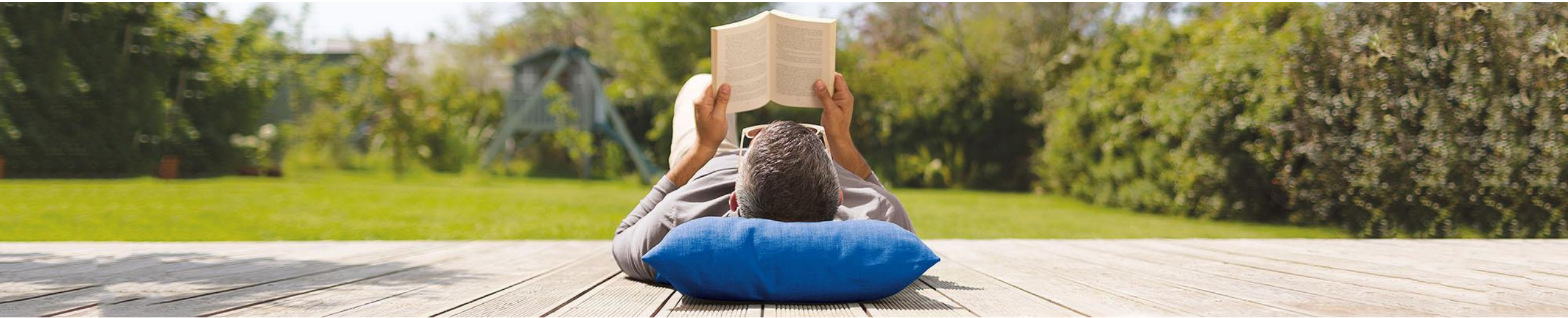


SEO – Increasing Website Traffic from Google



AGENDA



Agenda

- What is SEO?
- Helping Google to find your website - Technical SEO
- Image optimisation
- Making the most of your Google presence / brand
- Off page SEO – Authority signals
- Page speed as a priority in a mobile 1st world
- Tips & Advice



OBJECTIVES



Objectives

- Understand how Organic traffic to your website is 'Free' and you do not need to pay for each visitors click
- Understand what SEO is and how it can benefit your business
- Understand the 3 core elements (pillars) of SEO
- Learn the basics for optimising your website
- An introduction to Google My Business – an essential feature on Google you need to claim
- The importance of a fast website for your customers



WHAT IS SEO?



What is SEO?

What is SEO?



“Search Engine Optimisation.”

It is the process of getting traffic from the “free,” “organic,” “editorial” or “natural” search results on search engines.

- SEO is also referred to as: organic (non-paid) search engine results
- Process of helping your website to be found in Google

Basics Concepts:

- Improving the content on your website
- Improving the technology of your website
- Creating links to your website from other relevant websites

Search Engine Result Page (SERP)

[Donnacada Murphy :: Chartered Certified Accountants](#)

www.murphy-accountants.ie/ ▼

Donnacada Murphy, FCCA is the principal of Donnacada Murphy, Chartered Certified Accountants, Registered Auditors & Business Consultants. He has worked ...

[OSA McQuillan – Blackrock, Dublin Accountants - Accountants Dublin ...](#)

<https://osamcquillan.ie/> ▼

Looking for an accountancy firm in Dublin? OSA McQuillan Accountants is an accountancy firm based in Dublin. Experts in Accountancy for SME's.

[Cooney Parle | Accountants & Registered Auditors](#)

cooneyparle.ie/ ▼

Welcome to Cooney Parle Accountants & Registered Auditors. At Cooney Parle Accountants & Auditors, we are committed to providing a personal and first class ...

[The Top 10 Accountants in Dublin - Last Updated January 2019 - Yelp](#)

<https://www.yelp.ie> › [Dublin](#) › [Professional Services](#) › [Accountants](#) ▼

"I cannot rate this firm of accountants highly enough. Like the gentleman above I too was in an awkward situation and badly needed help sorting out my tax ...

[McMahon & Co accountants & Auditors - Co. Kildare – Certified Public ...](#)

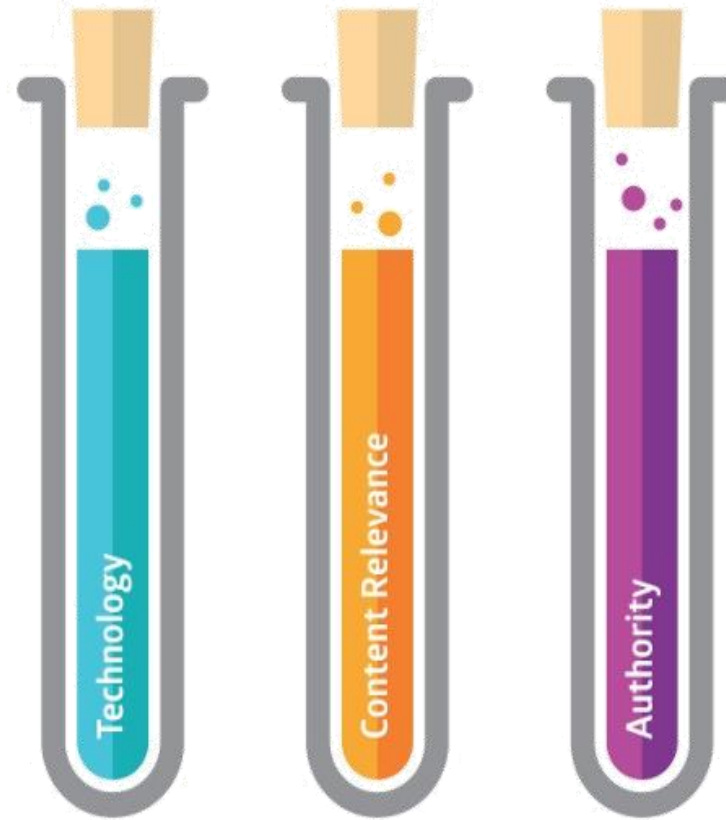
<https://mcmahonandco.ie/> ▼

At McMahon & Co Accountants we provide a one-stop comprehensive Taxation, Accountancy, Payroll & Bookkeeping service – CALL TODAY on 045-533100.

