



HOW TO BE  
**Master of  
Your Domain**

**McD**  
DIGITAL  
REMARKABLY UNCOMMON.

**IMEC** 



# YOUR PRESENTERS



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Website Development  
Director



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SEO Specialist

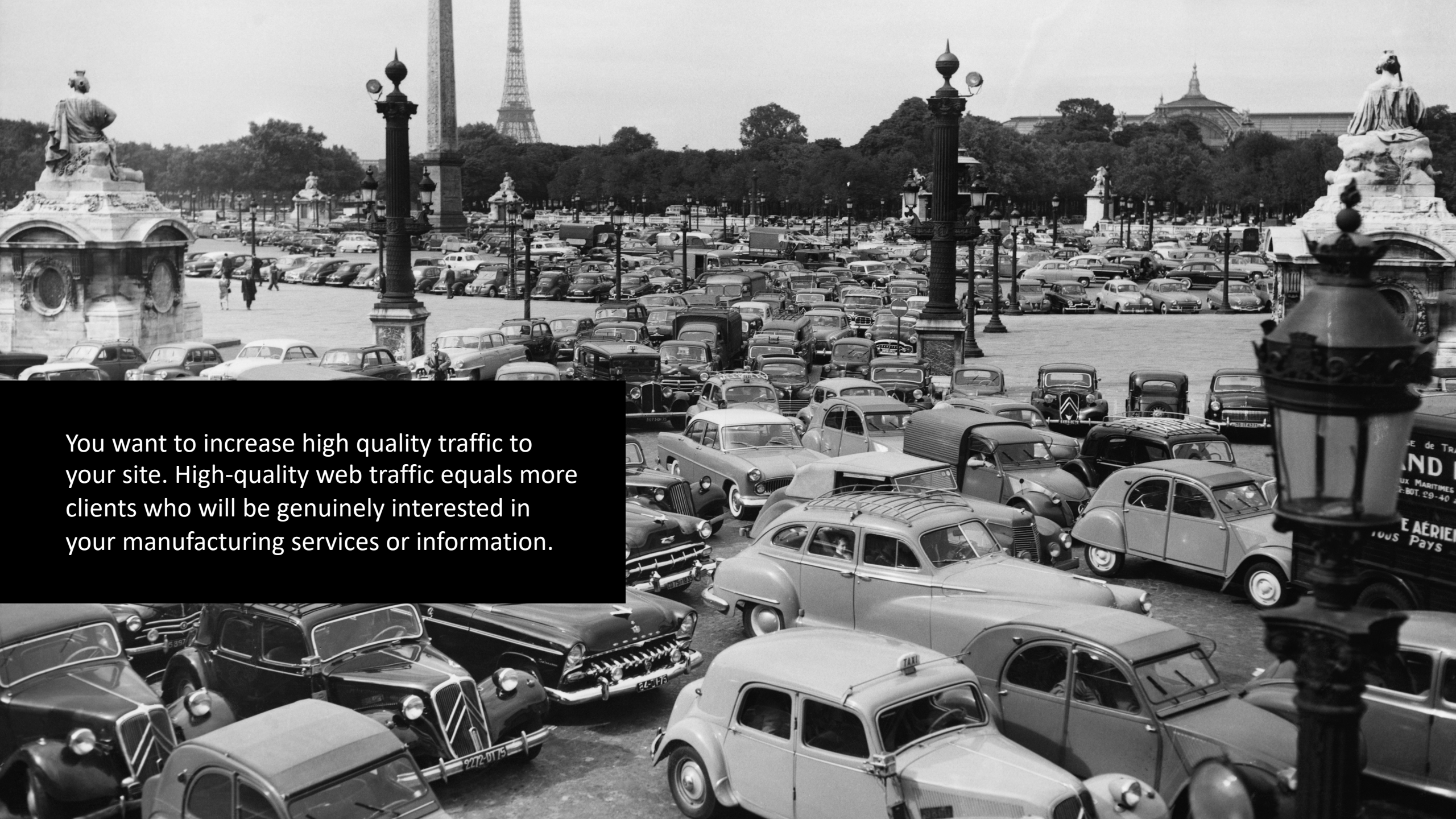


# WHAT WE WILL COVER TODAY...

- What is SEO?
- Why is SEO important for B2B businesses?
- What makes B2B SEO different from other SEO strategies?
- SEO tactics
- Why is ADA so important?
- How is SEO measured?







You want to increase high quality traffic to your site. High-quality web traffic equals more clients who will be genuinely interested in your manufacturing services or information.





# WHAT IS FUELING GROWTH IN SEO?

Without SEO, you'd be missing out on opportunities to reach customers who are searching for your services.

Businesses are now using online resources twice as much as they do word-of-mouth recommendations.

In order to put your organization in front of these prospects you will need a high SERP ranking.





# WHAT IS SEARCH ENGINE OPTIMIZATION?

SEO stands for “search engine optimization.” In simple terms, it means the process of improving your site to increase its visibility when people search for products or services related to your business in Google, Bing, and other search engines. The better visibility your pages have in search results, the more likely you are to garner attention and attract prospective and existing customers to your business.

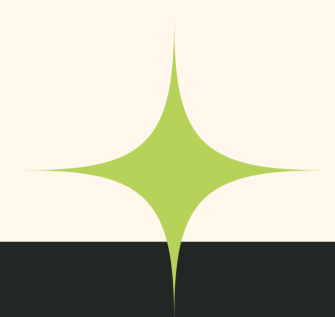
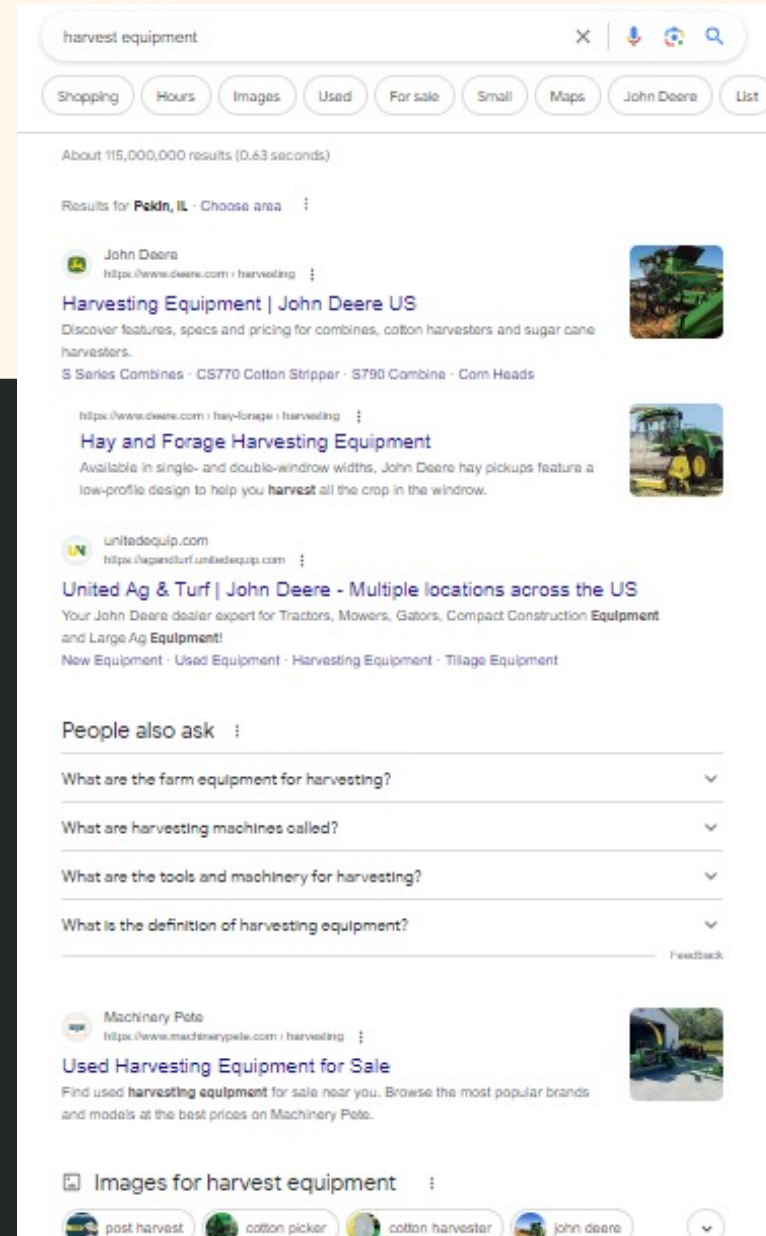




