



SEO for 2015: What's In, What's Out *and How to Be in It to Win It (For Good)*

Jenny Munn

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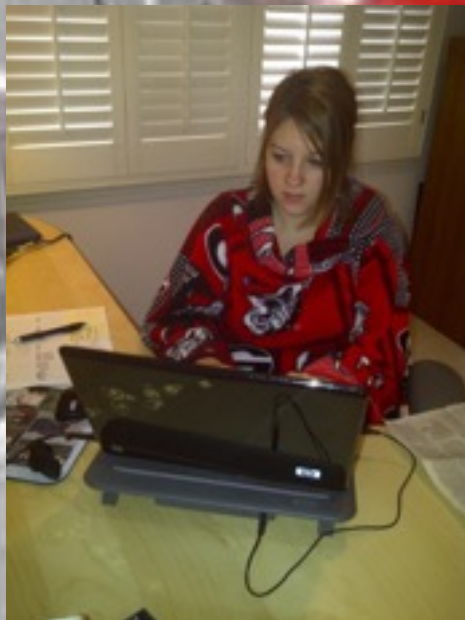
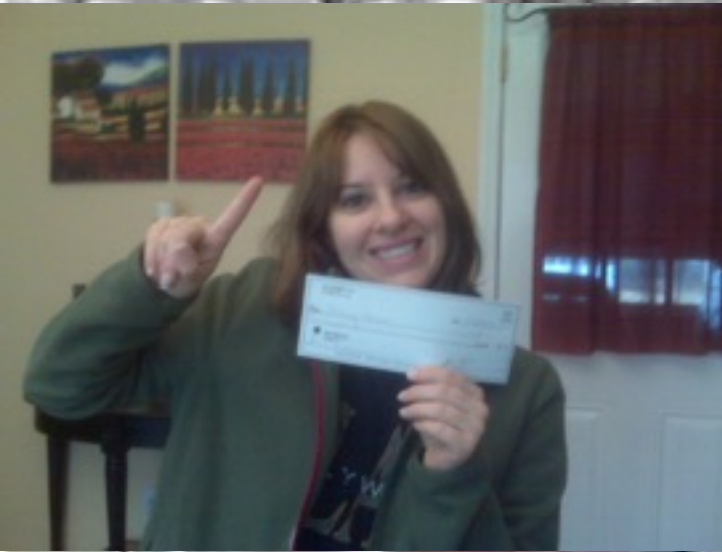


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Jenny Munn - Who Am I?



2009
Newbie
Freelance
Copywrite
r trying to
make it

2015: SEO
Strategy, Training,
Consulting



SEO for 2015: What's In, What's Out

What We'll Cover:

- Defining SEO
- What WAS in: History of SEO
- What is In NOW: Working the SEO Fundamentals
- Takeaways



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Goals For This Session Over Next 35 Minutes

1. Understand that SEO is NOT “Black Magic”
2. You have to work the fundamentals
3. Marathon, not a sprint
4. Learning is in the doing
5. SEO is worth it



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SEO for 2015: What's In, What's Out

Game On:
TRUE or
FALSE?



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SEO for 2015: What's In, What's Out

Using keywords is still
important

True or False?



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Keyword density of 4.5% per 350 words of copy is still a good rule of thumb for 2015

True or False?



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Writing title tags and meta descriptions is still imperative for SEO

True or False?



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This is a good linkbuilding tactic: you link to me and I'll link to you.

True or False?



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Guest blogging is a good way to get lots of links fast

True or False?



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Linkbuilding is dead
True or False?



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SEO is all about content

True or False?



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Social Media is the new SEO

True or False?



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PR is the new SEO
True or False?



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SEO for 2015: What's In, What's Out

What is the Point....

The foundation of SEO will give you the basis for distinguishing the truths vs the myths of SEO from here on out

Get to the point before
I stop caring.



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What is SEO?



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Diversification is Crucial

1. Organic Search	534 (53.35%)
2. Direct	231 (23.08%)
3. Referral	171 (17.08%)
4. Social	65 (6.49%)



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What is SEO?

