THE STATUS BUREAU

SEO for Startups

PRESENTATION

May 11th, 2019

- I’ve been doing SEO since 2004, the year Anchorman came out
- Still holds up
- The Status Bureau

WHY I'M HERE

- SEO is crucial to growth
- Many startups can't afford an agency
- New Ventures BC are the greatest

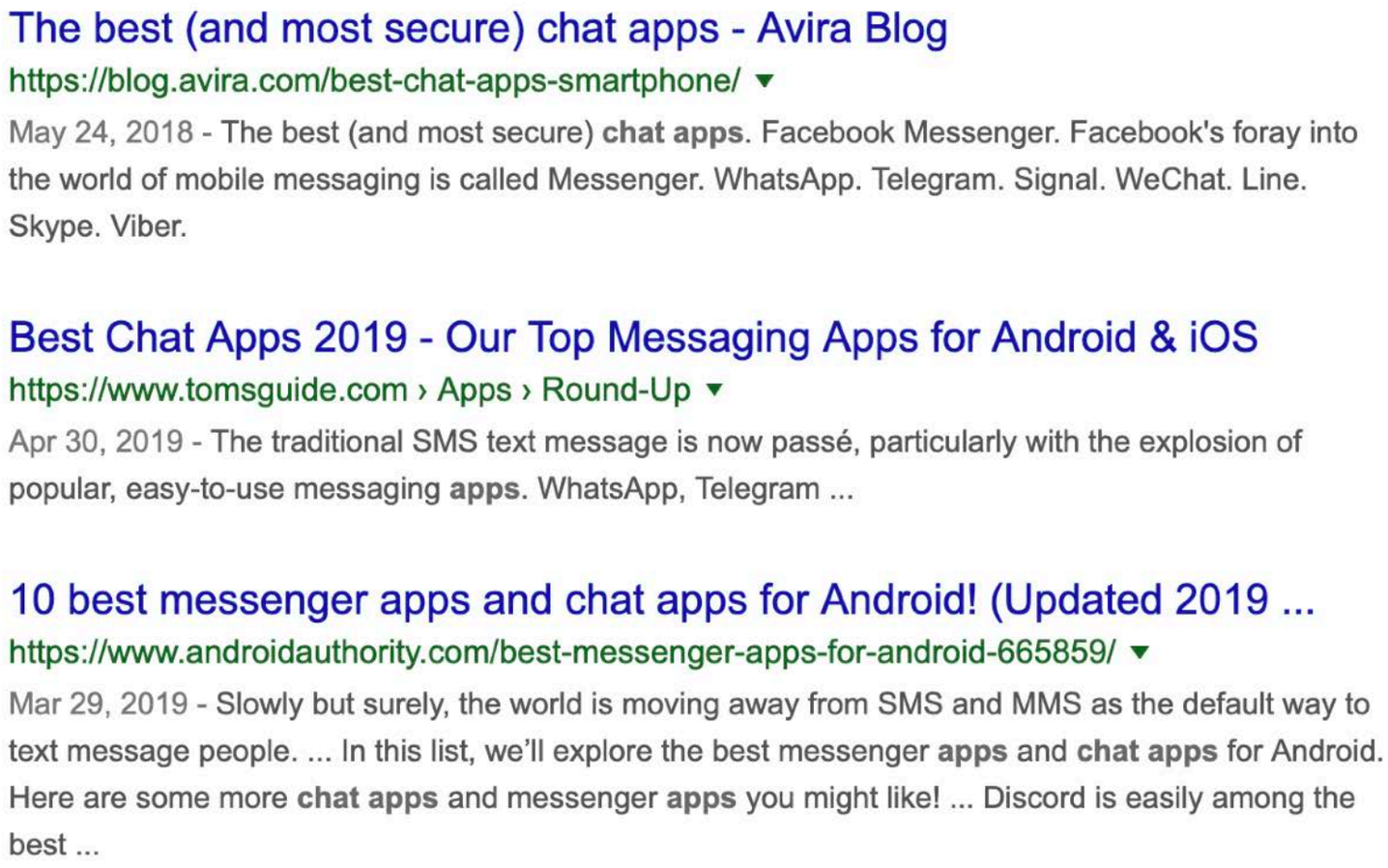
WHY SEO

- 40% - 90% of traffic is organic
- Free traffic (kind of)
- Scalable
- You can tell people you’re a growth hacker

1) THE PITCH

COMPETITION

- Pitch like a billboard


The best (and most secure) chat apps - Avira Blog
https://blog.avira.com/best-chat-apps-smartphone/ ▼
May 24, 2018 - The best (and most secure) **chat apps**. Facebook Messenger. Facebook's foray into the world of mobile messaging is called Messenger. WhatsApp. Telegram. Signal. WeChat. Line. Skype. Viber.

Best Chat Apps 2019 - Our Top Messaging Apps for Android & iOS
https://www.tomsguide.com › Apps › Round-Up ▼
Apr 30, 2019 - The traditional SMS text message is now passé, particularly with the explosion of popular, easy-to-use messaging **apps**. WhatsApp, Telegram ...

10 best messenger apps and chat apps for Android! (Updated 2019 ...
https://www.androidauthority.com/best-messenger-apps-for-android-665859/ ▼
Mar 29, 2019 - Slowly but surely, the world is moving away from SMS and MMS as the default way to text message people. ... In this list, we'll explore the best messenger **apps** and **chat apps** for Android. Here are some more **chat apps** and messenger **apps** you might like! ... Discord is easily among the best ...

COMPETITION

- Need help? Look at competitor Adwords, page titles, wiki.

Slack

Downloadable software

Slack is a cloud-based set of proprietary team collaboration tools and services, founded by Stewart Butterfield. Slack began as an internal tool used by his company, Tiny Speck, in the development of Glitch, a now defunct online game. The name is an acronym for "Searchable Log of All Conversation and Knowledge". Wikipedia

slack

All News Images Videos Maps More Settings Tools

About 67,200,000 results (0.40 seconds)

Slack.com | Slack: Team Messaging | Sign up for free

Ad www.slack.com/

Fewer meetings, less internal email, all your tools integrated. That's **Slack**. File Sharing. Searchable Archive. Instant Messaging. Sync Across All Devices. Screen Sharing. Services: Instant Messaging, File Sharing, 1000+ App Integrations, Searchable Archive, Screen Sharing, Voice Calls.

