

Growth Hacking and Marketing Part A

Schedule

- 10.30am Growth Hacking Tenets: Data | Technology | Marketing | Product | Automation | Creativity
- 10.35am Growth Hacking Data Tech - Google Analytics
- 10.40am Growth Hacking Data Tech - Google Search Console
- 10.45am Website Technology alternatives to Bandzoogle - Wordpress
- Focus on Growth Hacking Tactic - Search Engine Optimisation
 - 10.50am Page and Site Structure
 - 10.55am Short Video Intro to Search Engines
 - 11.00am Search Spiders
 - 11.05am Links - External Links
 - 11.10am Links - Internal Links
 - 11.15am Indexing + Quick Exercise
 - 11.25am Ranking
 - 11.30am SEO Facts and Figures: Size of the Prize
 - 11.35am Exercise: Analyse a website with SEO Quake
- 12.00pm Lunch!
- 1.00pm Critical Tech: Yoast, Google Keywords Planner & LSI Graph
- 1.10pm On Site Optimisation
- 1.15pm Meta tags
- 1.20pm Keyword density
- 1.25pm Image alt text
- 1.30pm Outbound links & Anchor Text
- 1.35pm Internal linking & Anchor Text
- 1.40pm Slugs
- 1.45pm Internal on site search - Algolia Overview
- 1.50pm SEO copywriting, content strategy, operating like a publisher (content optimization)
- 1.55pm Quick 5min Break
- 2.00pm Exercise: Create and Optimise a Page in WordPress and Yoast

Growth Hacking Tenets: Data | Technology | Marketing | Product | Automation | Creativity



AUTOMATION



CREATIVE



DATA



TECHNOLOGY
STACK



PRODUCT



MARKETING

SELF-PERPETUATING

marketing programs that GO VIRAL

ENTERPRISE LEVEL

marketing capabilities for entrepreneur level firms

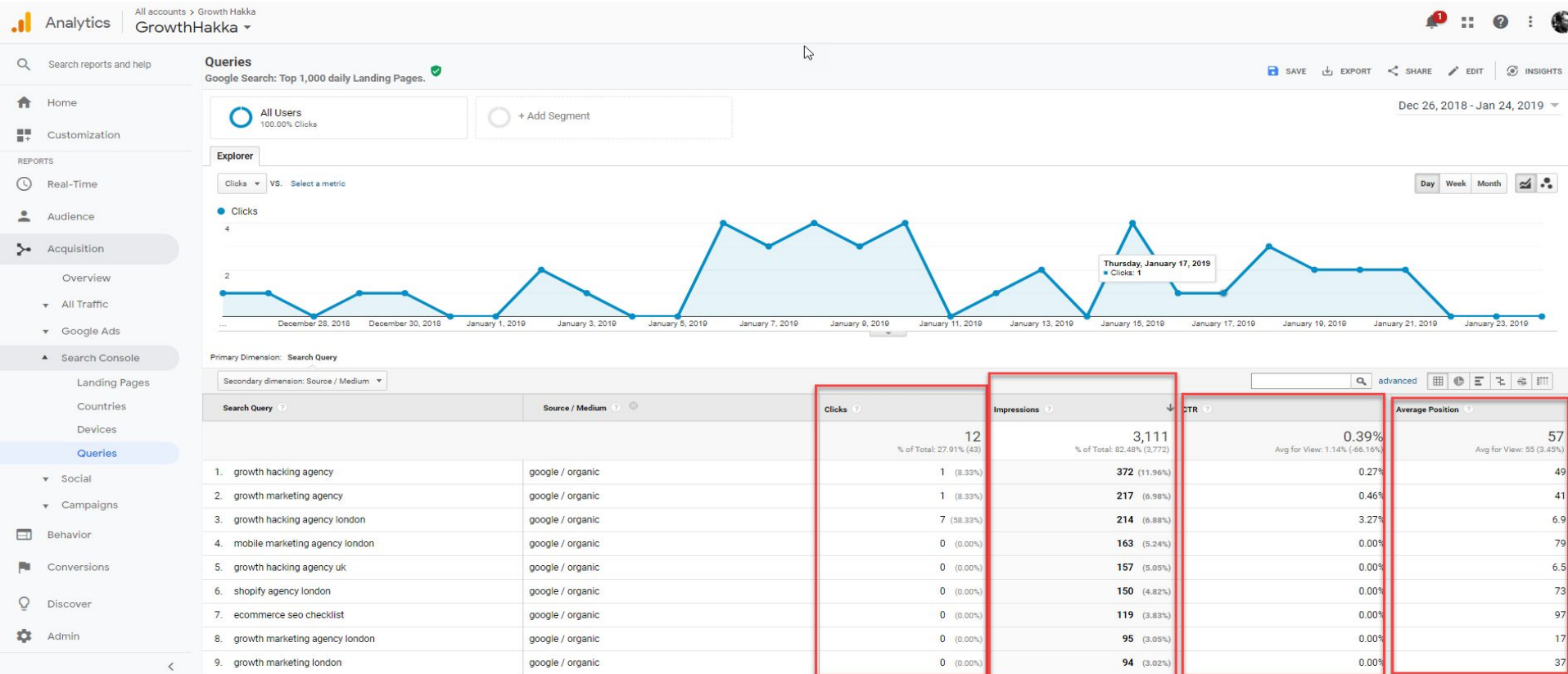
DATA DRIVEN

growth hacking campaigns for start-ups & larger clients

ACTIVE USERS

acquisition & retention strategies

Growth Hacking Data Tech - Google Analytics



Growth Hacking Data Tech - Google Search Console



Search Console

Use new Search Console

https://www.growthhakka.co.uk/

Help



Dashboard

Messages (14)