All Referrals ☐

Campaigns

▸ Keywords

Cost Analysis **BETA**

▸ AdWords

▸ Social

▼ Search Engine
Optimization

Queries

662. jennifer munn

663. jenny blog

664. jenny cope

665. jenny holis

666. jenny munn

667. jenny seo

668. jenny trainer



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Average Position & “Clicks” On Your Website

Query	Impressions ?	Clicks ?	Average
	54,961 % of Total: 91.60% (60,000)	348 % of Total: 139.20% (250)	
51. seo for business owners	90 (0.16%)	5 (1.44%)	
52. seo lead generation	200 (0.36%)	5 (1.44%)	
53. seo learning	150 (0.27%)	5 (1.44%)	
54. seo portfolio sample	5 (0.01%)	5 (1.44%)	
55. seo results time frame	12 (0.02%)	5 (1.44%)	
56. seo time	16 (0.03%)	5 (1.44%)	
57. seo training atlanta	60 (0.11%)	5 (1.44%)	
58. sugarchimp	5 (0.01%)	5 (1.44%)	
59. wordpress training	5 (0.01%)	5 (1.44%)	
60. wordpress training atlanta	5 (0.01%)	5 (1.44%)	



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How Do I Know If My SEO Is Working?

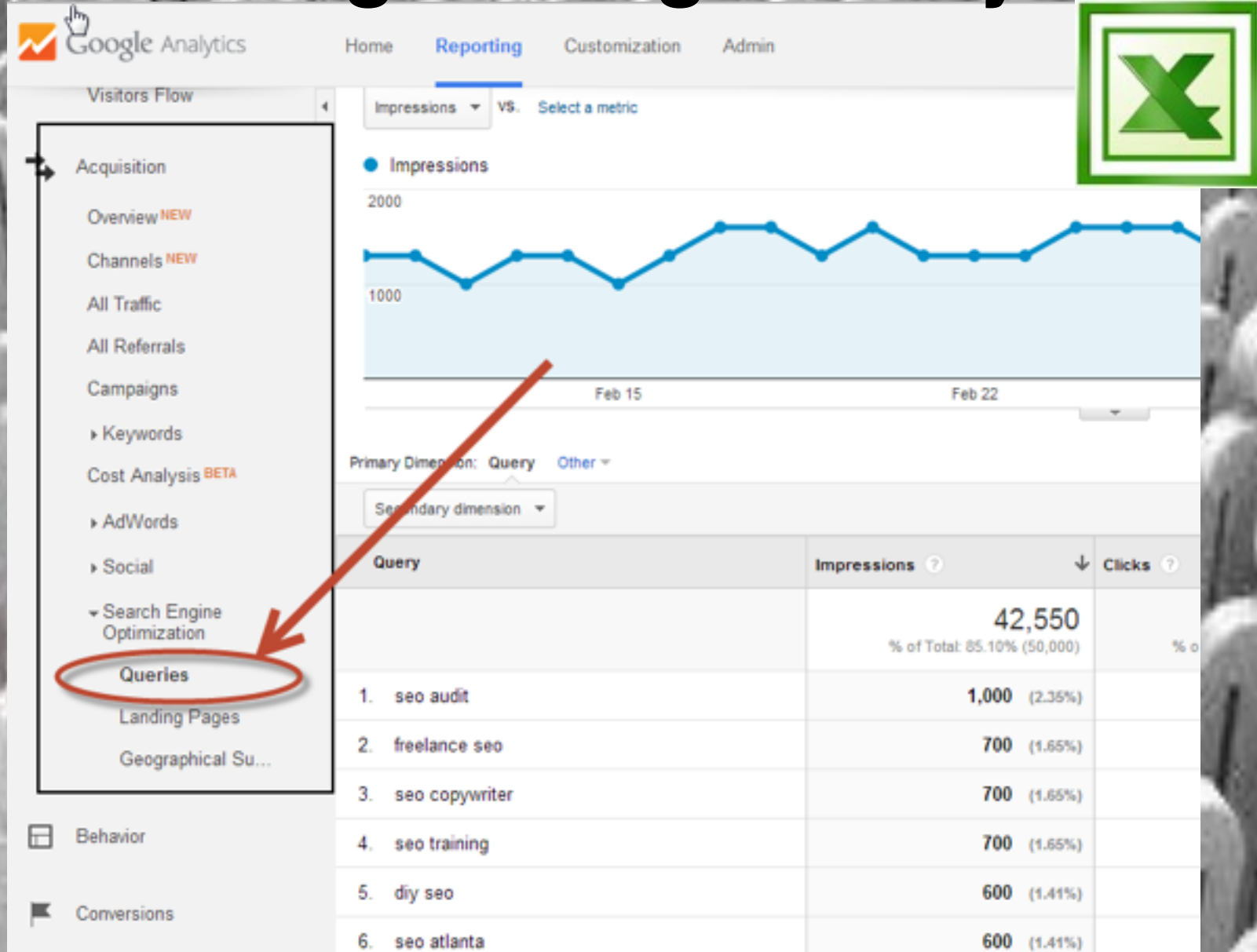
Enter Google Analytics

seo training atlanta	
(not provided)	atlanta copywriter
jenny munn	atlanta copywriting
jennymunn.com	atlanta writer
site:jennymunn.com	atlanta writers club
gj hart	books on starting a video website
atlanta copywriters	case study copy writer portfolio
atlanta freelance copywriters	christmas press release
four elements of strategic value	christmas press releases examples
freelance copywriter	complete seo training
"freelance copywriter" +critique	content writer atlanta
	copywriter atlanta



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Tracking – Google Analytics



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What is SEO

- SEO = standing in front of people who want the products, services, information, or solutions you have to offer
- The practice of making content findable
- Google is not magic...SEO drives traffic - but the WEBSITE must convert the traffic into leads

1. Organic Search	534 (53.35%)
2. Direct	231 (23.08%)
3. Referral	171 (17.08%)
4. Social	65 (6.49%)



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The background of the slide is a dense crowd of white, stylized human figures. In the center-left of the crowd, one figure is colored red and has the letters 'SEO' printed on its back. The text 'History Of SEO' is overlaid in the center of the image.

History Of SEO



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History of SEO: Once Upon a Time

Once upon a time there was a story of:
Meta tag keyword overload

```
<!--  