# WHAT IS A SERP?

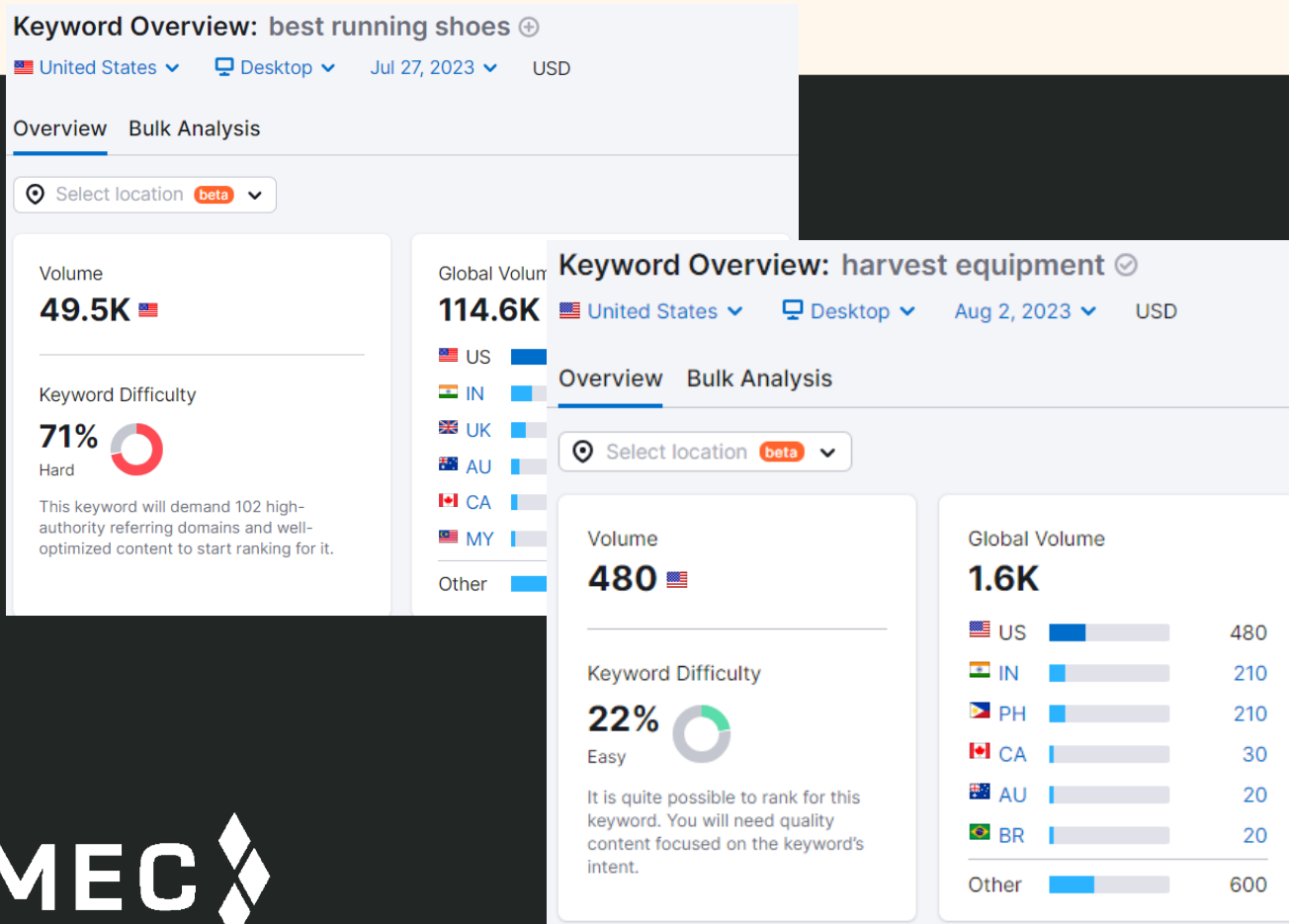
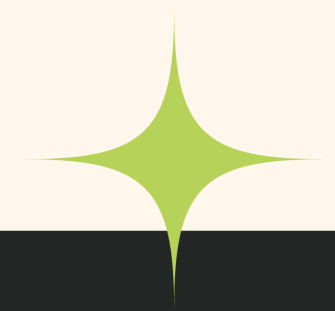
*The search engine results page lists results that a search engine returns in response to a specific word or phrase typed into Google or any other search engine.*

Why do we need high SERP rankings?  
Because the first five organic search listings get about 68% of all website clicks.





# THE IMPORTANCE OF SEO IN THE B2B SPACE



People buying on behalf of businesses behave very different from people buying for themselves. While SEO is all about getting your content in front of the most customers, B2B SEO is specifically about making ensuring your product and your content answers an exact need. SEO allows you to be an expert talking with experts.





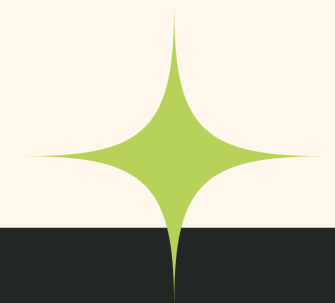
# WHAT MAKES B2B SEO UNIQUE?

- Complex sales funnels
- Low-Volume Keywords
- Lower conversion rates
- NEED to be a brand thought leader





# BE AN INDUSTRY THOUGHT LEADER



It is important for businesses to display their expertise in their industry because it means that other businesses will see them as an authority and will more likely trust that your product or service will solve their specific problem.

- Blogging
- Guest posting
- Podcast/video marketing
- Speaking at trade shows and webinars





# GOOGLE ALGORITHM UPDATES THROUGH THE YEARS



2012

**PANDA**  
Penalizing  
Content  
Farms



2014

**PIGEON**  
Local Content



2016

**CORE UPDATE**  
Enhancement Updates



2019

**BERT**  
Multi-Language

2021

**CORE UPDATE**  
User Experience



**PENGUIN**  
No Keyword  
Stuffing

2012



**HUMMINGBIRD**  
Quality Content

2013

**MOBILGEDDON**  
Responsiveness

2015

**HTTPS**  
Site Security

2017

**CORE UPDATES**  
Quality Content

2019 & 2020

# THE HELPFUL CONTENT UPDATE

In late August 2022, Google announced its newest update, the helpful content update. This update reinforces the idea that the content on your website should be of high quality to the average user.

## Key Things to Remember

- Write for humans and NOT search engines.
- Add your own content and show your expertise to your audience.
- DON'T leave your audience with more questions than answers.





# USER EXPERIENCE

While dwell time is an indirect ranking factor for Google, it is critical in the user experience. Dwell time is the length of time a reader spends on a page on your blog. Videos really help hold attention on page!



