

SEO & Growth Hacking

The purpose of planning is to
remain convinced

That a possible path exists *(Pavlina)*

If you care for something long enough, it can grow

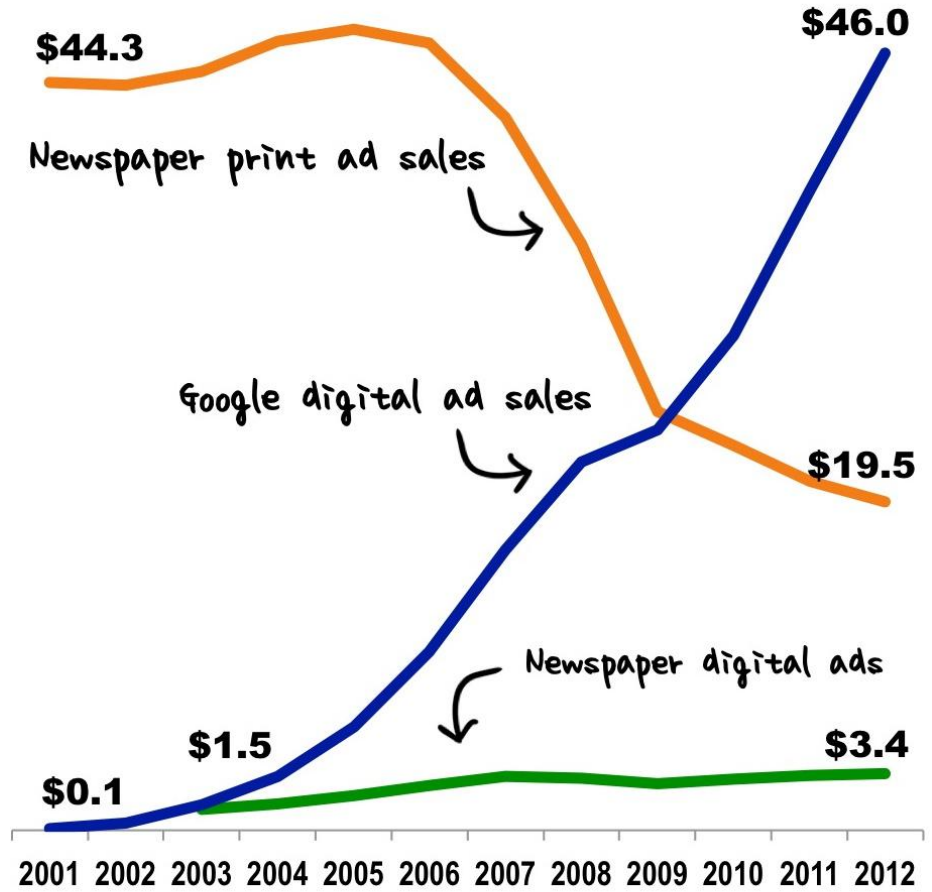
	Born	In since	What i'm doing today	Achievements
	2009	beginning	SEO, Analytics, CRO	5M€ yearly revenue + IPO
	2008	beginning	everything	Automated 600K€ yearly sales
	2004	2016	Growth hacking	1.3M€/y Totally automated
	2014	2015	SEO Manager	10+M€/y + IPO
	2013	beginning	Everything marketing	300K€ yearly revenue

simone@seotraining.it

What's a search engine?

- A. A **software** trained to learn from its users
- B. a big **data archive**
- C. a secret ranking **algorithm**
- D. a **company** with an aim of gaining a profit
- E. a **mass media** with advertising business model

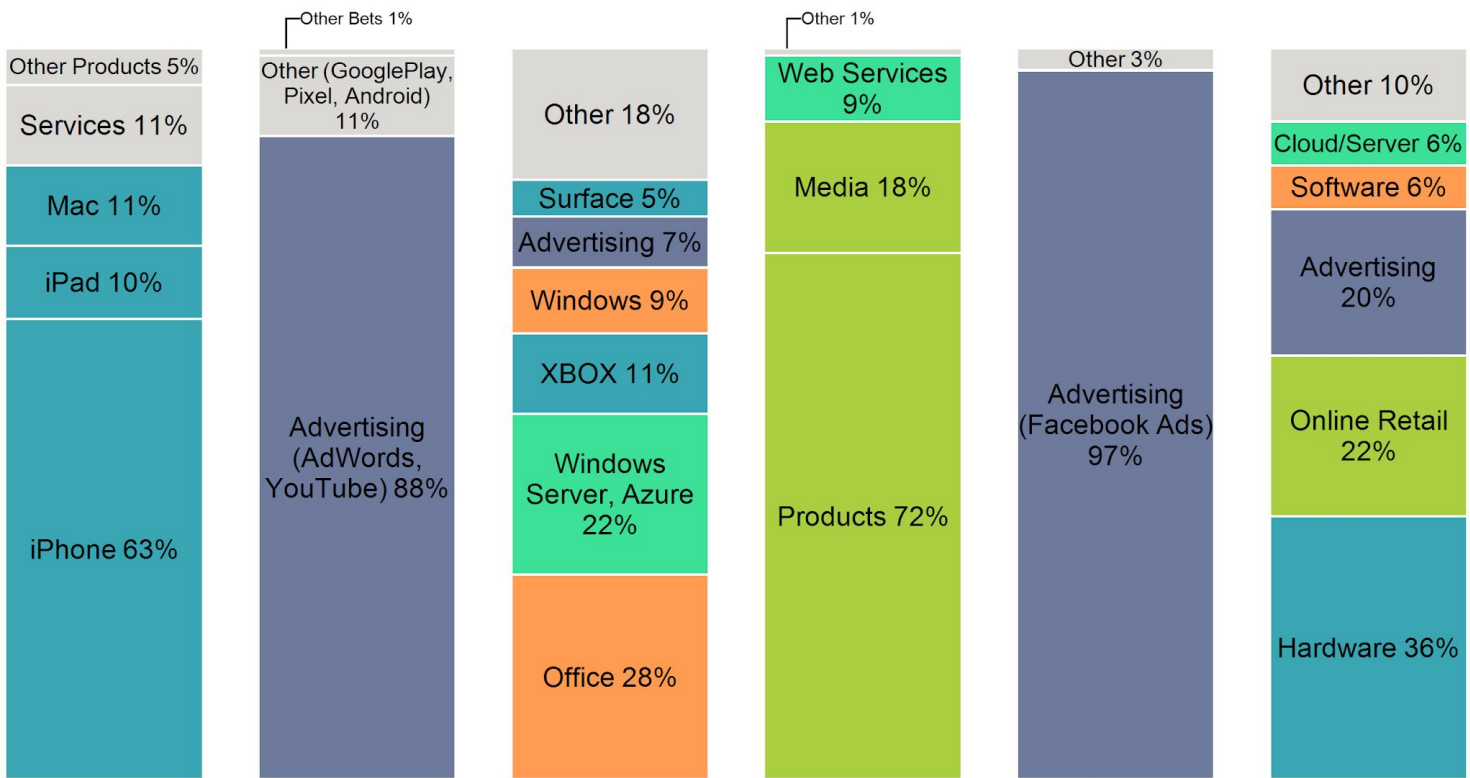
Newspaper vs. Google ad sales



In US\$billions

Sources: Newspaper Association of America and Google

Alphabet and Facebook get almost all of their revenue from ads. Apple, Microsoft and Amazon have more diverse sources of revenue.

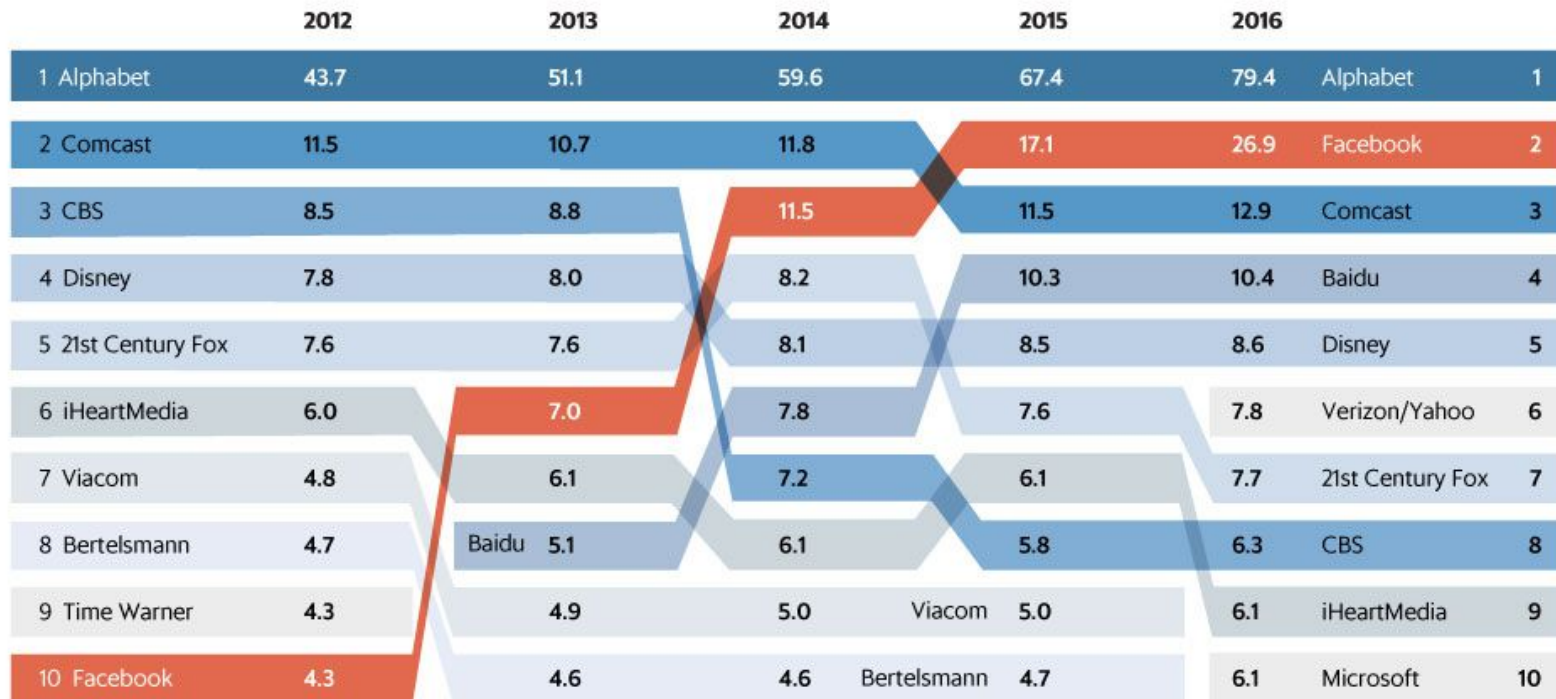


	Apple	Alphabet	Microsoft	Amazon	Facebook	Combined
Market Cap	\$891B	\$819B	\$719B	\$661B	\$547B	\$3,637B
Revenue	\$216B	\$90B	\$85B	\$136B	\$28B	\$555B
Earnings	\$46B	\$19B	\$17B	\$2B	\$10B	\$94B

CHANGING FORTUNES

— Tech firms are displacing television companies as the biggest sellers of advertising

Global advertising revenue (in \$ bn)



Source: Zenith Media, Bloomberg

Global net ad revenue share for digital and mobile in 2017

Digital: \$223.7 billion



Mobile \$141.2 billion



Source: eMarketer

recode

Revenues and net profits earned in one minute

Based on latest 12 months of available data, \$m



Sources: Bloomberg; *The Economist*

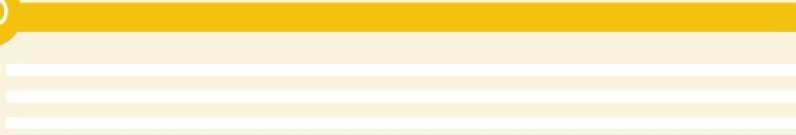
*Net revenue

How does it work for advertisers?

Google

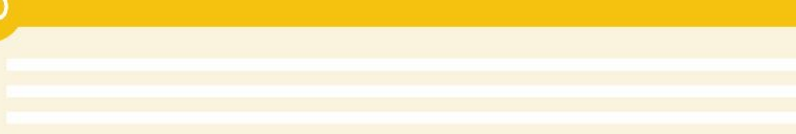


AD

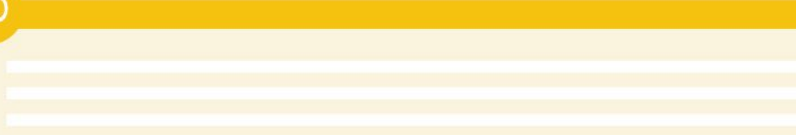


1st paid position

AD



AD



1st organic position

$$\text{YOUR PRICE} = \frac{\text{THE AD RANK OF THE PERSON BELOW YOU}}{\text{YOUR QUALITY SCORE}} + \$0.01$$

	Max Bid	Quality Score	Ad Rank	Actual CPC
Advertiser I	\$2.00 	10 	20	$\frac{16}{10} + 0.01 =$ \$1.61 
Advertiser II	\$4.00 	4 	16	$\frac{12}{4} + 0.01 =$ \$3.01 
Advertiser III	\$6.00 	2 	12	$\frac{8}{2} + 0.01 =$ \$4.01 
Advertiser IV	\$8.00 	1 	8	Highest CPC 

Blue arrows point from the Quality Score column to the Ad Rank column for each advertiser, showing that Ad Rank is the product of Max Bid and Quality Score.