Ad	Keyword	Pos.	Block	Volume
AD	slack	1 (1)		823,000
AD	chat apps free	1 (1)		74,000
AD	hipchat	1 (1)		60,500
AD	slack download	1 (1)		40,500
AD	stride rite	1 (3)		201,000
AD	chatting apps	1 (1)		33,100
AD	slack app	1 (1)		33,100
AD	stride rite	1 (4)		201,000
AD	chat rooms apps	1 (1)		18,100

2) THE COMPETITION

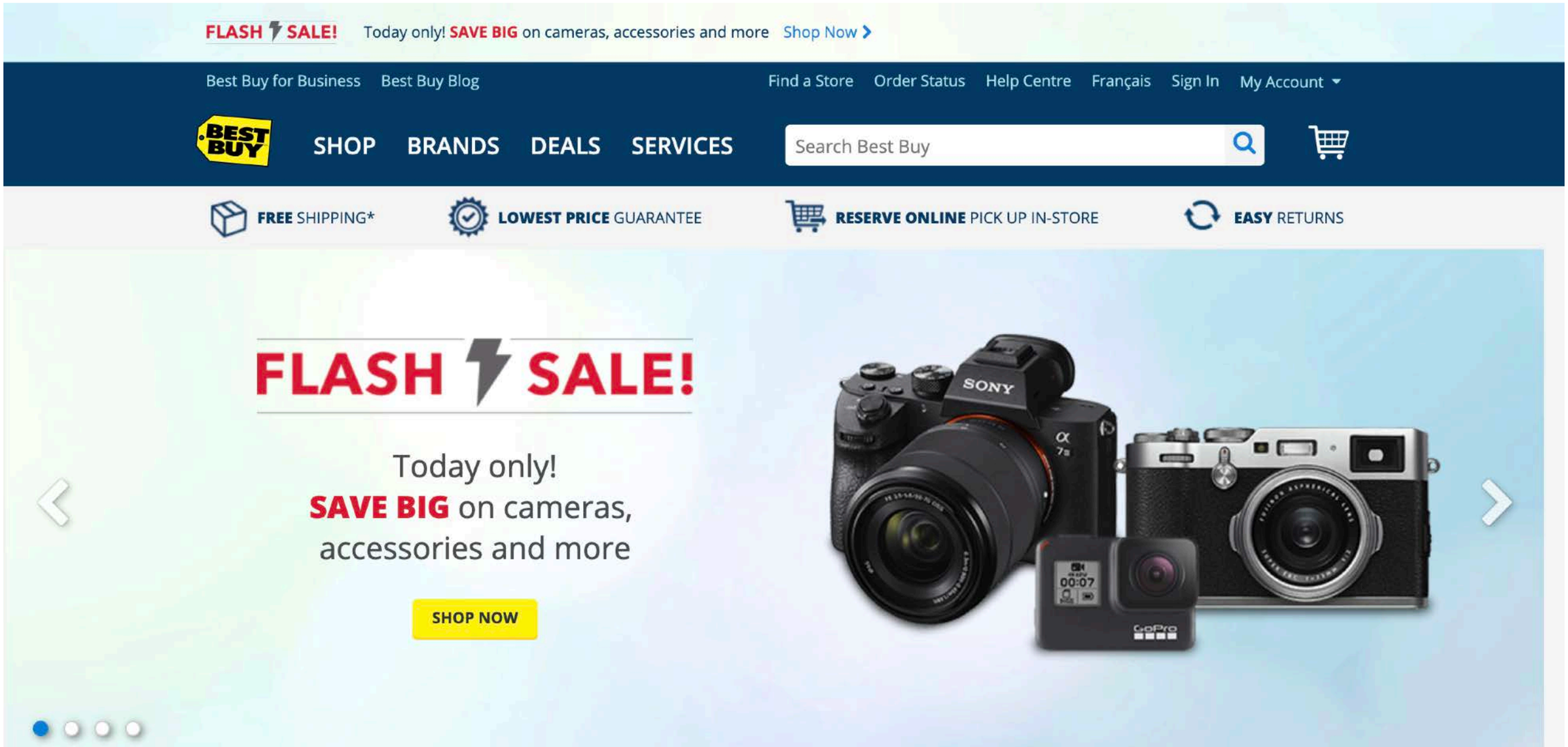
COMPETITION

- Your competition may have done your homework

COMPETITION

- Proper research is crucial
- Use Ahrefs or something similar
- Find keywords by volume
- Find who ranks nationally (Ahrefs)
- Find who ranks locally (Local Falcon)

BEST BUY


FLASH SALE! Today only! SAVE BIG on cameras, accessories and more Shop Now
Best Buy for Business
Best Buy Blog
Find a Store
Order Status
Help Centre
Français
Sign In
My Account
SHOP
BRANDS
DEALS
SERVICES
Search Best Buy
FREE SHIPPING*
LOWEST PRICE GUARANTEE
RESERVE ONLINE PICK UP IN-STORE
EASY RETURNS
FLASH SALE!
Today only!
SAVE BIG on cameras,
accessories and more
SHOP NOW
SONY
GoPro
FEATURED DEALS & LATEST TECH

BEST BUY

- SEO is a page to page investigation
- Which keywords, which pages
- 1 to 1 relationship between keyword and page

shoes >> shoes.php

womens shoes >> womens-shoes.php

womens running shoes >> womens-running-shoes.php

BEST BUY

Computers, TVs, Video Games & Appliances - Best Buy Canada

www.bestbuy.ca/ ▾

Ahrefs Rank	UR	DR	Backlinks	Referring domains	Organic keywords
14,556	84	79	5.9M Live 2.7M Historical 62M	15.2K Live 13K Historical 32.6K	2.8M –75K PPC 8.4K

BEST BUY

Keywords	RD	Page URL	Top keyword	Its volume	Pos.
1,338 ▼	13	www.bestbuy.ca/en-CA/apple-store.aspx ▼	apple canada	179,000	3