# XML SITEMAP



*An XML sitemap is a file intended for consumption by search engines that lists a website's important pages. A sitemap is crucial- making sure Google can find and crawl all pages on your site. XML also helps search engines understand the structure of your website, ensuring every essential page is crawled by Google.*

Sitemap	Last Modified
<a href="https://yoast.com/post-sitemap.xml">https://yoast.com/post-sitemap.xml</a>	2021-04-29 12:15 +00:00
<a href="https://yoast.com/page-sitemap.xml">https://yoast.com/page-sitemap.xml</a>	2021-04-29 11:47 +00:00
<a href="https://yoast.com/wpkb-article-sitemap.xml">https://yoast.com/wpkb-article-sitemap.xml</a>	2021-04-29 08:11 +00:00
<a href="https://yoast.com/yoast_courses-sitemap.xml">https://yoast.com/yoast_courses-sitemap.xml</a>	2021-04-26 15:24 +00:00
<a href="https://yoast.com/yoast_employees-sitemap.xml">https://yoast.com/yoast_employees-sitemap.xml</a>	2021-04-28 14:23 +00:00
<a href="https://yoast.com/yoast_events-sitemap.xml">https://yoast.com/yoast_events-sitemap.xml</a>	2021-04-28 11:36 +00:00
<a href="https://yoast.com/yoast_jobs-sitemap.xml">https://yoast.com/yoast_jobs-sitemap.xml</a>	2021-04-29 09:40 +00:00
<a href="https://yoast.com/yoast_banen-sitemap.xml">https://yoast.com/yoast_banen-sitemap.xml</a>	2021-04-26 15:23 +00:00



# INDEX CONTENT

*Indexed content is another name for a data base used by a search engine. Indexes contain available information on all the websites Google (or another search engine) was able to find. If a website is not in a search engines index system, web users will not be able to find the site.*

Proper website indexing allows search engines to see all important pages and give you site a major boost!



# INDEX DATE

Indexing means a search engine finds content and adds it to its index. Later, the page can be retrieved and displayed in the SERP when a user searches for keywords related to the indexed page.

Advanced ▲

Allow search engines to show this Page in search results? ?

Yes (current default for Pages) ▼

Should search engines follow links on this Page ?

Yes  No

```
<?xml version="1.0" encoding="UTF-8"?>
<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9" xmlns:xhtml="http://www.w3.org/1999/xhtml">
  <url>
    <loc>
      https://josephcamper.com/
    </loc>
    <xhtml:link rel="alternate" hreflang="x-default" href="https://josephcamper.com/" />
  </url>
  <url>
    <loc>
      https://josephcamper.com/about-us
    </loc>
    <xhtml:link rel="alternate" hreflang="x-default" href="https://josephcamper.com/about-us" />
  </url>
  <url>
    <loc>
      https://josephcamper.com/contact-us
    </loc>
    <xhtml:link rel="alternate" hreflang="x-default" href="https://josephcamper.com/contact-us" />
  </url>
  <url>
    <loc>
      https://josephcamper.com/faqs
    </loc>
    <xhtml:link rel="alternate" hreflang="x-default" href="https://josephcamper.com/faqs" />
  </url>
  <url>
    <loc>
      https://josephcamper.com/properties
    </loc>
    <xhtml:link rel="alternate" hreflang="x-default" href="https://josephcamper.com/properties" />
  </url>
  <url>
    <loc>
      https://josephcamper.com/services
    </loc>
    <xhtml:link rel="alternate" hreflang="x-default" href="https://josephcamper.com/services" />
  </url>
  <url>
    <loc>
      https://josephcamper.com/blog
    </loc>
    <xhtml:link rel="alternate" hreflang="x-default" href="https://josephcamper.com/blog" />
  </url>
</urlset>
```



# ALT IMAGE TAGS

*Also known as “alt attribute” and “alt description”, an alt tag is an HTML attribute applied to image tags to provide a text alternative for search engines.*

Search engines cannot interpret images; however, images play a crucial role in how people interpret a web page.



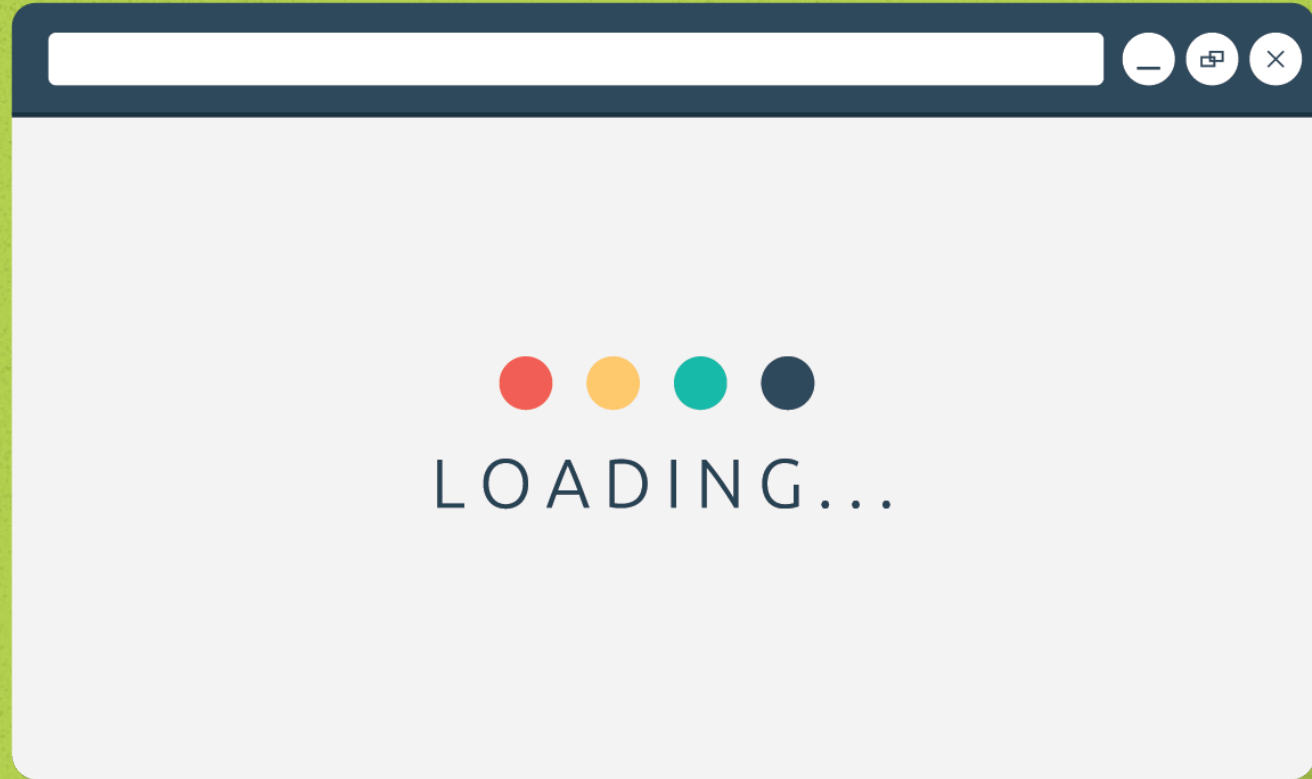
The illustration shows a browser window with a blue header and three dots in the top-left corner. On the left side of the window is a square image of a cherry cake with green and pink layers. To the right of the image are two dark grey code blocks. The top code block is marked with a red 'X' icon and contains the following code:

```
01. <div class="images">
02. 
03. </div>
```

The bottom code block is marked with a green checkmark icon and contains the following code:

```
01. <div class="images">
02. </div>
```

Alt tags are also helpful for users when a webpage or browser cannot load images.





# WHY IS ADA SO IMPORTANT?

The number of Americans with Disabilities Act (ADA) lawsuits has quadrupled since 2013.

Business owners are now facing the increasing possibility of being hit with an ADA lawsuit if their website is not ADA compliant.

ADA was created to protect people with disabilities from discrimination in all areas of life in public. Ex: schools, restaurants, stores, and public transportation. This protection extends online as well on social media, websites, etc.



# WHO IS MOST AT RISK?

In 2021, settlements for most targeting smaller and mid-sized businesses range from \$5k-\$20k. Since 2013, the law firm Seyfarth Shaw has tracked the number of lawsuits filed under the ADA each year. The data shows in 2021 more than 11,400 people filed an ADA Title III lawsuit.

