The Marketing Manager's Guide to SEO

insight ONLINE

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About the Authors

As an agency, my team and I are always happy to give advice and recommendations to our clients. But I don't think we've truly understood what it means to implement all those recommendations; until we started to do our own marketing.

It's like the uni assignment with no due date. The flossing that my dentist is constantly bugging me about. I know it's good for us, but it keeps dropping down my to-do list. Enter the lifesavers that are **my team**. They are the ones that brought this together, forced me to give budget and time, got it all updated and live post lockdown.

Our eBooks are a massive team effort, and this one is no exception.

I'd like to thank David, our SEO Lead and Jody, our Sales & marketing manager, for organising, pushing, prodding and reviewing everything.

We have a combined 50 years of experience in SEO, and we are excited to share that knowledge with you today.

Thanks for downloading our SEO eBook. We really hope you can use it to learn the "black magic" of SEO.

Best
Kim

Introduction

2020 - 2022 has seen a radical series of changes across the world as a result of the Covid-19 Pandemic and changes will likely continue in the years to come. Google, that search engine, that machine, continues to move forward regardless.

Organic search is critically important to all types of organisations in terms of providing visibility, traffic, information, sales and leads. Now more than ever as a growing number of people look and purchase online.

It's important to remember that Googles intent is to deliver the most relevant and reliable information available and to present information in the most useful way.

In 2021 Google focused on 'Page Experience Signals' with the introduction of checks for 'Core Web Vitals' focusing particularly on the users experience of the websites Google sends people to for a particular query.

In order to remain at the top of search, optimising your website so that searchers can more easily find it, whenever and wherever they need to, and enhancing their user experience is still as important as ever.

Why read this guide?

Based on our own clients, we've found that as a Marketing Manager, you're often called on to manage numerous campaigns in short time frames, expected to be the expert and show ROI on all things.

And you know what? From the little we get to see, you do a hard job really well.

When it comes to SEO, we've found that we help the most by explaining:
1. What it is we're doing
2. The benefit to the business and, most importantly,
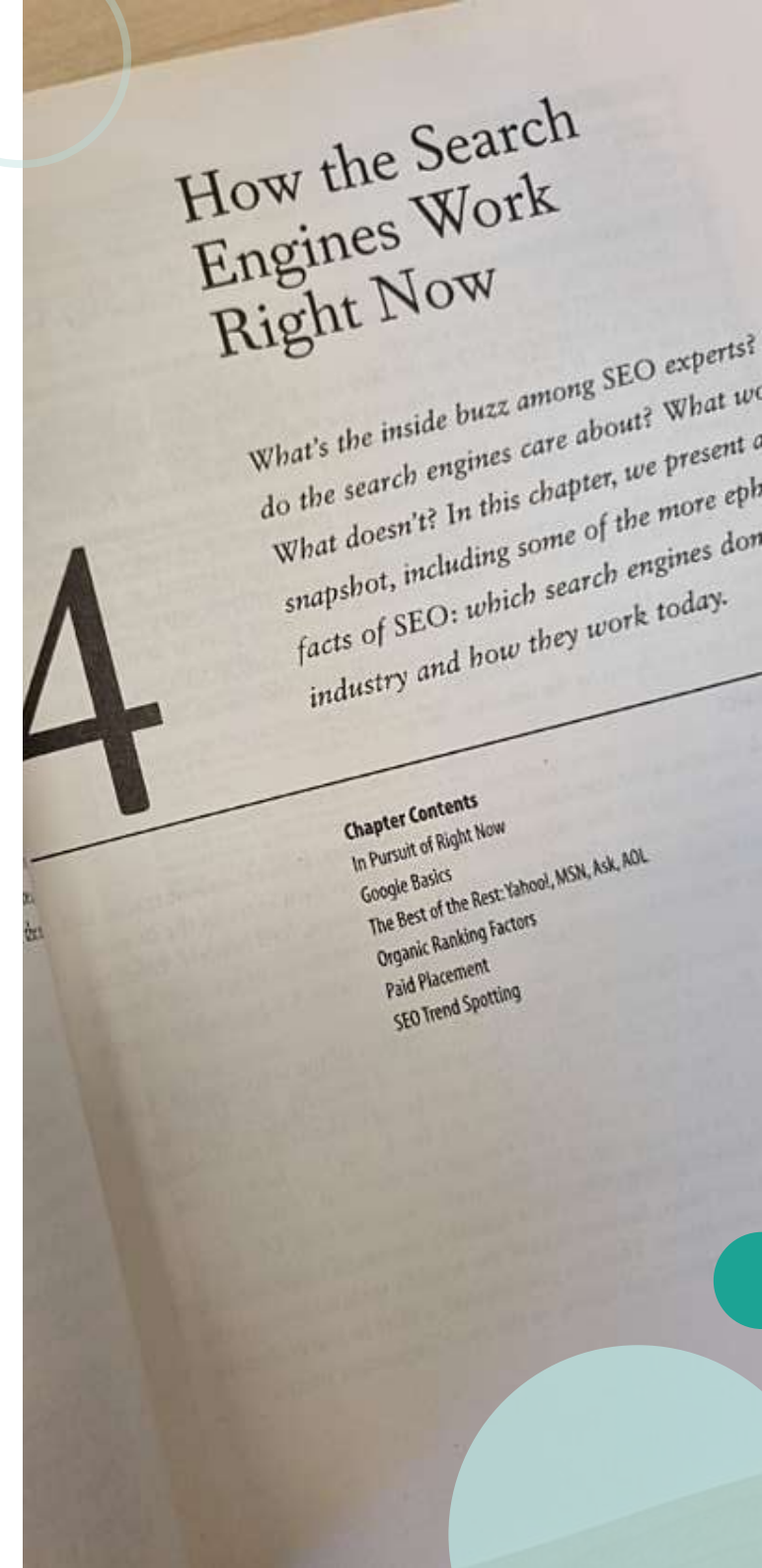3. How we're going to get it implemented

For example, with site speed recommendations, what are the next steps to get them implemented on your site? What role do you play? What role does the developer or your SEO agency play?

We've prepared this guide to help give you:
1. The most important aspects of SEO
2. Why they're important
3. What you need to do to get things done

We'll guide you with a top level understanding of the most common SEO tasks. Whether you employ an SEO Agency/Specialist or set about doing it yourself, our hope is that you will know what needs to be done, understand why and know where to start.

Organic Search remains the dominant source of trackable web traffic and the largest digital channel.

How the Search Engines Work Right Now

What's the inside buzz among SEO experts? What do the search engines care about? What wo What doesn't? In this chapter, we present a snapshot, including some of the more eph facts of SEO: which search engines do industry and how they work today.

What is search engine optimisation (SEO)?

Search Engine Optimisation (SEO) is the process of optimising a website so that visitors to your website will have a good experience, and search engines (mainly Google) will rank your website higher in search results whenever keywords that are relevant to your business are used in a search.

There are three main areas of SEO:

1. Conducting research to know what people are searching for in your niche, the level of demand and the level of competition.
2. Optimising your website so search engines understand what topics you would like to rank for in search results. Two broad sub-categories are on-site content optimisation and on-site technical optimisation.

3. Optimising your online presence so that search engines recognise your experience, authority and trustworthiness (EAT)

Note: One important difference between search and other marketing/advertising channels is that search is demand driven. This is an important concept to understand. No one searching for your services? Tough to do a search campaign.

What Google wants over the long term is to serve the BEST answer to your search query in a format that you find accessible. Over time, that is what all updates and changes to the search algorithms are about. It's not because Google is altruistic, but because Google serves ads alongside those search results. And to keep ad spend high, they need people using the search engine.

Main Points

→ On-site refers to any work that is done on the website itself. This work ranges from technical issues with the website build to labeling elements with keywords and, of course, relevant content.

→ Off-site refers primarily to the job of obtaining links so that your site gets an upvote from Google. Google considers links to a website as votes or recommendations of a website's worth. If another website links to yours, Google believes there must be a good reason for that.

→ SEO ensures that the path that a search engine takes through your website is error free, that it's not being blocked or told to go away - most of this is in the technical build of the site.