1



BUSINESS SERVICES

\$58.64
AVG. CPC

data room



SEARCH

factoring company

TOP SAMPLE QUERIES

2



BAIL BONDS

\$58.48
AVG. CPC

bail bonds



SEARCH

bail bondsman

bail bonds los angeles

TOP SAMPLE QUERIES

3



CASINO

\$55.48
AVG. CPC

casino



SEARCH

slots

TOP SAMPLE QUERIES

4



LAWYER

\$54.86
AVG. CPC

car accident lawyer



SEARCH

malpractice lawyer

injury lawyer

6



INSURANCE

\$48.41
AVG. CPC

7



CASH SERVICES & PAYDAY LOANS

\$48.18
AVG. CPC

8



CLEANUP & RESTORATION SERVICES

\$47.61
AVG. CPC

9



DEGREE

\$47.36
AVG. CPC

10



MEDICAL CODING SERVICES

\$46.84
AVG. CPC

11



REHAB

\$46.14
AVG. CPC

12



PSYCHIC

\$43.78
AVG. CPC

13



TIMESHARE

\$42.13
AVG. CPC

14



HVAC SOFTWARE

\$41.24
AVG. CPC

15



BUSINESS SOFTWARE

\$41.12
AVG. CPC

16



MEDICAL NEEDS

\$40.73
AVG. CPC

17



LOANS

\$40.69
AVG. CPC

18



PLUMBER

\$39.19
AVG. CPC

19



TERMITES

\$38.88
AVG. CPC

20



PEST CONTROL

\$38.84
AVG. CPC

21



MORTGAGES

\$36.76
AVG. CPC

22



ONLINE GAMBLING

\$32.84
AVG. CPC

23



BANKING

\$31.43
AVG. CPC

24



HAIR TRANSPLANT

\$31.37
AVG. CPC

25

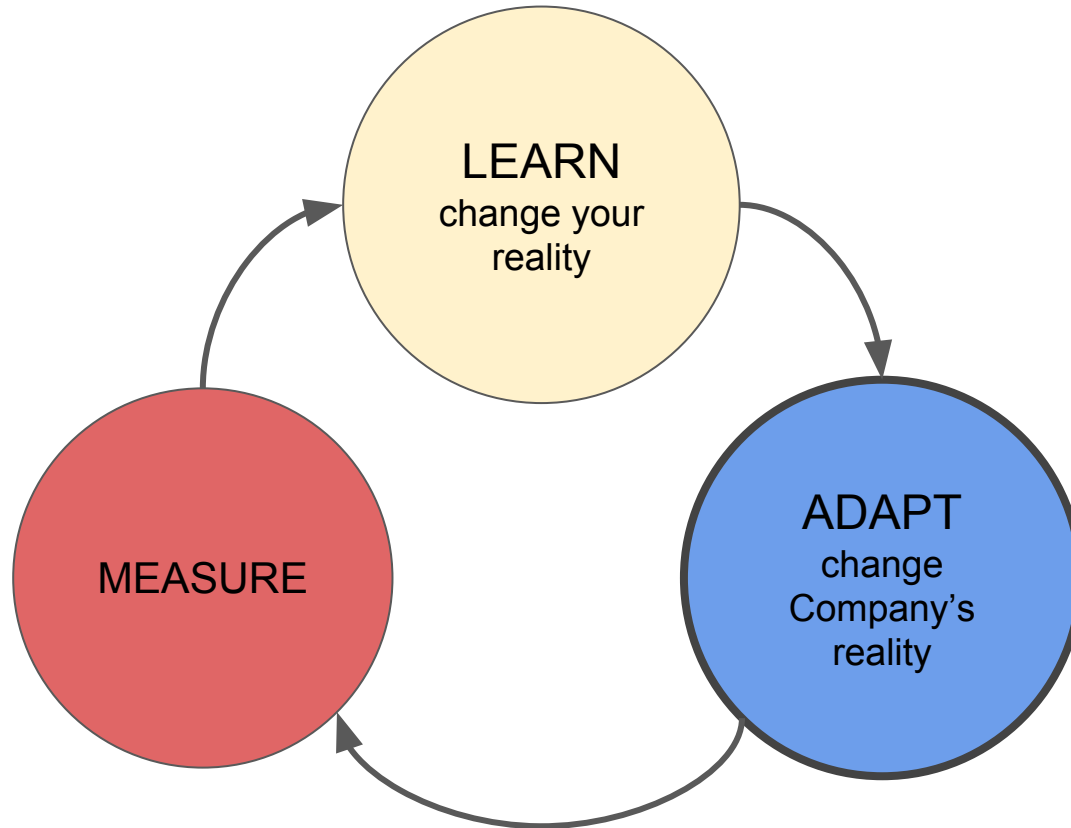


GOOGLE ADWORDS

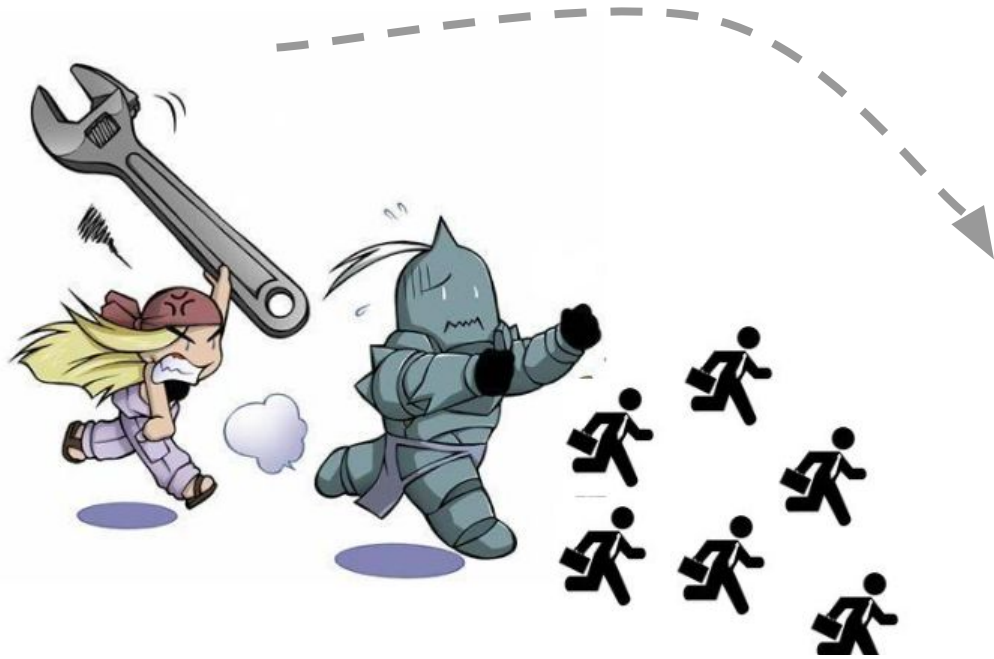
\$30.06
AVG. CPC

What do we do?

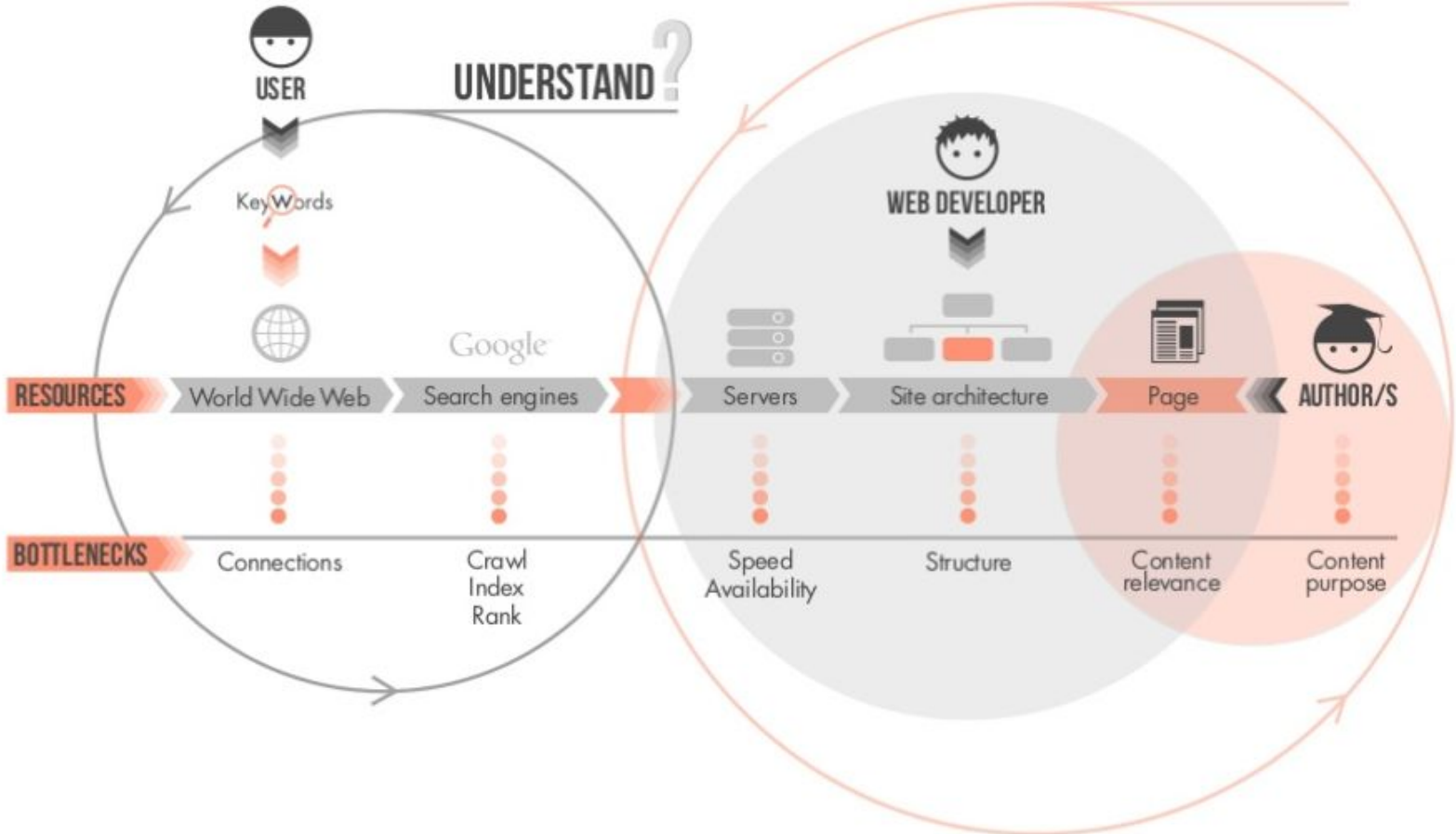
My growth hacking process



First thing I learned about Google: you don't need to know how it works



SEO → GOOGLE → USERS



Why do SEOs get paid?

The Long Term ROI of SEO



***This chart represents potential SEO/PPC results.*

What should we measure?



Revenue! ... and when it's not enough:

Product Margin
Customer Upsell
Automation

Lead generation
Traffic
Search positions
SEO benchmarks



Quality perception



product

Source



fonte 1

fonte 2

fonte 3

fonte 4

fonte 5

fonte 6



DL Landing page
4.66K

Dealer loca...er details
2.08K



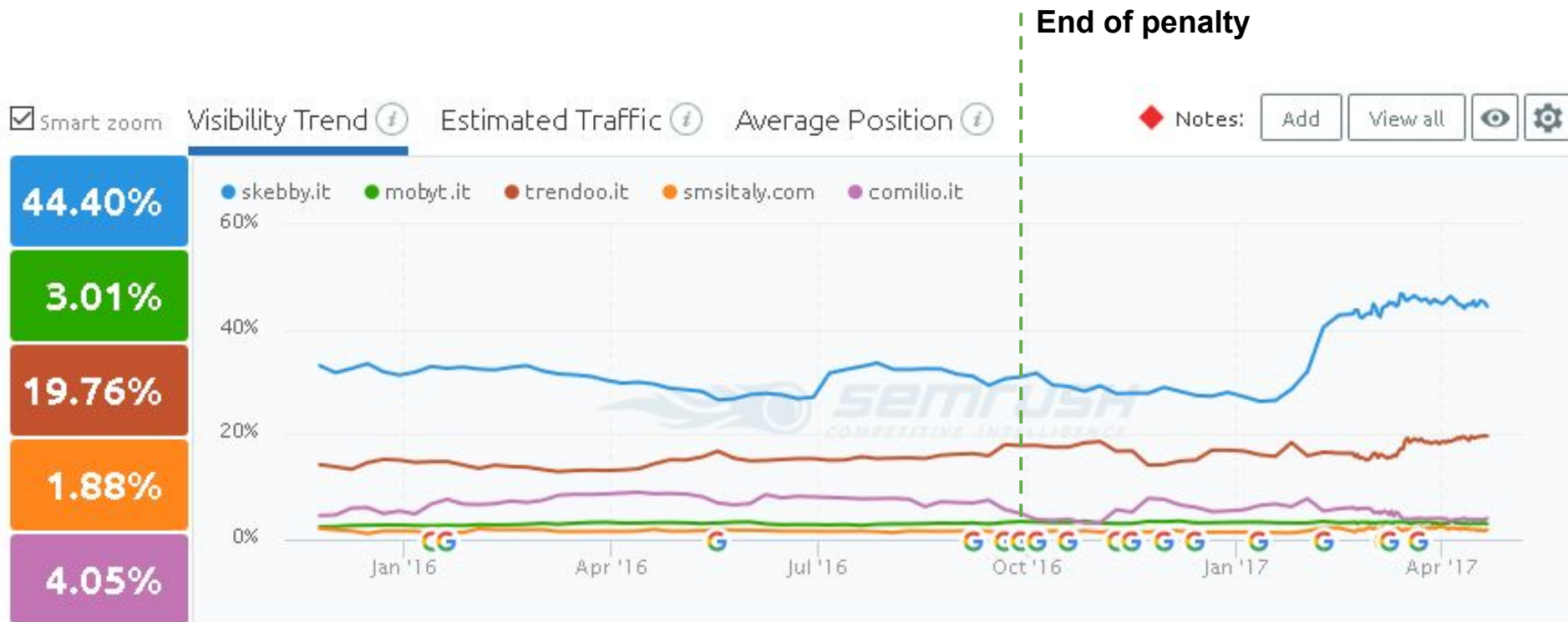
Traffic sources



1. Direct
2. Email
 - a. DEM (own DB / third party DB)
3. Search (SEO)
4. Ads
 - a. PPC (adwords, facebook)
 - b. Display (banner or video)
 - c. Social (twitter, pay per tweet)
5. Social (organic)
6. Referral
 - a. organic
 - b. Affiliates
 - c. aggregators (es. TripAdvisor)
 - d. apps
 - e. pay per visit (es. fulltraffic)

