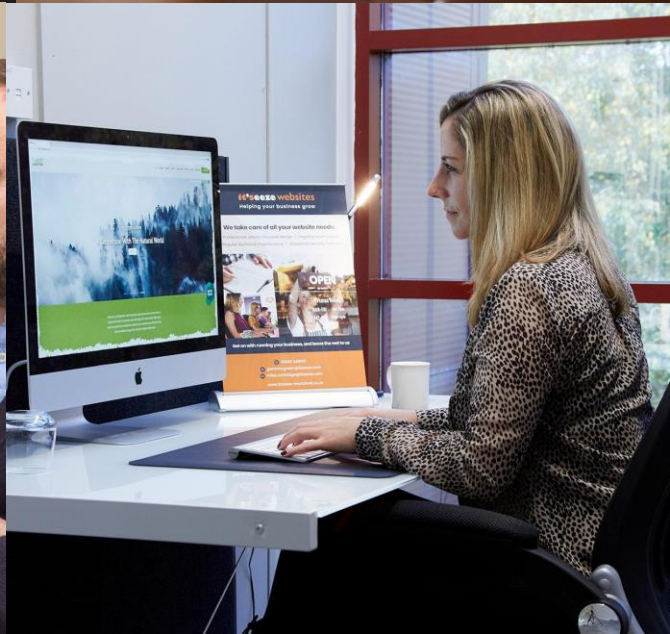
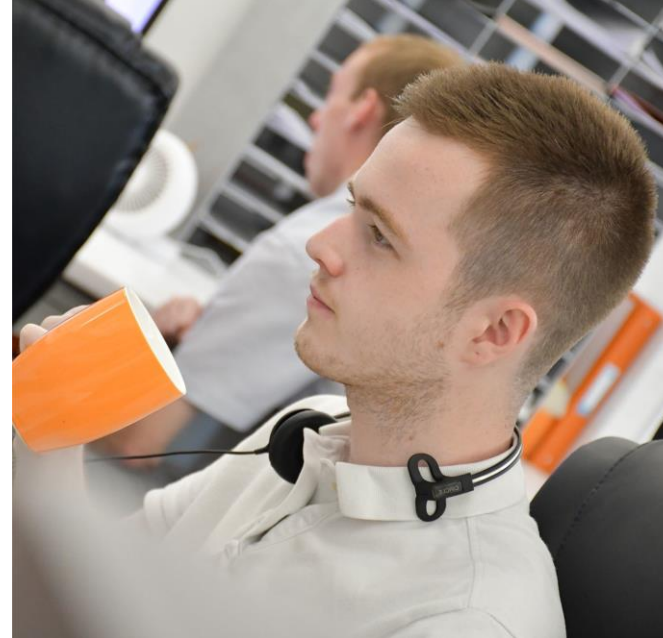


All you need to know about SEO

Presented by John Wright –
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Topics we will **cover**



1. What is SEO and why is it important?
2. How do search engines work?
3. On-page SEO factors
4. Off-page SEO factors
5. White and black hat techniques
6. E.A.T
7. 6 tips to improve your website ranking

What is **SEO**?

- Search Engine Optimisation
- Process of optimising a website so it appears higher in search results for relevant queries
- The aim: to bring more website traffic and increase conversions
- Search engines rank websites based on which will be the most useful for users



Why is SEO **important**?

- Majority of online traffic comes through search engines
- People are far more likely to click on organic search results
- Long-term results – cost-effective
- High-intent audience
- Can also target low-intent audiences
- Increases your chances of appearing for more queries

Search Engine Results

Google search results for "florists in torquay". The search bar shows "florists in torquay" with a search icon. Below the search bar, there are tabs for "All", "Maps", "Shopping", "Images", "News", and "More". The results show "About 114,000 results (0.60 seconds)".

Ad - www.florist.co.uk/flowers/torquay
Flowers Torquay - Same Day And Next Day Delivery
Flowers Delivered To Torquay. Order By 3pm For Delivery Today. Flowers Are Great For All Occasions. Fresh Handmade Flowers Delivered In Torquay. Top Rated Flower Service.

