Travel Oregon

Demystifying SEO

February 11 , 2021

TRAVEL OREGON + miles PARTNERSHIP

With You

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Today's Objectives

Demystify SEO.

Empower you. Leave you feeling smarter and more confident.

Discuss ways to get the most out of us as your SEO partner.

Connect SEO to content process - good content + good hygiene/mechanics.

Agenda

1. Ranking factors overview
2. SEO for site editors
3. SEO research tools
4. Higher-level trends in SEO
5. Understanding and reporting on your organic traffic
6. Resources for further learning

Over 200+ Ranking Factors

THE PERIODIC TABLE OF SEO SUCCESS FACTORS

Search engine optimization — SEO — seems like alchemy to the uninitiated. But there's a science to it. Below are some important "ranking factors" and best practices that can lead to success with both search engines and searchers.

ON-THE-PAGE FACTORS

These elements are in the direct control of the publisher

CONTENT

Cq	QUALITY	Are pages well written & have substantial quality content?
Cr	RESEARCH	Have you researched the keywords people may use to find your content?
Cw	WORDS	Do pages use words & phrases you hope they'll be found for?
Ce	ENGAGE	Do visitors spend time reading or "bounce" away quickly?
Cf	FRESH	Are pages fresh & about "hot" topics?
Vt	THIN	Is content "thin" or "shallow" & lacking substance?
Va	ADS	Is your content ad-heavy, especially "above the fold?"

HTML

Ht	TITLES	Do HTML title tags contain keywords relevant to page topics?
Hd	DESCRIPTION	Do meta description tags describe what pages are about?
Hh	HEADERS	Do headlines & subheads use header tags with relevant keywords?
Hs	STRUCTURE	Do pages use structured data to enhance listings?
Vs	STUFFING	Do you excessively use words you want pages to be found for?
Vh	HIDDEN	Do colors or design "hide" words you want pages to be found for?

ARCHITECTURE

Ac	CRAWL	Can search engines easily "crawl" pages on site?
Ad	DUPLICATE	Does site manage duplicate content issues well?
As	SPEED	Does site load quickly?
Au	URLS	Are URLs short & contain meaningful keywords to page topics?
Am	MOBILE	Does your site work well for mobile visitors, on smartphones and tablets?
Vc	CLOAKING	Do you show search engines different pages than humans?

ON-THE-PAGE SEO / OFF-THE-PAGE SEO

CONTENT	HTML	ARCHITECTURE	LINKS	TRUST	SOCIAL	PERSONAL
Cq +3 Quality	Ht +3 Titles	Ac +3 Crawl	Lq +3 Quality	Ta +3 Authority	Sr +2 Reputation	Pc +3 Country
Cr +3 Research	Hd +2 Description	Ad +2 Duplicate	Lt +2 Text	Th +1 History	Ss +1 Shares	Pl +3 Locality
Cw +2 Words	Hh +1 Headers	As +1 Speed	Ln +1 Numbers	Ti +1 Identity		Ph +3 History
Ce +2 Engage	Hs +1 Structure	Au +1 URLs	Vp -3 Paid	Vd -1 Piracy		Ps +2 Social
Cf +2 Fresh	Vs -1 Stuffing	Am +1 Mobile	Vl -2 Spam			
Vt -2 Thin	Vh -1 Hidden	Vc -3 Cloaking				
Va -1 Ads						

FACTORS WORK TOGETHER

All factors on the table are important, but those marked 3 carry more weight than 1 or 2. No single factor guarantees top rankings or success, but having several favorable ones increases the odds. Negative "violation" factors shown in red harm your chances.

OFF-THE-PAGE FACTORS

Elements influenced by readers, visitors & other publishers

LINKS

Lq	QUALITY	Are links from trusted, quality or respected web sites?
Lt	TEXT	Do links pointing at pages use words you hope they'll be found for?
Ln	NUMBER	Do many links point at your web pages?
Vp	PAID	Have you purchased links in hopes of better rankings?
Vl	SPAM	Have you created many links by spamming blogs, forums or other places?

TRUST

Ta	AUTHORITY	Do links, shares & other factors make site a trusted authority?
Th	HISTORY	Has site or its domain been around a long time, operating in same way?
Ti	IDENTITY	Does site use means to verify its identity & that of authors?
Vd	PIRACY	Has site been flagged for hosting pirated content?

SOCIAL

Sr	REPUTATION	Do those respected on social networks share your content?
Ss	SHARES	Do many share your content on social networks?

PERSONAL

Pc	COUNTRY	What country is someone located in?
Pl	LOCALITY	What city or local area is someone located in?
Ph	HISTORY	Has someone regularly visited your site or socially favored it?
Ps	SOCIAL	Have your friends socially favored the site?

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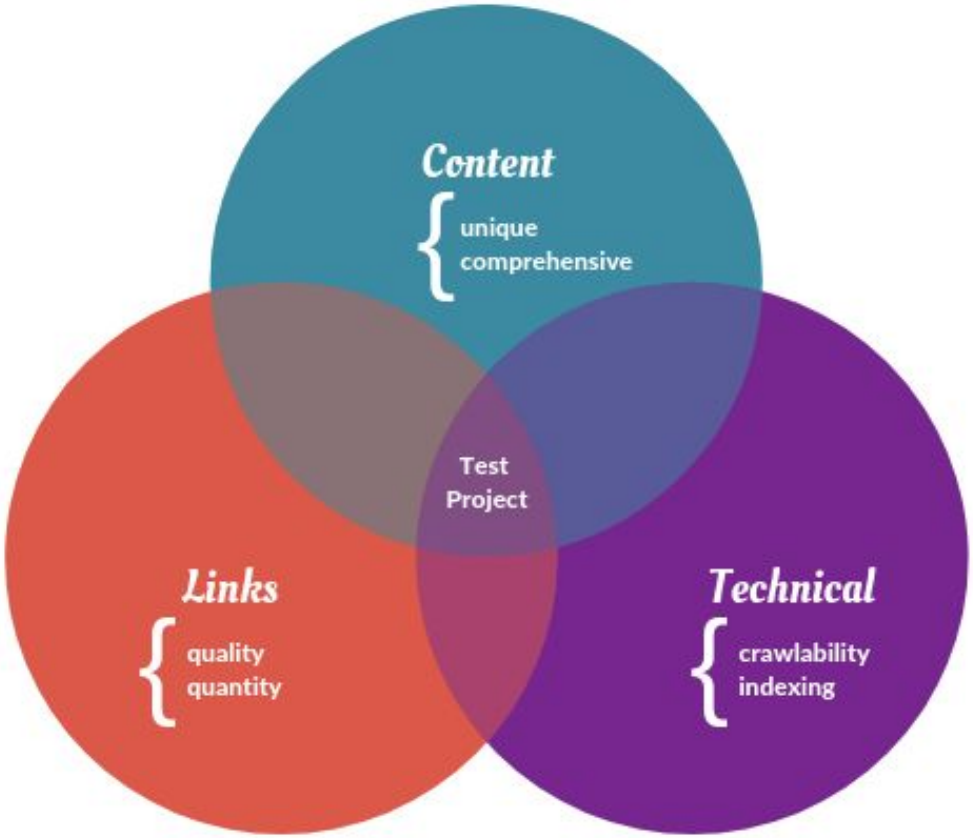
Copyright Third Door Media

