

Understand how your website performs on Google Search

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Improve your search rankings
with some free software



How many emails do you get a week selling you SEO services?

Should you be worried
about your Search
Engine Optimisation?

Do you understand it?

Should you understand
more?



What is Search Engine Optimisation?

- Search Engines like Google and Microsoft Bing compete for your attention.
- Their goal is to deliver to you exactly what you are looking for quickly and efficiently.
- The more people they get using their platform the more money they make.
- The search engines focus on the person who searches.
- The search engines need to deliver the right content to match the search term.

What is Search Engine Optimisation?



Search Engines need to find the content fast.

Good SEO helps the Search Engines deliver what the user wants.

There are two ways to help search engines.

Technical SEO and **On-site SEO**

Technical SEO – first what is a BOT!

- Search Engines need to find the content fast.
- To understand what is out there on the internet the search engines use SEO web crawler bots.
- Also known as ‘spider bots’ they crawl through your website, following your navigation and links and create a web of information about your site. Analysing all your content, meta tags, alt tags.
- Once the bots have been to your website, they will work out which search terms should trigger each page to be displayed against.
- Don’t try and think how all that information is absorbed it’s scary.
- Videos, pictures, PDFs, graphics cannot be read.

Technical SEO

Search Engines need to find the content fast.

Clear Navigation.....

URL Structure:

- www.thesuffolkcoast.co.uk/places-to-stay/hotels
- www.thesuffolkcoast.co.uk/things-to-do/attractions

Sitemap:

- Tell the bots how to use your website

Internal links:

- Make it easy to go from one section to another

Outbound Links / Backlinks

- Join up with other websites and focus on the website user like the Search Engines want you to.

Onsite SEO

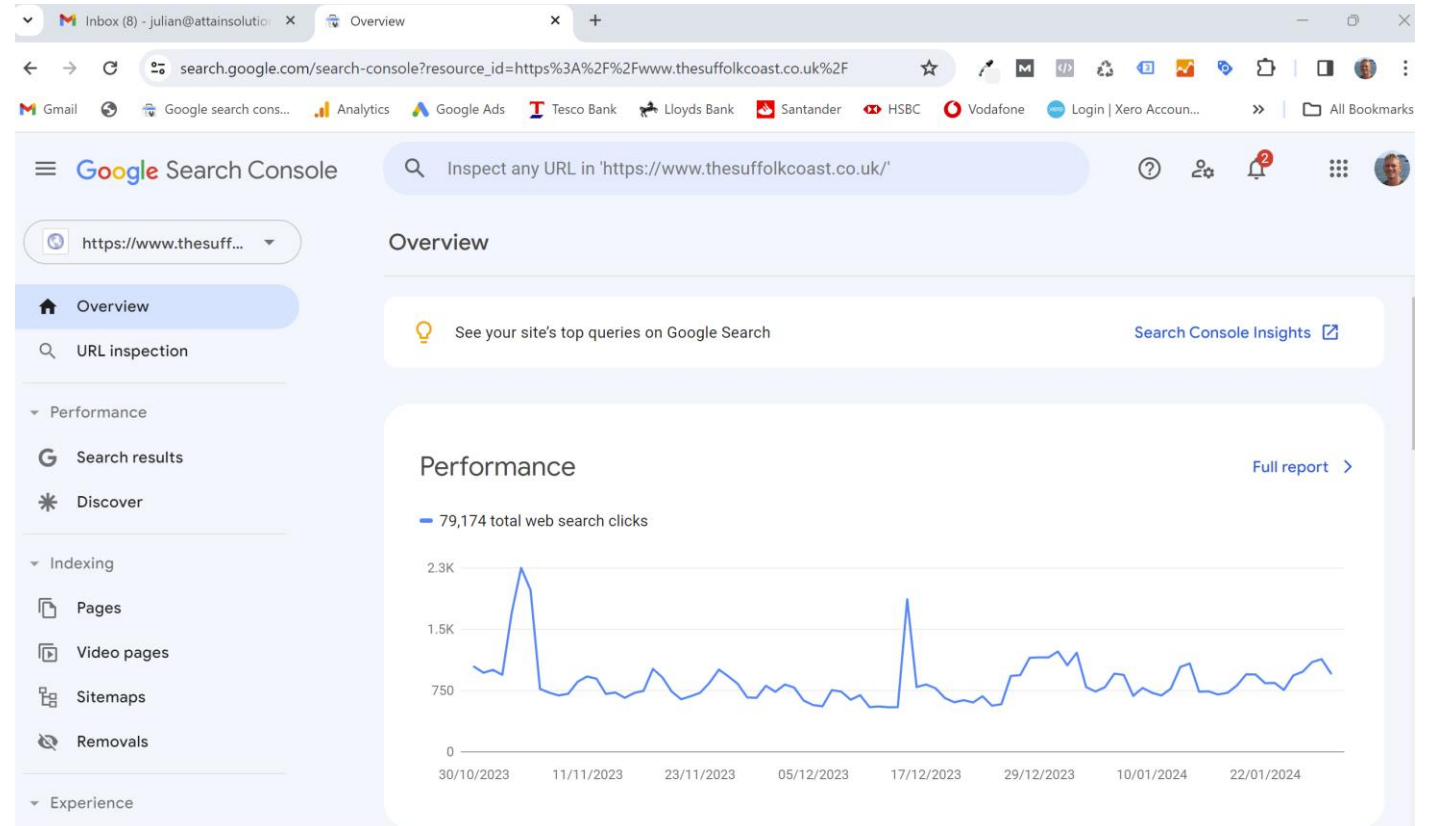
Search Engines need to find the content fast.

