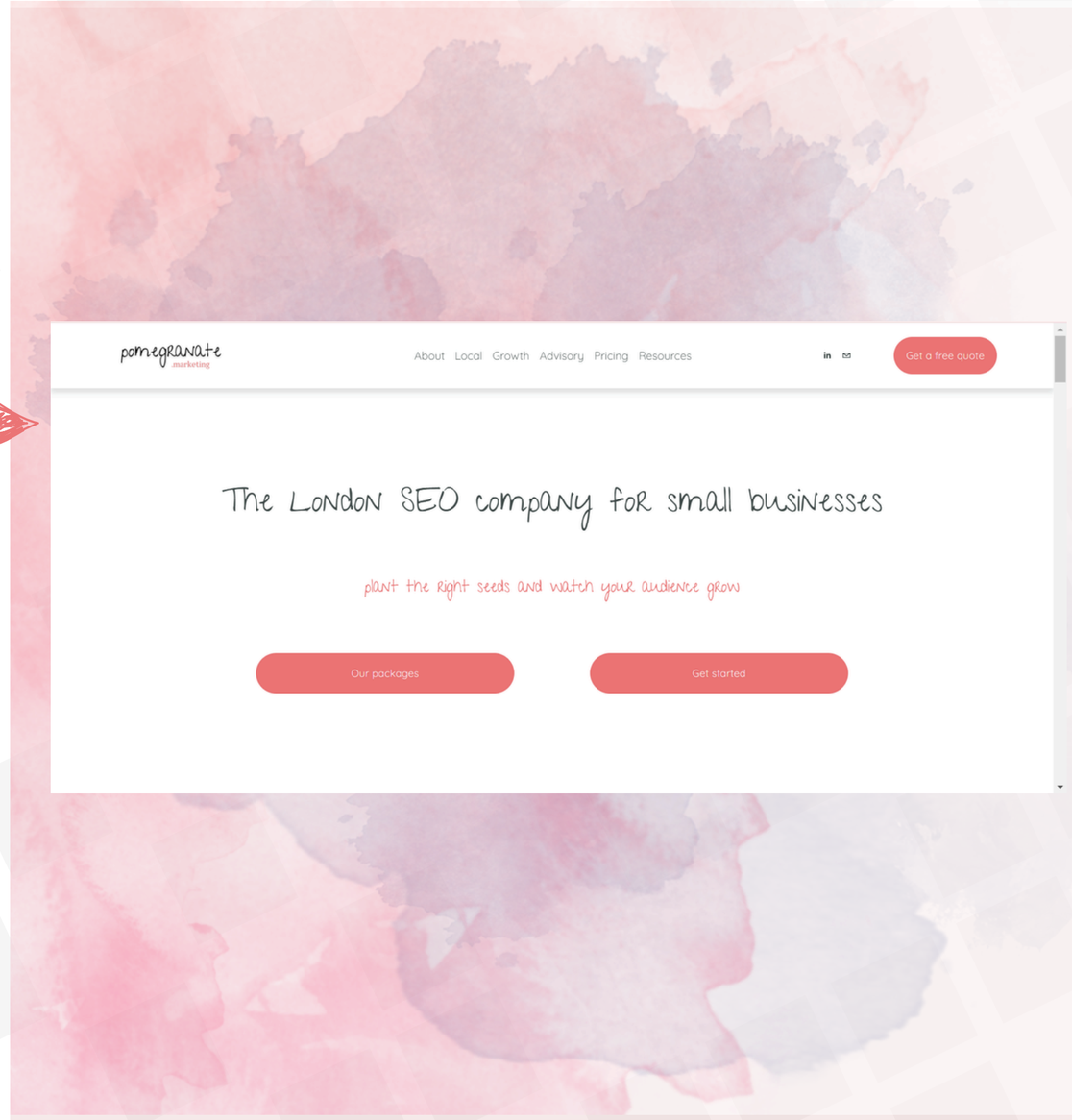
First we need a website builder unless you can code in HTML and CSS languages

Builders recommended for ease: Squarespace, Webador, Wix – where you can customize most of the website content

For those who are looking to maximise SEO potential, WordPress is probably your best option. I recommend the Divi Builder within WordPress for those who give this a try.

For those who are limited companies – there is also a requirement to mention your company details somewhere on your website: in the website footer or T&Cs

I recommend putting an address in your footer so that every page on your website has your address listed: this will make it easier to optimise content for local customers.



Listed address

pomegranate

202 Winchester Road, London, E4 9JP

HOW WILL WE STRUCTURE THE WEBSITE URLS?

