

# SEO HANDBOOK

DISRUPTOR'S HANDBOOK #30



innovation  purpose

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# SEE THE DIGITAL FUTURE

You may not believe it, but the digital future is TEXT. After all, text underlies all websites. And it is this underlying text that is the core of SEO.

With this in mind, this handbook will help you get with and to the future.



## This handbook includes:

- Keywords
- Technical SEO
- On-page SEO
- Off-page SEO

# INTRODUCTION

This handbook helps you get started with SEO - search engine optimisation.

Imagine you have a website that you want people to visit. Now, when people search for something on the internet using search engines like Google, they usually look at the first few results that appear. If you want to grow, you will want your website to be one of those top results.

Well, SEO is the process of making your website more attractive to search engines so that they show it higher up in the search results. This means more people will see it and visit your website. The main difference is that you write SEO for **machines** so that **people** can see it. Weird, right?

# SEO

Google supports over  
**8.5 billion**  
search requests/day  
(99,000 searches/second)

SOURCE: [LiveStats](#) (2023)

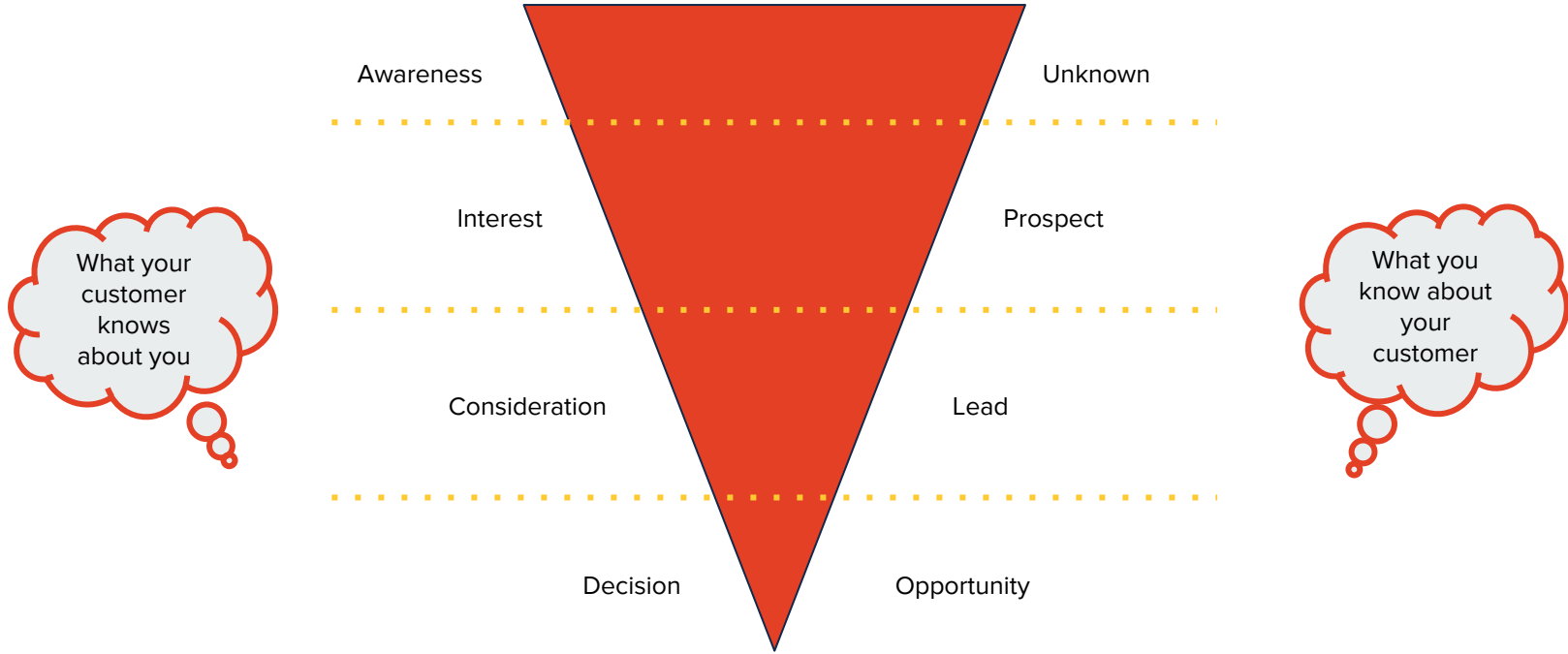
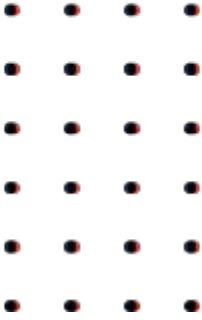
<5% of people  
click to second  
page of Google  
results

