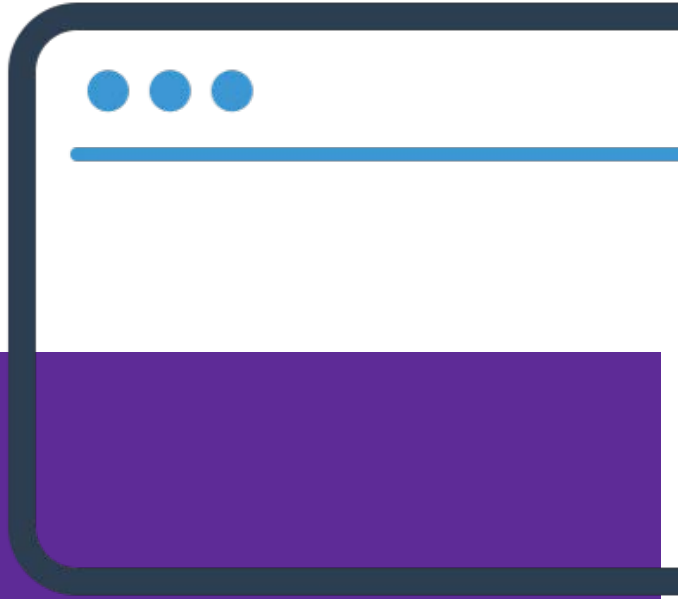
Creating Content Google Loves:

A Practical Look at SEO Awesomeness



Presented by Javier Castillo

Social Shake-Up Boot Camp 2017

Linkedin.com/in/hijavier

#PRNews #SocialShakeUp

About Javier

- In the digital marketing industry for 10+ years
- Sr. Manager of Digital Strategy and Creative Services at Millennium Health
- Recently co-founded MinMax Digital as Director of Digital Strategy

What do we want?

#1
We're
#1

PHASE 1	PHASE 2	PHASE 3
Google	?	Profit

Google

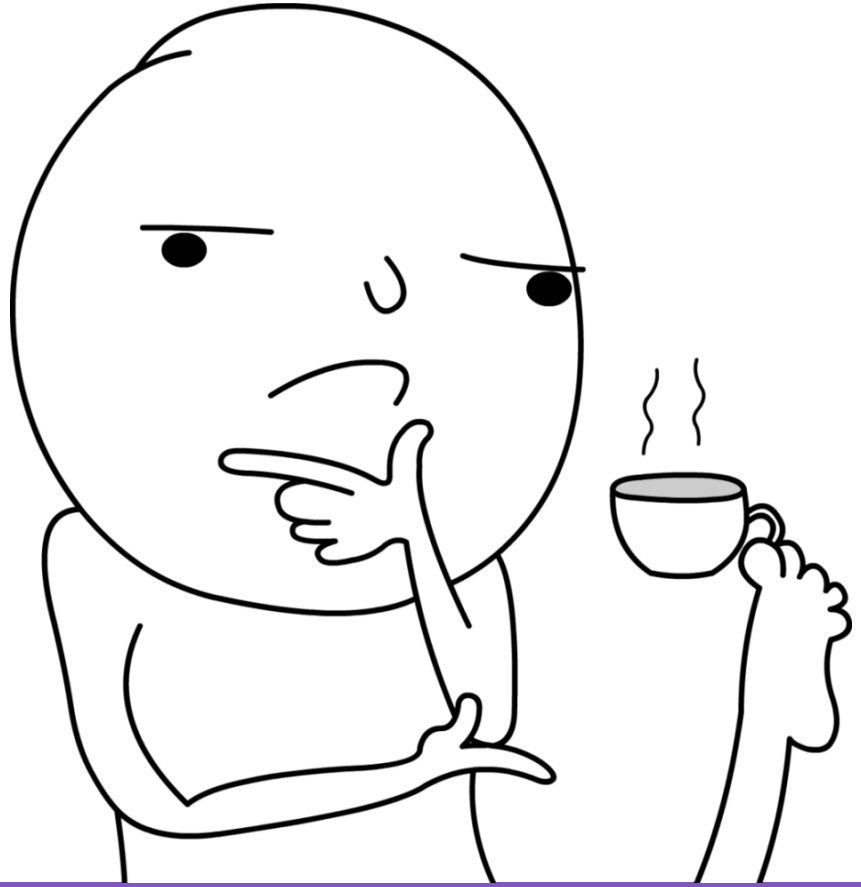
“We have 3 updates a day in average.”