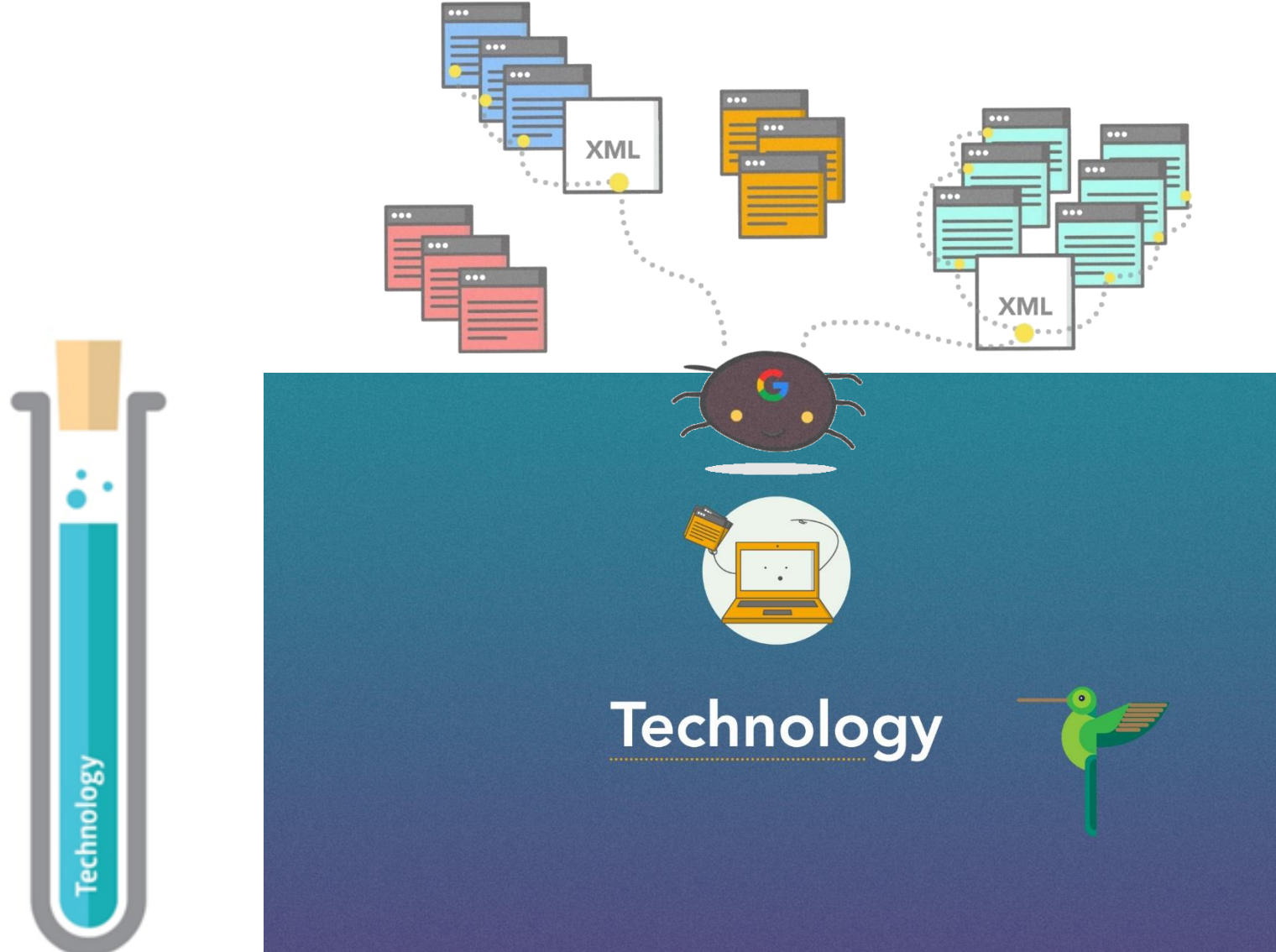
- When you search in Google, the results you see are called 'the SERP'
- At the top of the page are Ads – Pay Per Click (PPC) results
- Next is the local pack – these are the closest businesses to where you are searching from
- Organic results – these are the 'free' results (unlike PPC your business does not need to pay for clicks/traffic) and are determined by the quality of SEO on the website

SEO – 3 Most Important Areas To Consider For Your Website

Three pillars of SEO-Content



Technology – Help Google Access your Website



- The Internet is a series of interconnected documents (websites)
- When you carry out a search in Google, it searches for the most relevant website to your search and displays it in the Google SERPs
- This is why it is important for Google to be able to read your website

Technology – Can Google Find My Website?



- Technology refers to how easy it is for Google to understand your website
- Google needs to be able to find your website, so it can present it in the results (SERPs)
- In order to do this your website needs to be easy to visit by Google (visit every page)
- We will explore some simple tips on how to make sure your website can be easily visited by Google

Relevance – Does My Website Have the Right Content?



- Relevance is related to the Content and Keywords on your website (words that searchers type into Google when looking for something) e.g. 'financial broker'
- In order for your website to be relevant to a search, it needs to have content that addresses the search terms/queries e.g. a page that has content related to 'financial brokers'



Relevance – Does My Website Have the Right Content?



- The better information you have on your website related to this search the better the chance to be found on Google.
- Review your website and look at the content on your key pages and identify if they contain good content that will answer the questions that your customers may be typing into Google.

Authority – Does Google See My Website As An Authority?

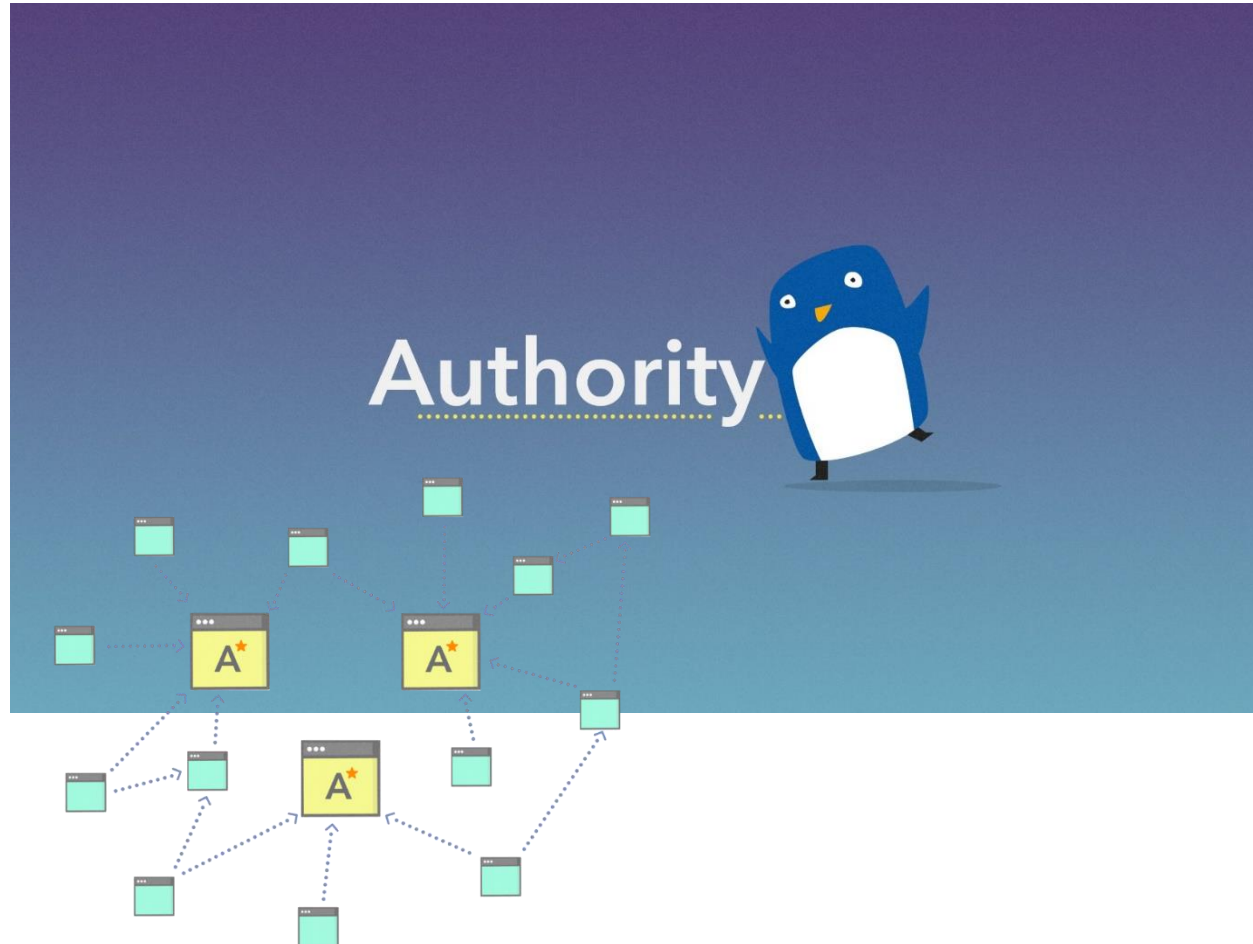


- Authority refers to how Google sees your website in relation to other websites in your niche.
- Your website authority is built upon the number and quality of backlinks pointing to your website.
- So what are links and where do they come from?

Authority – What Are Links And Where Do They Come From?