→ SEO focuses on ensuring that Google has the best chance of understanding your site and, therefore, what you should rank for - Focused around your content, markup and meta-data.
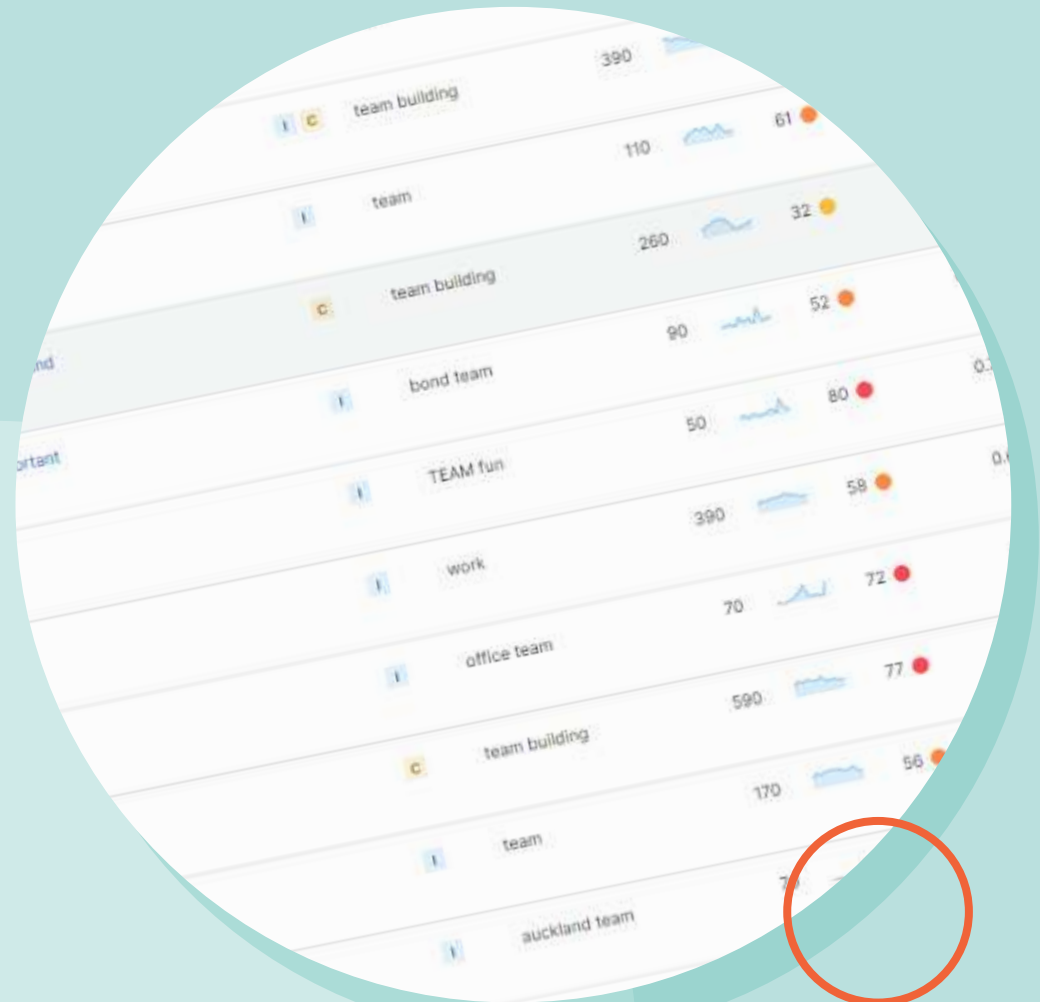
Need a Search Marketing Agency you can trust?
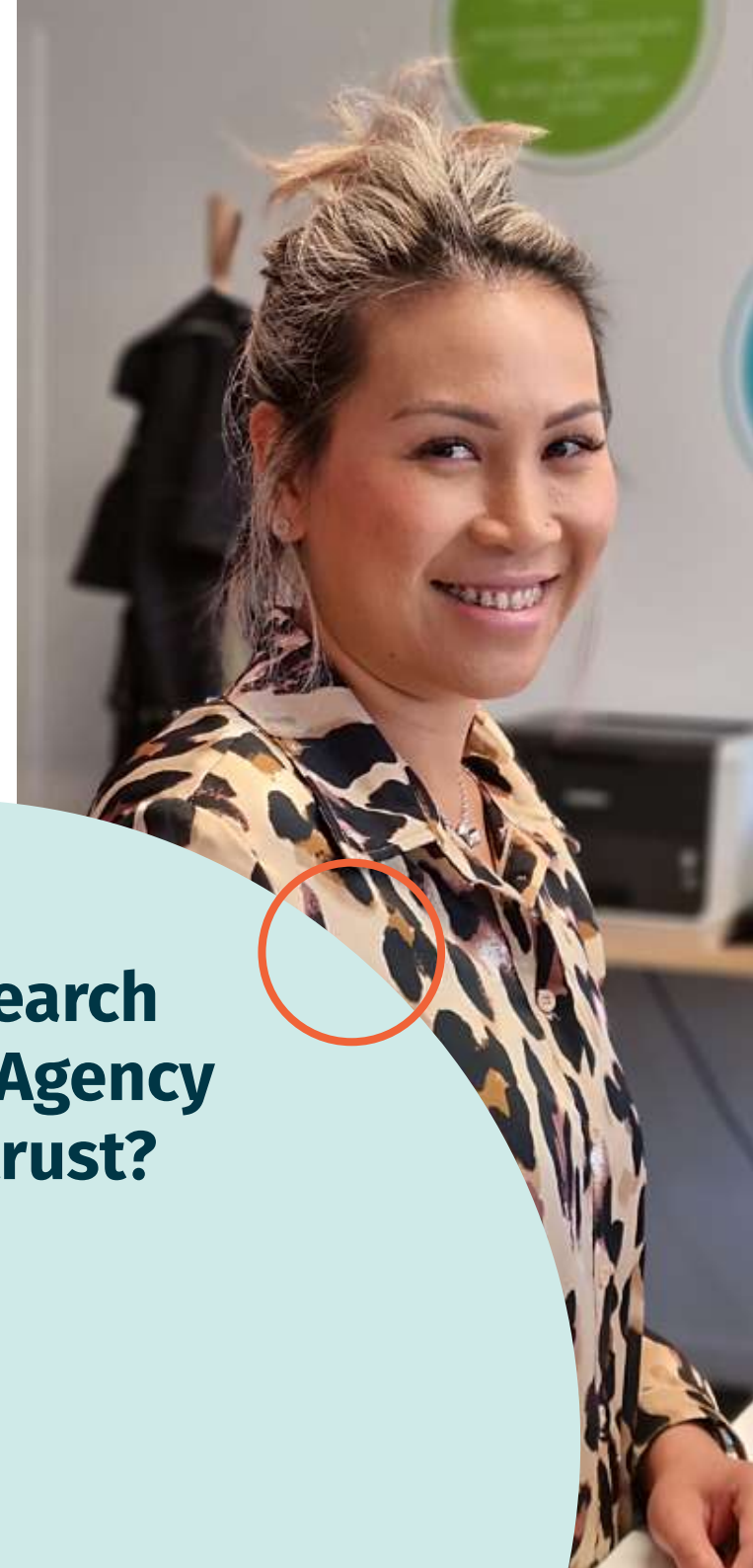
Keyword Research & Mapping

Uncover what people are searching for to find your business

What is it?

Keyword research refers to understanding what's happening in your niche in the search world. The goal is to know what people are searching for in your niche and how many times they are searching.

Keyword mapping refers to the process of planning out which keywords you want to try ranking for with which pages of your website. Your homepage won't be able to rank for everything, so If you add all your keywords to your home page, you are unlikely to rank for anything.

It also highlights where content may be missing because the research might showcase new topics that aren't on your site.

Keywords or key phrases are words searchers use when they type or speak a search query to Google.

Here are a few common queries related to our example keyword "SEO":
→ What is the **SEO** in **marketing**
→ What is **SEO** and how does it work?
→ Do **SEO** by yourself?
→ How do I do **SEO** for my **website**?