- Why and how do they rank for “apple canada” ?
- Investigate the page

BEST BUY – APPLE PAGE

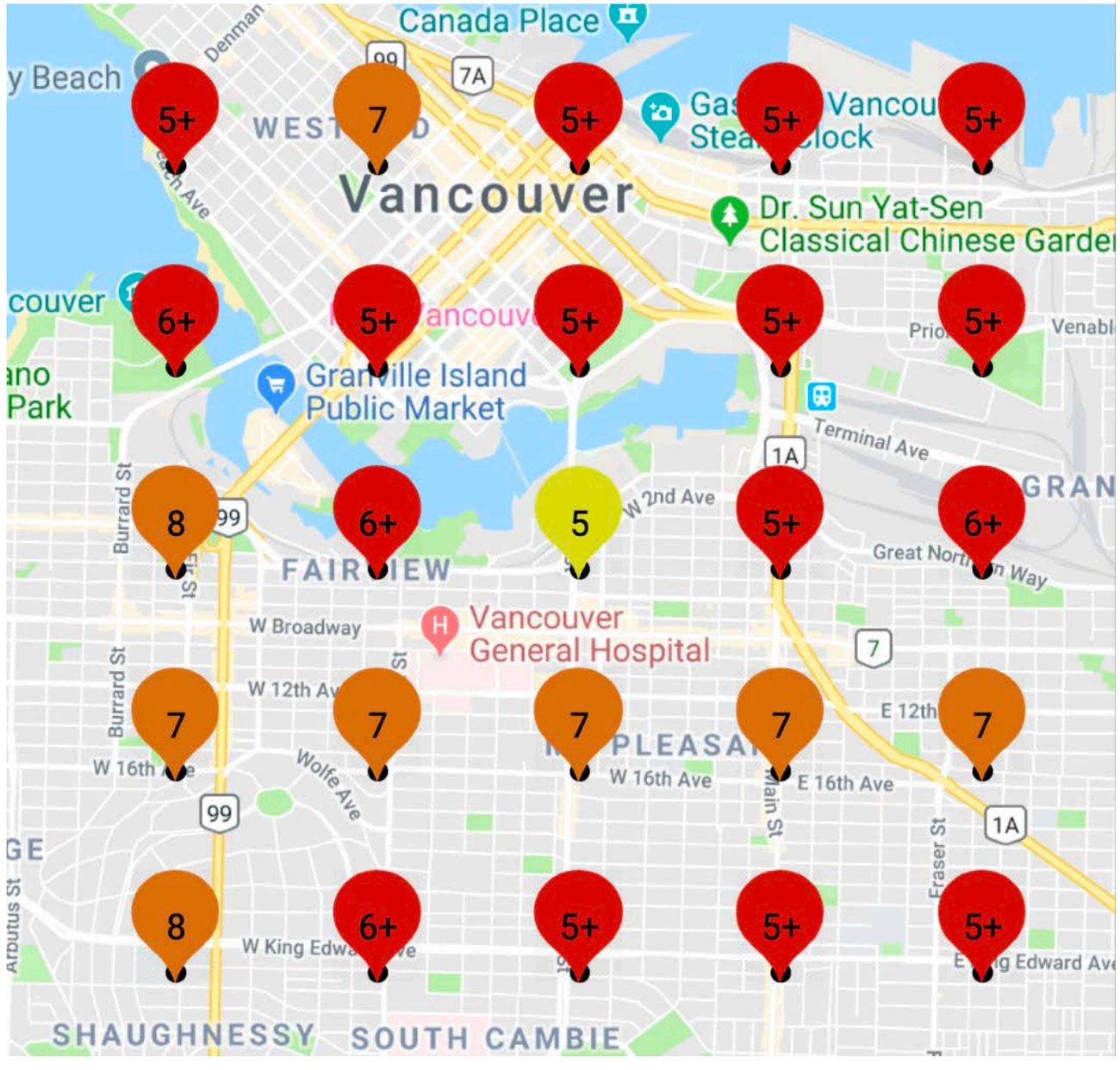
- Links are usually a #1 or #2 factor
- The links to this page suck, though
- Links are not the big factor in this page ranking well
- What is the factor for ranking?

Domain	DR
pr-cy.ru	80
prlog.ru	66
keyword-suggest-tool.com	38
sitedownrightnow.com	27
linkddl.com	12
au-e.com	10
topkeywords.info	6
websiteperu.com	3
ilinkbox.ir	3
okinsurancequote.com	1
1topinsurance.com	1

