

Dirty Dozen SEO Tips Every Digital Marketer Should Know



The SEO Challenge

SEO
???



It's More Than Keywords

- Meta Descriptions
- Keyword Relevance
- Page Titles/Headlines
- Backlinks



Secure Sockets Layer (SSL)

#1

Https is a
Google Win



cloudflare.com

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Schema Markup

#2

Use schema to
Identify relevant
content



Schema Markup

#2

```
<div itemscope itemtype='http://schema.org/HVACBusiness'>
<div class='name'>
<span itemprop='name'>Cool Plumbing & Heating Company</span></div>
<div class='address'>
<span itemprop='address' itemscope itemtype='http://schema.org/PostalAddress'>
<span itemprop='streetAddress'>41 Elm Street</span>
<span itemprop='addressLocality'><br/>Stoneham</span>,
<span itemprop='addressRegion'>MA</span>
<span itemprop='postalCode'>02180</span></span></div>
<div class='phone'>Phone: <span itemprop='telephone'>214-321-9876</span></div>
```



#3

Adds more
value for
Google



json.org

json Markup

#3

```
<div class='json-nap'>
  <span>
    <script type="application/ld+json">
      {
        "Business Name" : "Cool Plumbing Company"
        "Business Address" : "600 Main Dr"
        "Business City" : "Your City"
        "Business State" : "Your State"
        "Business Zipcode" : "12345"
        "Business Phone" : "214-555-1212"
      }
    </script>
  </span>
</div>
```

Accurate NAP

#4

- **N**ame of Business
- **A**ddress
- **P**hone Number



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Popular Content

#5

If your content is popular keep promoting it.



You are What Google E-A-Ts

#6

Google likes
good content

- Expert
- Authoritative
- Trustworthy



Google's Search Quality Evaluator Guidelines

Prominence and Google

#7 How well known a business is...
Organic SEO, Content Relevance and
Online Authority...



Knowledge Box

#8

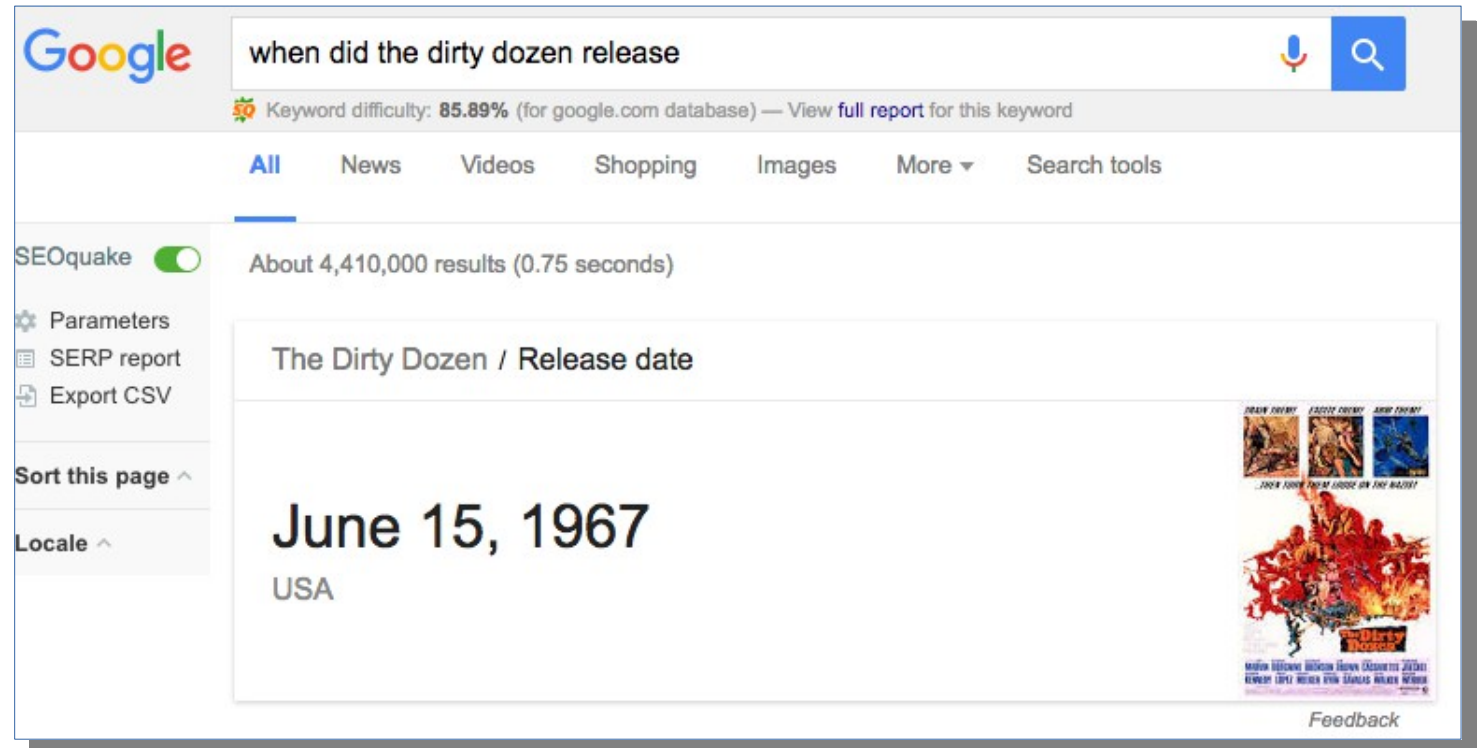
Build content
that answers
the questions.