Bolded are the keywords or keyphrases - Note that they don't have to be one word. In fact, **50% of all organic search queries** include four or more words.

Pages with URLs that contain a keyword have a **45% higher CTR**.

There are billions of variations of what people are typing into Google, and **20% of all searches are new**. So understanding how people are searching in your niche lays the foundation for all your search marketing.

Google tracks all the keywords that people type in, and you can access that data through **Google Search Console**.

Why it matters

Good keyword research underlays your entire search strategy, whether through SEO or Google Ads.

Think of keyword research as market research: it allows you to understand demand (how many people are searching for you) and competition. You want access to the biggest digital channel? Keyword research lays the foundation.

Good keyword research will give us an idea of:

1. Language – How are people searching in your niche, and what search phrases do they use?
2. Monthly demand – How many times are people searching using your keywords?
3. Level of competition – How hard will it be to rank for specific keywords? What are your competitors doing in this niche?

We use this data to track down the relevant topics or themes that people search for in your niche and optimise your website to appear whenever these keywords are used. It can give you a good idea of how many people are searching for your brand versus your competitors.

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Note: You want to target the majority of keywords with high search volumes, but you shouldn't dismiss the low search volume keywords completely. As they have lower search volumes, they are less competitive keywords to rank for in Google. So, your site has a higher chance of being the top result for these.

What you can do immediately

1. If you have a Google Adwords account, use the Google Ads Keyword Planner (or try a **free Keyword Research tool**) and enter a few keywords that are relevant to your business to see what kind of volume you're dealing with. This will help narrow down to relevant search terms with good volumes, how much budget to invest, etc.
2. Use a free rank tracking tool like **Serprobot** and figure out where you're positioned for your top 5 - 10 keywords!

Who generally does what?

Marketing Managers

→ Provide initial keywords to your SEO agency so they get a head start on what keywords to start researching.

→ Provide a list of online competitors to see what keywords competitors are targeting.

→ Provide knowledge on your business services and products - there's no way an agency will know the business as well as you do.

→ Review the keyword research with the SEO agency to help them understand what's relevant and what's not.

SEO Agency

→ Keyword research - An agency should be researching every possible keyword relevant to your niche. Key outcome: A list of a few hundred keywords sorted into relevant "themes" that you can use to plan your site content and blogging strategy.

→ Keyword mapping - Using the keyword research and theming, strategising about which pages of your website could rank for which relevant keywords.

On-site Content Optimisation

The practice of optimising webpages to improve a website's rankings

What is it?

On-site content optimisation or on site SEO is about optimising both the content and HTML code on your webpage. If you're not a coder, don't be daunted by the HTML part, your developer can help you here.

The website content that we're talking about in this section does not include your blog or news, or guides section. (That will be covered later) It mainly focuses on your top level pages such as your homepage, product and service pages, as well as category pages You can optimise your content by inserting targeted keywords in the page copy itself. Also, page title tags, meta descriptions, image alt tags, file names and H1 tags... A general visitor will never know that their reading content has been optimised for search engines when done well.

Why it matters

When it comes to SEO, there are many things that we do not control. But your copy and your website are two things that you can control and can be hugely influential in how well you rank and how much traffic you get from Google.

Ultimately, your site's content is what people are interested in, and it is worth the effort to take the time to ensure that the search engines understand what your website is about as well.

Beyond helping search engines, good on-site optimisation also helps your visitors understand what a page is about and whether or not it's the right page for them. Good on-site content optimisation for SEO generally mimics good user experience design and vice versa.

What you can do immediately

→ Review your Title Tags and Meta Descriptions. The easiest way to do this is to type: "site:[your website]" into a Google Search. Example showing the search results page for the Insight Online website.

→ Review your title tags (yellow) and meta-descriptions (peach) and ask yourself. Do they make sense? Are they written well? Do they work together like ad copy? Do they use keywords well? Do they align with the content on the page?

Review the copy on your website for three characteristics:
→ Does it offer unique, helpful information?
→ Does it focus more on benefits for the customers rather than talking about your organisation?
→ Are keywords used in a natural way throughout the copy?
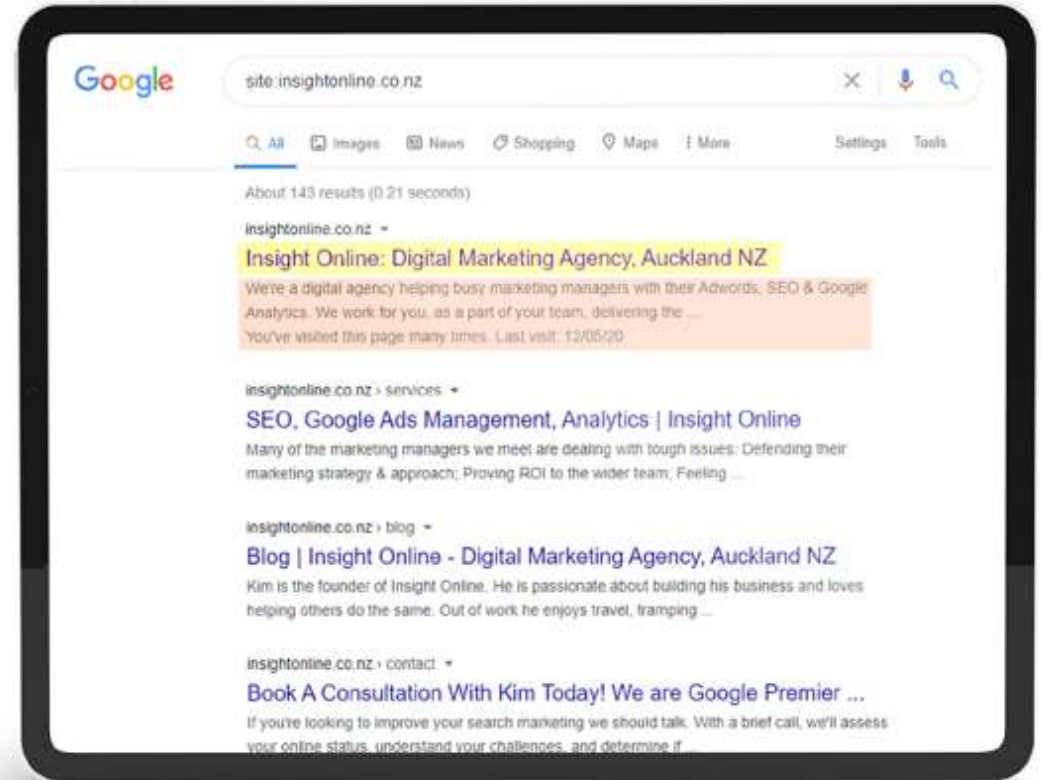
Who generally does what

Marketing Managers

→ Review any customer facing copy recommendations from an SEO agency or copywriter.
→ Give access to your CMS to relevant parties.
→ Approve any changes to non-customer facing content recommendations, e.g. title tags, meta-descriptions, image names, etc.

Copywriter

→ Write page copy using targeted keywords.
→ Can sometimes write title tags and meta-descriptions if given guidance from an SEO agency.

SEO Agency

→ Based on the keyword research and mapping in the previous stage, provide optimised recommendations around non-customer facing content.
→ Depending on the client, agencies may also provide copy recommendations.
→ If there are too many pages (e.g. large e-commerce websites), provide recommendations on formulas for how meta-data can be created.
→ Provide recommendations of structural updates in copy to enhance chances of achieving snippets in the SERP.
→ Work with marketing manager/copywriter to ensure all page content is optimised as much as possible for search engines - Usually updating elements in the website as well.