Search Appearance 1

- Structured Data
- Rich Cards
- Data Highlighter
- HTML Improvements
- Accelerated Mobile Pages

Search Traffic

- Search Analytics
- Links to Your Site
- Internal Links
- Manual Actions
- International Targeting
- Mobile Usability

Google Index

- Index Status
- Blocked Resources
- Remove URLs

Crawl

- Crawl Errors
- Crawl Stats
- Fetch as Google
- robots.txt Tester
- Sitemaps
- URL Parameters

Security Issues

Web Tools

Use the new Overview report

Go to the new report

New and important

New AMP issue detected for site https://www.growthhakka.co.uk/

Jan 15, 2019

[View all](#)

Current Status

Crawl Errors



Site Errors

DNS
✓

Server connectivity
✓

Robots.txt fetch
✓

URL Errors

0 Server error
0 Access denied
0 Other

0 Soft 404
20 Not found

Search Analytics

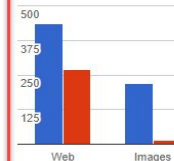
This report is no longer available here.

[Go to the new report](#)

Sitemaps

By me (1) >>

436 URLs submitted
269 URLs indexed



Growth Hacking Marketing Tactics & Tech

Website Technology alternatives to Bandzoogle - Wordpress

Growth Hacking Agency London - Growth Ha... 5 0 + New UWL Panel Theme Options WP Rocket Hi, Zohe

Screen Options Help

Dashboard

AdRotate has detected one issue that requires your attention:
» 2 adverts expired! [Check adverts!](#)

At a Glance

76 Posts 33 Pages
24 Comments

WordPress 4.9.9 running **Parasponsive Theme** NEW theme.

Akismet has protected your site from 112,771 spam comments already.
There are **7 comments** in your spam queue just now.

Stats by Jetpack

Configure

Date	Posts	Pages
Jan 12	12	10
Jan 13	15	12
Jan 14	8	8
Jan 15	7	7
Jan 16	2	2
Jan 17	7	7
Jan 18	18	15
Jan 19	8	8
Jan 20	9	9
Jan 21	7	7
Jan 22	11	10
Jan 23	12	11
Jan 24	25	22

Top Posts

Home
6 Views

What is Growth Hacking??
2 Views

Digital Marketing: A constant...
1 Views

Gamification Services
1 Views

Consumer Market Research S...
1 Views

Top Searches

amazon

Activity

Recently Published

Date	Time	Title
18 Jan	7:07 am	Seven Marketing Trends for 2019
Dec 18th 2018	1:01 pm	2019 the year of biometric payments
Dec 6th 2018	4:53 pm	Growth Hacking Strategies Neil Patel
		Video - Tips to Get More Traffic
Dec 4th 2018	4:44 pm	Local SEO Growth Hacking
Nov 29th 2018	1:11 pm	How to Host a Website

Recent Comments

Pingback on Most Important SEO Ranking Factors 2019

[Seven Marketing Trends for 2019 Automation, Audio](#)

[...] case you have not read it here is a piece on SEO factors for 2019 you need to think...

Pingback on 2019 the year of biometric payments

[2019 the year of biometric payments | Mobile Payments Guide](#)

[...] Source:
<https://www.growthhacking.co.uk/2018/12/18/year-of-biometric-payments/> [...]

Pingback on Most Important SEO Ranking Factors 2019

[2019 the year of biometric payments implications for E-Commerce](#)

Google Analytics Dashboard

Last 30 Days Sessions

Metric	Value
Sessions	172
Users	148
Page Views	283
Bounce Rate	79.07%
Organic Search	53
Pages/Session	1.65
Time on Page	00:01:35
Page Load Time	0.00
Session Duration	00:01:02

report generated by GADWP

Quick Draft

Title

What's on your mind?

Yoast SEO Posts Overview

Below are your published posts' SEO scores. Now is as good a time as any to start improving some of your posts!

Score	Count
Posts with the SEO score: needs improvement	7
Posts with the SEO score: OK	25
Posts with the SEO score: good	43
Posts without a focus keyword	1

Indexability check by Ryte

Your homepage can be indexed by search engines.

[Fetch the current status](#) [Analyse entire site](#)

Latest blog posts on Yoast.com

Meet Yoast's new CEO: [Marieke van de Rakt!](#)

As of today, Yoast has a new CEO: Marieke van de Rakt! Founder Joost de Valk will hand over his CEO duties and focus on his new job as CPO.

