

# Updates

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1. Audience Development at Freestar
2. Newsletter for SEO updates, traffic tips and industry updates
2. New Facebook Group

<https://www.facebook.com/groups/freestarcommunity>

**Password:** PublisherFirst2022

3. Freestar Collective Slack channel
4. Future Webinars



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# Top 5 SEO Trends of 2022



# SEO Industry Overview

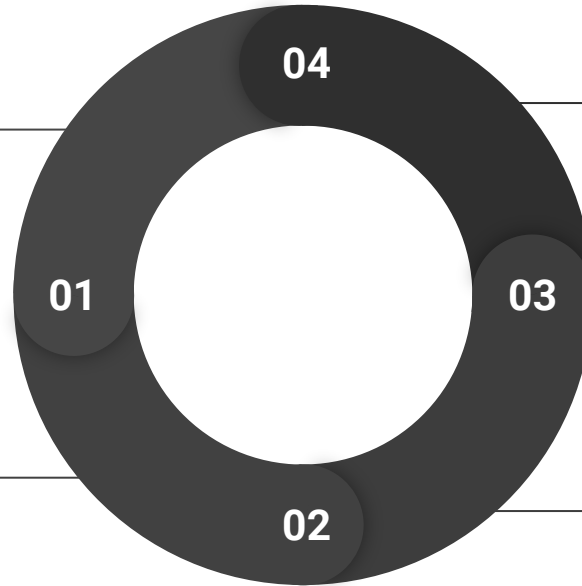
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## Quality Content

Maintained  
No thin content  
User intent  
Useful and usable  
Focused intro graph

## E-A-T

Expertise  
Authoritativeness  
Trust  
Brand authority  
Backlinks



## Technical Best Practices

Clean code  
Page Speed  
Structured data  
Organized formatting  
Navigation structure

## User Experience

Best answers the query  
Page Speed  
Readability  
Diverse media assets

# Agenda

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1. Mobile Optimization
2. Long-form Content and other Content Optimization Trends
3. Google E-A-T and the Importance of Authority
4. AI to Play a Larger Role
5. Video is a Crucial Element

# Mobile Optimization

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# Mobile Optimized

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True mobile optimization extends far beyond responsiveness. To create the best possible user experience on mobile, there are additional factors to consider.

Responsive design

Navigation

Readability

Accessibility

Speed

Security

Reliable hosting

Viewable content

Responsive images

Web Caching

Stylized links

Clean, uncluttered

# Readability

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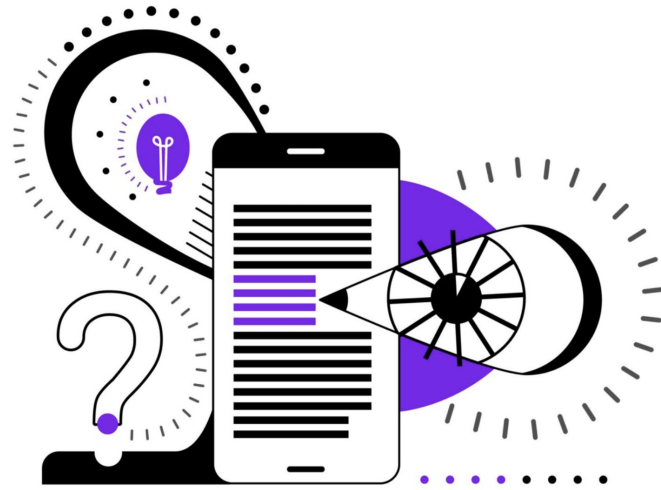
Readability is the quality of being easy or enjoyable to read. The readability of your site from a mobile device should take precedence over your desktop experience. Highly scannable, easy-to-read sites tend to have the lowest bounce rates and highest time of page metrics.