- Content rules.
- Bots actually read your website.
- They are looking for keywords and phrases that people use to find the content they are seeking.
- Bots look for content that is well written, no spelling errors, up to date accurate information.
- Bots recognise well-structured content – subheadings, good paragraph length etc.

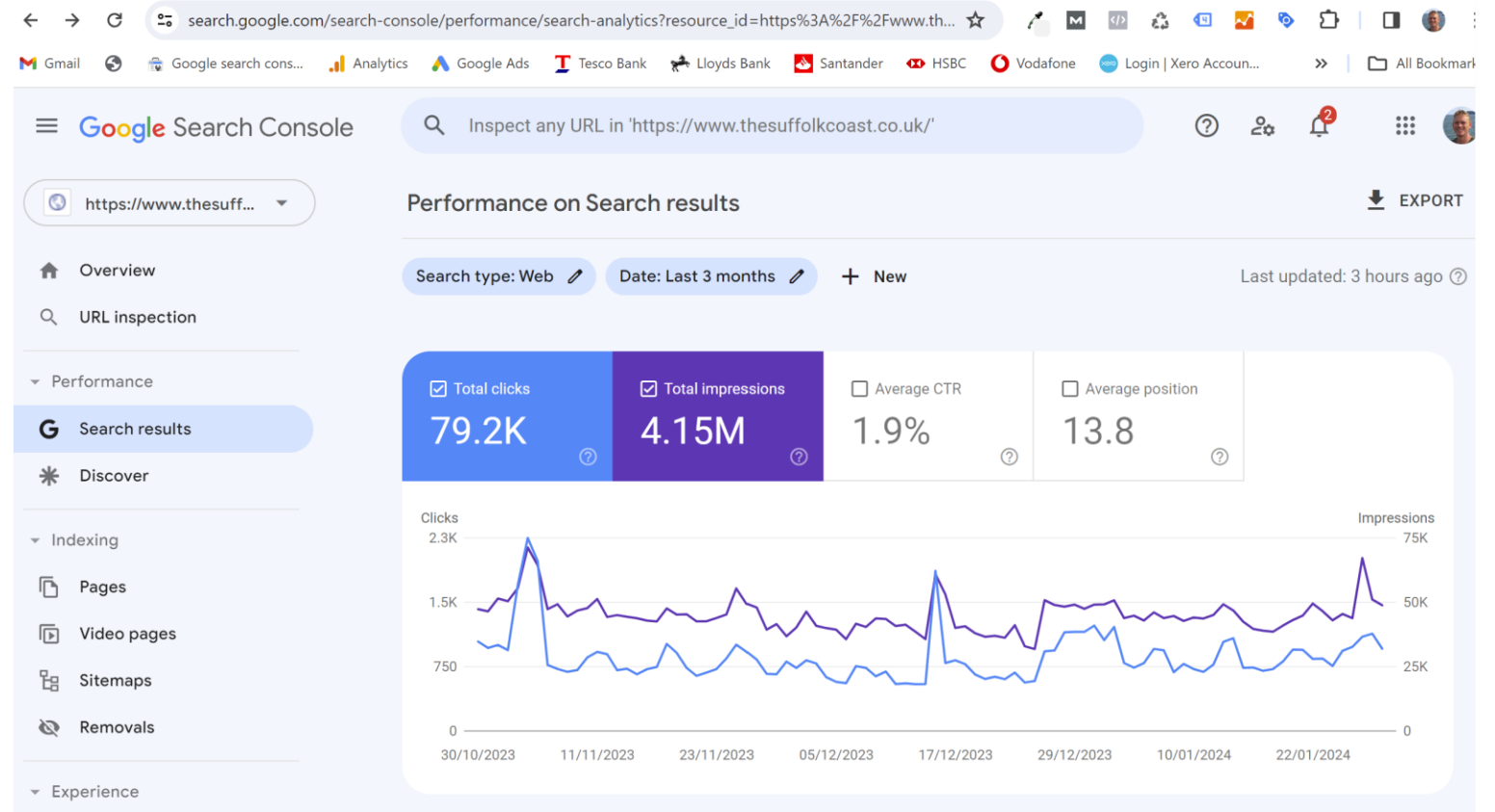