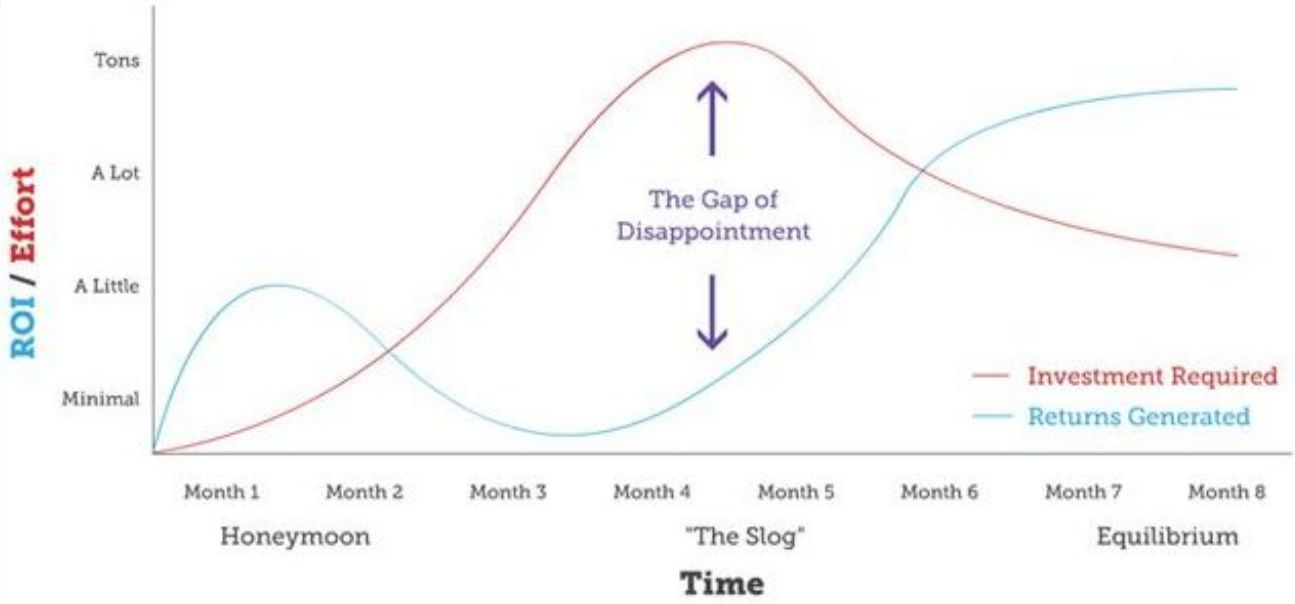
SEO

Pillars


Content
unique
comprehensive
Test
Project
Links
quality
quantity
Technical
crawlability
indexing

Should I

Invest?



Do: If your can afford to invest in something that may not provide immediate results

Don't: If you cannot

SEO for Site Editors

The Purpose of SEO

To boost organic search traffic to your website.

By making your web content more intelligible to search engines, your content will rank higher and attract more visitors to your site.

*"Search engine optimization is about putting your site's best foot forward when it comes to visibility in search engines, but **your ultimate consumers are your users**, not search engines."*

–Google

On-page + Content

Definitions:

Semantic keyword

A variation on the primary keyword that makes sense to include as part of natural language describing the topic, *e.g. If "outdoor recreation" is the keyword, a semantically related keyword might be "outdoor activities."*

Ancillary keyword

A related keyword that is necessary to support the topic in a complete way, *e.g. For the example above, "canoeing," "camping," "Tillamook"*

Content

Planning

Key Steps

1. Pick your path: new or existing content
    a. *Find keywords to inform new content opportunities*
    b. *Optimize existing content*
2. Topic ideation
3. Keyword research
4. Identify high-opportunity focus keywords
5. Compile semantic & ancillary keywords
6. Write & optimize copy

Content

Planning

Topic Ideation

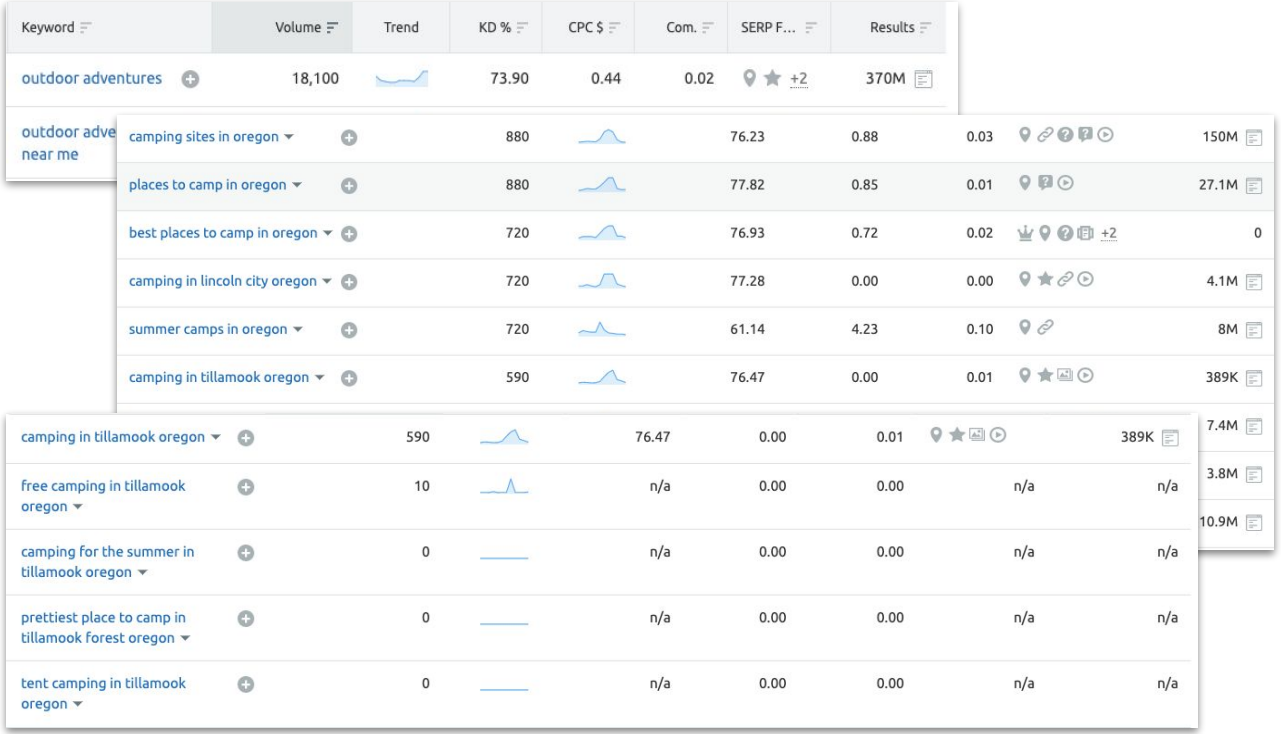
- Begin with a parent topic. For today's exercise, let's choose **Outdoor Recreation.**
- A good parent topic is broad and not inherently related to Oregon.
- Consider seasonality and current events to maximize content relevance.
    - *Plan at least 3 months ahead*
- As we proceed to keyword research, we'll look initially for all keywords about Outdoor Recreation as it relates to Oregon.