[7 reasons to come to YoastCon](#)

Tickets to YoastCon are selling very quickly! And people from all over the world will be joining us. And for 7 good reasons!

[Read more like this on our SEO blog](#)

Page and Site Structure



- Site structure refers to how you organize your website's content.
- A website often consists of content on a variety of – related – topics, presented on posts and pages.
- Site structure deals with how this content is grouped, linked and presented to the visitor.
- If you structure your website well, it will benefit from this; users will find their way more easily and Google can index your URLs better.
- Taxonomies, like categories and tags, but also internal links, your navigation and breadcrumbs are the tools to structure your site
- A basic principle of site architecture: **keep clicks to a minimum**. To be more precise, no page on your site should be more than 3 or 4 clicks away from another. Anything more than that makes navigation cumbersome for users and spiders alike.



6th Extinction ▾

Climate Change

Deforestation ▾

Oceans ▾

Pollution ▾

Public Health

Waste Disposal ▾

Water Scarcity

Lies Damned Lies & Statistics

Agricultural Pollution

Air Pollution

Fossil Fuels

Mining

Plastic

Soil Land Pollution

Water Pollution

Search Engine Optimisation

How do search engines work?

Short Video Intro to Search Engines

<https://youtu.be/BNHR6lQJGZs>

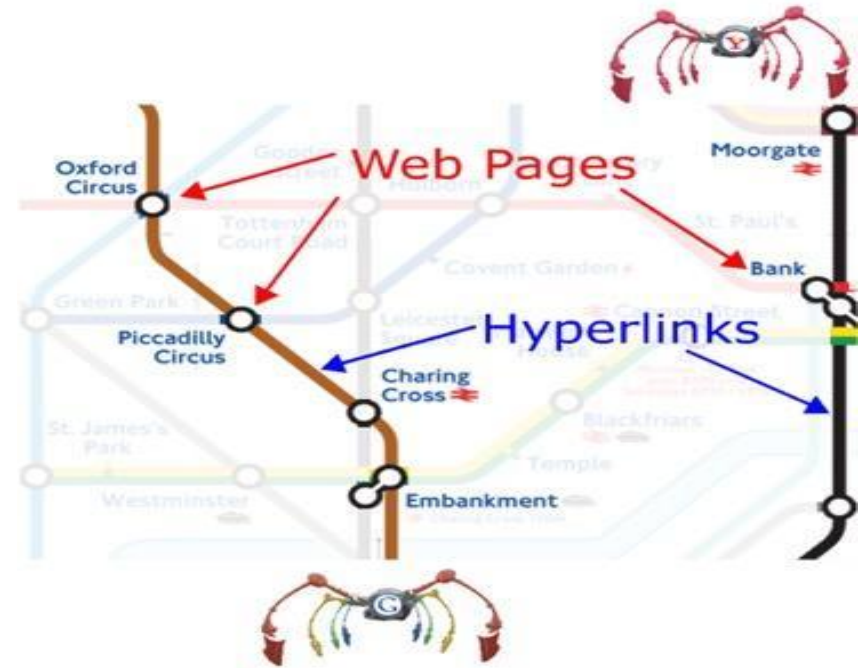
How Search Works
by Matt Cutts

>>

CUTTS: Hi, my name is Matt Cutts. I'm an engineer
in the quality group at Google and I'd like

Search Spiders

- Spiders, such as Googlebot, visit web pages in search of new data to add to the index.
- This is critical because Google's business model (attract consumers and [sell ad space](#)) is reliant on providing high-quality, relevant, and up-to-date search results.
- The spiders are pretty smart, too. They recognize hyperlinks, which they can either follow right away, or take a note of for later crawling.
- Either way, internal links between pages on the same site function similarly to stepping stones, in that they pave the way for spiders to crawl and store new information.

