



THE INSIDE SEO SECRETS OTHER MARKETING AGENCIES DON'T WANT YOU TO KNOW

# THE DIY SEO

# GUIDE

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**INSIGHTS FROM**  
CUBE ONLINE



HELPED OVER  
10,000+ BUSINESSES

HELPED GENERATE OVER 50,000+  
REVIEWS FOR OUR CLIENTS

# FOREWORD FROM CO-FOUNDER

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**Dear Business owners,**

I wanted to take this opportunity to thank you for downloading our e-book.

This e-book is part of our mission to “Make Online Easy” for small to medium business owners.

We are proud that we have already helped over 10,000 small and medium business owners across Australia with their online presence and we hope this e-book does the same for you.

We put together this e-book with three primary goals

- 1.** Educate small and medium business owners around the basic fundamentals of SEO
- 2.** Educate small and medium business owners around the most common traps in SEO
- 3.** Provide practical steps people can implement in their business for free

The information shared in this guide is not based on theories rather based on tested and tried methods.

We have implemented these strategies for our own business and 1000's of businesses across the country in countless numbers of industries.

I really hope you find this guide both informative and practical and you use it to help your business flourish in the online world.



**Tony Van-Eyk**

# INTRODUCTION

The team at Cube Online created this e-book after hearing hundreds of stories about clients being ripped off by “SEO” companies charging extravagant monthly fees for work that in most cases can be done as once off or simply charging for work that provided little to not return.

We would also like to preface this is not the case with all SEO companies as there are some high-quality premium providers in the market who provide a great service and make SEO very profitable for their clients. To these businesses we say thank you and hope you continue your great work.

Although there are parts of SEO that are both technical and require on-going we believe that 90% of the work can be done by anyone with basic IT skills, the right tools and our guide.

## **IT IS IMPORTANT TO NOTE THERE ARE TWO TYPES OF SEO PRACTICES**

**WHITE HAT SEO:** This type of SEO is the long term sustainable approach that is focused on optimizing for both search engines and humans and follows the search engines guidelines instead of looking for ways to bend the rules.

**BLACK HAT SEO:** This type of SEO is based around gaming the system and although it may provide quick results in the long run it will result in pages getting banned and have a severe impact on the business

We are only going to share White Hat SEO practices with you as we believe in doing the right things and helping people achieve long term sustainable

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# BASIC OVERVIEW OF SEO



SEO - VISIBILITY - RANKING - KEYWORDS - GOOGLE- ON-PAGE VS OFF-PAGE

# BASIC OVERVIEW OF SEO

## 1 SEO

SEO or Search engine optimisation in simple terms is taking steps to improve your websites visibility and ranking around a specific set of keywords in search engines. Although there are multiple search engines the primary search engine in Australia is Google with 97% of the market.

One of the most common objectives with SEO is to have a business's appearing on the 1st page of Google and this certainty makes sense with 92% of all online traffic going to companies on the 1st page of Google.

Although to understand how to get your businesses appearing on the first page of Google you firstly need to understand how search engines (Google) works.

Google determines search using a complex mathematical algorithm that changes daily.

Although the Google algorithm is a tightly guarded secret there are over 200 determining factors known to the public. If you want to get stuck into the finer details check out this article by **Backlink**.

Try think about SEO like this "The goal of SEO is to create the strongest possible association between your brand and a specific set of keywords in turn when a consumer types in those keywords your business will appear.



## 2 VISIBILITY

The term **“Search Visibility”** refers to how many different sets of keywords or phrases a particular website is appearing for in major search engines.

We would deem a site visible if they appear in the top 50 search results for a particular keyword or phrase although it is important to remember 92% of traffic goes to the businesses on the first page of Google.

Although there are hundreds of different combinations for keywords and phrases for each business we find that most companies have 3-5 dominant keywords and you should focus your attention on increasing visibility around these keywords. We will discuss later in the guide how to find out your “Dominant” keywords.

One of the fastest ways to increase your website traffic is to ensure your business is visible online for every product or service you offer instead of simply your main business category.

For example you may be a dentist although you services such as teeth whitening, cosmetic dentistry, Veneers & Invisalign or perhaps you are a real estate agent that offers property management and commercial sales. The goal of increasing your visibility would be to ensure you are getting found for every product or service your business offers.



