

A photograph of three horses grazing in a field of tall, golden-yellow grass. The horses are positioned in the upper half of the frame, with their heads and legs visible. The background shows a line of trees under a bright, slightly hazy sky. The overall tone is warm and natural.

AHP EQUINE MEDIA CONFERENCE 2019

Leverage SEO and Social Media to Increase Brand Visibility and Drive Sales

Andrea Kupfer
Managing Director
Catapult Creative Labs



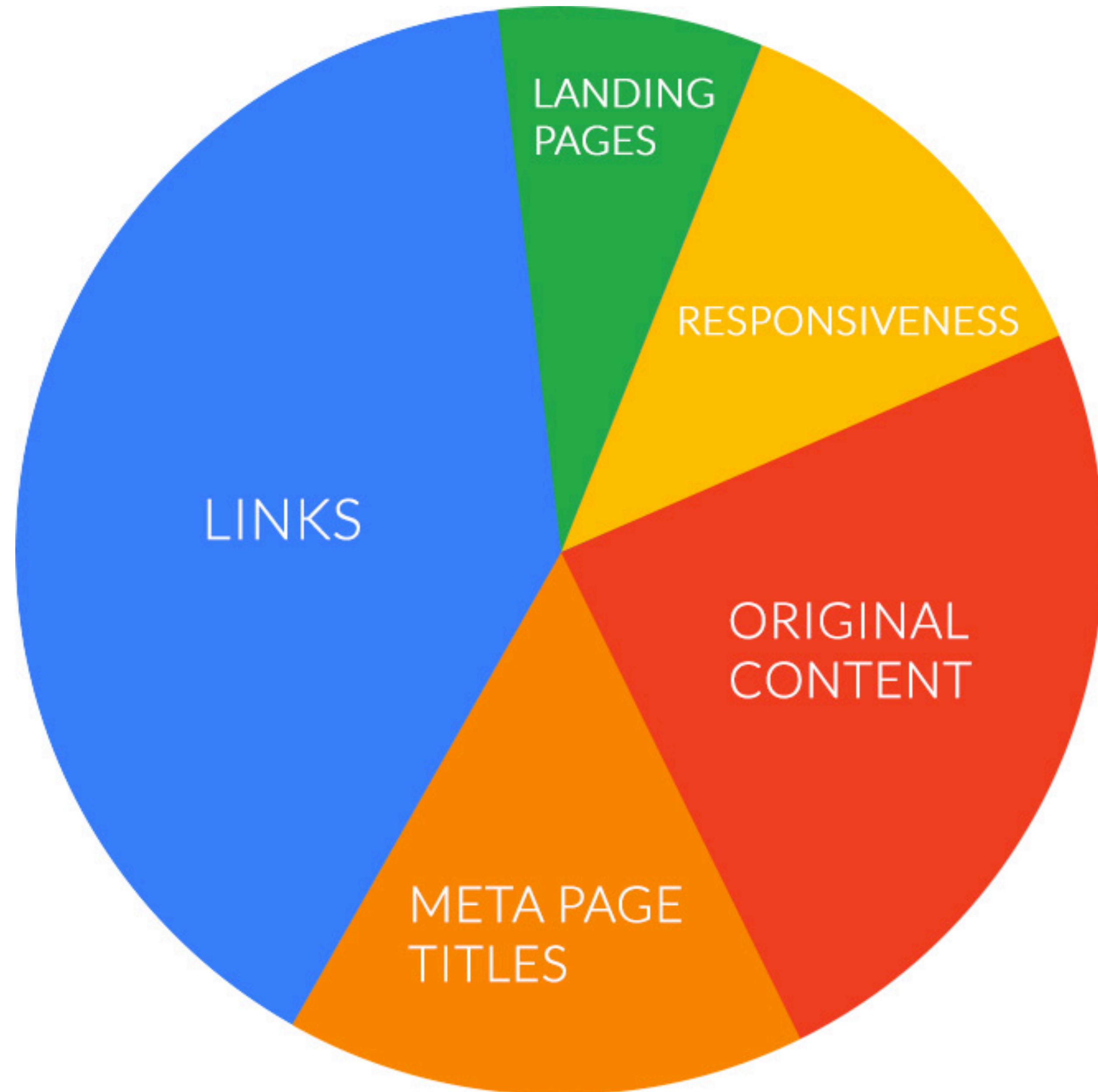
AGENDA

- SEO defined
- Content and Site Structure
- On-Page SEO Tactics
- Off-Page SEO Tactics
- The Role of Social Media
- Resources and Tools

Why SEO?

How are websites ranked?