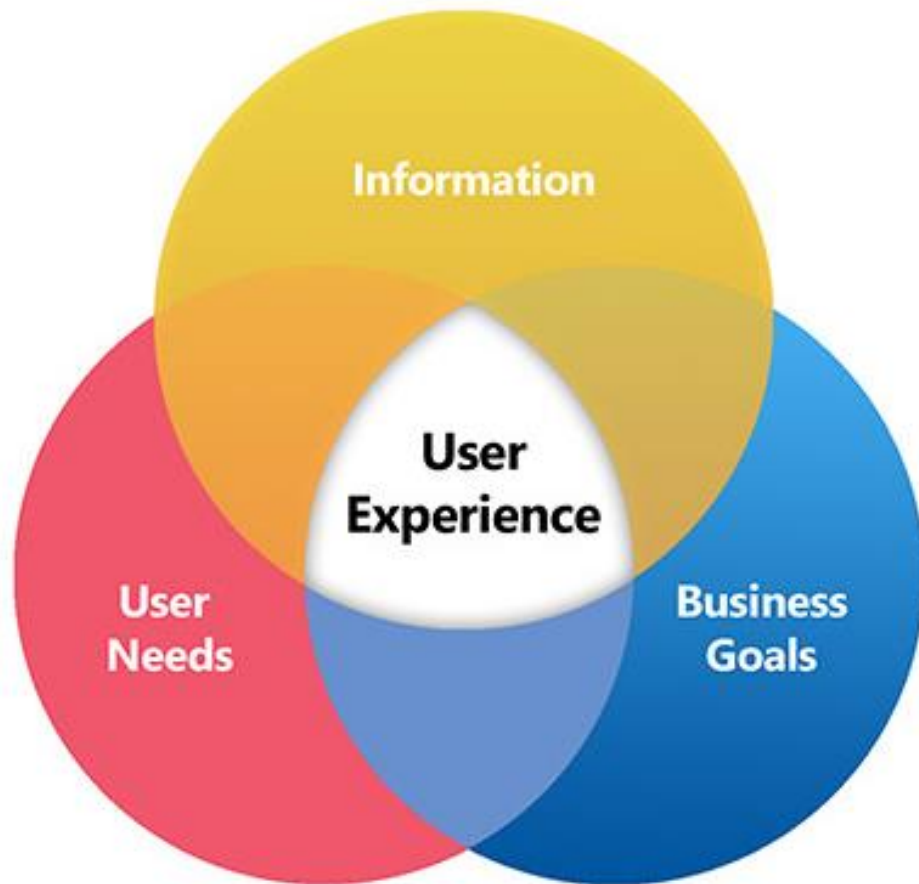
ZURICH®

- When one website mentions another website, they usually add a 'link' to the original source
- When Google visits the first website, they see the link and then travel from the first website to the next through this link (this is why the internet is called the web!)
- Each time Google finds a link to your website they see it as a vote of confidence for your website.



Core Benefits of SEO – Website Visits & Leads

It is SEO activity that helps drive organic traffic to your website, and helps your website reach a higher position on Google.



How to Get Leads:

- By writing quality, informative, and relevant content
- Making your website simple and easy to use
- Optimising content and images to please both users and search engines (Google)
- Creating aesthetic, user friendly pages for visitors
- Adding clear call-to-actions, both for the users' next clicks, but also around the desired lead

HELPING GOOGLE FIND YOUR WEBSITE - TECHNICAL SEO

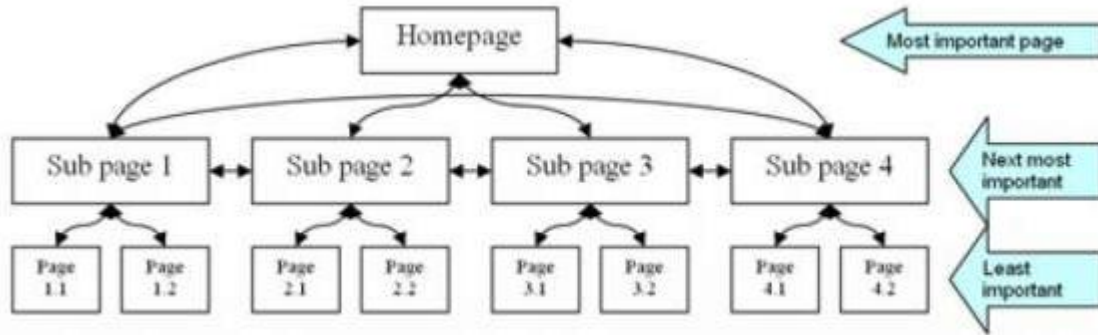


Technical SEO Basics - What to look out for?



- Website Speed
- Broken Links
- Duplicate Content
- Non-Performing Contact Forms
- Not Secure Pages
- Poor Mobile Experience
- Text in Images

Why Internal Linking? - Highlighting Important Sections/Pages



What are internal links?

- Internal links are links that go from one page on your website to another page on your website.

Benefits of Internal Links:

- Internal links are user friendly, help visitors to find out more information
- Internal links increase page views on your website
- Internal links keep visitors engaged on your website

Website Layout

Finding the right pension

Regardless of your employment status, [we can help you choose the type of pension that works for you.](#)

What your pension will be worth?

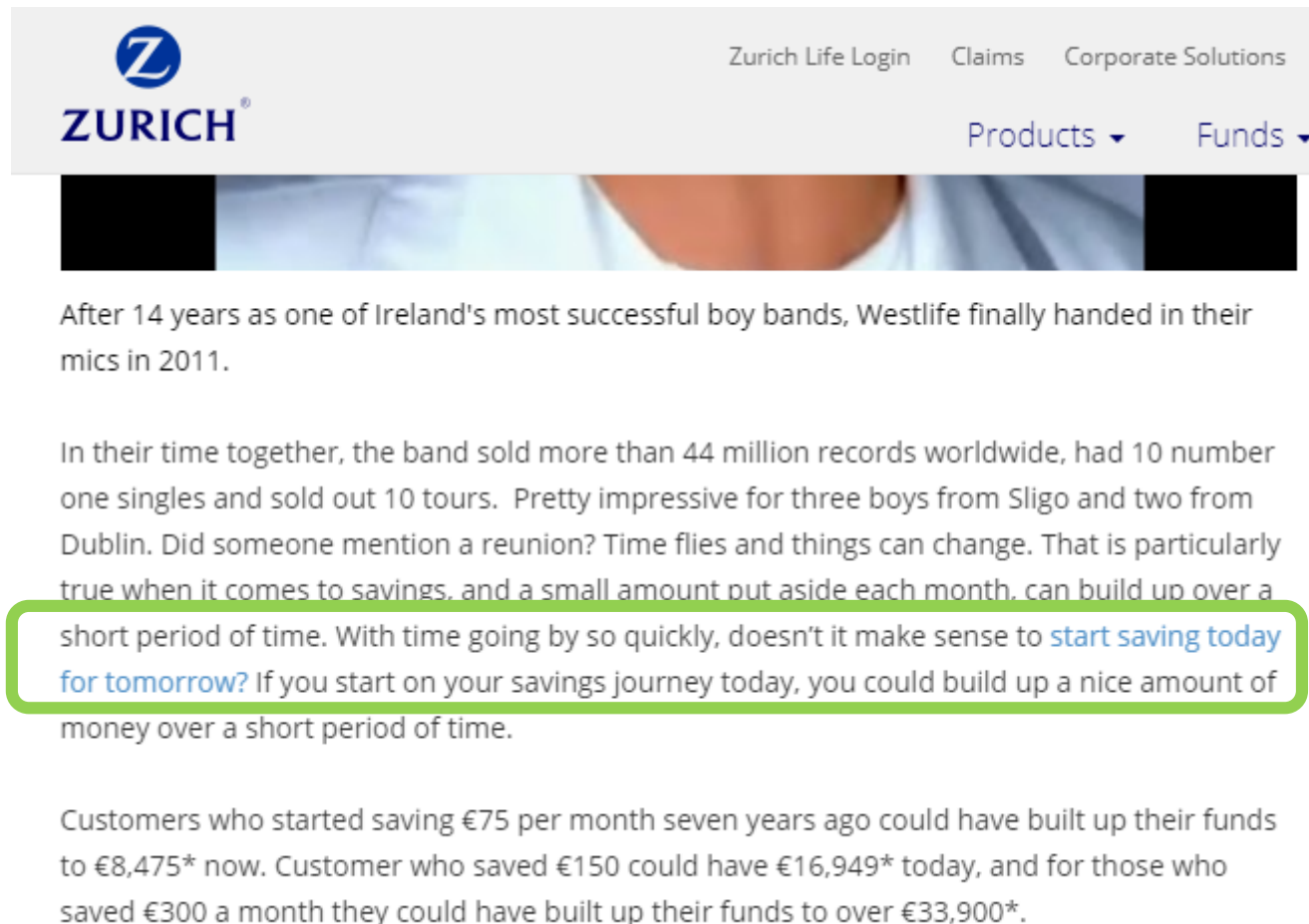
The value of your pension at retirement depends on how much you can afford to put away each month, the length of time you are making contributions, the [type of pension plan](#) you select and the investment return. One thing we know is that the sooner you start a pension, the bigger it should grow.

