



3 SEO Tune-Ups for Your Website

Invest in an integrated
SEO strategy to **fuel** website
performance and results



If you drive a car, you know how much you rely on that vehicle to perform at its best every day. If you invest in regular maintenance, you get reliable performance. If you do additional tuning, you can even improve the vehicle's operation, get better gas mileage, and extend its life.

Your website is a lot like that car.

As the face of your organization, your website has the potential to help you reach thousands of your best prospects, so you need it to perform at its best. Regular maintenance is essential to ensure your site functions at its best and increase its visibility to search engines.

Search engine optimization—**SEO**—is the maintenance program that helps ensure reliable performance. It also provides the tune-ups that can **dramatically improve site visibility, traffic, and conversions over time.**



This paper provides a deep dive into SEO as a cost-effective foundation for your digital marketing programs and the tactics that drive results—like the **half-million-dollar savings** documented by our client, InfinityQS. On the next page, take a quick look at the results they got from their SEO program, then read on.

We think you'll find the information in these pages is worth your time.



Integrated SEO Delivered Real Results and Real Money for InfinityQS

Our client InfinityQS experienced the power of SEO's efficiency firsthand.

This company, a provider of quality intelligence software, began an integrated SEO program as part of the launch of its redesigned website in January 2017. Over the course of

the year, the company saw an overall **increase in unique organic sessions of 21.17%**. That's impressive, especially when you notice that the greatest growth began to happen after May. In the first 3-4 months, the SEO program was gaining momentum. Once that momentum was established, the company saw consistent results and

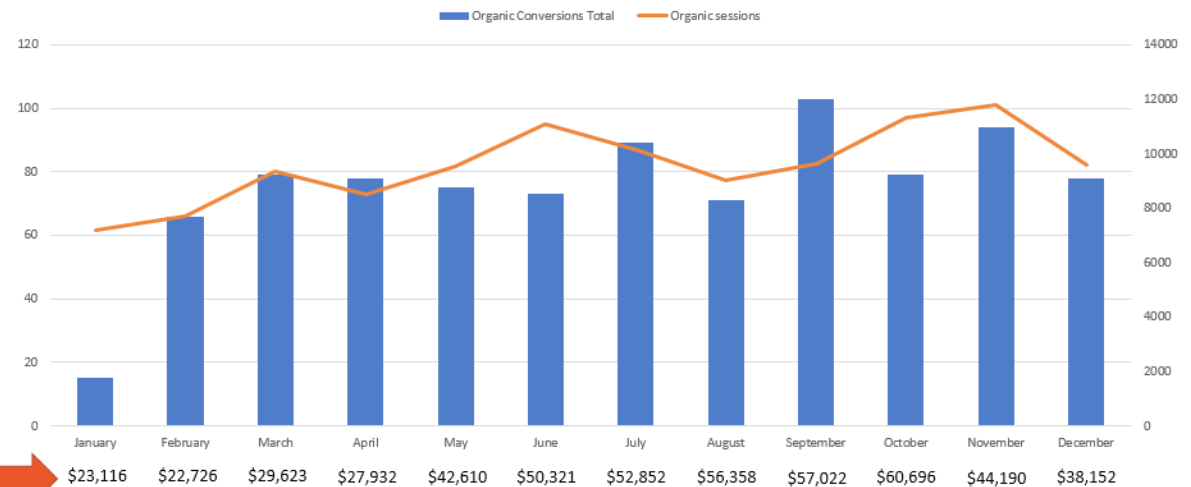
improvements month over month, even during months that historically had been slow.

The most significant organic traffic increase (37.41% between May and December) allowed the company to **increase its conversions 34%** while reducing the amount it was spending

on paid conversions by 56%. And that savings, recurring month after month, totaled **over half a million dollars** by the end of the year—dramatically outweighing the investment InfinityQS made in developing content and its SEO program.

The Value of Creating Content

Organic sessions and the corresponding conversions



Powerful SEO makes your paid program more targeted and less costly over time.

