SEO - HOW THE INTERNET WORKS!

Anthony Bianco - TheTravelTart.com

What we don't want…

Your amazing site

OMG where is everyone???!!!

A website without traffic is like putting up a billboard in the desert

Topics

1. Brief Internet History Lesson
2. Why SEO Is Important
3. People Don't Google Headlines!
4. Google Knows Everything - How I Create Content for Online
5. Worked Example
6. The Importance of Links & Authority
7. Technical SEO – Speed=Rankings
8. People are Predictable! Human Googling Habits!

1. Brief Internet History Lesson

- 1994 – 3,000 websites – browsed in a directory

Yahoo - A Guide to WWW

[What's New? | What's Cool? | What's Popular? | Stats | A Random Link]

Y Top | Up | Search | Mail | Add | Help

- **Art**(466) NEW
- **Business**(6426) NEW
- **Computers**(2609) NEW
- **Economy**(743) NEW
- **Education**(1487) NEW
- **Entertainment**(6199) NEW
- **Environment and Nature**(193) NEW
- **Events**(53) NEW
- **Government**(1031) NEW
- **Health**(367) NEW
- **Humanities**(163) NEW
- **Law**(163) NEW
- **News**(185)
- **Politics**(148) NEW
- **Reference**(474) NEW
- **Regional Information**(2606) NEW
- **Science**(2634) NEW
- **Social Science**(93) NEW
- **Society and Culture**(648) NEW

23836 entries in Yahoo [Yahoo | Up | Search | Mail | Add | Help]

yahoo@akebono.stanford.edu
Copyright © 1994 David Filo and Jerry Yang

- 2019 – >2,000,000,000 (that's 2 billion!) websites
- So what's 'relevant'? How is your content found in all the porn and cat videos out there?

As of 2019, you need:

1. The Right Content
2. Links and Authority, and
3. Technical Performance

More Traffic = More Leads and Opportunities

2. Why SEO Is Important!

- Find out what people are looking for – i.e. the demand
- Let the leads come to you – e.g. famils, events & work
- Some online publications are tracking page views, likes
- Check out who ranks #1 for 'travel writer'

Written by Ben Groundwater for traveller.com.au

The truth about being a travel writer - Traveller.com.au
https://www.traveller.com.au › Travel Planning › Tips & Advice
Mar 25, 2015 - This is something you hear fairly regularly when you're a **travel writer**. I'm not saying this to show off, it's just the way it is – the perception is that ...

The first ASTW Member that appears for 'travel writer' is….

14. Fiona Harper travel writer | content creator | digital media ...
fionaharper.com.au ▾
Fiona Harper is one of Australia's best & most respected **travel writers** & digital travel editors. Her articles & images are published globally in print & digital travel, ...