- Travel/Hospitality
- Restaurants/Food Service
- Medical/Health
- E-Commerce
- Universities/Education
- Beauty/Fitness/Wellness
- Entertainment/Leisure
- Insurance
- Retail Stores
- Home Services
- Banking/Financial
- Real Estate
- Automotive
- Government

# SCREEN READERS

*Screen readers are a form of assistive technology which renders text and image content as speech or braille output.*

This technology carries out a variety of different tasks, from reading documents, navigating web pages, opening, and closing files, and listening to music. It is extremely important that websites are set up to be accessible to screen reader users.





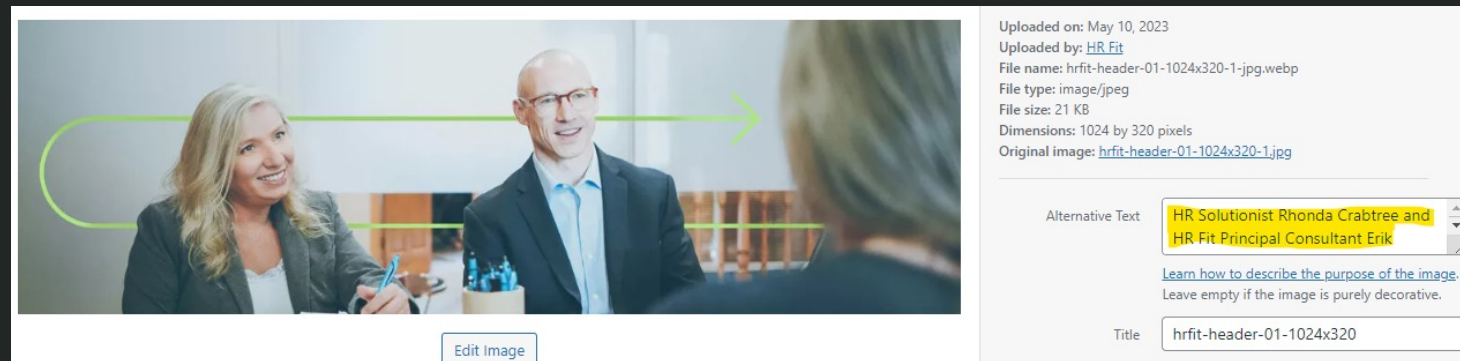
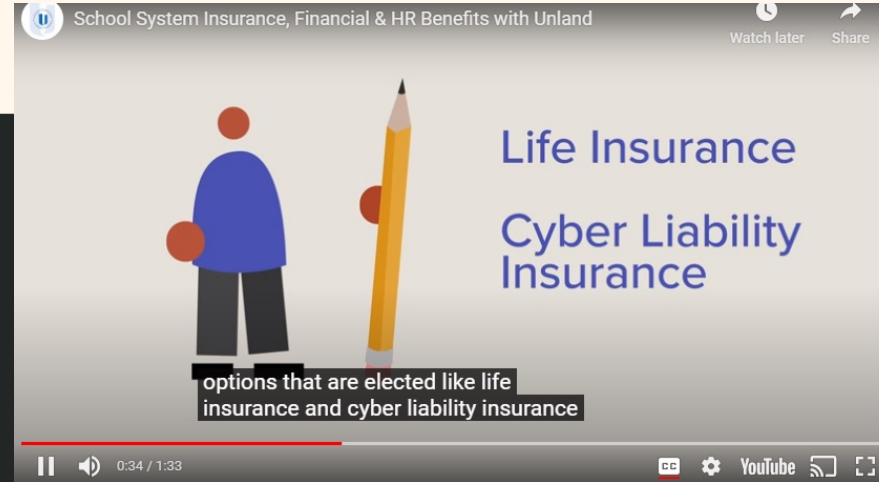
*Searcheningejournal.com* wrote a great article on the importance of accessibility in terms of SEO. They stated a website should be perceivable, operable, understandable, and robust.

Let's break those down...



# PERCEIVABLE

Perceivable encompasses removing any barriers that a user may face while accessing your content. This involves making websites screen reader accessible by supplying text alternatives (alt tags) and a logical structure to the page.



# OPERABLE

Operable refers to making a website usable for all users, regardless of the device they are browsing on (tablet, phone, computer). It also means allowing enough time for users to complete any task they might be given on the site.

# UNDERSTANDABLE

Understandable means users must be able to comprehend the information displayed on a webpage, as well as clearly understand the user interface and navigation of the site. This relies on predictable and consistent navigation.



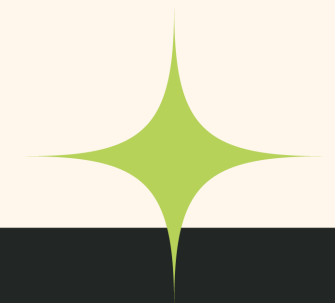


# ROBUST

To be a robust site, a website must be able to be accessed and interpreted by all different technologies and platforms. As well as remaining accessible throughout updates to all platforms.



A screenshot of the Yetter website's product page for the 2940 Air Adjust Row Cleaner. The page features a dark red header with the Yetter logo and navigation links. A breadcrumb trail shows the path: PRODUCTS &gt; PLANTING EQUIPMENT &gt; ROW CLEANERS &gt; PLANTER MOUNT ROW CLEANERS &gt; 2940 AIR ADJUST™ ROW CLEANER. The main content area includes a product title '2940 AIR ADJUST™ ROW CLEANER' with a 'CALL YETTER' button, a large image of the machine in operation, and a 'CALL YETTER' button. Below the image is a navigation bar with links for OVERVIEW, MODEL DETAILS, MANUALS, DEMOS, TESTIMONIALS, and VIDEOS. The 'Overview' section contains a paragraph describing the machine's features and a bulleted list of key features. A 'Patented' section is also present. At the bottom, there is a 'Focus Page' section with a thumbnail image and a 'PRODUCT FOCUS PAGE' button. The page is well-organized and easy to navigate.



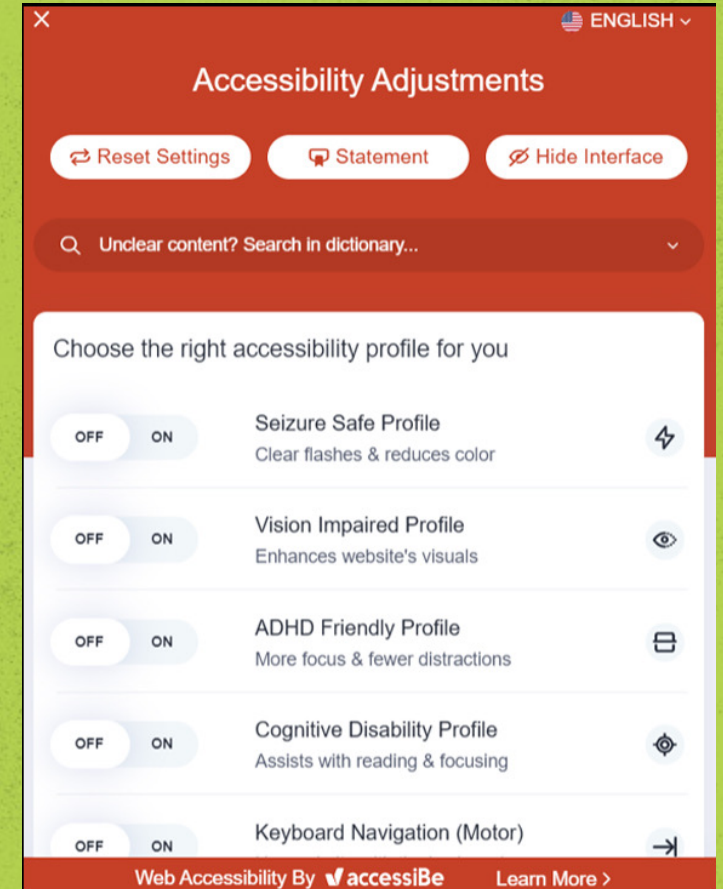
# OUR SOLUTION...ACCESSIBLE

Companies like accessiBe help website become ADA compliant by allowing users to make adjustments to your website in order to fit their needs. They can adjust:

- Color contrast
- Increase text size
- Add alt-text to images

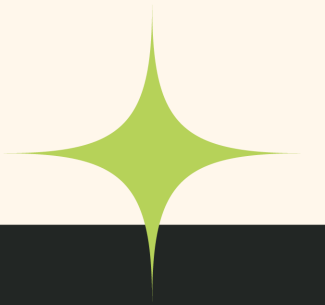
Striving to make your website accessible comes with many benefits:

- It improves the user experience by making your website accessible to more customers
- It reduces the risk of ADA related lawsuits
- It improves overall site performance and helps with SERP rankings.