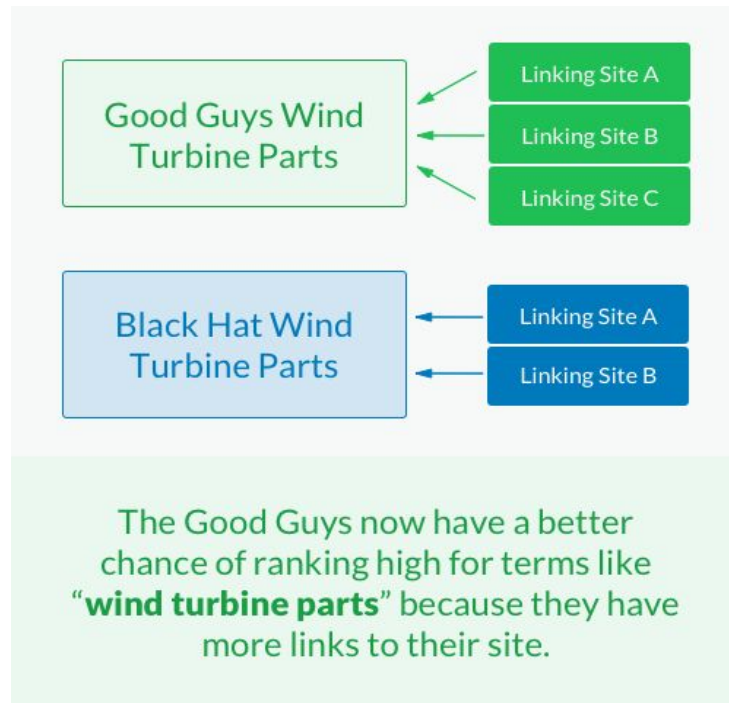


Links - External Links

External Links

- There's a right way and a wrong way, to build links to your site. If you care about the long-term viability of your site and business, you should only engage in natural link building, meaning, the process of **earning** links rather than **buying** them
- Natural, organic link building is a difficult, time-consuming process. Not all links are created equal: A link from an authoritative website like the Wall Street Journal will have a greater impact on your rankings on the [SERP](#) than a link from a small or newly built website, but high-quality links are harder to come by.
- Link building is important because it is a major factor in how Google ranks web pages. Google notes that:
- "In general, webmasters can improve the rank of their sites by increasing the number of high-quality sites that link to their pages."

More Links count



Links - Internal Links

Internal Links

There's an easy, way to build links to the pages you're attempting to improve [search engine rankings](#) for is link building.

- **Anchor Text** - One of the most important things search engines take into account in ranking a page is the actual text a linking page uses to talk about your content..
- **Quality of the Linking Page** - Another factor taken into account is the quality of the page that is sending the link; search engines allow links from high-quality, trusted pages to count more in boosting rankings than questionable pages and sites.
- **Page the Link is Aimed At** - Many times, when people talk about your site they'll link to the home page. This makes it difficult for individual pages to achieve high rankings (because it's so difficult for them to generate their own link equity).

Internal Link Building tools and tips

So how do you go about building these great internal links? Well, you can set up a system for interlinking your pages in easy steps:

- **Keyword Research for Link Building** - First, you need to utilize a [keyword research tool](#) to have numerous keywords suggested to you that are both relevant and [popular](#).
- **Assign Keywords to Content** - Next, you have to [group your keywords](#) strategically, creating a [search-friendly information architecture](#).
- **Link Pages Using Targeted Anchor Text** - The final step is to apply your keyword research to intelligent inter-linking; you do this by linking to content using the keywords you've discovered.

The execution of the third item is key. You need to be sure that you're linking to the right pages with the right anchor text.

Indexing

XML Sitemap

Generated by **YoastSEO**, this is an XML Sitemap, meant for consumption by search engines.

You can find more information about XML sitemaps on sitemaps.org.

This XML Sitemap Index file contains 6 sitemaps.

Sitemap	Last Modified
https://www.growthhakka.co.uk/post-sitemap.xml	2019-01-17 17:34 +00:00
https://www.growthhakka.co.uk/page-sitemap.xml	2019-01-16 13:37 +00:00
https://www.growthhakka.co.uk/product-sitemap.xml	2018-11-30 12:07 +00:00
https://www.growthhakka.co.uk/post_portfolio-sitemap.xml	2018-12-04 10:30 +00:00
https://www.growthhakka.co.uk/post_tag-sitemap.xml	2019-01-17 17:34 +00:00
https://www.growthhakka.co.uk/product_tag-sitemap.xml	2018-11-30 12:07 +00:00

XML Sitemap

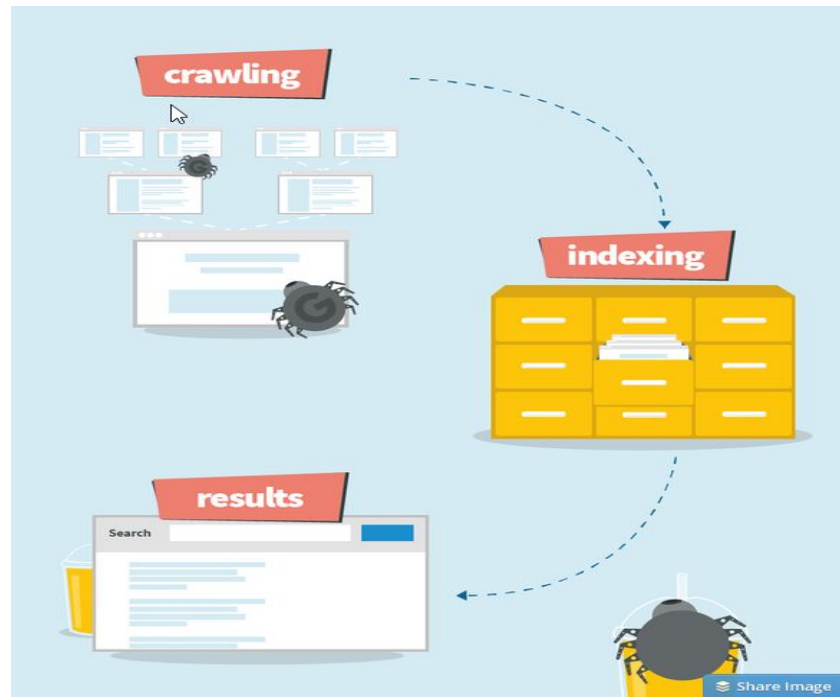
Generated by **YoastSEO**, this is an XML Sitemap, meant for consumption by search engines.