## Readability Factors

- Font size
- Typography
- Colors
- Line height
- Reading level
- Organized
- Link/button size
- Scannable

## Readability Factors

- 14-16 pt font
- Clean
- White background
- 150% of font size
- Geo-specific
- Use heading tags
- Large
- 2-3 sentence paragraphs



# Navigation

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Because more users view websites from a mobile device, Google ranks the website based on mobile content, relevance and UX. Your mobile navigation is made up of menus and internal links, and should work to make a seamless experience for a user to move throughout the site.

1. Keep mobile navigation concise.

- The navigation labels themselves, as well as the number of menu choices, should be kept short
- 4-8 top level items, 1 sub-level

2. Keep navigation consistent throughout the site and list your most valuable pages first.

3. Consider a search bar.

4. Make it intuitive through the use of a 'hamburger menu' and breadcrumb links.

5. Keep fonts and styling in mind in the navigation elements.

6. A good navigation is touch-friendly, meaning menu buttons and links are easily activated by thumbs – not mouse over.



# Speed

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No matter the provider (AdSense, GAM, Freestar), a site running ads will always be slower than one that isn't. It's about finding the balance between user experience and monetizing your content. You shouldn't have to compromise the revenue of your business just to shave off half a second when the user won't notice.

## What You Can Do To Help

- Removing ads should not be your first step for speed optimization
- Plugin audits
- Keep code optimized, what don't you need?
- Optimize images
- Avoid large embeds, such as YouTube videos
- Invest in modern themes/code
- Invest in good hosting

[Google PageSpeed Insights](#)

# Content Optimization Trends

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# Images

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Optimizing images can positively impact both mobile experience, as well as traffic. Having high-quality images that resonate with users keeps them on the page longer, and also triggers them to share it. Aim to drive the user through the entire post with the strategic placement of images.

Content with images is on-average shared 120x more than content without (Sprinklr, 2021)

\*\* Minimum image width should be 1200 px (minimum for Google Discover)

## Best Practices

1. Use a compressor/code to reduce image sizes (Imagify or Short Pixel)
2. Use PNGs sparingly
3. Serve images in recommended formats, such as next gen (thoughts on WebP?)
4. Avoid stock images
5. Clear, crisp
6. Make images shareable
7. Should be relevant to content
8. Add alt text + optimized file name
9. Insert into post as “Full Size”

# Heading Tags

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Adding heading tags throughout your content (h2s and h3s) is more important than ever. Mobile users search with intention, and scroll through content like nobody's business. The more organized a post can be, the better.

Google recently introduced **passage ranking**. This is where they extract the best content to meet the query needs from within an article and display it at the top of the search results.

**\*\* Include relevant keywords in your headers \*\***

Heading tags within your content serve *two purposes*:

1. HTML indicators to help structure your page in a way that allows Google to read and understand your content
2. To improve readability by breaking up your content into sections

## Get ideas for heading tags

- ❖ Check the search results, under 'People Also Ask'
- ❖ Brief builders
- ❖ Top search results

# Structured Data

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Structured data is standardized code (AKA markup) that you can add to your site's HTML. This markup describes the content to search engines and helps them better understand what's on the page. Put another way, structured data tells search engines what the information on your page means, not just what it says.

## Most Common Schema Types

Breadcrumbs

Organization

Video

How-tos

Article

FAQ

Fact check

Recipe

Product

0% chance to be in featured snippet spot if you're not ranked on the first page.

50% of snippet rankings are long-tailed (4+ words)

[Schema.org](https://schema.org) is a web project designed to create, maintain and promote schemas for structured data on the web. Find the vocabularies here.

Structured data types shouldn't be implemented site wide, but page specific.

