

Bringing Your SEO into 2018

By Chris Lane Jones

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#1 Rules of the Road

Google Webmaster Tool - First line of defense

To: Webmaster of <https://chrislanejones.com/>

Google systems show that you recently verified your site in [Search Console](#) (or created a site with Blogger or Google Sites which does this automatically). We have some tips to help you get the most of this free service and maximize your site performance on Google Search.

Set up your Search Console account now:

- 1** **Add all your website versions**
Make sure you add separate Search Console properties for all URL variations that your site supports, including https, http, www, and non-www. [Add a site](#)
- 2** **Select your preferred version**
Choose whether you want your site to appear with or without "www" in Google Search. [Set preferred version](#)
- 3** **Select target country**
Set your geographic preference if your site targets users in a specific country. [Choose country](#)
- 4** **Share access with co-workers**
If you want other people to access your error reports and search analytics in Search Console, add them with the appropriate access levels. [Manage site users](#)
- 5** **Submit a sitemap file**
This helps Google better understand how to crawl your site. [Submit a sitemap](#)
- 6** **Learn how to work with Search Console**
If you read only one document, this is it. [Using Search Console](#)

#1 Rules of the Road

Demonstration

<https://www.google.com/webmasters>

#1 Rules of the Road

Check List

1. Make sure there are no crawl errors
2. Check the Structured Data Settings (Blog Post)
3. AMP site (For blog sections)

2. Structured data

Structured data is a way of formatting HTML that uses a specific vocabulary, telling search engines how to interpret content — and how to display it in the SERPs.

Classic Pumpkin Pie Recipe | MyRecipes



www.myrecipes.com/recipe/classic-pumpkin-pie ▼

★★★★★ Rating: 4 - 23 reviews - 222 cal
Refrigerated pie dough makes this classic pumpkin pie recipe simple to prepare. Bake the pie on a baking sheet in the lower third of the oven to.

← Rich snippet

No Bake Pumpkin Pie recipe - CentsLess Deals

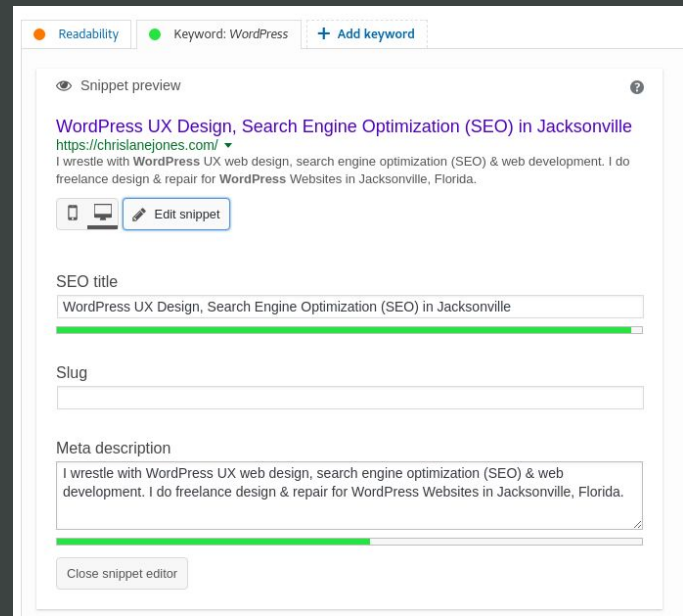
<https://centslessdeals.com/bake-pumpkin-pie-recipe/> ▼

This no bake pumpkin pie recipe is so delicious! If you love all things pumpkin then you must try this recipe!