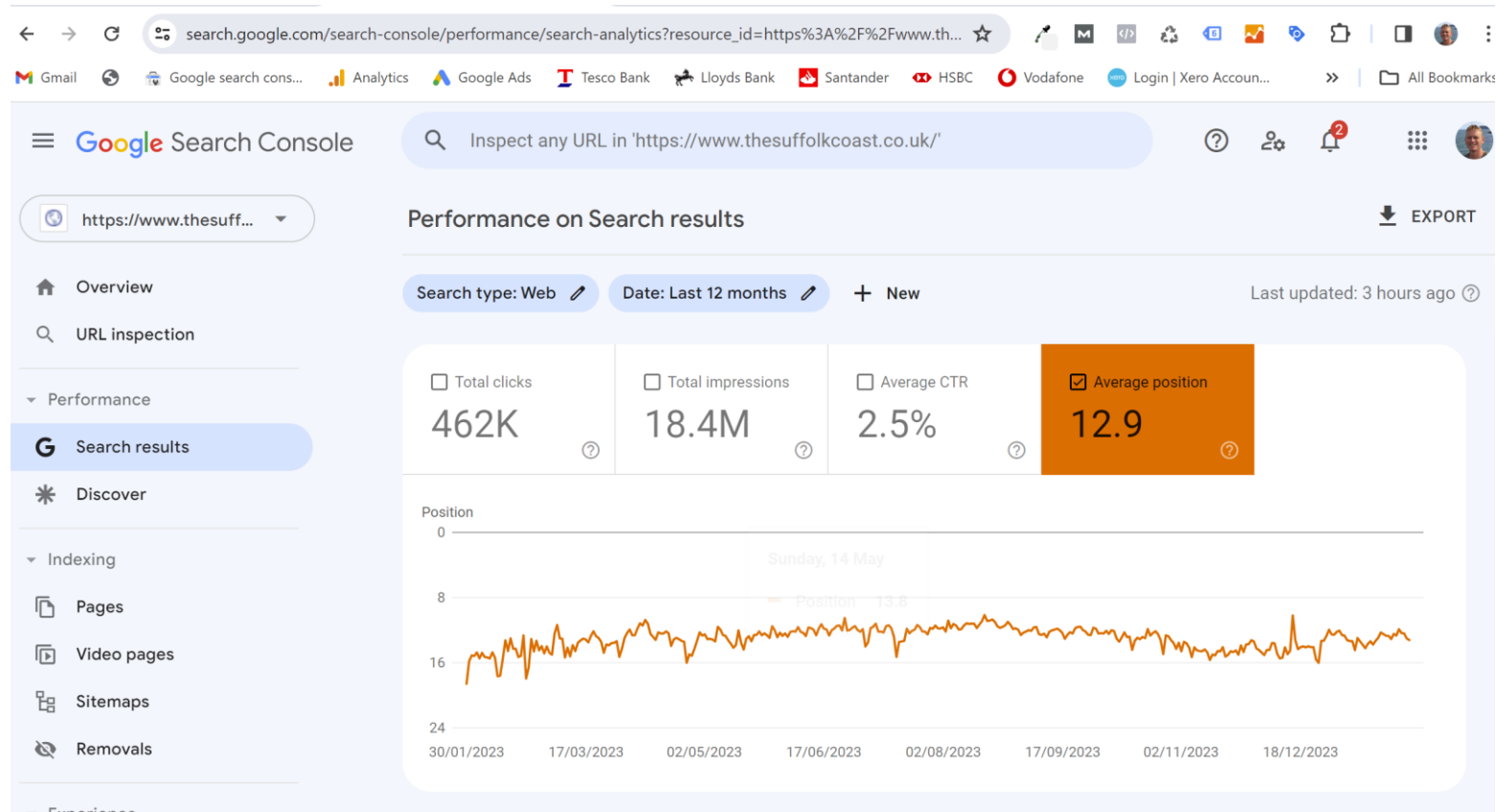
You can see some of what Google
sees with Google Search Console

See how many people clicked on your site from Google Search



How many times was your site listed on Google



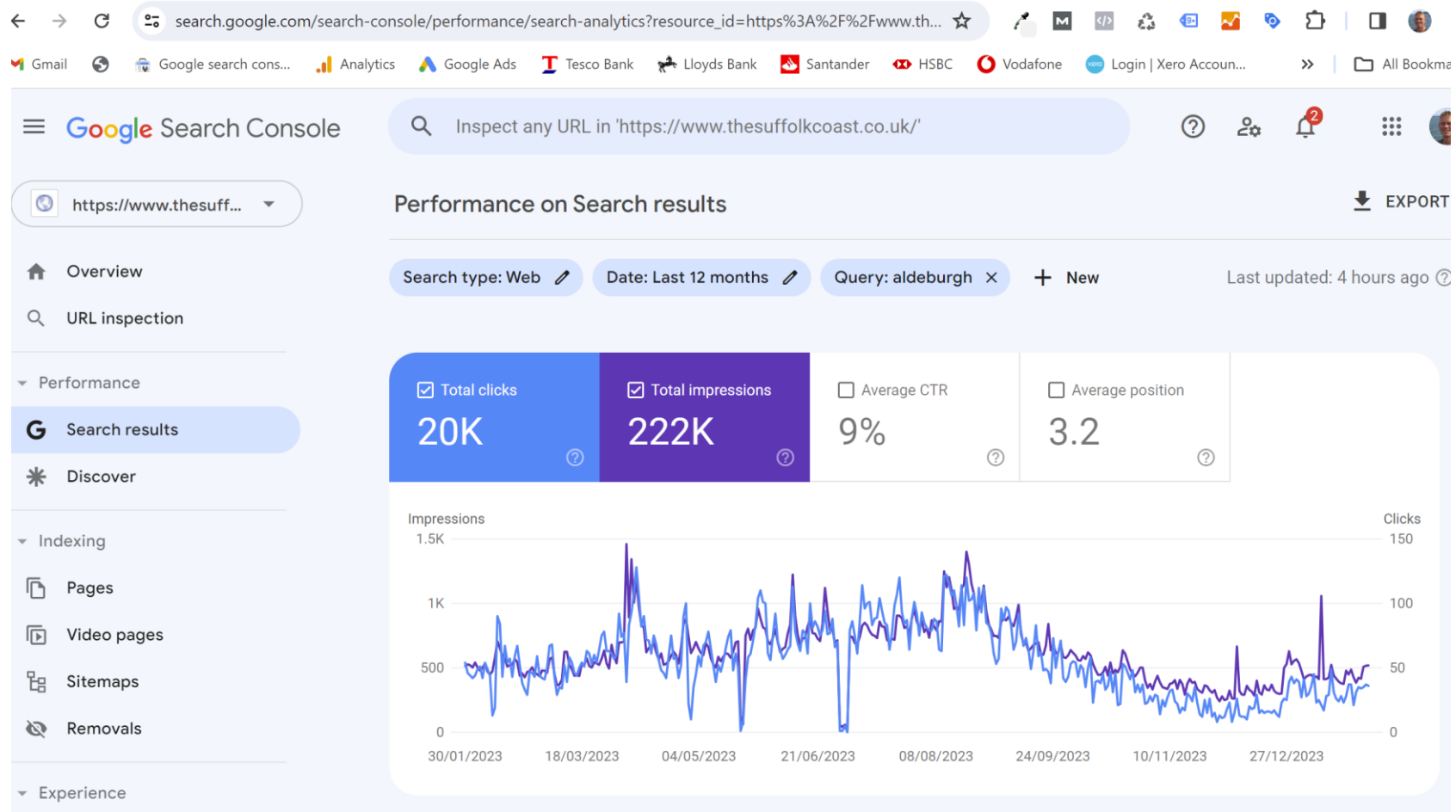


See what your average ranking position is

Scroll down this same page and you will see the search queries used by Google users

