



Serving Two Masters

How do we need to think about
content differently in 2019?

#WCYYC

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Howdy. I'm the tech guy behind the URSA6 and 5FORESTS brands. People pay me to solve their digital problems.

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[@thompsonpaul](#)

A framework for making
your content work for **human visitors**
and **search engines**

Making Content Matter

A new approach to content and keyword research

Search engines are
working hard to
understand content like
humans do.

Not about keywords any more

Topics, concepts

Issues, solutions

Over 1/3 of Google search
queries are 4+ words long

Rankbrain

- 16-20% of searches never seen before

Machine Learning

Semantically Related Phrases

- hint - Latent Semantic Indexing is just a buzzword for web

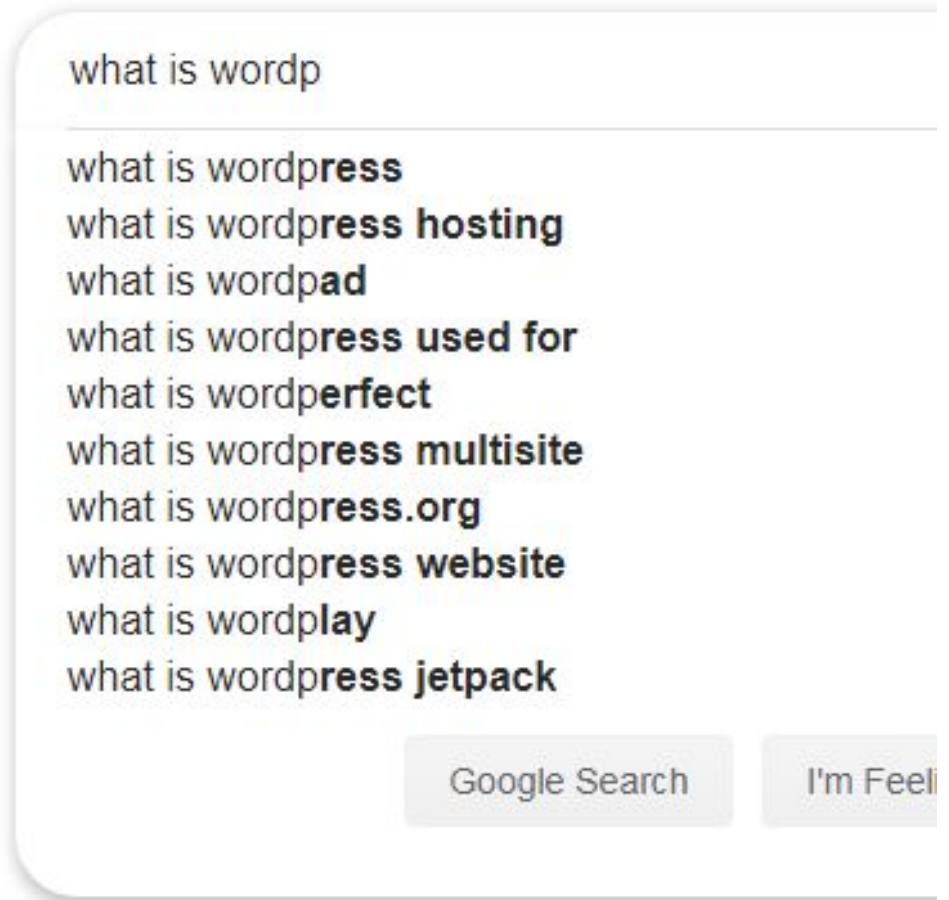
Algorithm changes focused on QUALITY

**The SERPS* are
changing to reflect
Google's new priorities**

*** Search Engine Results Pages**

**Methods and tools
are changing to
keep up**

Auto Complete



What Is Wor

[https://kinsta.co](https://kinsta.com)

May 1, 2019 - Ma

to truly own your

People also a

What is WordP

What are the b

What is WordP

Does WordPre

People also ask

What is WordPress used for? ^

WordPress is, by far, the most popular open source Content Management System (CMS), **used by** approximately 75 million websites. **WordPress** is free to install, deploy, and upgrade. Thousands of plugins and templates power a flexible and simple interface, which reduces development costs and deployment time. Aug 25, 2017