**How are
websites
ranked?**

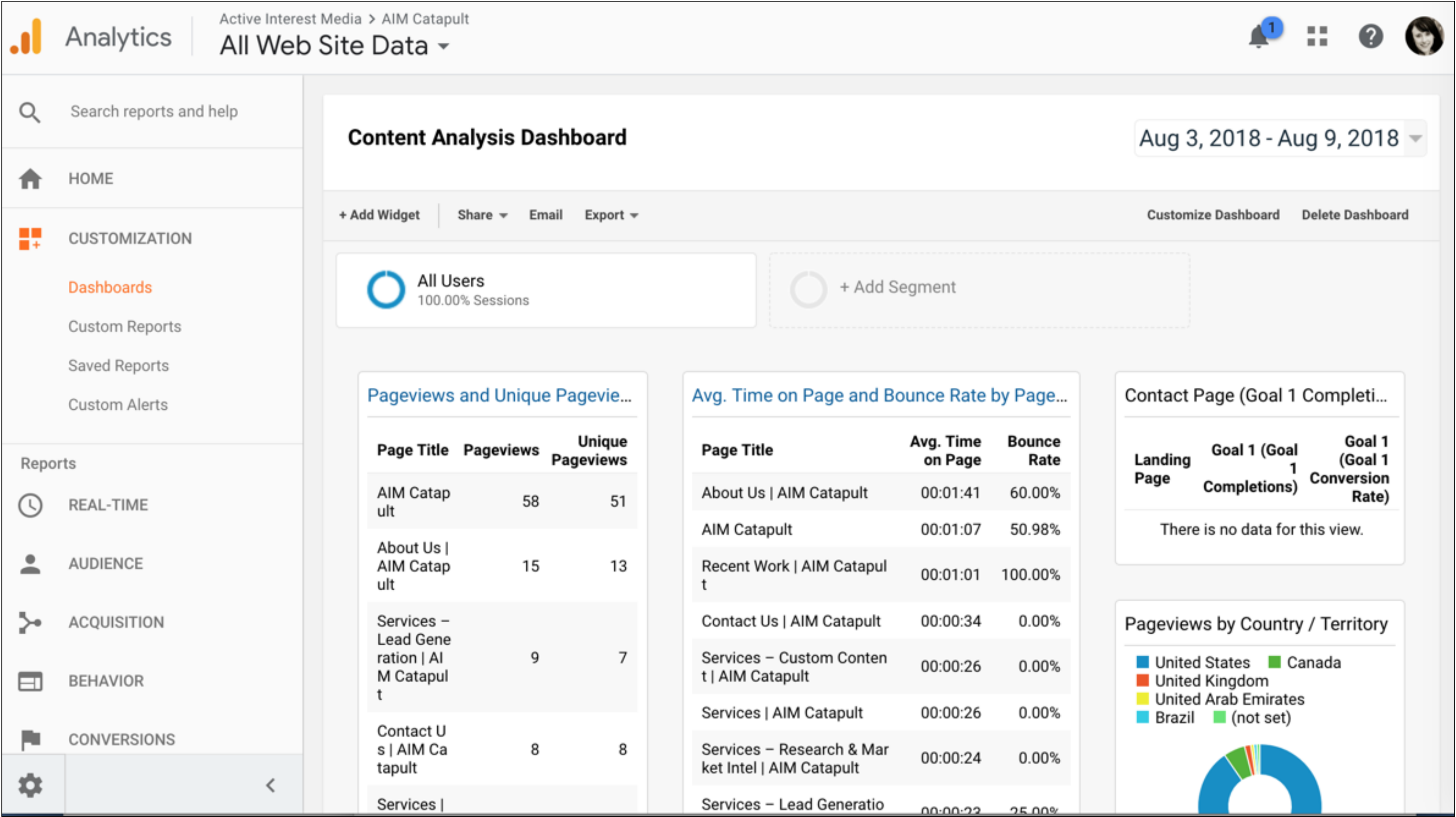


**Search engines are trying to deliver
the best results to searchers.**

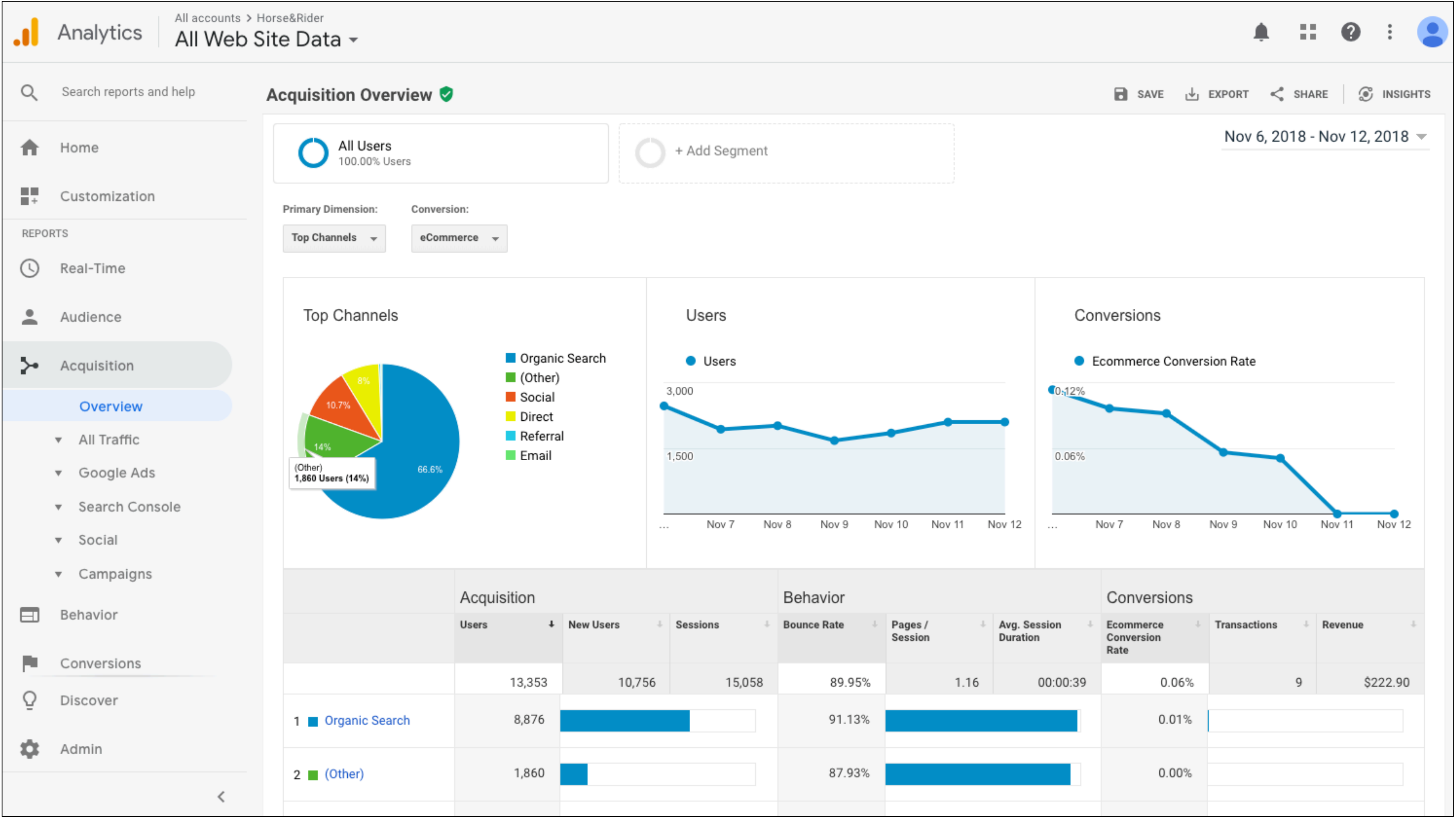
Help them. And help yourself.