SEO drives  
1000% more traffic  
than organic social  
media

SOURCE:  
[Bright Edge](#)



# REMEMBER THE MARKETING FUNNEL



# SEO

Search Engine Optimisation is the process of **generating more traffic** for online sales, and in particular, generating **organic traffic**.

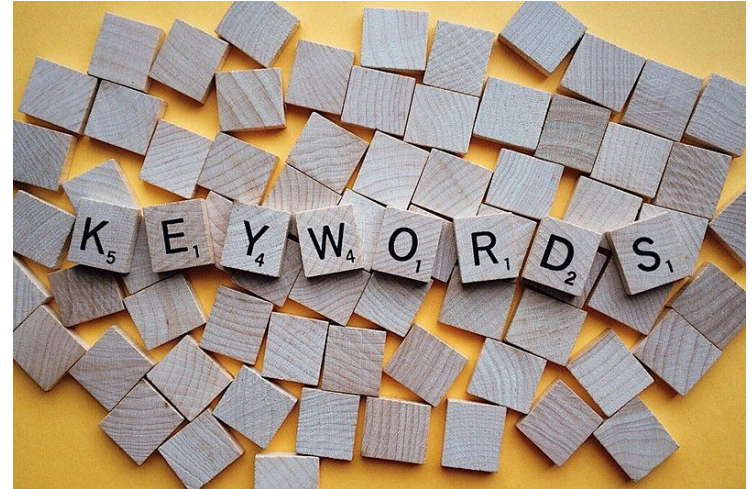
## **SEO is focused on keywords.**

It aims to mimic the way humans search, using similar terms.

This differs from paid advertising such as banner ads, promoted posts and other promotional activities that involve payment.

There are three parts to SEO:

1. Technical
2. On-page
3. Off-page



# SEO: KEYWORDS



Searches can be:

- **Navigational:** when searchers are looking for a specific website
- **Informational:** when searchers want to know about something generally (eg: Entry hall table)
- **Transactional:** when a searcher wants to buy something specific, using the appropriate term or specific dimensions, sizes, colours, etc (eg: Mahogany French provincial console table)

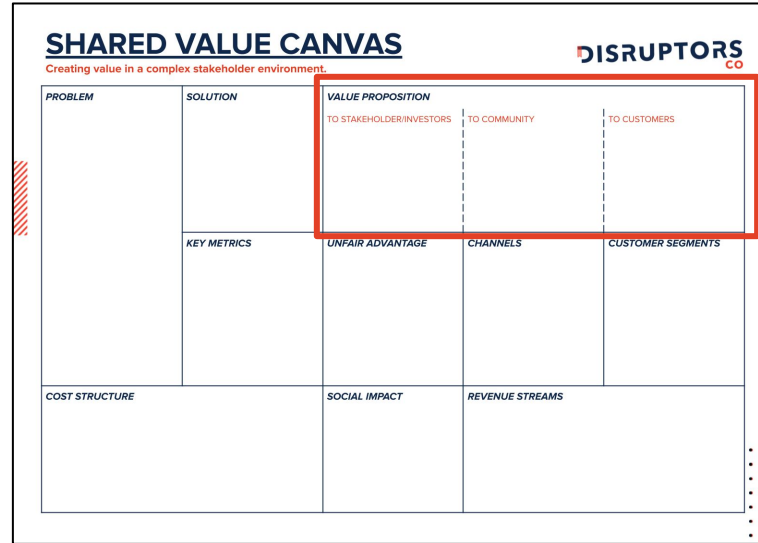
So keywords need to respond to each of these search types.