“I want to know...”

“I want to go...”

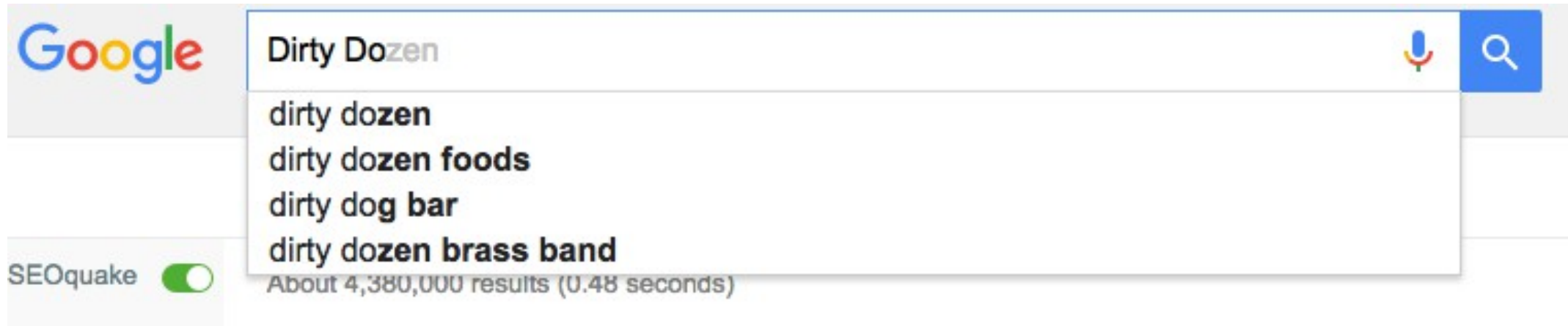
“I want to buy...”

“I want to do...”