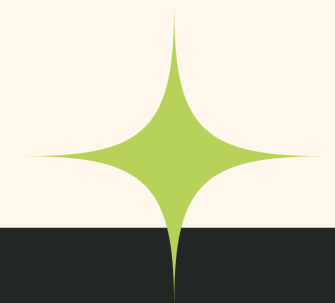
# CANONICALS

Canonical tags are a way of telling a search engine that a specific URL is the master copy of a page.





# WHAT IS THE DIFFERENCE BETWEEN CANONICAL TAGS AND URLS?



Tags are found in the head section of a web pages HTML source code, a canonical tag looks like this...

```
<link rel="canonical" href="https://www.website.com/page/" />
```

Canonical URLs are the chosen “master” URL for a set of duplicate pages. In the words of Google, “A canonical URL is the URL of the page that Google thinks is most representative from a set of duplicate pages on your site.”

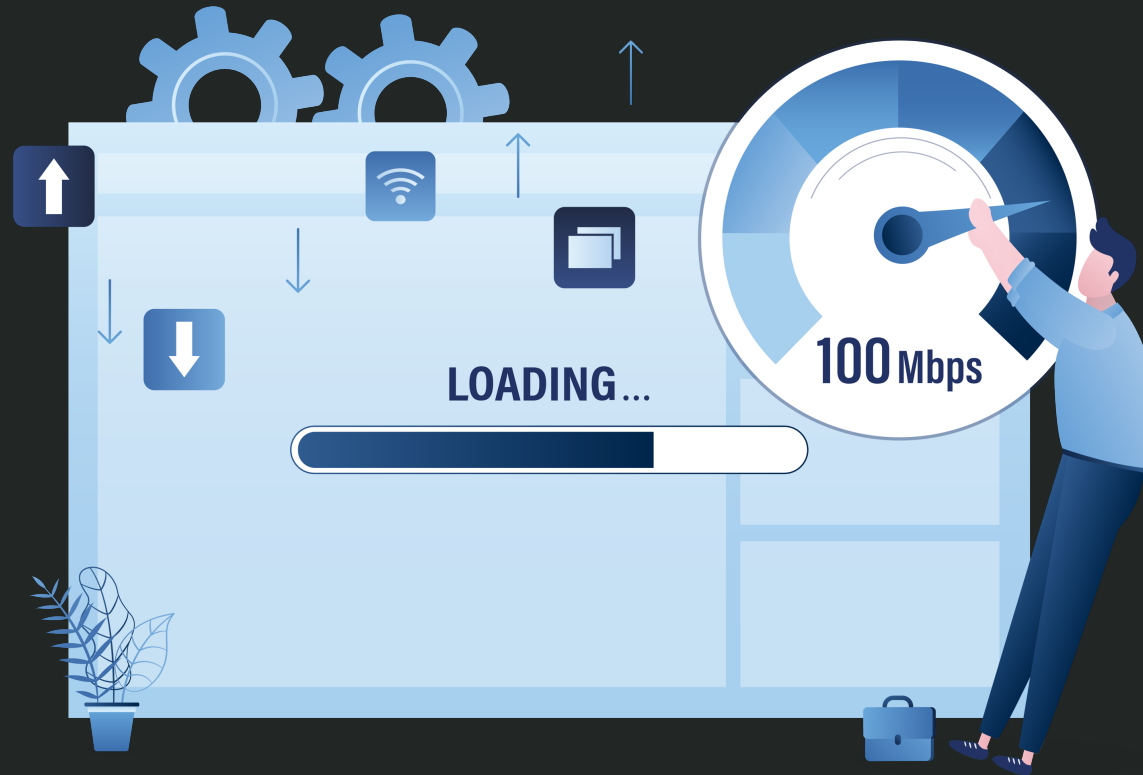
# BLOGS/ BLOG PROMOTION

Bloggging helps boost SEO quality by positioning your website as a relevant answer to customer questions. Blog posts using a variety of on-page SEO tactics give you more opportunities to rank in search engines and can make your website more appealing to website visitors.



# PAGE SPEED

Visual elements, unnecessary code, and overuse of plugins can contribute to a sluggish blog site. Remove junk to help your pages load faster.





# MOBILE RESPONSIVENESS

More than half of Google's search traffic in the US comes from mobile devices, your blog might follow the same trend. Make sure your blog is optimized for mobile.

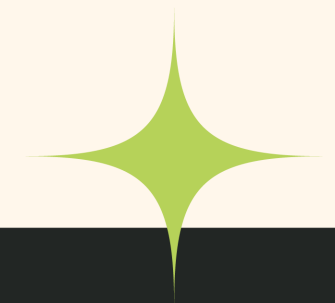


# RECENT DATA

Recent data is another indirect ranking factor for Google but should still be included in blog posts. Recent data gives visitors relevant and accurate information, contributing to a positive experience.



# SCHEMA MARKUPS

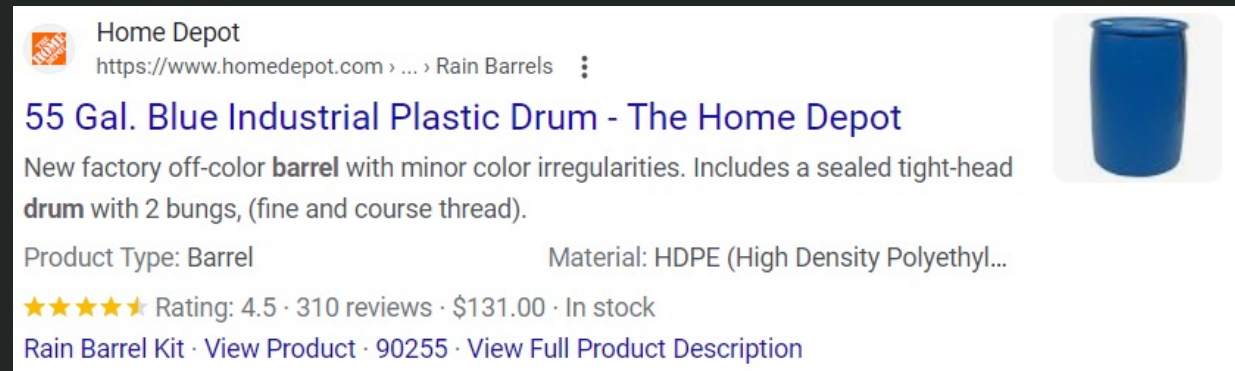


Schema markups are a type of microdata that can help a search engine create an enhanced description of a site, called a rich result.



# RICH RESULTS & PRODUCT SCHEMA

Simply by adding a line of JSON-LD code to the backend of your product page, you provide Google with important details to make your product of service more attractive in the SERP.



