



# Become BFFs with Google

**THE 101 ON SEO TACTICS & TOOLS  
TO NAVIGATE GOOGLE'S WORLD  
AND BOOST YOUR GOOGLE RANKING**

[SIRITHEAGENCY.COM](http://SIRITHEAGENCY.COM)

# Google My Business

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We all know Google. Making friends with her is one of the best things you can do for your business marketing strategy.

The opportunities are endless and best of all, it doesn't even have to cost you money!

WHUT?! Nope, *zero dollarydoos*.

So when Google gives you the tools, make sure you're using them.

## **MEET: GOOGLE MY BUSINESS**

Google Business Profile is a free business listing from Google. It allows you to provide details and photos of your business, including your location, services, and products.

Sign up and claim listing your with [Google My Business](#) pronto!

First, you'll have to verify your claim via the code you'll receive in the mail (the Postman Pat kind aka snail mail).

Next up, start to optimise your profile:

- Choose an accurate category
- Provide lots of info and make sure your profile is 100% correct
- Add your phone number
- Add your opening times (don't forget to put in public holidays/closing dates)
- Add your photos
- Ask customers to leave a review
- Claiming your maps location will get more eyes on you. If you don't have a physical location or you rather not make your location public, you can also hide this.

The best part? A Google My Business profile gives you a SUPER prominent position in Google Search filled with info about your business. And again, it's completely FREE.

# Google Search Console

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Another amazing free tool is Google Search Console.

[Create or login to your Google Search Console here](#)

This essential SEO tool can be used to help improve the SEO results for your site.

Google designed this free tool to help you better understand how your websites performs in the search results and how to improve your website for organic search traffic. Using Google's own words, it helps to *"Make your site shine in Google Search results"*.

The most important steps are 1) setting up your account and 2) submitting your sitemap to Google. We take care of this in all our web builds, so you don't have to worry about it yourself!

Here are some more ways you should be using Google Search Console:

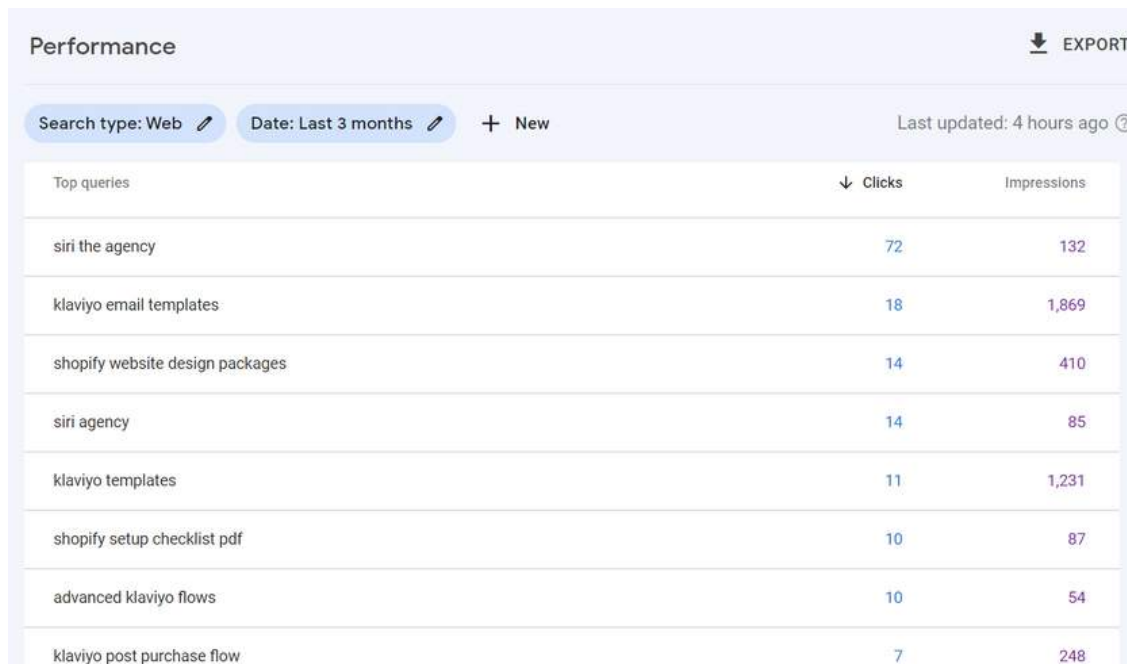
## **Review your search results performance**

Under Performance you can find the BEST 'Search results' report. This report tells you what queries (aka keywords) your website is showing on the search results for, how many clicks you get, what the average click-through rate is and an average position.