This site discusses these topics:  
search engine optimization,search engine  
engine position,search engine positioni  
listing,search engine marketing,search  
optimization company,search engine opti  
service,search engine optimization servi  
registration services,search engine sub  
engine top ranking,seo,seo advantage,seo  
placement -->
```

```
<meta name="keywords" content="  
cheap watches, replica watches, fake  
bargain watches,imitation watches, ba  
watches,cheap watches, replica watche  
watches, bargain watches,imitation wa  
bargain watches,cheap watches, replic  
watches, fake watches, bargain watche  
imitation watches, bargain watches,ck  
watches, replica watches,fake watches  
bargain watches,imitation watches, ba  
watches,cheap watches, replica watche  
fake watches, bargain watches,imitati  
watches, bargain watches,cheap watche  
replica watches,fake watches, bargain  
watches,imitation watches, bargain wa  
cheap watches, replica watches, fake  
bargain watches,imitation watches, ba  
watches,cheap watches, replica watche  
watches, bargain watches,imitation wa  
bargain watches,cheap watches, replic
```



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History of SEO: Once Upon a Time

Then came: using random words all over and targeting the same keyword repeatedly to make sure Google got the point

I love to blog. Blogging is a lot of fun so I blog a lot. When my friends ask me about blogging, I tell them that I blog all day and blog all night. For me, to blog is to live. Blog, blog, blog, that's all I do. I blog before breakfast, blog before lunch, and blog before and after dinner. I even blog on the throne. I just can't get enough of blogging.

to get this and any other contact lens accessories wholesale. There are many different lens cleaners that fall under the category of contact lens accessories wholesale. accuvue contact lenses, black contact lenses, buy contact lenses, buying contact lenses, cheap contact lenses, color contact lenses, contact lens online, cool contact lenses, discount contact lens, disposable contact lenses, extended wear contact lenses, long lasting contact lenses, prescription contact lenses You can also find a variety of



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History of SEO: Once Upon a Time

Then, when that stopped working, came
“linkbuilding”

[Jenny Munn] Please moderate: "Goodbye Google SEO Keyword Research Tool - Hello Google Keyword WordPress <wordpress@jennymunn.com>

Extra line breaks in this message were removed.