#9 Use the Google Suggest as a way to identify hot search topics



Get AMP-ed

#10

Accelerated
Mobile
Pages



#10



Get AMP-ed



Mobile Popups

#11

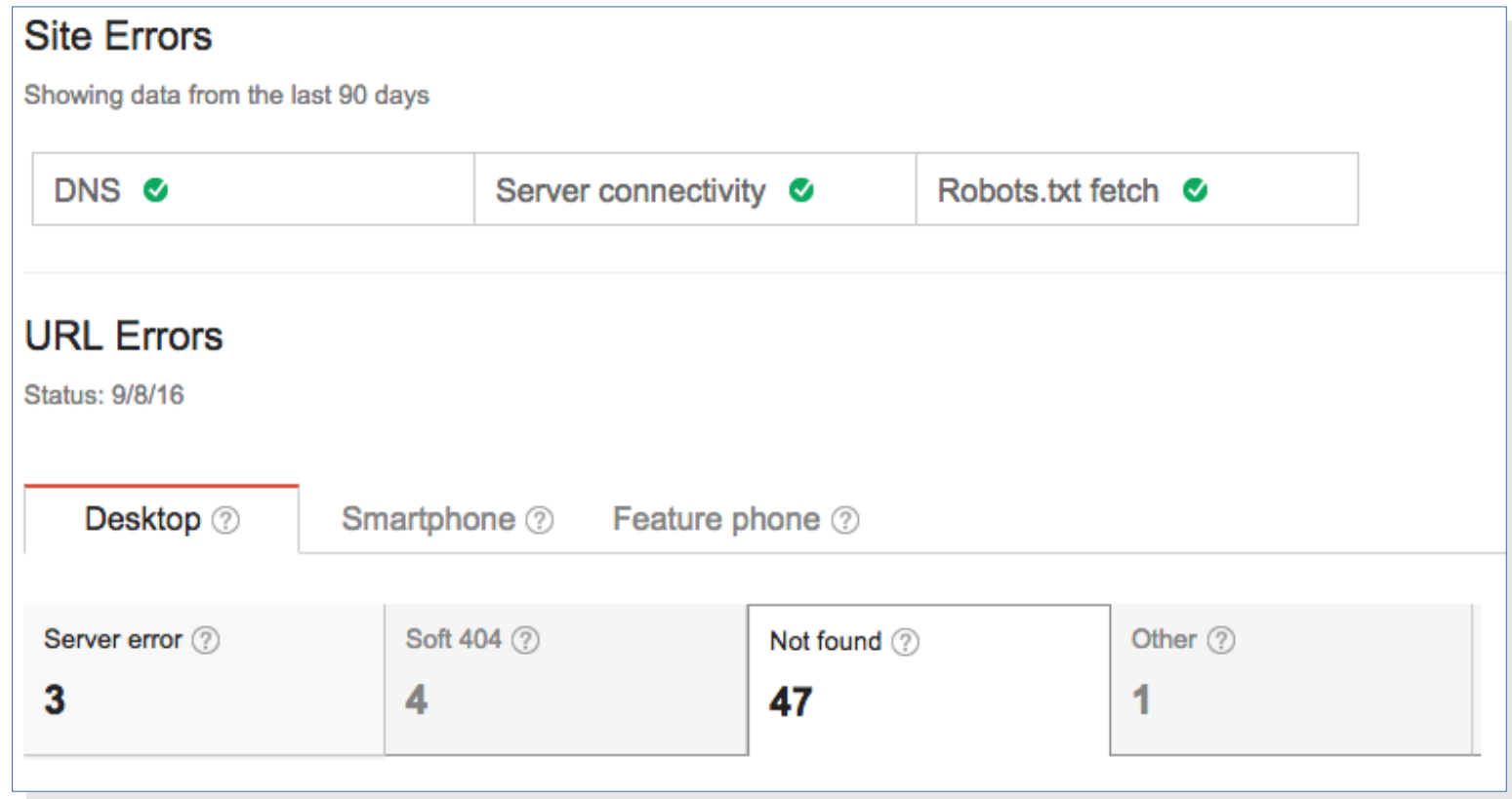
Intrusive
Interstitials
Mobile
Penalty



Fix Your 404's

#12

Fix them
using a 301
redirect



Conclusion



- Website Security
- Coding and Markup
- Reusable Content
- Mobile Performance



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