On-site Technical Optimisation

How well search engines navigate your website
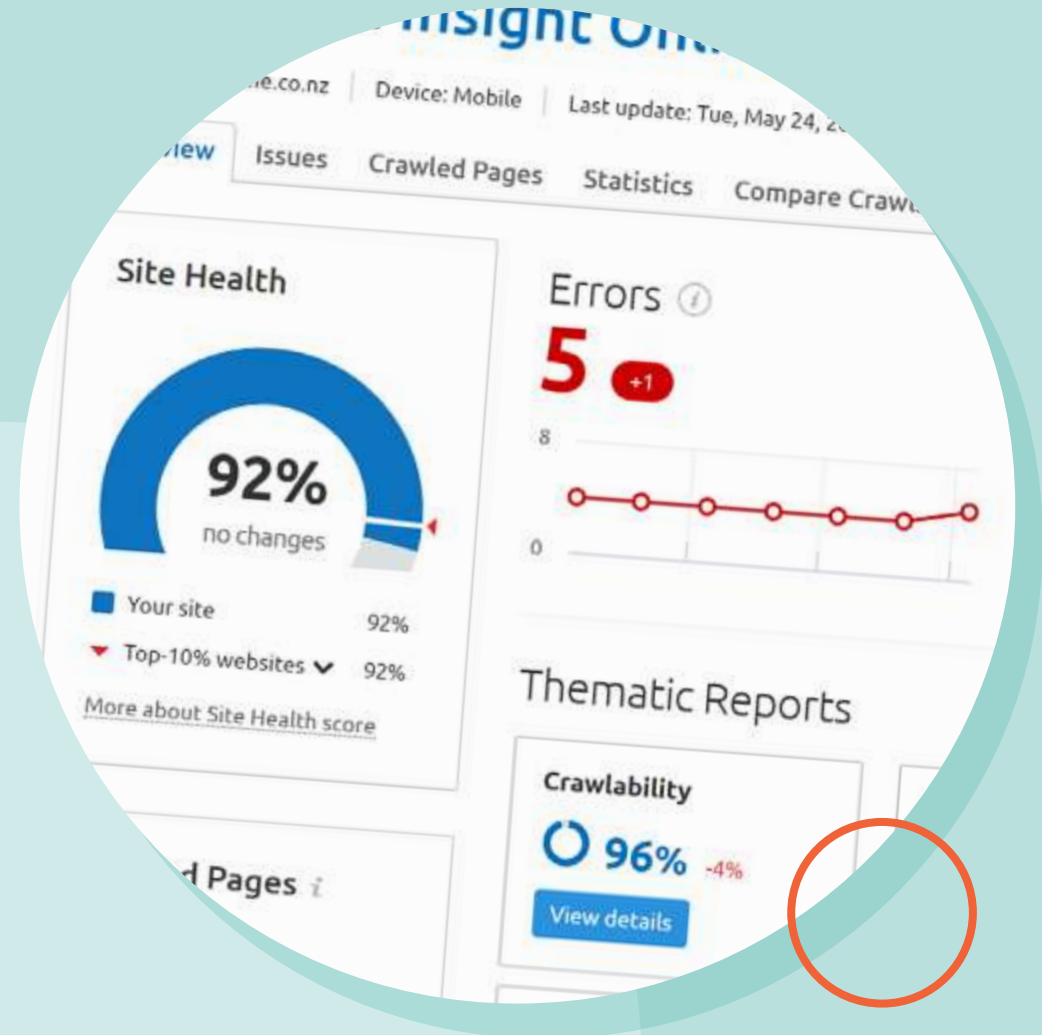
What Is it?

Technical optimisation is the most critical part of SEO. If your website does not run like a well oiled machine Google will not be interested. It covers your website structure, how your web pages are coded, the overall speed of your website, and supporting files such as XML sitemaps and robots.txt.

How your website is built will have an impact on whether Google can even "see" your site and how high your web pages will rank in the search results.

On-site technical optimisation is the process of auditing and improving your website to ensure those elements are properly addressed.

Imagine your website is like a car in a race with your competitors – doing technical SEO is like ensuring the wheels are on correctly. The other SEO activities we cover in this guide – on-site optimisation, link-building, blogging etc. – are like pushing the accelerator pedal. But no matter how hard you accelerate, your car won't go very far if the wheels aren't on!

The #1 Google organic search result has an average click-through rate (CTR) of 31.7%, and this result is 10x more likely to get a click than the tenth result.

Why It Matters

On-site technical optimisation (also called technical SEO) is the second half of on-site optimisation that is under your control. It can have a significant impact on how search engines "see" your site and how well you perform in search rankings.

Often, we find with our clients with larger websites (>1,000 pages) that how the site has been built is the greatest barrier to doing well in search.

On-site technical optimisation sets your website up to do well in two important respects: indexing and ranking.

Indexing

You need to make sure Google can find, read and index all the content on your website - including all the new content you may add month to month. The more web pages you have indexed in Google, the more visible your website and your business will be, and the wider the range of keywords (search terms) you can potentially show up for.

Rankings

Google rewards technically sound websites with higher rankings, and higher rankings mean more organic search traffic.

What you can do

→ **SEMrush** is a great tool to grade your website. Best of all, it's free for one site. There are also many tutorials, and we find their support very good. It's a tool that we use every day at Insight.

→ **GT Metrix** and **Google PageSpeed Insights** are great tools for grading your site speed and getting detailed recommendations on what you can do to speed things up!

→ Don't forget the mobile version of your site. **Google also has a decent tool for this**. It will give you a general idea anyway.

→ If you're developing a new site now, contact us for our free developer checklist to provide to your developer.

Who generally does what?

Marketing Managers

→ Get budget and approval for a technical audit to be conducted

→ Review the audit with your search agency and developer to understand the issues and priorities, developer time and budget needed to implement fixes

Developer

→ Implement the technical changes recommended from an SEO technical audit and approved from the marketing manager

SEO Agency

→ Audit the website and provide a recommendation document that outlines the issues found, the impact and a clear recommendation on how to fix it.

→ Prioritise and walk through recommendations with the marketing manager and developer.

→ Work with the developer on implementing recommendations approved by the marketing manager.

→ Test implementation on site to ensure everything is working smoothly

Content: Blogging & Video

Grow visibility and trust online

What is it?

The term "content" is broad and can cover almost everything on your website. Sometimes content is considered to be 'assets'. But for the purposes of our guide, we're specifically talking about content on your website that is beyond the essential product, service and business information.

This content is often in the form of:
→ Blogs
→ Guides
→ Videos
→ Webinars
→ eBooks
→ Reviews/Testimonials
→ Case Studies

The goal of the content that is on your website is to encourage people to return, to persuade people that aren't ready to purchase yet, answer sales objections or help people make a decision. It's content that understands that not everyone is ready to purchase or call immediately upon seeing your site.

It's important to note that Google prefers quality over quantity. Producing 10 low-quality pieces of content that offer nothing to the visitor won't get you very far. Put your efforts into high-quality content that adds value to the visitor.

Why It Matters

Content like this on your website can help everyone, but it helps most when:
→ Your business/product/service is new to the market.
→ Your sales cycle is long and complex.
→ Your product/service is expensive - not an impulse buy.
→ Competition is high, and you need to stand out to make an impression.

For SEO, this is content that can be optimised for more general terms that are relevant to your business, in a way that we could never optimise a product page or about page effectively.

It provides a canvas onto which keyword optimisation, deeper context and content can be applied. Google can "read" this content and gains much more information to help its understanding of your website.

What you can do immediately

→ Do a content audit of your website.
→ Consider whether or not this content is helpful for the business or visitor. Start easy, are there common sales objections that could be answered online?
→ Content should be created at a minimum on a monthly basis. Start with a plan. A content planner (a person or agency to assist or a simple spreadsheet) will help you to map out each month's content, who it is for, what it needs to cover, what sort of content it is, where it will appear, whether it will be promoted and expected outcomes.

Content producers may come from within your organisation, or you may need to engage a copywriter, videographer, photographer or other producer to create the assets you need.

Looking for expert SEO advice?

Who generally does what?

Marketing Managers
→ Work with the business to identify needs for content and strategy
→ Oversight of strategy, briefs, budgets and creative approval
→ Ideation and business knowledge to partners

Creative: Copywriters/Videographers/Graphic Designers
→ Creating content such as blog posts, videos, podcasts, animation, graphics or infographics
→ Review of work based on feedback
→ Read David's post on **copywriting for SEO**.