- Article, how-tos, FAQs on content pages
- Organization on homepage or about page

# Target Featured Snippet Rankings

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Ninety percent of sites included in featured snippet positions are in top five ranking spots

Higher CTR than organic blue links

**Recommended Tools:** Topic Research by SEM Rush, Answer the Public, Soovle, Search Results

Which words trigger featured snippet rankings? The top five are recipe, best, versus, make, and definition

## **Increase your chances of appearing in featured snippets:**

1. Include an FAQ section in your post with 3 common q's. Then add FAQ schema to those pages.
  - a. Food bloggers, add closer to the top
  - b. Other niches, it's more common to see towards the bottom
2. Use the search results for People Also Ask section and incorporate into content
  - a. Incorporate this information into keyword-rich heading tags throughout the post (h2s/h3s)
  - b. Be concise in explanation, the average featured snippet is 40-50 words.
3. Check if your topic returns images in featured snippets, include better ones!
4. At the top of the post, include a table of contents with jump links.
5. Only include questions/information that makes the page better.

# The Anatomy of a Perfect Post

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## Evergreen Content

Search-friendly Headline  
Feature Image  
Reviews/Ratings/Share Buttons  
Date + Author  
Teaser Text (can double as meta description)  
Intro Graph  
Table of Contents  
Long-form Content  
Rich media assets  
Heading Tags (use SERPs)  
Step-by-step Instructions  
Internal and External Links  
Schema  
Conclusion (intro next post in the copy)  
Next/Prev Article Buttons

## News Post

Interesting, Unique Headline  
Feature Image  
Share Buttons  
Date + Author  
Short or Long-form  
Social Embeds  
Heading Tags (depending length)  
Rich media assets  
Internal and External Links  
Schema  
Related Links  
Next/Prev Article Buttons

# Expertise, Authority and Trust

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# E-A-T

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Google's E-A-T score is the criteria they use to establish a website's expertise, authoritativeness and trust. Google doesn't want to put untrue content in the search results, so they use signals to decide what sites have the expertise and qualifications to write about said topic, are they authoritative and can they be trusted.

You can **increase your E-A-T score** with the following tactics:

- Outbound links should always go to other established and authoritative sites.
- Edit content, spelling and grammar help!
- Fact check.
- Long, thorough articles attract backlinks, backlinks increase your authority.
- Don't hide your identity.
- Double down on your About Us page.
- Each post should have an author's name, first and last, displayed. Consider author bio pages in addition, and include social handles.
- Write guest posts elsewhere on the web.
- Respond to comments, be present on social media.
- Stay relevant, niche down.
- Have an SSL certificate (https)

# Artificial Intelligence

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# Artificial Intelligence Will Play a Larger Role

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In the coming years, there are two possible ways that publishers will benefit from AI. One is from increased/additional rankings and one is in content creation.

## **As it relates to SEO –**

AI in Google's ranking algorithm further supports what they've been focusing on for years: relevancy, quality and intent. New consideration is voice search.

4 main metrics, organic CTR, dwell time, bounce rate and pogo-sticking

## **And content creation –**

AI based content tools can help publishers create the perfect post, based on advanced keyword research, brief builders, and copy writing.

# Video Trends

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# Video Trends

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The average time spent on an article is 88% higher when there is video included on the page (YT)

The most common factor between first page Google rankings is video

Videos that are relevant to the content perform better, but Google Search algo doesn't check

## How publishers are using video

- Without custom content
- Custom content is \$\$\$, there are affordable DIY video tools
- Short form video content FTW
- Embedded in content (get creative with placements!)
- Videos should educate the users
- Add video structured markup code

# Video For SEO

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- Create a custom video about the company for the About Page
- Include in evergreen content for seasonal topics, how-tos and DIY pages
- Video hub pages
- Social accounts
- Reddit

Optimize videos with rich snippets (regular, seek markup and clip markup), surrounding text, keyword file names, search-friendly headlines. View them as supplemental content to your article.

For **Clip Markup**, you must manually tell Google what timestamp and label to use when displaying the key moments. This information must be embedded to the Video Object element of the structured data by including these required properties.

**Seek markup** tells Google how a URL structure works so that Google can automatically display key moments identified for your video, using the following properties in your VideoObject.



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Thank you!