Home Depot  
https://www.homedepot.com > ... > Rain Barrels

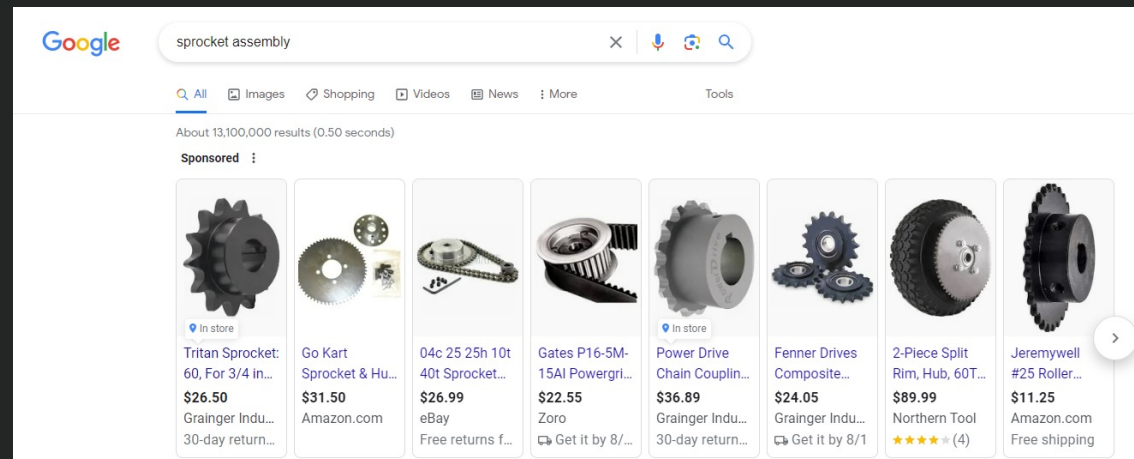

### 55 Gal. Blue Industrial Plastic Drum - The Home Depot

New factory off-color **barrel** with minor color irregularities. Includes a sealed tight-head **drum** with 2 bungs, (fine and course thread).

Product Type: Barrel Material: HDPE (High Density Polyethyl...)

★★★★★ Rating: 4.5 · 310 reviews · \$131.00 · In stock

[Rain Barrel Kit](#) · [View Product](#) · 90255 · [View Full Product Description](#)











Google sprocket assembly

All Images Shopping Videos News More Tools

About 13,100,000 results (0.50 seconds)

Sponsored

 Tritan Sprocket: 60, For 3/4 in... \$26.50 Grainger Indu... 30-day return...	 Go Kart Sprocket & Hu... \$31.50 Amazon.com	 04c 25 25h 10t 40t Sprocket... \$26.99 eBay Free returns f...	 Gates P16-5M-15Al Powergri... \$22.55 Zoro Get it by 8/...	 Power Drive Chain Couplin... \$36.89 Grainger Indu... 30-day return...	 Fenner Drives Composite... \$24.05 Grainger Indu... Get it by 8/1	 2-Piece Split Rim, Hub, 60T... \$89.99 Northern Tool ★★★★★ (4)	 Jeremywell #25 Roller... \$11.25 Amazon.com Free shipping
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# ONLINE REVIEWS

Whether through Google, Facebook, or other review sites, online reviews are essential to fostering customer trust as well as improving your overall SEO. Better reviews mean more customers which means search engines will be more likely to put your business higher in the rankings.

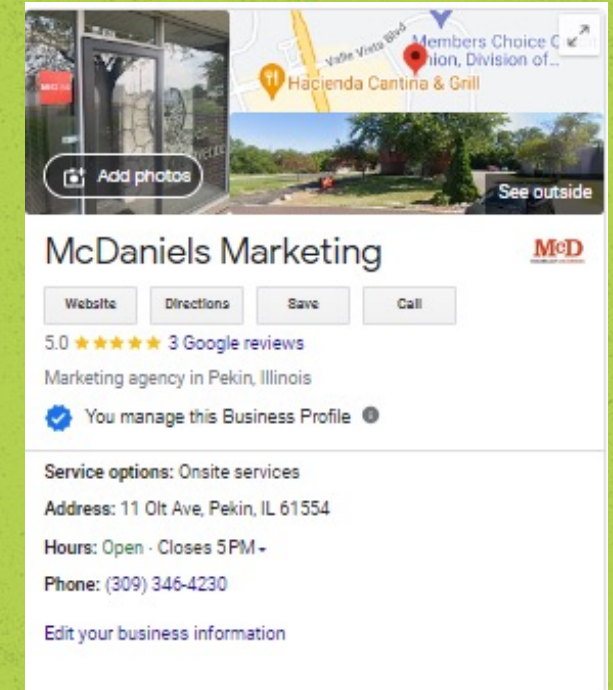


# GOOGLE MY BUSINESS

Having an up-to-date Google My Business profile is a really easy way for people to find your business. It also allows you to tell Google exactly what your business does.

Perhaps most importantly, Google My Business compiles reviews, giving your business a star rating and making it easy for customers to see what you have to offer.

Customers want to know they are interacting with a person and Google My Business allows you to be accessible.



## Google My Business tips:

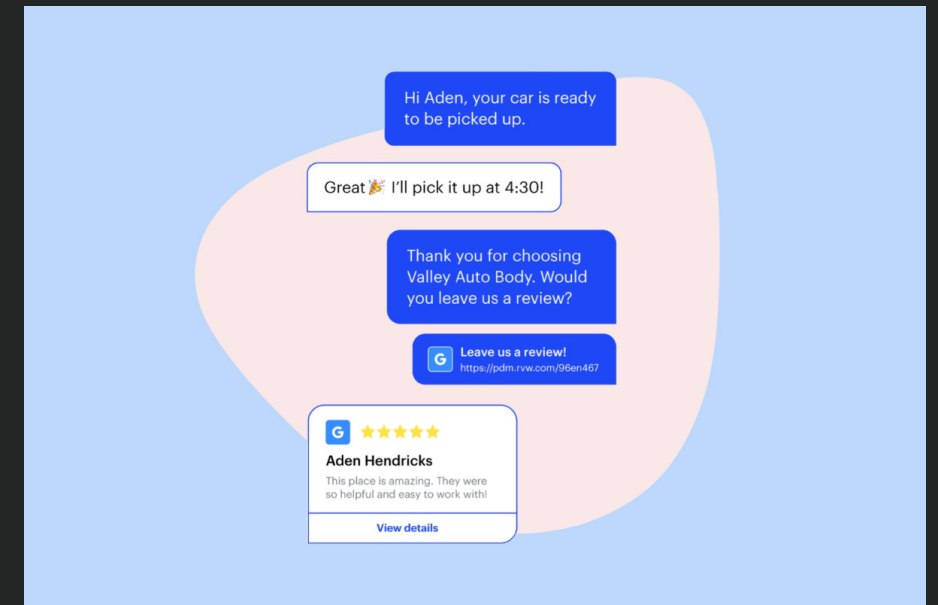
- Remember to consistently respond to questions.
- Make sure to add your location in your business information section AND your description.
- Use your “Business Type” as an opportunity to pursue a keyword.



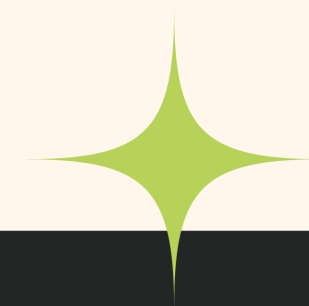
# IMPROVE THE USER EXPERIENCE WITH PODIUM

Podium simplifies the messaging experience and review process, giving you one central messaging dashboard where you can read and respond to messages from Webchat, Facebook Messenger, SMS and Google Click-to-Message.

- Increase Google and Facebook ratings, quality, and quantity of reviews, and how businesses respond to them.
- Succeed in online reputation management and increase their overall organic search impressions.
- Implement a texting feature which allows customers the ability to ask questions, make payments, and leave a review all from the comfort of their phone.
- Set up a chat plugin for customers interested in asking questions on your website.



# YOAST (EASIEST TO USE)



Yoast is a WordPress plugin that improves your websites rankings on search engines by helping optimize your sites content and keywords.

Yoast SEO automatically generates a sitemap, updates as you add new content, and pings search engines when updated.