[Our Pension Calculators](#) can help you decide how much you can afford to save.

Internal Links

Internal Linking

- Try to link out to an important ‘Landing Page’ near the start of the post
- Links help spread authority to important pages
- Try to be varied in terms of anchor text (words that the link is on)
- Only link to pages that will provide relevant information for your visitor

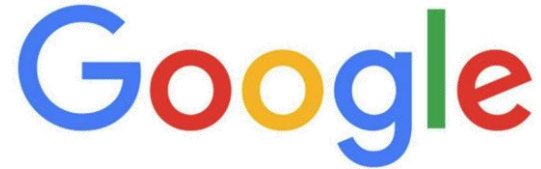


The screenshot shows the Zurich website header with the logo and navigation links: Zurich Life Login, Claims, Corporate Solutions, Products, and Funds. Below the header is a photo of a person's face. The main text of the article is as follows:

After 14 years as one of Ireland's most successful boy bands, Westlife finally handed in their mics in 2011.

In their time together, the band sold more than 44 million records worldwide, had 10 number one singles and sold out 10 tours. Pretty impressive for three boys from Sligo and two from Dublin. Did someone mention a reunion? Time flies and things can change. That is particularly true when it comes to savings, and a small amount put aside each month, can build up over a short period of time. With time going by so quickly, doesn't it make sense to [start saving today for tomorrow?](#) If you start on your savings journey today, you could build up a nice amount of money over a short period of time.

Customers who started saving €75 per month seven years ago could have built up their funds to €8,475* now. Customer who saved €150 could have €16,949* today, and for those who saved €300 a month they could have built up their funds to over €33,900*.



Search Console

- Flags website performance issues
- Highlights keywords that are sending traffic to your website
- Identifies the most popular pages on your site



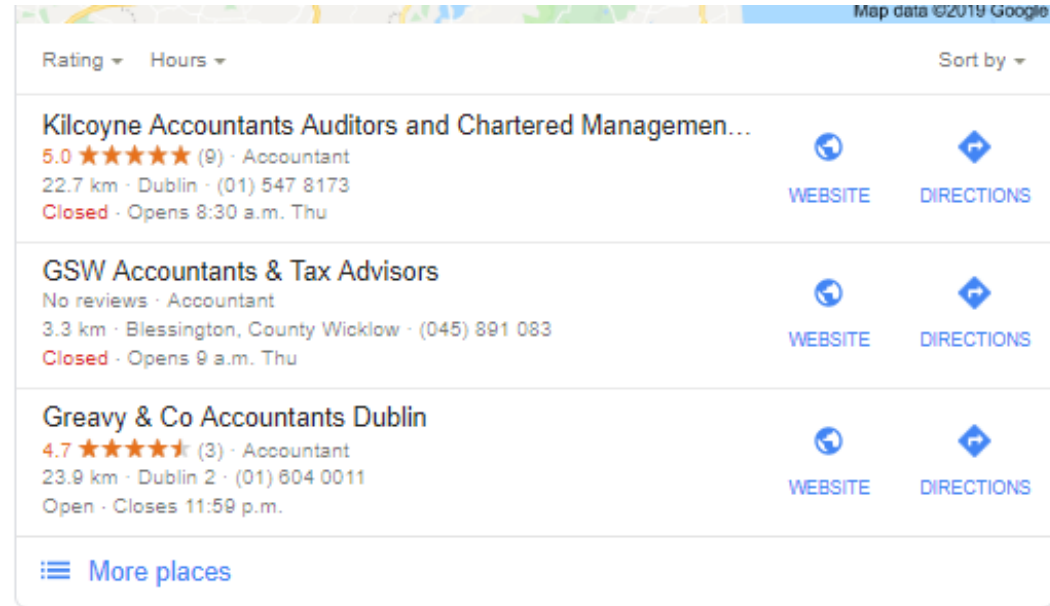
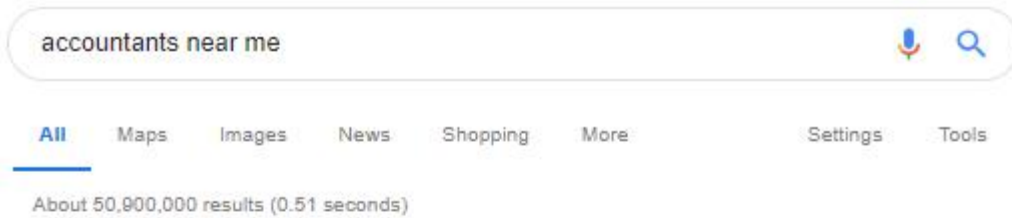
- Mini SEO website audit of website
- Identifies quick fix SEO opportunities
- Explores if your website is Mobile friendly

HOW TO OPTIMISE YOUR WEBSITE CONTENT FOR GOOGLE



The Importance of Content & Keywords for Google Ranking

SERP = Search Engine Results Page



Income / Personal Tax Services | Accountants & Tax Consultants

www.greallyaccountants.ie/ (046) 901 7201

10 years accounts & tax practice experience. Reliable, timely, expert advice. Immediate Response Time. Certified Accountants.

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Accountant Near Me | Guernsey Chartered Accountants

www.evansbond.com/outsourced/accounting

We Provide Tailor-Made Outsourcing Services To The Finance Industry. Contact Us! Personal Approach. Free Consultation. Trusted Local Firm. Bespoke Services. Services: Accounting Services, Bookkeeping, Business Advice, Outsourced Accounting, Online Cloud Accounting.

News · Free Quote Request · Offer For New Clients · Need An Accountant? · Evans Bond



The Top 10 Accountants in Dublin - Last Updated January 2019 - Yelp

<https://www.yelp.ie> > Dublin > Professional Services > Accountants

Top Accountants in Dublin - Accounts Advice Centre, SOI Accounting Services, Crowe, Curran & Associates Accountants, TaxAssist Dublin South, Company Registrations Worldwide, McCarthy Accountants, Gahan Accountants ... More Nearby.

OSA McQuillan – Blackrock, Dublin Accountants - Accountants Dublin ...

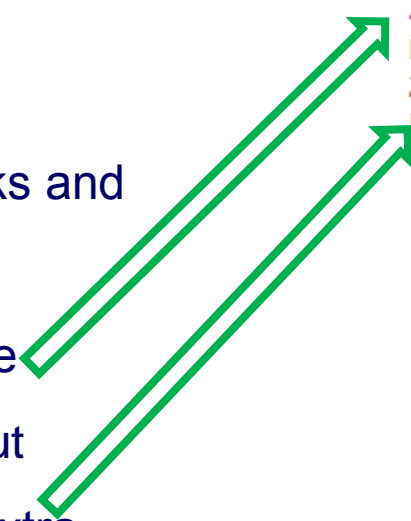
<https://osamcquillan.ie/>

OSA McQuillan Accountants is an accountancy firm based in Dublin. ... I will be working with Eamon in the near future. ... years and during that time was always extremely approachable and provided me with invaluable advice time and again.

Your Websites SERP Listing Explained

Your SERP Listing is:

- Your 'Shop window' to entice clicks and visitors to your website
- 'Page Titles' should inform Google searchers what your page is about
- 'Meta Descriptions' should offer extra information and should contain a 'Call-to-Action'



Zurich Ireland - General Insurance, Pensions & Protection

<https://www.zurich.ie/> ▼

Zurich Ireland offers leading insurance and protection products covering Car & Home Insurance as well as Life & Pensions, Investments & Financial Planning ...