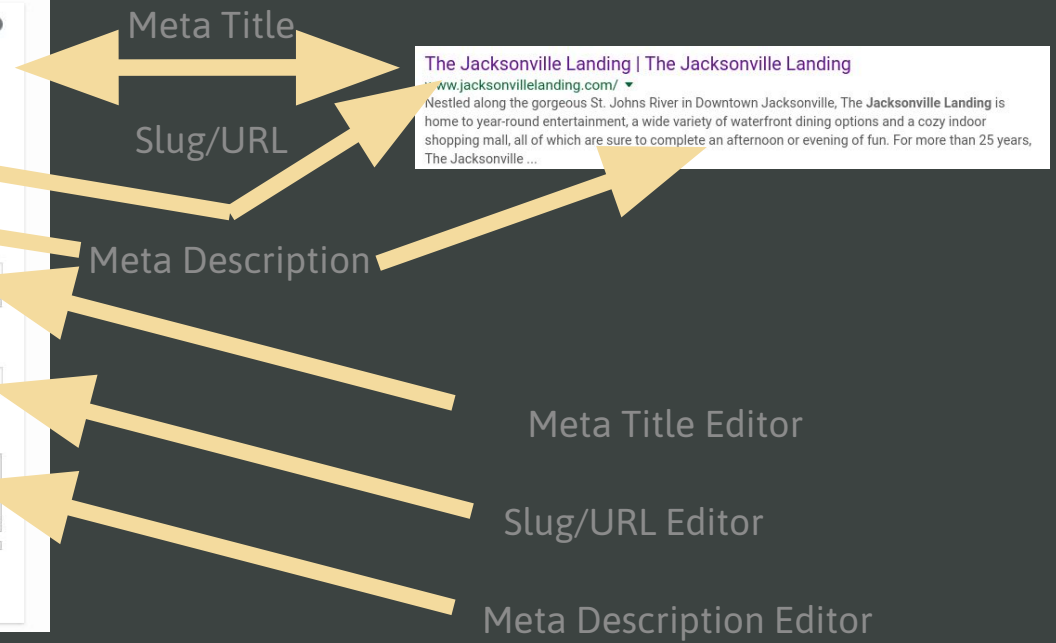
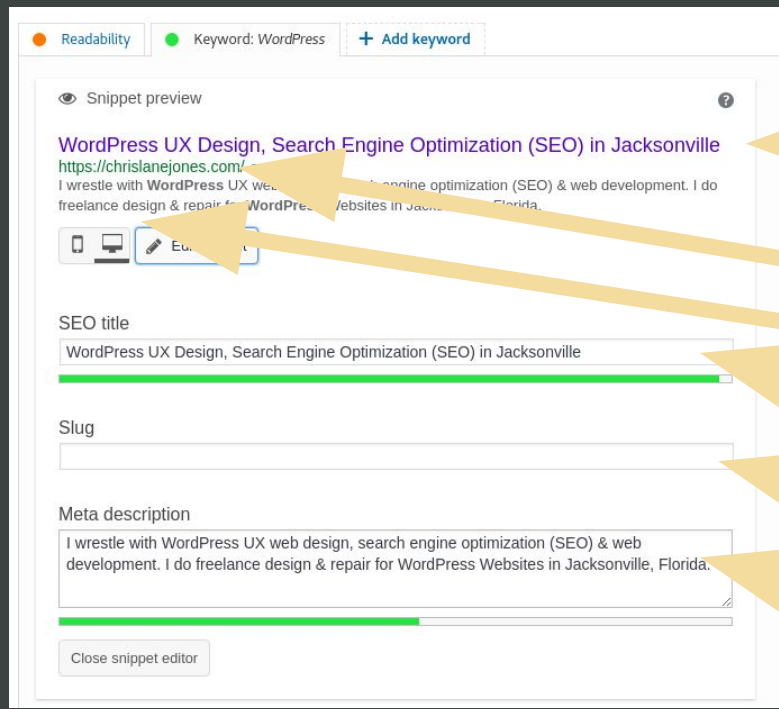
← Regular snippet