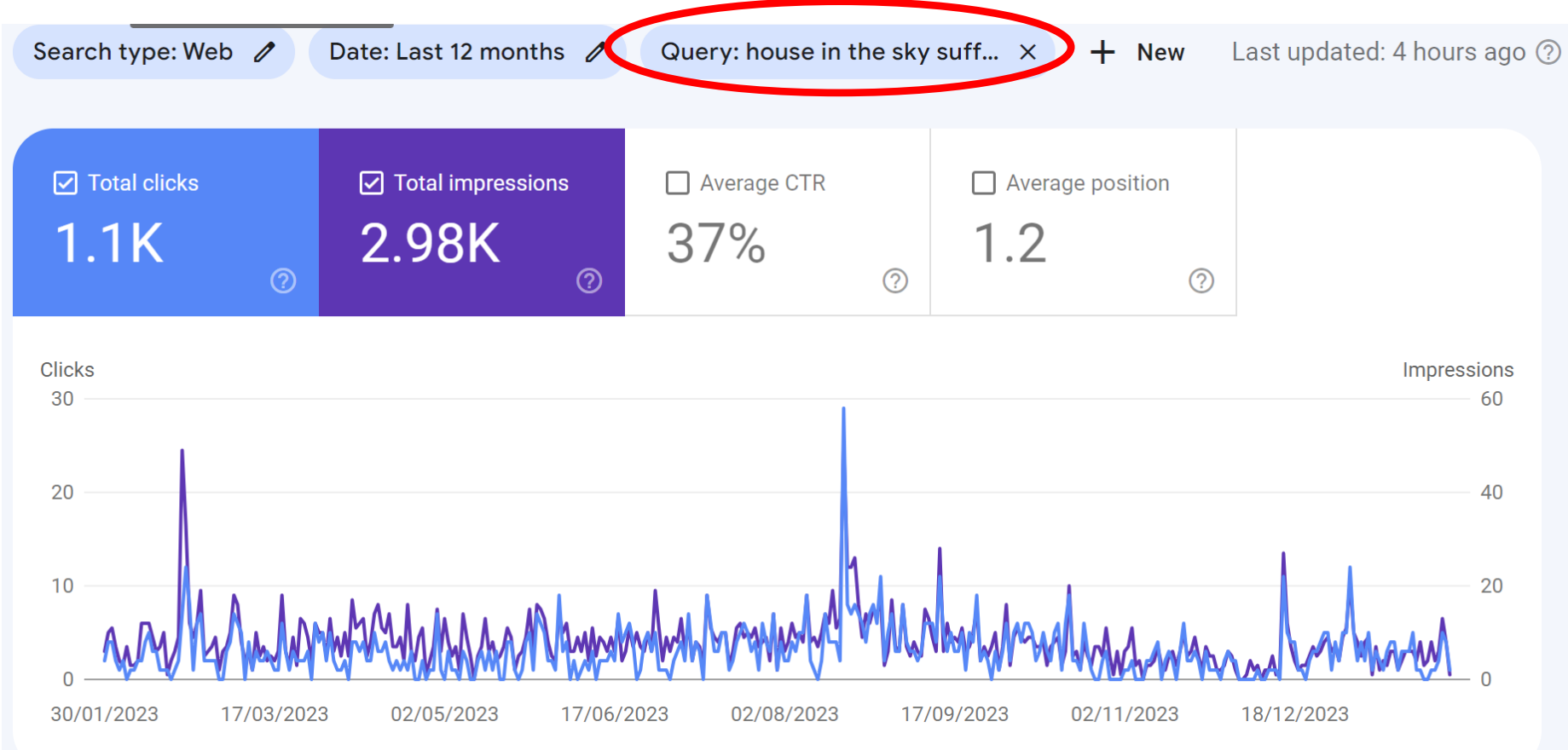
The screenshot shows the Google Search Console interface for the URL 'https://www.thesuff...'. The left sidebar contains navigation options: Overview, URL inspection, Performance (expanded), Search results (selected), Discover, Indexing (expanded), Pages, Video pages, Sitemaps, Removals, and Experience. The main content area displays 'Performance on Search results' for the selected URL. It includes a search bar with the URL, a search type filter set to 'Web', and a date filter set to 'Last 12 months'. The data is presented in a table with columns for Queries, Pages, Countries, Devices, Search Appearance, and Dates. The table shows top queries and their corresponding clicks and impressions.

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
Top queries				↓ Clicks	Impressions
aldeburgh				20,047	222,492
woodbridge				12,681	307,810
southwold				10,889	361,892
thorpeness				9,123	96,984
beccles				8,669	132,780
dunwich				7,483	91,044



Check the result for each query




Every query used by the people searching on Google is viewable.



- Download all the search terms.
- They can be filtered, and you can see which have the most impressions, clicks and their position in Google Search Engine results.
- The Suffolk Coast DMO site has nearly 1,000 page one search terms.