[5 Reasons Why We Use WordPress \[UPDATED 2017\] - Fresh ...](#)

<https://www.freshconsulting.com/5-reasons-why-we-use-wordpress/>

Search for: [What is WordPress used for?](#)

What are the benefits of using WordPress? v

What is WordPress and how it works? v

Does WordPress cost money? v

What is the difference between WordPress and website? v

Is WordPress easy to use for a beginner? v

“People also ask...”

seo news

All News Videos Maps Images More Settings Tools

About 13,700,000 results (

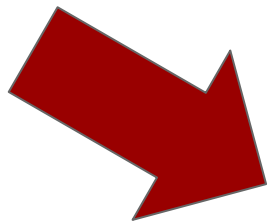
Search Engine Land
<https://searchengineland.com>
Search Engine Land features the latest news on search engine marketing, paid search advertising (PPC), SEO, analytics, and more. Search Engine Land also offers a variety of tactics & How To Guides for SEO · Google: SEO · What's

Searches related to what is wordpress

what is wordpress used for	wordpress.org login
what is wordpress and how does it work	wordpress download
what is wordpress quora	wordpress wiki
wordpress tutorial	what is wordpress developer

People also search for

search engine roundtable	http searchengineland.com library channel seo
seo search	google seo news
ppc news	marketing land



“People also search for...”

Keywords Everywhere

browser extension Chrome & Firefox



at is WordPress?
at Can I Do With
rdPress?

raining
ube - Aug 31, 2012



WordPress 101 - What
is WordPress?

MyThemeShop
YouTube - Aug 6, 2015

s ▾

rd open-source content management system (CMS) based on
million websites, including 33.6% of the top 10 million
the most popular website management system in use.

Written in: PHP

go Developer(s): WordPress Foundation

o" · Vulnerabilities

Explanation For Beginners.

-wordpress/ ▾

ne world's most popular tool for creating any kind of website;
less website.

at are the Costs? What is the Catch?

Beginner's Guide ▾

Related Keywords

Export to CSV

★ Keyword	Vol	CPC	Comp
★ wordpress download	201,000	CS\$1.55	0.04
★ wordpress tutorial	40,500	CS\$2.05	0.16
★ wordpress org login	12,100	CS\$0.86	0.08
★ wordpress wiki	6,600	CS\$3.08	0.05
★ what is wordpress used for	1,300	CS\$1.49	0.11
★ what is wordpress developer	480	CS\$2.01	0.07
★ what is wordpress and how does it work	260	CS\$2.45	0.09
★ what is wordpress quora	0	CS\$0.00	0

♥ Keywords Everywhere? Rate us at  and 

People Also Search For

Export to CSV

★ Keyword	Vol	CPC	Comp
★ joomla	2,240,000	CS\$0.55	0.21
★ wordpress download	201,000	CS\$1.55	0.04
★ wordpress blogs	60,500	CS\$2.11	0.36
★ wordpress tutorial	40,500	CS\$2.05	0.16
★ wordpress cms	14,800	CS\$1.56	0.16
★ wordpress.org login	12,100	CS\$0.86	0.08
★ how to use wordpress	12,100	CS\$3.18	0.26
★ wordpress.com login	8,100	CS\$0.28	0.14
★ cms web	5,400	CS\$4.91	0.14
★ wordpress free blog	4,400	CS\$2.29	0.29
★ what is joomla	2,400	CS\$1.82	0.01
★ wordpress pricing table	1,300	CS\$2.57	0.18
★ what is wordpress theme	1,200	CS\$1.20	0.02