You can find more information about XML sitemaps on sitemaps.org.

This XML Sitemap contains 77 URLs.

URL	Images	Last Mod.
https://www.growthhakka.co.uk/growth-hacking-blog/	0	
https://www.growthhakka.co.uk/2014/02/14/growth-hacking-by-your-own-phone/	1	2014-02-14 12:00 +00:00
https://www.growthhakka.co.uk/2014/05/08/honestly-what-is-growth-hacking-and-what-it-isn't/	1	2014-05-08 12:09 +01:00
https://www.growthhakka.co.uk/2014/05/13/growth-hacking-tweets-feed/	0	2014-05-13 14:33 +01:00
https://www.growthhakka.co.uk/2014/10/03/growth-hacking/	0	2014-10-03 12:08 +01:00
https://www.growthhakka.co.uk/2014/10/03/traditional-marketing-vs-growth-hacking/	0	2014-10-03 12:24 +01:00
https://www.growthhakka.co.uk/2014/10/06/easy-summary-growth-hacking/	0	2014-10-06 22:46 +01:00
https://www.growthhakka.co.uk/2014/10/06/8-metrics-backlink-analysis/	0	2014-10-08 10:12 +01:00
https://www.growthhakka.co.uk/2014/11/21/3-commandments-growth-hacking/	0	2014-11-21 11:13 +00:00
https://www.growthhakka.co.uk/2014/12/10/10-x-factors-make-great-website/	0	2014-12-10 19:20 +00:00
https://www.growthhakka.co.uk/2014/12/31/growth-hacking-101-optimize-wordpress-blog/	1	2014-12-31 13:05 +00:00

Quick 5 min exercise
Go to any website e.g.
www.bbc.co.uk and
add /sitemap.xml after
the url



Ranking

2

CHOOSE SEARCH ENGINES

LIST OF THE SELECTED SEARCH ENGINES

Search Engine

Country

Language

google

United Kingdom

English

Add →

☐ Add location

Def. ?	Engine	Country	Language	Location	
☒	google	United Kingdom	English	United Kingdom	Delete
☐	google	United States	English	United States	Delete

3

KEYWORDS

+ Add Keywords

Selected ▼

Generate Tags

Delete all tags

5

Export

Column Chooser

☐	#	Keyword	Tags	Date Added	Search Volume	↑ google.co.uk English United Kingdom	google.com English United States
				▼ =	>	>	>
☐	51	batgirl rises		24/01/2019	20	72	49
☐	52	beyond white space movie		24/01/2019	10	74	62
☐	53	batgirl fan film		24/01/2019	10	80	58
☐	54	best single player games 2018		24/01/2019	70	82	80
☐	55	12345 movies		24/01/2019	140	83	75
☐	56	aliens roller coaster		24/01/2019	0	83	60
☐	57	batman beyond statue		24/01/2019	20	87	76
☐	58	captain britain movie		24/01/2019	390	89	86
☐	59	call of duty movie trailer		24/01/2019	10	90	58
☐	60	captain britain marvel movie		24/01/2019	0	92	91

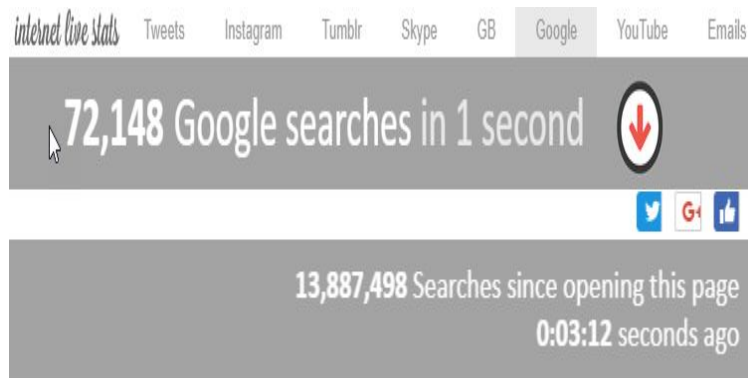
- Rankings in SEO refers to a website's position in the search engine results page.
- There are various ranking factors that influence whether a website appears higher on the SERP based on the content relevance to the search term, or the quality of backlinks pointing to the page.
- Every search engine gives different weights to these ranking factors which is why when you enter the same search term in different search engines you will generally get different results.