3. People Don't Google Headlines!
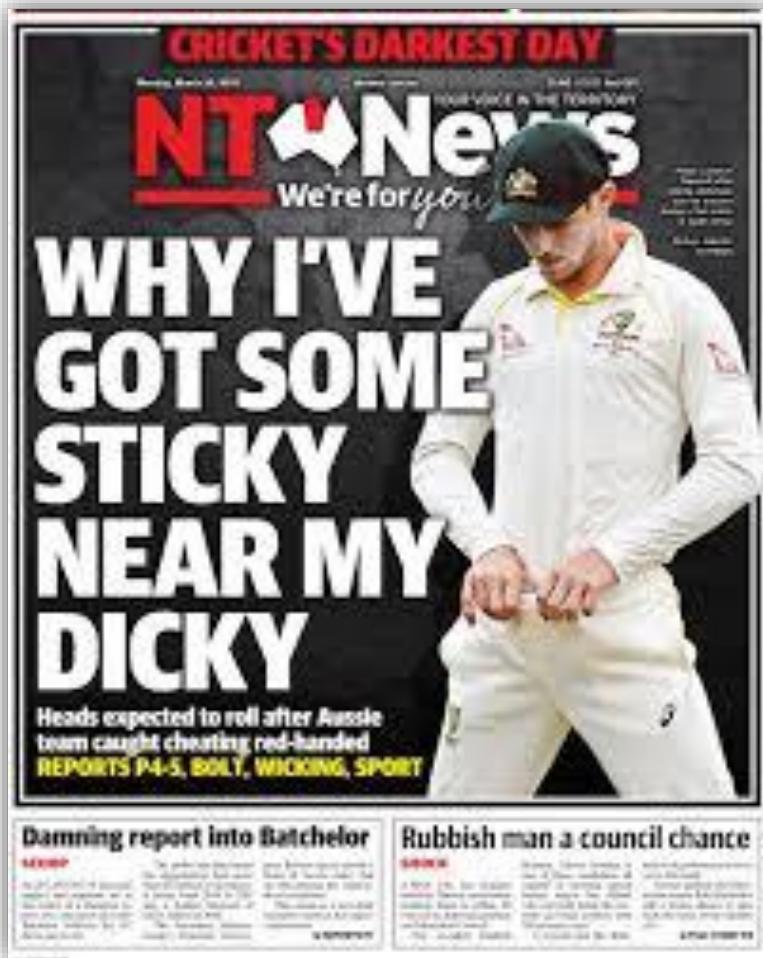
Zero people are typing in 'Why I've Got Some Sticky Near My Dicky' into Google!
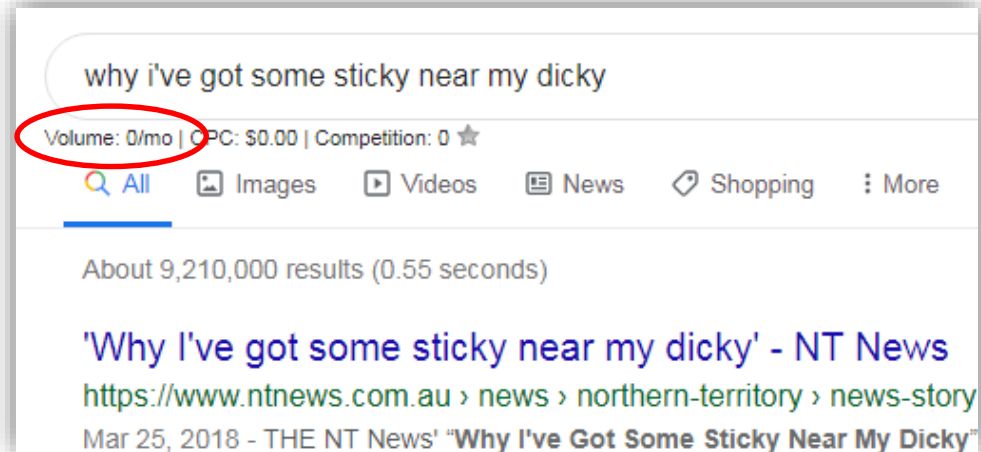
What people are actually looking for!

4. Google Knows Everything! How I Create Content for Online

Google has recorded <u>every single search</u> ever done since 2004.

You need to find out:

1. <u>What</u> people are Googling
2. <u>When</u> they Google it
3. <u>Where</u> they Google it from

and write content around keywords!

Useful for both offline and online content – find out what people are actually interested in based on data!
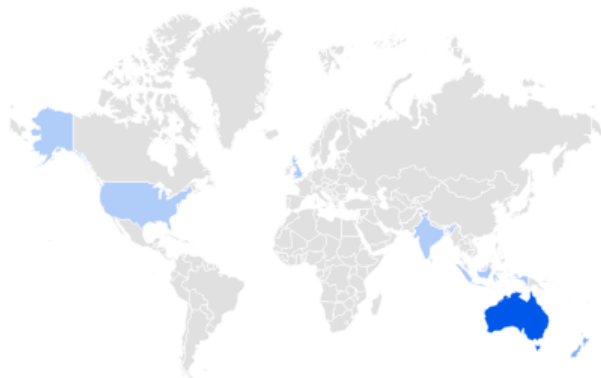
1. **What** was Googled