SEO Agency
→ Using keyword research to help propose ideas or support ideas
→ Optimising content for search engines e.g. ensuring blogs have good title tags and meta-descriptions, videos have subtitles and transcripts, adding structured data if possible
→ Promotion of content through social media or Google Ads to maximise value
→ Analysis and reporting to marketing manager

Local Search Optimisation

Get found in local search results
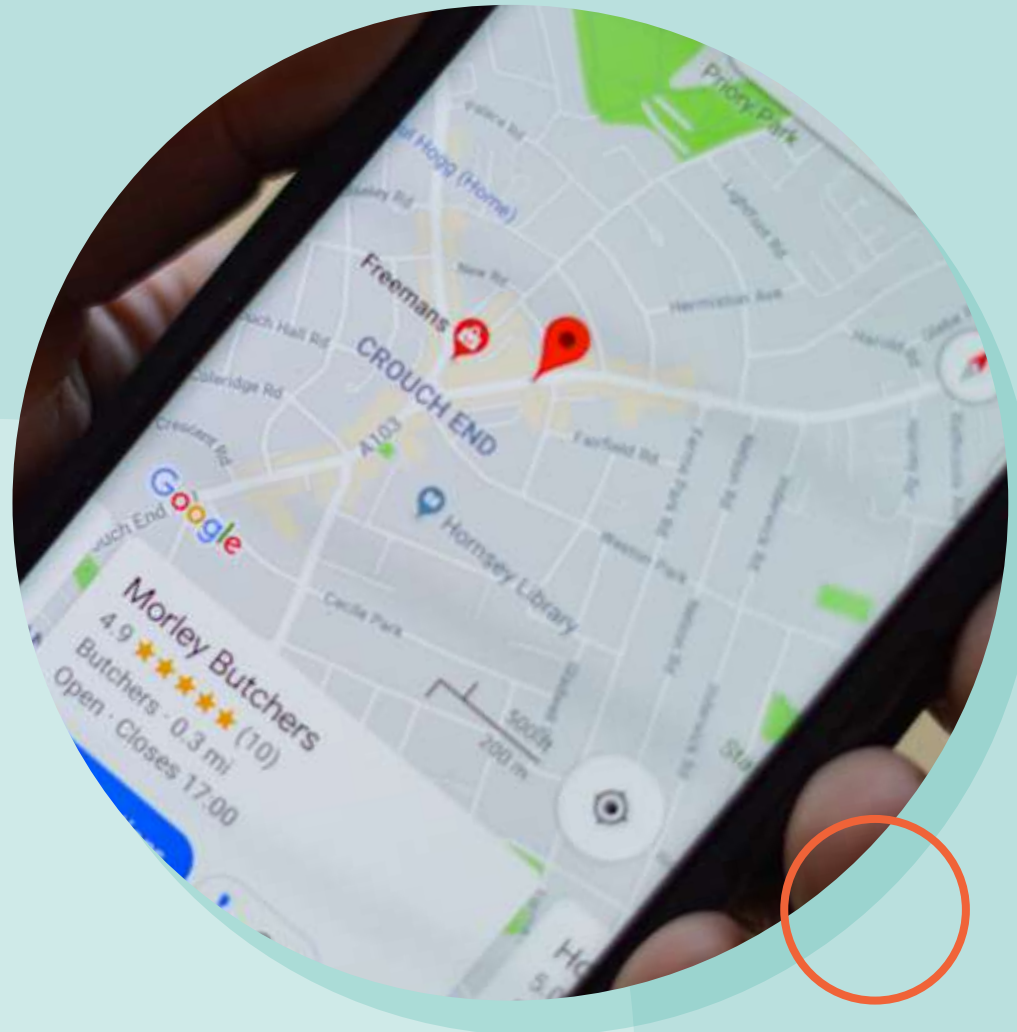
What is it?

Local Search Optimisation is a form of optimisation focused exclusively on appearing in searches where Google believes location is important. If your organisation has physical locations, it's likely an important part of your overall SEO strategy.

On your website, this will most likely mean creating 'location pages' for each location in which you have a presence and ensuring that location details such as business name, address and phone number (NAP) are consistent online. You will also need Google My Business listings.

Google Business profiles previously called **Google My Business (GMB)** listings are how you control your appearance and information appearing in Google Maps. Filling out your branch information as much as possible is actually a strong ranking signal for local search. Often less competitive than normal search, your business can appear at the top of search when the stars are aligned.

Here's an example where local search comes up for "childcare auckland" see how it comes above the usual search listings? Pretty impressive if you can get in that 3-pack!

Why it matters

Besides increasing brand positioning, a claimed and optimised Google Business Profile brings you the following benefits:
→ Another way to showcase your business.
→ Customers can see useful information at a glance - address, phone number & opening hours.
→ Show up on Google Maps.
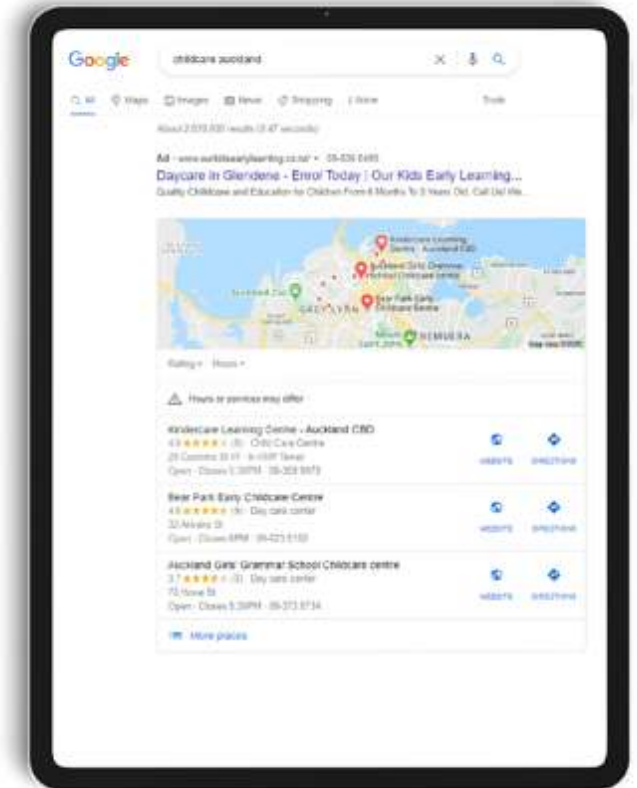
→ Show up in Local Search results - this is great for restaurants & retail.
→ Show up In the local 3 pack.

Lastly, your Google Business profile can include Google Posts where you can share promotions, products and even events. Customers can also directly message the business from your Google Business Profile if this function is turned on. This gives you more opportunities to engage your potential customers.

If you have a significant branch network, local search will likely be even more important than regular SEO.

What you can do immediately

→ Work out how important local search is to your business. Do a search for your products and services. Include the locations of your branches and see if Google Maps pops up in the search results
→ Check out this **guide to GMB** from Surfer Local for tips to help you out.
→ Check popular local online business directories like Yellow, Finda, Yelp to see if you're listed, and all your information is correct.

Who generally does what

Marketing Managers

→ Learn how important local search is to your business
to help you direct search agencies.
→ Build processes to generate reviews for each location/branch of the business.

SEO Agency

→ Assist marketing manager with the upload of data and verification
of all Google Business Profile listings with Google.
→ Ensure consistency of NAP on your website and data accuracy of
all listings across different directories and website properties.
→ Optimise all GBP listings with images, optimisation of form
fields and generate review links for all locations.
→ Get all physical locations of business into the most
popular directories and listing sites.
→ Assist with keeping up to date with marketing initiatives on a
local and national level and post to relevant location pages.