Now we must think about the pages that we want and need on the website.

- Usual pages: Home, About, **Commercial pages**, Blog root, **Blog post**, (for service-based businesses: Get a free quote & Pricing pages)

But how do we decide on and organise commercial pages on websites?

- By industry?
- By customer size?
- **Ideally by customer type (B2B) and product category types (D2C)!**

This is where we rely on our keyword research to show us SEO opportunities.

For each commercial keyword that you're targeting, you will want a dedicated page, tailored to that particular keyword's search intent.

An example: a page targeting the people searching for '**virtual accounting services**' does not need to be about anything other than virtual accounting services.

This should be a totally different page to a page targeting people searching for '**invoice processing services**'.

And although the two pages may have overlap, the two pages should be kept separate as one search is much more specific in its intent.

EXAMPLE WEB ARCHITECTURE OF AN OPTIMISED SERVICE-BASED WEBSITE

Home - https://www.example.com/
About - https://www.example.com/about/
Services - https://www.example.com/services/

- Service 1 - https://www.example.com/services/service-1-keyword/
- Service 2 - https://www.example.com/services/service-2-keyword/
- Service 3 - https://www.example.com/services/service-3-keyword/
- ...

Blog root - https://www.example.com/blog-root-keyword/

- Blog post 1 - https://www.example.com/blog-root-keyword/blog-post-1-keyword/
- Blog post 2 - https://www.example.com/blog-root-keyword/blog-post-2-keyword/
- ...

Contact - https://www.example.com/contact/
Pricing - https://www.example.com/service-pricing-keyword/

(As you continue to make more commercial pages, they probably won't fit neatly into the header navigation and so can be listed in a 'sitemap' webpage at https://www.example.com/html-sitemap/)

EXAMPLE WEB ARCHITECTURE OF AN OPTIMISED ONLINE RETAILER WEBSITE

Home - https://www.example.com/
About - https://www.example.com/about/
Category page 1 - https://www.example.com/category-1-keyword/

- Product 1 - https://www.example.com/store/product/product-1-keyword/prodid1
- Product 2 - https://www.example.com/store/product/product-2-keyword/prodid2
- Product 3 - https://www.example.com/store/product/product-3-keyword/prodid3
- ...

Blog root - https://www.example.com/blog-root-keyword/

- Blog post 1 - https://www.example.com/blog-root-keyword/blog-post-1-keyword/
- Blog post 2 - https://www.example.com/blog-root-keyword/blog-post-2-keyword/
- ...

Contact - https://www.example.com/contact/

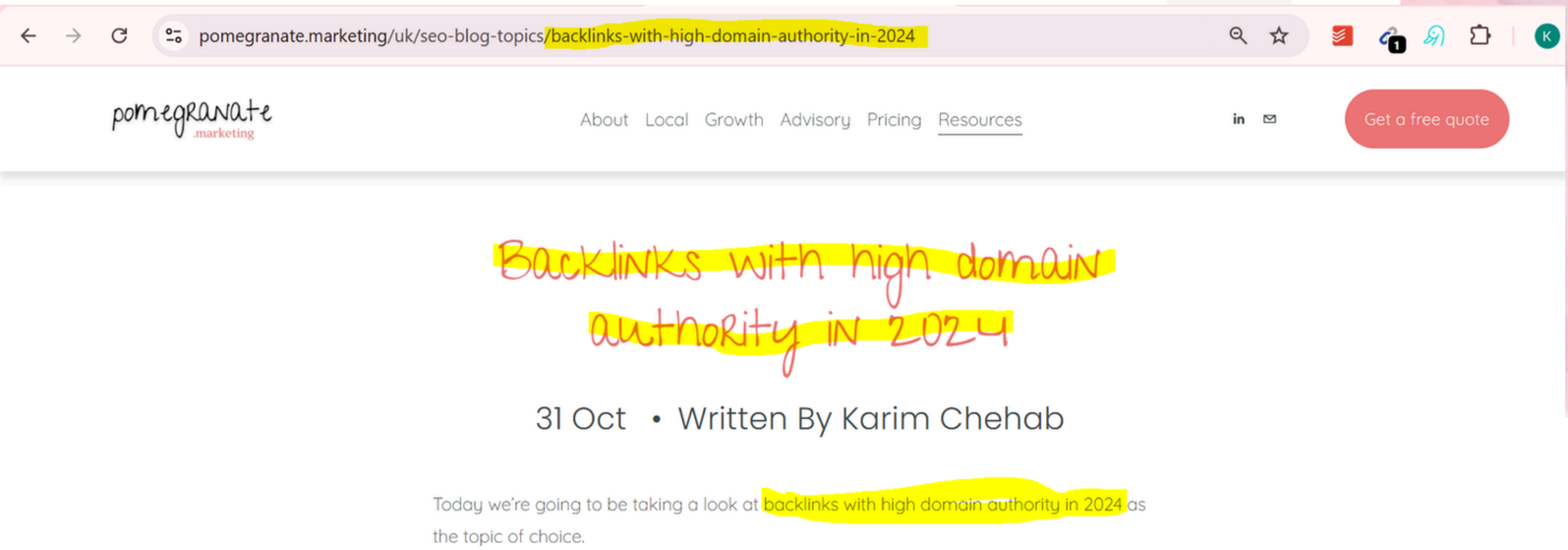
The idea is that your products are all resting in the '.../store/product/' part of your website but selective products are linked on category pages.
Categories should be easily visible on your site for an easier user experience (UX)