By Search Query

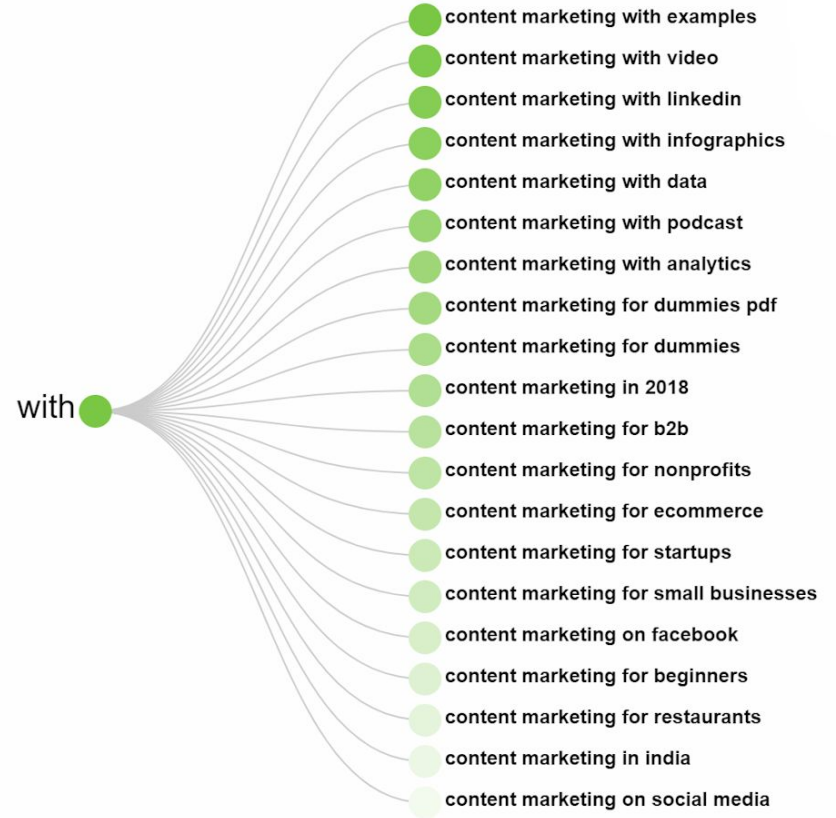
Query	↓ Clicks	Impressions	Position
best marathons in the us	2,007	5,289	2.6
██████████	490	542	1.2
██████████	360	411	1.2
top marathons in the us	307	1,066	3.9
hardest marathons in the us	262	877	3.2
lisbon marathon review	189	367	1
best us marathons	179	529	3.2
coffee milk marathon	127	456	2.0

Google Search Console

By Page

Query	↓ Clicks	Impressions	Position
la jolla bike path	30	175	3.2
la jolla bike trails	12	90	3
biking in la jolla	10	77	2.4
biking la jolla	9	37	5
san diego bike trails beach	7	113	7.9
la jolla biking	7	30	3.4
san diego bike trails	3	291	12
best bike rides san diego	2	26	9.5
pacific beach to la jolla bike route	2	10	5.9
san diego biking	1	80	8.6

1. It allows you to get to know your audience and what keeps them up at night
2. It helps you target your keyword research
3. It helps you optimise for long-tail key phrases
4. It helps you answer questions that can get you into Google's featured snippets



Answer The Public

yoast



RankMath

WordPress SEO Plugins

WordPress SEO Plugins

What they WON'T do:

1. Rank your site higher on Google
2. Make your content better
3. Set up **all** the Schema data your website needs

What they WILL do:

1. Set up the foundations of technical SEO
2. Provide various content hints during post creation
3. Insert basic Schema data on your site

Voice Search & Voice Results

The difference...

Voice Search:

Voice instead of keyboard

Siri - Google Assistant etc.

Returns list of search results

Already heavily used -
especially mobile

Voice results:

Responses from Amazon
Alexa, Google Home etc.

Dictates single search result

Usage ramping up - stats
include personal info requests

Mobile

Google behaves like a mobile visitor

Is your site ready?

In the past year, Google has moved heavily toward assessing and understanding our sites through the eyes of a mobile user.

Layout and Presentation of data

Content on Mobile

Don't hide it, design for it!

- Content before design. Make your design work for your content, not the other way around.
- Create a mobile experience that's fast, clearly laid out, and easy to navigate.
- The use of accordions and tabs is now acceptable.

Font Sizes and Touch Zones

Make your site easy to read and navigate.