## 3 RANKING

The term **“Ranking”** is one of the most commonly used terms in SEO. Although ranking is very important it’s even more important to Rank for keywords with a high search volume or that are profitable for your business.

Try think about it like this, the less competitive the keyword the easier it is to rank. There is a reason its less competitive, in simple terms there is just simply less people searching for that particular keyword or phrase each day.

Your SEO efforts should be focused on creating the strongest possible association between your company and the most important keywords to your business.

The more relevant your business becomes to those keywords the further your ranking will increase.

### **HERE ARE SOME STATICS ABOUT YOUR BUSINESSES RANKING YOU SHOULD TAKE INTO CONSIDERATION**

- 1.** The first position on Google desktop search results gets 34.6% of traffic.
- 2.** Google’s first page results contain an average of 1890 words.
- 3.** If there’s a video on your websites landing page your 53% more likely to appear on page 1.
- 4.** 92% of web traffic goes to businesses on the first page of Google.



# 4 KEYWORDS

In the early days of SEO everything was all about “Keywords” and although they are important it’s certainly not the only factor to improving your websites visibility and ranking.

Although your business may sell or offer a wide variety of products or services the majority of companies will attract 90% of their online traffic from 3-5 keywords. These keywords are referred to as your dominant keywords.

To determine which keywords are the most commonly searched for your industry you can use tools such as the Google Keyword Planner.

Here is a list of common keyword practices, some of these are recommended, some are not as powerful as they once were and some we strongly recommend against.



## **KEYWORD APPEARS IN YOUR TOP-LEVEL DOMAIN**

This does not work like it used to although having your keywords mentioned in your domain still acts as a relevancy signal.

## **KEYWORDS IN A SUBDOMAIN**

Industry experts Moz do agree that your keywords appearing in subdomains can boost your rankings.

## **KEYWORDS IN YOUR TITLE TAGS**

Although not as effective as in the early days of SEO, Title tags remain an important SEO signal. Title tags that start with a keyword tend to perform better than title tags with the keyword at the end.

## **KEYWORD DENSITY**

Although it is important to mention your keywords in multiple places across your site it is very important to not go overboard and mention your keyword for the sake of mentioning it. Not only will this not improve your site Google will penalise your business for it.

## **KEYWORD STUFFING**

A common black hat practice used by SEO companies is to mention a business’s keywords or suburbs inside their business name on their Google my business profile. The goal of doing this is trying to ensure a business will appear for a direct search. For Example, Bob’s Plumber- Best Plumbers Sydney. If Google catch you doing this your listing will be suspended.

# 5 GOOGLE

As Google holds 97% of internet traffic in Australia when you are doing SEO you are essentially optimising your website for Google.

In order for you to optimise your website for Google you need to understand how Google operates.

Google's primary goal is to create the best possible experience for the searcher. This makes a lot of sense as if the experience for the user is of a high quality they will continue to keep using Google and thus Google can continue to charge businesses to advertise on their platform.



Earlier in this e-book we touched on the Google Algorithm which is made up of 200+ factors and changes daily.

Although the algorithm is complex and changes daily the concept of how Google prioritizes businesses remain the same.

**TO CREATE THE BEST POSSIBLE EXPERIENCE FOR THE SEARCH GOOGLE WILL PRIORITIZE BUSINESSES BASED ON 4 MARKERS.**

## RELEVANCE TO THE SEARCHER

Google wants to make sure if a searcher is looking for a particular product or service the websites they display 100% offer that exact product or service.

## USER EXPERIENCE

To create the best possible user experience Google is focused on mobile friendliness, page speed, no error pages and minimum re-directs

## QUALITY CONTENT

The quality of the content is not just based around the keywords mentioned in the content rather how often people are engaging with it and does it provide value to the searcher.

## TRUST

The trust of a business online is based on a variety of factors such as backlinks, domain authority, click through rates and online reviews.

SEO is essentially broken into two different sections and both require your attention if you want to execute an effective SEO strategy.

### **THE TWO DIFFERENT SECTIONS ARE ON-PAGE AND OFF-PAGE SEO.**

Over the past few years there has been a big focus on effective off-page SEO strategies although the reality is unless you pay close attention to the fundamentals of on-page SEO the off-page SEO will have a very little impact.