SEO Facts and Figures: Size of the Prize

- How important is SEO today, tomorrow?
- Search is still the biggest game in town – Millions of keyword combinations
- Internet visibility
- How important is it to be on first page of SERPs

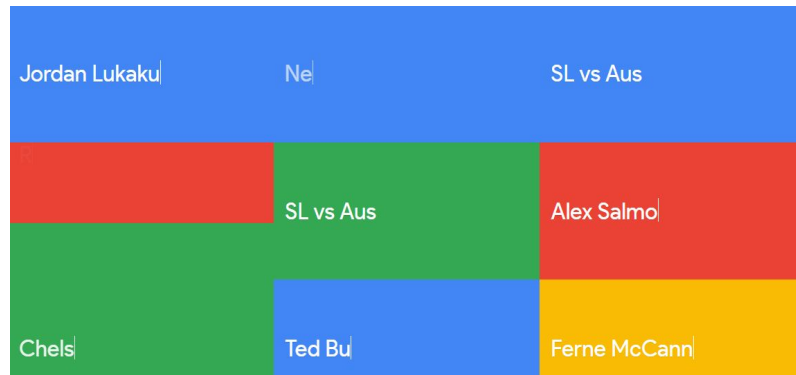
Internet Live Stats

<http://www.internetlivestats.com/one-second/#google-band>



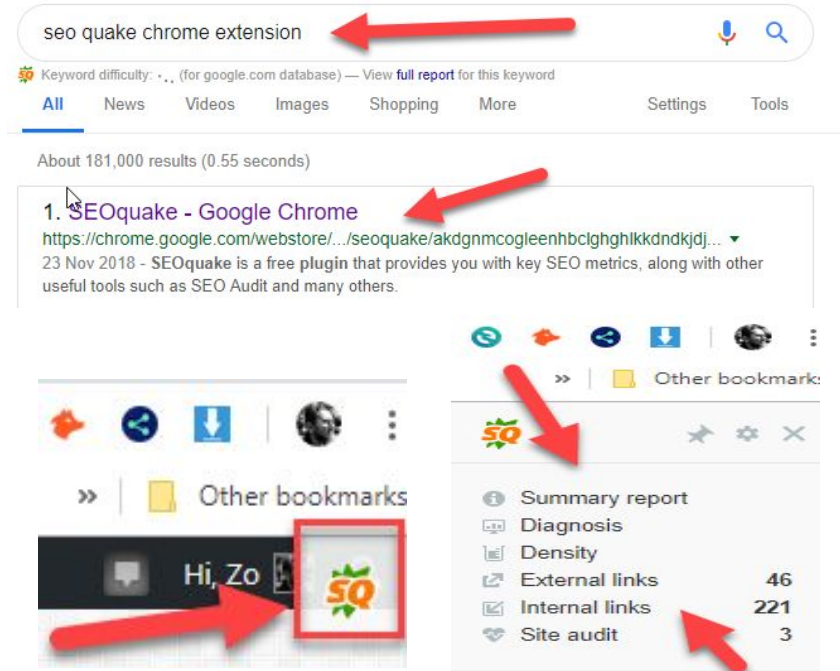
Google Trends Visualizer

<https://trends.google.com/trends/hottrends/visualize?pn=p0&nrow=5&ncol=5>



Exercise: Analyse a website with SEO Quake

1. Based on what you have just learned use SEO Quake to analyse a website for how good it's SEO is.
2. Google "SEO QUAKE Chrome Extension". Click on the first result and Install the Extension on the Chrome toolbar
3. Now go to www.epicheroes.com [so we all analyse the same site]
4. Now click the "SQ" button top right corner of your screen
5. Now go through the 6 reports, try to analyse and understand the data.
6. Share what you understood and your conclusions and thoughts with the group.



On Site Optimisation

Tools and Live Implentation

Critical Tech: Yoast, Google Keywords Planner & LSI Graph

1. Yoast

Yoast SEO Premium

[Need help?](#) ▾

Snippet Preview

This is a rendering of what this post might look like in Google's search results. [Learn more about the Snippet Preview.](#)

- Growth Hacking Agency London - Growth Hakka - Growth Marketing
<https://www.growthhakka.co.uk> > 14145

Please provide a meta description by editing the snippet below. If you don't, Google will try to find a relevant part of your post to show in the search results.

  [Edit snippet](#)

 Readability

 Focus keyword

 Add additional keyword

Google Keywords Planner, LSi Graph <https://lsigraph.com/>

Generate LSI Keywords That Google LOVES

Get the most profitable semantically related keywords for all your SEO & paid marketing need.

Enter keyword to generate LSI keywords

 **GENERATE**

Focus Keywords are important but so are Synonyms

On Site Optimisation

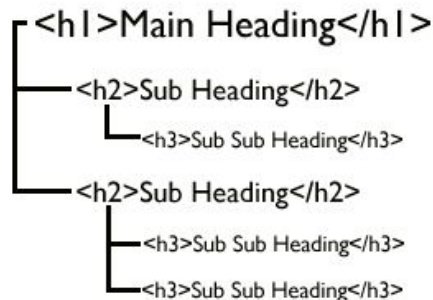
- Onpage optimization (AKA on-page SEO) refers to all measures that can be taken directly within the website in order to improve its position in the search rankings.
- Examples of this include measures to optimize the content or improve the meta description and title tags.
- On page optimization is one of the basic step to search engine optimization.
- These factors work on the page of your website to improve your search engine rankings. These factors can be controlled by the webmaster or by the coding of the page.
- On page optimization is an important component of SEO. Without it, it's difficult for your website to get noticed.
- Good page design with Heading and Paragraph tags i.e. making it easy to read is important

Heading Tags: The headings of the page are created with `<hn>` tag, where n is a number between 1 to 6. Generally, there are 6 fonts used for heading. You should use tags such as h2, h3, and h4 to highlight your headings, sub headings.