- 16px minimum font size on mobile. Larger is better.
- Anchor link touch zone should be 72px square.
- Keep this in mind for all anchors, including social icons and navigation elements.

Speed vs Ranking vs User Experience

Google now measures speed like a mobile visitor

Since July 2018

Speed still only a small
ranking factor

Only applies to some queries

MAJOR factor for ALL humans

Page size & Bandwidth considerations

Not all mobile data is unlimited. Don't be a dick.

- Optimise all your images. Resize and scale all your images. Use lazy loading. Use modern formats like .webp and .svg
- Dequeue, defer and/or async javascript files wherever possible.
- Enable gzip compression.

PageSpeed Insights & Lighthouse Audits

PageSpeed Insights

Google is now using real world data, not just simulated lab results.



https://wordpress.org/

The **speed score** is based on the lab data analyzed by [Lighthouse](#).

Analysis time: 5/6/2019, 4:30:17 PM

Scale: ■ 90-100 (fast) ■ 50-89 (average) ■ 0-49 (slow)

Field Data

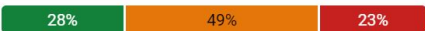
Over the last 30 days, the field data shows that this page has a **Slow** speed compared to other pages in the [Chrome User Experience Report](#). We are showing the [90th percentile of FCP](#) and the [95th percentile of FID](#).

First Contentful Paint (FCP)

3.8 s ▲

First Input Delay (FID)

211 ms ⓘ



[Show Origin Summary](#)

Lab Data

[Lighthouse](#) analysis of the current page on an emulated mobile network. Values are estimated and may vary.

First Contentful Paint

2.3 s ✓

First Meaningful Paint

2.6 s ⓘ

Speed Index

2.3 s ✓

First CPU Idle

3.5 s ✓

Time to Interactive

3.9 s ⓘ

Estimated Input Latency

10 ms ✓



Lighthouse Audits

Built directly into the Chrome desktop browser.

For best results, use Mobile device mode and Applied 3G.



Audits

Identify and fix common problems that affect your site's performance, accessibility, and user experience. [Learn more](#)

Device

Mobile

Desktop

Audits

Performance

Progressive Web App

Best practices

Accessibility

SEO

Throttling

Simulated Fast 3G, 4x CPU Slowdown

Applied Fast 3G, 4x CPU Slowdown

No throttling

Clear storage

Run audits

Category	Audit	Weight within Category ▼	Score of 100	Score of 99	Score of 95	Score of 90	Score of 80	Score of 75	Score of 50	Score of 0
performance	first-contentful-paint	3	1,359	1,508	2,006	2,336	2,809	3,014	4,000	12,157
performance	first-meaningful-paint	1	1,359	1,508	2,006	2,336	2,809	3,014	4,000	12,157
performance	first-cpu-idle	2	1,954	2,195	3,015	3,572	4,387	4,743	6,500	22,399
performance	interactive	5	1,953	2,218	3,142	3,785	4,742	5,166	7,300	28,368
performance	speed-index	4	1,970	2,187	2,908	3,387	4,074	4,370	5,800	17,628
performance	estimated-input-latency	0								

Lighthouse Performance Scores Weighting



Results & Caveats

For WordPress sites, it makes sense to point a few things out.

1. Insecure JavaScript. This is caused by WordPress using an older version of jQuery. This is generally low risk.
2. Ensure text remains visible during font load. You cannot do this with Google Fonts.
3. Accessibility. You will need to perform many tests manually to verify compliance.

📄 Opportunities

These optimizations can speed up your page load.

	Opportunity	Estimated Savings
1	Defer unused CSS	 0.45 s
2	Eliminate render-blocking resources	 0.41 s

📄 Diagnostics

More information about the performance of your application.

1	Ensure text remains visible during webfont load	
2	Minimize main-thread work	2.9 s 
3	Minimize Critical Requests Depth	5 chains found

✓ Passed audits

17 audits

Accessibility

These checks highlight opportunities to [improve the accessibility of your web app](#). Only a subset of accessibility issues can be automatically detected so manual testing is also encouraged.