Keyword

Research

Keyword Discovery

To inform new content ideas



Keyword	Volume	Trend	KD %	CPC $	Com.	SERP F...	Results
outdoor adventures	18,100		73.90	0.44	0.02	+2	370M
outdoor adve near me							
camping sites in oregon	880		76.23	0.88	0.03		150M
places to camp in oregon	880		77.82	0.85	0.01		27.1M
best places to camp in oregon	720		76.93	0.72	0.02	+2	0
camping in lincoln city oregon	720		77.28	0.00	0.00		4.1M
summer camps in oregon	720		61.14	4.23	0.10		8M
camping in tillamook oregon	590		76.47	0.00	0.01		389K
camping in tillamook oregon	590		76.47	0.00	0.01		389K
free camping in tillamook oregon	10		n/a	0.00	0.00	n/a	n/a
camping for the summer in tillamook oregon	0		n/a	0.00	0.00	n/a	n/a
prettiest place to camp in tillamook forest oregon	0		n/a	0.00	0.00	n/a	n/a
tent camping in tillamook oregon	0		n/a	0.00	0.00	n/a	n/a

Keyword

Research

Keyword Discovery

To boost performance on keywords within striking distance

Keyword	Pos.		Diff.	Traffic	Traffic %	Volume	KD%	CPC (USD)	URL	Com.
oregon beach camping	14	17	↓3	17	< 0.01	4,400	76.55	1.22	traveloregon.com/things-to-do/out… ast/	0.01
carter lake camping	19	19	0	13	< 0.01	4,400	76.97	0.00	traveloregon.com/plan-your-trip/pla… ake/	0.00
mt hood camping	17	17	0	14	< 0.01	3,600	72.52	0.62	traveloregon.com/plan-your-trip/ask… est/	0.01
lake billy chinook camping	17	16	↑1	12	< 0.01	2,400	75.07	0.00	traveloregon.com/things-to-do/out… ark/	0.00
best camping in oregon	12	12	0	31	< 0.01	2,400	76.18	0.50	traveloregon.com/things-to-do/out… ing/	0.02
camping brookings oregon	16	16	0	9	< 0.01	1,900	72.21	0.00	traveloregon.com/things-to-do/dest… ngs/	0.00
beach camping oregon coast	18	19	↓1	5	< 0.01	1,900	79.60	1.04	traveloregon.com/things-to-do/out… ast/	0.01
metolius river camping	12	12	0	20	< 0.01	1,600	72.85	0.00	traveloregon.com/plan-your-trip/pla… und/	0.00
waldo lake camping	13	13	0	2	< 0.01	1,300	82.05	0.00	traveloregon.com/plan-your-trip/ask… ake/	0.00
tent camping oregon coast	19	19	0	3	< 0.01	1,300	74.78	0.00	traveloregon.com/things-to-do/out… rip/	0.01
tent camping oregon coast	18	18	0	3	< 0.01	1,300	74.78	0.00	traveloregon.com/things-to-do/out… ast/	0.01
fort stevens camping	19	19	0	3	< 0.01	1,300	76.62	0.00	traveloregon.com/things-to-do/dest… k-2/	0.00
alvord desert camping	18	18	0	2	< 0.01	880	66.68	0.00	traveloregon.com/things-to-do/dest… ert/	0.01
prineville reservoir camping	18	18	0	2	< 0.01	880	80.43	0.00	traveloregon.com/things-to-do/out… ark/	0.00

Keyword

Research

Keyword Discovery Overview

1. Find a keyword with strong opportunity.
2. Do more research to see if there are any related keywords that could help inspire the article angle or support the piece.
3. Look to see if/how your current content is answering the keyword query.
4. Decide if it makes sense to write new content or if you have content that is close and just needs a bit of optimization.

Keyword

Research

Identifying Top Keywords

- Look first at **search volume** to find keywords with the potential to drive the most traffic.
- Identify **high-opportunity** keywords:
  - High search volume
  - Within striking distance of a top position
  - Corresponds to content gaps on the website
- SEO tool data like trends, keyword difficulty and competitive density help inform choices

Keyword

Research

Identifying Top Keywords

- Identify your **focus keyword** (ideally a high-opportunity keyword).
- Compile a set of semantic and ancillary keywords to guide your writing.
    - **Semantically related:** Outdoor activities, outdoor attractions
    - **Ancillary:** Tillamook, canoeing, camping, boating

Writing &

Optimizing

Crafting SEO-Friendly Content

- Craft your copy using a **mix of keywords**:
  - Include your focus keyword in key SEO fields/positions (H1, title tag, url, etc.)
  - Incorporate semantic and ancillary keywords as appropriate (H2, body, meta description, etc.)
- Copy should feel **natural, never forced**. Avoid keyword stuffing.

Writing &

Optimizing

Crafting SEO-Friendly Content

- Focus on **quality content**
  - Relevance, purpose, substance, timeliness
- Incorporate **robust linking**
  - Pathways to related content create context for search engines
  - Good for users and SEO

Writing &

Optimizing

Crafting SEO-Friendly Content

- Include all **SEO tags and unique meta data** when uploading content
  - H1 & H2
    - <h1>, <h2>
  - Page title (aka title tag)
    - <title>
  - Meta description
    - <meta name=”description”>
  - Alt text for photos
    - <img src=”” alt=”text goes here”>