KEYWORD PLACEMENT

Keywords must be placed properly in website domains, webpage titles, URL extensions, headers and bodies of text

Our meta descriptions, the descriptions visible on Google, should be tailored to the audiences we're targeting – sometimes using exact keywords if appropriate, remember this is the exact phrase that they have typed in – there is no stronger association than that between their search and your content

The example used is: https://www.pomegranate.marketing/uk/seo-blog-topics/backlinks-with-high-domain-authority-in-2024



WEBSITE DESIGN & COPYWRITING

This is the most important thing to remember:
Website text or copywriting should be truthful and not misleading or plagiarised.

The website design should be, at very least, palatable and at very most, slick.

For each type of customer or product we should have a separate page and we should include a little elevator pitch and have clear calls to action for the customers to enquire about services or to purchase an item.

Again, website builders recommended for ease, with good SEO functionality: Squarespace, Webador, Wix - where you can customize most of the website content

FREQUENTLY ASKED QUESTIONS & FAQ STRUCTURED DATA

On the right you can see part of the FAQ on a recent pomegranate blog post.

An FAQ belongs on certainly every commercial page which targets a keyword, as well as on blog posts.

The reason is because searches for services and products often ask questions.

Our job as a search engine optimiser is to associate our website and webpages as closely as we can with the searchers who land on our webpages.

...And our searchers also ask questions.

Google shows us what questions people are asking in the 'people also asked' section of search engine results pages.

What you can't see, however, is the structured data which is helping Google know where we are asking a question and where we are answering it on our own pages.

FAQ STRUCTURED DATA

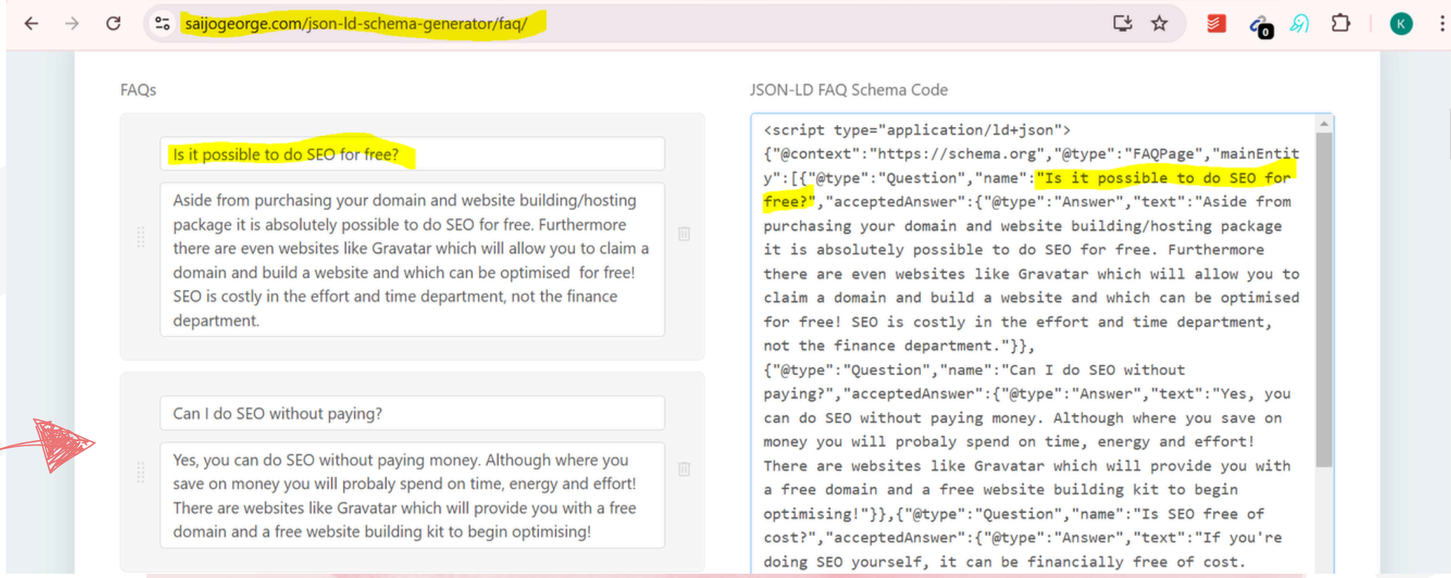
To make sure that Google has easy access to the right data to show us as answering a frequently asked question in the 'people also asked' section, it's best for us to use FAQ *structured data*.