Basic Tools

Google Analytics

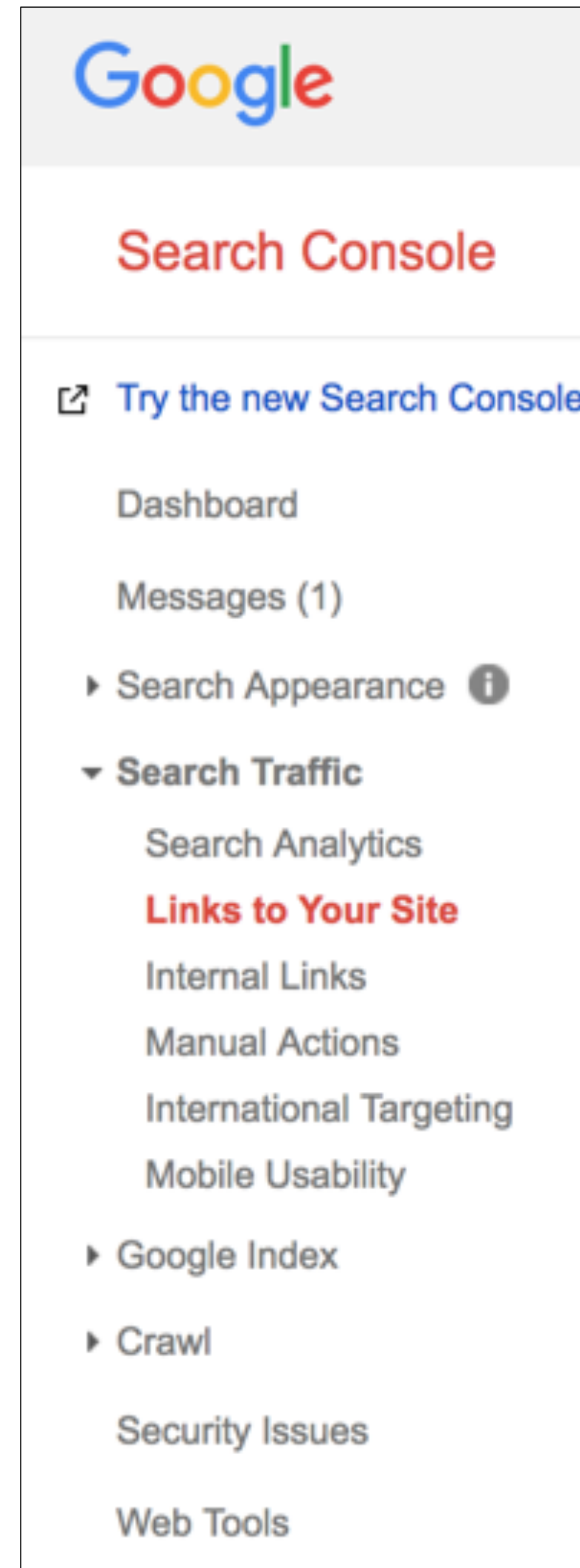


Google Analytics: Acquisition Overview



Google Search Console

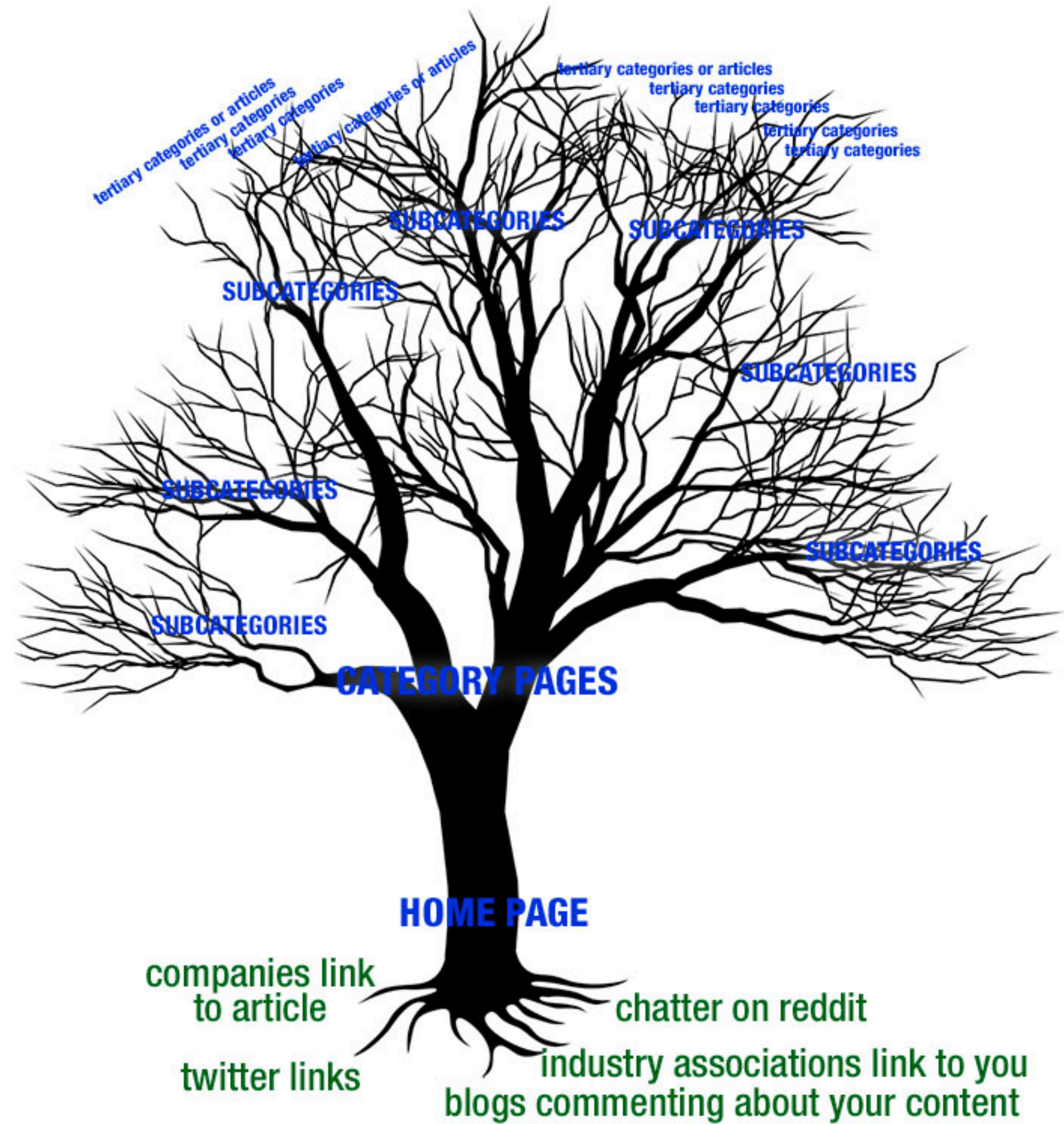
(formerly WebMaster Tools)