Same Day Flowers	Flowers Under £30
Order By 3pm And Your Flowers Will Be Delivered Today By A Florist	Quality Flowers Delivered Under £30 With 100% Satisfaction Guaranteed

Ad - www.serenataflowers.com/devon/torquay
Flowers Torquay - Free Delivery 7 days a week
Order before 10pm weekdays, 9pm weekends for Free Delivery in Torquay. We have...

Ad - www.fleurdeluxe.co.uk/torquay/flowers 0330 223 5461
Flowers Delivered Torquay - Florist in Torquay
Creating unique floral arrangements for more than 20 years, for every occasion and season.

Ad - www.flowerstorquay.com/ 01803 293779
Torquay Florist - Quality fresh flowers online
Local Torquay florist, Flower Corner. Dependable service, easy online ordering. Send...

Find results on
Yell
Florists near Torquay | Reviews
Yelp
THE BEST 10 Florists in...
Cylex-L
Florists in Tor

Map showing Kingskerswell and Barton Bouquets.

Ads

Search results for "florists in torquay". The top section shows "Florists near Torquay | Reviews" and "THE BEST 10 Florists in...". Below this is a map showing the location of florists in Torquay, with markers for Barton Bouquets, Torbay Florist, and The Flower Corner.

Barton Bouquets
4.8 ★★★★★ (51) · Florist
178 Barton Hill Rd
Open · Closes 5:30PM · 01803 313443
✓ In-store pick-up

Torbay Florist
5.0 ★★★★★ (5) · Florist
209 Union St
Open · Closes 5:30PM · 07866 743276

The Flower Corner
4.5 ★★★★★ (22) · Florist
45 Isham Rd, Wellswood Ave
Open · Closes 5PM · 01803 293779
✓ In-store pick-up

View all

www.flowerstorquay.co.uk
Florist Torquay Devon | The Flower Corner | 01803 293779
Flowers Torquay, your local florist In Torquay Welcome to Flowers Torquay (aka The Flower Corner!) We are a family run florist shop based in the heart of Torquay, Devon, with over 20 years' experience. Our skilled florist team, run by head florists Ally and Lyn, offer a fully bespoke service for all your floral needs.

www.fiestared.co.uk
Fiesta Red Florist in Torquay. Bespoke bouquets from £25!
Fiesta Red Florist offers same-day delivery across Devon. We specialise in flower arrangements for all occasions and we offer same day delivery. Call us on ...

Local pack

Organic results

Search Engine Results

Organic results

The image shows a Google search for "it'seeze". The search bar at the top shows the query and the number of results (About 1,350 results (0.54 seconds)). Below the search bar, there are tabs for All, Shopping, Videos, News, Images, and More. The organic search results are listed on the left, and a Knowledge panel is on the right.

Organic results:

- itseeze.com** - Website Design & Support For Growing Businesses
We believe in providing a high quality service at an affordable price. This covers everything from your website design to hosting, domain registration, emails, and ...
- itseeze.com** - about-us
About Us - Bespoke Web Design Company - it'seeze
We've built a reputation over the years for delivering high quality websites and ... Every website is then created by the team here in our seaside studio in Devon ...
- www.itseeze-exeter.co.uk**
it'seeze Web Design Exeter – Web Design Torquay, Devon
Your friendly, local Exeter web design company. We provide creative, secure, and affordable websites with ongoing support in Torquay, Newton Abbot, and ...
Missing: hq | Must include: hq
- www.expertmarket.co.uk** - Website Design
it'seeze Websites Review | Expert Market
18 Mar 2019 — Specialising in websites that are easy to use and even easier to edit and ... companies. It'seeze HQ will do the initial page optimisation for you, ...
- www.linkedin.com** - company - itseeze
it'seeze | LinkedIn
It'seeze | 750 followers on LinkedIn. ... Committed to delivering exceptional websites, at It'seeze we offer a personalised web ... Headquarters: Torquay, Devon.
Missing: hq | Must include: hq
- uk.linkedin.com** - grahamnicklin
Graham Nicklin Owner It'seeze-Wolverhampton Web Designs ...
graham has produced a high quality inexpensive website for my business which, within 3 days of its launch last week, provided me with 2 new clients, one of which ...
Bishops Cleeve, England, United Kingdom - Business Owner of It'seeze-Wolverhampton Website Designs 07969 735435 - It'seeze-Wolverhampton
- uk.trustpilot.com** - ... - Web hosting company
it'seeze Reviews | Read Customer Service Reviews of itseeze ...
Enjoy your new website, in the knowledge that your local consultant and everyone at It'seeze HQ are on hand for anything you need. Your It'seeze team.
★★★★★ Rating: 4.8 · 604 reviews
- www.starofservice.co.uk** - West Midlands - Birmingham
The 10 best web designers in Birmingham - Last Updated ...
You'll also benefit from the team of web developers, designers, and support staff at It'seeze HQ. Affordable website prices Get the latest in website design at a ...
★★★★★ Rating: 4.8 · 3,212 reviews

