

WELCOME!

SEO: Why Search Engine Optimization is More Important Than Ever

Wednesday, May 20, 2020

Michael MacMillan, Owner, MacMillan Search

- MacMillan Search consults with companies on SEO strategies, empowering them to achieve their goals in-house through clear communication.
- 10+ years in the field of SEO with roles ranging from in-house to leading an agency's SEO team.
- As a consultant, he now empowers teams to consider organic search in all strategies.

SEO

— Why Search Engine Optimization —
Is More Important Than Ever

MacMillan Search

A man with glasses and a beard is speaking into a microphone, gesturing with his hand. He is standing in front of an audience of people seated at tables. The background shows a modern office or meeting space with large windows and bright lighting.

MacMillan Search consults with companies with underperforming SEO strategies, empowering them to achieve their goals in-house through clear communication.

What is SEO?




Why focus on SEO?

Topics

1. Using the search results to keep clients informed
2. What keywords drive traffic & how to optimize
3. Supporting your content calendar with historical trends

Using the search results to keep clients informed

Your Branded SERP



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About 147,000,000 results (0.68 seconds)

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1 Ranked Tour in Halifax, Nova Scotia - TripAdvisor#1 Ranked Photo Tour in Canada - TripAdvisorBring any smartphone or camera on our award-winning ...

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Picture Perfect Tours (Halifax) - All You Need to Know ...

About Picture Perfect Tours. **TripAdvisor's #1 Photo Tour in Canada, & #1 Tour in Halifax, NS** We're local photographers who will guide you on a visual ...

★★★★★ Rating: 5 - 320 reviews

[www.facebook.com](#) > ... > Photographer

Picture Perfect Tours - Home | Facebook

Picture Perfect Tours - Halifax, Nova Scotia B3K 4B2 - Rated 5 based on 17 Reviews

"Fantastic tour guide! I went on the eagle watch 2018 and it was...

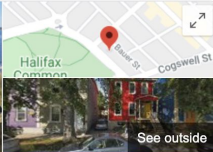

★★★★★ Rating: 5 - 17 votes

[www.tripadvisor.ca](#) > ... > Picture Perfect Tours

Peggy's Cove Photography Tour - Review of Picture Perfect ...

Picture Perfect Tours: Peggy's Cove Photography Tour - See 320 traveler reviews, 275 candid photos, and great deals for Halifax, Canada, at Tripadvisor.

★★★★★ Rating: 5 - Review by a Tripadvisor user



See photos

See outside

Temporarily closed

Picture Perfect Tours

[Website](#) [Directions](#) [Save](#)

5.0 ★★★★★ 3 Google reviews

Tour operator in Halifax, Nova Scotia


Address: 2051 North Park St #2, Halifax, NS B3K 4B2


Phone: (902) 292-6688

[Suggest an edit](#) · [Own this business?](#)

Reviews from the web

5/5 [Facebook](#) · 17 votes

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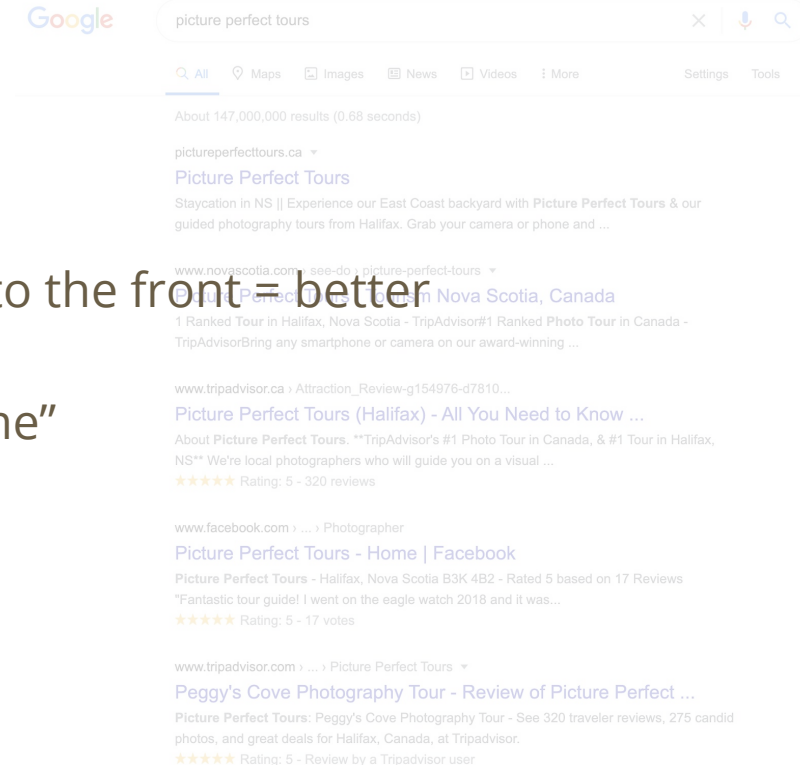
Reviews 