Google   bali travel insurance
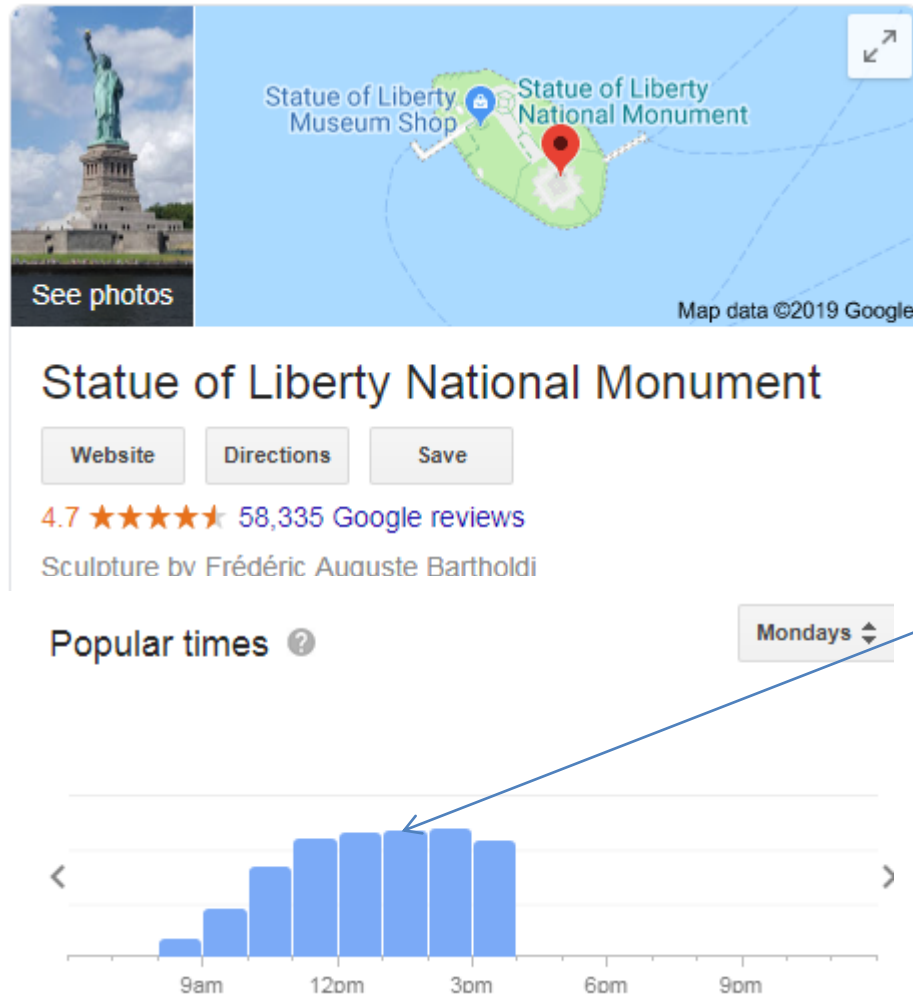Volume: 3,600/mo | CPC: $13.90 | Competition: 0.89 ⭐

2. **When** it was Googled

Ash cloud events

3. **Where** it was Googled from

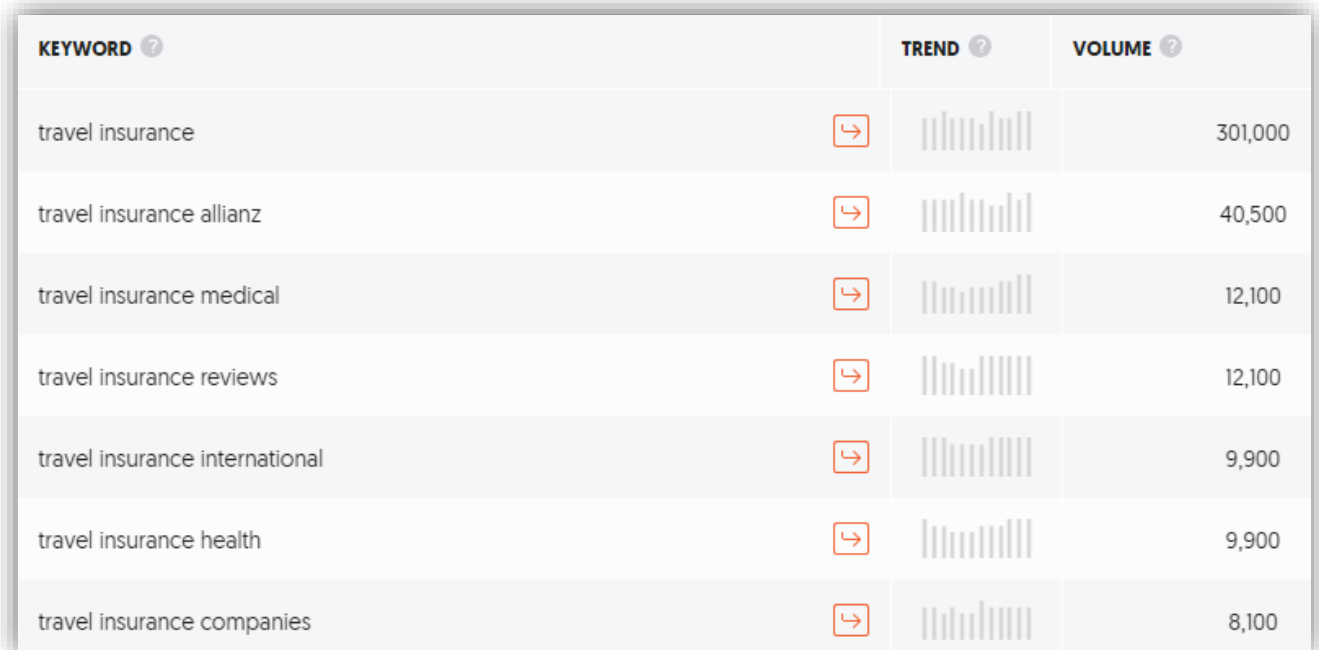| 1	Australia	100
2	New Zealand	25
3	Singapore	24
4	Indonesia	5
5	United Kingdom	4

Want to know when a place is busy?