BEST BUY – APPLE PAGE

- Examine city-level ranking
- They don't rank in Vancouver

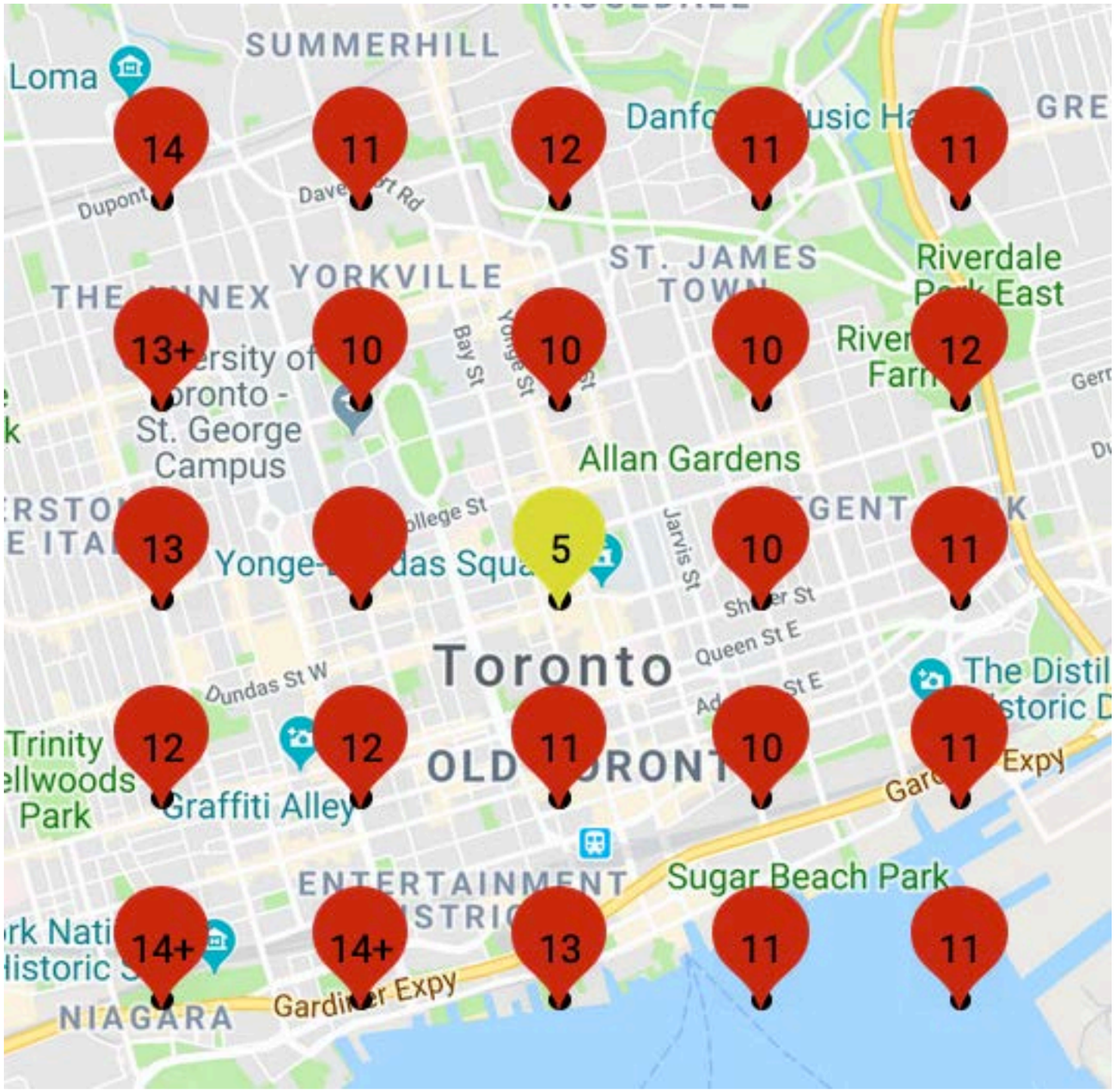
Local rankings for "apple store"



BEST BUY – APPLE PAGE

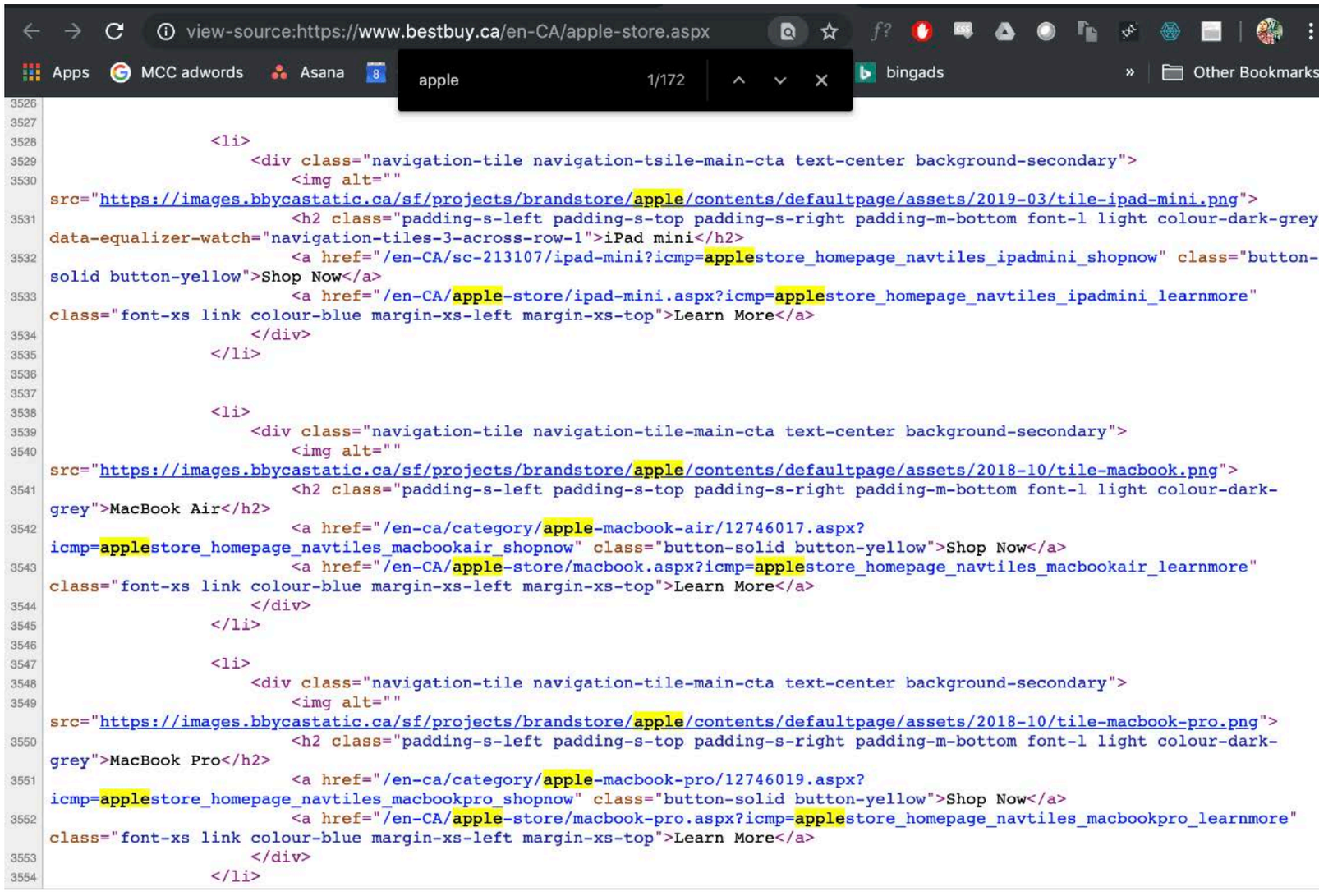
- They don’t rank in Toronto either

Local rankings for “apple store”