Knowledge panel:

it'seeze Websites HQ

Website Save Call

4.8 ★★★★★ 5 Google reviews

Hours: Open · Closes 5PM

Phone: 01803 407470

⚠ Hours or services may differ

Suggest an edit · Own this business?

Know this place? Share the latest info

Questions & answers
Be the first to ask a question

Send to your phone

Reviews
5 Google reviews

Updates from it'seeze Websites HQ
View previous updates on Google

People also search for
View 15+ more

LUKE TOMLINSON Web Design
it'seeze franchise Web Designer
Insignia Creative Website a... Web Designer
Beach Media Website... Web Designer
Jana Sebastian Web Desl... Web Designer

About this data Feedback

Knowledge panel

How do **search engines** work?

- Search engines want to provide users with the most relevant results possible in relation to their search query
- 3 step process:
 - Crawling** – Search engines send out robots to find new and updated content.
 - Indexing** – Google processes and stores the content in its index
 - Ranking** – Algorithms are used to determine which pages to show in search
- Algorithms consider many different ranking factors when pulling websites through into search results
- Google's algorithms are updated all the time – can affect rankings

On-page

SEO factors

Keywords

- Keyword research is a vital part of any SEO strategy
- Keywords should be used in:

Metadata

URLs

Headings

& throughout your website content

- Use long-tail keywords to target more specific, less competitive search queries
- Aim to target around 5-10 long-tail keywords
- Keywords show search engines that your website is relevant for search results



Metadata

itseeze.com ▾

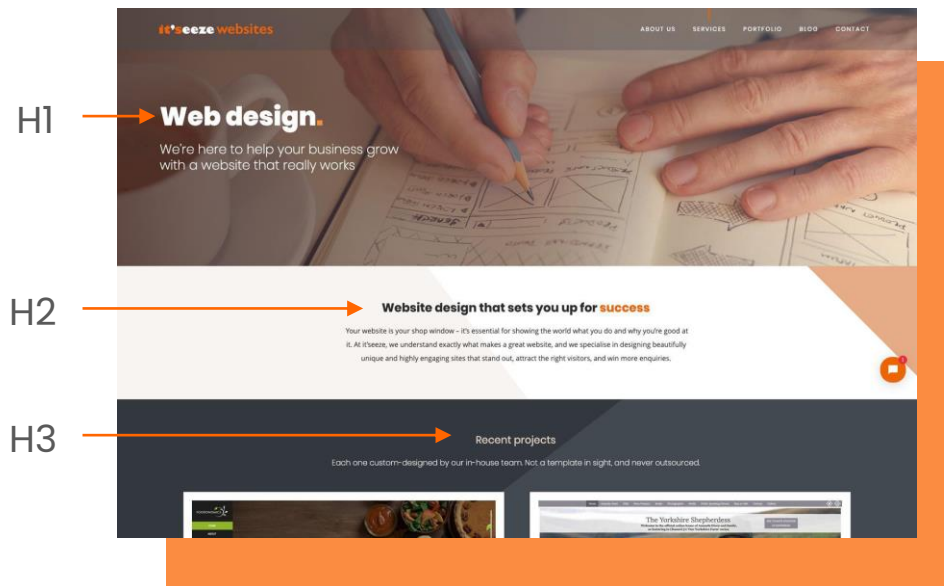
it'seeze - Website Design & Support For Growing Businesses

We believe in providing a high quality service at an affordable price. This covers everything from your website design to hosting, domain registration, emails, and ...