#1 Rules of the Road

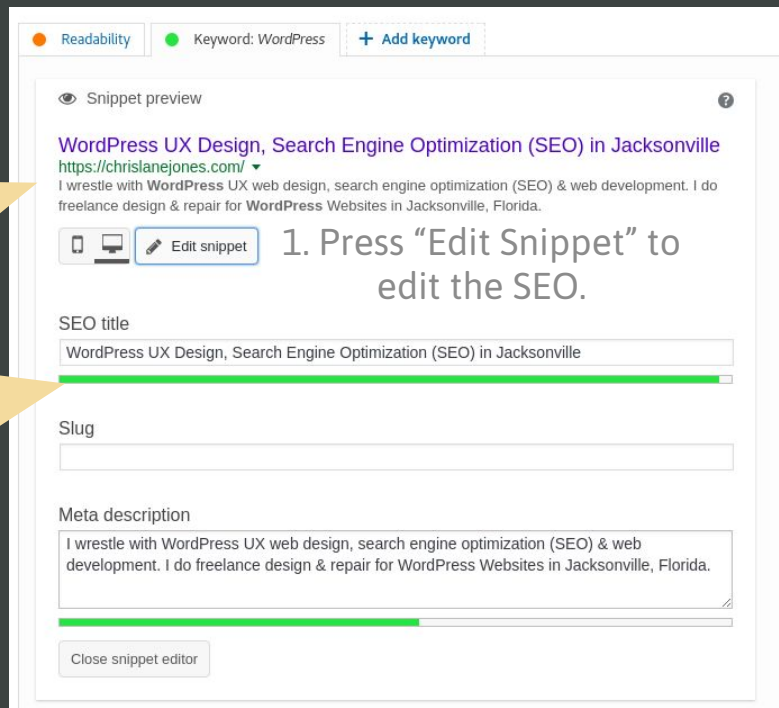
You can edit your Keywords by using Yoast for WordPress or editing the code in HTML.



#1 Rules of the Road



#1 Rules of the Road



3. Preview Content Here



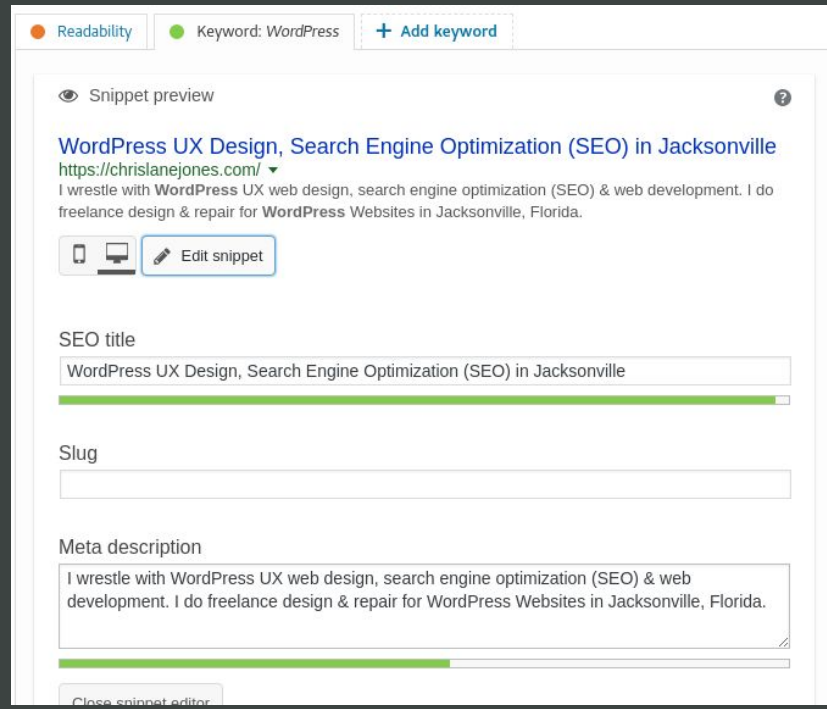
2. Make sure the length stays green.