# HOW DOES MCD DISPLAY SEO RESULTS?



# Traffic Overview

## Web Overview

### Organic Traffic

Active users  
27,234  
↑ 12.7%



New users  
24,161  
↑ 12.2%



### Total Traffic

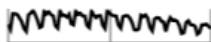
Active users  
51,242  
↓ -12.4%



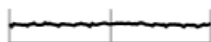
New users  
47,932  
↓ -14.0%



Engaged sessions  
60,506  
↓ -0.3%



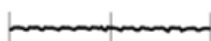
Engagement rate  
68.05%  
↑ 8.6%



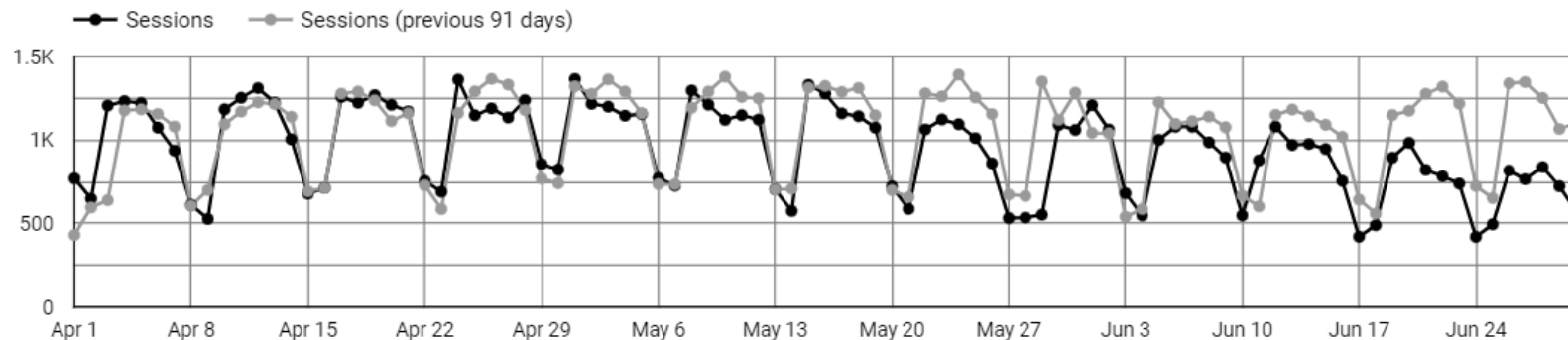
Sessions  
88,913  
↓ -8.2%



Sessions per user  
1.74  
↑ 4.8%



## Sessions Trending

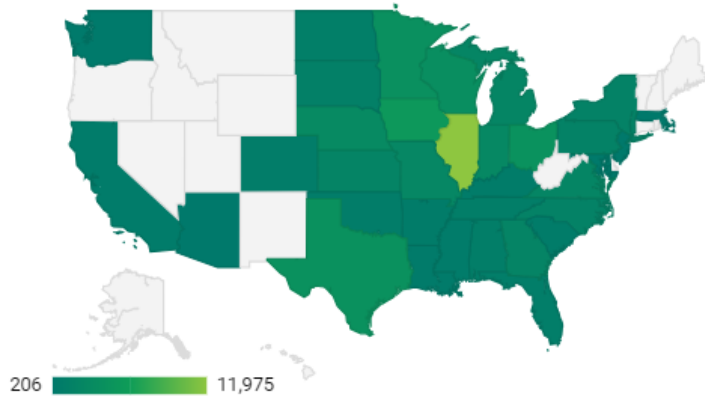


## Top Landing Pages

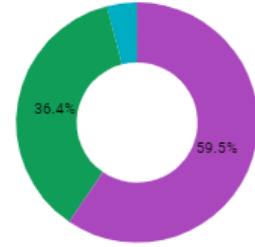
Page path	Views	% Δ	Active users	% Δ
/	26,311	-22.0% ↓	15,651	-24.1% ↓
/products/1-planting-equipment	14,146	-27.8% ↓	8,302	-36.2% ↓
/customer-support/manuals	13,124	26.0% ↑	5,314	24.2% ↑
/twister-closing-wheel	9,670	-27.6% ↓	6,907	-27.6% ↓
/products/11-plantermount-row-cleaners	9,167	2.9% ↑	5,254	1.9% ↑
/dealer-locator	7,879	6.9% ↑	2,721	2.7% ↑
/search	7,665	0.9% ↑	2,522	1.6% ↑
/products/28-row-cleaners	7,343	-7.4% ↓	4,468	-14.1% ↓

# Organic Traffic Audience Detail

## Visitor Locations



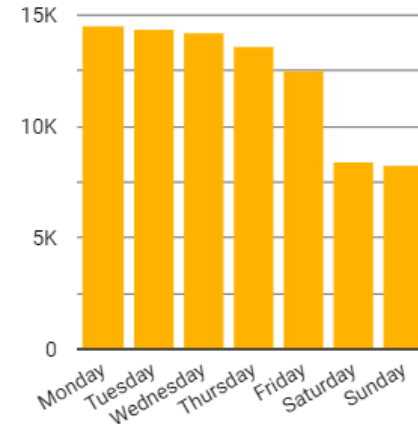
## What device are people using?



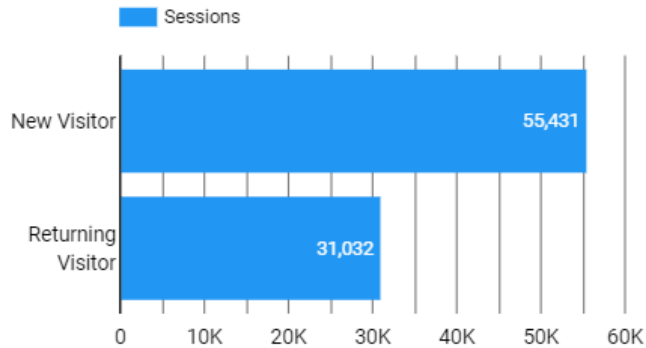
Device cat...	New users...	Views
1... mobile	28,526	103,148
2... desktop	17,465	142,107
3... tablet	1,925	5,942

1 - 4 / 4 < >

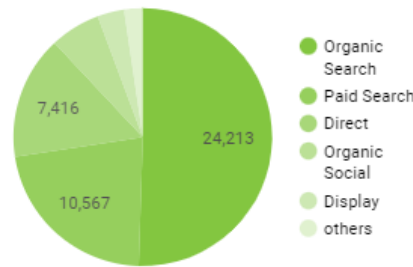
## Popular Days



## New vs Returning Visitors



## How people found your site:



## Source Medium

Session source	Sessions
1. google	[Bar]
2. (direct)	[Bar]
3. bing	[Bar]
4. m.facebook.com	[Bar]
5. yahoo	[Bar]
6. l.facebook.com	[Bar]
7. duckduckgo	[Bar]
8. lm.facebook.com	[Bar]

1 - 100 / 210 < >

Organic Keywords

12,460

↑ 7.2%

Site CTR  
5.8%  
↑ 38.9%

Impressions  
494.1K  
↑ 26.1%

Average Position  
22.8  
↓ -18.0%

Clicks  
28.8K  
↑ 75.2%

## Top Performing Keywords

Query	Clicks	Impressions	Site CTR
1. yetter	2,738	11,425	23.96%
2. yetter row cleaners	864	2,994	28.86%
3. rotary hoe	523	7,977	6.56%
4. yetter manufacturi...	292	1,776	16.44%
5. yetter closing whe...	270	1,203	22.44%
6. yetter poly twister	199	865	23.01%
7. yetter twister	199	959	20.75%
8. yetter parts catalog	184	433	42.49%
9. yetter strip freshe...	162	431	37.59%