[Write a review](#) [Add a photo](#)

Home Page Title

Things to consider:

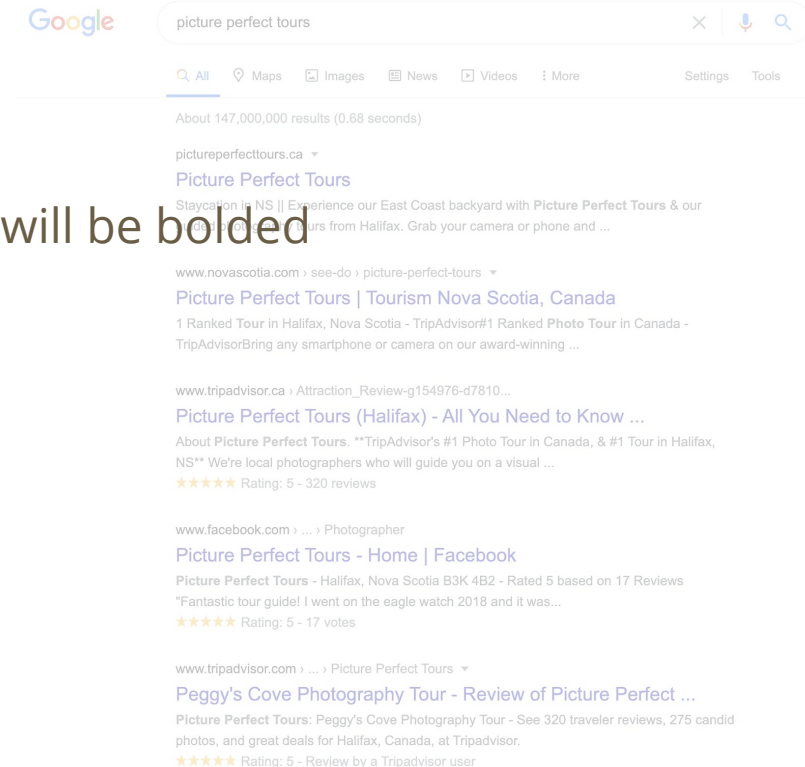
1. A ranking direct-influencer
2. Mostly driven by branded searches
3. Search engines look for keywords, closer to the front = better
4. There is limited space, don't use "home"
5. Structure "Important Detail" | "Brand Name"



Home Page Meta Description

Things to consider:

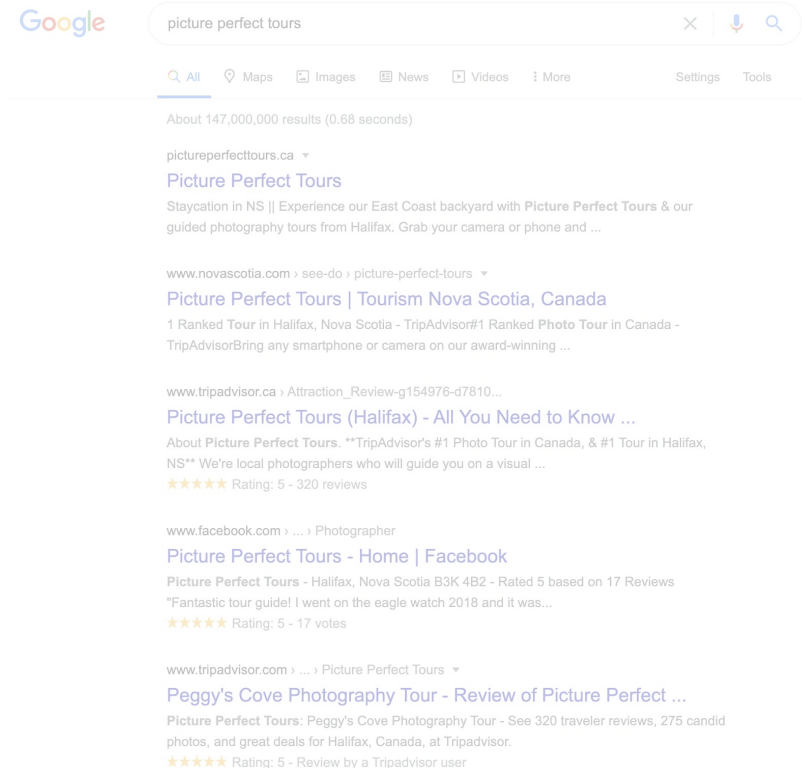
1. Not a ranking direct-influencer
2. Any keywords & variants being searched will be **bolded**
3. Make it readable & compelling




Crafting The Home Page Result

Things to ask:

1. Is it the content you defined?
2. Is it truncated?
3. Would you click on it?



Your Branded SERP



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Picture Perfect Tours

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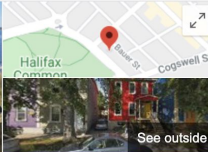

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Reviews ⓘ [Write a review](#) [Add a photo](#)

Google My Business (GMB)

Top Opportunities:

- Keep it up to date (e.g. mark yourself temporarily closed only if you are actually 100% closed)
- Edit your business description (e.g. what is different about how you are operate during COVID restrictions)
- Review for hours & services disclaimer
- Add a COVID-19 update post to your profile

Additional Details at [Google's Guidance for Businesses affected by COVID-19](#)

What keywords drive traffic & how to optimize

Discover Keywords

Use Google Search Console:

1. Determine which pages are driving traffic
2. Determine which keywords drove that traffic
3. Looking for keywords in striking distance

What are Striking Distance Keywords?

1. Keywords in ~4th to ~12th position
2. All the signals for the search engine are there
3. Not as much an authority competition (outreach & backlinks = +time, +effort, & +money)
4. More a battle for attention (CTR & dwell time)

Striking Distance: How to Optimize

Questions to ask:

1. What do the top of the SERPs look like?
2. Is the data shown in searches the data you defined?
3. Is your information truncated?
4. How can you create better content than the top results?
5. What other relevant questions can you answer?

New Content Ideas?

Things to Consider:

1. What questions being asked have monthly searches?
 - Keyword Surfer to determine volume
2. Tourism will be back, how can you engage people while they are in the discovery stage? What is your (new) success metric? (e.g. Newsletter, mailing list etc.)