1. Press "Edit Snippet" to edit the SEO.

#1 Rules of the Road

4. Place these phrases in your Meta Description and your Meta Tag

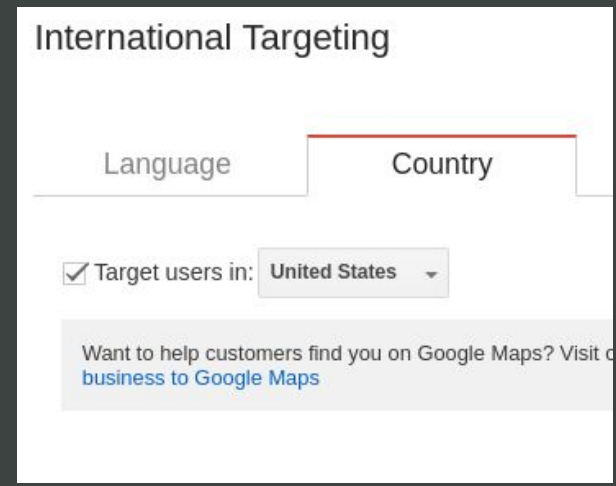


#1 Rules of the Road

5. Use HREF plugin like “HREFLANG” if you have a single language Website (use a plugin like “Polylang” if you have multiple languages)

Example Tag for HTML Site: `<meta property="og:locale" content="en_US" />`

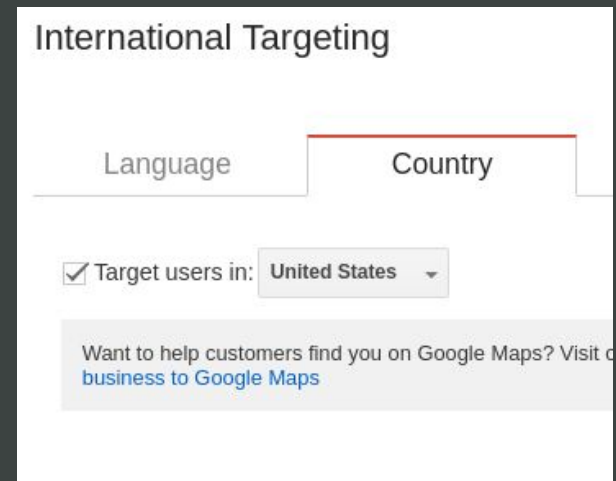
<http://www.wpbeginner.com/plugins/how-to-add-hreflang-tags-in-wordpress/>



#1 Rules of the Road

6. If your website targets one country primarily set the target users value.

<https://support.google.com/webmasters/answer/182192#2>



#1 Rules of the Road

7. Check for Mobile Usability

Another useful resource is

<https://search.google.com/test/mobile-friendly>

Mobile Usability

Fix mobile usability issues affecting your site. Websites with mobile usability issues may not rank as well in mobile search results. [Learn more.](#)

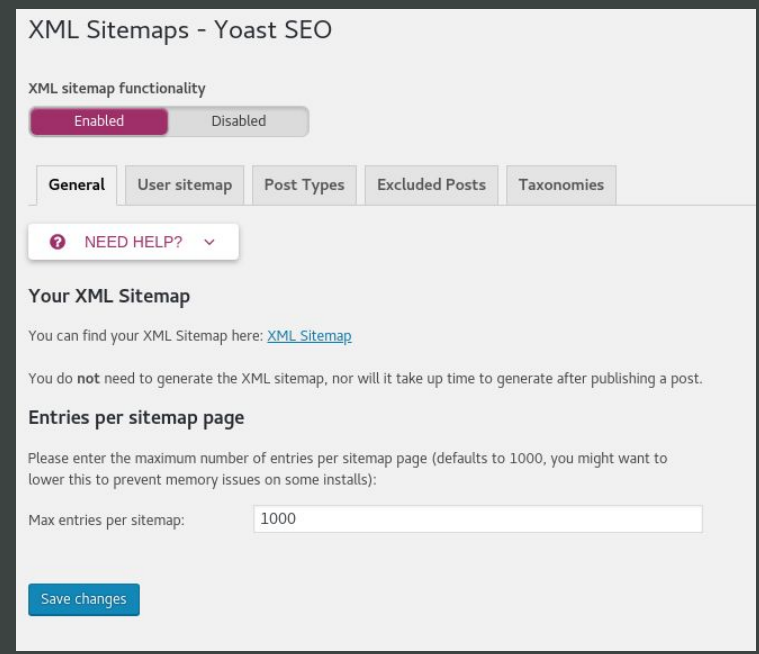
✔ No mobile usability errors detected (be sure to check all [site variants](#)).