Link Building or Earning

Build brand & website authority
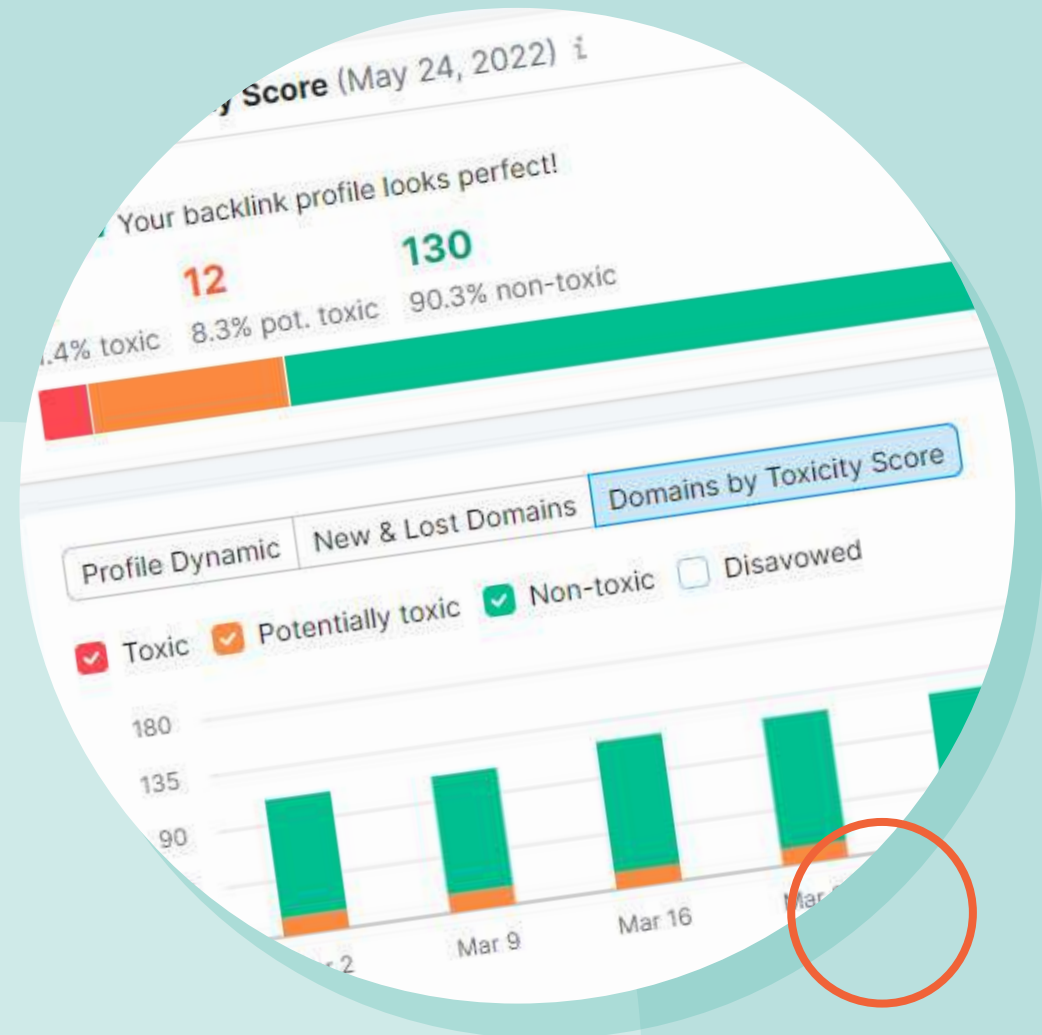
What is it?

Link building, this is the least glamorous part of SEO… Links are to Google like referrals are for us in the real world. You are more likely to use a business because someone told you about it – or referred them to you.

A link from one website to another suggests the same sort of relationship to Google, that one website is recommending the other.

But as with referrals from our friends, the quality of the link matters. How authoritative are the websites, how relevant are they? A link from a government website linking to your website gives you tremendous authority - far more than a link from a little blog somewhere.

Why it matters

Websites which achieve a #1 result have an average of 3.8 times more backlinks than the results that rank 2-10.

In order to rank well in Google, you'll need a critical mass of incoming links to your website, and the higher quality the linking sites, the better. Incoming links to your website are perhaps one of the oldest but strongest ranking signals to search engines.

It's hugely important to have some sort of strategy for gaining links to your website. You should try to ensure that most incoming

links to your site are natural, from legitimate websites, and are closely related to your niche.

You're probably thinking… can I just buy links? Yes, you can. **We strongly suggest that you use a reputable SEO agency as if done wrong, it can have disastrous consequences for your website.**

Websites that participate in link schemes or deliberately manipulative "spammy" SEO tactics risk receiving a penalty from search engines. This removes you from search results, taking away the largest digital channel.

What you can do immediately

→ As a marketing manager, you could consider ongoing PR and weave link building into the process. For example, at Insight, we push out 2 press releases a month and add 1 - 2 relevant links in each release.

→ If you have link building work being done for you now through your agency, make sure you understand how they are getting their links - a penalty can be devastating

→ Consider what your business could do to earn links - what's a reason that people would want to link to your website?

Who generally does what?

Marketing Managers

→ Approves editorial content and online partners where content will be hosted.

→ Approves link building ideas and gives clear scope to SEO agency on what's acceptable and what is not.

SEO Agency

→ Building basic links for the business in popular directories (these are called 'citations') - including links to all locations if relevant.

→ Working with the marketing manager to find relevant online partners, contacting suppliers and leveraging other business relationships to build links.

→ Finding, pitching and reviewing online partnership arrangements with bloggers, news sites and other websites.

→ Working with copywriters to produce content to pitch to online partners.
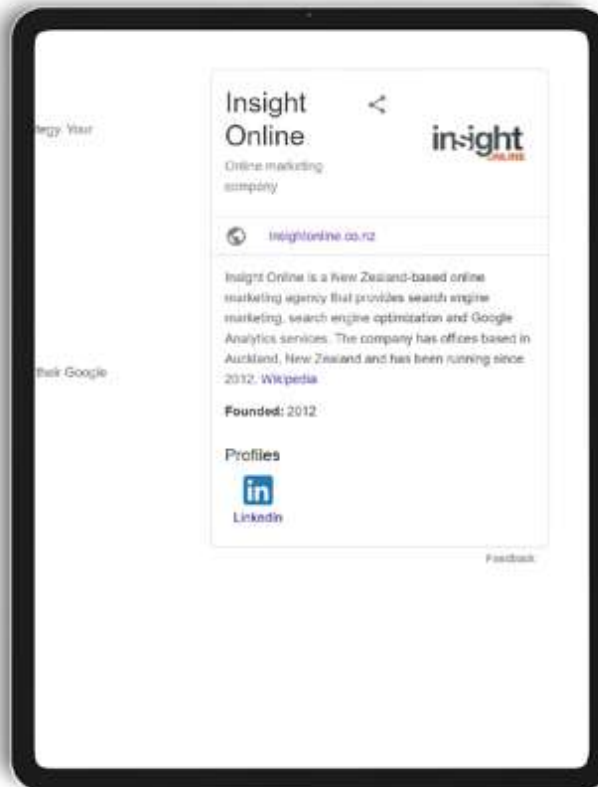
Featured Snippets & Schema Markup

Expand your sites visibility

What is it?

In Google's ongoing quest to provide the information the searcher needs in the most accessible manner, the top of the Search Engine Results Page (SERP) is increasingly being taken over by content Google hopes will answer the searcher. While some information is provided in the SERP,

Featured snippets account for a 35.1% share of all clicks, so it is worth trying to achieve them for your business.

For many searches these days, aside from **Google Ads** you will see:

Map listings
Google Business Profile listings with map and information

Featured Snippets
Page content from a page Google believes best represents an answer to your query

Knowledge panels

Information about a company or sometimes subject

People also ask

Questions related to your search query.

These are all organic results chosen by Google as the best response to a search query. Achieving one of these elements for your website can be a result of a number of activities.

The main two ways of doing this are:
→ Formatting content in a way that fits into Googles preferred format.
→ Website coding in 'schema' markup.

Search snippets include extra elements like thumbnail images, review ratings, company details, event details, links to sub-pages, search boxes, product details and more.

Why It Matters

Enhanced search snippets like the ones above generate high click-through rates, because:
→ They appear at the top of the search results page and take up more space in the search results, pushing competitors down the page.
→ They draw the eye, and look more interesting & authoritative.
→ Where they contain links to sub-pages, some people will find that additional navigation helpful.

→ High click-through rates will mean more (free) organic search traffic coming to your website, and ultimately more leads or sales for your business.