Google knows this based on the number of **Android phones in people's pockets and handbags**!

Big Brother is watching you!
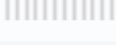
Keyword Tools I Use
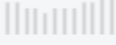
- [Keywords Everywhere – Chrome Extension](#) – [paid]
- Uber Suggest - https://neilpatel.com/ubersuggest/
- Google Trends - https://trends.google.com/
- Answer the Public - https://answerthepublic.com/

Great for when you have writers block!

KEYWORD		TREND	VOLUME
travel insurance	⤷		301,000
travel insurance allianz	⤷		40,500
travel insurance medical	⤷		12,100
travel insurance reviews	⤷		12,100
travel insurance international	⤷		9,900
travel insurance health	⤷		9,900
travel insurance companies	⤷		8,100

Keyword Research Tips

- The internet is saturated, so you need to find a 'niche' and dominate it
- Target keywords with a **'competition' as close to zero** as possible
- Sweet spot – high monthly search volume, low competition
- Think about intent – why are people looking for this? They usually want an answer to a question

Google   russian swear words

Volume: 12,100/mo | CPC: $0.00 | Competition: 0
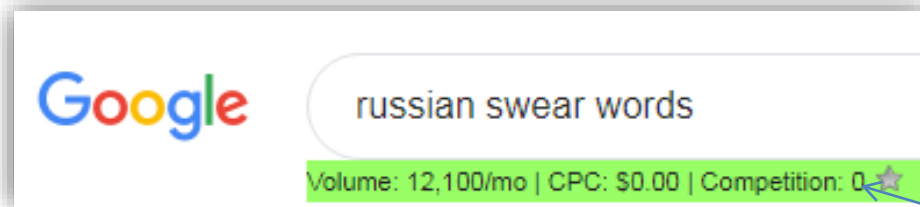
Monthly Searches

Competition for Keyword

5. Worked Example

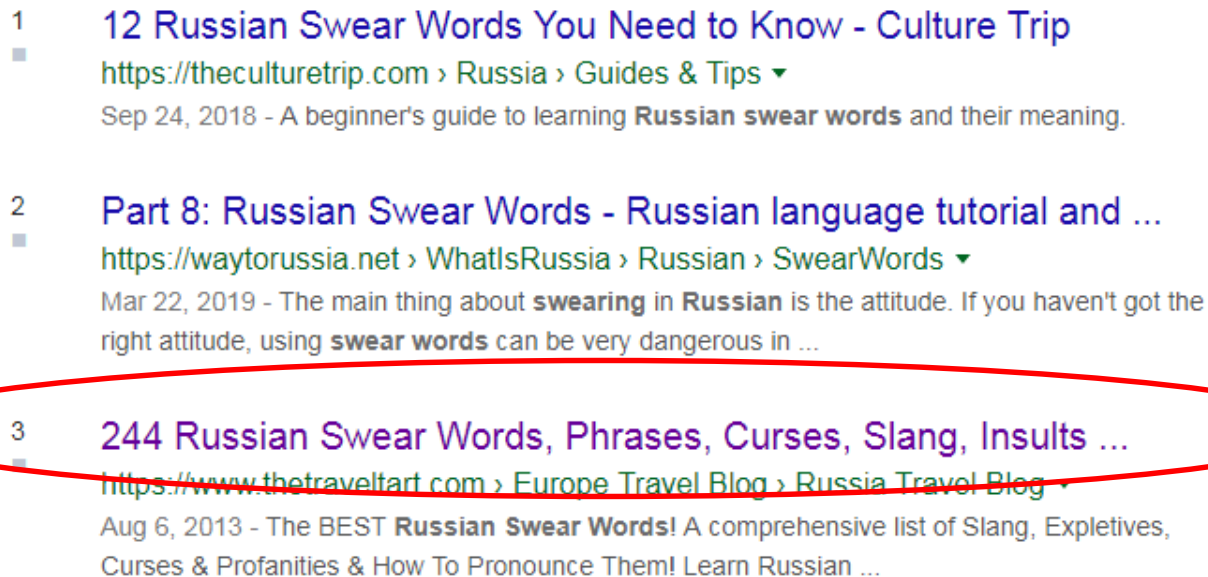- **Russian Swear Words! TheTravelTart.com** has been ranking between #1 and #3
- Most people don't go past the 1st page of Google
- #1 position receives ~30% of clicks

Write Around Keyword: Structure The Page!