SEO Plugins

YOAST

Primary Keyword:
Outdoor Recreation

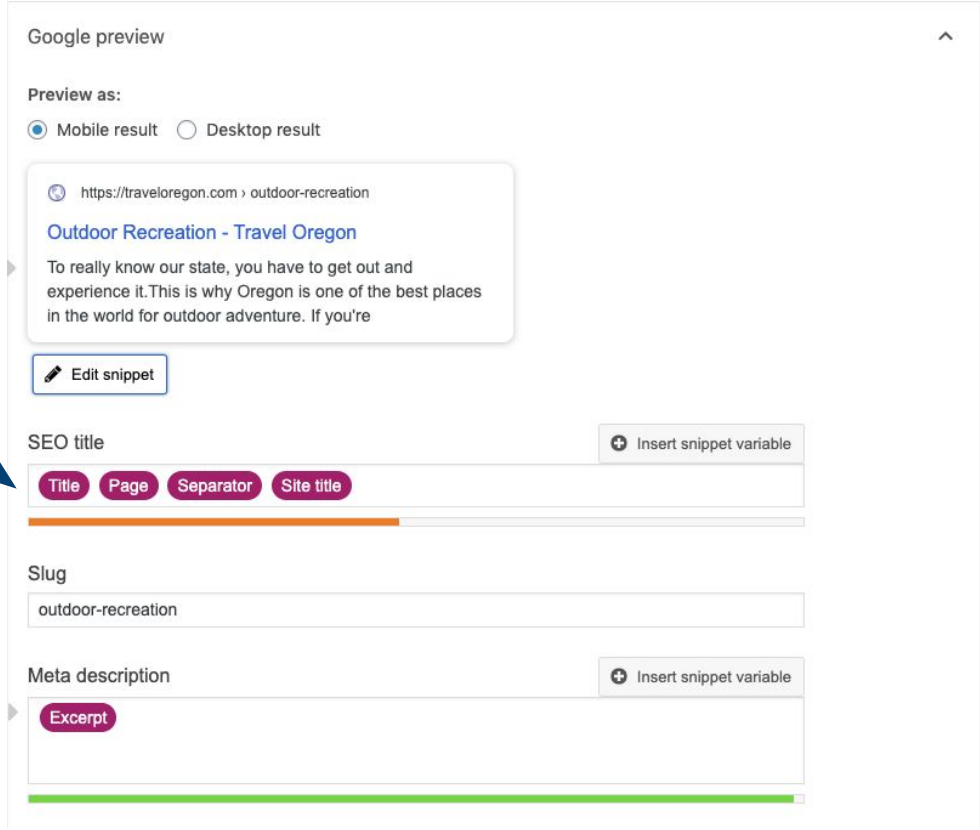
Essential

SEO fields

- H1, H2
- Title tag
- Meta description
- Alt text

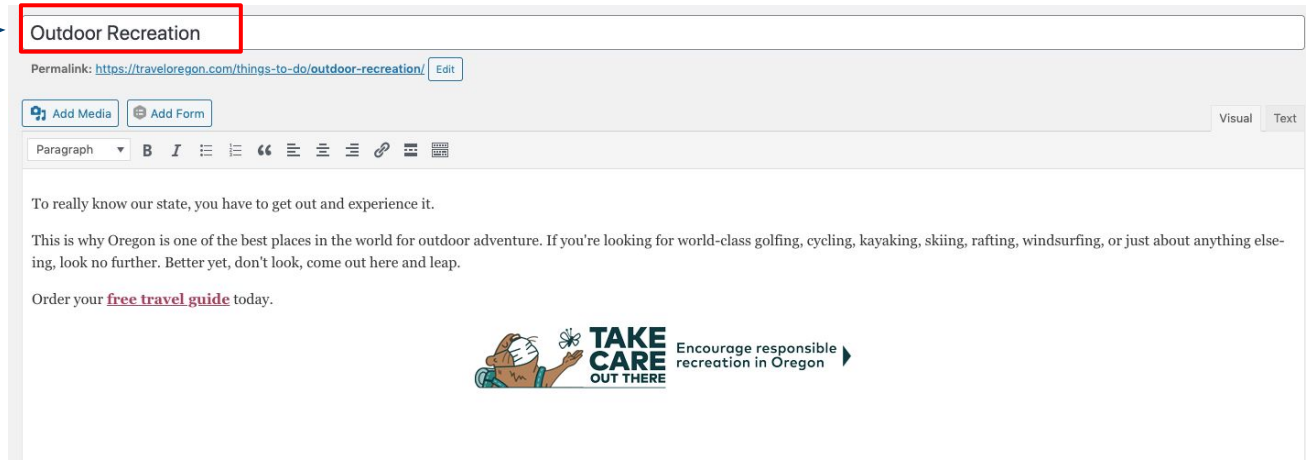
Title Tag

Meta Description



Primary Keyword:
Outdoor Recreation

H1



Essential

SEO fields

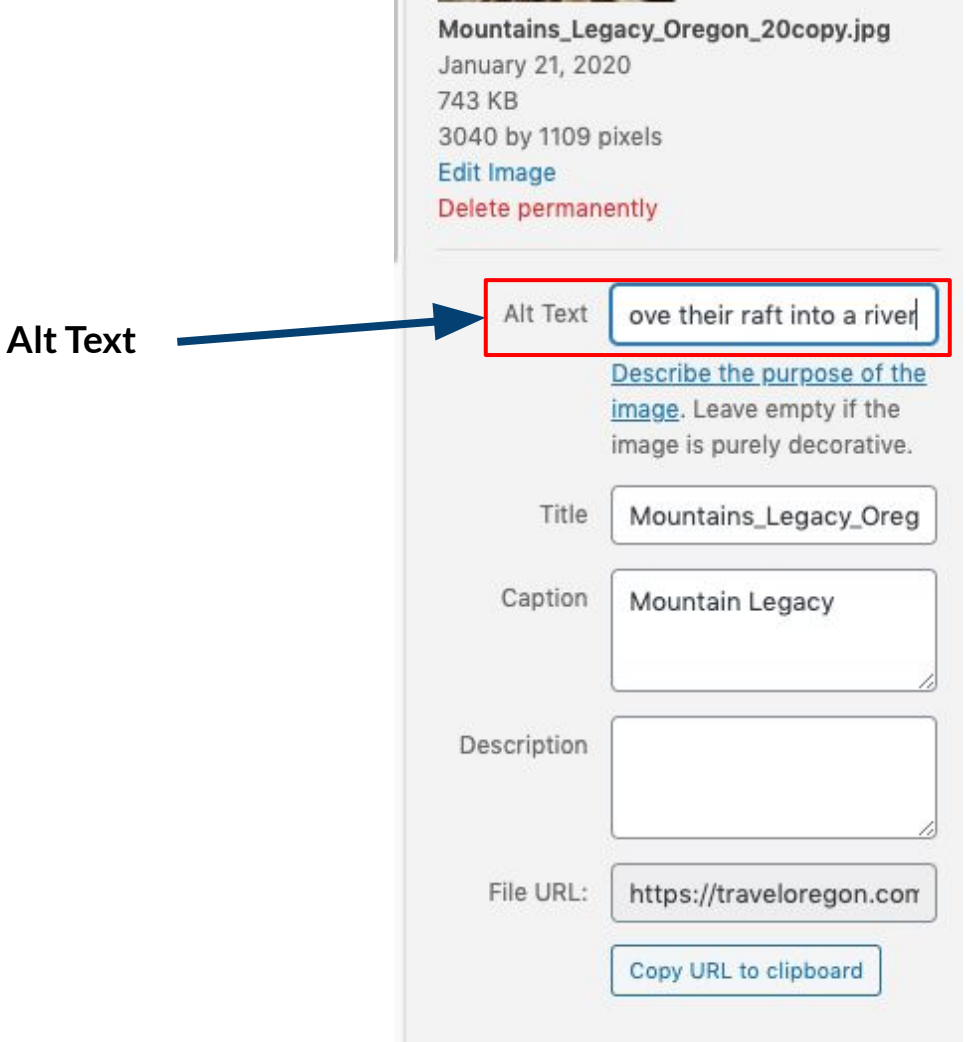
- H1, H2
- Title tag
- Meta description
- Alt text