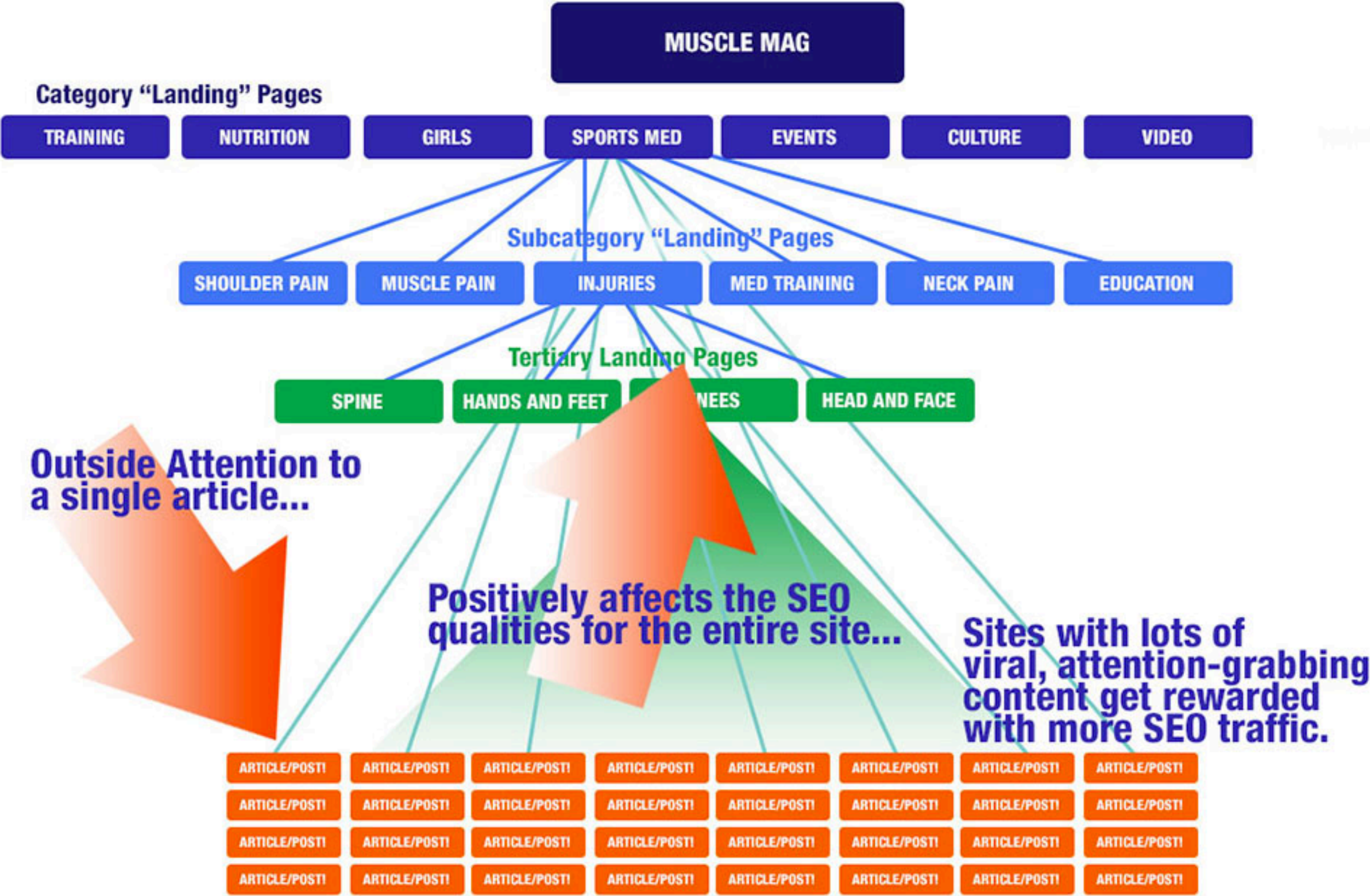
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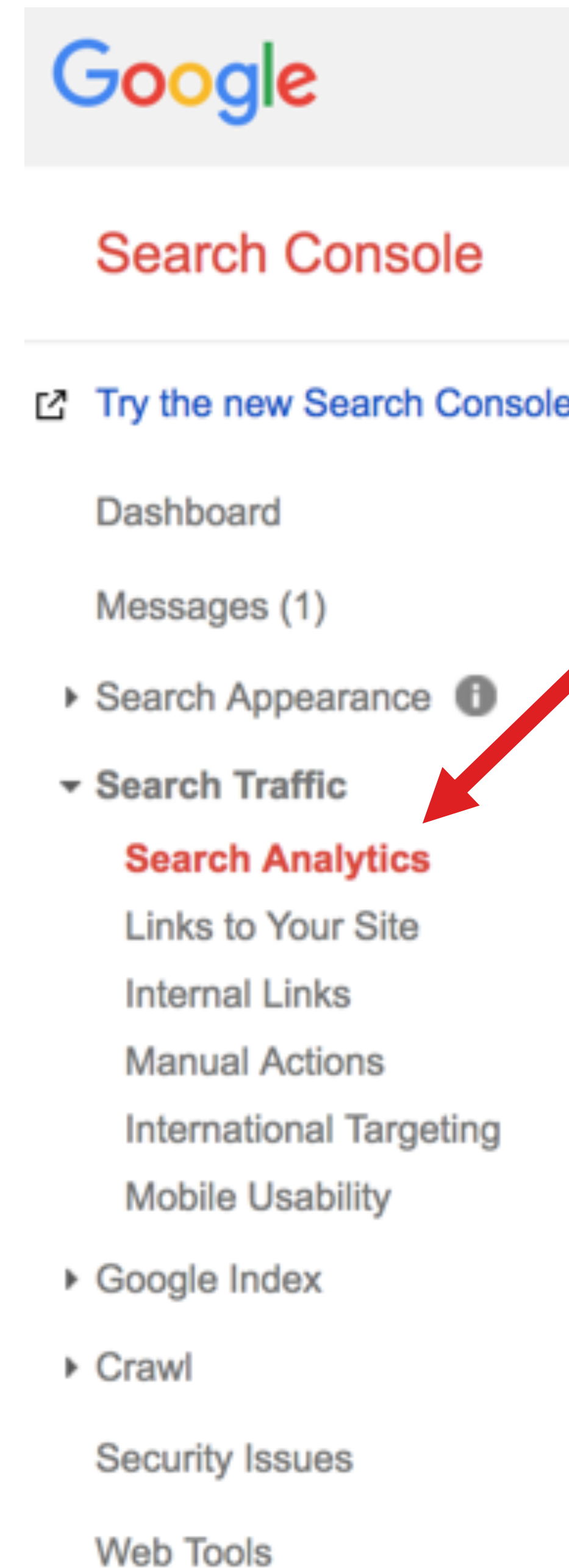
Fundamentals of Site Structure and SEO