# WHERE DO KEYWORDS COME FROM?

When doing SEO, we want to ensure that our site is optimised for particular keywords. These are related to our brand, products, services, solutions, benefits and impacts.

All of these can be found in our strategic documents. For example, our key value propositions, our product descriptions and so on.



We can use various parts of our shared value or business model canvases to help with SEO. Specifically, our “value proposition” sections can form the basis of our pages, their descriptions and more.



# SEO AND KEYWORDS

There are a range of tools available to help generate keywords for our websites.

The keywords, ideally, are the words used by your potential customers to find your site. By placing your webpages with these keywords in both the pages and the underlying page metadata, search engines will index

These tools include:

- [Google Keyword Planner](#): related keywords (see the [guide to use here](#))
- [AHREFS SERP Checker](#): traffic potential for specific keywords
- [AHREFS Keyword Difficulty Checker](#): keyword ranking difficulty

“

**Use the QR code below to visit the Google Keyword Planner**



The background features a top-down view of various mechanical parts in shades of pink and purple. In the upper left, there are several nuts and washers. A long threaded rod is positioned vertically on the left side. In the lower right, there is a complex assembly of electrical components, including a transformer with visible windings and a terminal block with wires. A white rectangular box with a diagonal orange and white striped pattern on its right edge is centered in the image, containing the text.

**TECHNICAL**  
**SEO**

# SEARCH BASICS

Sites like Google and Bing are “search engines”. Which means they literally are the machines of the web helping us search for and find data.

The search engines, however, don’t “automagically” detect your website. They need to be informed of your site’s existence.

To ensure that your website is correctly registered for search, do a search using the following terms:

**Site: <yoursite name>**

For example:

**Site:wikipedia.org**

Generally the search engine “crawlers” will find new sites and add them to their regular updates,

but if you find your site is not being crawled, you may need to add it manually.

You can do so at:

<https://search.google.com/search-console>

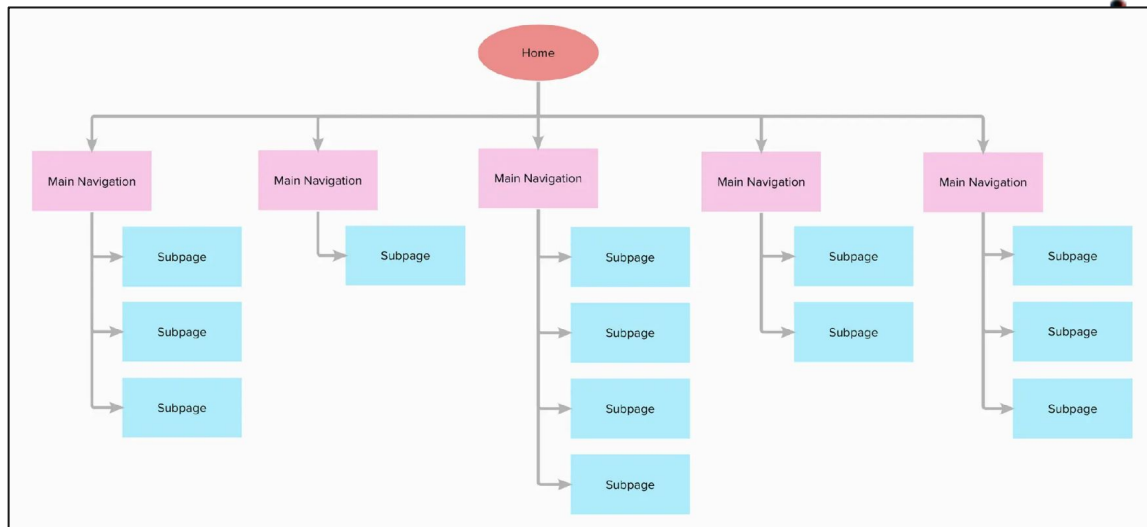


# SUBMITTING A SITE MAP

When we think of a “site map” we generally think of a visual representation of the structure of our website.