Primary Keyword:
Outdoor Adventures

Essential

SEO fields

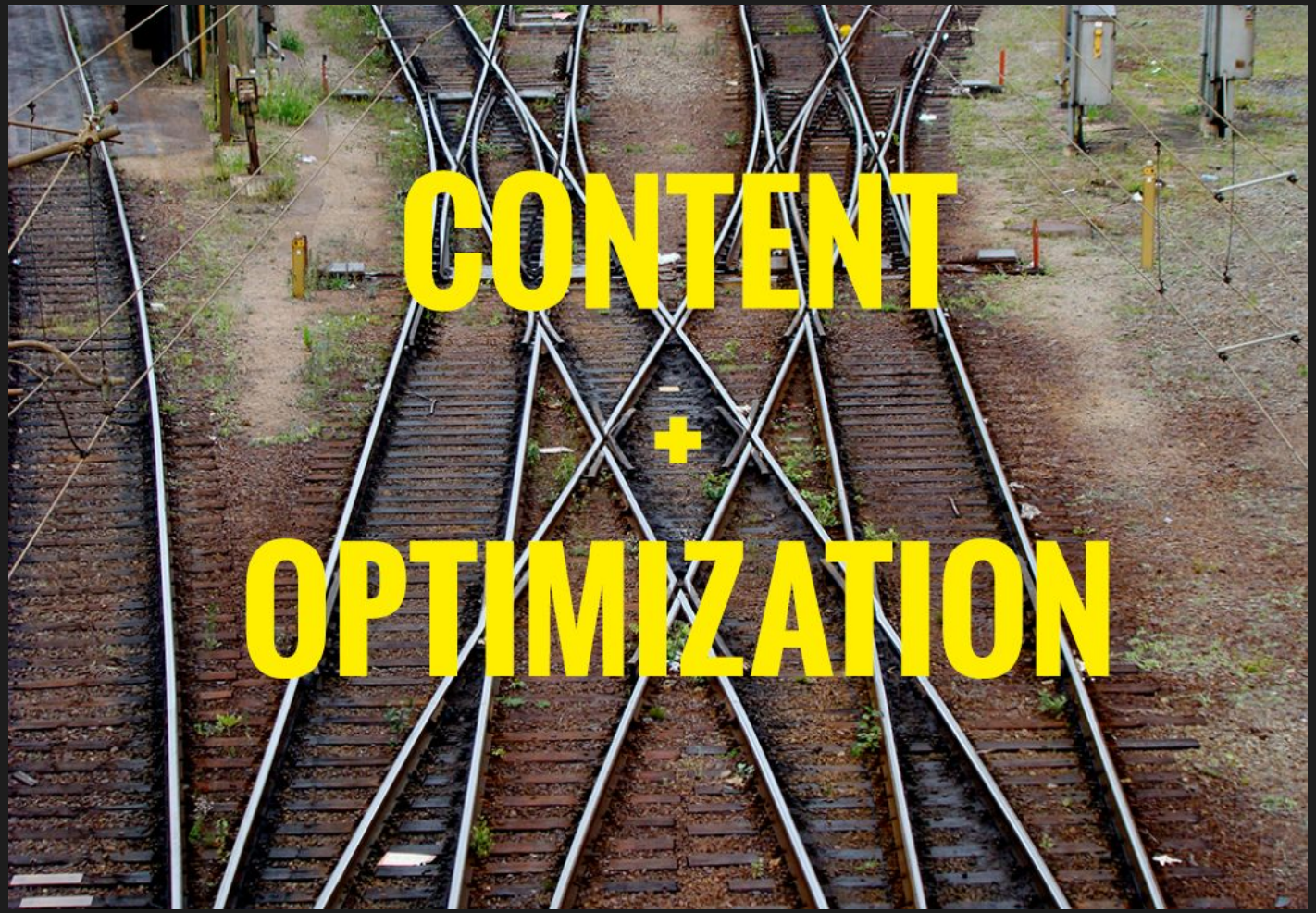
- H1, H2
- Title tag
- Meta description
- Alt text