Sent: Tue 11/11/2014 2:50 PM

To: jenny@jennymunn.com

A new comment on the post "Goodbye Google SEO Keyword Research Tool - Hello Google Keyword Planner: 3 Tips to Make the Transition Less Painful" is waiting for your approval

<http://jennymunn.com/goodbye-google-seo-keyword-research-tool/>

Author: Pei Porell (IP: 23.232.197.178 , 23.232.197.178) E-mail : Chamble95@gmail.com

URL : <http://www.toolbagsandbelts.com>

Whois : <http://whois.arin.net/rest/ip/23.232.197.178>

Comment:

Thanks for the great short article, I was looking for information such as this, visiting have a look at the other posts.

Approve it: <http://jennymunn.com/wp-admin/comment.php?>



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History of SEO: Once Upon a Time



Hon Teresa **Gambaro** MP
FEDERAL MEMBER FOR BRISBANE

Working for a Better Brisbane

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You are here: [Home](#) > [Visiting the year seven students at St Margaret's](#)

Visiting the year seven students at St Margaret's

Teresa Gambaro, in her capacity as the Federal Member for Brisbane, recently visited the year 7 students at St Margaret's Anglican Girls School at Ascot.

The students will embark on a trip to Canberra to see first-hand how Parliament works and to witness democracy in action. The girls asked intelligent questions of Ms Gambaro, who was pleased to visit such talented students.

CAN YOU HELP?
CLICK HERE
IF YOU CAN
VOLUNTEER

SEO

YOUR SUPER
Labor is raiding your superannuation because they



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History of SEO: Once Upon a Time

Then, when that stopped working, came
“linkbuilding”



I will build eminent backlink pyramid with 5000 profiles links, links are all from different domains and... for \$5

I will blast an eminent backlink pyramid (EBP) consisting... (by [dino_stark](#) 🇺🇸)

[Read more](#)



[Collect](#)



[Share](#)



top-rated seller

[order now!](#)



I will manually Build 150 High PR Backlinks for \$5

150+ MANUALLY built, High QUALITY Backlinks to Your... (by [seosupremacy](#) 🇺🇸)

[Read more](#)



[Collect](#)



[Share](#)

[order now!](#)



I will build a LINKWHEEL with 6 High pr Blog Manually And Then Create 3000 Backlinks On Them Dominate... for \$5

✓ 5000+ Sales ✓ 8 years experience SEO consultant... (by [volarex](#) 🇮🇩)

[Read more](#)



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top-rated seller

[order now!](#)



I will spin and submit your article to 7450 Article Directories, Get 500+ Google Backlinks + Full Report... for \$5

Most effective ranking submission, ever! We FIND... (by [corkservice](#) 🇪🇸)

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History of SEO: Once Upon a Time


Finally, Google came in and put the smack down on nonsensical tactics

A **Google penalty** is the negative impact on a website's search rankings based on updates to **Google's** search algorithms and/or manual review. The **penalty** can be an unfortunate by-product of an algorithm update or an intentional penalization for various black-hat SEO techniques.



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History of SEO: Once Upon a Time

 March 10 at 5:22pm · Edited

Hello, I haven't been online too much lately and wanted to offer the first 10 people that post their link over 3000 quality backlinks. (It will take a couple days to complete.) I will do this again in the future, but want to limit this to ten because I got a huge response and a huge back log last time I offered this, so I want to keep it manageable this time. Enjoy!

Like · Share

👍 11 people like this.

 is it still safe to build backlinks like this? Do you risk a google penalty?