Zurich Life Broker Centre

Broker Centre Login. Your complete access point for all ...

Existing customers

Zurich Life customers. For Pensions, Life & Protection ...

Contact Us

Zurich's Terms & Conditions. Legal, Copyright & Technical ...

[More results from zurich.ie »](#)

Fund calculators

Zurich Life Assurance plc is registered in Ireland under ...

Life Insurance

Plan for your future with our complete range of life insurance ...

Pensions & Retirement

Pension Calculator - Choosing your pension - ARF or Annuity tool

Website Page Title Tag

- Considered the most important on-page SEO element
- It's what searchers click in the Google Search Results Page
- It needs to entice users to clickthrough while also satisfying Google guidelines

Zurich Ireland - General Insurance, Pensions & Protection

<https://www.zurich.ie/>

Zurich Ireland offers leading insurance and protection products covering Car & Home Insurance as well as Life & Pensions, Investments & Financial Planning ...

Zurich Life Broker Centre

Broker Centre Login. Your complete access point for all ...

Existing customers

Zurich Life customers. For Pensions, Life & Protection ...

Contact Us

Zurich's Terms & Conditions. Legal, Copyright & Technical ...

[More results from zurich.ie »](#)

Fund calculators

Zurich Life Assurance plc is registered in Ireland under ...

Life Insurance

Plan for your future with our complete range of life insurance ...

Pensions & Retirement

Pension Calculator - Choosing your pension - ARF or Annuity tool

Website Page Title Tag – How To Optimise

- They explain what the page is about e.g. A pensions page should use a title like:
'Choose the Right Pension Fund for Your Retirement'
- Be succinct and to the point
- Put your brand in the Page Title
- Preferably use 50 - 65 characters
- Too short example
- Too long example
- Just right example

Zurich Ireland
<https://www.zurich.ie/>
Zurich Ireland offers leading insurance and protection products.



Zurich Ireland - General Insurance, Pensions & Protection & L...
<https://www.zurich.ie/>
Zurich Ireland offers leading insurance and protection products covering Car & Home Insurance as well as Life & Pensions, Investments & Financial ...



Zurich Ireland - General Insurance, Pensions & Protection
<https://www.zurich.ie/>
Zurich Ireland offers leading insurance and protection products covering Car & Home Insurance as well as Life & Pensions, Investments & Financial Planning.



Website Meta Descriptions

- These are your shop window to entice visitors to click through to your website
- This is an opportunity to stand out from your competitors on Google
- A Meta Description will be presented whether you like it or not, so you should make use of the opportunity

Zurich Ireland - General Insurance, Pensions & Protection

<https://www.zurich.ie/>

Zurich Ireland offers leading insurance and protection products covering Car & Home Insurance as well as Life & Pensions, Investments & Financial Planning.

Website Meta Descriptions – How To Optimise

- These have an ‘indirect’ SEO ranking factor effect
- They are your shop window to entice visitors
- Use between 145 – 155 characters
- Include a ‘Call to Action’ if possible
- If you don’t manually create a Meta Description, Google pulls text from the page – it can be very random!

Zurich Ireland - General Insurance, Pensions & Protection

<https://www.zurich.ie/>

Zurich Ireland offers leading insurance and protection products covering Car & Home Insurance as well as Life & Pensions, Investments & Financial ...



Zurich Ireland - General Insurance, Pensions & Protection

<https://www.zurich.ie/>

Zurich Ireland offers leading insurance and protection products covering Car & Home Insurance as well as Life & Pensions, Investments & Financial Planning.



Website URL Structure – How To Optimise

- The first 5 words after your website name are scanned by Google, most important words
- Words should be separated by dash (-)
- Avoid using capital letters
- Avoid using symbols (% & \$ £ _ ? ! “ <)
- URLs should be no more than 115 characters

Choosing Your Life Insurance | Zurich Ireland

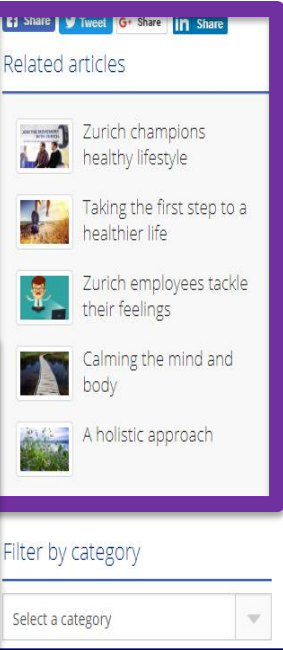
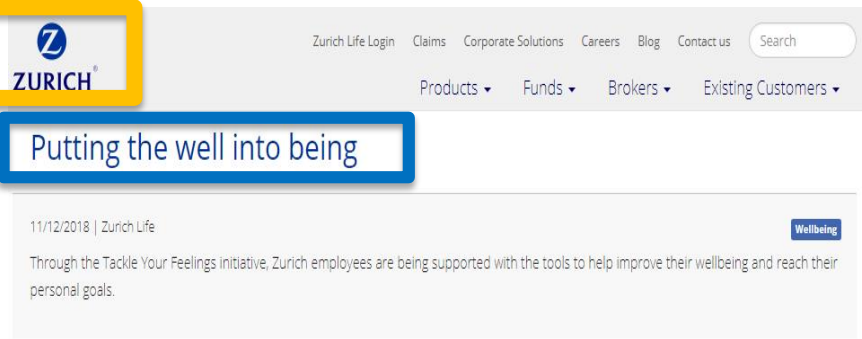
<https://www.zurich.ie/life-insurance/choosing-your-life-insurance/>

We can help you choose the right life insurance plan to meet your needs. From personal to business protection, we've got a range of policies to choose from.

<https://www.zurich.ie/life-insurance/choosing-your-life-insurance/> ✓

https://www.zurich.ie/life-insurance/Choosing_Life_Insurance_1234_#'# ✗

Newspaper = Website

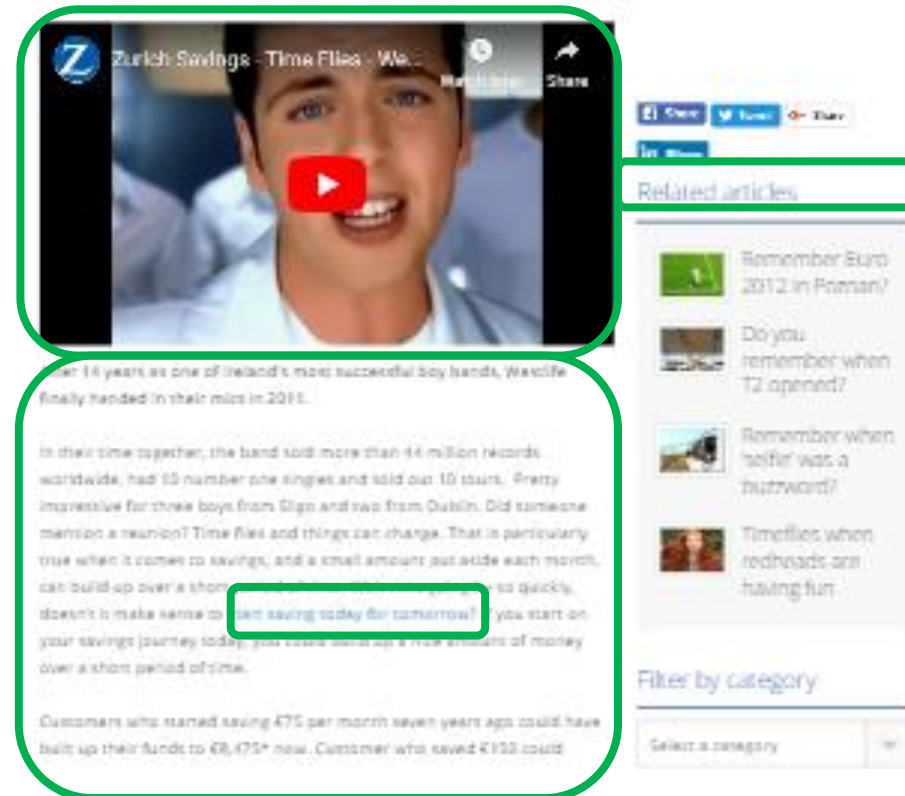


Similar Elements Include:

- Name of Publication
- Headline / H1
- Sub-Title / H2
- Related Stories / Navigation
- Article Content
- Images with captions

Your Web Page - How to Optimise

- H1 Tag
- Other Heading Tags
- Internal Linking
- Content
- Video Asset



Heading Tags – How To Optimise

- There are multiple styles; called ‘H1’ to ‘H6’
- The H1 carries more weight than H2, H2 carries more SEO weight than H3 and so on
- The H1 is the most valuable but should only be used once per page
- Many Content Management Systems (CMS) auto-generate a H1 tag from your Title
- Don’t use over 70 characters per Heading

<h1>A Guide to Structured Data</h1>

Paragraph(s)

<h2>What is Structured Data?</h2>

Paragraph(s)

<h3>Does Structured Data Require Coding?</h3>

Paragraph(s)

<h2>Rich Snippets</h2>

Paragraph(s)

<h3>How to Make Rich Snippets</h3>

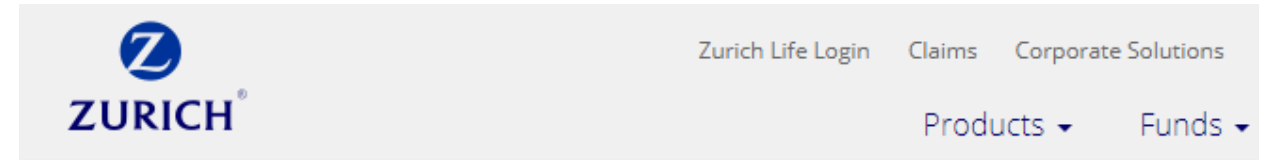
Paragraph(s)

<h2>Google’s Knowledge Panel</h2>

Paragraph(s)

Linking to Other Sites

- Linking to relevant & authoritative sites can have long-term SEO benefits for you
- Primary Research, Educational websites, Government Agencies and national news outlets are good to link to
- Linking to irrelevant / poor sites can be a negative ranking signal



Along with other employee ambassadors, over two events for employees in Dublin and Wexford, Noelle Forde and Shane Keating helped to bring the central message of the tackle your feelings campaign to life - that tackling the stigma of talking honestly to friends and family about your mental wellbeing can make a huge difference in overcoming challenges and building mental resilience.

To build on the powerful messages delivered at those events and to mark [World Mental Health Awareness Day](#) Zurich is sharing two videos featuring Noelle and Shane, where they talk about the challenges they faced. They also encourage people to reach out for support from friends, family and colleagues for support and to build mental resilience.

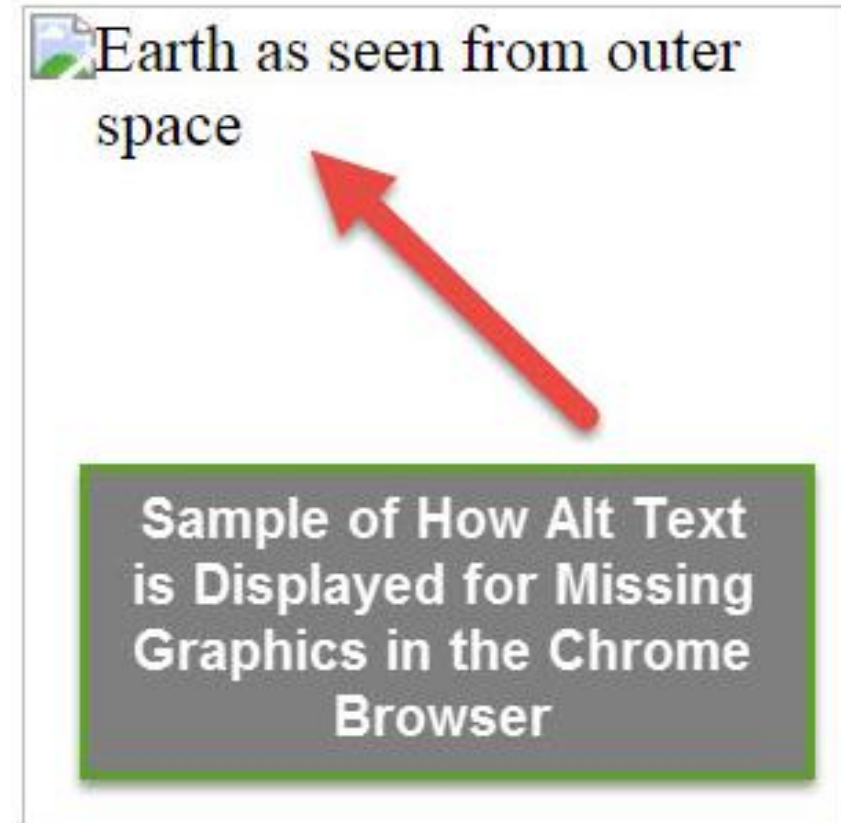
The campaign, which was launched across Ireland in March 2016, aims to break down stigma around emotional vulnerability and to inspire people to become more proactive in looking after their mental and emotional wellbeing. Previously, rugby stars including British and Irish Lion, Ireland and Leinster front-row, Jack McGrath; Irish Women's XV international, Hannah

IMAGE OPTIMISATION



Why Optimise Images On Your Website?

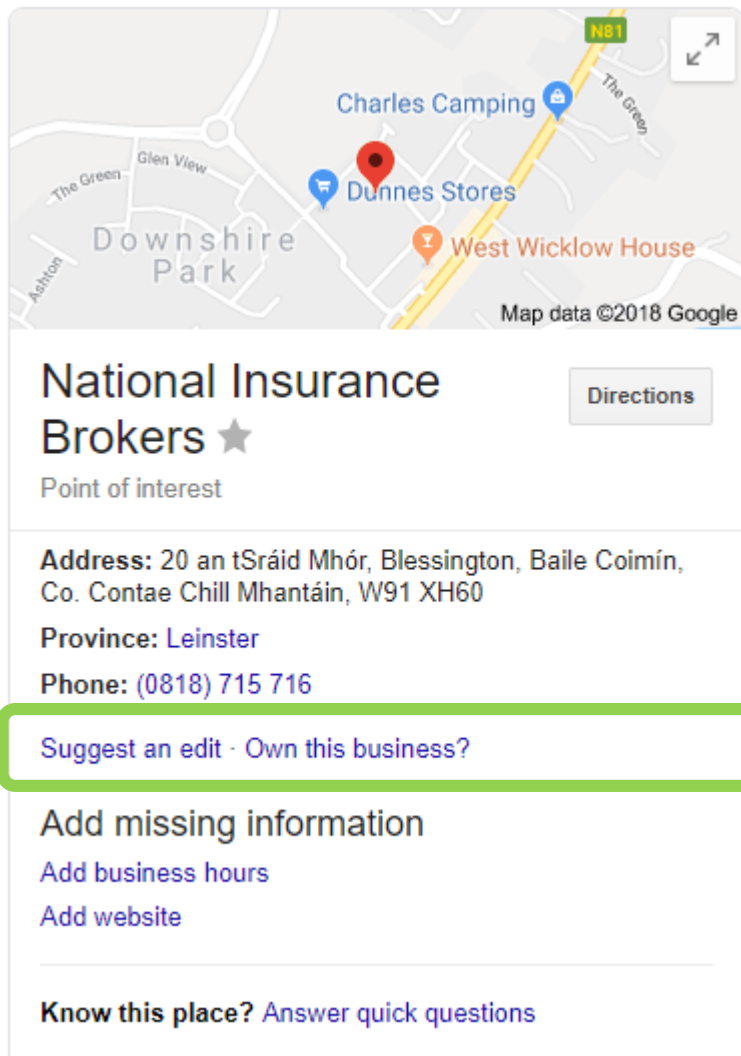
- Compress images to increase the speed of your website
- Images make your site more visually appealing, but should not slow it down
- In the past Google could not see images, only the name you gave them
- Using a proper naming convention helps Google 'understand' your images, allowing them to rank better in image search results



MAKING THE MOST OF YOUR GOOGLE PRESENCE/BRAND



Google My Business - Claim you listing



Even if you do not have a website, Google creates a Business page for all local businesses and you can use this to drive leads.