SEO Plugins

Options

- SEO Framework
- Rank Math
- All-in-one SEO


CONTENT
+
OPTIMIZATION

SEO Research Tools

Research

Tools

Primary Tool

*paid

- Rankings
- Backlinks
- Site Crawl
- Competition

*paid

- Backlinks

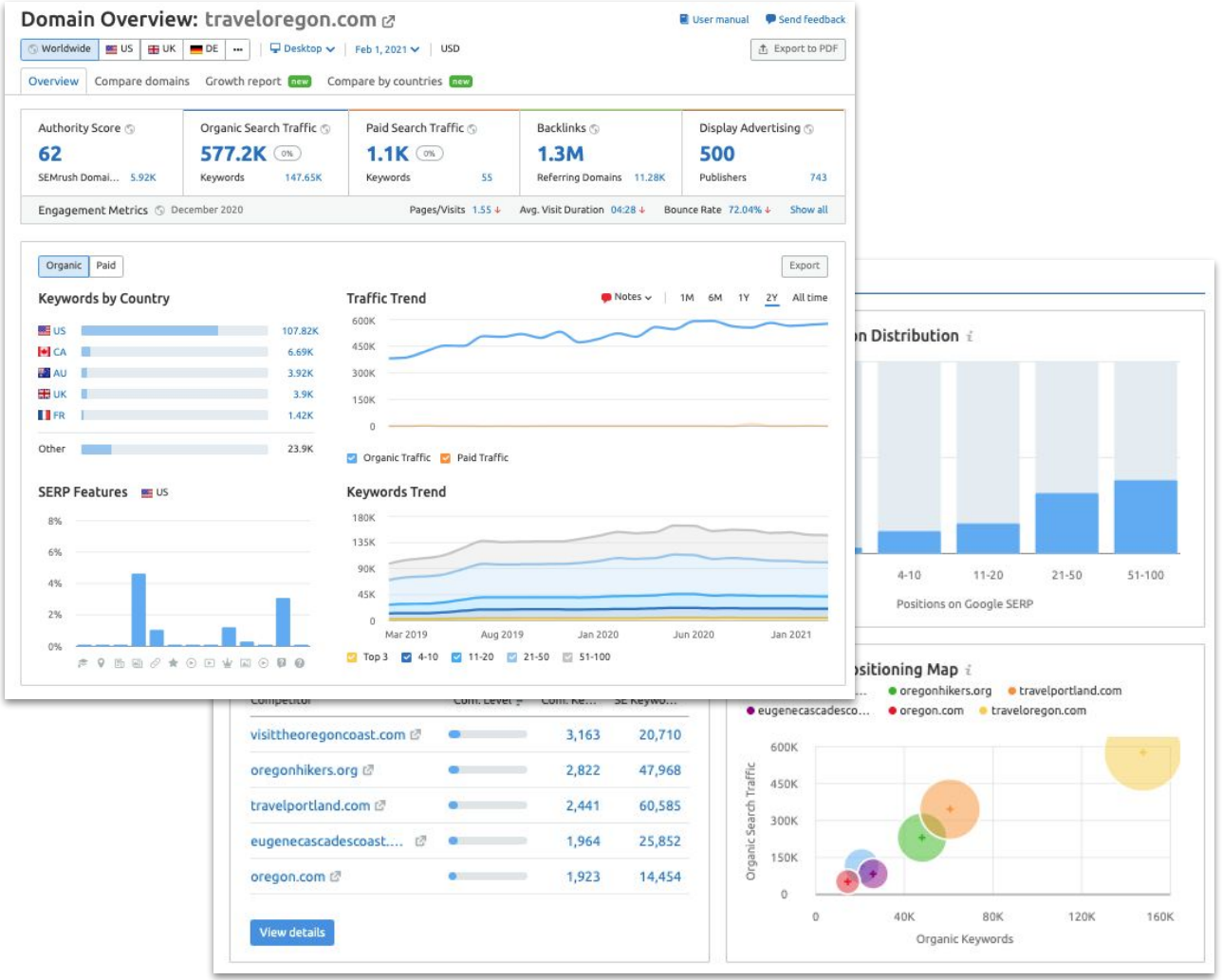
*free and paid

- Site Crawl

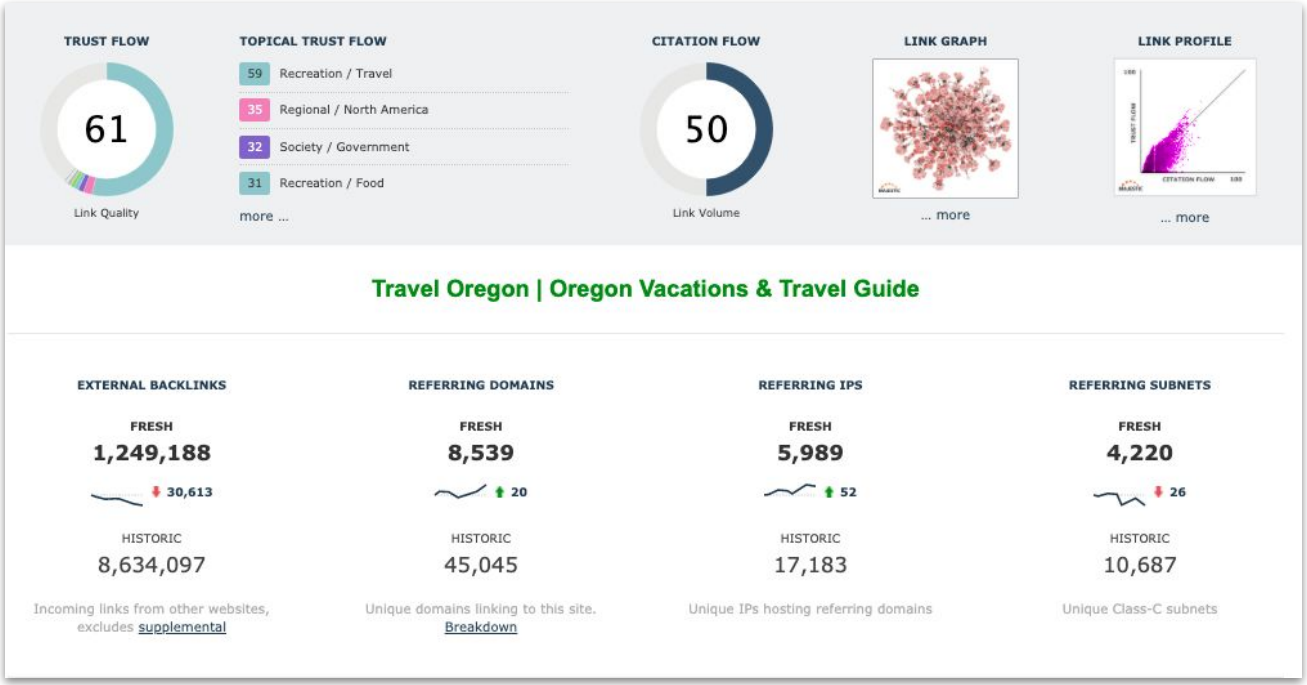
*free and paid

- Content Ideation

SEMRush

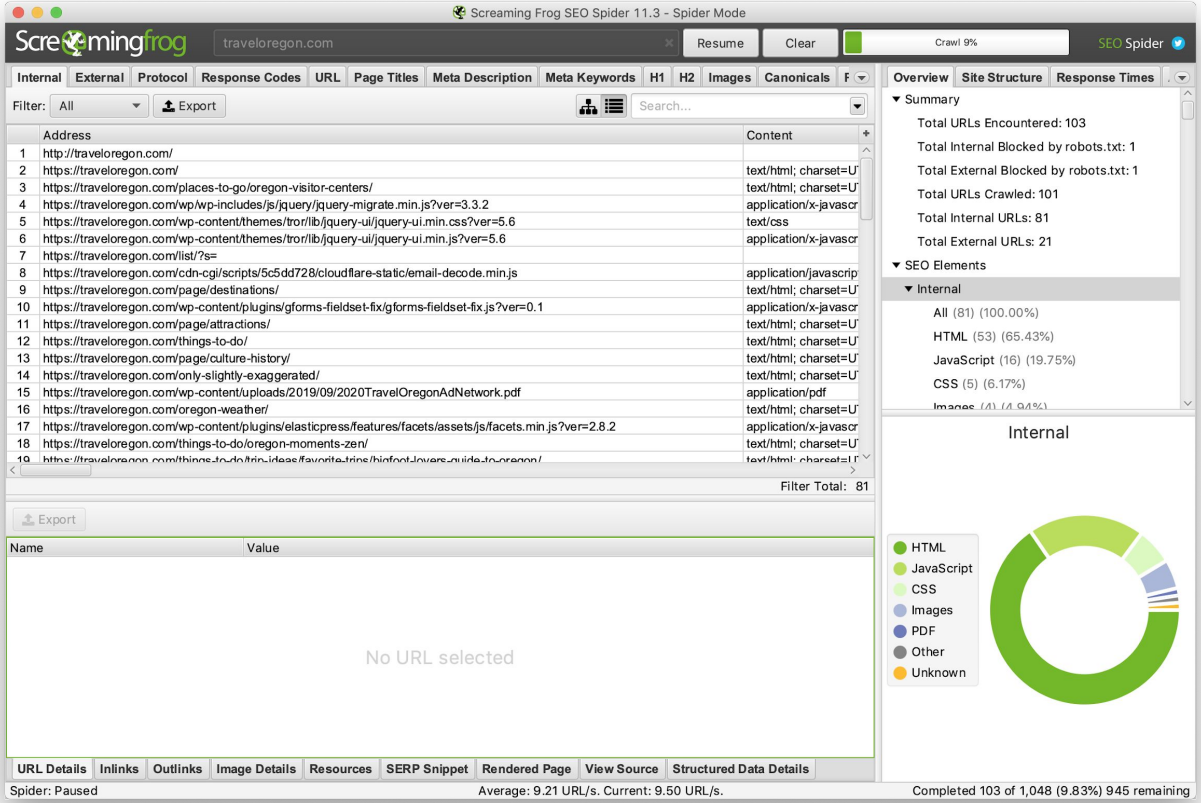

Domain Overview: traveloregon.com
User manual
Send feedback
Worldwide
US
UK
DE
Desktop
Feb 1, 2021
USD
Export to PDF
Overview
Compare domains
Growth report
new
Compare by countries
new
Authority Score
62
SEMrush Domai... 5.92K
Organic Search Traffic
577.2K
0%
Keywords 147.65K
Paid Search Traffic
1.1K
0%
Keywords 55
Backlinks
1.3M
Referring Domains 11.28K
Display Advertising
500
Publishers 743
Engagement Metrics
December 2020
Pages/Visits 1.55
Avg. Visit Duration 04:28
Bounce Rate 72.04%
Show all
Organic
Paid
Export
Keywords by Country
US 107.82K
CA 6.69K
AU 3.92K
UK 3.9K
FR 1.42K
Other 23.9K
Traffic Trend
Notes
1M
6M
1Y
2Y
All time
600K
450K
300K
150K
0
Organic Traffic
Paid Traffic
SERP Features
US
8%
6%
4%
2%
0%
Keywords Trend
180K
135K
90K
45K
0
Mar 2019
Aug 2019
Jan 2020
Jun 2020
Jan 2021
Top 3
4-10
11-20
21-50
51-100
n Distribution
4-10
11-20
21-50
51-100
Positions on Google SERP
sitioning Map
oregonhikers.org
travelportland.com
eugenecascadesco...
oregon.com
traveloregon.com
600K
450K
300K
150K
0
Organic Search Traffic
0
40K
80K
120K
160K
Organic Keywords
visittheoregoncoast.com 3,163 20,710
oregonhikers.org 2,822 47,968
travelportland.com 2,441 60,585
eugenecascadescoast.... 1,964 25,852
oregon.com 1,923 14,454
View details

Majestic


TRUST FLOW
61
Link Quality
TOPICAL TRUST FLOW
59 Recreation / Travel
35 Regional / North America
32 Society / Government
31 Recreation / Food
more ...
CITATION FLOW
50
Link Volume
LINK GRAPH
... more
LINK PROFILE
... more
Travel Oregon | Oregon Vacations & Travel Guide
EXTERNAL BACKLINKS
FRESH
1,249,188
30,613
HISTORIC
8,634,097
Incoming links from other websites, excludes supplemental
REFERRING DOMAINS
FRESH
8,539
20
HISTORIC
45,045
Unique domains linking to this site.
Breakdown
REFERRING IPS
FRESH
5,989
52
HISTORIC
17,183
Unique IPs hosting referring domains
REFERRING SUBNETS
FRESH
4,220
26
HISTORIC
10,687
Unique Class-C subnets

Screaming

Frog



Answer the

Public