How content affects SEO for the entire site



**Search Analytics in
Google Search
Console can show you
what keywords
people are using to
search for your
products.**



- A Keyword Universe is a comprehensive list of words that are relevant to your business and that indicate that the searcher may be interested in your content
- Keyword phrases and their corresponding Global Monthly Search volume can help guide decisions on how to word navigation and metadata elements
- You can find this data from the Google Keyword planner, and provides approximate monthly search volume numbers from the Google search engine.

KEYPHRASE	MONTHLY ORIGIN		KEEP?	CATEGORY
fly mask for people	10	NONBRANDED-SITE-HISTORY	2	FLY-MASK
fly mask with ears for donkeys	10	NONBRANDED-SITE-HISTORY	2	FLY-MASK
fly masks at night	10	NONBRANDED-SITE-HISTORY	2	FLY-MASK
fly mask ears	10	NONBRANDED-SITE-HISTORY	2	FLY-MASK
fly masks for horses canada	10	NONBRANDED-SITE-HISTORY	2	FLY-MASK
horse fly mask with neck cover	10	NONBRANDED-SITE-HISTORY	2	FLY-MASK
how to make a fly mask	10	NONBRANDED-SITE-HISTORY	2	FLY-MASK
horse fly mask with nose protection	10	NONBRANDED-SITE-HISTORY	2	FLY-MASK
pink horse fly mask	10	NONBRANDED-SITE-HISTORY	2	FLY-MASK
pony fly mask with ears	10	NONBRANDED-SITE-HISTORY	2	FLY-MASK
pink fly mask horse	10	NONBRANDED-SITE-HISTORY	2	FLY-MASK
horse fly masks on sale	10	CATALOG-KEYWORD-RESEARCH	2	FLY-MASK
uv protection fly mask for horses	10	CATALOG-KEYWORD-RESEARCH	2	FLY-MASK
mask with nose	10	NONBRANDED-SITE-HISTORY	2	FLY-MASK
mask standard	10	NONBRANDED-SITE-HISTORY	2	FLY-MASK
nose net	320	NONBRANDED-SITE-HISTORY	2	FLY-NOSENET
horse nose net	170	NONBRANDED-SITE-HISTORY	2	FLY-NOSENET
nose net for horses	90	NONBRANDED-SITE-HISTORY	2	FLY-NOSENET
nose nets for horses	70	NONBRANDED-SITE-HISTORY	2	FLY-NOSENET
equine nose net	30	NONBRANDED-SITE-HISTORY	2	FLY-NOSENET
nose nets for headshakers	20	NONBRANDED-SITE-HISTORY	2	FLY-NOSENET
horse nose nets	20	NONBRANDED-SITE-HISTORY	2	FLY-NOSENET
nose net for head shaking	20	NONBRANDED-SITE-HISTORY	2	FLY-NOSENET
fly nose net	10	NONBRANDED-SITE-HISTORY	2	FLY-NOSENET
horse fly nose net	10	NONBRANDED-SITE-HISTORY	2	FLY-NOSENET
quiet ride nose net	10	NONBRANDED-SITE-HISTORY	2	FLY-NOSENET
horse allergy nose net	10	NONBRANDED-SITE-HISTORY	2	FLY-NOSENET
horse rugs	6600	CATALOG-KEYWORD-RESEARCH	2	FLY-RUG
stable rugs	1600	CATALOG-KEYWORD-RESEARCH	2	FLY-RUG

Using your keyword list, build valuable content ("assets").

Content is critical to successful link building.

Do it with authority.

Do it with variety.