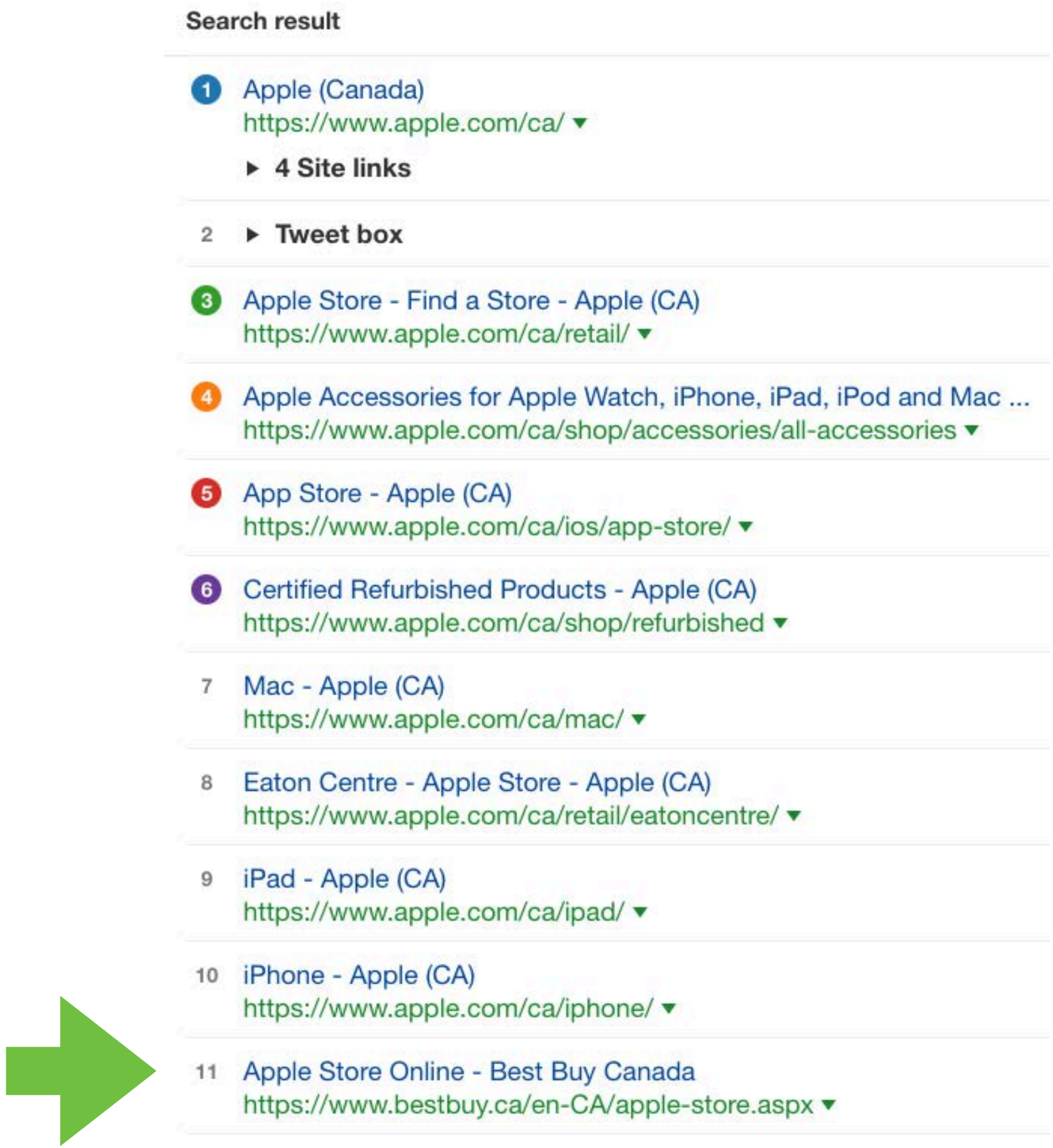
BEST BUY – APPLE PAGE

- They have “apple” 172 times in their code
- Ah ha! It’s on-page
- Maybe the competition doesn’t



BEST BUY – APPLE PAGE

- Plot twist!
- Nope, they actually get no traffic
- They are 11th, not 3rd



STRATEGY

- Number 1 way to start outranking your competition is to get the correct competition and strategy in front of you

3) MARKET LEADERS

MARKET LEADERS

- You’re a team chat app
- Slack has major brand recognition
- 823,000 monthly searches in the US
- Generic categories don’t have that volume

PHRASE MATCH KEYWORDS (4,846)

Keyword	Volume	PC (USD)
slack	823,000	1.11
slack download	40,500	2.23
slack app	33,100	1.60
slacks	27,100	1.20
slacks for women	14,800	2.13

PHRASE MATCH KEYWORDS (2,500)

Keyword	Volume	USD)
messaging apps	135,000	0.98
text messaging apps	90,500	0.90
playstation app message	18,100	0.93
message apps for android	12,100	0.60
message app	12,100	0.95

MARKET LEADERS

- Chanty makes a team chat app
- 18 employees on Linkedin
- How do they take a chunk out of Slack’s market?