→ As Voice search becomes more common it is these results Google will use.

What you need to do/know

Page and article (blog) content needs to be structured on the page in a form Google finds easy to understand. Usually this means ensuring the H1 (and or Title) on a page is a question or statement and that at least the first paragraph of text (and/or meta description) responds directly to the H1 as an answer or explainer.

There's a huge range of different types of schema markup available, so the first step with schema

is to figure out which ones are relevant to your website and whether they're worth doing.

Here's a good glossary of SERP features: **weareroast.com**

For some verticals like recipes, events and retail businesses, implementing schema is a no-brainer. But for others, the cost and inconvenience of implementation may outweigh any potential benefit. There's also no guarantee Google will enhance your search snippet even if you've marked up your webpages correctly.

We'd recommend talking to your digital marketing agency about whether it's worth doing in the first instance. We're happy to run through this with you too – so **feel free to call us**.

If you do decide you'd like to try for featured snippets and to implement some schema on your site, the

markup process is highly technical, so you'll likely need to involve your web developers. Certain schema types can be implemented via Google Tag Manager and through Google Search Console rather than hardcoding the changes, which can make things a bit easier.

(If you're tech savvy and want to know more, there are a number of different methods for marking up your code; we recommend the JSON method as preferable – see more details here: **Google Search Central).**

Who generally does what

Marketing Managers

→ Understand which types of schema will work best for your business.
→ Review the recommendations from your search agency.
→ Review options for restructuring content layout.
→ Get budget and approval for the addition of schema or structured content.

Developer

→ Implement the technical changes recommended and approved from the marketing manager.
→ Review options for making some schema (such as for articles) dynamic.

SEO Agency

→ Audit the website and provide a recommendation document that outlines the options for the website to attain featured snippets.
→ Prioritise and walkthrough recommendations with the marketing manager and developer.
→ Work with the developer on implementing recommendations.
→ Test implementation on site to ensure everything is working smoothly.

Google Search Console & Google Analytics

Measure your websites performance
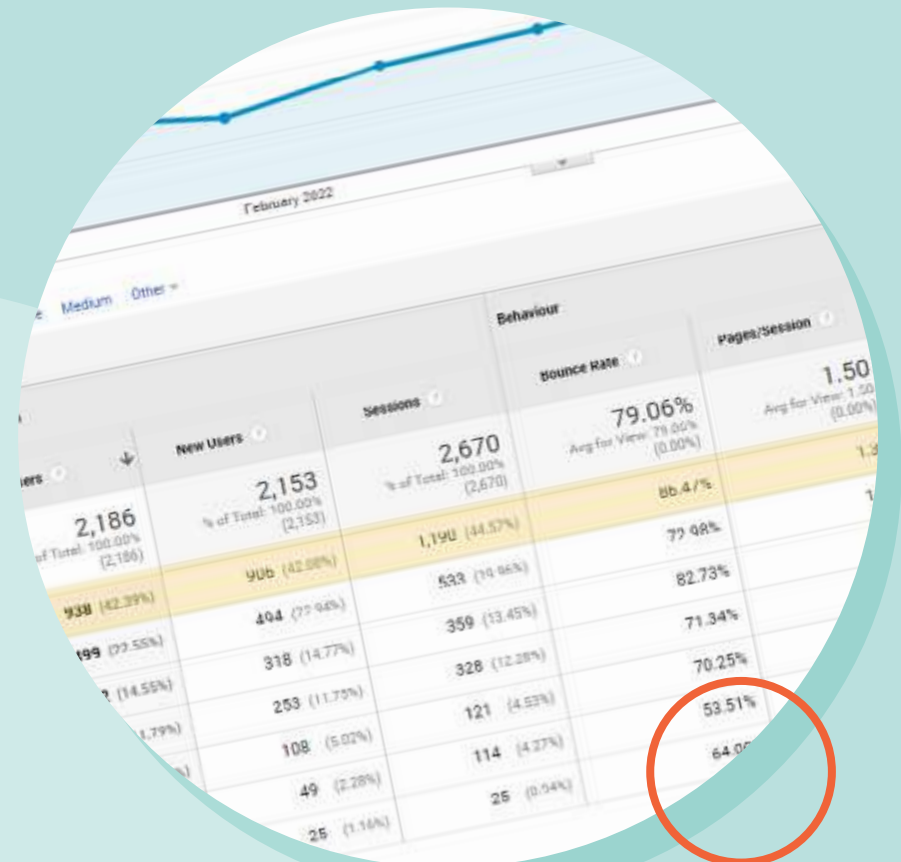
What are they?

Google Search Console is a free tool used by SEOs. Search Console essentially acts as a touchpoint between your website and Google, letting you check how Google views your website and monitoring your sites perfotmance. Google Analytics is a web analytics service from Google that tracks and reports website traffic.

Why It Matters

Google Search Console & Google Analytics are reporting tools that can help you monitor the performance of your website and measure your online marketing efforts.

Google Search Console (GSC)

Think of Google Search Console as the communication channel between Google and your business. It will tell you how Google sees your site, how many times Google visits and it's very handy when you want to migrate websites. As SEOs we use it everyday. For your average marketing manager, you probably only need to check it once a month. And, to be honest, you can ignore most messages. But once in a while, there will be critical things that only Google Search Console can tell you. For that alone, it's worth getting GSC for your website verified.

Be sure to verify all www, non-www, HTTP, and HTTPS variants of your website, as these will be considered separate properties in the eyes of Google Search Console.

The most important functionality of Google Search Console is the "URL Inspection" tool. This provides information about what Google knows about a page and lets you manually notify Google anytime you make changes to your website (e.g. on-site content optimisation).

Other features include:
→ Identifying any issues Google has with indexing your website.
→ Identifying which organic keywords people are coming to your website from.
→ Identifying which websites are linking to yours.
→ Implementing and viewing structured data (schema) present on your website.
→ Select site preferences (e.g. appearance of www vs. non-www URL versions in the search results).

Google Analytics (GA)

Google Analytics and analytics in general are important as more of our marketing becomes measurable through to the end customer. For a marketing manager, we would highly recommend installing this properly on your website. It will tell you how your marketing campaigns are performing and what people are doing on your site. It is an essential tool for anyone with an investment in digital marketing.

Google Analytics is essential and assists you in understanding how users find and use your website. You can sift & sort your visitors with dozens of dimensions and can track ROI for your online marketing. One crucial element of SEO is tracking how much organic traffic comes through to your website.

If you have Google Analytics installed on your site, you can find this in the Acquisition report: *Acquisition > All Traffic > Channels.*
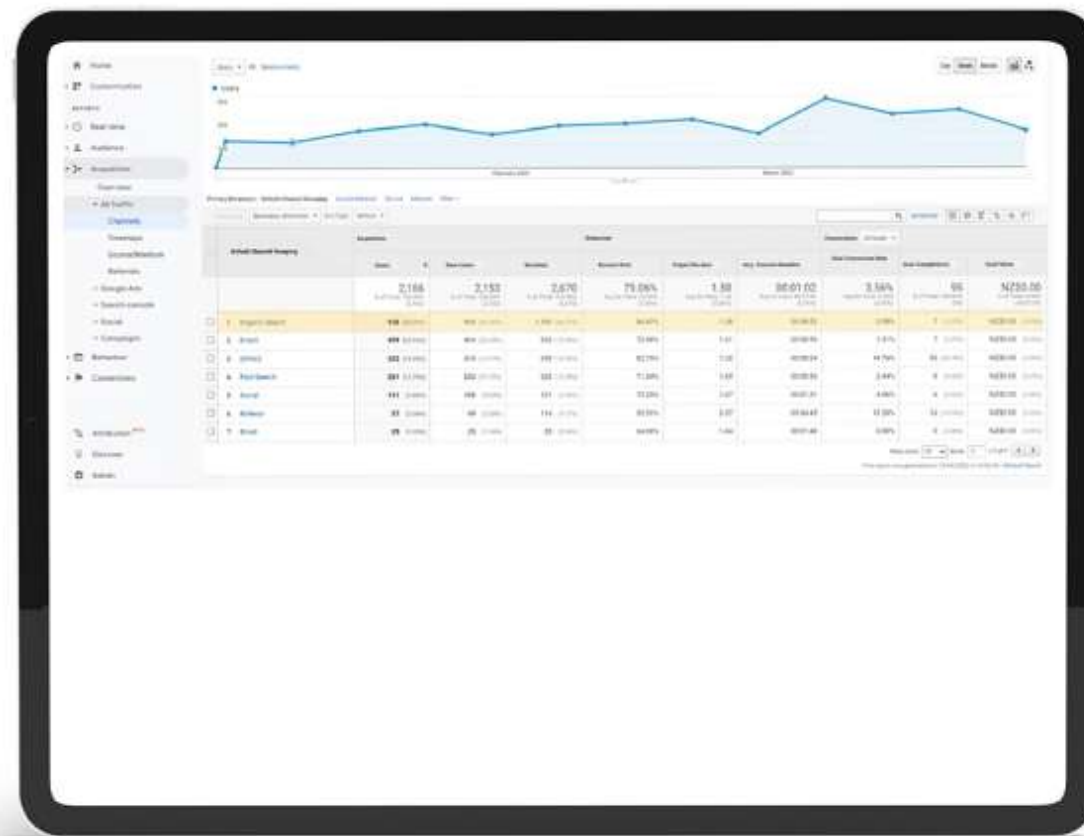
What you need to do/know