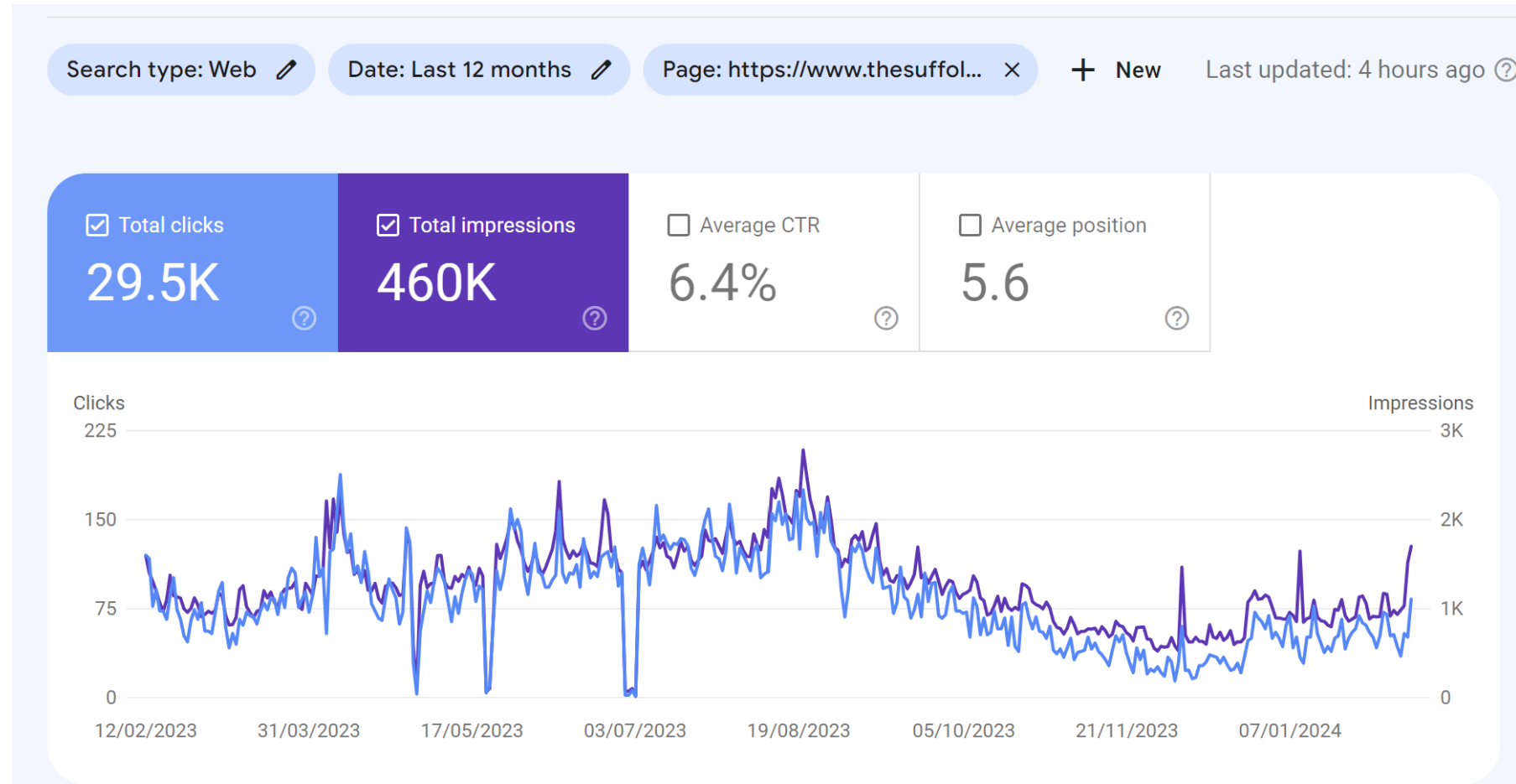
firework displays lowestoft	165	336	49.11%	1.02
the suffolk coast	803	1223	65.66%	1.03
fireworks in lowestoft tonight	41	115	35.65%	1.03
fireworks display lowestoft	73	181	40.33%	1.04
visit aldeburgh	261	486	53.70%	1.08
black dog of bungay	203	767	26.47%	1.08
dog friendly things to do near lowe	33	116	28.45%	1.08
the house in the sky suffolk	256	704	36.36%	1.09
crabbing suffolk	199	459	43.36%	1.09
bungay black shuck	72	231	31.17%	1.09
banksy suffolk	109	323	33.75%	1.10
firework display lowestoft	60	122	49.18%	1.10
bungay church black shuck	34	104	32.69%	1.11
aladdin - the christmas pantomime	74	478	15.48%	1.13
southwold fireworks	84	200	42.00%	1.14
house in the sky suffolk	1093	2955	36.99%	1.16
crabbing in suffolk	145	418	34.69%	1.16
house on stilts suffolk	81	312	25.96%	1.16
halesworth 800	412	687	59.97%	1.17
shingle street parking	39	165	23.64%	1.17
things to do in kessingland dog frie	101	247	40.89%	1.19
pakefield beach	607	6834	8.88%	1.20
fireworks southwold	56	134	41.79%	1.20
map of suffolk coastline	55	860	6.40%	1.20
pakefield beach dog friendly	33	219	15.07%	1.23