This is a human readable sitemap. It is, however, not useful to search engines.

One of the key elements of SEO is explaining which parts of your site you want the search engine to index.



To submit a site map you will need Google Search Console access. Be sure to setup an account dedicated to your Google / Search management. For example you could use [tech@yoursite.com](mailto:tech@yoursite.com) as an account that “owns” your SEO and related tech accounts and properties.

# CREATING A SITEMAP

Most content management systems (like Wordpress) will have plugins or extensions that automatically generate sitemaps for you.

These can be downloaded to your computer and then uploaded into Google Search Console.

What about similar pages?

As your site grows you will find there are similar pages that could potentially confuse a search engine. To ensure this doesn't happen, you can indicate the duplicate pages by directing them to your **canonical** page. The canonical page is the best example of your page.

Say you have a page that is dedicated and optimised for **green dresses**, but you have other pages that are similar. In the <head> section of your other pages, you can place a canonical link reference to the most important page. This link looks as follows:

```
<link rel="canonical"
href="https://example.com/dresses/green-dresses"
/>
```



# CREATING A SITEMAP

When you have updated your files and generated your sitemap, you will have an XML file.

The XML file is the same as your visual sitemap, but it is machine readable.

Here is an example.

Simply upload it to the search engines like Google and Bing.

This XML file does not appear to have any style information associated with it. The document tree is shown below.

```
▼ <urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9"
  xmlns:image="http://www.google.com/schemas/sitemap-image/1.1">
  ▼ <url>
    <loc>https://www.gymshark.com/pages/about-us</loc>
    <lastmod>2021-08-13T00:09:33-07:00</lastmod>
    <changefreq>weekly</changefreq>
  </url>
  ▼ <url>
    <loc>https://www.gymshark.com/pages/shop-men</loc>
    <lastmod>2021-02-19T09:03:08-08:00</lastmod>
    <changefreq>weekly</changefreq>
  </url>
  ▼ <url>
    <loc>https://www.gymshark.com/pages/shop-women</loc>
    <lastmod>2021-02-19T09:03:41-08:00</lastmod>
    <changefreq>weekly</changefreq>
  </url>
  ▼ <url>
    <loc>https://www.gymshark.com/pages/terms-and-conditions</loc>
    <lastmod>2020-11-12T07:14:25-08:00</lastmod>
    <changefreq>weekly</changefreq>
  </url>
  ▼ <url>
    <loc>https://www.gymshark.com/pages/blackout-terms-and-conditions</loc>
    <lastmod>2018-09-24T05:24:41-07:00</lastmod>
    <changefreq>weekly</changefreq>
  </url>
```

# THE ROBOTS.TXT FILE

If we have pages on our site that we don't want indexed by a search engine, we can add these pages to a robots.txt file.

This file is uploaded to our website and sits at the top level (that is, not in a folder).

The robots.txt file tells the Google search engine (known as Googlebot) to not index any pages that are disallowed.

For example, we may not want search engines to index the checkout pages in our ecommerce store, so we might use something like the following.

```
User-agent: Googlebot  
Disallow: /nogooglebot/  
Disallow: /checkout/
```

```
User-agent: *  
Allow: /
```

```
Sitemap:  
https://www.example.com  
/sitemap.xml
```





**ON-PAGE AND**  
**OFF-PAGE SEO**



# ON AND OFF-PAGE SEO

The two styles of SEO that you can and should use regularly are:

- On-page - the activities on your pages that you can control to improve your optimisation
- Off-page - other optimisation activities that contribute to your overall SEO

There is a third type of SEO - technical SEO - which you can manage as well. However, this is largely related to the way that your site performs as a website.