March 10 at 5:26pm · Like · 👍 4

 <http://muscle-build.com/blog>

March 10 at 5:26pm · Like · 👍 2

 <http://muscle-build.com/blog>




Blog

Sleep Is Critical to Muscle Recovery February 24, 2015
By Bill Davis Leave a Comment Who knew? It turns...

MUSCLE-BUILD.COM | BY BILL DAVIS

March 10 at 5:27pm · Like · 👍 1

 No it's fine and I use it myself with great results. I wouldn't offer it otherwise if I didn't personally get great results.

March 10 at 5:29pm · Edited · Like · 👍 6



#WCA
@jen



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Why is SEO So Confusing

Google Algorithm Change History

Each year, Google changes its search algorithm around 500–600 times. While most of these rolls out a "major" algorithmic update (such as Google Panda and Google Penguin) that affects

For search marketers, knowing the dates of these Google updates can help explain changes that ultimately improve search engine optimization. Below, we've listed the major algorithmic changes to search.

2014
2013
2012
2011
2010
2009
2008

Why Social Is the New SEO

by NEIL PATEL on APRIL 11, 2014



In January of this year, Matt Cutts released a video explaining that social signals do not impact search engine result rankings.

Google Updates Link Schemes Examples With Mentions Of Guest Posting, Advertorials & Press Releases

Jul 29, 2013 • 9:22 am | (57)

by Barry Schwartz | Filed Under [Google Search Engine Optimization](#)

On Friday, I wrote at Search Engine Land [Google Warns Against Large-Scale Guest Posting, Advertorials & "Optimized Anchor Text" In Press Releases](#). In short,

Forbes

SAP Pulse: 3 Cloud Computing Trends You Didn't See Coming | Active on LinkedIn



Jayson DeMers
Contributor

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I do mostly SEO and online marketing for business owners. [Full bio >>](#)



Is SEO Dead?

Comment Now | Follow Comments

This is a question that gets asked often, and it's a very heated topic. There are plenty of folks in the industry who say it's alive and well, and others who think it's on the way out. Long-time SEO Jill Whalen announced she's ending her SEO career because "Google now has to beat and spam Google no longer work as well... This means, my work here is done."

For more evidence of the changing times in the SEO industry, I reached up with Sam McRoberts, CEO of [VUE Marketing](#), which recently changed its name to SEOmax, by which it had been known since it was founded in 2003, witnessing the beginning of an exodus from professional associated SEO?

I caught up with Sam McRoberts, CEO of [VUE Marketing](#) and a widely published expert in the SEO industry, for an interview to assess the state of the SEO industry.



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A Partial Summary of What Is OUT

(Anything scalable, easy
and cheap)

- Reciprocal linking
- Buying sponsored links
- Low - quality Guest Blogging
- Low-quality directory links
- Overseas linkbuilding
- Submitting low-quality press releases to low quality sites
- Low-quality blog commenting
- Article marketing
- Thin content/duplicate content
- Keyword Stuffing



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In 2015...

“Traditional” SEO Is Out...

Back to the Basics
are IN



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2015: The “New” SEO = What’s Old is New Again

SEO is simpler than ever, but not easy.

This is **due** to the mesh of activities and disciplines that need to come together in order to realize long-term, sustainable success



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Trustworthiness

“Would you give this site your credit card?”

- Your site better look, feel and act **extremely** trustworthy =
 - Updated, professional-looking design
 - Social proof
 - Clear messaging
 - Persuasive copy



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Engagement

“Are you keeping your readers engrossed and clicking through?”

- Google can measure:
 - Bounce rate
 - The # of pages visited
 - How long people spend on your site
 - Do they interact with your content
- Also counts big time:
 - Clean design
 - Intuitive navigation
 - Site speed



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What Else Is There to Successful SEO/ Ranking:

- Technical basics
- Links and signals
- Authority
- On-Page Optimization
- Content
- Keywords



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8 Principles of Mastering Foundational SEO

1. Becoming familiar with basic SEO terms like title tag, meta description, H1, alt text
2. Pursuing a creative mix of attainable, long-tail keywords with more competitive terms
3. Knowing roles of an SEO stakeholder, doer, and project manager
4. Working a plan to ensure consistency
5. Applying on-page optimization best practices to priority pages
6. Knowing how you and competitors gain high-quality links, leveraging opportunities, purposeful accumulation
7. Baking SEO into the process
8. Knowing how to assess and measure in Google Analytics