You can check this report regularly and use it to optimise existing pages by inserting keywords or creating blog posts about the topics.

Within this report, you can filter by specific search queries, pages on your website, different date ranges, country, device, etc. There is a wealth of information in this one report and if you're going to master anything, then this would be it.

# Google Search Console



The screenshot shows the 'Performance' section of Google Search Console. It includes filters for 'Search type: Web', 'Date: Last 3 months', and '+ New'. The data is updated '4 hours ago'. The table below lists the top queries with their respective clicks and impressions.

Top queries	↓ Clicks	Impressions
siri the agency	72	132
klaviyo email templates	18	1,869
shopify website design packages	14	410
siri agency	14	85
klaviyo templates	11	1,231
shopify setup checklist pdf	10	87
advanced klaviyo flows	10	54
klaviyo post purchase flow	7	248

Once you are within the above-pictured report, click through on any of the rows and see what exact pages are showing those special features alongside what keywords are triggering them. The data-loving geek gets very excited here!

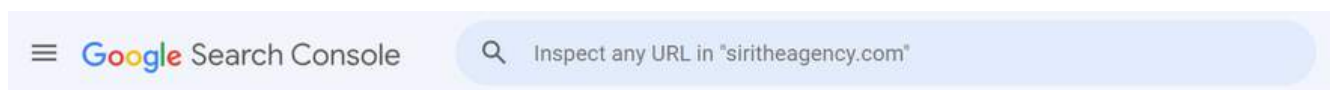
Plus you can use the new Search Console Insights report too – which has some fantastic information on new pages, trending pages, trending keywords, backlinks, and more.

## Use the URL Inspection Tool

When creating and optimising a new blog post or page you should use the URL Inspection tool in Google Search Console. Use this for 2 reasons:

1. To help Google find, crawl and index it sooner (the quicker it shows up on the search results, the sooner you can get organic search traffic finding it)
2. To check to see if there are any potential indexing issues

It's a great habit to get into and it only takes a few minutes!



# Google Analytics

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Even though your site's backend gives you access to stats and reports, you should use Google Analytics simply because you'll have access to SO MUCH MORE data. For example, you'll be able to see if a purchaser came to your site via Google vs Social Media vs a referrer. You'll be able to see what device they were on (mobile, desktop, tablet), where they are located, what pages they visited prior to purchasing, and more!

By 'stalking' your website purchasers and visitors you'll be able to put strategies into place to work smarter - not harder.

Here is how you can use Google Analytics to improve your website:

## **Learn what your most important traffic channels are**

This is where your website visitors and conversions (people who complete a goal) are coming from. It might be from Google (organic search or paid search if you are running Google Ads), from social media, from other websites (referrals) or maybe from email marketing. When you understand which channels send the most visitors and conversions you can hone your site's marketing strategy to focus your time/money on getting the most from these channels.

## **Learn how people are viewing your website**

Through Google Analytics you can see the percentage of visitors on desktop, mobile and tablets. If the majority of your website visitors are viewing your website on a mobile device but you get very few sales from these mobile visitors, then it may be time to look into improving the mobile experience.

## **Improve content and create new content based on what's popular**

You can find out which pages are most popular on your site. Make sure that these pages are functional and full of useful, up-to-date content. You can also use this data to create new content around similar topics which people may enjoy.

**Pro tip:** Use GA to see what pages people view before converting (making a purchase) on your website. If you notice a pattern, you'll want look at how you can get more people to those pre-conversion pages, because these pages have a little something special that encourages people to buy!