MARKET LEADERS

- They reviewed all of their competition
- Website rank for 33,000 keywords!

www.chanty.com/blog/discord-vs-slack/

www.chanty.com/blog/skype-alternatives/

www.chanty.com/blog/skype-vs-google-hang-outs/

www.chanty.com/blog/team-building-games-and-activities/

www.chanty.com/blog/using-slack-alterna-tives/

www.chanty.com/blog/slack-vs-microsoft-teams/

www.chanty.com/blog/strategies-for-effective-team-collaboration/

www.chanty.com/blog/slack-competitors/

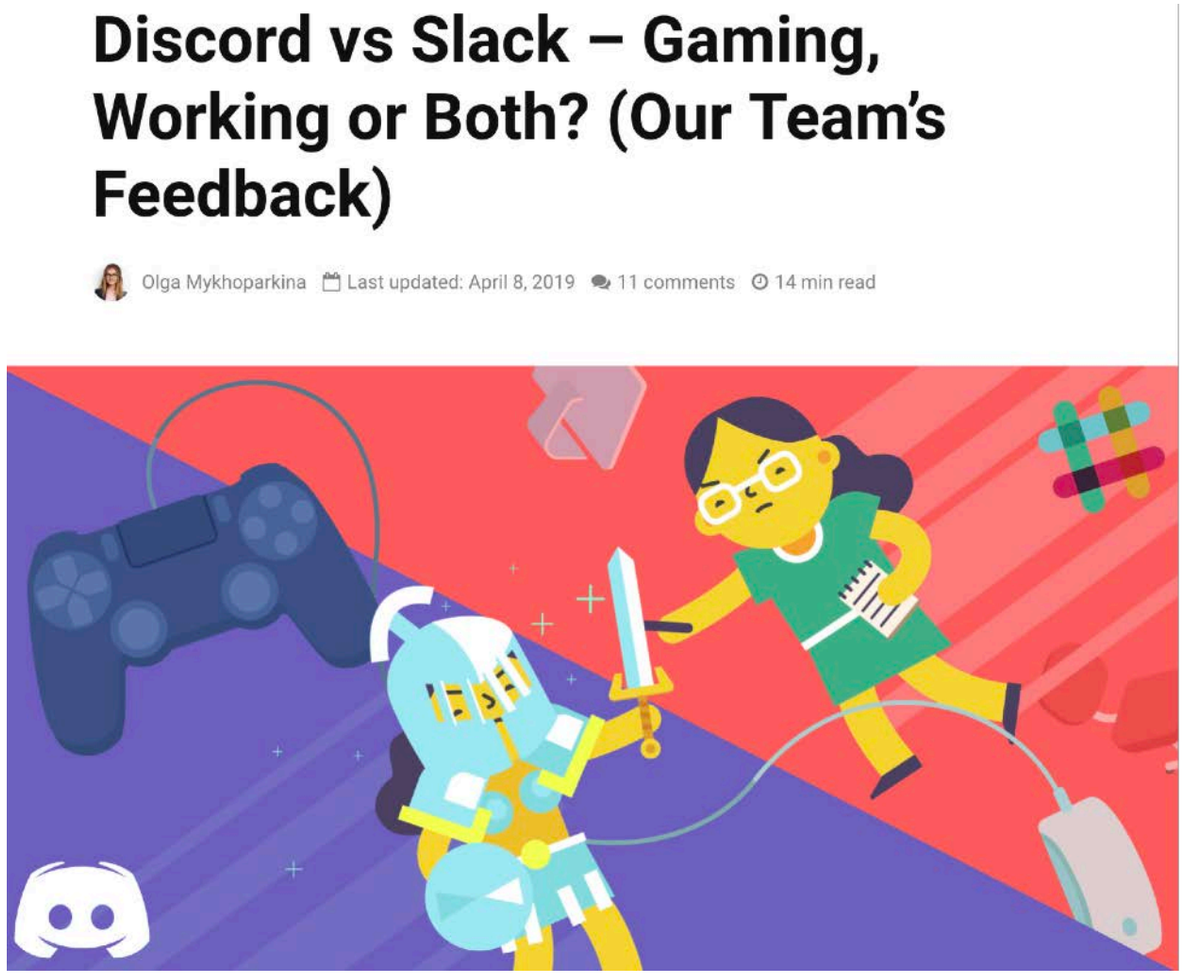
www.chanty.com/blog/asana-vs-slack/

www.chanty.com/blog/ryver-vs-slack/

www.chanty.com/blog/slack-vs-flock/

MARKET LEADERS

- 2,700 word essay on the differences
- Mentions “discord” 241 times in code
- Mentions “slack” 351 times in code
- Very strong inbound links
- It is a very, very helpful post!!!!!



MARKET LEADERS

Why does this work?

- There’s only opportunity in the dominant market player’s brand terms
- Google loves reviews, people love reviews
- Review your competitors for fun and profit!

4) WORDS!

WORDS!

- Startups love modern, minimal design
- Google hates it
- There’s a middle ground