Page title

Meta descriptions

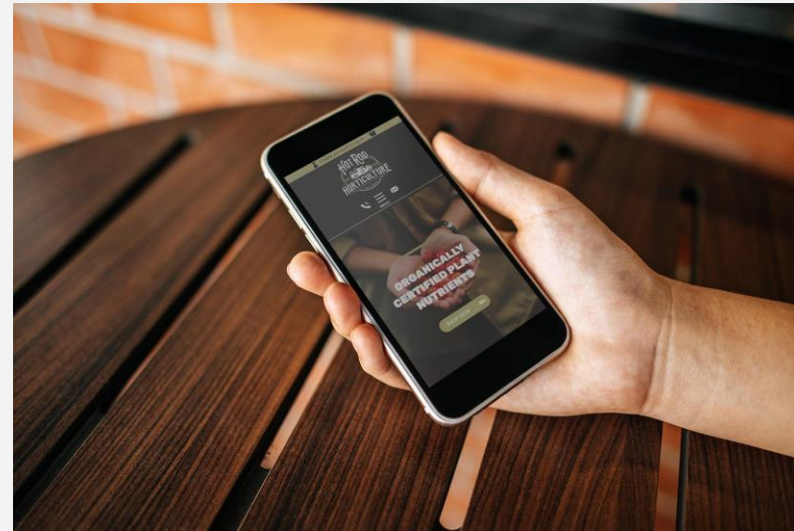
Headings



- Easy for both visitors and search engines to navigate and understand
- H1 is the page's main heading – only one per page
- H2 tags used to separate out different sections of a page
- H3 tags then used to organise the text in each of these sections into sub-sections

Other

- **Internal links** – help search engines crawl your website more efficiently
- **Alt text** – help search engines understand what each image is showing
- **Page speed** – Google favours websites that load quickly
- **URLs** – each page should have a clear and concise URL
- **Content** – Google loves websites that are regularly updated
- **Responsive** – mobile-friendly websites are more likely to rank higher