#1 Rules of the Road

8. Google must see a Sitemap

There is a Sitemap section in the WordPress Yoast SEO plugin.

If this plugin is unavailable use <https://www.xml-sitemaps.com> to create one.

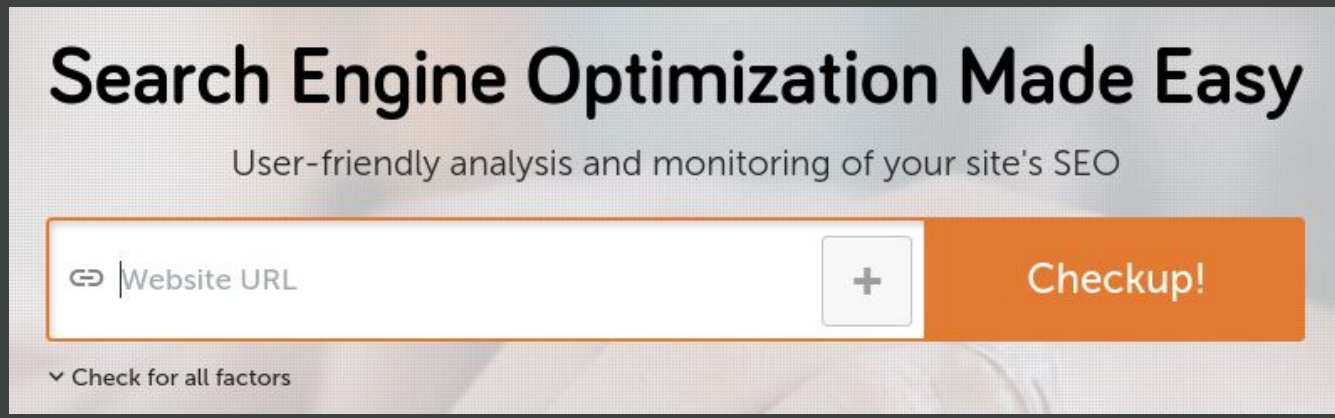


#1 Rules of the Road

9. Keep Your Site Consistent, stay in your niche topic. This is especially true when it comes to blogging.

#2 Monitoring Your Site

<https://seositecheckup.com/>
<http://tools.neilpatel.com>
<https://www.seotesteronline.com>



Search Engine Optimization Made Easy

User-friendly analysis and monitoring of your site's SEO

+ **Checkup!**

▼ Check for all factors

The screenshot shows a user interface for an SEO monitoring tool. At the top, it says "Search Engine Optimization Made Easy" and "User-friendly analysis and monitoring of your site's SEO". Below this is a search bar with a placeholder "Website URL", a plus sign button, and an orange "Checkup!" button. At the bottom left, there is a dropdown menu with a downward arrow and the text "Check for all factors".