1 - 20 / 12479 < >

Keywords

Top 3  
66 New 0 Lost 1

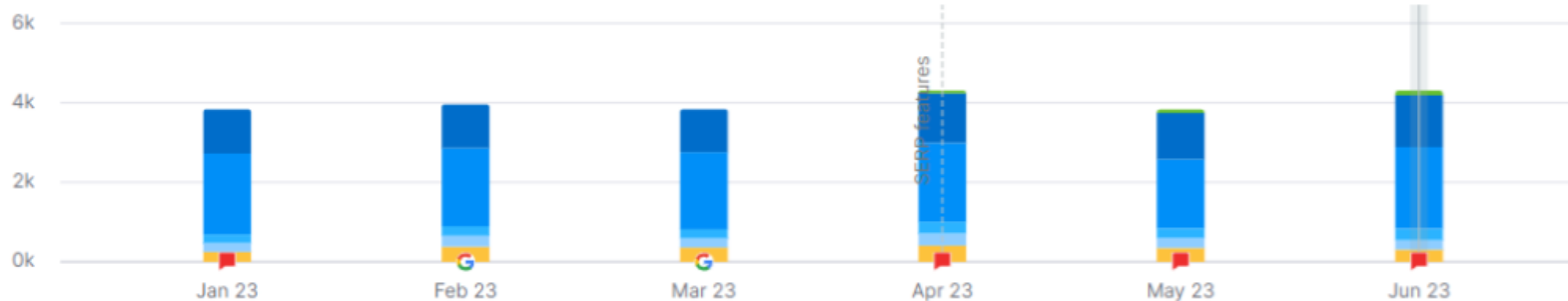
Top 10  
80 New 2 Lost 1

Top 20  
87 New 2 Lost 2

Top 100  
97 New 2 Lost 1

Improved vs. declined  
19 9

## Organic Keywords Trend



Positive Impact +2.74%

Keyword	Visibility gain
best stalk roller	+0.59%
no till coulters	+0.59%
planter closing wheels	+0.59%
yetter planter parts	+0.59%
cornstalk stomper	+0.09%



## Basic Page Report

Page title	Sessions	Average session duration
<b>Totals</b>	<b>9,073</b> 100% of total	<b>2m 51s</b> Avg 0%
1 2967-029/097 Short Floating Row Cleaner - Yetter Co	2,517	2m 46s
2 2967-013/014 Short, Narrow Floating Row Cleaner - Yetter Co	1,196	2m 29s
3 5000 Stalk Devastator™ Stalk Roller Attachment - Yetter Co	1,183	2m 33s
4 2984 Strip Freshener - Yetter Co	986	2m 27s
5 2940 Air Adjust™ Row Cleaner - Yetter Co	855	2m 32s
6 6200 Twister Poly Closing Wheel - Yetter Co	778	2m 32s
7 9010 TrackTill® - Yetter Co	667	1m 21s
8 2984 Maverick™ HR Plus® - Yetter Co	596	2m 40s
9 2984 Strip Freshener Cab Control (CC) - Yetter Co	522	2m 50s
10 10,000 Magnum™ - Yetter Co	473	2m 23s
11 2968 Dual Fertilizer Opener - Yetter Co	390	2m 26s
12 2968 Single Fertilizer Opener - Yetter Co	21	5m 04s

## Top Organic Pages

Page path	Views	New us...	Ses...
/	10,887	4,058	9,306
/products/1-planting...	7,044	324	5,135
/customer-support/...	6,501	626	5,522
/products/11-planter...	5,899	1,426	4,372
/dealer-locator	4,564	345	2,207
/products/5-71-plant...	4,307	1,476	2,938
/search	3,858	0	1,633
/products/28-row-cle...	3,785	320	2,821
/products/12-closing...	3,216	731	2,495
/products/2-fertilizer...	2,931	115	2,147
/products/18-toolbar...	2,389	366	1,712
/products/14-planter...	2,183	657	1,612
/products/27-planter...	2,158	268	1,683
/dealer-info	2,068	17	1,212
/products/15-planter...	2,001	346	1,529
/products/11-planter...	1,877	206	1,585
/products/24-rotary-...	1,863	891	1,527
/products/4-toolbar...	1,833	5	1,439

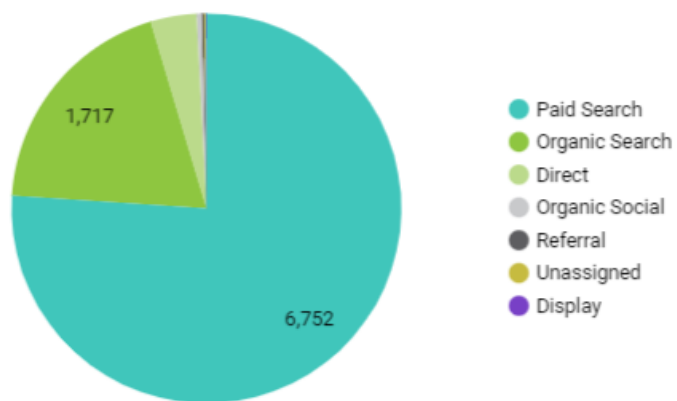
## Twister Closing Wheel Landing Page

Sessions  
8,820

Average engagement  
time per session

2m 23s

### How Users Found the Page



	City	Sessions
1.	(not set)	1,348
2.	Chicago	478
3.	Omaha	161
4.	Minneapolis	159
5.	Atlanta	94
6.	Dallas	93
7.	Ashburn	78

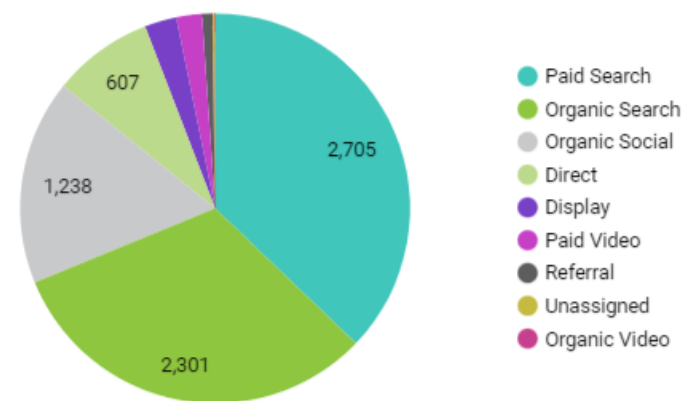
1 - 100 / 1802 < >

## Devastator Landing Page

Sessions  
7,249

Average engagement  
time per session

1m 22s



	City	Sessions
1.	(not set)	1,118
2.	Chicago	415
3.	Dallas	162
4.	Minneapolis	109
5.	Omaha	98
6.	New York	90
7.	Columbus	80

1 - 100 / 1948 < >

## Tips & Tricks

### Quarter 2 Completions:

1. Keyword research
2. Optimize meta descriptions
3. Identify low-content pages
4. Set H1 for every page
5. Added new keyword to position tracking
6. Add faq schema

### Quarter 3 Objectives:

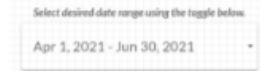
1. Create new event goals in GA4
2. Set product schema on product pages for rich results
3. Continue optimizing new content and pages
4. Track performance of approved keywords
5. Serve images in next-gen formats
6. Set canonical for every page

### Client Goals:

1. Increase traffic to the website using relevant keywords
2. Decrease the time a new visitor spends finding information
3. Simplify the search process for new visitors to find yetterco.com

### Changing Report Date Range:

An exciting feature we've added to your report is the ability to check past analytic data. This can be accessed by toggling the date range button in the upper right hand corner of each page (see image below for example):



You'll notice that the report will always pull data from the most recent month, but it can be easily altered by simply clicking the toggle shown above.

### Changing a Page:


To toggle between different pages of the report, simply click the arrows in the top left corner located under the title of the report



This is an interactive report, so don't worry, there's no way you can break it or mess it up. Feel free to click around and run your mouse over different elements and charts!

### Download Or Print the Report:

\*Make sure you are using Google Chrome & logged into a Google account\*

To download this report as a PDF click  in the top right corner. Then, when prompted, click "download".

To print this report, first download as a PDF (see directions above). Once downloaded as a PDF open the document and click 'file' then 'print'. Note that some operating systems may require you to select 'fit to page' in the printer settings in order to allow the report to print correctly.



**QUESTIONS?**



# Thank You!

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