100

🔍 Additional items to manually check

12 audits

✓ Passed audits

15 audits

⊖ Not applicable

19 audits

Best Practices

86

1	Does not use passive listeners to improve scrolling performance	
2	Includes front-end JavaScript libraries with known security vulnerabilities	1 vulnerability detected 

✓ Passed audits

13 audits

Architecture of Content

Communicating the value of your content to search engines

As sites get more complex, search engines need more help finding and properly understanding the value of our content.

And the relationships
between pages.

Site Architecture

**WordPress page slugs
and directory structure**

www.example.com/post-name/

- flat - shows no relationship between pages

www.example.com/main-topic/sub-topic/post-name/

- Helps search engines and users understand hierarchy/relationships between pages

URL Structure

HTML Structure

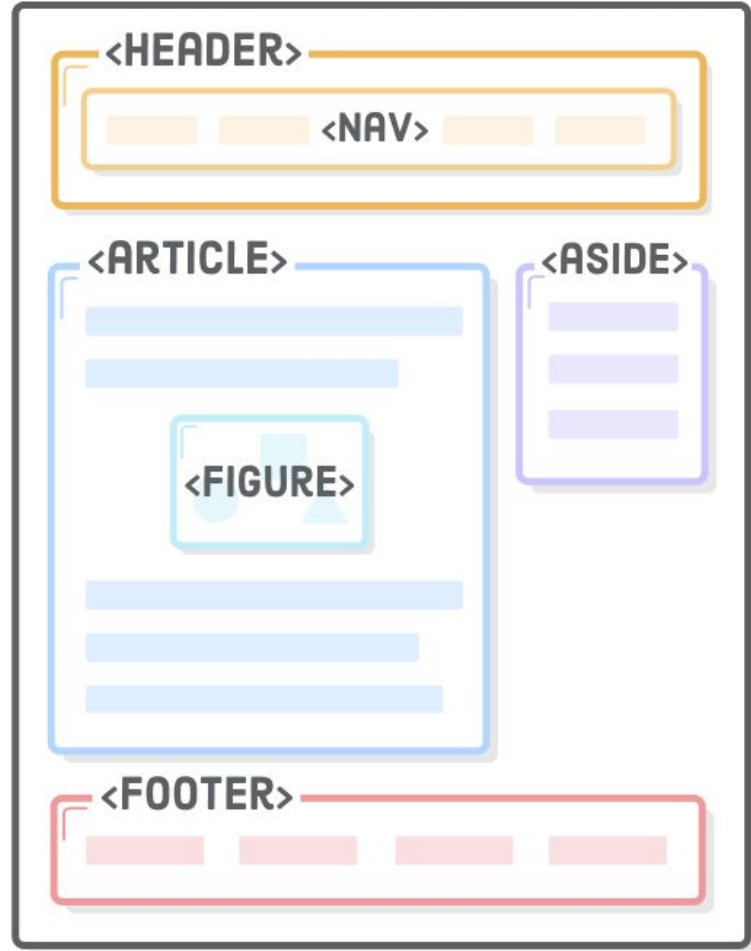
Where **SEO**, **UX**, and **Accessibility** meet