# Google Analytics Reports

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## Acquisition Channels Report

Where to find it: Acquisition > All Traffic > Channels

You can get a good bird's eye view of where your website traffic and revenue is coming from.

Note that 'Users' refers to unique visits, while 'Sessions' refers to total visits, e.g. 1 User could visit a website 3 times in a day and that would be counted as 1 User and 3 Sessions.

If you want to delve a bit deeper you can navigate to Acquisition > All Traffic > Source / Medium for a much more granular look.

## Mobile Overview Report

Where to find it: Audience > Mobile > Overview

In this report, you can see what device your website visitors are using. If a large portion of your website visitors are mobile users, it might be time to schedule in regular checks on your mobile website.

## Search Console Queries Report

Where to find it: Acquisition > Search Console > Queries

This report shows off your SEO efforts. Once you have connected your Google Search Console account you will start to see the types of keywords people are typing into Google to find your website.

From this report, you can work on SEO strategies to improve your average position and CTR in order to get more people to your website.

## Landing Pages Report

Where to find it: Behaviour > Site Content > Landing Pages

The All Pages report shows you how many page views you get for each page, while the Landing Pages report shows you your top landing pages.

# The 101 on SEO

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Do you shiver when you hear the word SEO? We get it.

However SEO probably the most important thing for your website. SEO stands for Search Engine Optimisation. This basically means there are a ton of things you can do to optimise your website to show up in search engines (such as Google) and also to rank HIGH for certain keywords.

The key is to find the right keywords to rank for. There is low-hanging fruit out there, with keywords and phrases that might not be as straight-forward but give you a great opportunity rank in the top on the first page(s).

For example, our website ([siritheagency.com](http://siritheagency.com)) ranks:

- #3 for "shopify website design packages" - landing straight below Shopify itself
- #6 for "digital marketing pricelist"
- #6 for "Klaviyo email templates" - being the first agency that pops up and landing even on top of search results for Fiverr, Etsy and Pinterest.
- #1 on page number 2 for "shopify redesign"

As you might notice, it doesn't mean we're aiming to rank for "Shopify expert" or "web developer" as these are highly competitive keywords that take a lot of work to rank high for. These other keywords though, give us great results and traffic (and actual jobs!) from all over the world. Yep.

If you look at ecommerce, keyword examples to avoid are "best skincare", "baby clothes" or "dog treats". Think a bit more niche such as "skincare routine for acne prone skin", "knitted baby bodysuit" or "long lasting dog chews australia" - that's the low-hanging fruit right there for you.

Our web packages include integration of meta data, an SEO-friendly site structure, SEO-friendly page structure with correct headings, and inserted image ALT text, to name a few. Next steps could be to setup technical SEO, complete your Core Web Vitals check and work on speed optimisation - so you're all set to climb that SEO ladder.

We can wholeheartedly say that working on SEO pays of 100%. After all, this means your website will receive organic and free traffic in the long haul so you aren't reliant on paid traffic options.

# The 101 on SEO

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Beware though that SEO is:

- Honestly... a pretty vague and intangible topic.
- Something that takes a lot of work, time and skills to do *right*.
- Not something that will give you quick results. It's a long-term game that needs continuous optimisation, monitoring and up-to-date information to actually work.
- Yes it is free, but if you want to really be successful and get amazing results, it might pay off to hire an expert who will take care of all this hard SEO work. Note that because it's such a timely task that requires a lot of knowledge and upskilling (because it's ever-evolving) these experts won't come cheap. Realistically, you're looking at ongoing costs starting from \$1k per month at a commitment of (ideally) at least 12-15 months.