So it is impacted by the size of your website elements (the size of images and other media, the elements that are being loaded behind the scenes, and the power of your website's web server.

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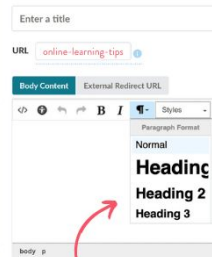
**If your site is loading slowly, then search engines will penalise your site when displaying search results.**

# 10 BEST PRACTICES FOR ON-PAGE SEO

01

## INCLUDE KEYWORDS IN TITLE TAG

Keep the title under 60 characters to make sure that all of it is shown on the Google results page. Put the most important keywords at the start of the title.



02

## KEEP URLS SHORT

To be crawled by Google, the perfect URL doesn't need to be as wordy as the title. Make it a few main keywords separated by hyphens. The more to-the-point, the better!

## WRAP THOSE HEADINGS

Use the <H1> and <H2> heading hierarchy tags to make it easier for Google to index your content. Use relevant keywords here, too!

03

## INCLUDE MULTIMEDIA

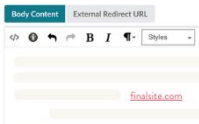
Google favors pages with longer "dwell times" because it wants to make sure it's sending users to pages that other people engage with and enjoy. Videos and photos in Posts do that! Just make sure you don't compromise site speed with large or complex file formats.

04

## INCREASE WORD COUNT

Longer blogs (1,000+ words) perform better than shorter posts in search. Though Google gets suspicious if a post is keyword-crazy, your body content should include your keyword at least once in the first 100 words.

05



06

## USE INTERNAL LINKS

Linking to other pages on your site builds up a "link profile" and improves your site's overall SEO. Include 2-3 unique links per post!



07

## USE OUTBOUND LINKS

Outbound links indicate to Google what your topic is related to, helping it index properly. Just remember that this allows users to click off your site. Set the links to open in a new tab.



## BOOST SITE SPEED

Large photos slow down page loads. Optimize all of your images for the web before uploading to avoid being penalized for slow site speed.

08

## ADD ALT TEXT

Alternative text describes what an image is about so the algorithms can file it correctly (because Google isn't human... yet!) Add keywords in the alt text and in the .png or .jpeg filename itself.

09

10

## ENABLE SOCIAL SHARING BUTTONS

The easier it is for people to share, the more likely they will. And the more people share, the more people will see your amazing content!



Finalsite.com has a great infographic that outlines the 10 best practices for on-page SEO.

You can find their infographic here:  
<https://www.finalsite.com/blog/p/~board/b/post/on-page-seo-10-best-practices>


# USING THE SEO CANVAS

To help ensure you have all the information you need to optimise EACH PAGE, use this SEO Canvas to map out the on-page and off-page SEO for your site.

**SEO CANVAS**

| On-page SEO |          |          |
|-------------|----------|----------|
| Description | Category | Keywords |
|             |          |          |
| Tag         | Pages    | Sources  |
|             |          |          |

| Off-page SEO |            |        |
|--------------|------------|--------|
| Domain       | Link       | Social |
|              |            |        |
| Anchor       | Engagement | CTA    |
|              |            |        |

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## **NEXT STEPS**

Now that you have your keywords, technical, on and off-page SEO, you are ready to start implementing your SEO strategy.

Ensure that you have identified your key pages, optimised them as fully as possible, and established your Google Search Console account.

### **Other handbooks you might need:**

DH1 - Shared Value Canvas  
DH2 - Disruptors Canvas



# DISRUPTORS CO



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## *Innovation on purpose*

Since 2015, we have been on a mission to dramatically improve the success rates of innovation programs, projects and startups.

We believe organisations and the humans that power them can create wicked success. This means combining an innovation mindset, making the right choices and deliberately generating the impact you imagined.

**We call this innovation on purpose.**

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