Your h1 tag is used only once, which is your title. Also, don't use h2 or h3 tags too frequently as Google may penalize you for doing a negative SEO practice.

For example:

`<h1>Heading</h1>`



Keyword Density

- Keyword density is the percentage of the number of times a keyword appears on a page divided by the total number of words in that page.
- So if in an article of 100 words you are using your keyword 10 times, your density will be 10%. Many people use different formulas to calculate keyword density.
- But in essence: $(\text{Number of keywords} / \text{Total number of words}) * 100$
- The reason why you need to place keywords on a page is to make search engine bots understand your content better so you can rank for those keywords.
- 1-3% of keyword density along with “semantic keywords” and LSI keywords works best
- Google suggests to write natural articles.

4/

KEYWORD DENSITY

Total words: 3195 2-word phrases: 308 3-word phrases: 276 4-word phrases: 242

[Save as CSV](#) [Configure stop-word list](#)

All words

Keyword	Found in	Repeats	Density	Prominence
news	T D H1	63	1.97%	33.46%
movie	T D H1	48	1.50%	48.38%
video	T D H1	42	1.31%	53.62%
comic	T D	37	1.16%	35.68%
game		37	1.16%	49.73%
games	T D H1	35	1.10%	53.89%
movies	D	34	1.06%	47.89%
book	T D	33	1.03%	41.25%
trailer		29	0.91%	69.39%
days		26	0.81%	72.78%
comics		22	0.69%	68.94%
marvel	D	22	0.69%	53.56%

Bookmarks

- [1-word keywords table](#)
- [2-word keywords table](#)
- [3-word keywords table](#)
- [4-word keywords table](#)
- [Original text](#)

Page info

Title: Epic Heroes Comic Book Movie News
Video Games Movie Trailers Toys

Meta keywords:

Meta description: Epic Heroes Comic Book Movie News, Video Games News, New Movie Trailers, Toys, Sci fi Movies, New movies releases Views, Op Eds, Reviews With comic movies news we have many Marvel movies articles

Image Alt Text

- Google's article about images has a heading "Use descriptive alt text".
- This is no coincidence because Google places a relatively high value on alt text to determine not only what is on the image but also how it relates to the surrounding text.
- Not saying you should spam your focus key phrase into every alt tag. You need good, high quality, related images for your posts, where it makes sense to have the focus keyword in the alt text. Google's advice on [choosing a good alt text](#):
- *When choosing alt text, focus on creating useful, information-rich content that uses keywords appropriately and is in context of the content of the page. Avoid filling alt attributes with keywords (keyword stuffing) as it results in a negative user experience and may cause your site to be seen as spam.*

ATTACHMENT DETAILS



trends.jpg
17th January 2019
51 KB
660 × 330
[Edit Image](#)
[Delete Permanently](#)

URL	https://www.growthhakka.c
Title	trends
Caption	
Alt Text	marketing trends
Description	

Anchor Text

Outbound Links

- Should not be the same as the Focus Keyword of the page
- Easier to stick to brand names e.g. “Boots Vitamins”

In case you fastcompany.com/.../here-are-all-294-slides-of-mary-meekers-internet-trends-report  

Check out [Mary Meeker's internet trends](#) for 2018 as a recap

Inbound Links

- Should not be the same as the Focus Keyword of the page
- Should not be the same as the outbound link
- Ideally should be from a pool of keywords defined in keyword strategy

In case you have not read it here is a piece on [SEO factors for 2019](#) you need to think about.

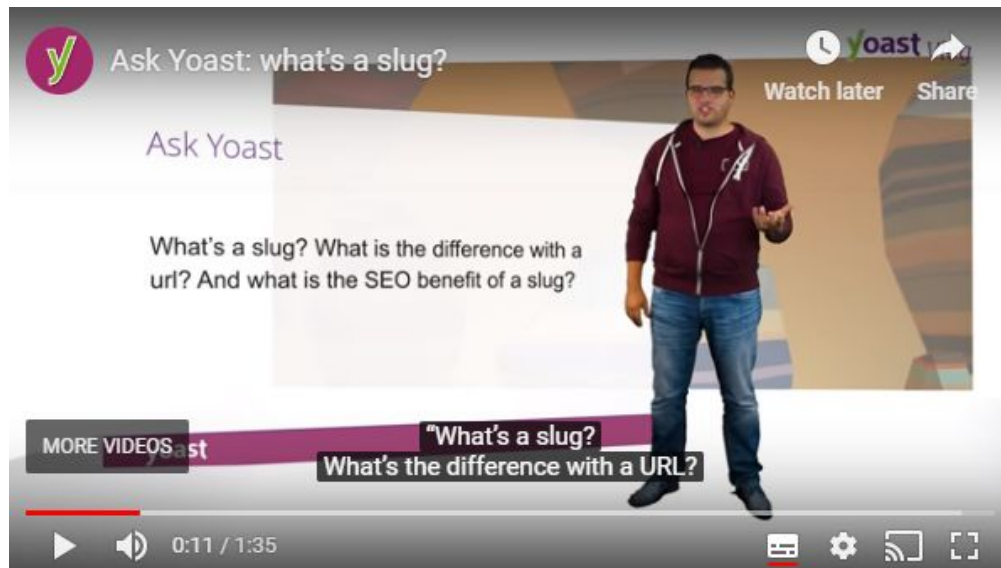
Check out growthhacking.co.uk/.../most-important-seo-ranking-factors-2019  