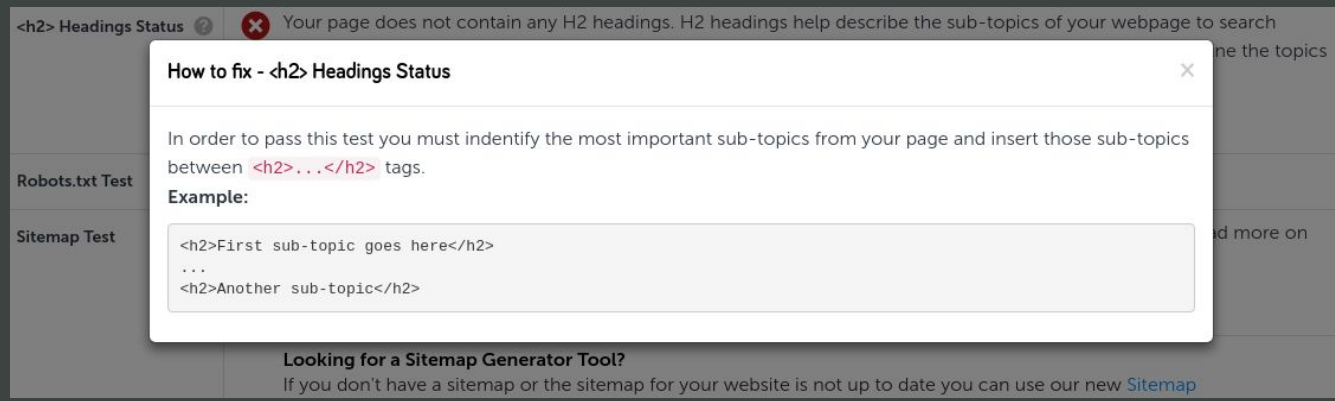
#2 Monitoring Your Site

Demonstration

<https://seositecheckup.com/>

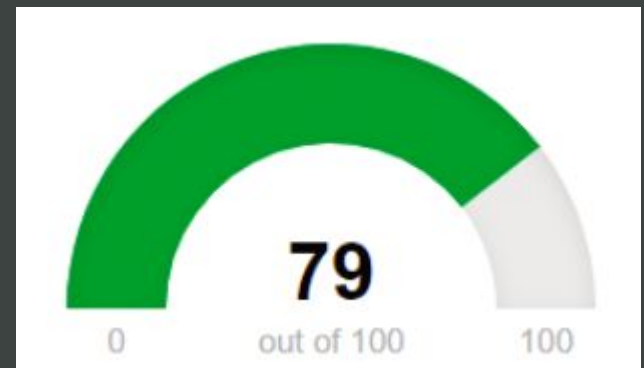
#2 Monitoring Your Site

1. Every Error or Warning on testing sites will give you feedback on how to circumvent the error.



#2 Monitoring Your Site

2. A rule of thumb for what you score should be is around 70%, 100% is very hard to achieve especially when it comes to removing every `` tag.



#3 Choosing Keywords

Figuring out what “keywords” people are searching does not have to be difficult.

#3 Choosing Keywords

1. You can look at competitors in other cities and see how they craft their SEO and what keywords they use For ideas.

Contact LA Lawn Care & Landscape

www.lalawn care.net/contact.html ▼

Pro landscaping & lawn care in Minnesota lake country; Crosslake, Pequot Lakes, Nisswa, Pine River, Jenkins and the Whitefish Chain.

Welcome to the best lawn care & landscaping company on earth ...

www.absolutelawn carela.com/ ▼

We are committed to delivering an absolute level of service that you won't find in any other lawn care & landscaping company. Our certified professionals will work with you through every step of the process to make sure you are satisfied. With our top notch lawn care & landscaping process, you are guaranteed to be ...

Pfefferle Lawns | Landscape and Living | Lawn Care Lakeview New ...

www.pfefferlelawns.com/ ▼

Total lawn and landscape service with over 30+ years of experience, we are dedicated to New Orleans Metro area! Pfefferle Lawns will ensure that your property investment will be kept to its maximum potential so that you may enjoy your home from inside to out. Our team is here for you year round! Leave Review Learn ...

LA Lawn and Landscaping

www.lawn careinmonroemi.com/ ▼

At L.A. Lawn and Landscaping we take great pride in providing quality, full-service lawn and landscaping services to residential and commercial customers in the Monroe and S.E. Michigan area. No job is too big or too small. We strive to please every customer with our exceptional service and quality at an affordable price.

#3 Choosing Keywords

2. Choose Keywords by using a service like **SEMRush**

SEMRush has a free trial, If you use a competitor's URL and search it you can get ideas about what keywords to use by referring to the competitors paid search positions.