SEO Trends & Opportunities

Answer

Engine

- Advanced natural language processing, information retrieval, knowledge representation and reasoning.
- Featured snippets are becoming increasingly good at providing helpful answers.
- Google's "People Also Ask" boxes allow you to locate answers you haven't even asked.
- With Google transforming from a search engine to an answer engine, creating a question-answering content strategy becomes a marketing priority.
- Voice

Answer
Engine

Related Algorithm Updates

BERT

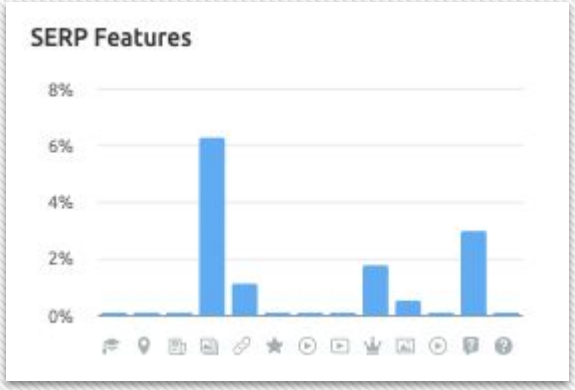
The BERT algorithm (Bidirectional Encoder Representations from Transformers) is a deep learning algorithm related to natural language processing. It helps a machine to understand what words in a sentence mean, but with all the nuances of context.

RankBrain

RankBrain is an artificial intelligence layer in Google's overall search algorithm.

Hummingbird

Hummingbird signaled Google's commitment to an increasingly sophisticated understanding of the intent of searchers' queries with the goal of matching them to more relevant results.



Google

Results

Knowledge Panel

Local Pack

Top Stories

Images

Site Links

Reviews

Video

Featured Snippet (Quick Answers)

Carousel

People Also Ask

FAQs

Events

Structured Content

& Rich Snippets

Schema for DMOs

Events

FAQs

Author

Trip

TouristDestination

TouristAttraction

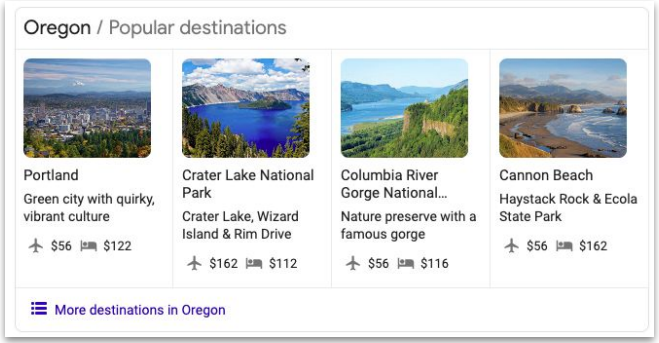
LocalBusiness

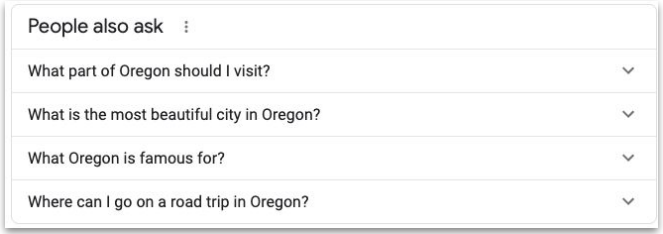
- LodgingBusiness
- Restaurants

Universal

Results

Carousel





People Also Ask

Knowledge Panel

Events

Sat, Apr 20 7:00 PM	SF International Beer Fe... Fort Mason Center for Art...	Sat, Apr 20 10:00 AM	Festinema Junior - Fren... Alliance Française de San ...	Thu, Apr 18 9:30 PM	Tour of the Universe (Liv... California Academy of Sci...
Sat, Apr 20 8:00 PM	Metal Allegiance The Fillmore	Sat, Apr 20 9:00 AM	The 3rd Annual 420 Bud... Golden Gate Park	Sun, Apr 21 2:00 PM	Charlie and the Chocola... SHN Golden Gate Theatre
Sat, Apr 20 3:00 PM	Cherry Blossom Festival Kissako Tea	Sat, Apr 20 7:00 PM	Hamilton Tickets SHN Orpheum Theatre	Sun, Apr 21 11:00 AM	Easter Closure at Westfi... Westfield San Francisco C...
Sun, Apr 21 8:00 PM	Mr Eazi The Regency Ballroom	Thu, Apr 25 3:30 PM	San Francisco 49ers Dr... Pier 35	Sat, Apr 20 12:00 PM	2019 Ghirardelli Square ... The Original Ghirardelli Ic...