Supporting your content calendar with historical trends

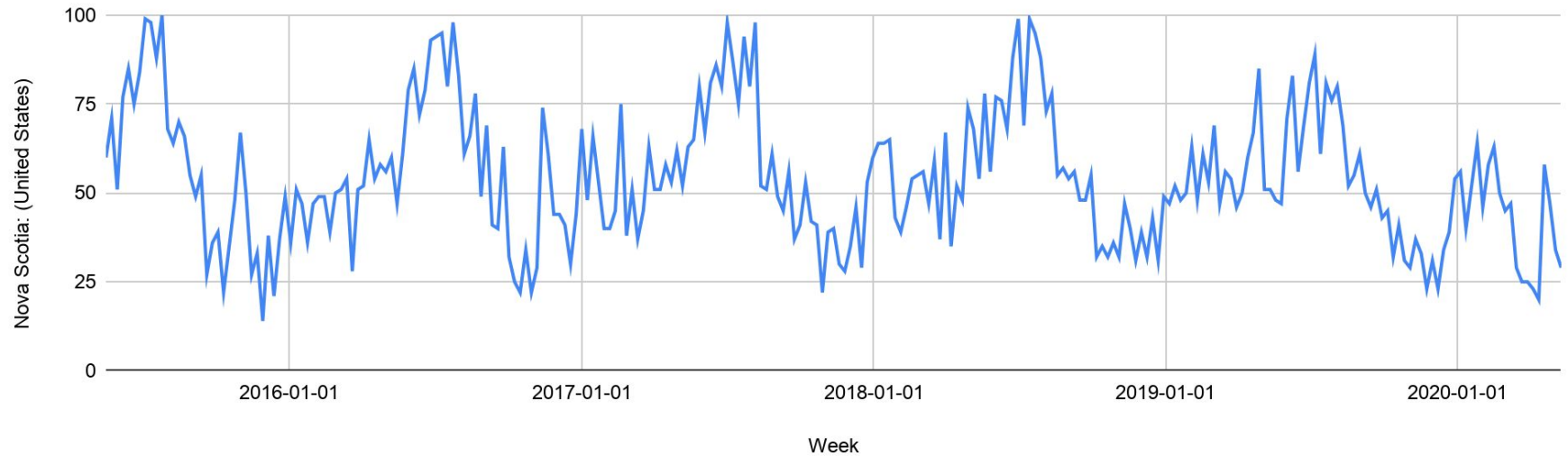
Determine the best time to post or boost

Use Google Trends to determine historically when searches for your post peaked



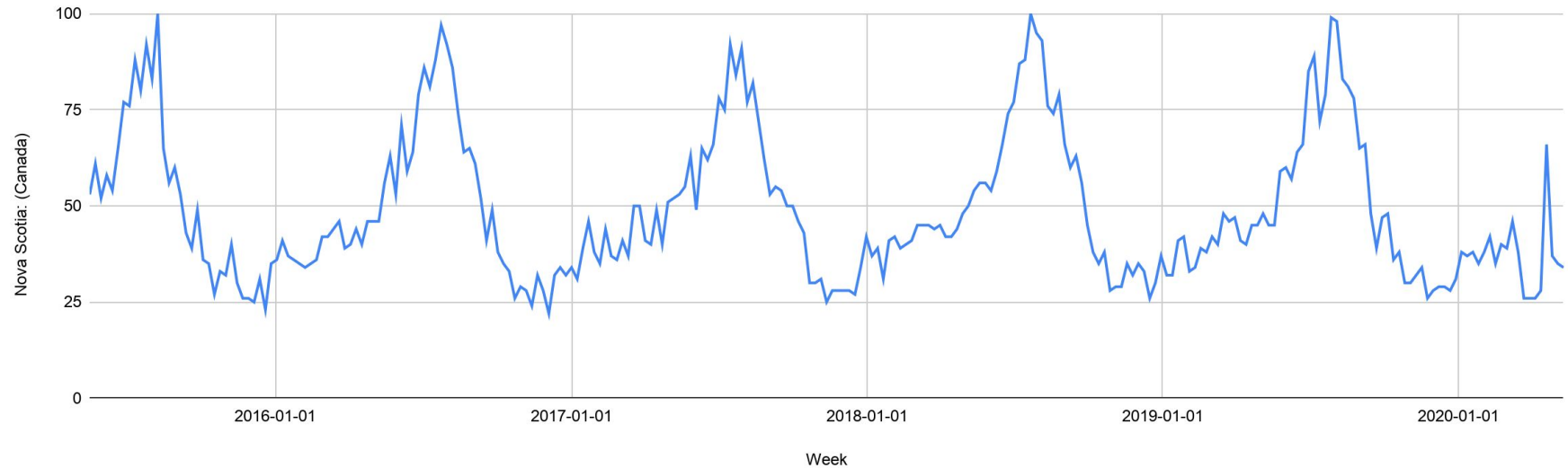
Nova Scotia Travel Searches: United States