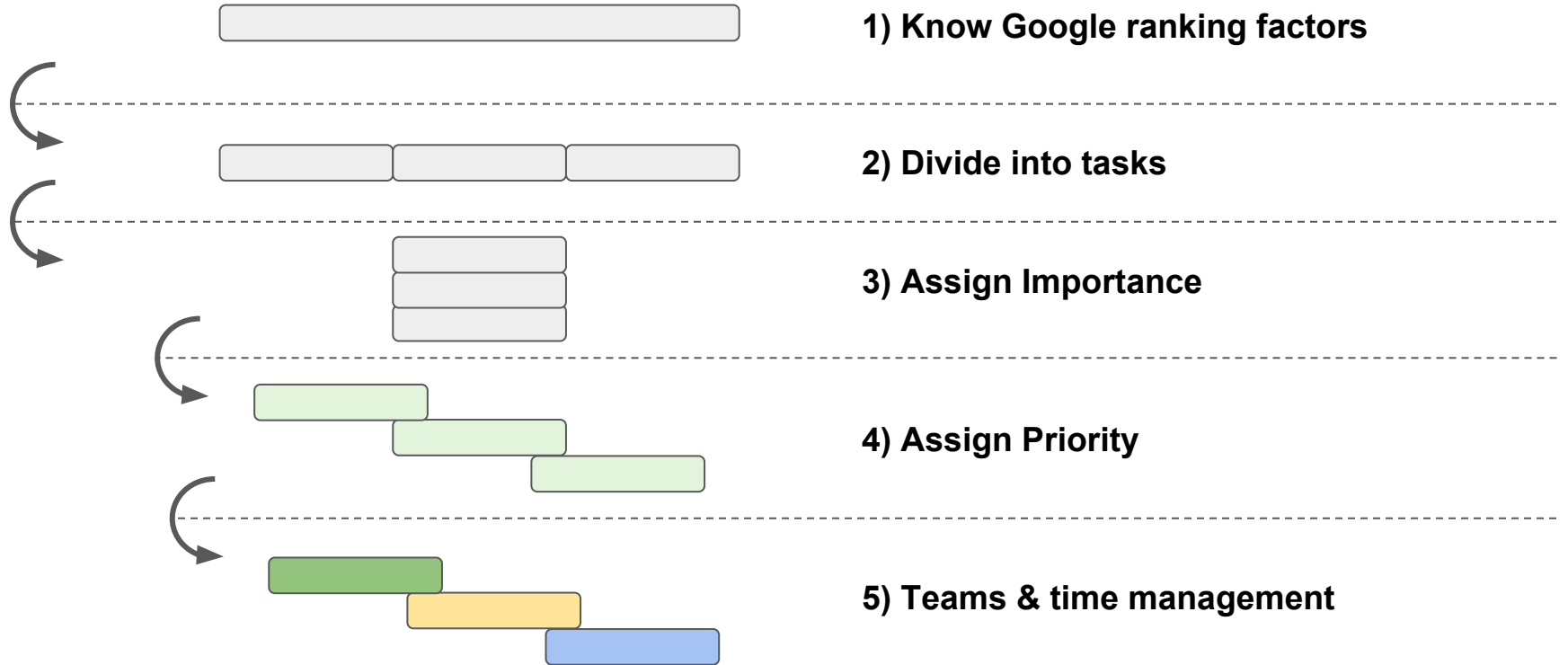


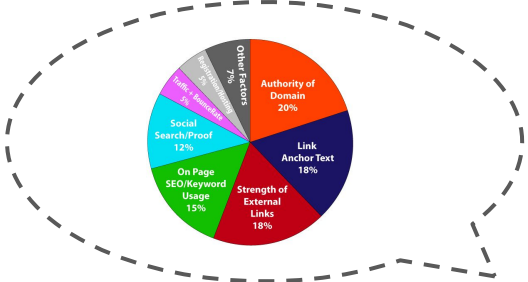
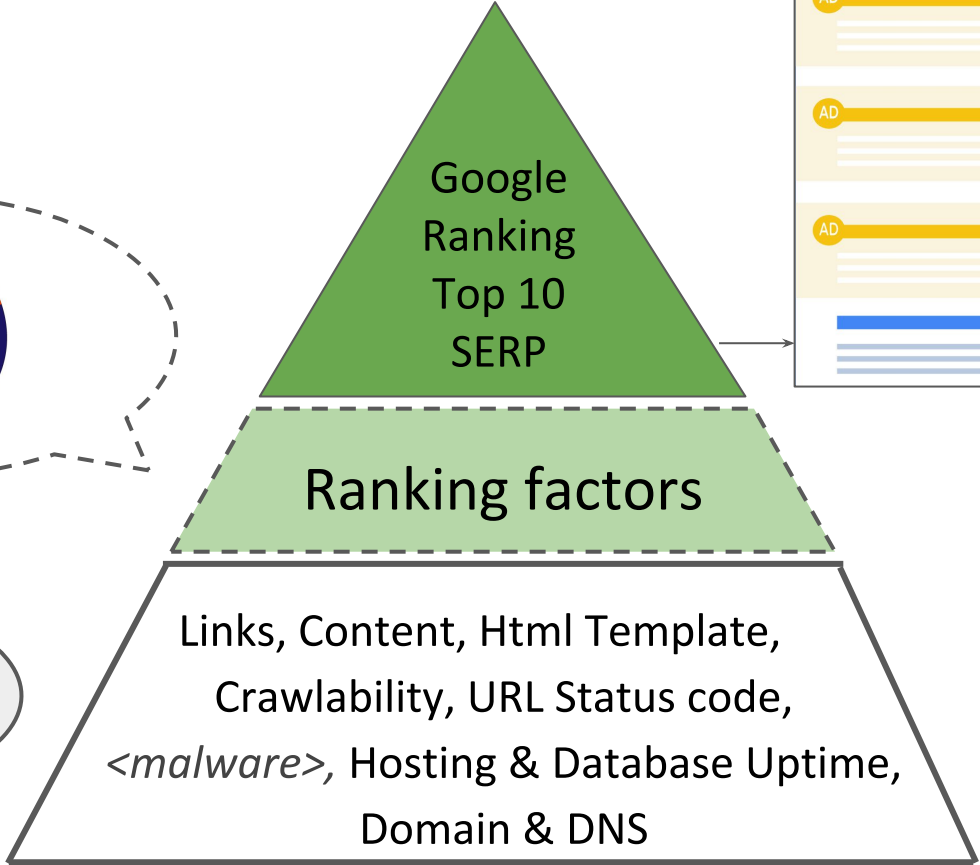
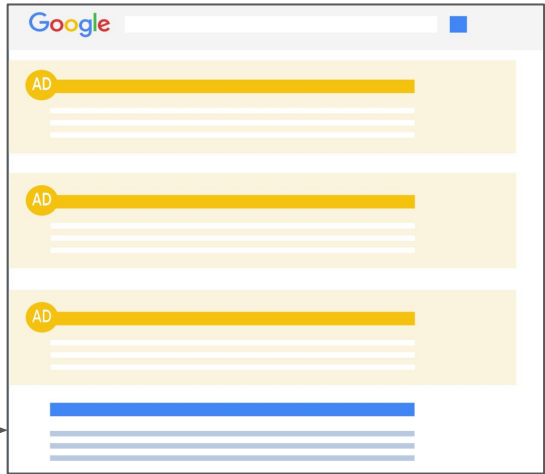
Example of adaptation: penalty management



If you don't get a penalty, you are not pushing enough

What we will learn today



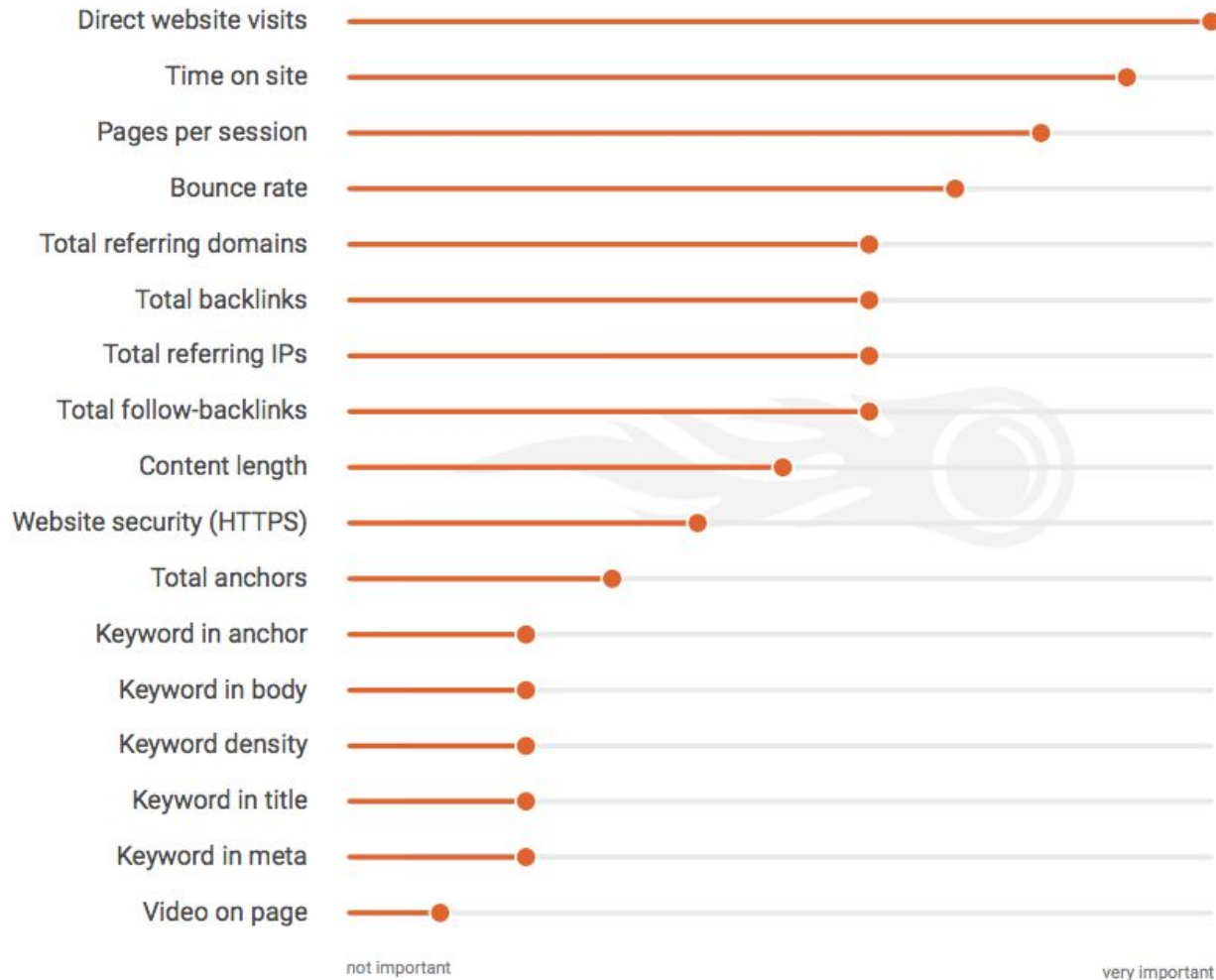


websites are made of this

Google's recipe to build rankings



bit.ly/inbou



Correlations With High Ranking On Google



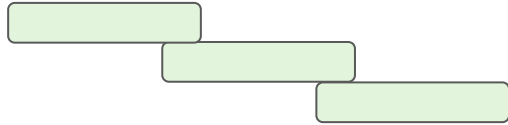
1) Know Google ranking factors



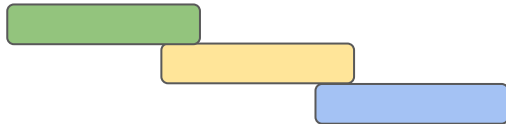
2) Divide into tasks



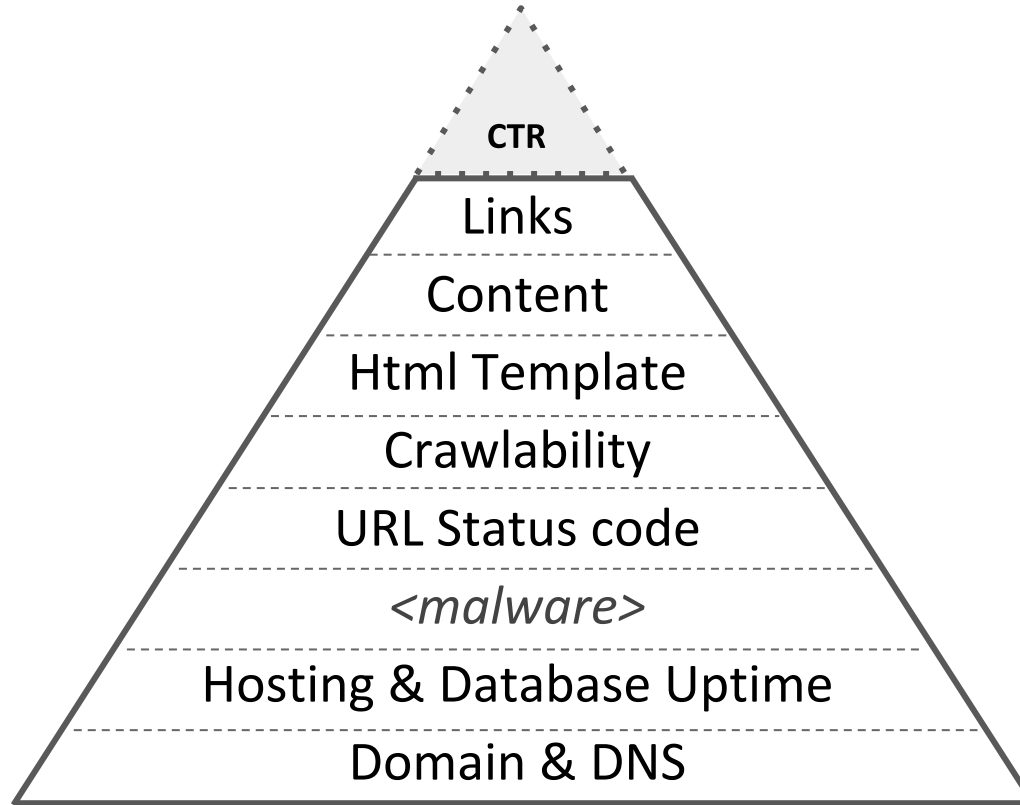
3) Assign Importance



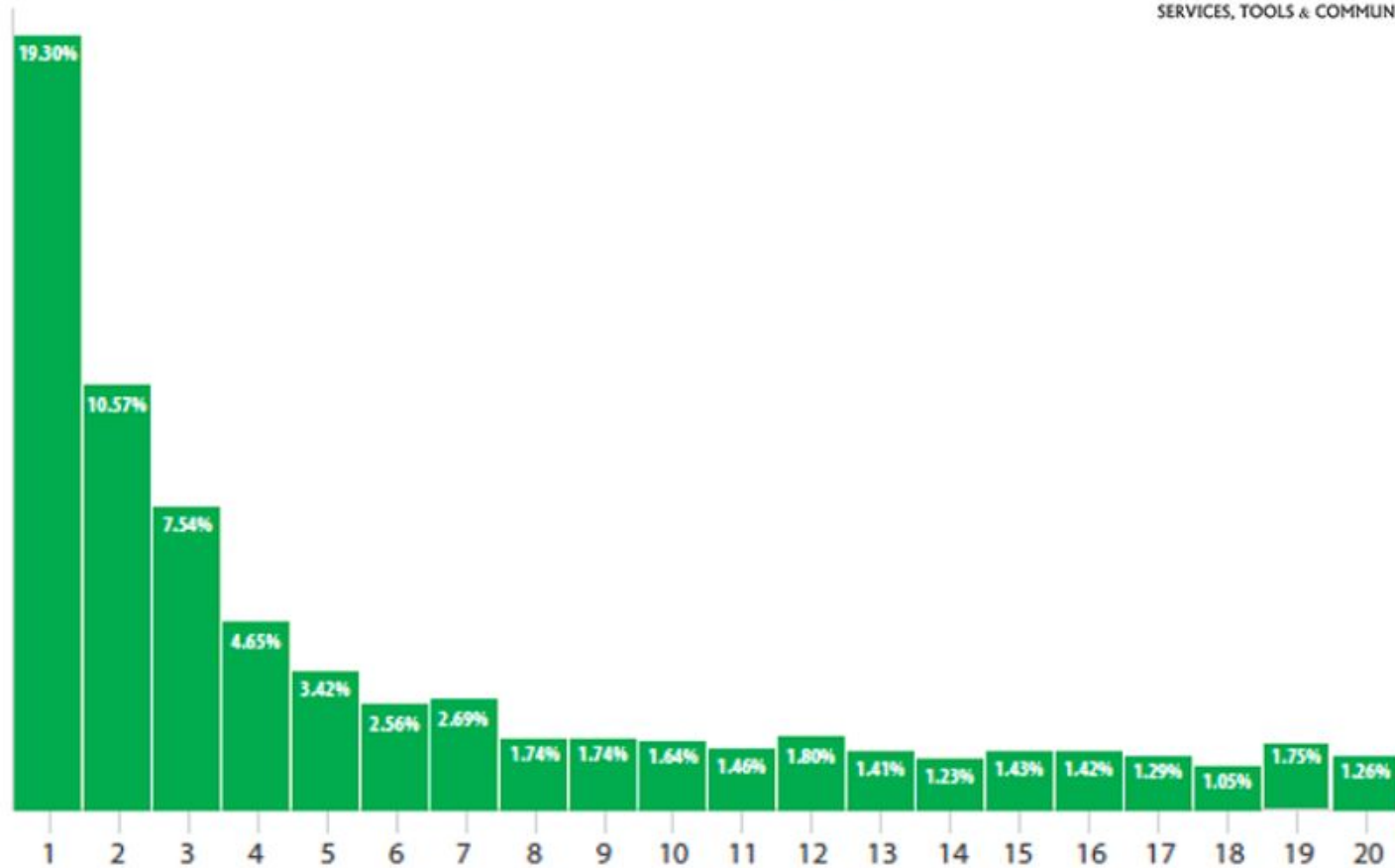
4) Assign Priority



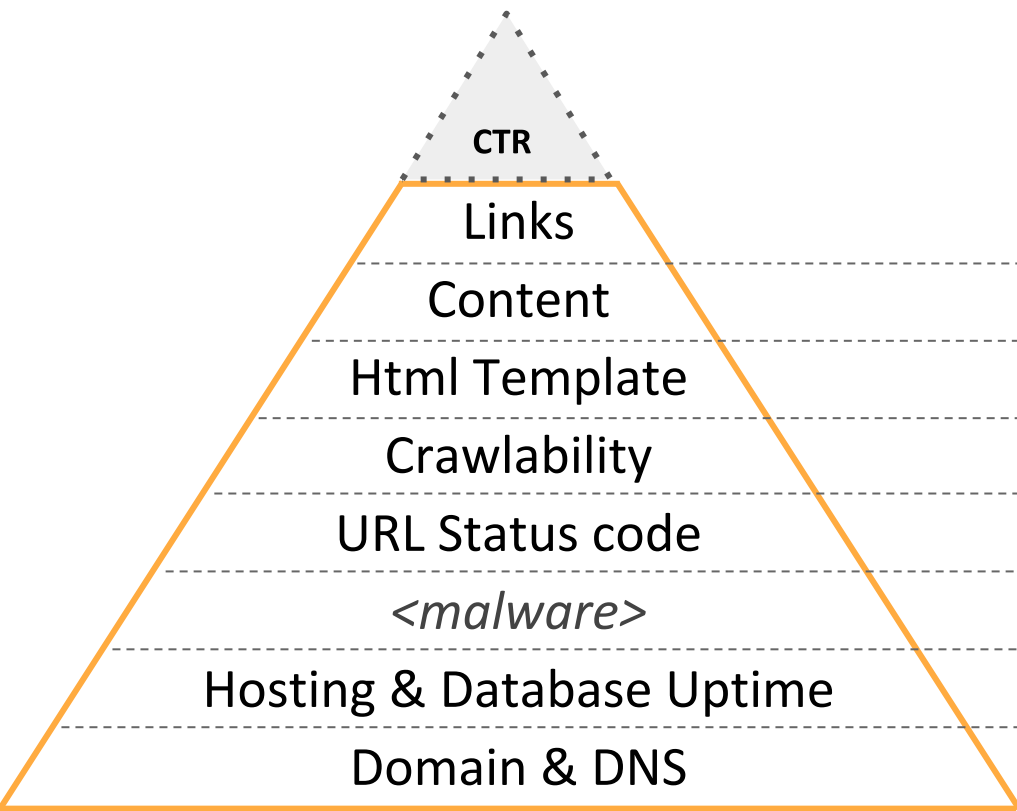
5) Teams & time management



CTR for Non-Branded Queries



Position on Google



Tasks
Create new Links by number and quality
Create keyword focused pages for each user Intent
Calculate template rank and internal link structure
Count number of crawlable urls
Verify "ok" status code for each URL
Avoid like hell
Provide high Uptime %
Calculate domain Age, authority, focus intent