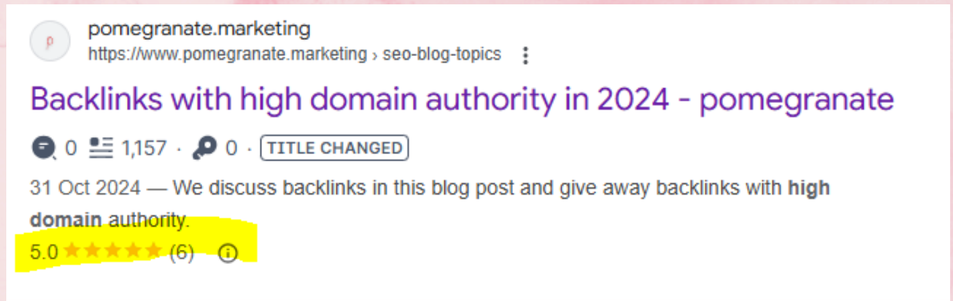
This is effectively a bit of code that we embed on our webpage that tells Google the specific questions being asked and the specific answers to those questions on our page.

https://saijogeorge.com/json-ld-schema-generator/faq/ is an ideal free generator of this code.

And there are many other types of structured data we can add to our pages to aid Google in understanding our content!

The types of structured data we can embed on our pages include product, professional services, organisation, local business, breadcrumbs, article (for blogging), aggregate review & many more





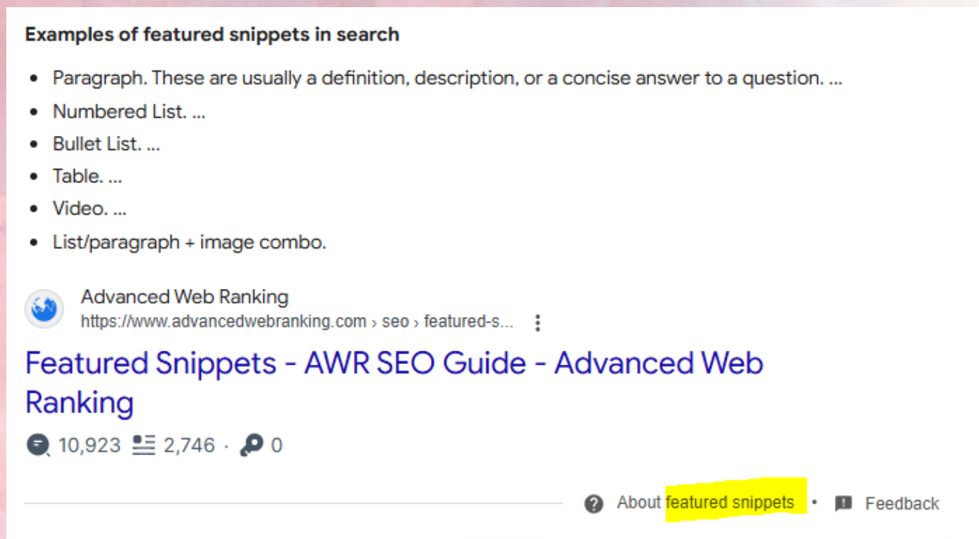
FEATURED SNIPPETS

One of the reasons that we use structured data on our webpages is to give us a chance of appearing in the ‘featured snippets’ section of the search engine results page results.

If we manage to make it into featured snippets, then we may even start getting seen and having our link clicked by searchers who see the featured snippet before they see the 1st ranking organic result.

Usually the featured snippets appear under the ads but above the organic results; and you can appear in them within a day or two if Google decides to show your content for a particular keyword search.

See the example on the right.



TESTIMONIALS, WHERE SHOULD THEY BE?

We can help our customers read testimonials on our website when we have some, again, these should be real testimonials.