## Tips when wanting to hire an SEO expert

Outsourcing your SEO will be a great investment -- *IF* you find the right person to work with! Don't be afraid to vet a few people or SEO-specific agencies during your hunt. Ask them for case studies, real results and stats, check their reviews... You should also check with them what type of tasks are included on their month-to-month to do list. Some tasks that should be included are:

- Keyword research
- Competitor analysis
- On-page optimisations
- Technical fixes
- Content plan including internal linking
- Backlinking strategy and implementation
- Performance audits, documentation and reporting



**Click here for our favourite SEO partner that we truly trust and recommend:**

**Sunday Best Digital**



# The 101 on SEO

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Now you might ask yourself: *what can you do to improve your site's SEO?*

Besides an array of tasks that might feel completely overwhelming, we suggest you start with the basics:

- **Pick keywords for customers to find you.** Use tools such as Google Search Console, Google Keyword Planner and [Surfer SEO](#) or paid tools such as [AHREFS](#) or [Screaming Frog](#).
- **Put keywords in the right places:**
  - Your product page meta data & title. Note to **keep your page titles under 60 characters** and always include your main keywords near the beginning of your page title .Keep your meta descriptions punchy and under 155 characters. The copy you write here should clearly describe the content on the page and also be compelling enough to click.
  - ALT Text to your images
  - Header tags on your (product) pages. Ensure you are using **ONLY ONE H1** tag on your page (which Shopify applies automatically) so structure your page with H2, H3 and H4 headers.
  - Optimise your copy, especially on product pages. Keep in mind that every product page and category page should have at least 250 words of descriptive text. **DO NOT** copy your manufacturer's product description because, chances are, many other sites have already done so. Google doesn't reward duplicate content, so always try to make your product titles and descriptions as unique as you possibly can. Make sure to run your pages through a [copy scraper](#) to check for copycats!
- **Distribute your content through internal links.** The more connected your website is, there is a higher chance of Google understanding your store and products. Create internal links through:
  - Related items. When a visitor is on your product page, you can show related products. Google will understand these two items are related and index accordingly.
  - Feature items. Show featured items on your homepage or category pages that link to product pages.
  - Blogging. Create articles about specific products and topics related to your brand. You can link to products or other pages from the post.

# The 101 on SEO

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- **Create backlinks.** Google utilises an algorithm based on the number of links other sites are posting that revert back to your store. For example, if the Daily Telegraph posts a link about your product, chances are Google will trust your store more. Reach out to (online) publications or use a PR agency to help with link building.
  - Tip! Use [mention.com](https://www.mention.com) to find any places your online store is mentioned without being linked. Now ask them to add the link.
- **Work on getting customer reviews.** Google appreciates creative and bespoke content. If there is evidence of high user activity and gratification, your rank will rise.
- **Work on a content plan and start writing blog posts.** Writing blogs and creative content is one of the most potent ways to utilise SEO. This gives you a chance to add even more keywords and ORGANICALLY generate backlinks to your Shopify store through blogs. It is recommended to publish at least one blog a week. Do you need help with this? Just reach out and we can put a pen to paper for you.
- **Optimise the page load speed.** This metric is crucial for user experience, and an official Google ranking factor for both mobile and desktop searches. So, having a slow loading store is simply unaffordable and it'll not only frustrate visitors and increase bounce rate, but also destroy your rankings on Google.
  - Note that a simple app or tool isn't going to cut it. Hiring a professional like ourselves is your best option.
  - The best tip is to optimise your images before uploading them. Ideally use png or jpg files that are between 500 - 900 kb in 72dpi. This means they are web optimised and will help load your page faster.





**GILL**  
**HOME BIRD**  
**AUSTRALIA**



"I would not hesitate to recommend Siri. I first approached her to rebrand my whole website including logos and banners. I never really knew in my head what I wanted, until Siri completely nailed what I was thinking! Siri works in a timely fashion, is very approachable and I couldn't be more pleased with the outcome! I have had so many compliments on my website, thank you Siri :)"



**LYDIA**  
**GIMME STORE**



"We think you are SUPERWOMAN. Your attention to detail has not gone unnoticed. You have been so thorough and made recommendations along the way when we needed guidance. We will absolutely use your services should we need website assistance in the future because we have genuinely been so impressed with your responsiveness, patience and knowledge."



**SIMONE**  
**GLOSS & CO**



"What a dream! I've worked with Siri on our new website which was more than a little complex. Siri absolutely nailed it! New theme, lots of changes and new functionality, some crazy requests on my behalf and additional coding for the back end. From zero to go live in three days. Totally recommend. Thank you!"