PAID SEARCH POSITIONS 1 - 15 (15) ⓘ

Add to Export Manager ✓ 0 Filter by keyword Filter by keyword Advanced filters ▾

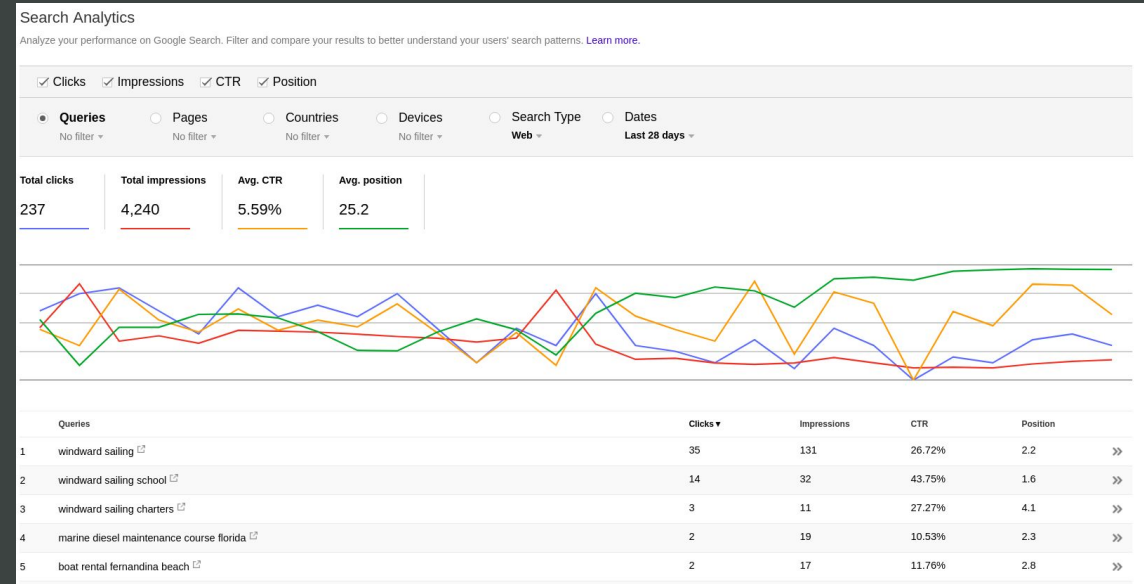
<input type="checkbox"/>	Ad	Keyword	Pos. ↕	Block	Volume ↕	CPC (USD) ↕
<input type="checkbox"/>	coj.net		2 (8)		9,900	0.10
<input type="checkbox"/>	city_of_jax		1 (1)		390	0.00
<input type="checkbox"/>	jacksonville tourism		3 (3)		210	0.49
<input type="checkbox"/>	jax poker room		3 (3)		170	0.00
<input type="checkbox"/>	jax events this weekend		1 (1)		140	1.76
<input type="checkbox"/>	jacksonville website design		3 (3)		50	0.00
<input type="checkbox"/>	jacksonville fl city hall		3 (3)		50	0.00
<input type="checkbox"/>	neighborhoods in jacksonville		1 (2)		20	0.00
<input type="checkbox"/>	jacksonville florida information		1 (2)		10	0.21
<input type="checkbox"/>	the city of jacksonville		2 (2)		10	2.15

Get more requests and v

#3 Choosing Keywords

3. Google will also assist with keyword planning by using the Search Analytics tool inside Google Webmaster

If a keyword has a high average then add more of that Keyword to the page, consider Creating a page or blog post about it.



Get Involved with The JOMM!

- **Check-in table**
- **Social media coordinator**
- **Graphic design coordinator**
- **Event coordinator**
- **Sponsorships**
- **Copywriting**
- **Editors**
- **Photography**
- **Videography**
- **Monetary**
- **Software management**
- **Website management**
 - *If you have a unique skill you'd like to contribute, let us know!*

Be a Speaker!

- **Perks:**
 - Exposure on social media channels, meetup and TheJOMM website
 - Opportunity to write blog post for the JOMM website; shared on social media channels
- **What topics are we looking for?**
 - Content marketing
 - Digital marketing
 - Email marketing
 - Integrated marketing
 - Internet marketing
 - Mobile marketing
 - Podcasting
 - SEO
 - Social media (can be channel specific)
 - Video marketing