- Gary Illyes, Webmaster Trends Analyst, Google

THE
FUTURE
quickmeme.com

GOOGLE SYSTEM TDD274
LOGO TYPE TDD - 274
Google

WHO'S AWESOME?
YOU'RE AWESOME!
quickmeme.com



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Two Official Resources...

#1: Google Quality Rater Guidelines

#2: Google Webmasters Resources

Google Quality Raters Guidelines

= Is your content good?

The Google Quality Raters Guidelines

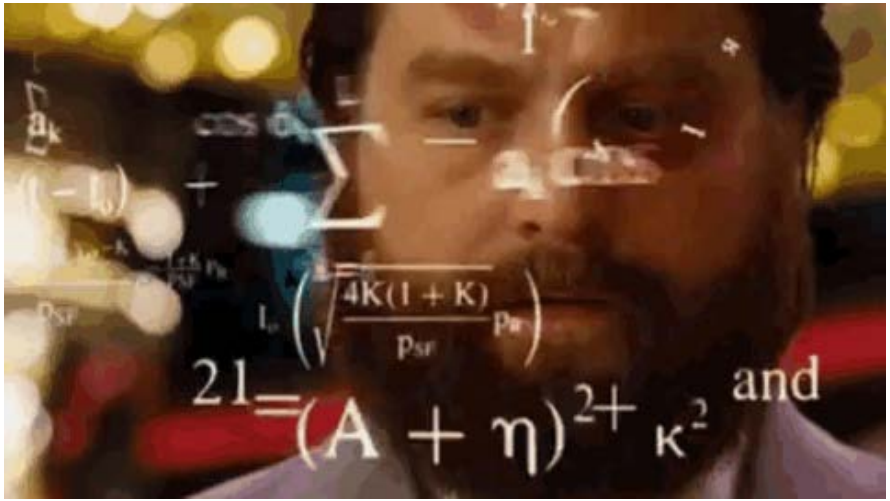
- 160 pages describing “good” content vs. “bad” content

- Used by Quality Raters, who help Google review algorithm updates

Google’s Rating Criteria

Raters are instructed to understand your content using three main criteria:

- Content Purpose
- Page Quality and Content “Amount”
- Expertise, Authoritativeness, and Trustworthiness (E-A-T)

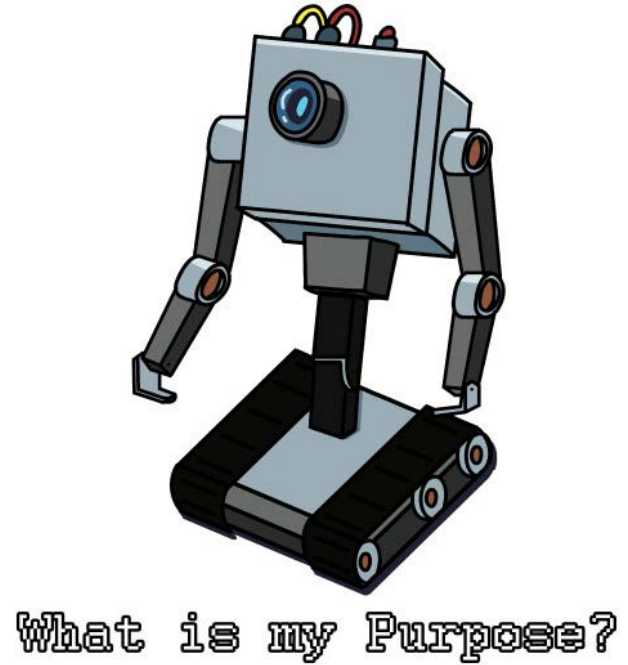


Content Purpose

What is the user trying to accomplish?

What is their intent and the context?

How does your content relate to the user's goal?



Understanding Intent and Context

“Urine drug test”

Understanding Intent and Context

“Urine drug test”

“Urine drug test detection times”

Understanding Intent and Context

“Urine drug test”

“Urine drug test detection times”

“How long can a urine drug test detect cannabis usage?”