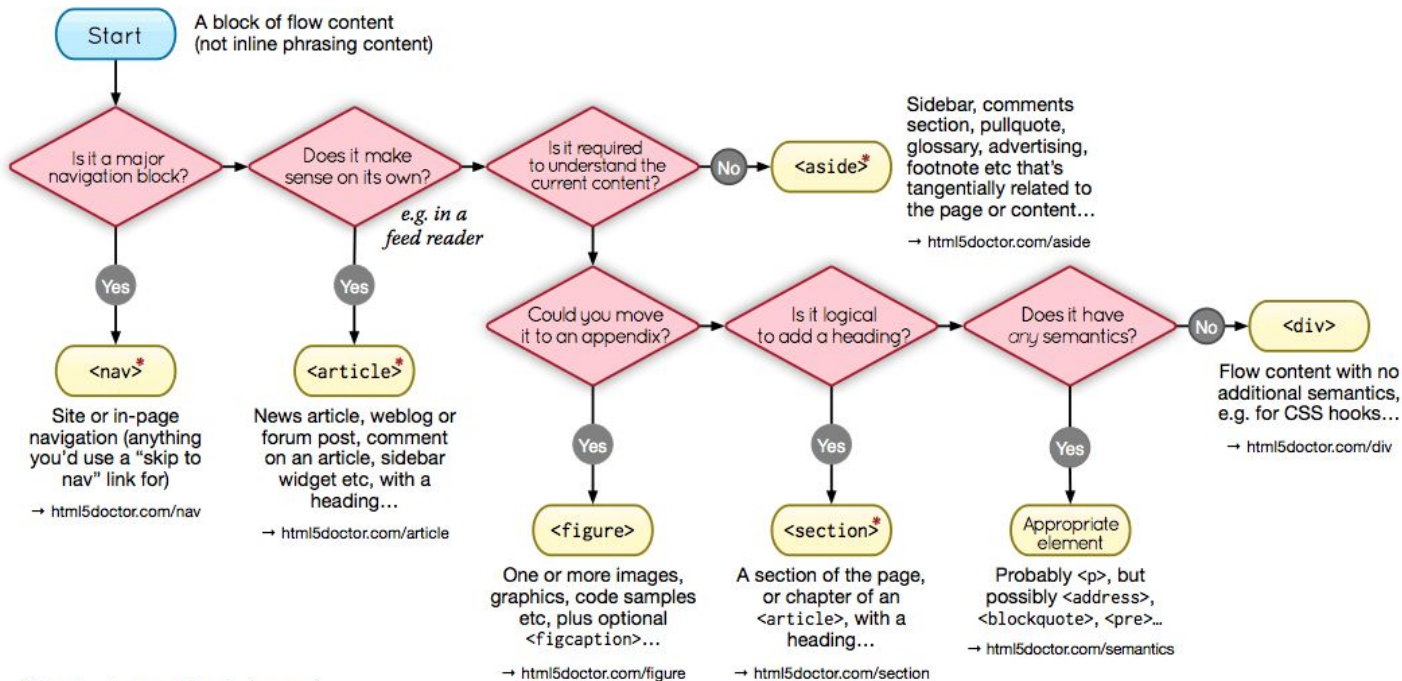
- Video transcription
- Audio transcription
- Image captioning
- Image alt attributes
- Title tags
- Heading tags (H1, H2...)
- Link anchor text
- Sitemaps, table of contents, breadcrumbs
- Content ordering
- Text size & color contrast
- Semantic HTML

Semantic HTML

Semantic HTML is used to clearly define the type of content within the element.

It replaces the traditional `<div>` heavy layouts of the past with clear-language based tags.





* Sectioning content element
 These four elements (and their headings) are used by HTML5's outlining algorithm to make the document's outline
 → html5doctor.com/outline

2011-07-22 v1.5
 For more information:
www.html5doctor.com/semantics

Semantic HTML Flowchart

ARIA Roles and Attributes

ARIA roles are added to HTML markup like an attribute. They define the type of element and suggest what purpose it serves.

This is used for adaptive technologies like screen readers.

Google does not use this for ranking in search results. (not yet, at least)

HTML + ARIA roles

```
<ul id="tabs" role="tablist">
  <li role="presentation">
    <a href="#panel1" role="tab">Tab 1</a>
  </li>
  <li role="presentation">
    <a href="#panel2" role="tab">Tab 2</a>
  </li>
</ul>
```



Schema Data: The virtual coach for your content

4035551212

Product ID? Phone #? Price of a really expensive mansion?

marvel end game reviews



Volume: 0/mo | CPC: \$0.00 | Competition: 0 ★ 🍷

Avengers: Endgame (2019) - Rotten Tomatoes

https://www.rottentomatoes.com/m/avengers_endgame ▼

★★★★★ Rating: 95% - 435 reviews

Apr 26, 2019 - **Avengers: Endgame**: TV Spot - Big **Review** ... The only complaint about **Avengers: Endgame** is that it raises the bar so high that there may well ...