What's the name of your business?

Business name
National Insurance Brokers

By continuing you agree to the following [Terms of Service](#) and [Privacy Policy](#)

Next

← Where are you located?

Ireland

20 an tSráid Mhór

Townland

Baile Coimín

Co. Wicklow

W91 XH60


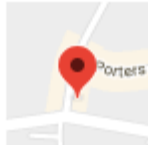

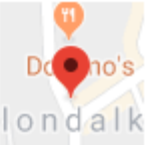
Google My Business - Reviews/Posts/Attributes

Questions & answers
Be the first to ask a question [Ask a question](#)

[Send to your phone](#) [Send](#)

Reviews [Write a review](#) [Add a photo](#)
Be the first to review

People also search for [View 15+ more](#)

- 
Barrington Insurance Brokers
Insurance agency
- 
Barrington Insurance
Insurance agency
- 
Lee Insurance Brokers
Insurance agency
- 
Marine & General Insurance...
Point of interest

Feedback

Reviews

[Edit your review](#)

[Add a photo](#)



Kevin Moore - [Edit](#)

★★★★★ 9 months ago

[View all Google reviews](#)

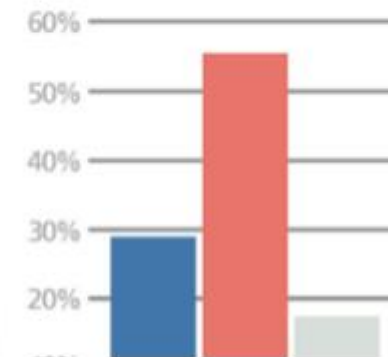


Zurich Life Assurance plc

Dec 18, 2017



83% WORRY THEY WON'T HAVE SAVED ENOUGH BY THE TIME THEY RETIRE



Zurich Life carried out a pension survey last year to gauge how informed people were on pensions and to see what effect any knowledge gaps were having on people's

Google My Business - Optimise Your Listing

- Home
- Posts
- Info
- Insights
- Reviews
- Photos
- Products (Beta)
- Website
- Users

Verification needed

To finish your free listing, you'll need to verify that you're authorized to manage it. What you'll get with verification:

- ✓ Allow new customers to find you across Google
- ✓ Create promotional posts
- ✓ Track business analytics
- ✓ Respond to customer reviews

Verify now

Complete your listing

Improve your local search ranking and help your customers with a complete profile




Add profile photo




Google My Business - Maximise your Presence – Google Posts



To show your posts on Google Search and Maps, verify your business. Posts are always shown on your [Google-created website](#). [Verify your business](#)


 Write your post



Keep your customers updated by sharing what's new

Reach beyond just your followers - give everyone searching for your business a reason to come in by posting updates and offers directly to your local listing on Google



 [Create your first post](#)



In this monthly investment podcast, Richard Temperley, Zurich's Head of Investment Development explains that markets paused for a breath last month but some of the key markets were in positive territory particularly the US mar...

More

[Learn more](#)

Google My Business – Name – Address - Phone Number (NAP)



- Add special hours
- Add phone
- Add URL
- Add attributes
- Add business description
- Add opening date
- Add photos

	Sunday	11:00 am–6:00 pm	
	Monday	9:30 am–6:00 pm	
	Tuesday	9:30 am–6:00 pm	
	Wednesday	9:30 am–7:00 pm	
	Thursday	9:30 am–8:00 pm	
	Friday	9:30 am–7:00 pm	
	Saturday	9:30 am–7:00 pm	

Zurich Life Assurance plc ★

[Website](#) [Directions](#)

3.6 ★★★★★ 7 Google reviews

Insurance company in Dublin

Address: Zurich House, Frascati Rd, Blackrock, Co. Dublin

Hours: Closed · Opens 9 a.m. Wed ▾

Province: Leinster

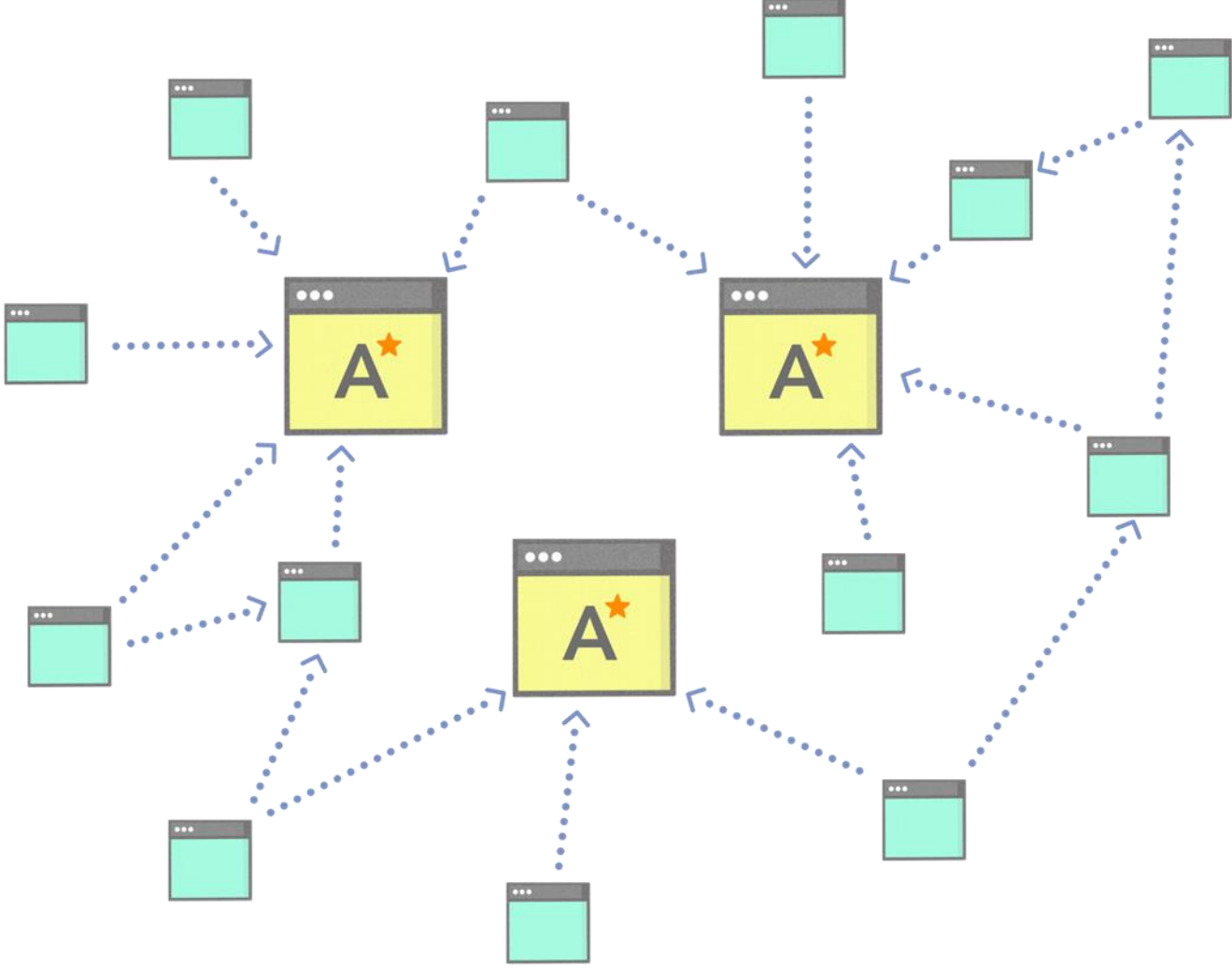
Phone: (01) 799 2711

[Suggest an edit](#)

OFF-PAGE SEO - AUTHORITY SIGNALS



Backlinks - Top Google Ranking Factor - How to identify quick wins for Brokers





Google's Top 3 Ranking Factors

Andrey Lipattsev | Senior search quality strategist

1.