(blogs, videos, articles)

Create content that other people want to link to (you are the expert after all)

Types:

Content

Data

Products

Services

People

Topics/focus:

News

Funny

Controversial

Data visualization

Competition

Ego-bait

Long-form, detailed content

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Most Important Stuff

Key Details

General
Info

Important Stuff

Fluff

Step 1: Title Tag

Title Tag



Tractor Talk: A Rookie's Guide to Buying a Tractor - The Horse ...

<https://equusmagazine.com/management/tractorta1966> ▼

Apr 24, 2002 - To the tractor novice, buying and operating one of these mechanical monsters can be intimidating, but once you let the right one into your life, ...

Step 2: Meta Description

Meta Description

The image is a screenshot of a Google search interface. At the top left is the Google logo. To its right is a search bar containing the text "buying a tractor". Further right in the search bar are icons for voice search (a microphone) and a magnifying glass. Below the search bar is a horizontal menu with tabs: "All", "Shopping", "Videos", "Images", "News", "More", "Settings", and "Tools". The "All" tab is selected and underlined. Below the menu, the text "About 37,200,000 results (0.53 seconds)" is displayed. The first search result is titled "How to Buy a Tractor - Tractor Buying Guide | Fastline" in blue. Below the title is the URL "https://www.fastline.com/tractor-buying-guide.aspx" in green. Below the URL is a meta description in black text: "Your tractor is a core piece of your farm. Our tractor buying guides offer advice on what to look for and how to buy a tractor that's right for you." This meta description is enclosed in a light blue rectangular box. Below this result is another search result titled "Tractor Talk: A Rookie's Guide to Buying a Tractor - The Horse ..." in purple. Below this title is the URL "https://equusmagazine.com/management/tractorta1966" in green, followed by a small downward arrow. Below the URL is the text "Apr 24, 2002 - To the tractor novice, buying and operating one of these mechanical monsters can be intimidating, but once you let the right one into your life, ...". Several red arrows are drawn on the image: one points to the title of the first result, one points to the URL of the first result, one points to the meta description of the first result, one points to the title of the second result, and one points to the URL of the second result.

Google

buying a tractor

All Shopping Videos Images News More Settings Tools

About 37,200,000 results (0.53 seconds)

How to Buy a Tractor - Tractor Buying Guide | Fastline
<https://www.fastline.com/tractor-buying-guide.aspx>
Your tractor is a core piece of your farm. Our tractor buying guides offer advice on what to look for and how to buy a tractor that's right for you.

Tractor Talk: A Rookie's Guide to Buying a Tractor - The Horse ...
<https://equusmagazine.com/management/tractorta1966> ▼
Apr 24, 2002 - To the tractor novice, buying and operating one of these mechanical monsters can be intimidating, but once you let the right one into your life, ...

Step 3: H1

H1 Headlines

[f](#) [G+](#) [@](#) [p](#) [t](#)

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our newsletter!



SUBSCRIBE NOW

 BEHAVIOR DISEASES MANAGEMENT RIDING HORSE WORLD BARN DOGS LAMENESS [SUBSCRIBE](#) 

Tractor Talk: A Rookie's Guide to Buying a Tractor

A rookie's guide to adding some mechanical muscle to your horsepower collection. By Joanne Meszoly for EQUUS magazine.

JOANNE MESZOLY · APR 24, 2002

Step 4: Alt Text

Alt Text

Gear Reviews

Find the best backpacking gear with help from our expert reviewers and gear testers at Backpacker. We review the best backpacking gear on the market, from **sleeping bags**, to **cookware**, to **backpacks**, in the most rigorous trail conditions imaginable so you can find the perfect setup for all your adventures.



EDITORS CHOICE

Editors Choice



Tents

Alt Text



Okay alt text: ``

Better alt text: ``

Best alt text: ``

Internal Linking: often overlooked

Example



By: [Britney Muller](#)

August 8th, 2018

Rewriting the Beginner's Guide to SEO, Chapter 4: On-Page Optimization

[On-page SEO](#) | [Basic SEO](#)

Chapter Four of the Beginner's Guide to SEO rewrite is ~~clock~~ full of on-page SEO learnings. After all the great feedback you've provided thus far on our [outline](#), [Chapter One](#), [Chapter Two](#), and [Chapter Three](#), we're eager to hear how you feel about Chapter Four. What really works for you? What do you think is missing? Read on, and [let us know your thoughts in the comments!](#)

Example



Tractor Talk: A Rookie's Guide to Buying a Tractor

A rookie's guide to adding some mechanical muscle to your horsepower collection. By Joanne Meszoly for EQUUS magazine.

JOANNE MESZOLY · APR 24, 2002



The property of your dreams is finally yours: a 12-acre spread with house, barn, a few paddocks and a large field for your horses to romp around. The first month or so is nothing but delight as you savor the joys of farm ownership and having your horses on your own land at last. But then the honeymoon ends; the reality of just how much work is involved sets in.



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- **Off-Page SEO Tactics**
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What is Link Building?