TINKER

Going Grey

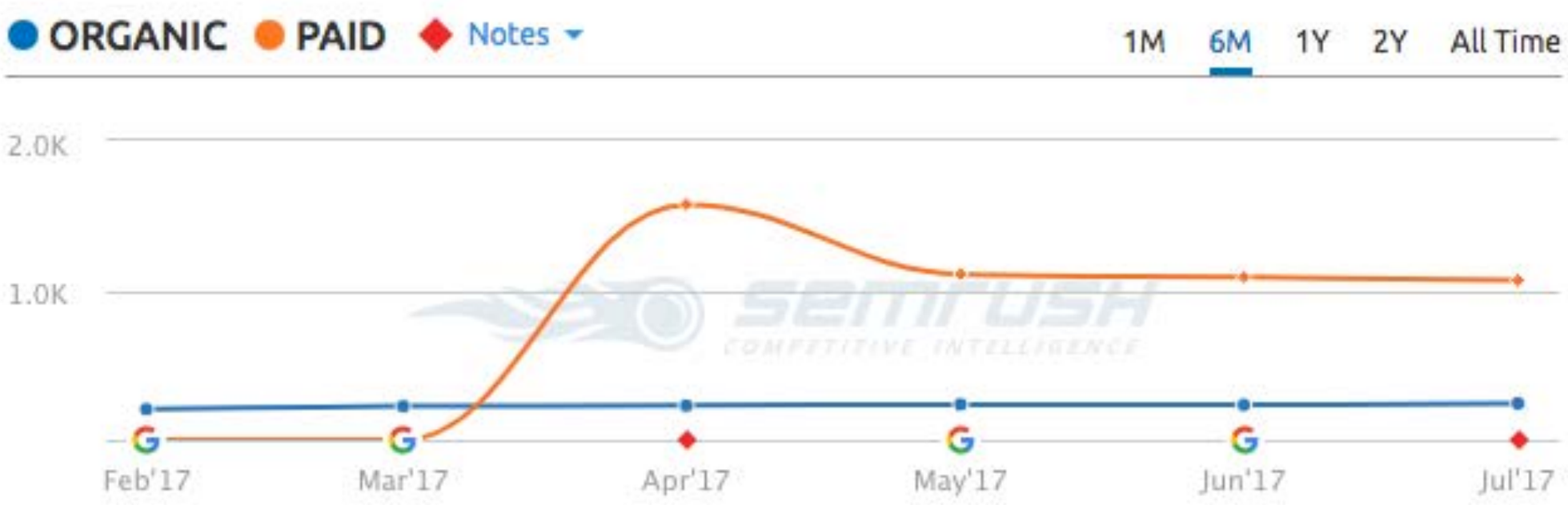
View Collection

watch 1 of 4

TINKER

Watch

White text on
white background



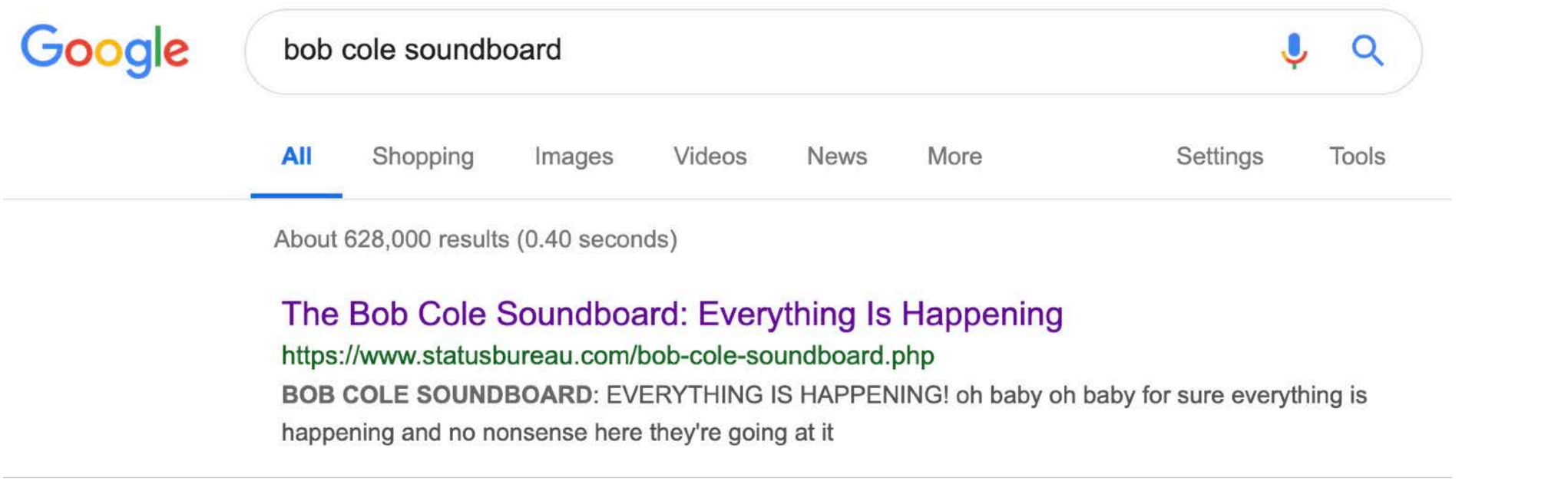
- They hate money

5) LINKS

GETTING LINKS

Plenty of his more interesting turns of phrase have become famous — there's a soundboard online of Cole saying things like "Everything is happening" and "Oh baby, for sure." But

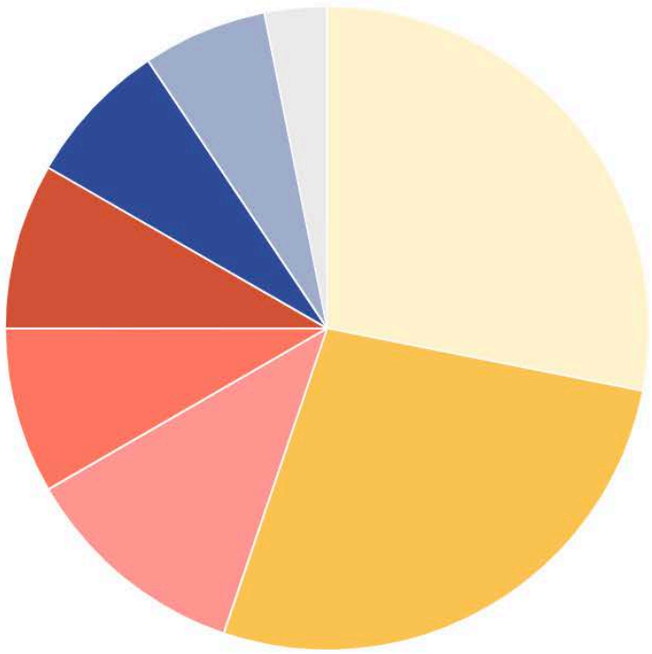
https://www.statusbureau.com/why/bob/bob-cole-soundboard.php



Link schemes

Any links intended to manipulate PageRank or a site's ranking in Google search results may be considered part of a link scheme and a violation of Google's Webmaster Guidelines. This includes any behavior that manipulates links to your site or outgoing links from your site.