The idea is that as a customer is deciding whether to engage you or not, the testimonial may act as a witness to your previous work with am old customer. All in the hope of helping the new customer to buy.

We should also think about letting customers know the process of how things will work, when they work with us.

06.

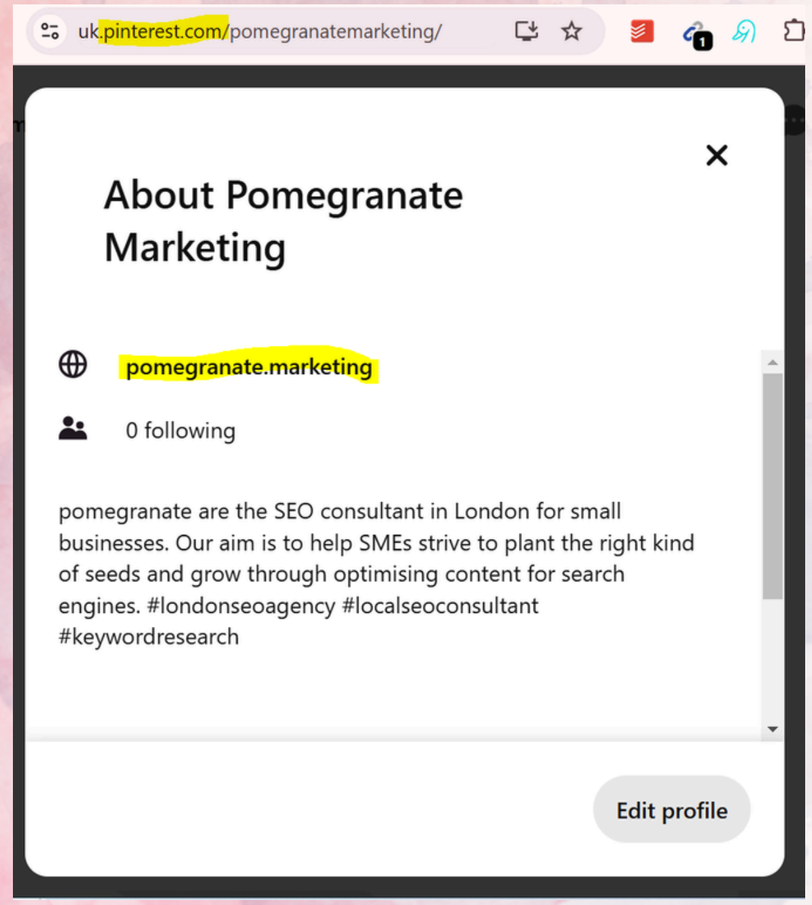
LINKBUILDING, REPORTING & SEO LIFE AFTER LAUNCH

The boring, but necessary [long term] bits

LINKBUILDING BASICS: BACKLINKS = BRAND MENTIONS + WEBSITE LINKS

Just as with brand mentions for companies without a website, this can be done through: profile creation (on social media sites), business directories, offering guest posts to other people within your niche, and many other methods, or publishing a business partnership in an article

Don't fall victim to shortcuts that are offered, i.e. black hat SEO tactics, link farms, etc.



LINKBUILDING GOALS

First we need to get enough backlinks from *'High domain authority (DA) websites'* also known as websites with a lot of content and many monthly active users and a domain rating above around 45.

This is so that Google sees our website as a trusted source of information.

Our initial goal is to get our own *domain rating* above 4 out of 100 **by linking big websites to our home page** (as per ahrefs backlink checker).

TIP: If you choose a weird top-level domain like I did (pomegranate.marketing) be prepared to wait a while for Google to trust your website domain. I strongly recommend that you go for a .com, .co.uk or .uk domain.

After we achieve a decent (4+) domain rating, **we can then focus on linking back to the pages that contain our core commercial content.**

REPORTING

Why is reporting useful?

Without regular reporting, we won't have any reference points to know how well we're performing.

Also, sometimes we win without realising it (we may rank for terms that we didn't even target!). When we see this we can make a dedicated page for the new keyword we're accidently ranking for.

How often should we take a look inside the reporting cookie jar?

There is no exact right answer here but there are definitely wrong answers.

Checking every day? **WRONG ANSWER.**

I would recommend setting up with and checking in with Google Business Profile, Google Search Console & Google Analytics between once and twice per month, to give rankings time to settle.

