

# Basic SEO for Quick Content Wins



# Welcome to the SEO HUG!



**Connect With Users Like You**



**Learn From HubSpot Experts**



**Become a Part of the Community**

# We SEO

HubSpot Platinum Partner Agency

Search Marketing Specialization



# Agenda

- What is SEO?
- SEO Quick Wins
- Q&A



# What is SEO?

A set of practices designed to improve the appearance and positioning of web pages in organic search results.

# Why SEO?

Better organic rankings can lead to more website traffic, and more traffic can lead to more sales.

Most SEO best practices are also PPC best practices, UX best practices, ADA best practices, etc. Good SEO improves your site all around.

**Less than 15% of websites meet  
Google's Core Web Vitals  
guidelines.**

~Search Engine Land



# Meta Titles & Descriptions



HubSpot

<https://blog.hubspot.com> › marketing › seo-tips

## 19 SEO Tips Straight From the Mouths of HubSpot's ...

Mar 29, 2021 — **SEO Tips** · 1. Spend as much time on the SERPs as you do in tools. · 2. Master the SERP overlap test. · 3. Aim for the featured snippets in SERPs.



Ahrefs

<https://ahrefs.com> › blog › seo-tips

## 14 SEO Tips for Higher Rankings

Feb 28, 2022 — 1. Stop focusing on things that don't matter · 2. Keep search intent top of mind, always · 3. Craft compelling title tags · 4. Refresh declining ...  
[Refresh declining content](#) · [Improve page experience...](#) · [Include FAQ sections](#)



Setupad

<https://setupad.com> › seo-tips-increase-organic-traffic

## 12 Most Effective SEO Tips You Must Know for 2023

Mar 6, 2023 — 1. Focus on UX · 2. Use Internal Linking · 3. Focus on Entity-Based **SEO** · 4. Recreate Blog Posts as Videos · 5. Get on Google Discover · 6. Update ...



WordStream

<https://www.wordstream.com> › Blog

## 8 Steps to a [Truly] Traffic-Generating SEO Strategy in 2022

Mar 5, 2021 — **8 tips** to build an effective **SEO** strategy in 2022 · 1. Write for humans first and search engines second · 2. Use targeted keywords in all the ...



# Headings

## Heading 1 - Page Title

Heading 2 - Subtitle

Heading 3 - Sub-subtitle

Heading 4 - Sub-sub-subtitle?

Heading 2 - Subtitle

Heading 3 - Sub-subtitle

Heading 4 - Sub-sub-subtitle?



# Internal Links

Getting organic traffic is an important part of any [Digital Marketing strategy](#). And the best way to increase your traffic is by getting better rankings on Google.

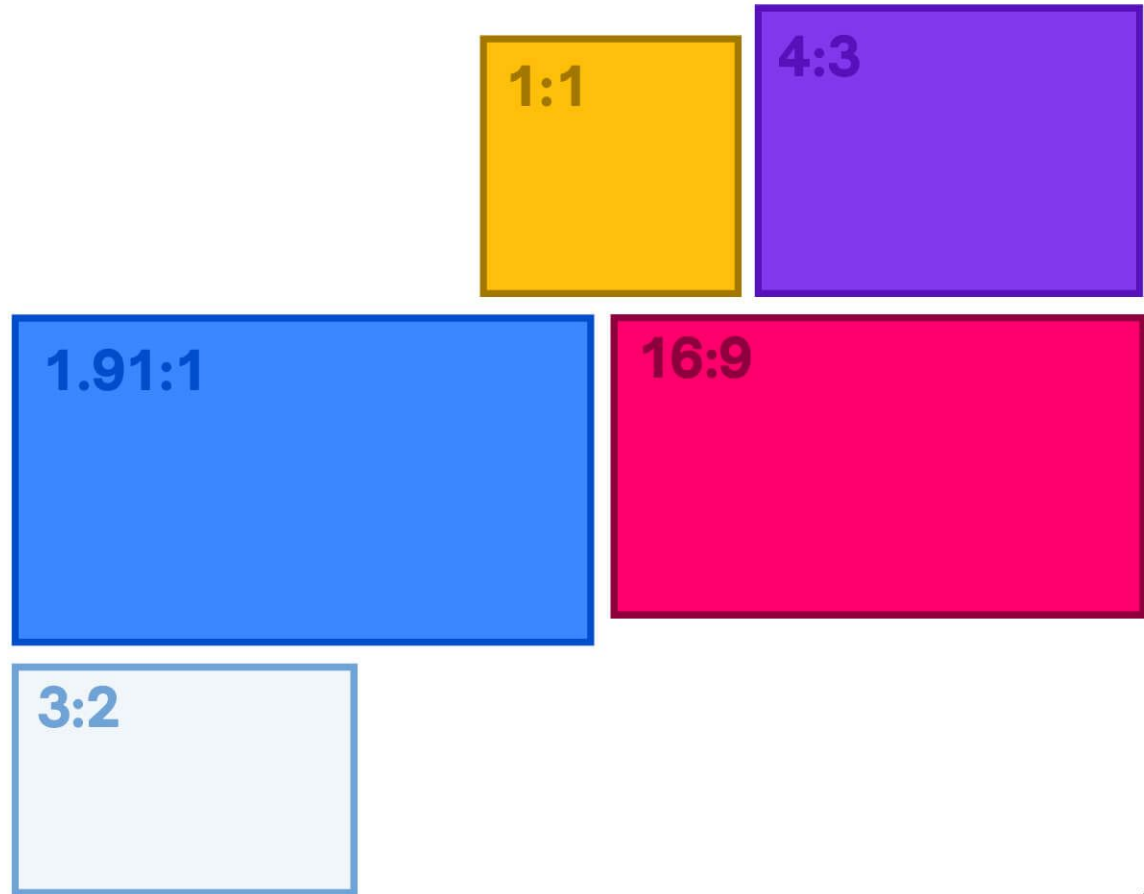
A solid [SEO strategy](#) will help you with that, but there's more than applying on-page and off-page SEO rules to your blog.