- Always write for people first – then tweak it for SEO
- Keyword in **URL** (preferably at the front)

https://www.thetraveltart.com/russian-swear-words-slang-expletives/

https://www.thetraveltart.com › russian-swear-words-sl...

244 Russian Swear Words, Phrases, Curses, Slang, Insults & Expletives! | The Travel Tart

Aug 6, 2013 · The BEST **Russian Swear Words**! A comprehensive list of Slang, Expletives, Curses & Profanities & How To Pronounce Them! Learn **Russian** Today! :)

- Keyword in **Page Title** (Yoast)

- Keyword in **Heading 1**

Russian Swear Words, Phrases, Curses, Slang, Insults, Colloquialisms and Expletives!

- Keyword in **Heading 2**

My Definitive List And Guide Of Really Bad **Russian Swear Words,** Insults, Curses, Expletives and Phrases! How To Learn the Russian Language!

- Keyword in **Images alt text**
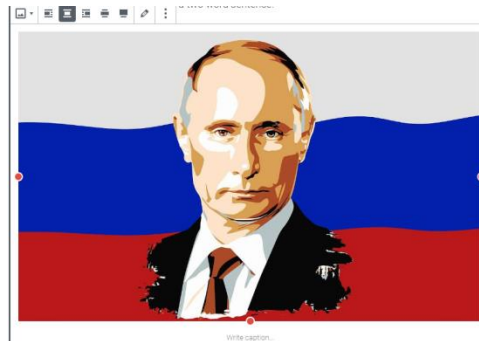
Alt Text (Alternative Text)

Russian Swear Words, Funny Phrases, Curses, Slang, Insults and Expletives!

- Keyword in **Content** a couple of times – Bold it once, near the top.

Yay! This silly post is your definitive guide on a massive 244 **Russian Swear Words, Slang, Phrases, Insults and Expletives**, or **How To Swear In Russian**! Yes, profanities from languages around the world is subject matter that appears a lot in this silly travel blog!

- Write whatever you want, just answer the question! For example, people searching for 'Russian Swear Words' are looking for a list!

SEO = Long Term Internet Traffic!

Page Views ↓	Unique Page Views	Avg. Time on Page
256,725	232,708	00:05:52

This one page has been viewed over 250,000 times since 2013 and people stay there for almost 6 minutes!

- Radio, TV, Print: Limited Shelf Life
- Internet: <u>Indefinite</u> Shelf Life

Google also knows synonyms: Traffic from Thousands of Keywords!

Query
russian swear words ☆
russian curse words ☆
russian insults ☆
russian bad words ☆
russian curses ☆
russian cuss words ☆
russian swears ☆
bad words in russian ☆
curse words in russian ☆
swear words in russian ☆

Query
russian insult ☆
insults in russian ☆
russian swearing ☆
russian swear phrases ☆
russian swear ☆
russian curse phrases ☆
russian cuss words translated ☆
russian swear sentences ☆
swearing in russian ☆
how to swear in russian ☆

Query ↑
russian curse ☆
russian swearwords ☆
russian insult phrases ☆
russian expletives ☆
cuss words in russian ☆
russian slang swear words ☆
russian profanity ☆
bad russian words ☆
curses in russian ☆
russian swearing phrases ☆

Query
russian bad words list ☆
list of russian curse words ☆
swear in russian ☆
all swear words in russian ☆
best russian swear phrases ☆
russian cursing phrases ☆
dirty words in russian ☆
swear words in russian english ☆
russian bad words in english ☆
how to curse in russian ☆

Other keyword examples in Social Media:

how to fillet a fish

Volume: 6,600/mo | CPC: $1.49 | Competition: 0 ⭐

How To Fillet Fish - Yellowfin Tuna & Bigeye Tuna

980,635 views

The Travel Tart - Australian Travel Blogger
Published on Jul 25, 2011

tongue twisters

Volume: 301,000/mo | CPC: $0.30 | Competition: 0.01 ⭐

Tongue Twisters - Xhosa Traditional Language, KwaZulu Natal South Africa

782,081 views

The Travel Tart - Australian Travel Blogger
Published on Jul 31, 2011

travel blog

Volume: 74,000/mo | CPC: $1.50 | Competition: 0.14 ⭐

travel blog 🔍

All   Posts   People   Photos   Videos   Marketplace

Filter results

POSTS FROM

⦿ Anyone
◯ You

The Travel Tart - Travel Blog
Page
Local & travel website
5.2K like this

6. Links & Authority

- It's a popularity contest! If an authority links to you, you're an authority. Spread your name around the internet! Link within your own website too!

- E-A-T – Expert, Authority, Trust

- Examples of where I've scored links from:

Where to get links from?

- Score one from me! Email anthony@thetraveltart.com with a funny travel photo or story!