GOOGLE BUSINESS PROFILE (GBP)

Google Business Profile (GBP) will show various information including:

- Calls made from GBP
- Messages made from GBP
- People asking for directions to your business
- Website clicks
- Profile views
- The keywords that your business is showing for in searches

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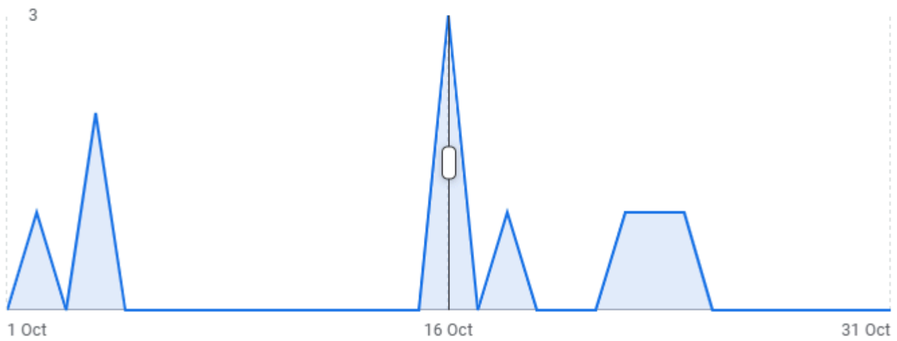
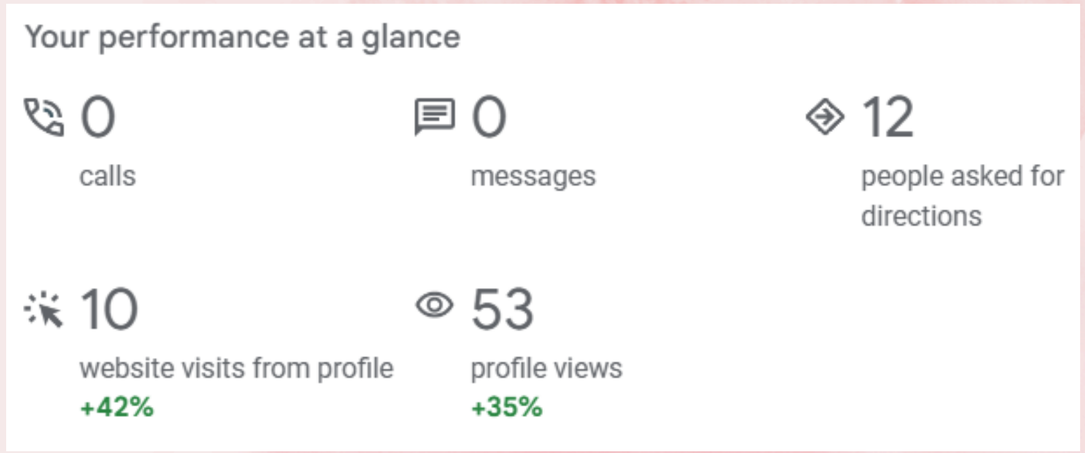
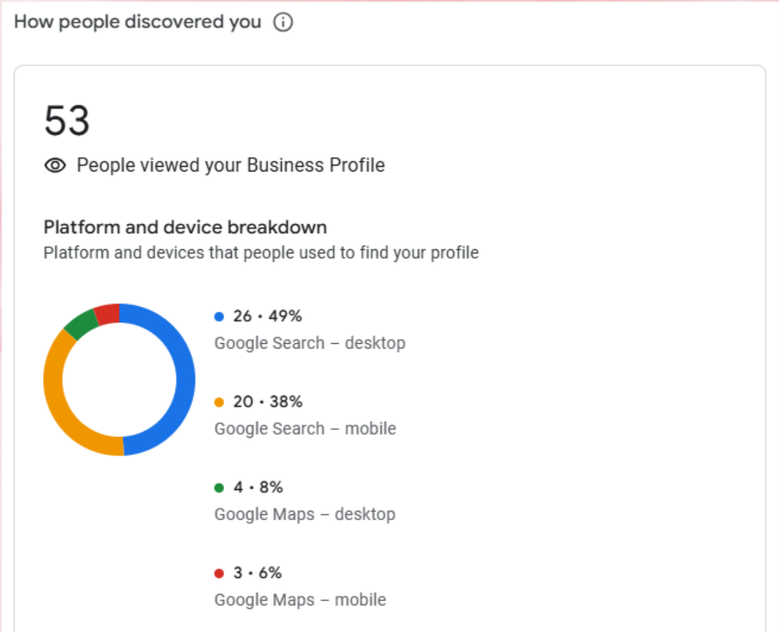
Website clicks made from your Business Profile