**ON-PAGE SEO** consists of the factors that you can control on your own website. This ranges from items such as updating Title and images tags through to publishing high quality content on a regular basis. The first step of any effective SEO strategy is completing an SEO audit and look for the gaps that you can close that would make the biggest improvement.

You can complete an audit here by using our free tool ([insert website audit link](#))

**OFF-PAGE SEO** refers to the digital signals outside of your website that cannot always be directly impacted by yourself or marketers. One of the most common and effective Off-page SEO strategies is link building.

Later in this e-book we will provide you with practical tools to work on both sides.



# COMMON TRAPS WITH SEO



DON'T GET STUCK IN THESE 5 TRAPS!

## TRAP 1 SEO CAN ONLY BE DONE BY A “GURU”

Ultimately there is a low barrier to entry into the field of SEO. This has meant there has been a large influx of so called “Guru’s” selling their services to business owners who are uneducated about the true principles of SEO.

There are huge volumes of online content that provide anyone with the frame works to complete SEO on their website.

In fact Google even offer free online training courses to help business owners understand SEO and optimise their website accordingly.

There is no silver bullet or magic pill, real SEO is the process of making website adhere as best as possible to Google’s algorithms.

## TRAP 2 COMPANIES GUARANTEEING RANKINGS

We have all seen the adverts online “Rank number 1 on Google in 90 days”. Although this looks attractive Google guidelines clearly state “No business can make a guarantee of ranking position”.

We strongly encourage you to be wary of companies offering such promises. The statements “Sounds to good to be true” certainly applies here.



# TRAP 3 LOCK IN CONTRACTS

One of the most common things we hear from clients is their frustration about not being happy with their SEO provider although they are locked into a contract.

We believe companies only ask clients to sign lock in contracts as they are not confident in creating results.

A large volume of SEO work can be done in the first month of a project and if a company is insisting on a lock in contract ensure you get a detailed list about exactly what tasks are being completed each month and how many hours will be allocated to your account for each task.

In most industries that are regulated companies need to provide a detailed fee for service report to their clients and we believe SEO should be no different.

From our experience companies who are working with their clients on month to month agreement are more likely to produce better results as their business depends on it. This is why at Cube Online we have thousands of clients and not one of them is on a contract.



## TRAP 4 WE KNOW THE GOOGLE ALGORITHM

This statement or any statement close to it should immediately set off alarm bells. The Google algorithm is one of the tightly guarded secrets in the world and changes over 200 times per year.

Although for example in 2008 the algorithm went through 3234 updates which is an average for 9 per day.

Although Google has published 200 contributing factors and these are public knowledge for every company and thus no company has any inside knowledge.

If you want to work with an SEO company we would suggest looking for companies who can provide examples of clients they have worked with and the type of long term results they have achieved. Its best to look for companies who have also worked in your industry as the work done for a builder as example will not always work for a real estate agent.

Remember Google has never published their algorithms, they are generated by computers not people and they will never publish their algorithms.



## TRAP 5 GOOGLE ADS HELPS SEO

A lot of “Digital Marketing” agencies sell Google Ads to their clients to supplement their SEO income and will tell clients that “Google rewards companies who purchase Ad Words with higher organic ranking.

Although we understand how this would make sense from a business owners’ perspective it is simply not the case.

If you have heard this or hear it in the future please know the person telling you this is either misinformed themselves or simply lying for their benefit.

Google Ads can certainly be a great addition to any digital marketing campaigns you are running although there is no connection at all between Ad words and SEO.



# HOW TO DO YOUR OWN SEO



AUDIT - PAGE TITLES - META DESCRIPTIONS - ALT TAGS - CONTENT - MOBILE FRIENDLY - SIT SPEED- KEYWORDS - GOOGLE ANALYTICS

# THE 9 STEPS OF DIY SEO

## 1 AUDIT

The first step to commencing SEO is completing a detailed audit to find out why your website is either performing or not performing. There are multiple tools in the market you can use for this although we suggest you use the FREE website audit tool by Cube Online. The tool we have built not only lets you know any issues you have but also lets you know how to fix them for free and explains everything in simple terms. [Click here](#) to audit your site.