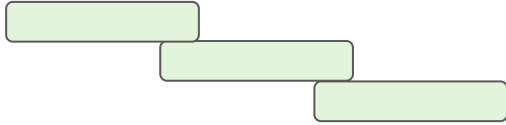
1) Know Google ranking factors



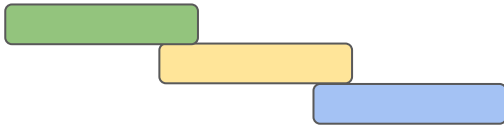
2) Divide into tasks



3) Assign Importance



4) Assign Priority



5) Teams & time management

Severity Assessment using competitor benchmark

Area	What to check	Top 3 competitor benchmark
Links (ext.)	Links number and quality	At least 70% of competitors
Content, Title, Desc	% of keyword focused pages	At least 50% of website
Html Template & structure	Template rank	At least 40% of competitors
Crawlability	n. of total crawlable urls	At least 40% of competitors
URL Status code	% of urls with “200” (ok) status	At least 95%
<malware>	Avoid like hell	
Hosting & Database Uptime	Uptime %	At least 99.9% (8h yearly offline)
Domain & DNS	Age, authority, focus intent	At least 50% of competitors

Quick Severity Assessment

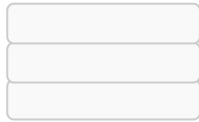
Area	Tools	Hierarchy	Benchmark
Links (ext.)	LRT, Majestic	8	From 1 to 9
Content, Title, Desc	SEOzoom, Semrush	7	From 1 to 9
Html Template & structure	Audisto, SEOzoom	6	From 1 to 9
Crawlability	Search console, site:	5	From 1 to 9
URL Status code	Screaming frog	4	From 1 to 9
<i><malware></i>	Search console	3	1 if present
Hosting & Database Uptime	Uptimerobot, pingdom	2	From 1 to 9
Domain & DNS	Webarchive, Moz	1	From 1 to 9



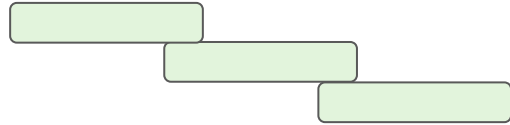
1) Know Google ranking factors



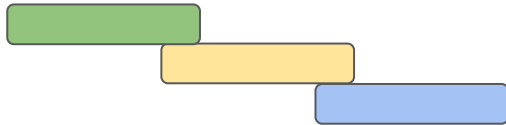
2) Divide into tasks



3) Assign Importance



4) Assign Priority



5) Teams & time management

(Hierarchy + Benchmark) x Time = Priority

Example task	H+B	Time (days)	Priority (smaller = higher priority)
Meta title A	7+1	2	16
Fix 404	4+1	4	20
Meta title B	7+1	3	24
External link	8+1	1	9

Single or Multiple SEO teams?

			Marzo 2017											
Fasi del Progetto	Risorse	Stato	09	10	13	14	15	16	17	20	21	22	23	24
External link	Team 1	▼		Ext										
Meta Title A	Team 1	▼			Meta									
Fix 404	Team 1							Fix 404						
Meta Title B	Team 1											Meta Title		

13 gg

			Marzo 2017						
Fasi del Progetto	Risorse	Stato	09	10	13	14	15	16	17
External link	Team 1	▼		Ext					
Meta Title A	Team 2	▼			Meta				
Fix 404	Team 1						Fix 404		
Meta Title B	Team 2						Meta Title		

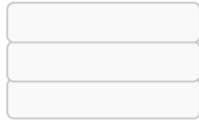
6 gg



1) Know Google ranking factors



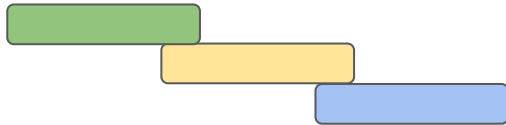
2) Divide into tasks



3) Assign Importance



4) Assign Priority


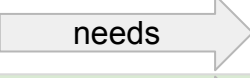
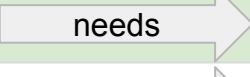
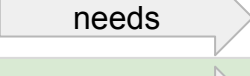


5) Teams & time management


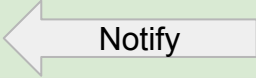

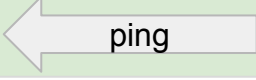

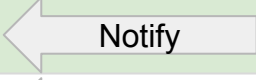



my work environment spans among 4 companies:

1	SEO senior
2	SEO junior
13	developers
72	journalists & copy
40	websites
550	keyword on 1st page
2.000	keyword on 2nd page
90.000	daily organic visitors
75.000 €	daily revenues from SEO

Everyday I must provide:

SEO senior		incentive
SEO junior		target keyword
developer		project & guidelines
journalists & copy		training & guidelines
website		content roadmap
keyword on 1st page		better title & desc.
keyword on 2nd page		Links (int. or ext.)
new daily visitors		to become customer
new daily revenues		source splitting

Get automatic notifications when:

SEO senior		Loses incentive
SEO junior		Missing target keyword
developer		Lags on production
journalists & copy		Lags on production
website		Publish broken links
keyword on 1st page		Rank down -2
keyword on 2nd page		Stays there too long
new daily sessions		Year on year drop
new daily revenues		Monthly drop

SEO teams: **Easy/Startup**

Pains:

- SEO is blocking
- Only few projects
- Some confusion

Team:

1 seo
1 dev
1 copy



My time: 2 h / week



SEO teams: **Single product**

Pains:

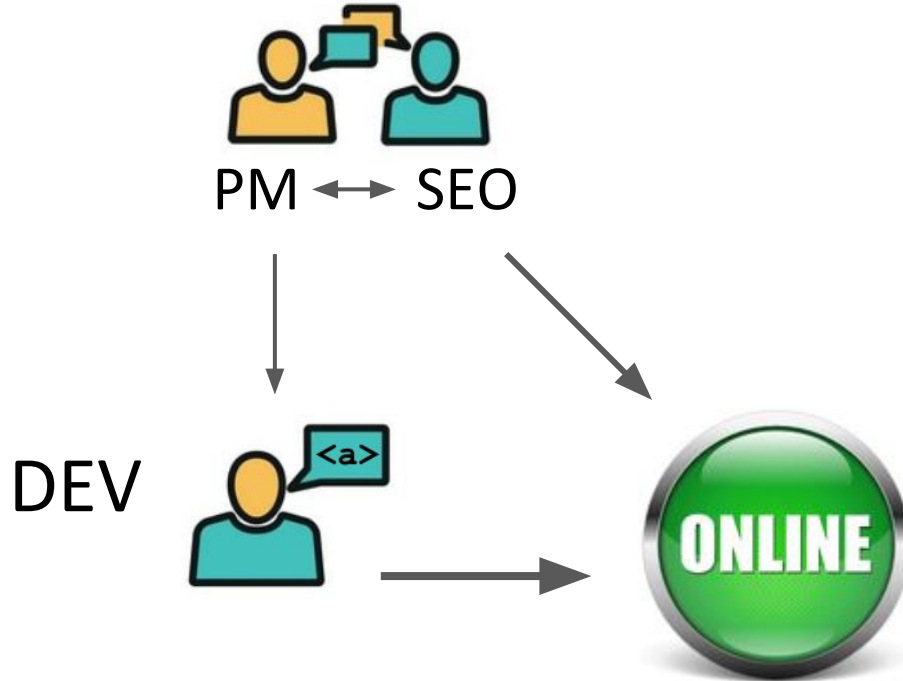
- Few products
- Few contents

Team:

1 seo
1 pm
1 dev



My time: 2 days / week



SEO teams: Corporate

Pains:

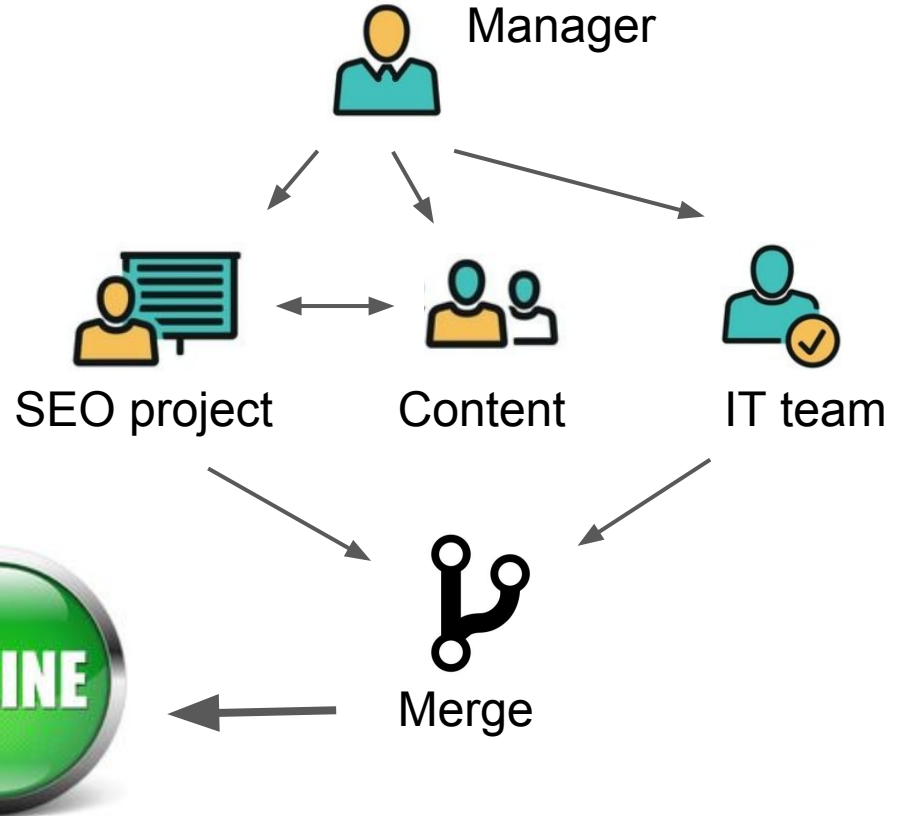
- Merge waiting time
- Manager short sight
- SEO far from online

Team:

1 manager
1 seo + 1 seo jr.
2 copy
3 dev (shared)



My time: 3 days / week



SEO teams: **Multisite**

Pains:

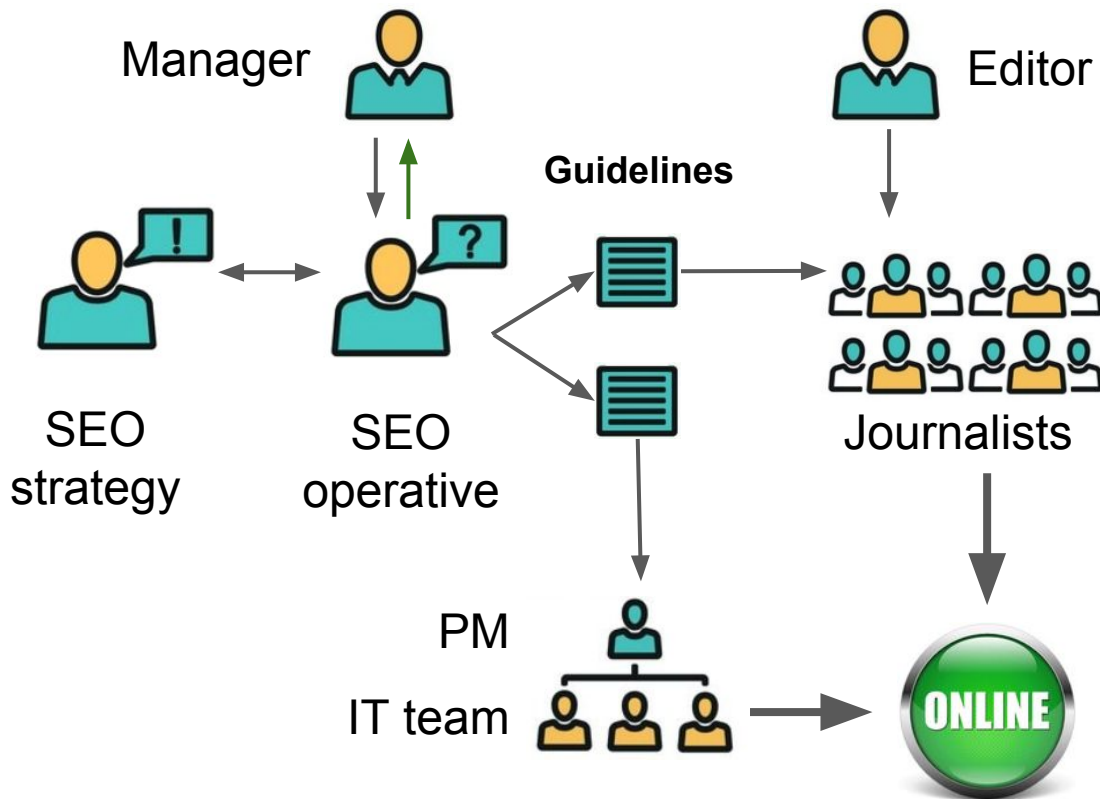
- Need for HR management
- Journalists under cross-fire
 - SEO far from online
 - Big data analytics

Team:

1 manager + 5 editors
2 seo + 2 pm
8 dev (shared)
70 journalists

DIGITAL360
LEADING DIGITAL TRANSFORMATION

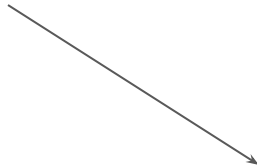
My time: 8 h / week



Content purpose

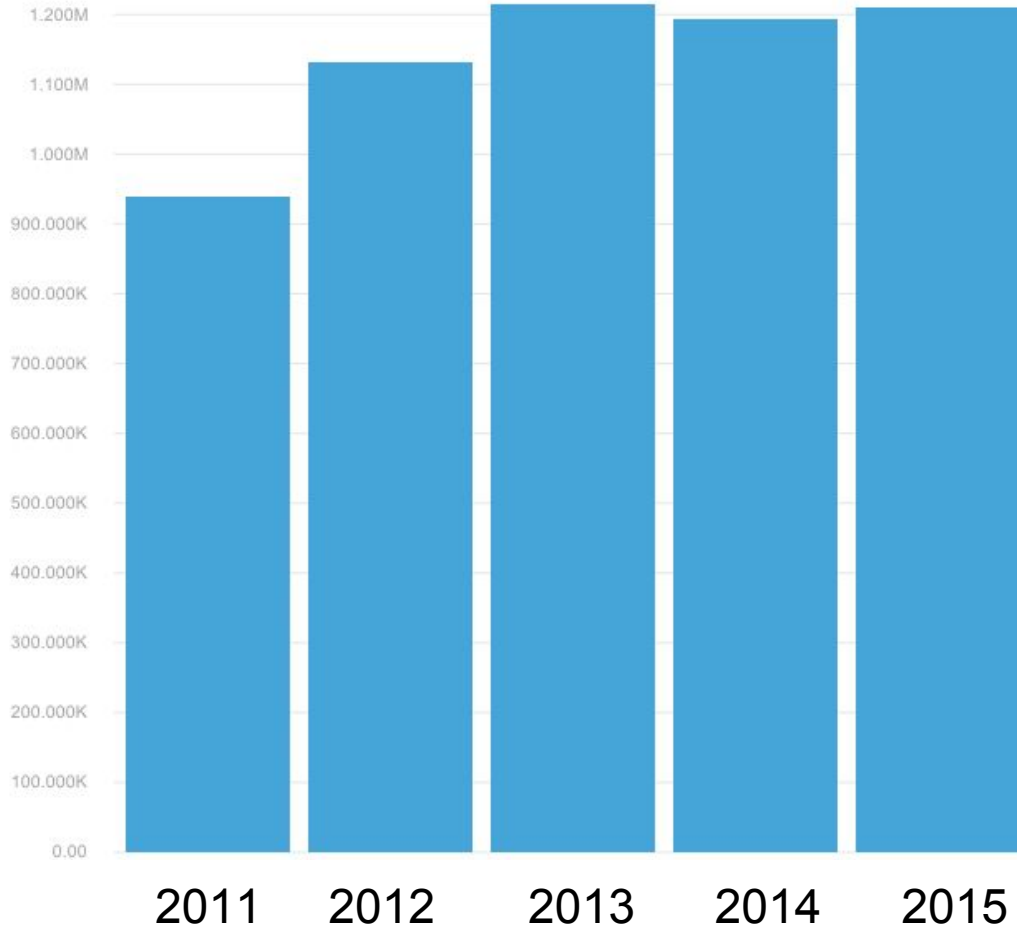
Especially in the B2B world where long buying cycles mean that the role of content is stretched over a wide length of time, it's absolutely essential for marketers to employ all five classes of content, each of which has its own specific purpose, or desired effect on your buyer. When used in its entirety, the content with a purpose framework ensures that you engage with prospects in all the ways you need to engage with them in order to convert them. As a result, you establish a more relevant and powerful connection with buyers, from understanding your product and company to feeling good about your company, and finally to being motivated and inspired to act.

Writer's job is
in the white space



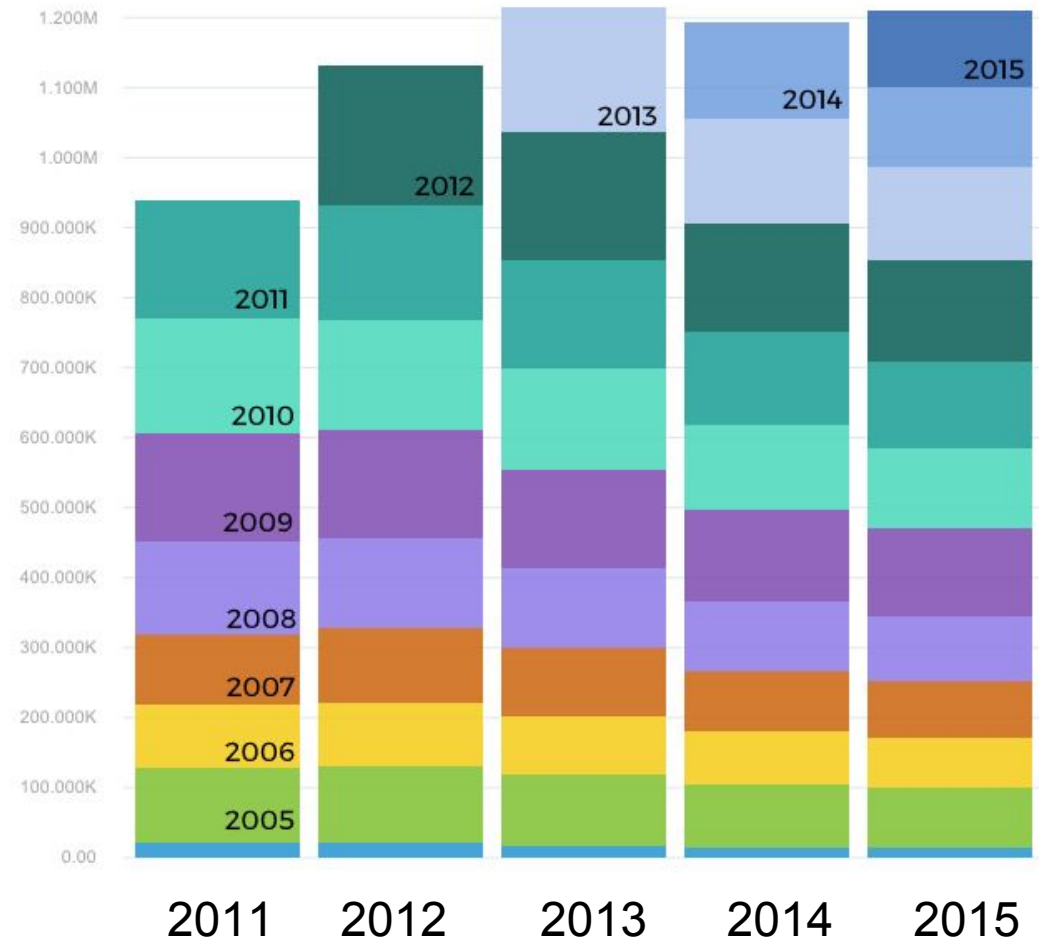
[jeff freund](#)

Case history

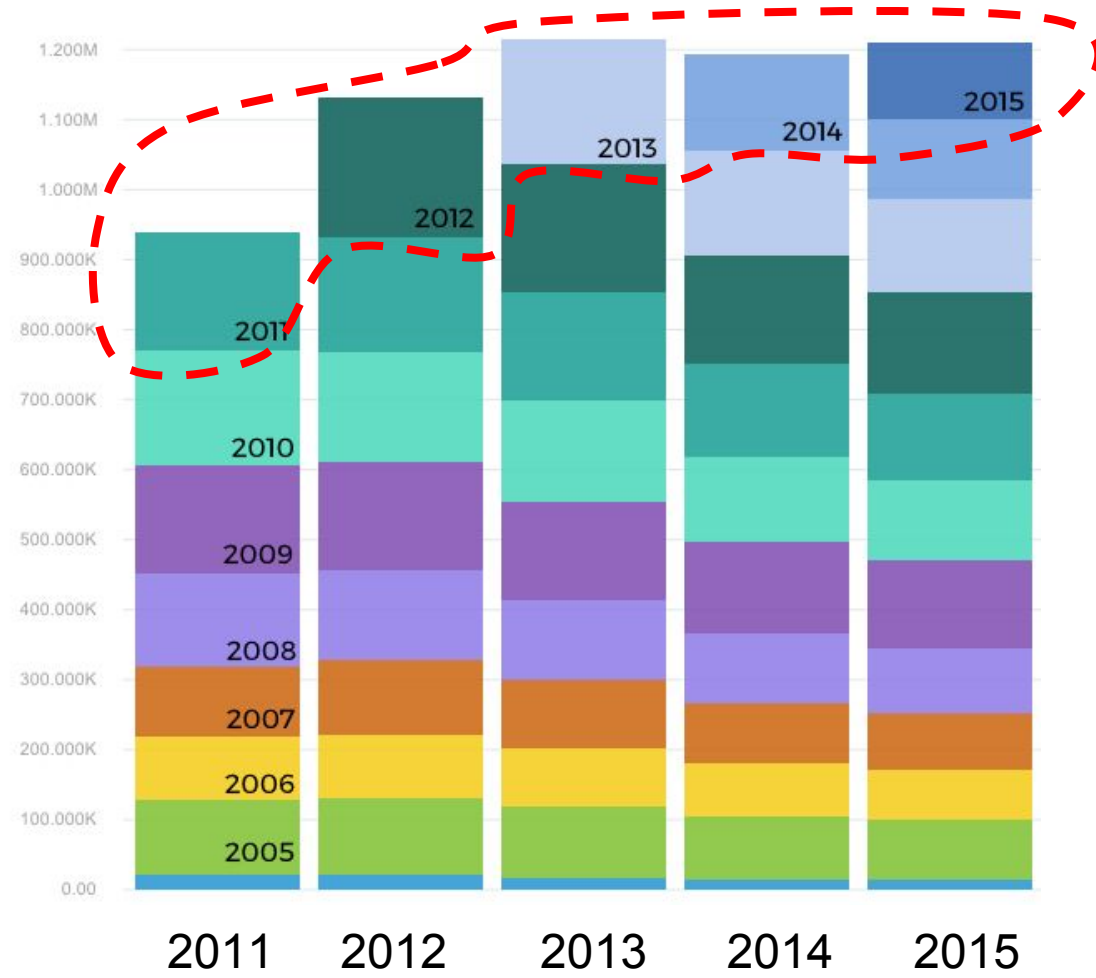


Revenue
was flat
And
useless
data until...