Content



Links



2.

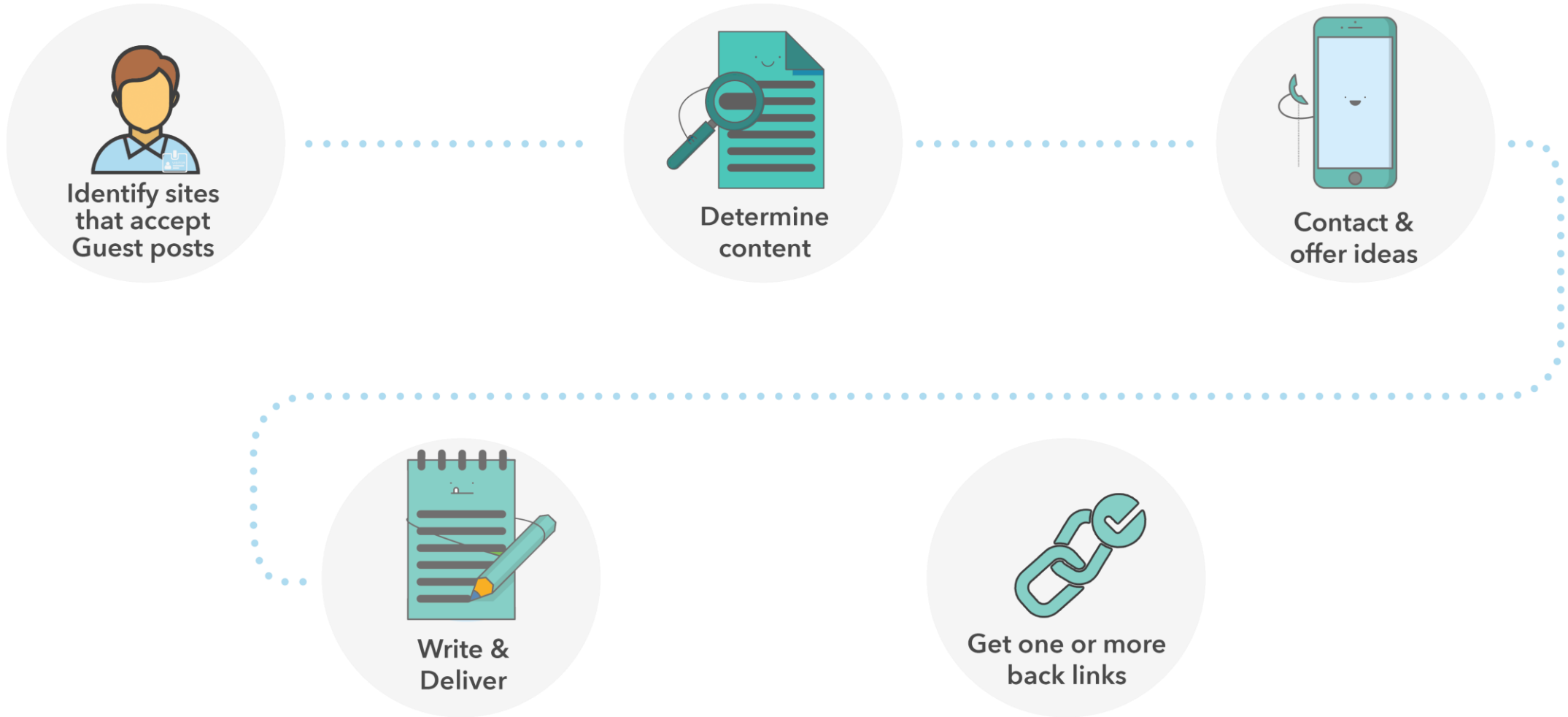
RankBrain



Directories



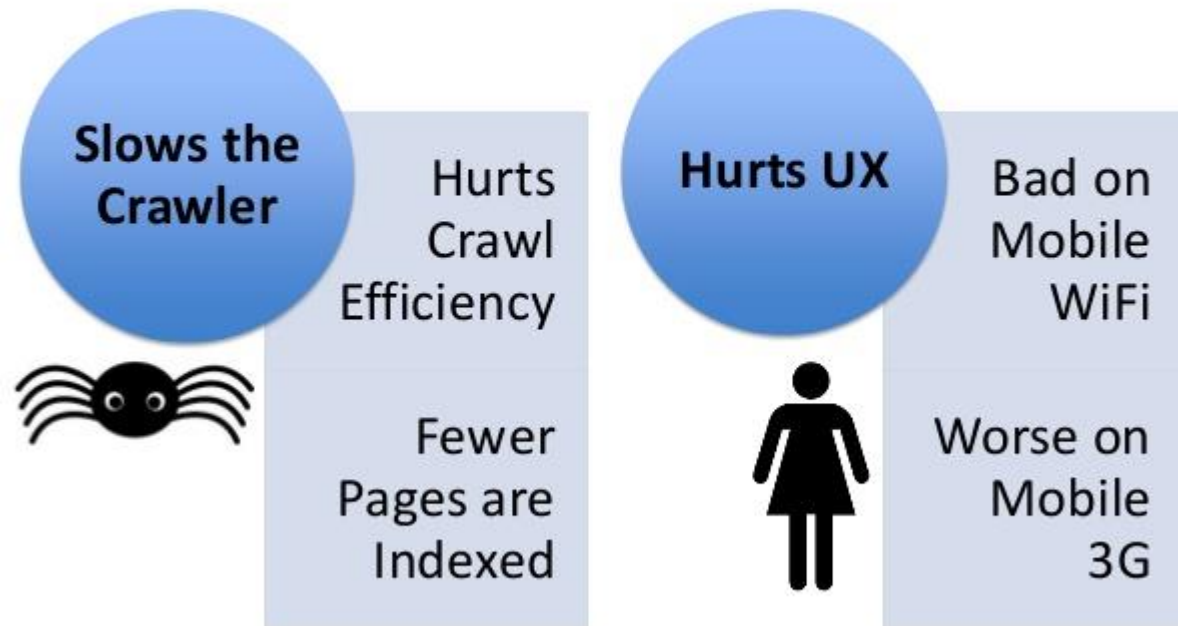
Guest Posting



PAGE SPEED AS A PRIORITY IN A MOBILE 1ST WORLD



Why is Page Speed Important?



Pros:

- Improves User Experience
- Speeds up journey to conversion
- As a ranking factor drives more traffic

Cons:

- Bad for User Experience
- Potential to lose customers
- Damage loyalty
- Reduction in pages indexed in Google
- Reduces the number of pages crawled by Google

Quick Wins - Image Optimisation Tools

JPEG and PNG compressors with special secret artisan-crafted settings

Quality: Low (smallest file) Medium High (largest file)

High DPI mode (assume pixels are smaller or image is going to be scaled down)

Color quality: Messy Auto Sharp (larger file)

Format: JPEG PNG 

Click to select files (24-bit PNG or very-high-quality JPEG)

No file chosen

Once submitted files will download automatically. Multiple files are supported.

- Images slow down websites if not optimised
- <https://imageoptim.com/online>

Tool Tips - Google Page Speed Insights & GTmetrix



- Test your website page speeds
- Identifies elements slowing your website down
- Offers solutions for specific issues



- Test your website page speed for over 50 elements
- Provides explanations of issues and potential solutions
- Can compare tests after optimisations complete

SEO TIPS & ADVICE



Tips & Advice

Key Takeaways

- SEO is ‘free’ traffic to your website
- Maintaining your website will help your SEO and help to increase traffic
- Use free tools (Google Search Console/WooRank) to identify areas for attention
- Page Titles tell people what the webpage is about
- Meta Descriptions are there to entice potential customers to click onto your website
- Google My Business is essential (especially if you don’t have a website), you need to claim your listing and fill in all the information possible
- Build links to your website by adding your business to directories and writing articles for other relevant websites
- The speed of your website is very important to visitors and how you can attain leads

Thank you