Focus for off-page SEO:
Link Building

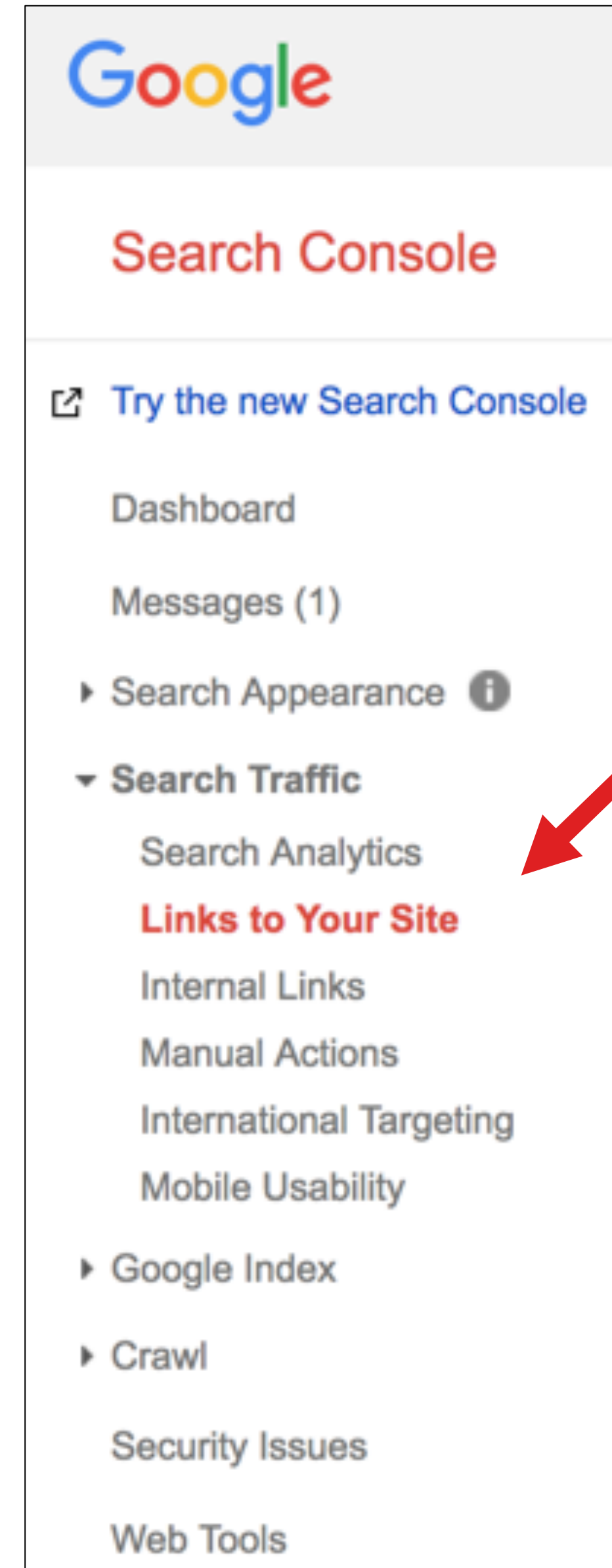
Link building is the process of building links with other Web sites to increase your own site's quality backlinks.

Step 1:

How do you find who is linking to you already?

Step 1:

Back to Google Search Console



Step 2:

Evaluate competitive websites.

Step 2:

Link Explorer report

The screenshot displays the Moz Link Explorer web application. At the top, the Moz logo is on the left, and navigation links for 'Learn SEO', 'Moz Pro', 'Moz Local', and 'Free SEO Tools' are on the right. Below this, a blue header bar contains 'Moz Pro', the user's account name 'copperkup's Account', and the 'Link Explorer' title. A yellow button for 'Start my 30 day trial!' and a 'What's New' link are also present.

The main content area is divided into a left sidebar and a main panel. The sidebar, titled 'Link Explorer BETA', lists various features: Overview, Inbound Links, Linking Domains, Anchor Text, Top Pages, Discovered and Lost, Compare Link Profiles, Spam Score, Link Intersect (marked 'Coming Soon'), and Link Tracking Lists. The main panel, also titled 'Link Explorer BETA', includes a subtitle: 'Get the data you need to do better link building research, smarter content ideation, and link prospecting - in less time.' Below this is a search bar with a dropdown menu set to 'root domain' and a placeholder 'Enter a URL'. A status message indicates '8 of 10 queries available until 09/06'. A large blue video player with the Moz logo and a play button is featured on the left. To the right of the video, a 'Welcome to Link Explorer!' message is displayed, followed by a brief description of the tool's capabilities and a 'Learn more' button.

Step 3:

Build relationships

(good old-fashioned elbow grease)

Step 3:

Research bloggers, influencers in your market and create an outreach campaign.

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Quick Basics:

Search engines do not read links on Facebook.

LinkedIn, Pinterest and Twitter are read as links.

Use social media to send signals.

**Social posts that are shared create
social signals that search engines pick
up on.**

POWER OF PINTEREST

Pinterest, with the right audience, is a powerful link engine.

Recent AIM experiment:

Posting 2-5x/day on Pinterest drove 1.5x more traffic than Facebook

Total viewership increased from 40k views to 180k in 2 weeks

Pinterest drives “long tail traffic”

A quick note on SEM (search engine marketing) and paid social.

Google AdWords, especially retargeting, is an easy way to test concepts.

Facebook Ad retargeting is also a powerful way to test concepts.

Surprise! Trends and Updates

EAT

YMYL

Topics and Keywords

Featured Snippets

EAT

Expertise

Authoritativeness

Trustworthiness

(AKA: referral links)

YMYL: Your Money or Your Life

From SEMRush:

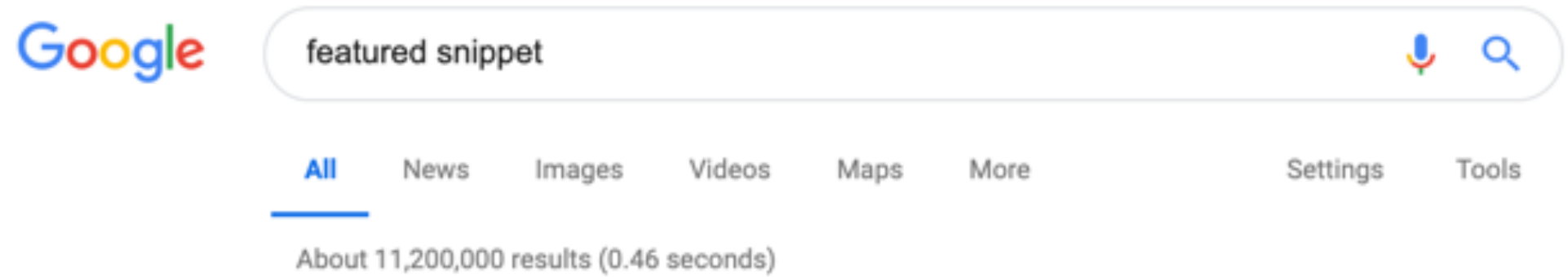
YMYL stands for “Your Money or Your Life” pages and are comprised of pages that are important enough that, were they low-quality, they could have a potential negative impact on a person’s life, income, or happiness. As a general rule, the pages that Google requires to be written by experts are known as YMYL pages.