Events

Online events | Today | Tomorrow | This Week | This Weekend | Next Week

7 FEB — Monster Magnet
Sun, 7:15 – 10:15 PM
Hawthorne Theatre, 1507 SE 39th Ave
Portland, OR

3 APR — JoJo
Sat, 8:30 – 11:00 PM
Wonder Ballroom, 128 NE Russell St
Portland, OR

13 MAY — Milky Chance - Mind the Moon Tour 2021
Thu, May 13 – Fri, May 14
McMenamins Crystal Ballroom, 1332 W Burnside St
Portland, OR

Search more events

www.eventbrite.com › united-states--oregon › events

Oregon Events & Things to Do | Eventbrite

Looking for something to do in **Oregon**? Whether you're a local, new in town or just cruising through we've got loads of great tips and **events**. You can explore by ...

Feb 2 - Feb 3 CANCELLED- REFUNDS IN ...
Tue, Feb 2 Free 60-Minute Online Virtual ...
Wed, Feb 3 Heal Your Lifelong Binge ...

Voice

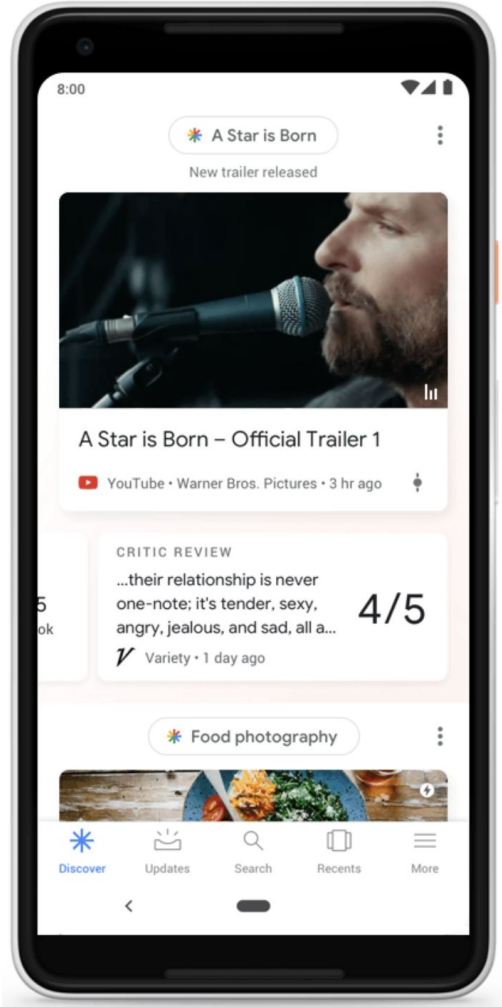
Search

- Featured Snippets are often used as the answers to voice searches
- Ensure the website is mobile friendly & improve page speed
- Create conversational content
- Focus on local searches
- Focus on long-tail search

- ***Voice search performance cannot currently be tracked.***

Google

Discover



Google discover delivers a personalized curation of daily content based on search & browsing habits

1. Strengthen content quality
2. Use high quality visuals
3. Create exciting videos
4. Comply with Google News content policies
5. Ask your community to add you on Google discover
6. Use AMP technology
7. Publish evergreen and trendy content regularly

Understanding & Reporting

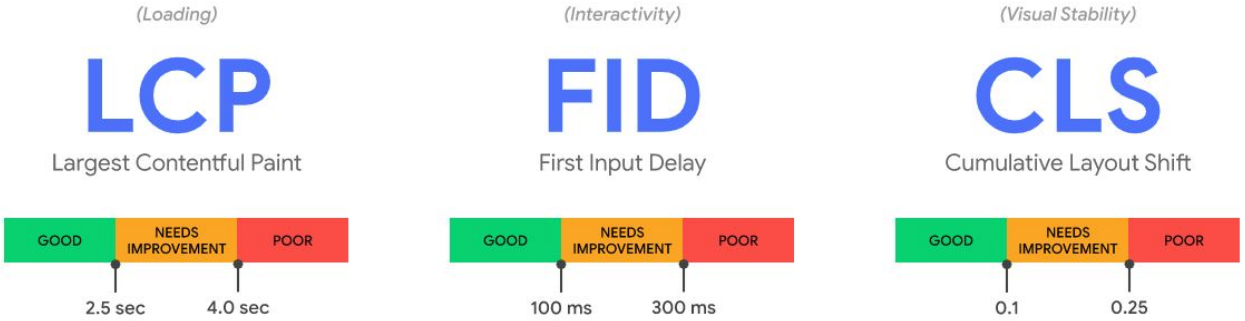
SEO

Terminology

- **SERP** - Search Engine Result Page
- **Backlinks** - Links from other sites back to your site
- **Ranking Keywords** - Number of keywords that can be used to pull up your website in search engines
    - Page, position
- **Anchor text** - The text in a link
    - Keyword rich anchor text pointing to your page can be a strong signal to google about the topic of the page.
- **Organic Visibility Score** - Search Volume x CTR for all ranking keywords
- **Long-tail keywords** - keywords that are either, a) a more specific variation of a keyword e.g. “outdoor recreation” vs “ outdoor recreation in oregon” or b) a topic one may discover after is subsequent searching e.g. “outdoor recreation oregon” → “prettiest place to camp in tillamook oregon”
    - Keywords that fall in the “b” category often get put in the “ancillary keyword” list as they are often necessary in supporting parent topics and head term keywords.
    - One can’t write about “outdoor recreation in oregon” without mentioning the “tillamook”
- **Navigational queries** - keywords used to get to a specific location e.g. “Gmail” or “travel oregon”

Core Web
Vitals

Coming May 2021....



https://developers.google.com/speed/pagespeed/insights/

Additional Resources

Resources

Where to learn more...

- https://www.semrush.com/blog
- https://searchengineland.com/
- https://searchengineland.com/periodic-table-of-seo-2015-edition-222074
- https://backlinko.com/on-page-seo
- https://ahrefs.com/blog/
- https://moz.com/beginners-guide-to-seo/seo-glossary
- https://web.dev/vitals/

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