Both Google Analytics and Google Search Console should be set up prior to any SEO activity. Setup is relatively easy - if you have Google Analytics or Google Tag Manager installed already, then you should be able to verify a Search Console account automatically. If not it will require an additional string of code to be placed on your homepage.

Who generally does what

Marketing Managers

→ Understand the value of (Google) Analytics to your business.
→ Work with your SEO agency to ensure proper tracking
   of events important to the business.
→ Review Google Search Console and how it may help your website.

SEO Agency

→ Review the Google Analytics profile for the business and
   ensure correct setup of tracking of events and goals.
→ Ensure that a Google Search Console account is set up for the website.
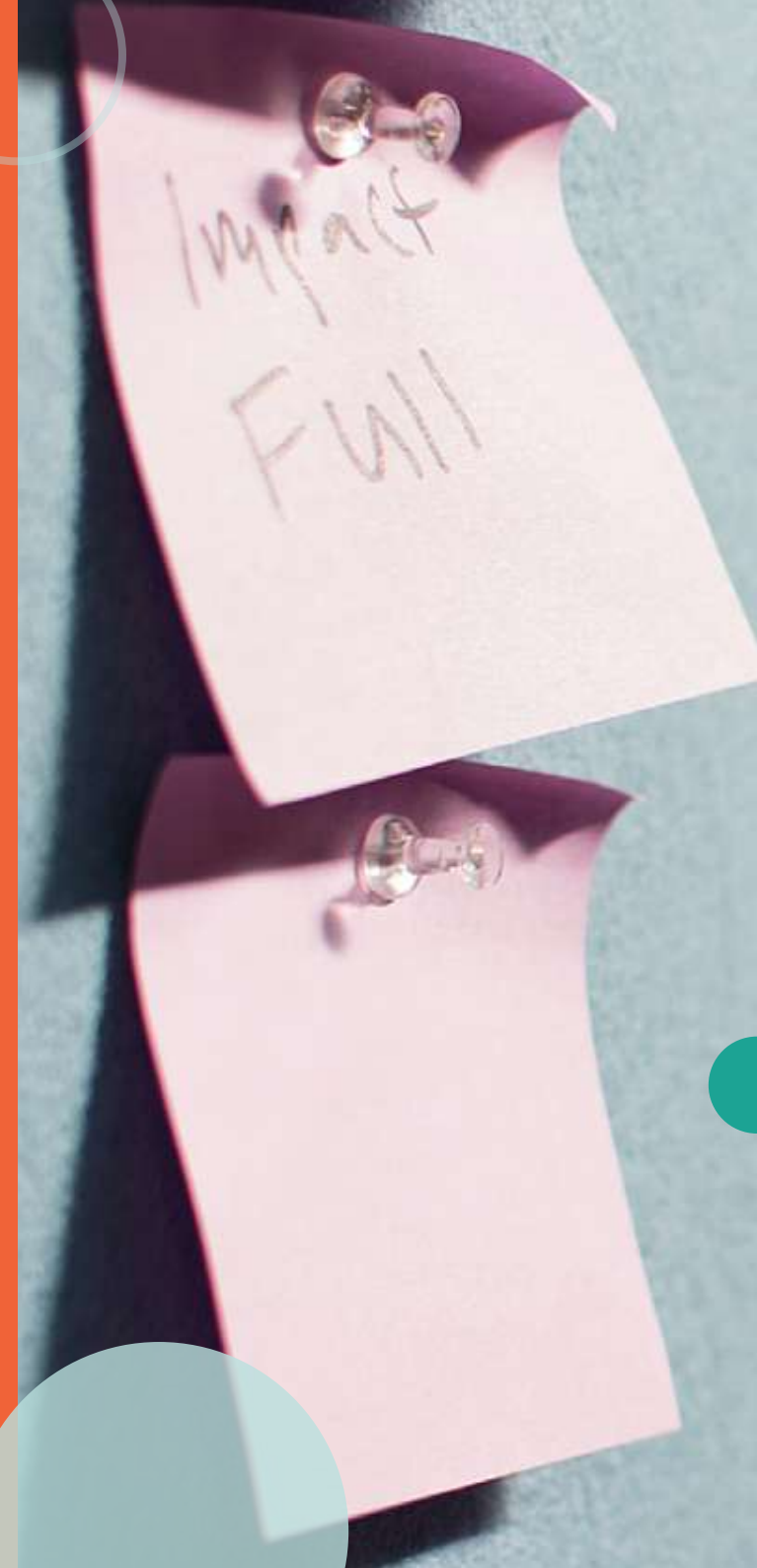
Putting it all Together

Understanding your goals & priorities

Congratulations!

You have made it to the end. You are probably thinking "OK, I understand the in's & outs of SEO, now what?"

Set SEO goals

It's critical to define your goals before you launch a major search engine optimization initiative. After all, without clear goals, your SEO activities won't have measurable ROI. It's also important to tie SEO outcomes to top-level metrics such as revenue.

Prioritise

Unless you live and breath SEO, you may find it hard to know what takes priority. Is Keyword research or site speed? With your SEO agency work out what SEO findings have the most need and impact. Then put together an implementation plan from there.

Stick with it

SEO is a ongoing process, and it takes time and effort to reap the benefits. With SEO you will only get back what you put in to it. Regularly review your goals and KPIs and work with your SEO agency to refine your plan as necessary.

Case Study – Team Dental

Overview
Team Dental is a group of dental clinics focused on providing affordable dentistry around Christchurch, Tauranga & Whangarei. Team Dental and Insight have a long-standing relationship and we count ourselves lucky to be working with Brett & Sarah who make a strong team with terrific business acumen.

Goals
Dominate (top three ranking) organic and local search visibility in Christchurch, Tauranga and Whangarei for all relevant search terms

Approach
Working together with Brett, Sarah and their development team, we've put a lot of work into organic and local search optimisation on the Team Dental website. What's been particularly important is the addition of blog content and well-optimised branch pages.

We've also helped with the management of reviews as Team Dental local search listings have increased in popularity.

Results (Mar 1st – May 31st)
Last three months compared to the previous year:
→ Organic traffic increased by 40% year on year.
→ Organic lead generation (form submissions) has increased by 17%.

"Insight Online has been great to work with. They've been honest, transparent in their actions and consistently worked alongside us as a part of our team. We'd highly recommend them."

Brett Marshall
Managing Director

Insight Online is a leading Digital Marketing Agency, with a team of experts governed by exceptional values and systems designed specifically to support you.

Our core services include Search Engine Optimisation, Content Optimisation and PPC advertising solutions. We work for you, with you, as a part of your team, delivering tangible results while freeing up your time to focus on the big picture.

If you're looking for a high performing agency to build a true partnership with, an agency that will be honest, and give you expert search marketing advice, then we're the agency for you.