Google thinks of the following categories as examples of YMYL pages:

- Shopping or financial transaction pages
- Pages that offer financial information, for example, investment or tax information
- Pages that offer medical information about specific diseases or conditions or mental health
- Pages that offer legal information about topics like child support, divorce, creating a will, becoming a citizen, etc.
- Any page that has the potential to be dangerous or detrimental if it possessed low levels of E-A-T (car repair and maintenance, for example)

Topics and Keywords: think of content in clusters, the more you support an overall theme, the better you are rewarded.

Featured Snippets



Featured Snippet Optimization | Rank "Position 0"

www.featuredsnippettool.com/

Optimize for Featured Snippets, "Searches Related To", "People Also Ask", and More! Buy Online. Register Online.

Featured snippets in search - Search Console Help - Google Help

<https://support.google.com/webmasters/answer/6229325?hl=en>

When a user asks a question in Google Search, we might show a search result in a special featured snippet block at the top of the search results page.

How to Optimize for Google's Featured Snippets to Build More Traffic ...

<https://moz.com/blog/optimize-featured-snippets>

Aug 23, 2017 - **Featured snippets** are selected search results that are **featured** on top of Google's organic results below the ads in a box. **Featured snippets** aim at answering the user's question right away (hence their other well-known name, "answer boxes"). Being **featured** means getting additional brand exposure in search results.

People also ask

How do you make a featured snippet?



How do you rank a featured snippet?



How do you get featured on Google search?



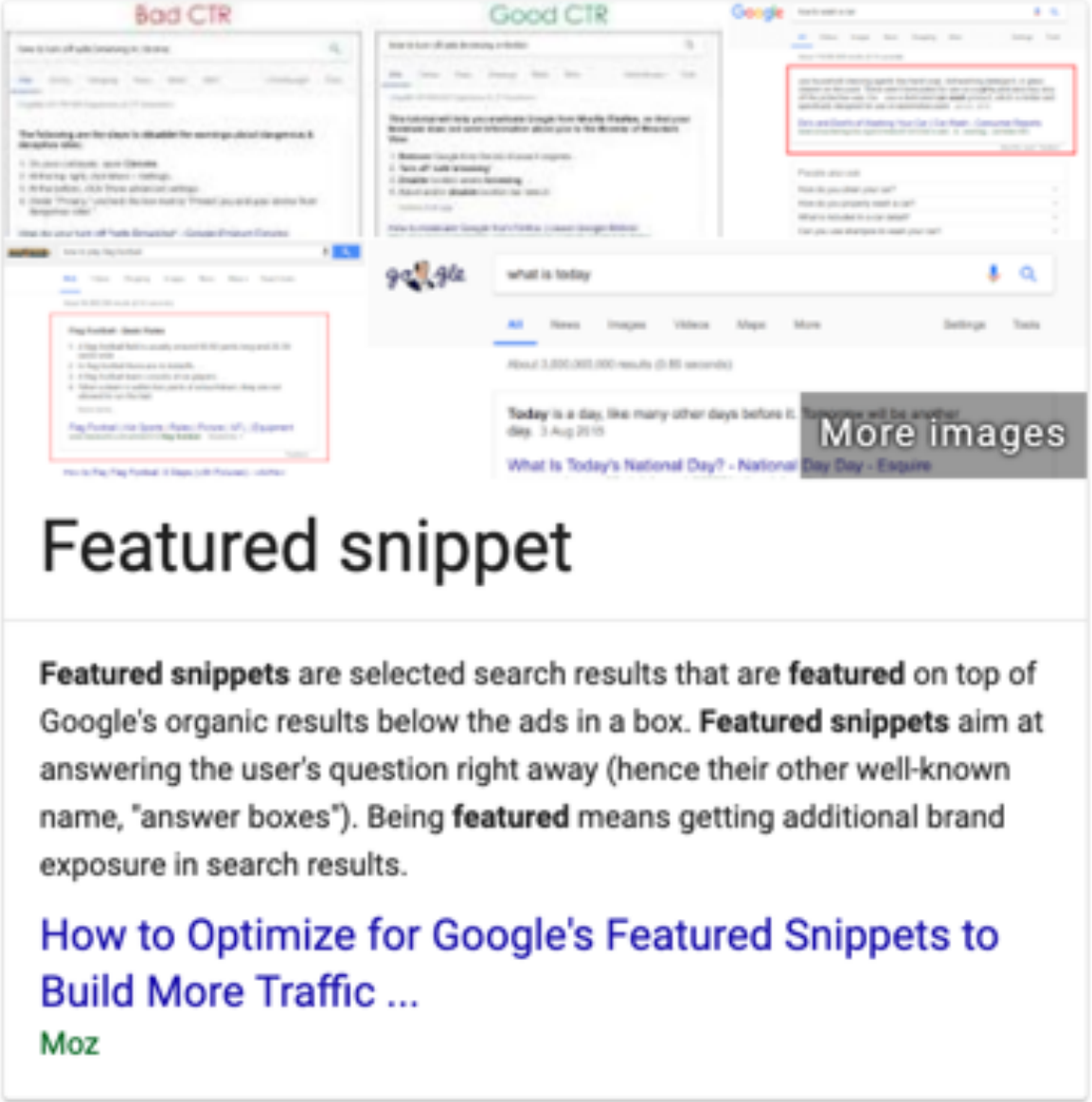
What are Google snippets?



How do you track a featured snippet?



How do you optimize a featured snippet?



Feedback

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Resources and Tools

Google Analytics

Google Search Console

Google Search Ads 360 (Keyword Planner Tool)

SEMRush

SEOMoz

WebSEO

Facebook Ad Library

SerpStat

Thank You!

For more information, sign
up for the Catapult
Creative Labs monthly
newsletter.

(just take a pic of the QR code with your phone)