Page Quality and Content “Amount”

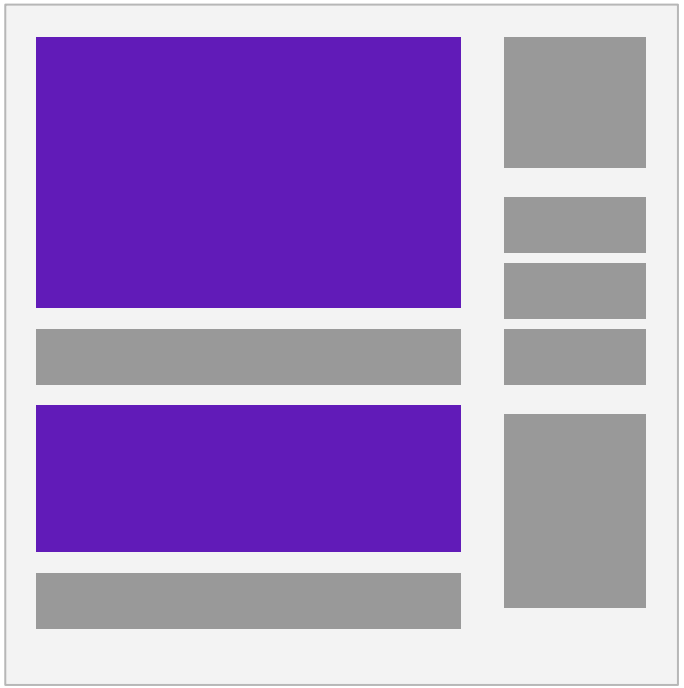
Does your content satisfy that need?

- Main Content (MC)
- Supplementary Content (SC)
- Advertising / Monetization

Does Your Content Satisfy?

Main Content is any part of the page that directly helps the page achieve its purpose.

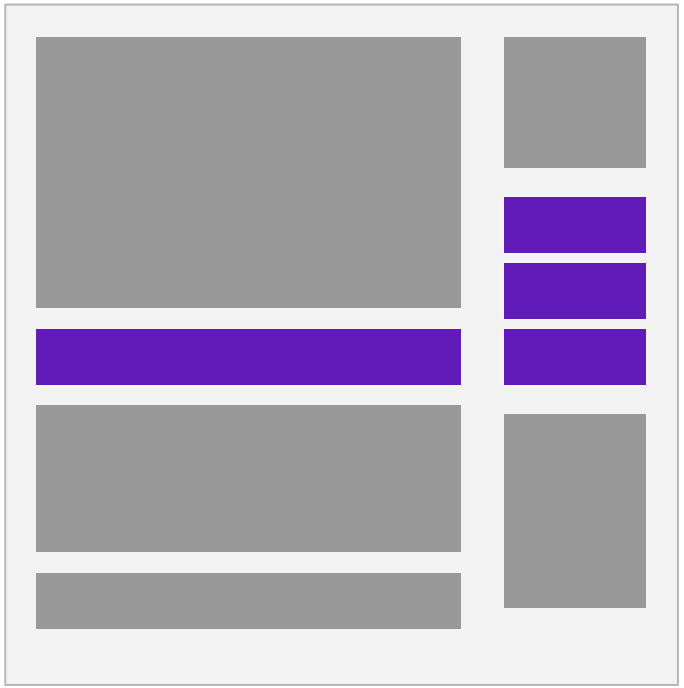
- Does this page match the user's intent and context?
- How well does it fulfill the user's need?



Does Your Content Satisfy?

Supplementary Content is additional content on the page.

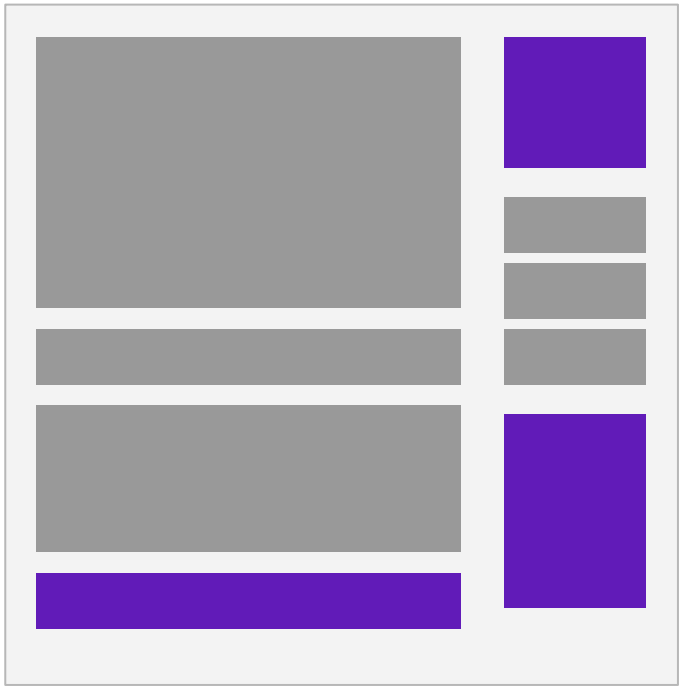
- Does the SC help the page better achieve its purpose?
- Does it add or detract from the overall user experience?