SEO writing is a must, and it will guarantee that you're not neglecting the user experience in your pages. After all, the [page experience](#) is one of the most important ranking factors.

If you want to better understand SEO writing, keep reading!



# Images



# Images

- Compress your images with a tool like TinyPNG.com
- Size your images appropriately for how they'll be used on the page.
- Lazy load large image & gif files. Lazy loading options are available for the image field in custom modules for use in HubL tags and also available in default image modules.


Edit post



Contents


Design

 Choose Event Company

 Choose Event Venue

 ACP Website header

 Breadcrumbs

 Hero

 Top Image

 Event Detail Sidebar

 FullWidth Image

 FullWidth Image

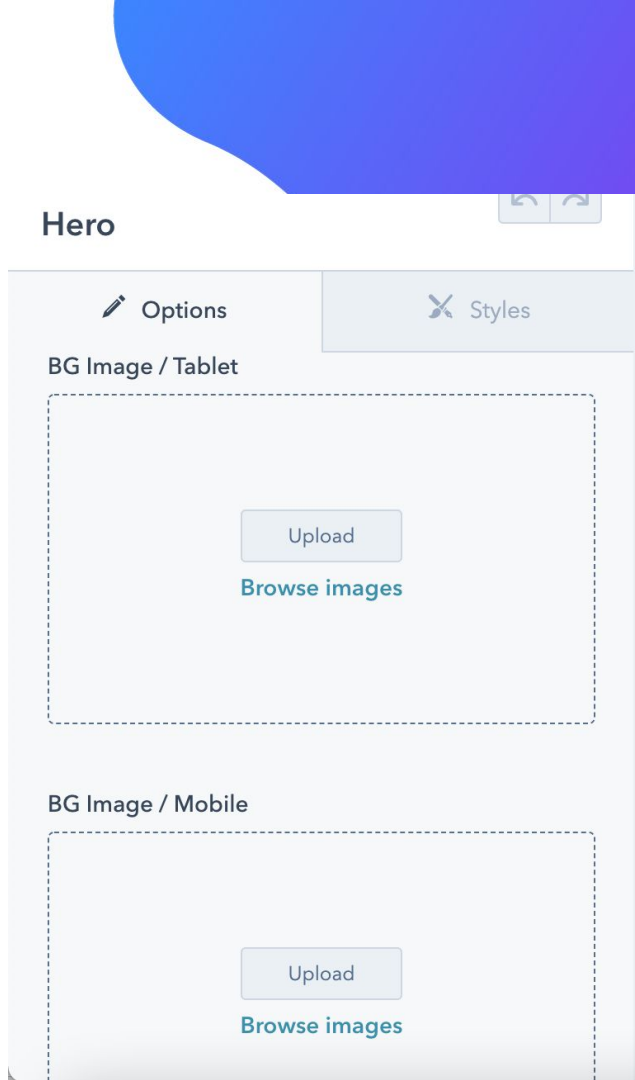
 Quote

 Related Events

 Footer

# Video

- Lazy load videos that are hosted in the page.
- Host your videos on YouTube, Vimeo or another platform.
- Use autoplay with consideration of the delay it can cause in load time.
- Avoid autoplay video & video header background on mobile, swap them out with a static image instead.