Although each website is going to have different issues and require slightly different work the 5 areas below will have the biggest impacts on your websites performance.

## 2 PAGE TITLES

Each page should have a unique title and be kept to under 70 characters. Try to avoid generic terms such as "Home" and become creative with your titles to ideally include your keywords.

## 3 META DESCRIPTIONS

Each page should have a unique Meta description as it essentially describes to both Google and your potential client's what information is on each page. They should be human-readable, include your primary keywords/products and services and be kept to under 160 characters. Having engaging Meta descriptions can also increase clickthrough rates.

## 4 ALT TAGS

Each image on your website should have a unique ALT tag. In simple terms ALT tags allow search engines to recognize content. If you have a large volume of images this is a great opportunity to strengthen the association between your business and your major keywords

## 5 CONTENT

There is a saying in SEO "Content is King". We suggest every business should have a Blog section on their website with a minimum of 10 blogs ranging between 500-1500 characters. The blogs should be relevant to your client to drive website engagement. You also need to ensure your text to image ratio ranges between 20%-60%

## 7 SITE-SPEED

There are two reasons site speed is integral, firstly due to the fact that Google's number 1 focus is to create the best possible experience for the searcher and if your website loads slowly it creates a bad user experience and you will get penalised. Secondly Google allocates a certain time to crawl each website and if it loads too slowly it will not have time to crawl your whole site and thus you will appear for less search terms. The main things you need to look at the size of images/videos, website hosting and re-directs.

## 6 MOBILE FRIENDLY

There is a saying in SEO "Content is King". We suggest every business should have a Blog section on their website with a minimum of 10 blogs ranging between 500-1500 characters. The blogs should be relevant to your client to drive website engagement. You also need to ensure your text to image ratio ranges between 20%-60%

## 8 KEYWORDS

Unfortunately, it's not as simple as just listing your keywords in as many places as possible. Google is certainly smart enough now to pick up "Keyword Stuffing". You need to ensure your keywords are mentioned in every part of your website ranging from Page titles, Meta descriptions, Alt Tags, Blogs and written copy. You want to look for opportunities in your written content that you can include your keywords and it makes sense to read. Although it's important to remember if you don't tell Google you offer the service they certainly are not going to display your website for it.

## 9

## GOOGLE ANALYTICS

You can install Google analytics into your website for free to measure its performance. The old saying “if you can’t measure it, you can’t measure it is certainly true with SEO”. [Click here](#) to start the process

## 10 BACKLINKS

Backlinks are the most important part of off-page SEO. Backlinks are created when one website links to another. Backlinks are especially valuable for SEO as they represent a “vote of confidence” from one site to another.

The process of earning links is known as link building. The goal is to have high quality inbound links for popular high authority sites linking to your website.

The process of link building can be both time consuming and one of the most complex elements of SEO.

To help with that we have included a beginners guide put together by industry leaders [“Search Engine Land”](#)

## 11

## WEBSITE FAQ PAGE

FAQ is widely recognized to be the optimal form of content to match with voice-based searches. As mentioned earlier, the biggest difference between voice-search and text search is the volume of words used when completing a search. When consumers are searching via voice they are most likely to ask a question then simply mention keywords.

If your website answers the questions your customers are asking there is a good chance your site will appear. Our advice is, create an FAQ page that answers the 10 most common questions you believe consumers would ask that relate to your business or industry.

Google has also published a [guideline](#) to help people better understand the best ways to answer voice related searches.

If you also want to know the most common questions consumers are asking regarding your industry there is a great tool by [Answer The Public](#) that tells you exactly that.

# SUMMARY

As we mentioned at the start of this e-book we had three primary goals

1. Educate small and medium business owners around the basic fundamentals of SEO
2. Educate small and medium business owners around the most common traps in SEO
3. Provide practical steps people can implement in their business for free

We hope we delivered on that and you found this e-book both informative and practical.

If there is one point we want you to take away from this E-book it's that although SEO is not always complex it is always important.

For any business who want to succeed in the Digital world we all live in having an SEO strategy will be an integral part of that.

Remember the first step to any SEO strategy is doing a comprehensive SEO to find out why your site is performing or not performing and why.

You can do that by using our **free tool**

Include "Ps if you are too busy book in a free strategy session with us"



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