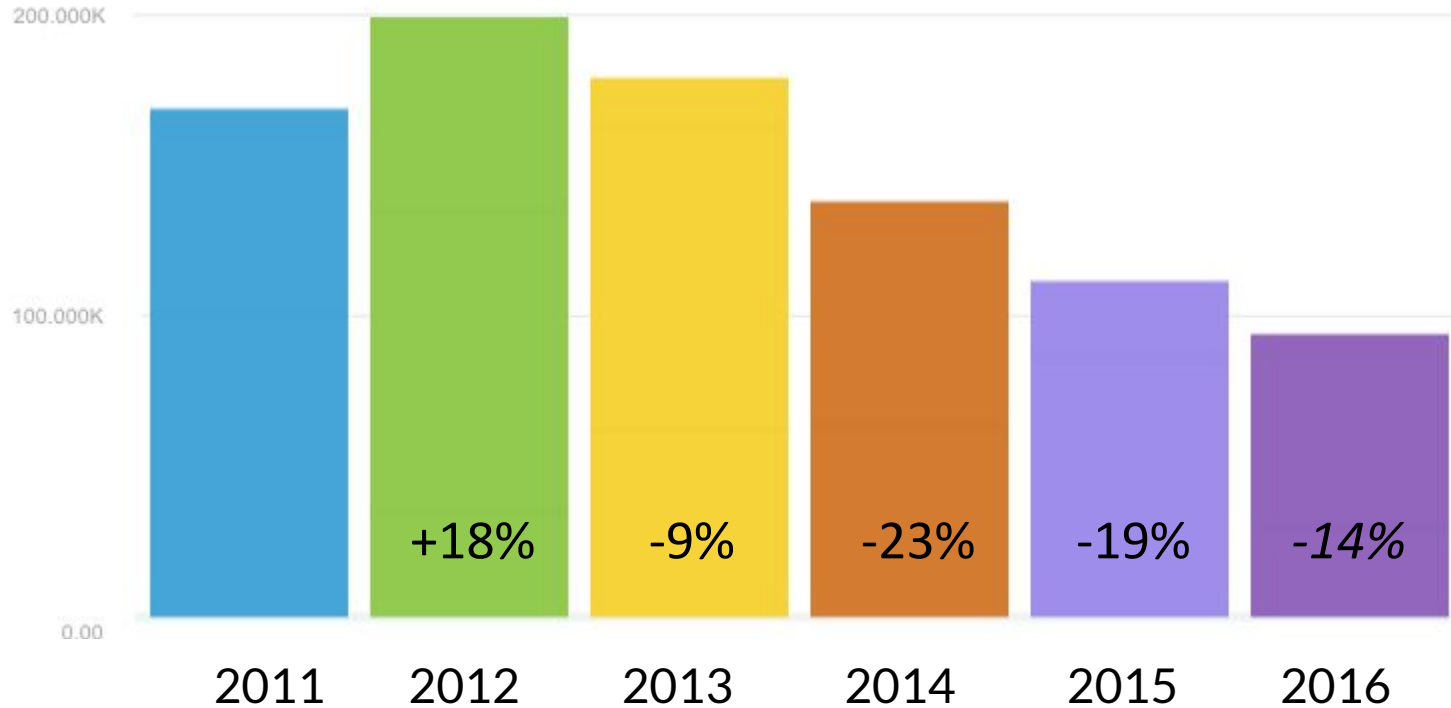


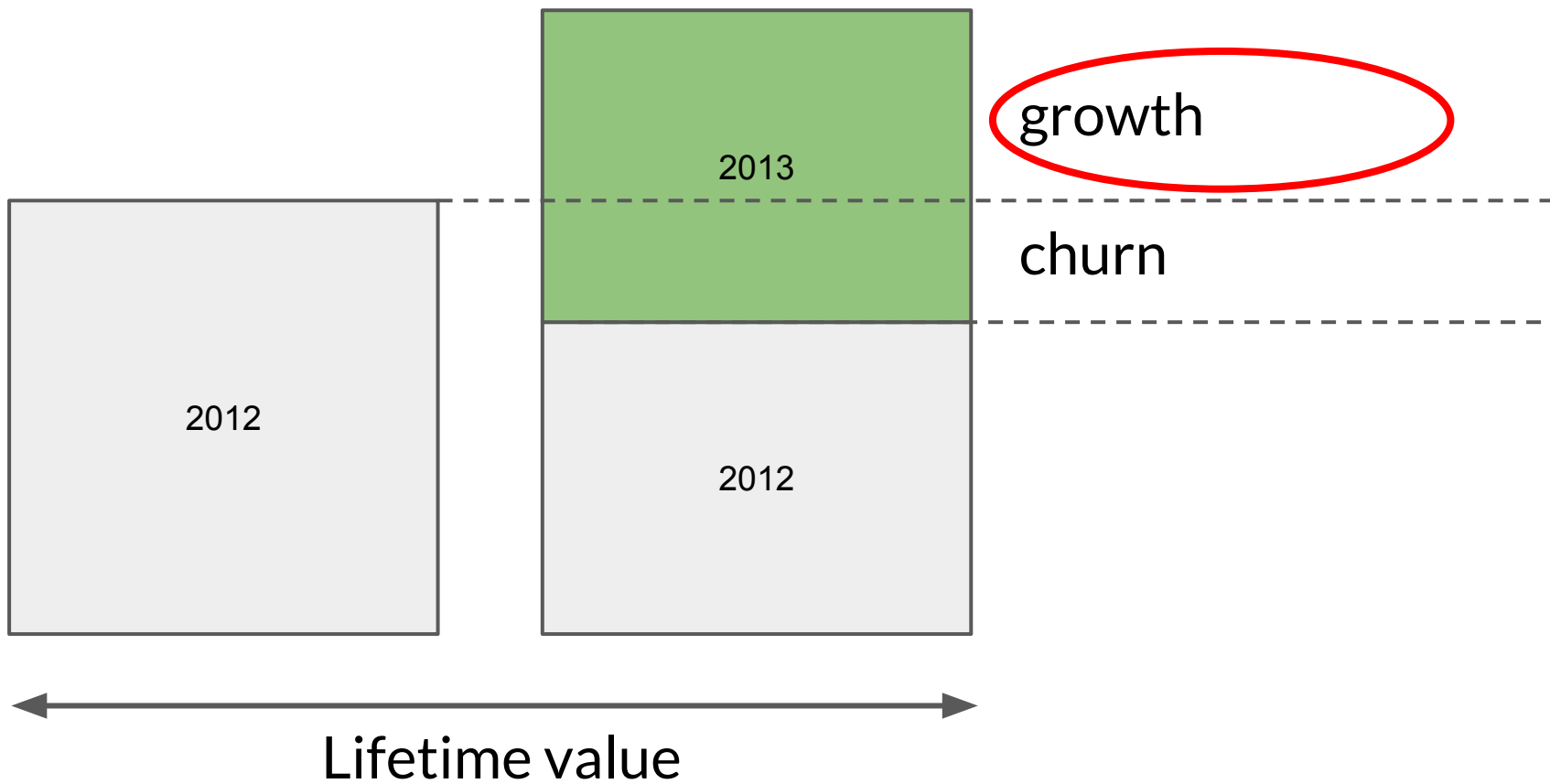
We divided by
customer age

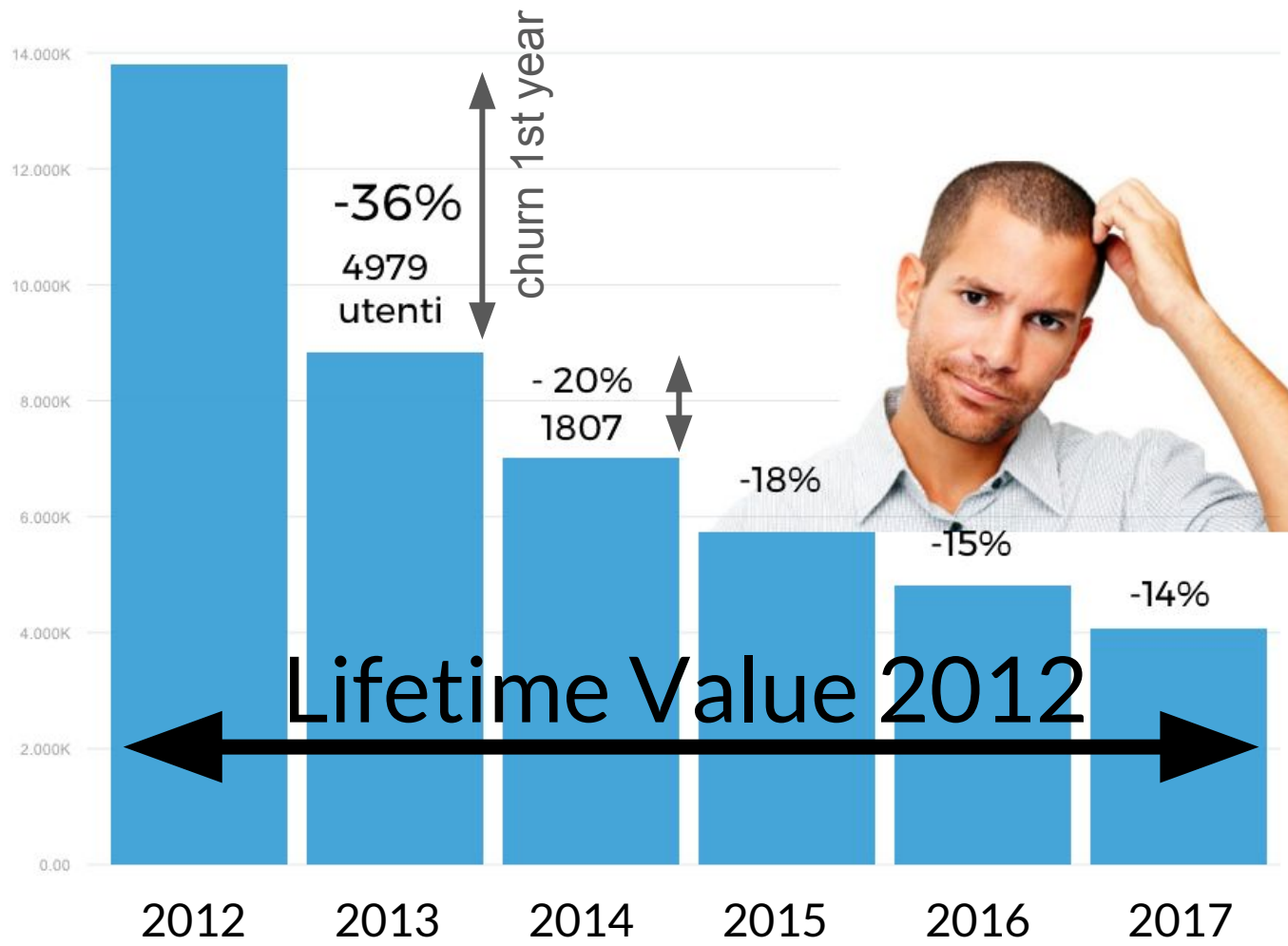


knowing
Only new customers

Revenue of new customers tells us our company's health

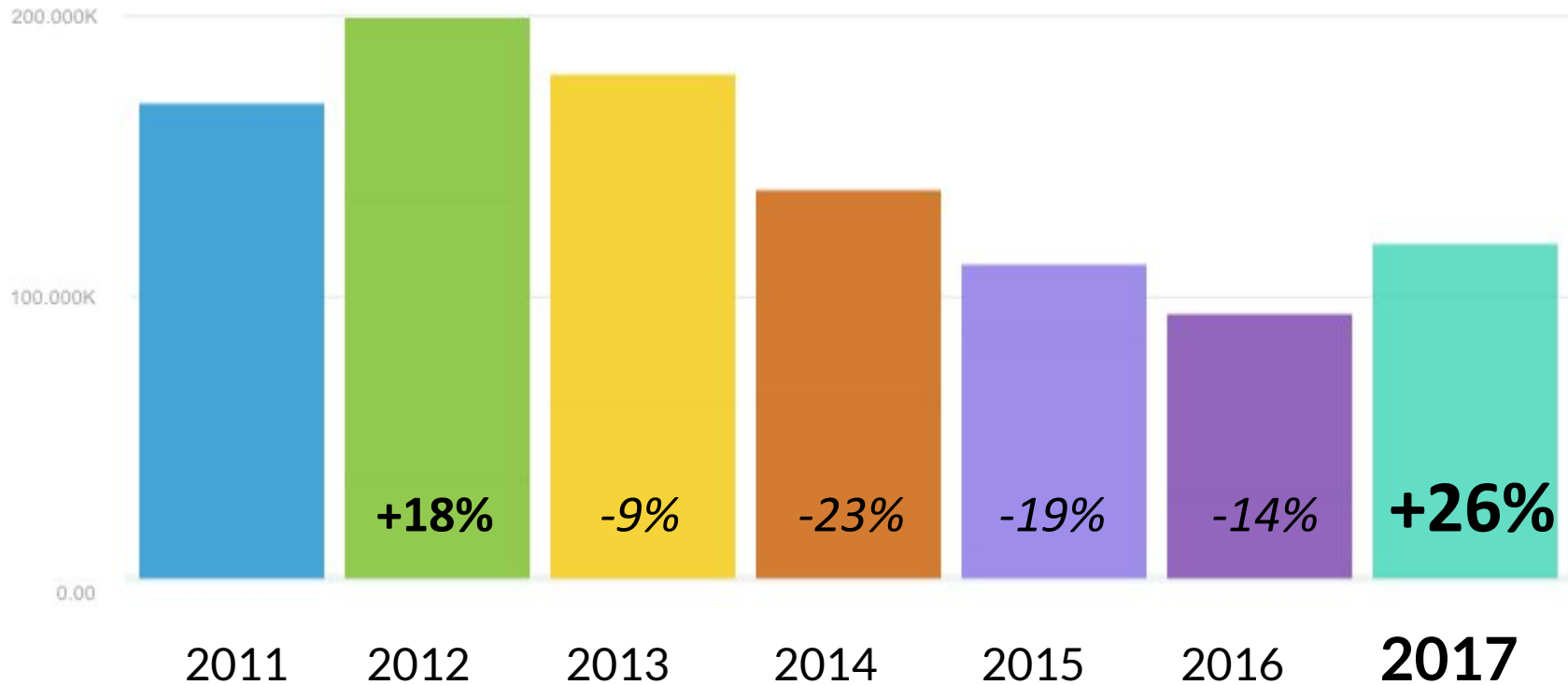


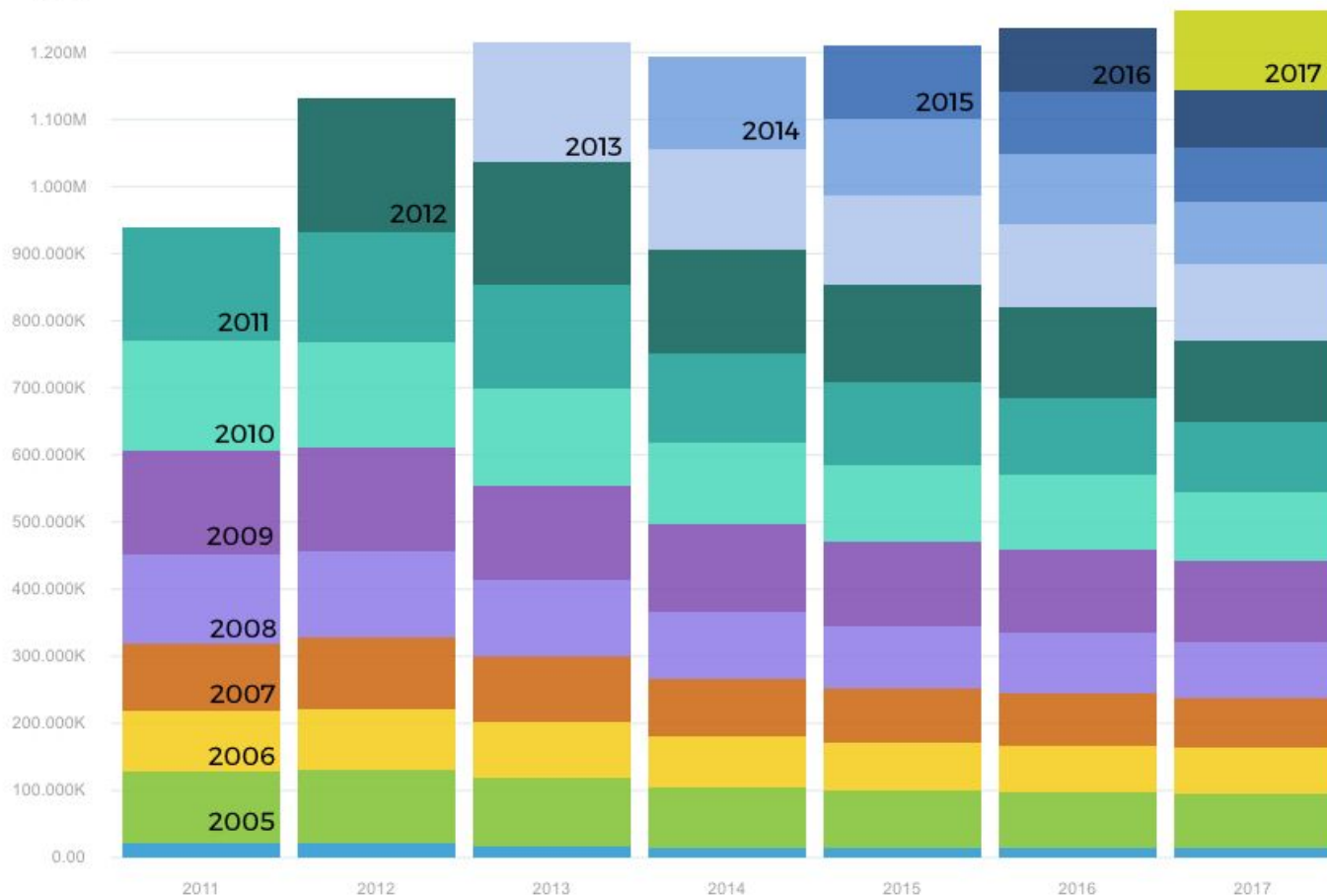


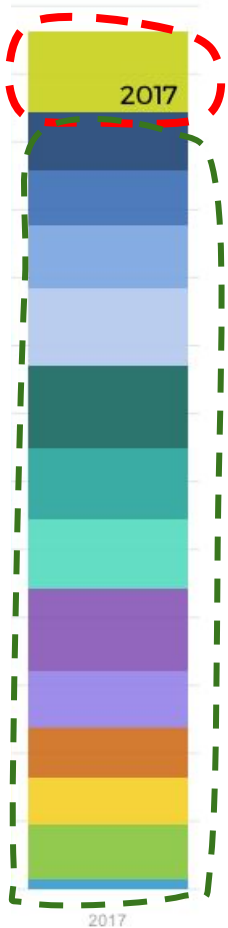


Lifetime Value 2012

New customers getting much better, is it enough for the company?







90%

- **Support** Quality check
- **Customer needs** analysis
- **Product** upgrades
- **New product** development
- **Affiliation** management
- **Help devs** understand customers
- **Make mockups**
- **Analytics & KPI**
- **Team** building
- **Competitor** benchmark
- **Reports** for management

10%

- **Seo**, new contents, links, optimization
- **Adwords**, campaign management
- **Remarketing**, campaign management
- **Social**, posts and answers to public
- **Outreach** for new affiliates
- **Outreach** for brand reputation
- **Customer Bad Review** management
- **Newsletter** writing and delivery
- **New offers & discount** strategy
- **Content** management
- home
- landing updates, new guides
- support pages

Error correction



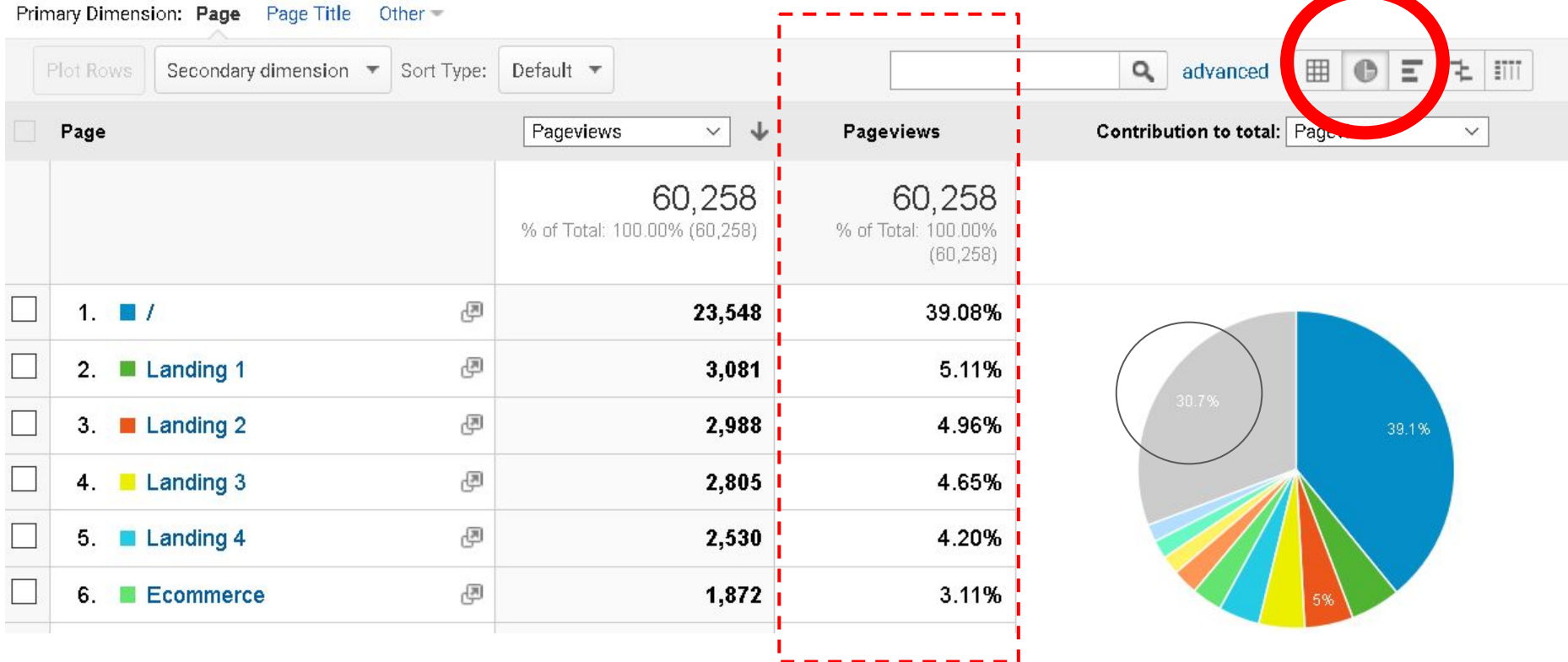
Prime 1000 pagine con errori

[Download](#) [SEGNA COME CORRETTI \(0\)](#) Mostra **25 righe** 1-6 di 6 [<](#) [>](#)

<input type="checkbox"/>	Priorità ▼	URL	Codice di risposta	Rilevato
<input type="checkbox"/>	1	seo-training-summit/	404	10/06/18

How do we analyze traffic?