You can investigate each individual page on your website

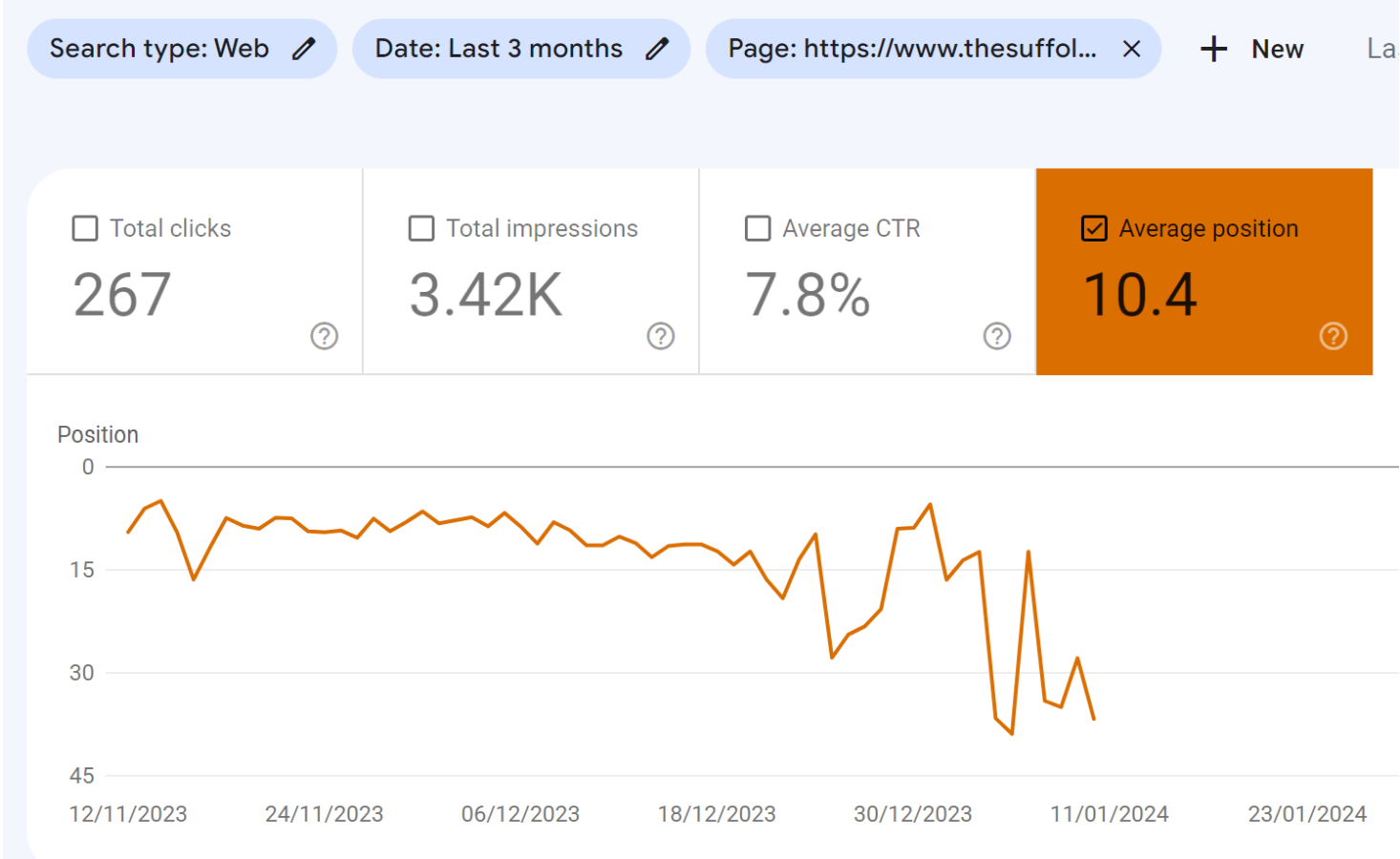
Search type: Web  Date: Last 12 months  + New Last updated: 4 hours ago 

Top pages	Position
https://www.thesuffolkcoast.co.uk/suffolk-coast-towns-and-villages/aldeburgh	5.6
https://www.thesuffolkcoast.co.uk/things-to-do/events	11.7
https://www.thesuffolkcoast.co.uk/suffolk-coast-towns-and-villages/woodbridge	6.7
https://www.thesuffolkcoast.co.uk/suffolk-coast-towns-and-villages/southwold	7
https://www.thesuffolkcoast.co.uk/suffolk-coast-towns-and-villages/thorpeness	6.8
https://www.thesuffolkcoast.co.uk/suffolk-coast-towns-and-villages/beccles	6.9
https://www.thesuffolkcoast.co.uk/suffolk-coast-towns-and-villages/dunwich	7

From here you can see how each page is performing



If your position in Google search results is getting weaker you know you need to work on the content of that page and refresh it.



You can see what is trending and adapt your business and website structure.