- Journos are always looking for quotes and information from Sourcebottle (AU) and Help A Reporter Out (North America)

https://www.sourcebottle.com/

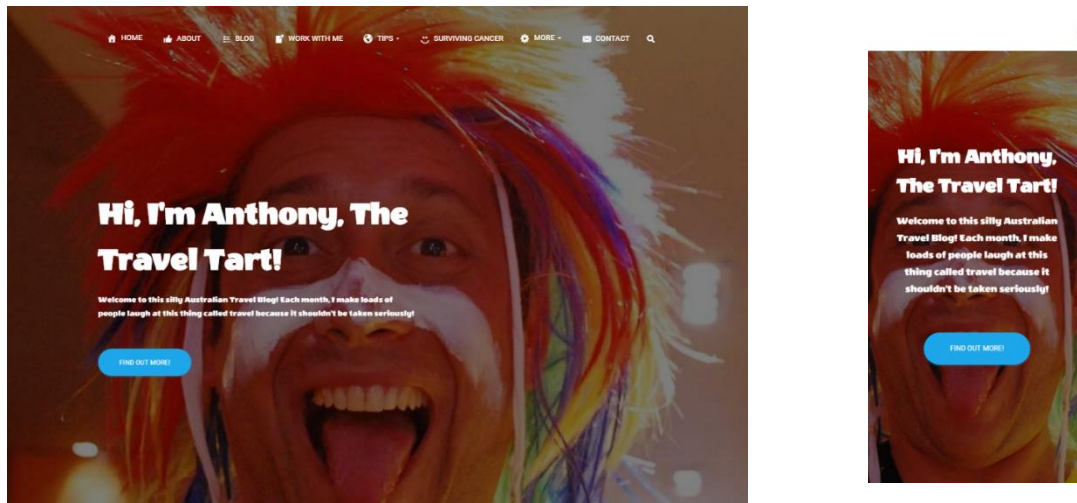https://www.helpareporter.com/

7. Technical SEO

- **Faster Website = Higher Rankings**
- Use HTTPS not HTTP, Latest PHP Version (ask your hosting about it)
- Mobile Friendly / Responsive on all devices

- Consider a Content Delivery Network (CDN)
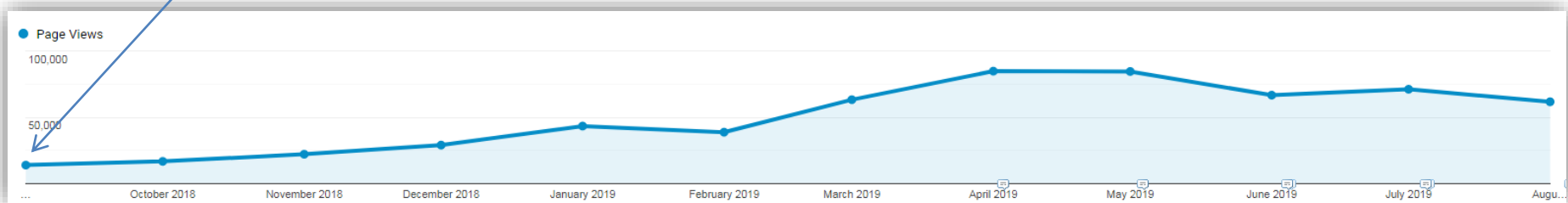
Technical SEO - Plugins

- Wordpress Plugins that help:
  - Cache Plugin, eg. [W3 Total Cache](#), [W3 Fastest Cache](#)
  - [BJ Lazy Load](#) – only loads page when you scroll
  - [Auto-optimize](#) – helps load page faster
  - [ReSmushit](#) – Image Optimisation
  - [HREFLANG Tags Lite](#) – tells Google which countries your content is relevant for, e.g. English in US, UK, AU

Page Speed Test Websites

- Also regularly test your site speed for improvements
- https://tools.pingdom.com/
- https://gtmetrix.com/
- https://www.webpagetest.org/
- https://developers.google.com/speed/pagespeed/insights/

Technical fix on website –
increased traffic 5x!

8. People are Predictable!

- Here's Proof! People's Googling Habits!