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2 Things It Takes To Learn SEO in 2015

1. SEO is like Tennis.
Reading and learning
will only take you so
far.



2. Build Your SEO
Muscle.
You have to hear this
stuff 10x to sink in.

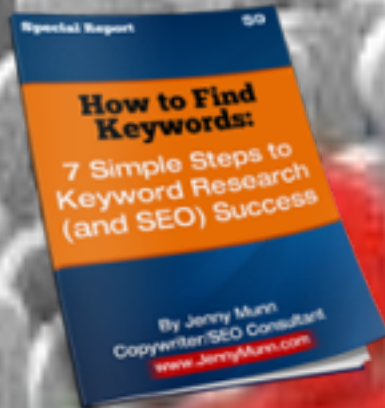


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“How to Find Keywords” Free Report



“SEO Essentials: Getting Serious About SEO” Free Report



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- “Where do I LOOK for keywords?”
- “How do I know that I am using the RIGHT keywords?”
- “Why am I not RANKING for my keywords?”

- 8 critical factors to SEO Lead Generation Success
- How to better drive more leads to your website?
- What does Google measure and look for from top-ranking websites



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Takeaways

1. SEO is NOT “Black Magic”
2. You have to work the fundamentals
3. Marathon, not a sprint
4. Learning is in the doing
5. SEO is absolutely worth it

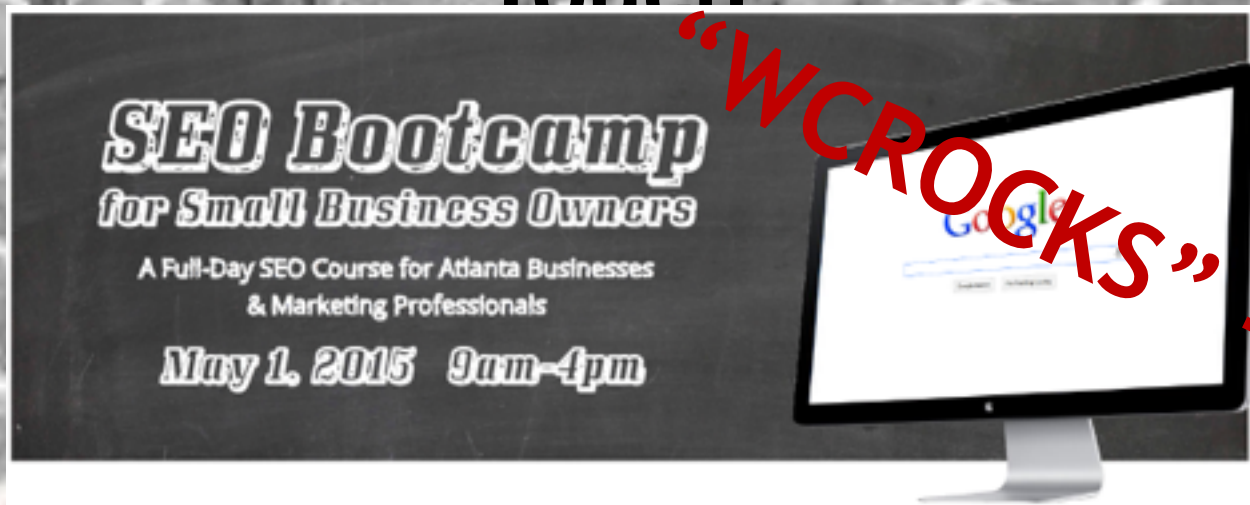
A day may come when the courage of SEOs fails!

But it is not this day!



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SEO: Upcoming Workshop + Stay in Touch



\$159

SEO Bootcamp: for web designers, digital marketers, small business owners

5-1-15 | Perimeter | 9-4pm

Register: jennymunn.com/seobootcamp or jennymunn.com

Jenny Munn

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