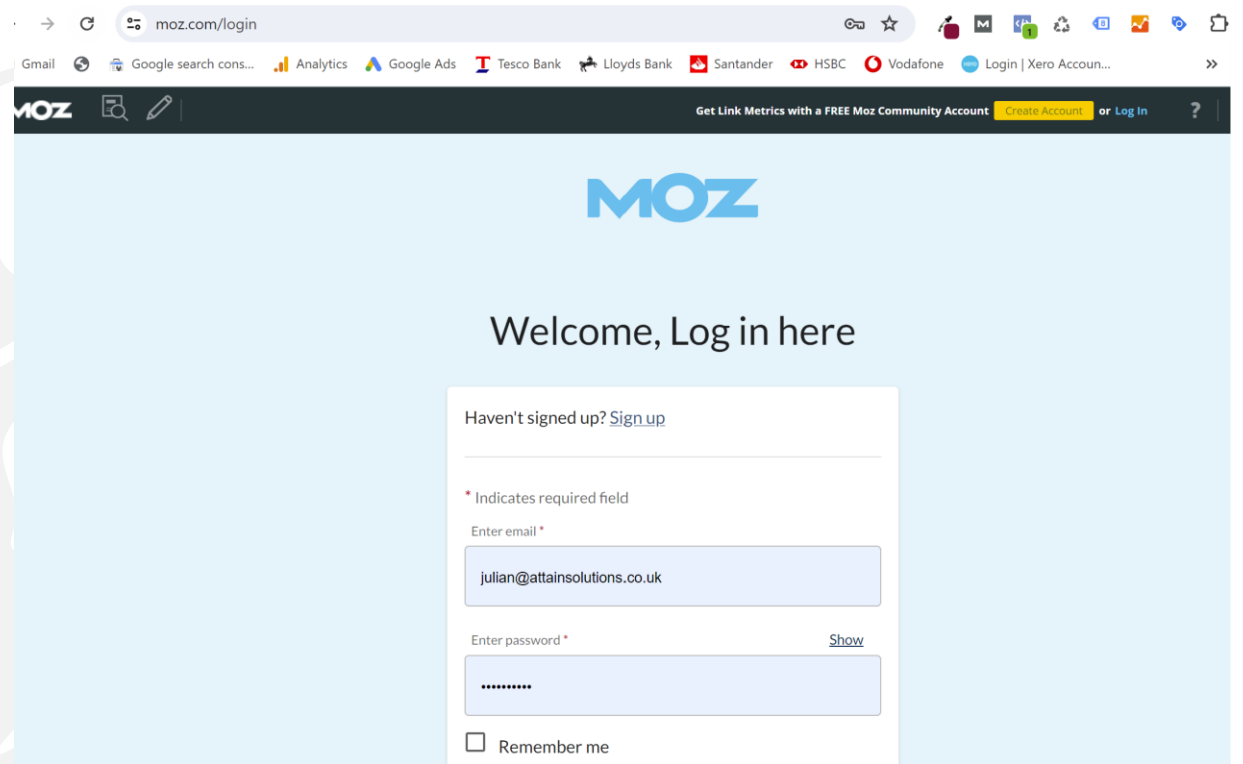
Pricing... Facilities... Parking... Car Charging...
Length of Stay... Dog Friendly

If you know the most popular search terms that people actually use, you can ensure your content and website is set up to show that information.

Suffolk is getting more popular for dog owners – are you ready for them?

Top queries	Clicks	Impressions
dog friendly suffolk	309	2146
dog friendly places near me	105	1818
things to do in suffolk with a dog	103	249
things to do in kessingland dog friendly	101	247
dog friendly places suffolk	73	235
dog friendly places in suffolk	66	185
things to do in lowestoft with dogs	60	128
dog friendly things to do near me	60	1224
dog friendly lowestoft	45	322
dog friendly days out in suffolk	41	117
things to do with dogs near me	41	867
dog friendly things to do near lowestoft	33	116
pakefield beach dog friendly	33	219
lowestoft dog friendly	31	178
dog friendly activities near me	31	410
things to do near me with dogs	27	534

Welcome to MOZ
It's a free tool

A screenshot of a web browser displaying the MOZ login page. The browser's address bar shows 'moz.com/login'. The page features the MOZ logo at the top center, followed by the text 'Welcome, Log in here'. Below this is a login form with a 'Sign up' link for new users. The form includes an email field with the address 'julian@attainsolutions.co.uk' and a password field with masked characters. A 'Remember me' checkbox is located at the bottom of the form. The browser's taskbar at the top shows various open applications and a search bar.

moz.com/login

MOZ

Get Link Metrics with a FREE Moz Community Account [Create Account](#) or [Log In](#)

Welcome, Log in here

Haven't signed up? [Sign up](#)

* Indicates required field

Enter email *

julian@attainsolutions.co.uk

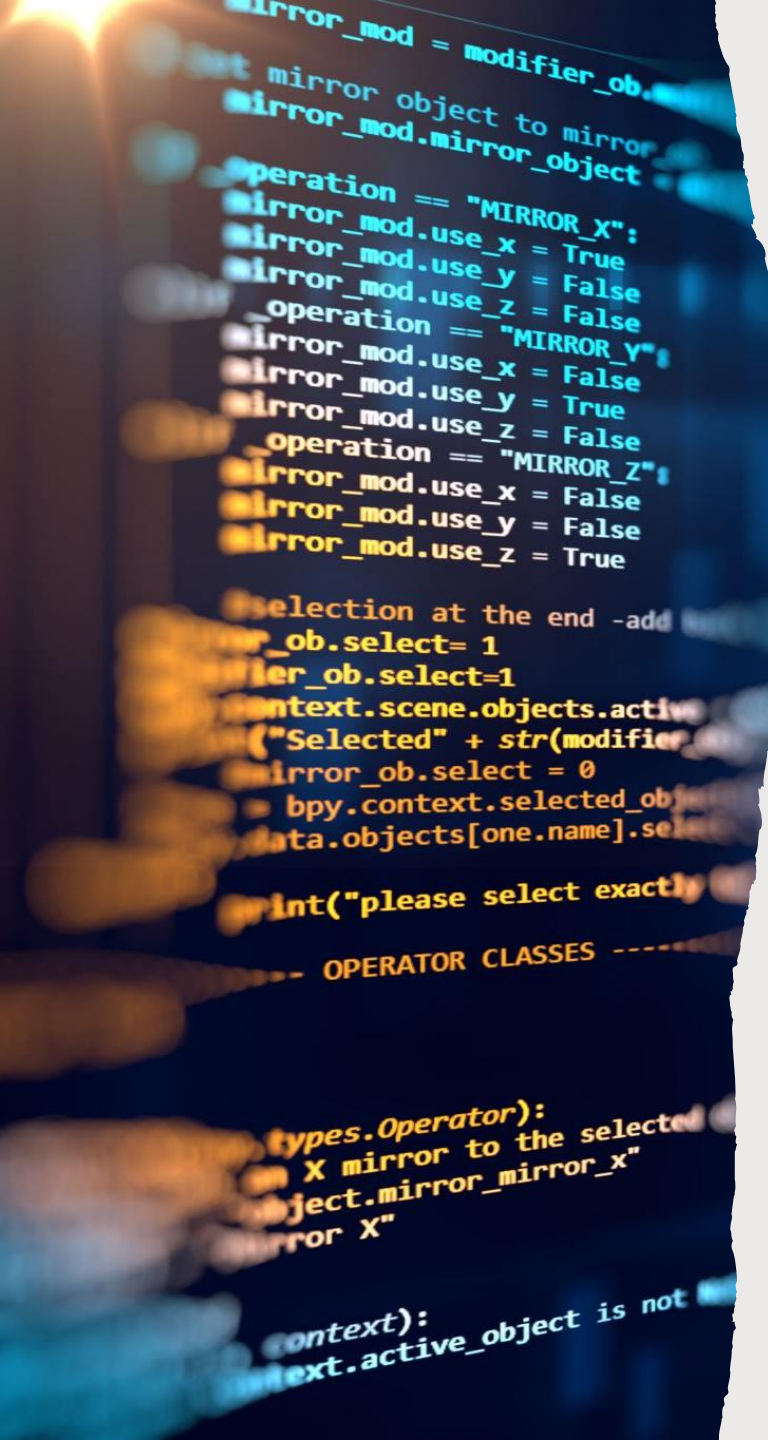
Enter password * [Show](#)