"State of Origin"
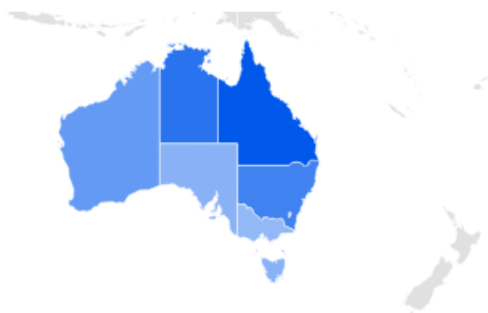

Interest over time

3 games a year, 3 peaks
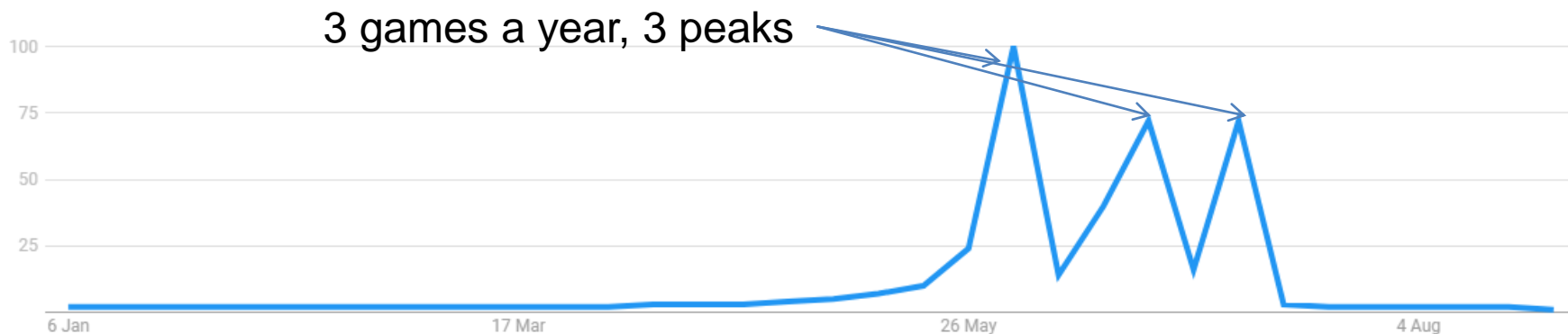
Interest by sub-region

	Sub-region		
1	Queensland	100	
2	Northern Territory	77	
3	New South Wales	64	
4	Australian Capital Territory	55	
5	Western Australia	44	

No surprises here!

"Michael Jackson"

"Weight Loss"

Interest over time

New Year's Resolutions!