Nova Scotia: (United States) vs. Week



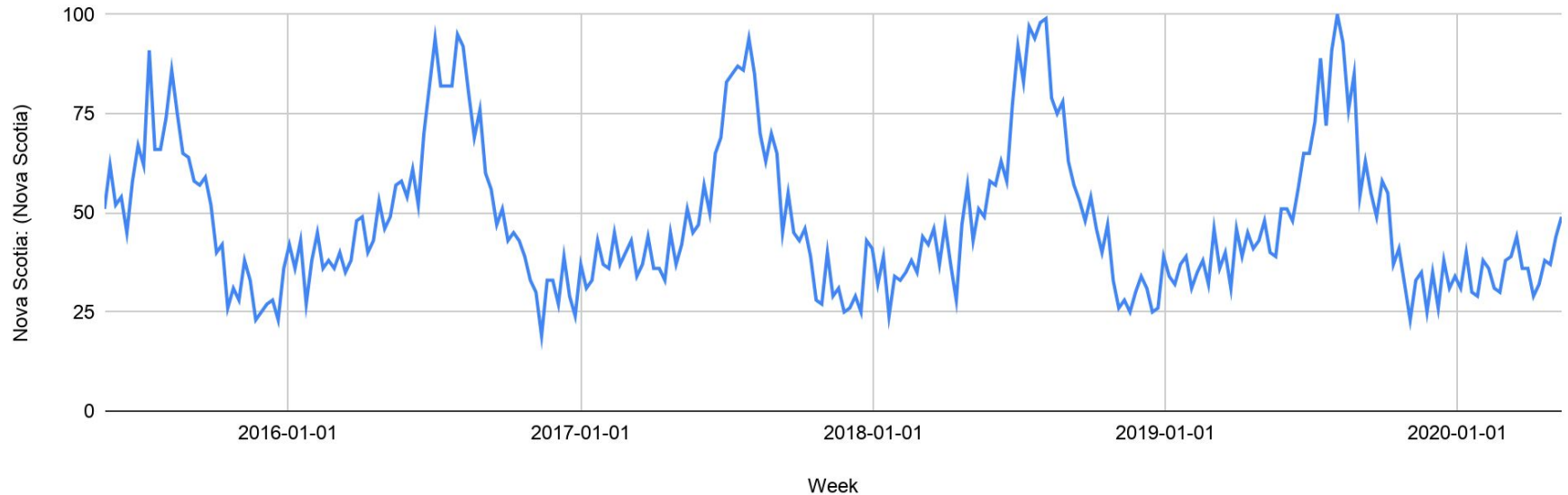
Nova Scotia Travel Searches: Canada

Nova Scotia: (Canada) vs. Week



Nova Scotia Travel Searches: Nova Scotia

Nova Scotia: (Nova Scotia) vs. Week



Topic Recap

1. Use the search results to keep clients informed
2. Determine what keywords drive traffic & optimize
3. Supporting your content calendar with historical trends

A meet-up of people interested in Search Engine Optimization. Attendees include:

- seasoned SEO professionals
- new-to-the-industry marketers
- business owners
- professionals with other specialties
- the always curious who want to learn

The next one is on May 25th via Zoom

Learn more at:

seobrunch.com



Linked in



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- **COVID-19 Resources**
tourismns.ca/coronavirus

TOURISM
NOVA SCOTIA



Thursday, May 14, 2020

Welcome to the *inTouch* newsletter!

New *inTouch* feature stories are now available on the Tourism Nova Scotia corporate website, along with the latest research, marketing activities, and industry tools and resources.



New Federal Government Support for Atlantic Canadian Businesses and Organizations Impacted by COVID-19

Businesses and organizations across Atlantic Canada unable to access existing federal relief measures can now apply for funding under new initiative.

[Read More](#)



New Virtual Business Support Hub

The provincial government and Nova Scotia Community College are partnering to offer online counseling to connect small businesses with financing, training, and resources.

[Read More](#)

Upcoming Webinar: Why Search Engine Optimization is More Important Than Ever

Join us on May 20 to learn how to make it easier for your customers to find you when they are searching online.

[Read More](#)

TOURISM
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