.....

Remember me

Page Authority

Page Authority (PA) is a score from one to 100 that indicates how well a page can rank on search engine result pages.





Domain Authority

Domain Authority (DA) is a score that predicts how likely a website is to rank in search engine result pages.

With the MOZ toolbar activated you can see the PA and DA score for each website page

← → ↻ thesuffolkcoast.co.uk

Gmail Google search cons... Analytics Google Ads Tesco Bank Lloyds Bank

MOZ PA: 48 6,047 links DA: 46 Spam Score: 1%

**THE
SUFFOLK
COAST**

allaboutipswich.com/#/ MOZ PA: 41 2,586 links DA: 46



IPSWICH CENTRAL > JOIN US

EXPLORE ▾ WH

thesuffolkcoast.co.uk MOZ PA: 48 6,047 links DA: 46

THE SUFFOLK COAST

Search Google or type a URL MOZ PA: 39 5,444 links DA: 39



visit-burystedmunds.co.uk MOZ PA: 38 4,089 links DA: 46

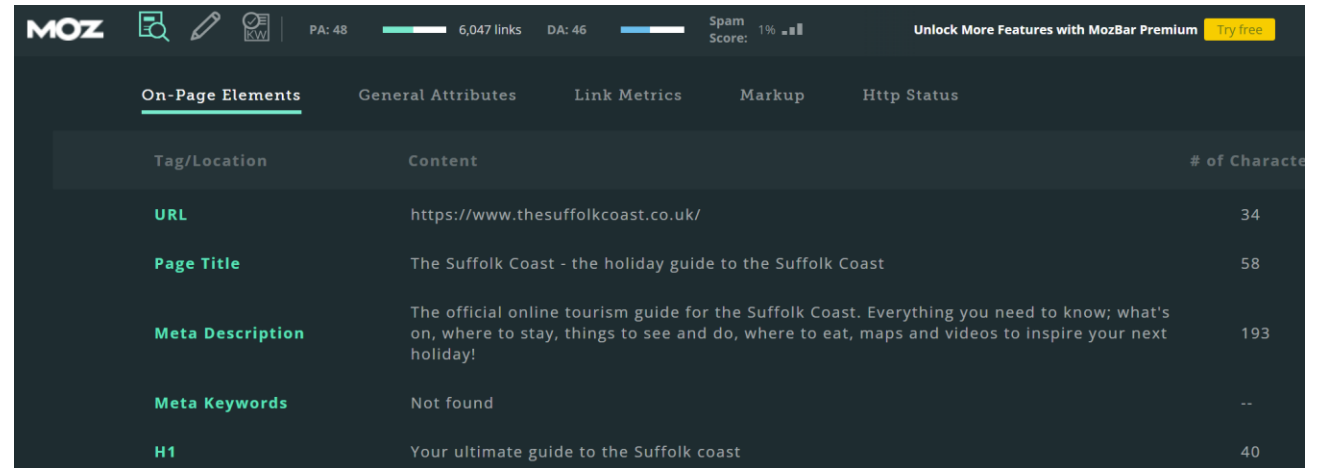
OFFICIAL TOURISM SITE



EXPLORE ▾ PLAN YOUR STAY ▾

Compare your website with people in the same sector using MOZ

PLUS, with MOZ you can see the URL structure, meta description and much more for every page.



The screenshot shows the MOZ On-Page Elements tool interface. At the top, there are navigation icons and metrics: PA: 48, 6,047 links, DA: 46, and Spam Score: 1%. A yellow button for 'MozBar Premium' is also visible. Below the navigation, there are tabs for 'On-Page Elements', 'General Attributes', 'Link Metrics', 'Markup', and 'Http Status'. The 'On-Page Elements' tab is active, displaying a table with the following data:

Tag/Location	Content	# of Characters
URL	https://www.thesuffolkcoast.co.uk/	34
Page Title	The Suffolk Coast - the holiday guide to the Suffolk Coast	58
Meta Description	The official online tourism guide for the Suffolk Coast. Everything you need to know; what's on, where to stay, things to see and do, where to eat, maps and videos to inspire your next holiday!	193
Meta Keywords	Not found	--
H1	Your ultimate guide to the Suffolk coast	40

Hands up if you want a workshop on this topic!