No one cares about weight loss at Xmas

The year starts with great intentions

29 Apr 2018   19 Aug 2018   9 Dec 2018

Interest over time

New Year's Eve

Xmas

Note

1 Jan 2004   1 Aug 2008   1 Mar 2013   1 Oct 2017
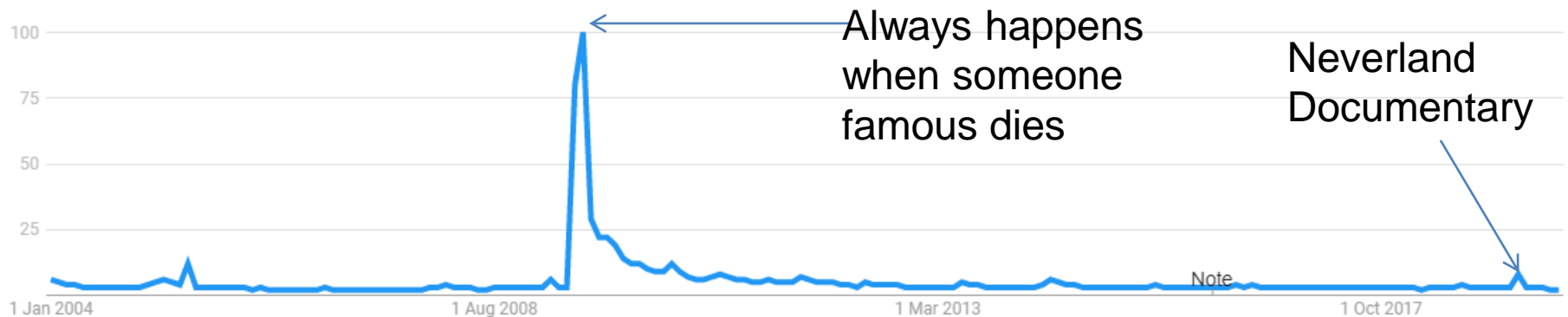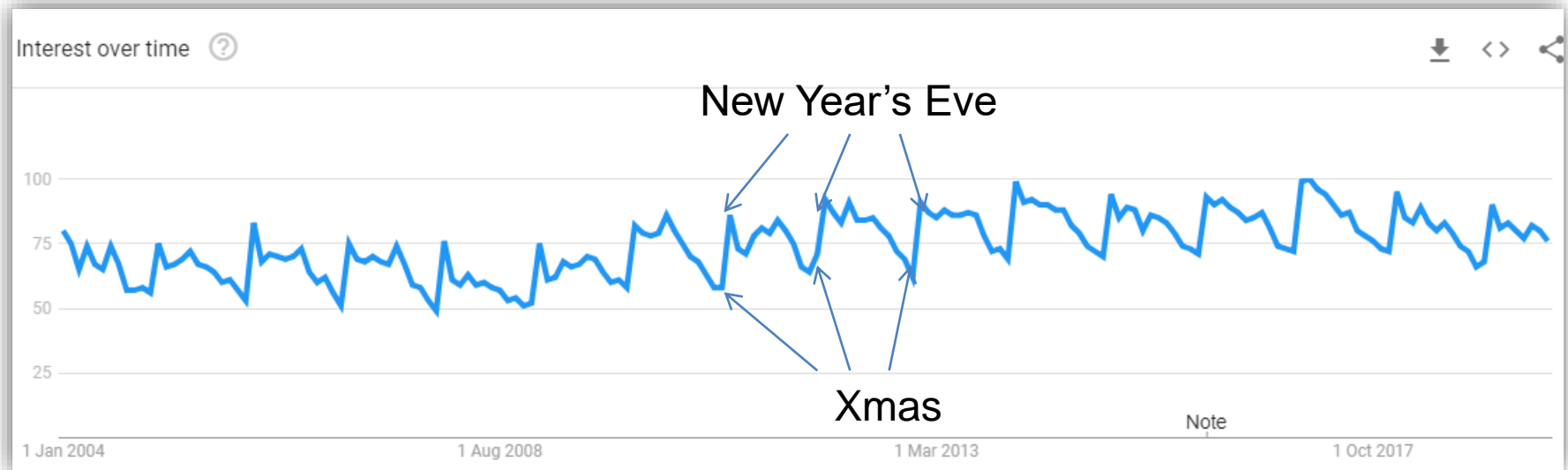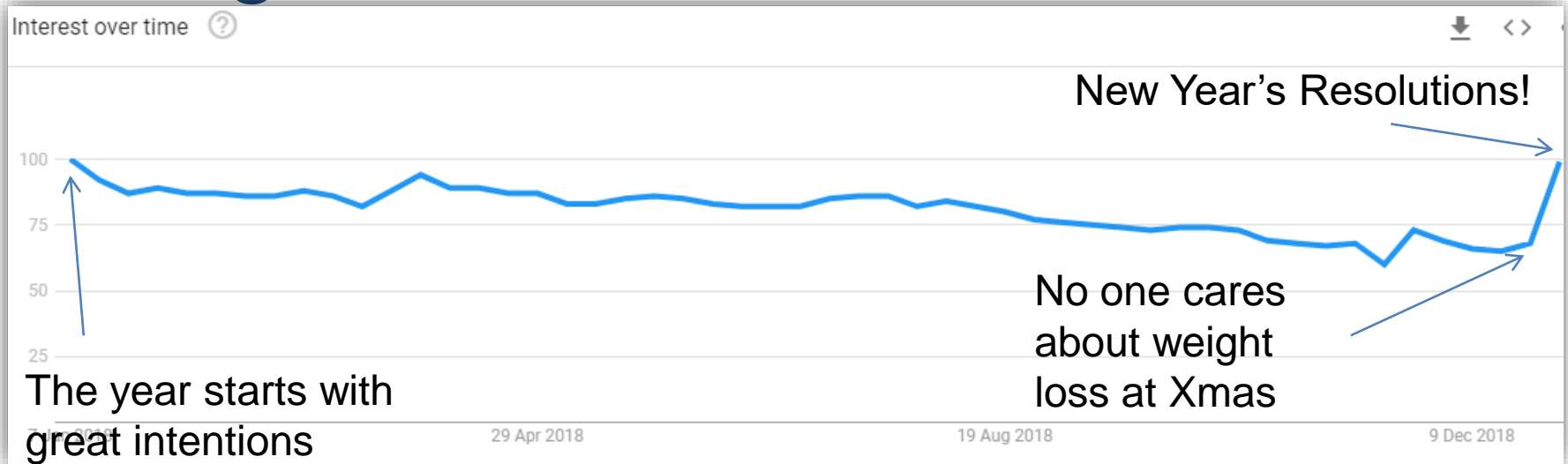
And this happens without fail, EVERY YEAR!

There are over 200 Google Ranking Factors!

- More here:

- https://backlinko.com/google-ranking-factors

- https://moz.com/beginners-guide-to-seo

- https://yoast.com/beginners-guide-yoast-seo/

- https://neilpatel.com/what-is-seo/

- https://www.wordstream.com/blog/ws/2015/04/30/seo-basics

- https://support.google.com/webmasters/answer/7451184?hl=en

But I know you want more!

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- [The Travel Tart – Offbeat Tales From A Travel Addict](#)

- @thetraveltart