Does Your Content Satisfy?

Advertising / Monetization is any way that the page tries to financially benefit from the user's activity.

- Is it related to the user's intent and context?
- Does the monetization help or hurt the user's experience?



Expertise, Authoritativeness, and Trustworthiness

Based on MC quality and amount, website information, and website reputation:

- How well versed are you?
- How much experience do you have?
- What is your reputation regarding the topic?
- Are you credible / legitimate?

“For some topics, the most expert sources of information are ordinary people sharing their life experiences.”

- Google Quality Raters Guidelines

Your Money or Your Life (YMYL) Pages

Content that can impact future happiness, health, or financial stability is held to a higher standard.

- Financial Transactions
- Medical or Health Related
- Legal Advice
- News

Google Webmasters Resources

= How to structure your website content

Create a high-quality website

Take these courses to improve your site's content and user experience.

Take Webmaster Academy

Take this course to learn how to create a great website with valuable content and have it findable in Google Search.

TAKE THE COURSE

Follow Webmaster Guidelines

Follow our design, technical and quality guidelines to help Google find, index and rank your site.

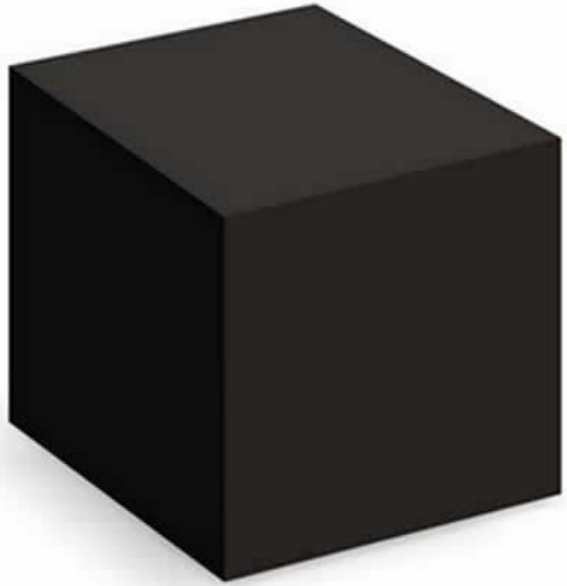
LEARN MORE

Is something missing?

?

ALL THE
THINGS!

The Google Algorithm



NATURAL
VS
ARTIFICIAL

“We will consider the [main content] of the page to be very high or highest quality when it is created with a high degree of time and effort, and in particular, expertise, talent, and skill.”

- Google Quality Raters Guidelines

Put Effort Into Your Content

Understand:

- Your user,
- Their needs,
- And the context.

Create Content That:

- Is for your user,
- Meets their needs,
- And is accessible.

“Even some High or Highest quality pages lack a way to navigate to the homepage.”

- Google Quality Raters Guidelines

Key Takeaways

- Google's algorithm is cryptic, but it's all about serving the users
- Google tells you what they want from your content… Don't dismiss it because it's not what you want to hear
- The technical details matter, but content quality matters much more
- Create your content with the same care & effort as your product
- Awesome content takes A LOT of work

Let’s create
awesome content
for our users.

Questions?

Connect with me on LinkedIn at **LinkedIn.com/in/hijaver**

Let me know how I can support you

Links, Resources, and Tools

Google Quality Raters Guidelines

Google Webmasters Resources and Tools

My favorite SEO resources:

- Backlinko.com - Actionable SEO advice by Brian Dean, SEO Expert
- SearchEngineJournal.com - SEO news and best practices by a community of experts
- SearchEngineLand.com - Daily publication on all things search marketing
- Moz.com/learn/seo - Excellent SEO learning resources

My favorite SEO tools (other than Google tools):

- Ahrefs - Link analysis tool with trillions indexed links
- HARO (Help A Reporter Out) - Potential media mentions/backlinks in return for good information
- JustReachOut - Find journalists that cover specific topics
- Moz Pro - All-in-one SEO tool that helps with research, tracking, auditing, and optimizing
- SEMrush / SpyFu- Both tools help you research competitor keywords and performance
- Yoast SEO Plugin - Best SEO WordPress plugin; helps with technical SEO