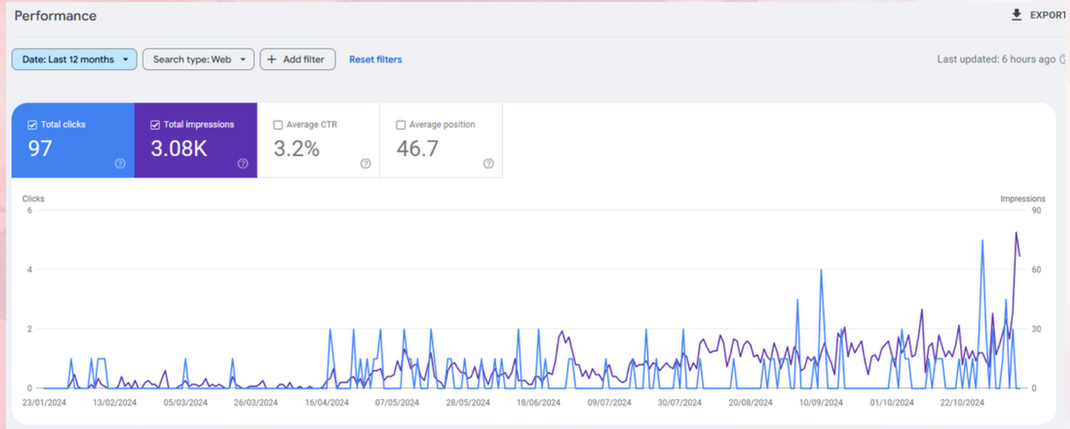


GOOGLE SEARCH CONSOLE (GSC)

Google search console can be useful for tracking keywords that you are targeting as a means to serve the keyword search audience.

In GSC we can find useful information including:

- Keywords we're ranking for and our average ranking at any particular point in time
- Changes in keyword rankings
- Impressions (how many times we've been seen!)
- Clicks
- Click-through-rate
- **New keywords that we rank for unexpectedly**