Off-page

SEO factors

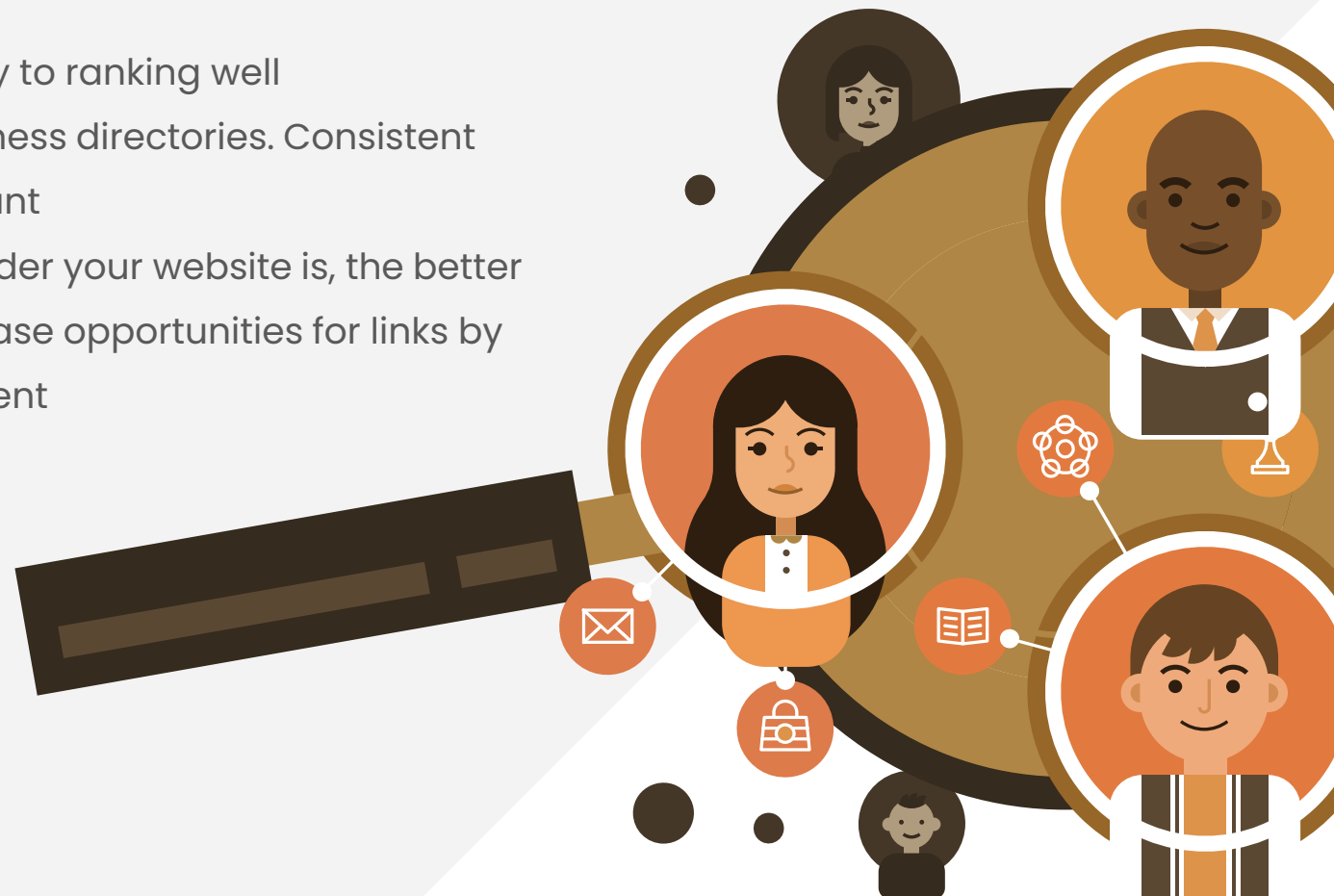
Links

- These act as votes of confidence in your website
- The more links you have, the more likely your site is to contain quality content
- Need to be from authoritative sources
- Have to be earned
- Links should be relevant, from topically similar websites
- Links will naturally increase over time
- Avoid black-hat techniques for gaining links



Other

- **Reviews** – trust is key to ranking well
- **Citations** – e.g. business directories. Consistent citations are important
- **Domain age** – the older your website is, the better
- **Social media** – increase opportunities for links by spreading your content



White hat SEO

Key principles:

- Provide high-quality, relevant content
- Create a user-friendly website – fast loading and mobile-friendly
- Make your website easy to navigate
- Keep metadata clear and easy to understand

White hat SEO is sustainable, with long-term results

Black hat SEO



Risky and unethical – can lead to website being penalised or permanently banned

Common practices to avoid:

- Keyword stuffing
- Hidden content
- Thin content
- Duplicate content
- Paid links
- Fake reviews

Remember EAT

Expertise Authoritativeness Trustworthiness

Expertise



Authoritativeness



Trustworthiness



6 tips to help improve your **website ranking**

1. Make sure your website

- is fully responsive (mobile friendly)
- loads quickly
- and has an SSL Certificate

2. Do your keyword research. What are they likely to type into Google?

3. Pick one keyword (product/service) per page. Create high quality content

4. Put keywords into headings and page titles

5. Create content that will generate links – shareable

6. Ask your customers for online reviews

John Wright

john.wright@itseeze.com

**Get connected with your local it'seeze consultant – go to
itseeze.com/contact**

it'seeze websites
Helping your business grow