# Core Web Vitals

*(Loading)*

## LCP

Largest Contentful Paint



*(Interactivity)*

## FID

First Input Delay



*(Visual Stability)*

## CLS

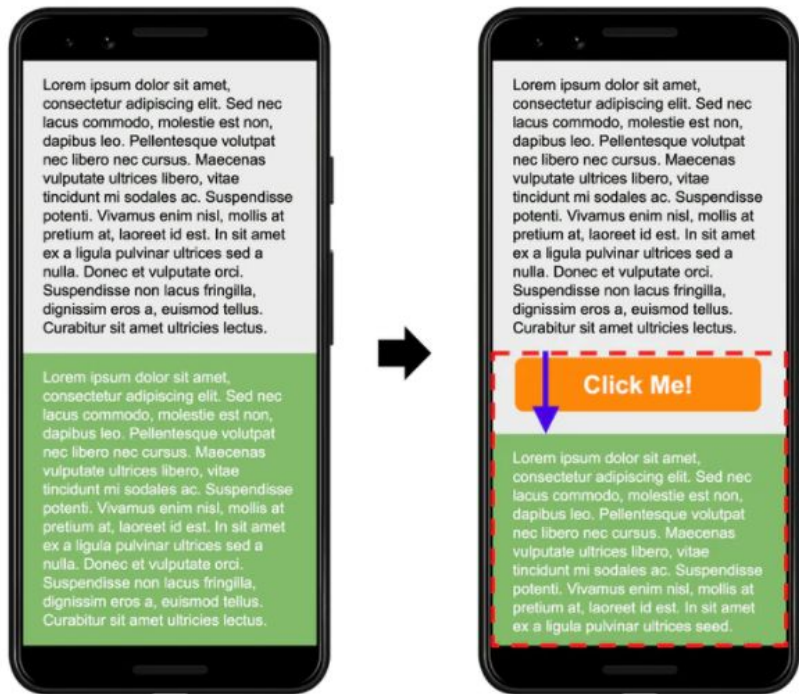
Cumulative Layout Shift



# Cumulative Layout Shift (CLS)

(CLS) measures *visual stability*. This score is related to how much or little the page shifts or jumps unexpectedly as you scroll or interact with a page.

**Goal:** <0.1 (score)



## Order confirmation

You have selected **56** items. Is this correct?

Yes, place my order

No, go back





# Additional Optimization Suggestions for Core Web Vitals in HubSpot



# Delay Your Chat

## Triggers

Decide when the chatflow should appear to visitors. The selected trigger will apply on desktop, tablet, and mobile. [Learn more](#)

On exit intent 

Time on page in seconds =  

Percentage of the page scrolled =



# Defer HubSpot Forms

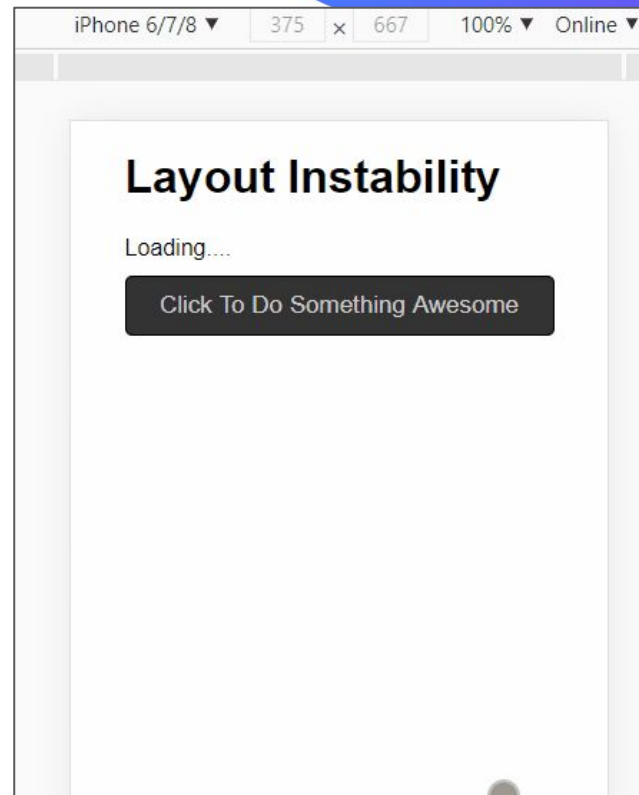
**Embedding a Hubspot form can drop your pagespeed score by up to 20% on mobile.**

- HubSpot Forms are render blocking by default.
- Use the Forms API if this is an issue for your site.



# Page Shift

- Lazy load 🙈
- Don't add content above existing content (unless in response from a user action).
- Include size attributes or CSS aspect ratios.
- Check your 3rd party code for content swapping/adding.
- Check your Smart Content





# SEO or UX?

The intent of the Core Web Vitals *thing* is to improve user experience.



# Q&A

Let's Connect!

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Thank You