Always using percentages!

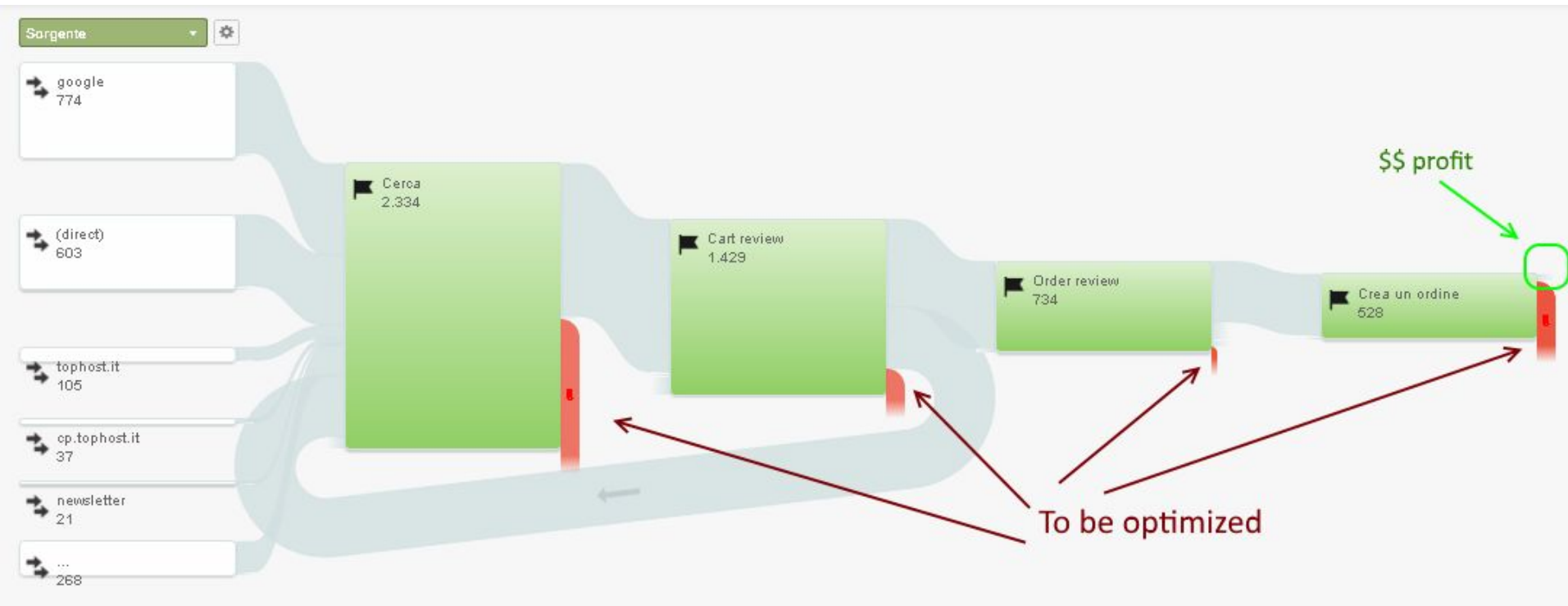


Keyword research

1. Imagining Keywords
2. Real search queries
From content, comments, forum, adwords
3. Interviews, customer emails
4. Google suggest
5. Tools



Conversion optimization



Conversion rates: ex 1



Il dominio è registrabile

alberini33 .org

✓ Il dominio .org è libero, non fartelo scappare

Topweb Plus

Topweb

Topname



Scegli un prodotto da attivare col dominio

Topname

5,99 €

Dominio: alberini33.it

Intestatario:

Nome: simone

Cognome: righini

Email: simone@seotraining.it

Indirizzo: via Rossi 1, Salsomaggiore

Telefono: 1234567890000

Codice Fiscale: rghsmn81s03b031q

+ Crea nuovo profilo
intestatario

✎ Modifica prodotto

🗑 Elimina prodotto

+ Aggiungi un altro dominio

Totale senza IVA

5,99 €

22% IVA

1,32 €

Totale
7,31 €

3 click

Acquista ora >

- Removing discount box bought **+1% conversion rate**
- Normal user won't leave the funnel to search google for a discount



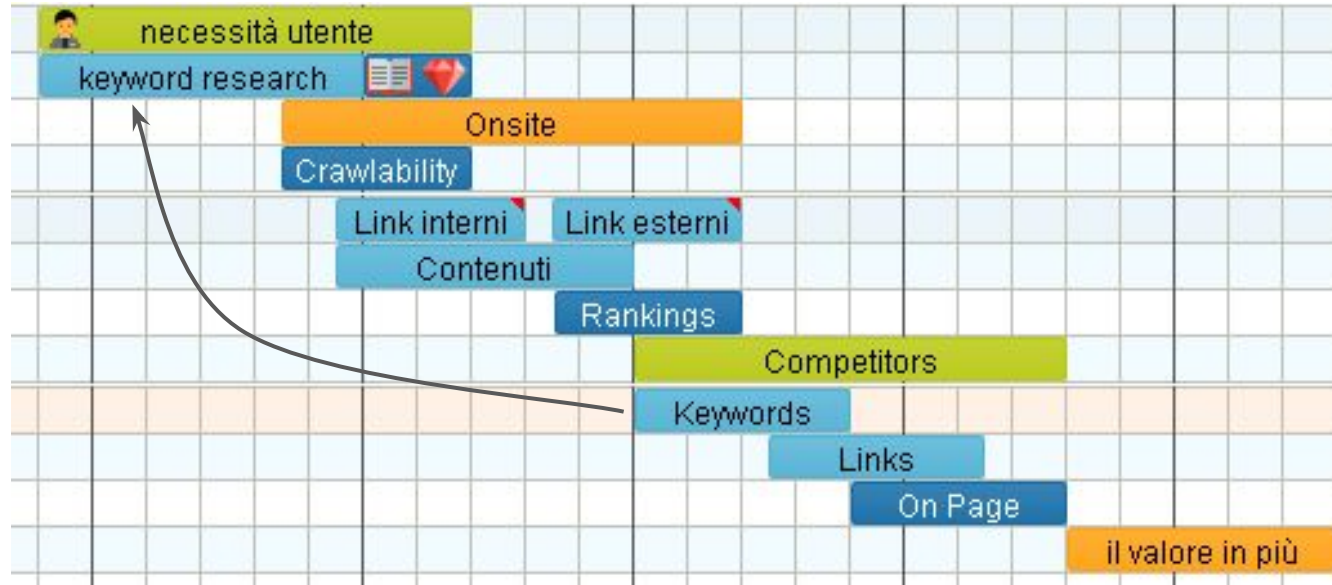
Hai trovato il codice invito!

Inserisci qui il tuo codice invito

facoltativo

Verifica

Project Timeline



example!



Google
ADWORDS™

V.S.

facebook ADS

Channel	Google	Facebook
Keywords	Yes	No
Likes	No	Yes
Demographics	Limited <small>(Content Network)</small>	Extensive, Accurate <small>(Age, Education)</small>
Psychographics (Interests)	No	Yes
Geo	Yes	Yes
Internal Destination URL	No	Yes
External Destination URL	Yes	Yes
Purchase Intent (Motivation)	Learn, Research	None
Sales Cycle	Short to Ready-to-Buy	Long

Facebook: imagine necessities



necessities? (stare bene)

problems? (avrà mal di schiena?)

Which images? (attirano la sua attenzione)

likes: horse riding, games of thrones

profile: male, 45 anni

job: CEO



profilo

facebook ADS

Google Ads: what problem we can resolve?



Necessities (stare bene)

Thoughts (individuano problemi)

Words (problemi tradotti)



environment: back hache, office work

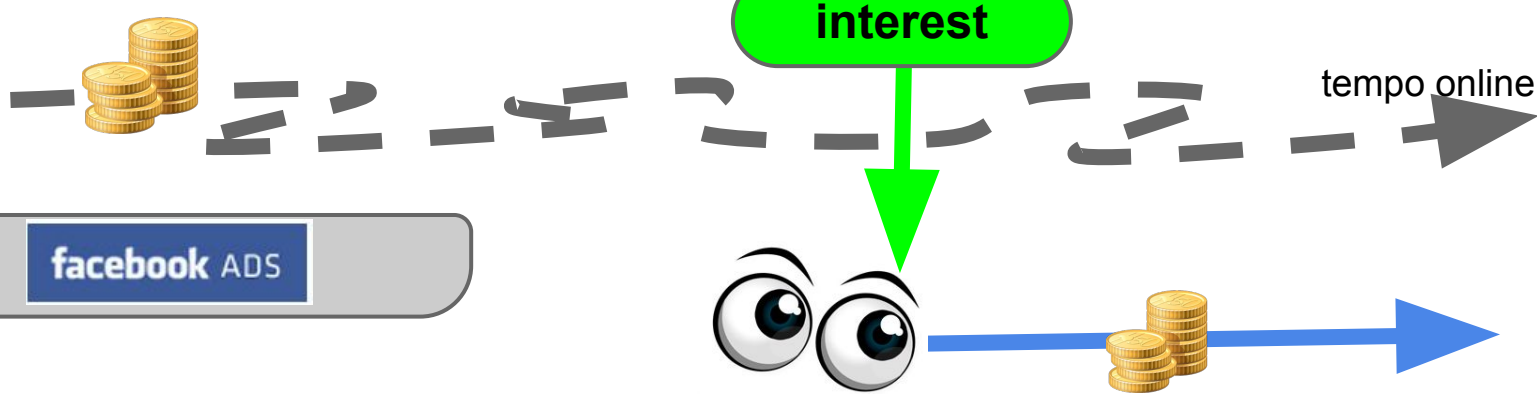
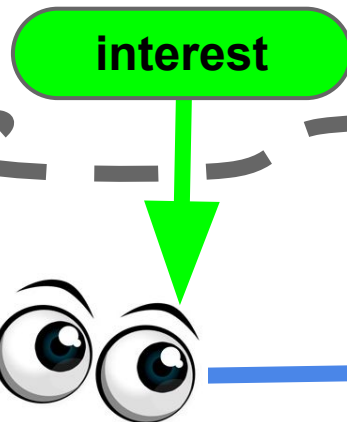
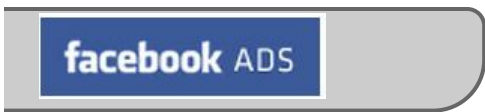
solutions: chair for back hache

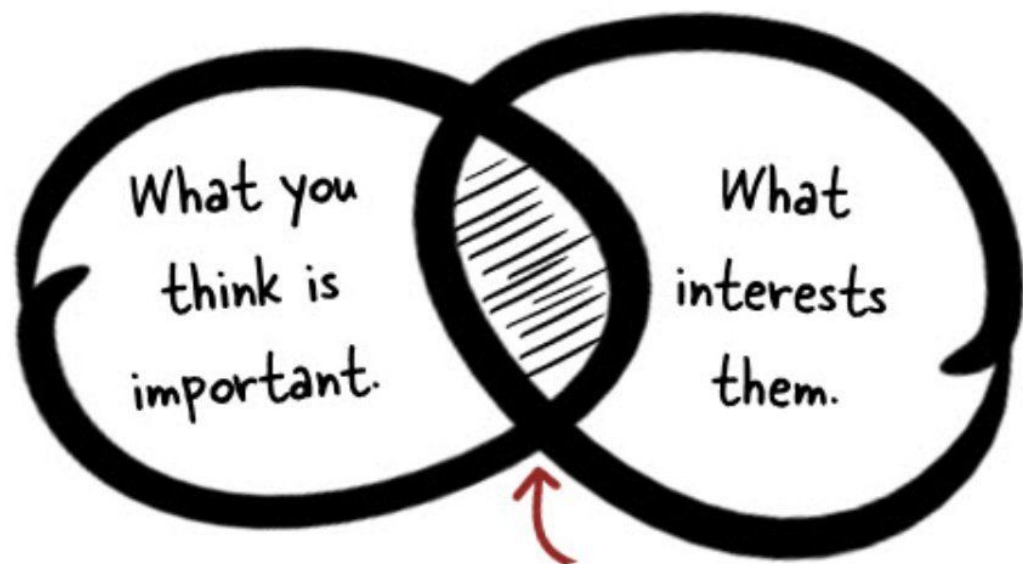


Keywords

Google
ADWORDS

Google
ADWORDS



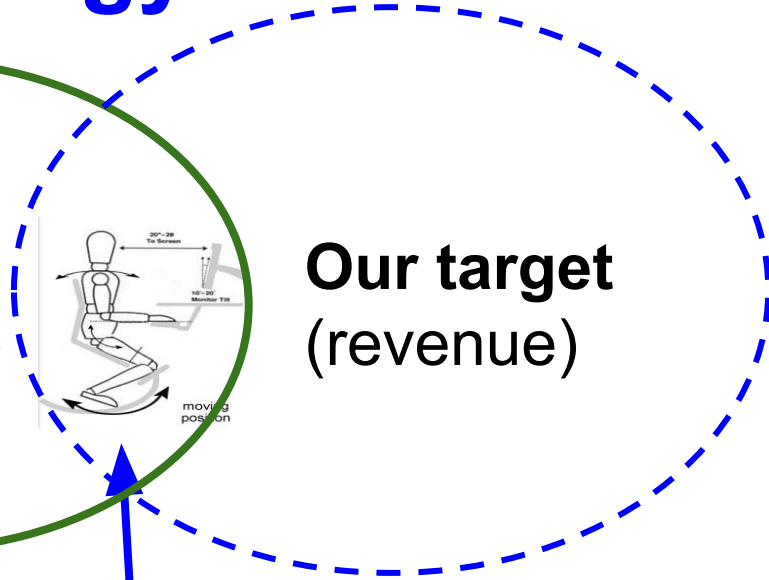
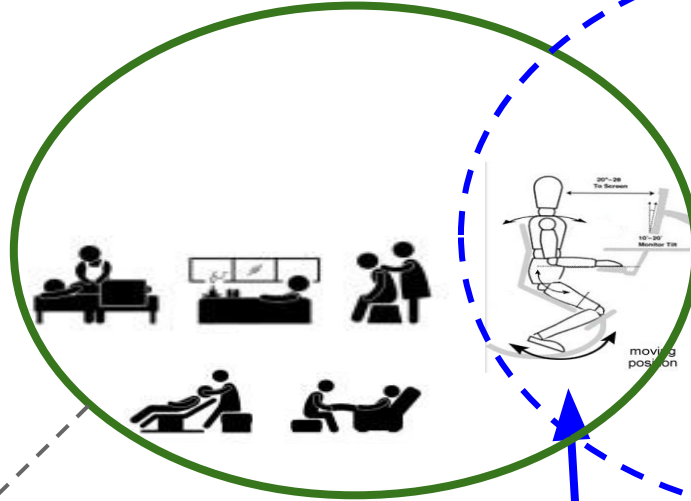


↑
What's relevant



Seo strategy

Customer's needs



Our target (revenue)

Many ways to remove back pain!

Make user know that a new product exists

What do we write here In our sales page?