Slugs

- A slug is the part of a URL which identifies a particular page on a website in an easy to read form.
- In other words, it's the nice part of the URL, which explains the page's content.

Slug

seven-marketing-trends-2019



<https://youtu.be/hiFCSSKIYMk>

Internal On Site Search - Algolia Tech Overview



https://www.youtube.com/watch?v=g_9mnYSZu0k

SEO copywriting, content strategy, operating like a publisher (content optimization) Keyword Strategy

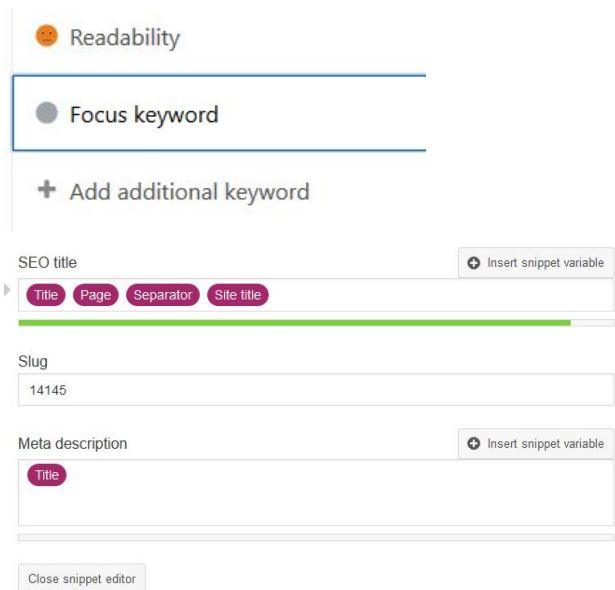
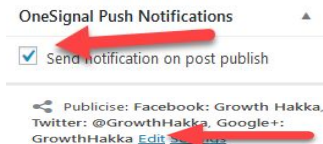
- An **SEO copywriting strategy** is how you make sure that every piece of **content** you publish speaks both to your target audience, and the search engines too.
- Ready to write for robots? In the past, human beings were the only possible audience for a piece of writing. We're writing for machines.
- When it comes to online content, from eBooks to infographics and blogs, machines are the gatekeepers determining whether other people get to see your creations.
- Fail to impress the bots, and **you'll never** get anywhere near their human counterparts.
- **Keyword strategies** are essential to developing winning search engine marketing campaigns.
- Your keyword strategy should involve selecting high-performing keywords that drive relevant traffic to your business.
- Choosing the right keywords can make all the difference in your campaigns, determining how well you rank on Google and other search engine platforms.
- The best keyword strategies rely on **highly relevant keywords**, which are keywords that relate closely to your business or are associated with your industry.

Today you learnt

- How to assess a page for SEO
- How to be able to do Onpage Optimisation
- How to do SEO with tools like Yoast and LSI Graph

Exercise: Create and Optimise a Page in WordPress and Yoast

1. Huddle Up in Groups of 2
2. Go to <https://www.growthhakka.co.uk/wp-admin>
3. Login with: StudentUser1 password = tileyard33# [replace '1' with 2,3,4]
4. Go to Posts. Add new on the left
5. PLEASE do NOT click **PUBLISH**
6. Please UNCHECK ----->
7. Now please UNCHECK social. Click Edit
8. In the interest of time please go to ANY website and copy some text 1 to 3 paragraphs. Paste into main copy area
9. Scroll down. Find Focus Keyword. Based on the text you copied pick a keyword or keyphrase and enter here
10. Edit Meta Tags. Edit Slug. Edit SEO Title, Edit Meta Description. Try not to use Stop words in titles
11. Follow the directions of the traffic lights. Green light everything
12. Add Outbound Link with relevant anchor text
13. Add Inbound link with relevant anchor text
14. Add Alt Text to image



Appendix - Additional Reading - 12 key SEO Factors

Get larger version here:

https://www.rankwatch.com/learning/sites/default/files/rsz_1on_pageseo_infographic.jpg



REFERENCES:

[illegible]

Infographic brought to you by:

Appendix - Additional Reading - 10 free seo books

<https://mangools.com/blog/seo-resources-10-free-seo-ebooks-worth-downloading/>