Localized Organic Ranking Factors



1. **Link Signals** (Inbound anchor text, linking domain authority, linking domain quantity, etc.) **27.94%**
2. **On-Page Signals** (Presence of NAP, keywords in titles, domain authority, etc.) **26.03%**
3. **Behavioral Signals** (Click-through rate, mobile clicks to call, check-ins, etc.) **11.5%**
4. **Google My Business Signals** (Proximity, categories, keyword in business title, etc.) **8.85%**
5. **Citation Signals** (IYP/aggregator NAP consistency, citation volume, etc.) **8.41%**
6. **Personalization 7.32%**
7. **Review Signals** (Review quantity, review velocity, review diversity, etc.) **6.47%**
8. **Social Signals** (Google engagement, Facebook engagement, Twitter engagement, etc.) **3.47%**

1. **Link Signals** (Inbound anchor text, linking domain authority, linking domain quantity, etc.) **27.94%**

https://moz.com/local-search-ranking-factors

GETTING LINKS

- What's your superpower?
- What are you good at?
- SEO companies are great for stage 1 linkbuilding
- PR companies are great for stage 2 linkbuilding

GETTING LINKS

- Web design companies get footer links
- Who do you know?
- Are you a good writer?
- Are you in a community?
- Is there something mutually beneficial you can offer people?
- Can you make something stupid, valuable, linkable?
- Cut up a blanket
- Be prepared to fail
- Be a marketer, not an online marketer

HireAHelper

The easiest way to compare and book movers.

(800) 995-5003 how it works log in

Rent your own truck
(or storage container) After all, that's the easy part.

Hire local loading & unloading help.
À la cart moving services are a fraction of the cost.

You're moved.
Your back doesn't ache, your friends don't hate you, and you saved a lot of $.

Moving companies are boooorriinnggggggg.

Secure | https://wewontmoveyouchargers.com

19.3k
Shares
16.3k

SAN DIEGO CHARGERS

DEAR CHARGERS,
WE WON'T MOVE YOU TO LOS ANGELES.

- This guy got crazy media coverage
- Traditional PR is online PR

GETTING LINKS

- Got any links?
- Any success stories?

6) ANSWER QUESTIONS

Q + A

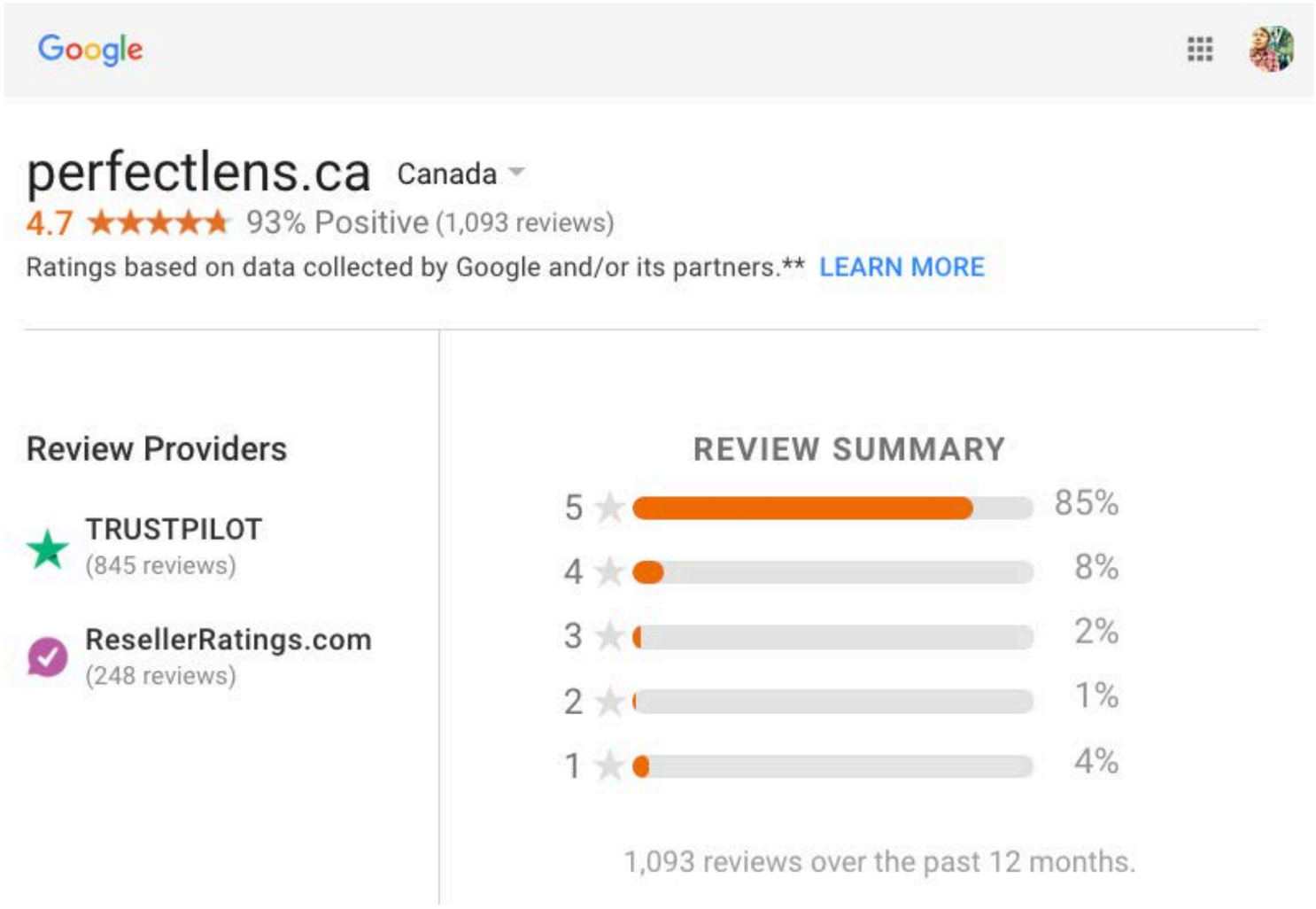
- Is your idea new?
- Are people looking for it?
- Google loves Q+A content
- Find the questions people are asking
- For statusbureau.com, it’s Amazon Google Analytics spam
- Great tech staff? Build support section
- Good support staff? Build a forum

Q + A

- Develop your content into a question / answer format
- There are a lot of people that don’t know what you know
- What is a softphone?
- What are bioplastics?
- Can you get wedding insurance?

RATINGS + REVIEWS

- All you need is love
- I’ve seen sites rank on reviews alone



https://www.google.com/shopping/ratings/account/metrics?v=2&hl=en&q=perfectlens.ca&c=CA

QUESTIONS?

@joshtastic

josh@statusbureau.com