What is he searching
for?

ergonomia sedia ergonomica ikea sedia ergonomica nerd granny nerdgranny poltrona da ufficio poltrona ergonomica poltrona ufficio
poltrona ufficio ergonomica poltrone da scrivania **poltrone da ufficio** poltrone da ufficio ergonomiche poltrone ergonomiche poltrone ergonomiche ufficio
poltrone per ufficio poltrone per ufficio ergonomiche poltrone ufficio poltrone ufficio ergonomiche problemi alla schiena sedia da usare
problemi derivati dall'utilizzo sedia sgabello tipo stolke sedia computer sedia da scrivania sedia da ufficio

sedia ergonomica

sedia ergonomica ikea sedia ergonomica per ufficio

sedia ergonomica prezzi **sedia ergonomica stokke** sedia ergonomica ufficio sedia ginocchio sedia headline prezzo sedia mal di schiena
sedia ortopedica sedia pc sedia per computer sedia per la schiena sedia per mal di schiena sedia per scrivania sedia per ufficio sedia posturale
sedia scrivania **sedia stokke** sedia stokke gravity balans sedia stokke ikea sedia stokke prezzo sedia studio sedia svedese sedia svedese ikea
sedia ufficio sedia ufficio ergonomica sedie anatomiche sedie computer sedie da computer sedie da lavoro contro cervicale sedia da scrivania

sedie da studio **sedie da ufficio** sedie da ufficio ergonomiche

sedie ergonomiche

sedie ergonomiche da ufficio sedie ergonomiche economiche

sedie ergonomiche ikea sedie ergonomiche per ufficio sedie ergonomiche prezzi sedie ergonomiche stokke sedie ergonomiche ufficio sedie ortopediche
sedie pc sedie pc ergonomiche sedie per computer sedie per mal di schiena sedie per pc sedie per scrivania sedie per scrivania **sedie per ufficio**
sedie posturali sedie scrivania **sedie stokke** sedia studio sedia svedese **sedie ufficio**
sedie ufficio ikea seduta ergonomica sedute ergonomiche sgabelli ergonomici **sgabello ergonomico**

stokke stokke gravity **stokke poltrone** stokke sedia stokke sedia ergonomica
sedie stokke sedie ergonomiche stokke sedie ufficio stokke varier varier balans



A topic
Contains
A lot of keywords!

mal di schiena

schiena

sedia

poltrona

sgabello

poltrone

sedute

da

posizione

che

lavoro

computer

in ufficio

caso

studio

le

per ufficio

ergonomiche

da

ufficio

ergonomica

ufficio

stokke

da ufficio

per

ufficio

ds

da ufficio

per

da

posizione

che

lavoro

computer

in ufficio

caso

studio

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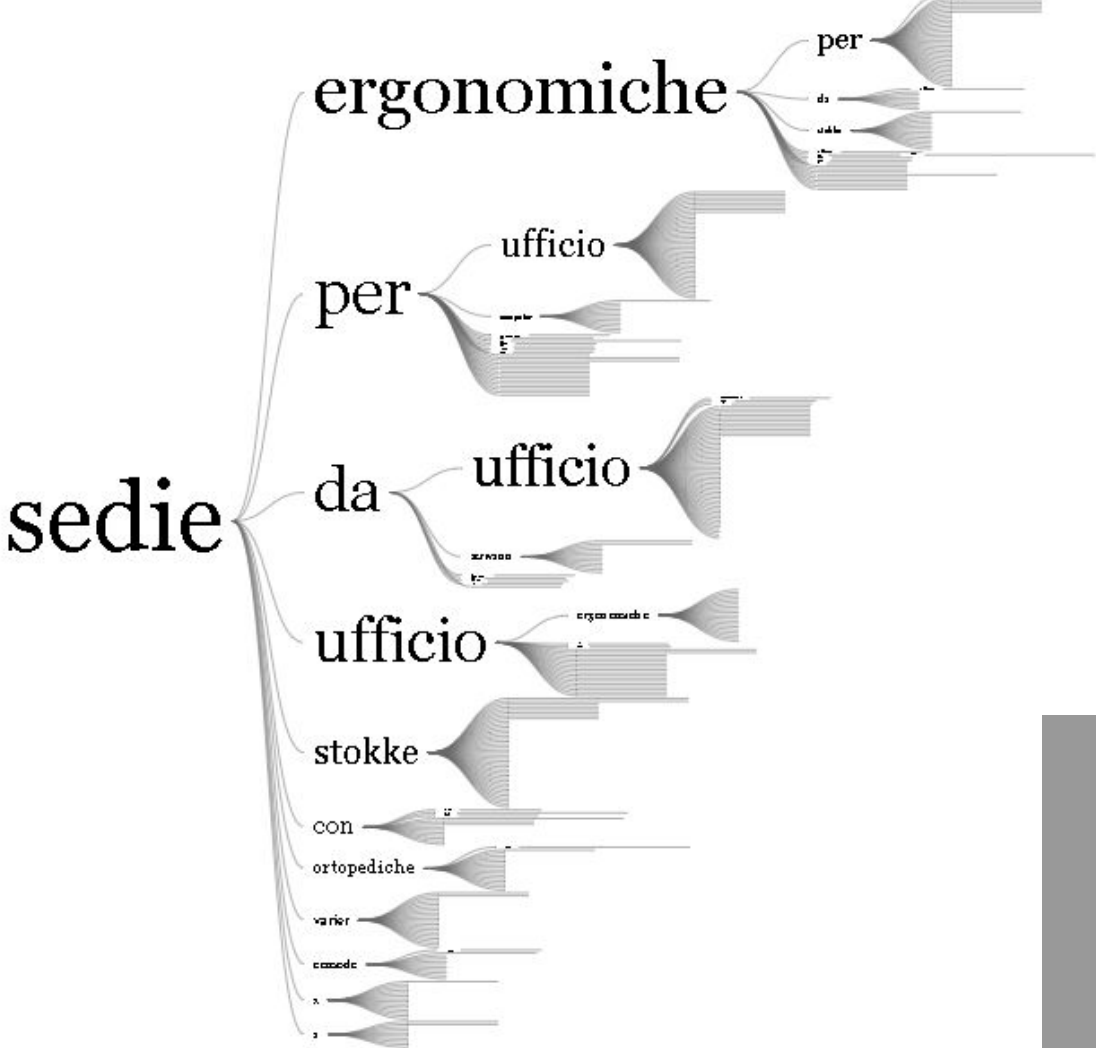
per

per

per

per

per



We have to use
The right words

Where do we put our keywords?

Meta Descriptions

```
1 <!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN">
2 <HTML>
3 <head>
4 <TITLE>Freesat - Digital Satellite TV Without Subscription</TITLE>
5 <meta name="description" content="Freesat - Digital Satellite TV Without Subscription">
6 <meta name="description" content="Information on Freesat, the UK free-to-air satellite
7 <meta name="keywords" content="freesat, free sat, satellite tv, review, reviewed, uk,
8 <meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1">
9 <meta name="robots" content="index,follow">
```

URLs

Page Title

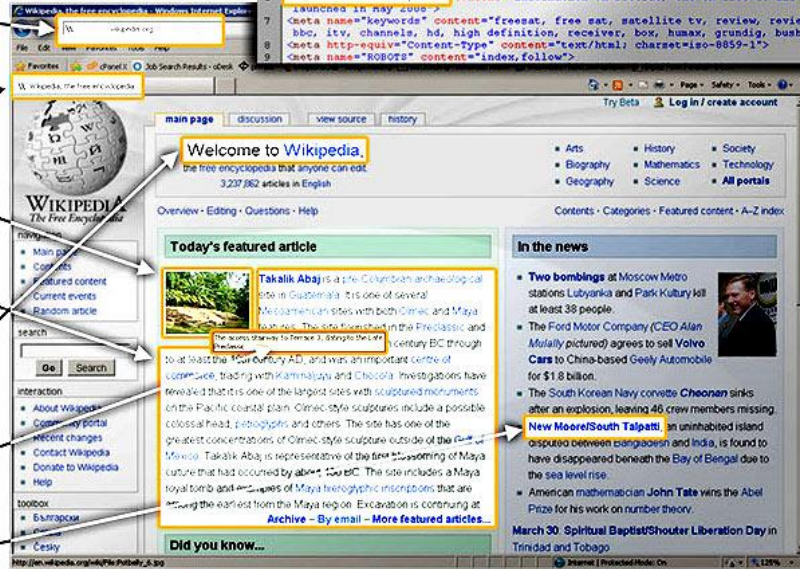
Image Filenames

Body Text

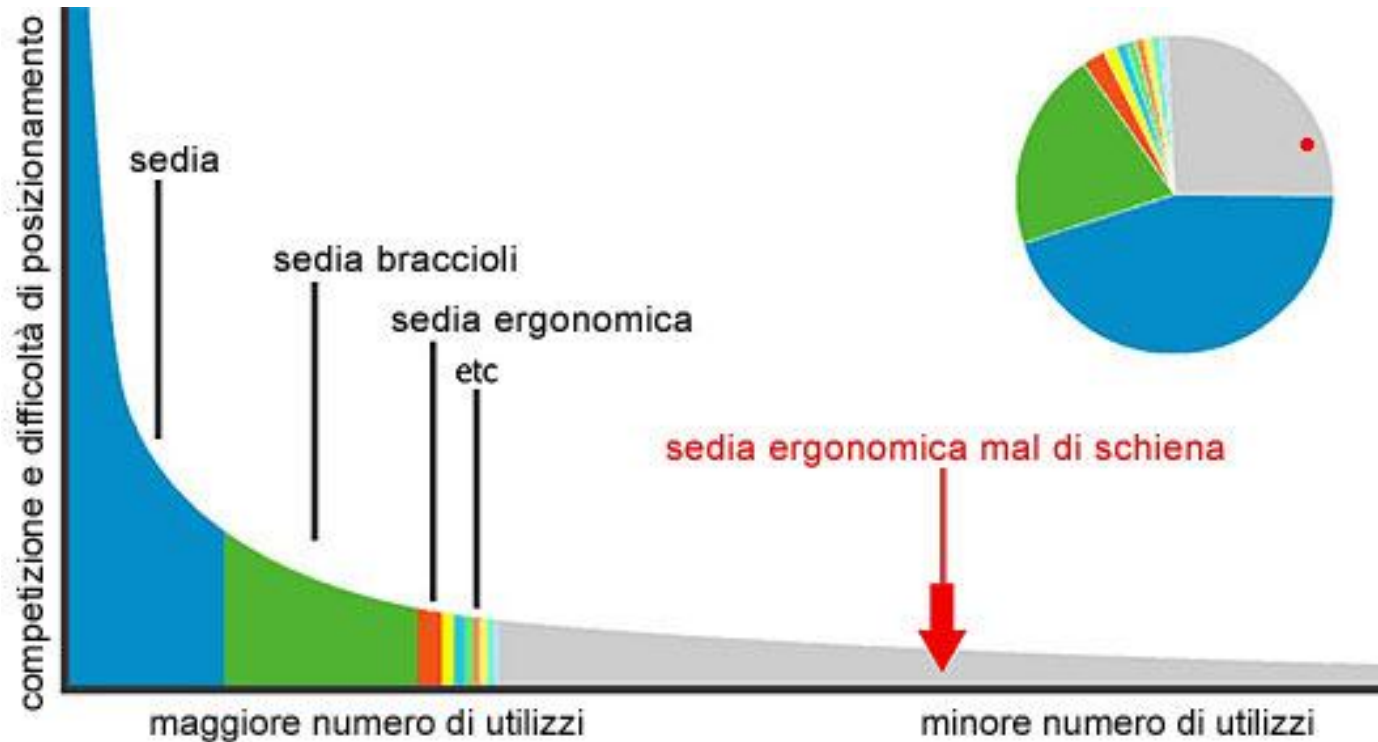
Page Headings H1 - H2

Image Alt Attributes

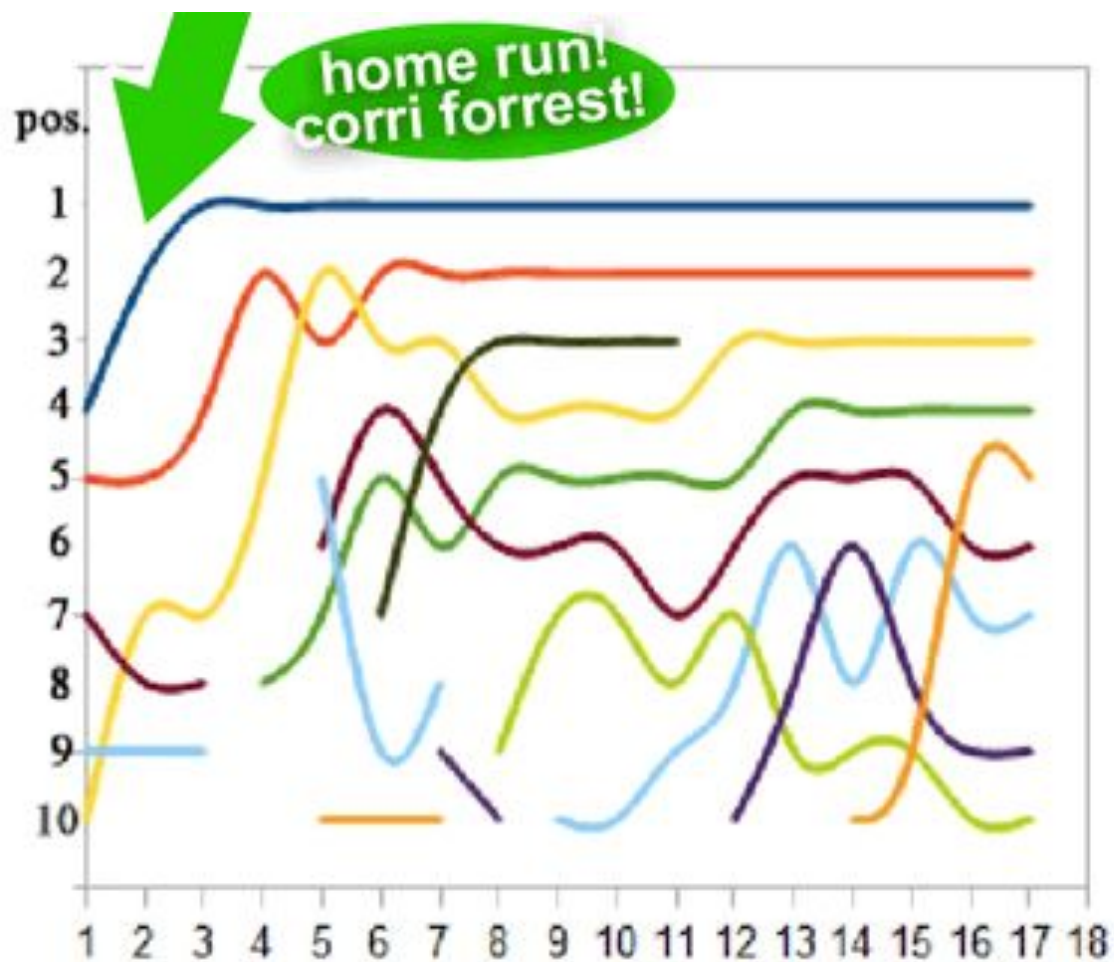
Bold and Italic Text



How do we choose our keywords?



Where do we “bid” our time on?



Adwords strategy

Google
Australia

dzineclub.com

Google Search

I'm Feeling Lucky



Traffic

Lots of Keywords

Lots of Sources / Referrals



Research



Consideration



Conversion

One Keyword

One Source

One Referral



Keyword	Ad group	Status ?	Max. CPC ?	Qual. ↓ score ?	Clicks ?	CTR ?	Avg. CPC ?	Cost ?	Avg. Pos. ?	Conversions ?	Cost / conv. ?
Total - Search ?				--	3,027	1.62%	€0.56	€1,697.12	5.1	107.00	€15.86
		Eligible	€0.41	10/10	248	1.43%	€0.48	€118.86	5.5	15.00	€7.92
		Eligible	€0.40	8/10	7	1.59%	€0.29	€2.05	3.9	1.00	€2.05
		Eligible	€0.45	8/10	29	4.45%	€0.34	€9.80	4.3	5.00	€1.96
		Below first page bid First page bid estimate: €0.62	€0.42	8/10	230	0.90%	€0.45	€104.58	5.7	6.00	€17.43

- quality score > 8
- Average position between 3 and 5
- Watch cost per conversion!
- Do not care about google's advices
- Add a LOT of negatives

Technical stuff