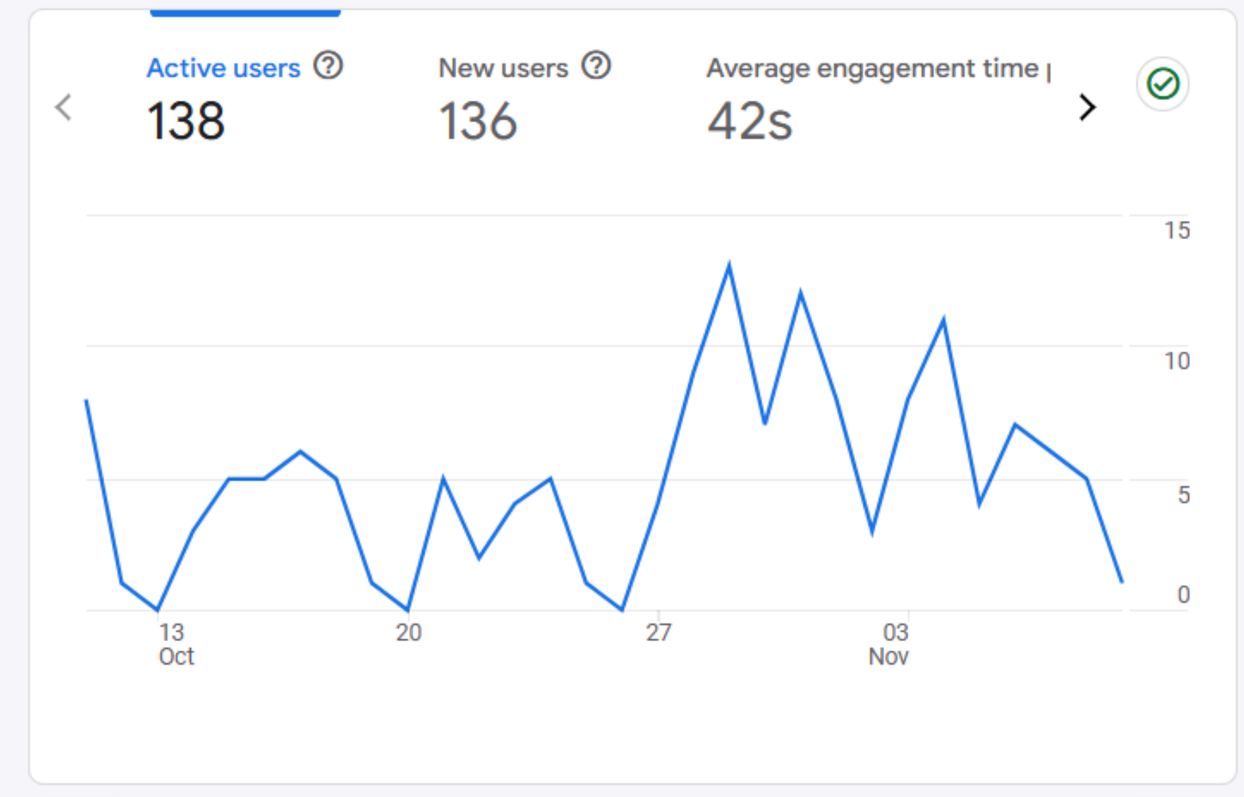


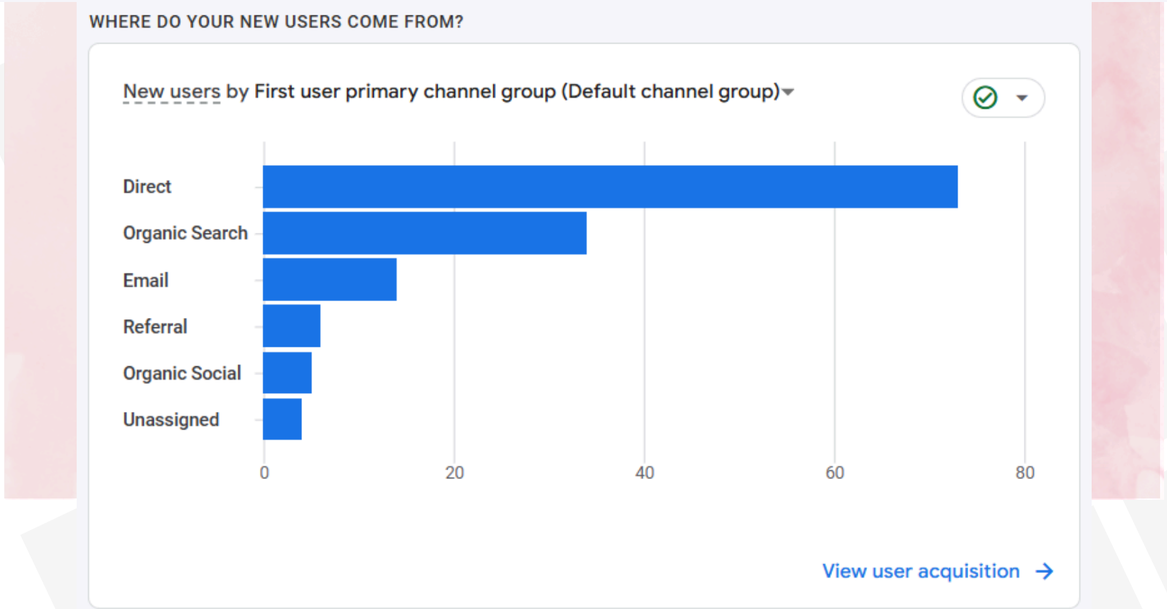
Top queries	Clicks	Impressions
pomegranate marketing	26	145
pomegranate agency	1	43
free seo quote	0	903
keyword research service	0	311
marketing company in waltham forest	0	79
seo plans and pricing	0	78
technical seo company	0	76

GOOGLE ANALYTICS (GA)

Google Analytics collects a variety of information about website visitors, including:

- User demographics: Age, gender, and interests
- Device and browser information: Type of device, operating system, and browser
- IP addresses: Used to approximate a visitor's geographic location
- Browsing behavior: Pages visited, time spent on each page, and navigation path
- Session statistics: Average session duration, number of pages per session, and percentage of new sessions
- Goal completions: The number of times a visitor completes a desired action, also known as a conversion
- Pageviews: The total number of pages viewed
- Bounce rate: The percentage of visitors who only viewed a single page





LONG TERM SEO ACTIVITIES

Over the mid and long term really you should just be creating the content that has arisen through your keyword research strategy and the pages associated with those priority keywords.

This includes:

- More commercial pages
- More blog post content
- More FAQ content on both commercial pages and blog posts
- More content around new unexpected keywords that you see yourself ranking for via Google Search Console

Whilst at the same time getting your domain rating above 4/100.

After this point in linkbuilding you can start to branch out and link websites back to your commercial pages and core ‘pillar’ blog post content.

After your rankings are within the top 10 of search results, it may serve you to start looking at conversion rate optimisation (making the most of the visibility that you do have).

And continue reporting monthly and looking out for new keyword opportunities on GSC.

THANK YOU FOR YOUR PATIENCE

& MAY YOUR SEO JOURNEY BE AN EASY AND FRUITFUL ONE

I am happy to answer any questions that you may have over email so please follow up with anything that you need more clarity on.

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