Rating: PG-13 (for sequences of sci-fi violence ... **Genre**: Action & Adventure, Drama, Science Fi...

Avengers: Endgame · Anthony Russo · Chris Evans · Scarlett Johansson

Avengers: Endgame Movie Review - Common Sense Media

<https://www.commonsensemedia.org/movie-reviews/avengers-endgame> ▼

★★★★★ Rating: 5 - Review by Sandie Angulo Chen

Intense but satisfying finale is an epic gift to MCU fans. Read Common Sense Media's **Avengers: Endgame review**, age rating, and parents guide.

Rich Snippets

Movie		PREVIEW	0 ERRORS	0 WARNINGS	^
@type	Movie				
name	Avengers: Endgame				
description	The grave course of events set in motion by Thanos that wiped out half the universe and fractured the Avengers ranks compels the remaining Avengers to take one final stand in Marvel Studios' grand conclusion to twenty-two films.				
datePublished	2019-04-26				
url	https://www.metacritic.com/movie/avengers-endgame				
image	https://static.metacritic.com/images/products/movies/4/236313f7aaa7728b28a369b44ebe98b9.jpg				
contentRating	PG-13				
duration	PT3H1M				
genre	Action				
genre	Adventure				
genre	Sci-Fi				
genre	Fantasy				
aggregateRating					
@type	AggregateRating				
bestRating	100				
worstRating	0				
ratingValue	78				
ratingCount	56				

Structured Data Testing Tool

Crawlability and Indexing: New tools in Google Search Console (GSC)

New Google Search Console Coverage Report

- specifically for understanding which pages are crawled and which worthy of indexing.
- remember, the tools changes are focusing on what Google values!

Error	Valid with warnings	Valid	Excluded
0.00%	0.00%	14.00%	50.00%

Status	Type	Validation ↑	Trend	Pages
Error	Submitted URL marked 'noindex'	Failed		2,867
Error	Submitted URL has crawl issue	Started		26
Excluded	Page with redirect	N/A		21,355
Excluded	Excluded by 'noindex' tag	N/A		18,097
Excluded	Discovered - currently not indexed	N/A		7,683
Excluded	Crawled - currently not indexed	N/A		2,688
Excluded	Crawl anomaly	N/A		817

Excluded	Excluded by 'noindex' tag	N/A		18,097
Excluded	Discovered - currently not indexed	N/A		7,683
Excluded	Crawled - currently not indexed	N/A		2,688
Excluded	Crawl anomaly	N/A		817

Crawled But Not Indexed

Let's Summarize

Relevant Content trumps Keywords

Create top-quality content for your audience.

Use the tools provided to find out what they want, and answer their questions.

Mobile First

Design your site for mobile first.

Lay out your content for mobile first.

Test your site and your content on mobile.

Adapt to desktop.

Structure is Important

Use site architecture to help search engines understand relationship between pages.

Use semantic HTML and proper heading hierarchy for your page content.

Make sure you're asking Google to only index valuable pages.

Define your content with Schema

Use Schema Data to clearly define the type of content you're presenting.

Test all your content with the Structured Data Testing Tool.

**This talk has ended.
Your work's just starting.**

Questions?

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paul@buzzwordstobusiness.com

Handy Links:

Google Search Console: <https://www.google.com/webmasters/>

Google Page Speed Insights: <https://developers.google.com/speed/pagespeed/insights/>

Keywords Everywhere: <https://keywordseverywhere.com/>

Answer the Public: <https://answerthepublic.com/>

Google's Search Quality Evaluators Guidelines:

<https://static.googleusercontent.com/media/www.google.com/en//insidesearch/howsearchworks/assets/searchqualityevaluatorguidelines.pdf>

Google Structured Data Testing Tool: <https://search.google.com/structured-data/testing-tool/u/0/>

Blisk Browser (testing for mobile and other browsers): <https://blisk.io/>

WP Asset CleanUp: <https://wordpress.org/plugins/wp-asset-clean-up/>

Resize Photos: <https://bulkresizephotos.com/>

Compress Photos: <https://tinypng.com/>