Money **NOT** spent to obtain listed conversions due to organic traffic

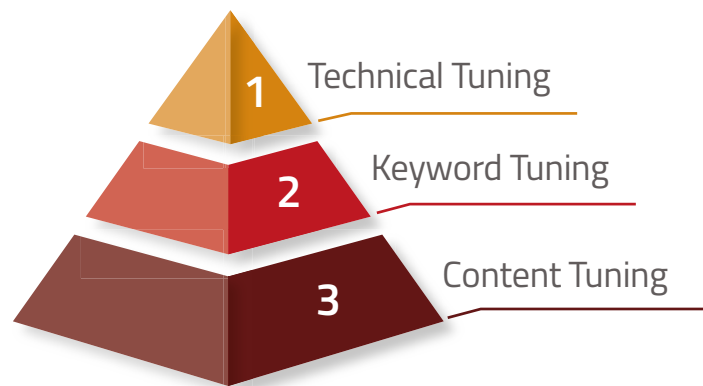
Total money saved in 2017 by generating organic traffic with content: \$505,604

Creates a recurring savings each year. With continued effort, organic traffic should grow at 20-40%/yr.

SEO: Accelerating Growth from Every Angle

Until recently, it was common for people to think of SEO as a simple shotgun approach—try adding keywords until you see growth. But today's approach isn't random; it's guided by data-driven strategy. The internet economy offers a level playing field, enabling an environment of constant change and fierce competition. To keep your business visible, credible, and profitable, you must continually invest in optimizing and improving your site.

A successful optimization strategy employs an **integrated mix of tactics** to improve site traffic, support your marketing and sales initiatives, and increase conversions on the site.



61% of marketers

say **improving SEO** and **growing organic presence** is their top inbound marketing priority. — *Hubspot*

1. Technical Tuning

Technical SEO is just what it sounds like: addressing behind-the-scenes technical issues that interfere with your site's searchability and functionality. Slow-loading pages, duplicate content, poorly tagged headlines and images, and broken links—all **bring down your search engine ranking**.

2. Keyword Tuning

Keywords bring organic searches to your site, but the traffic doesn't come automatically. You can have the most relevant website for a keyword, but **if your site isn't optimized properly, it won't get the traffic** for that keyword. Keyword optimization happens at several layers to improve your site's ranking in search engine results pages (SERPs).

3. Content Tuning

It isn't enough to just get traffic; you need to **engage your target customers**. Rich, relevant, optimized content is the broad foundation that supports all other aspects of your site performance. Effective content optimization goes deep to hone your brand's messages, build credibility, and drive customer engagement with your organization.

Read on to learn how SEO in these three key areas can provide a fuel-injected boost to your website performance.

Increase Organic Traffic, See Increased Value

An integrated SEO program is one of the most cost-effective methods for increasing organic site traffic and improving customer engagement, conversions, and ultimately, sales wins. **How does it work?**

Search Intent Matters

Organic website traffic is the lifeblood of your business.

The volume of organic traffic that comes to your site is important because organic visitors are people who found you because they intended to. By searching using keywords that are relevant to them and reflect their needs, they found your business. That is a huge advantage for your sales team. It means that the visitors you're

seeing come in through organic search are already a step closer to being qualified as potential customers.

That's where SEO comes in. By honing your connection to those keywords and matching the intent of your ideal customers, SEO helps ensure your site appears at or near the top of search engine results pages (SERPs). And being at the top of the list matters because, as research by Chitika revealed, 33% of organic traffic goes to the top listing in

Google search results. Simply put, when your SEO is working, you get the lion's share of organic traffic, bringing in more of the visitors you really want.

Fulfilling Expectations

A well-optimized site makes user experience better, too. The visitors who come to your site through organic search get the information, content, education, resources, products, and solutions that they wanted and expected.

51% of all website traffic comes from **organic search**. — *BrightEdge*

Fulfilling those expectations makes it likely that organic search visitors will spend more time engaging with your content—and will be more likely to connect with your sales team.

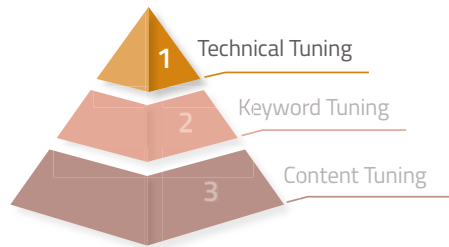
An integrated, ongoing SEO strategy that incorporates integrated tactics across technical, keyword, and content optimization will bring significant, active growth that's not possible with a static or standalone approach.



82% of marketers see SEO becoming more effective; of those, **42%** say effectiveness is increasing significantly. — *MarketDive*



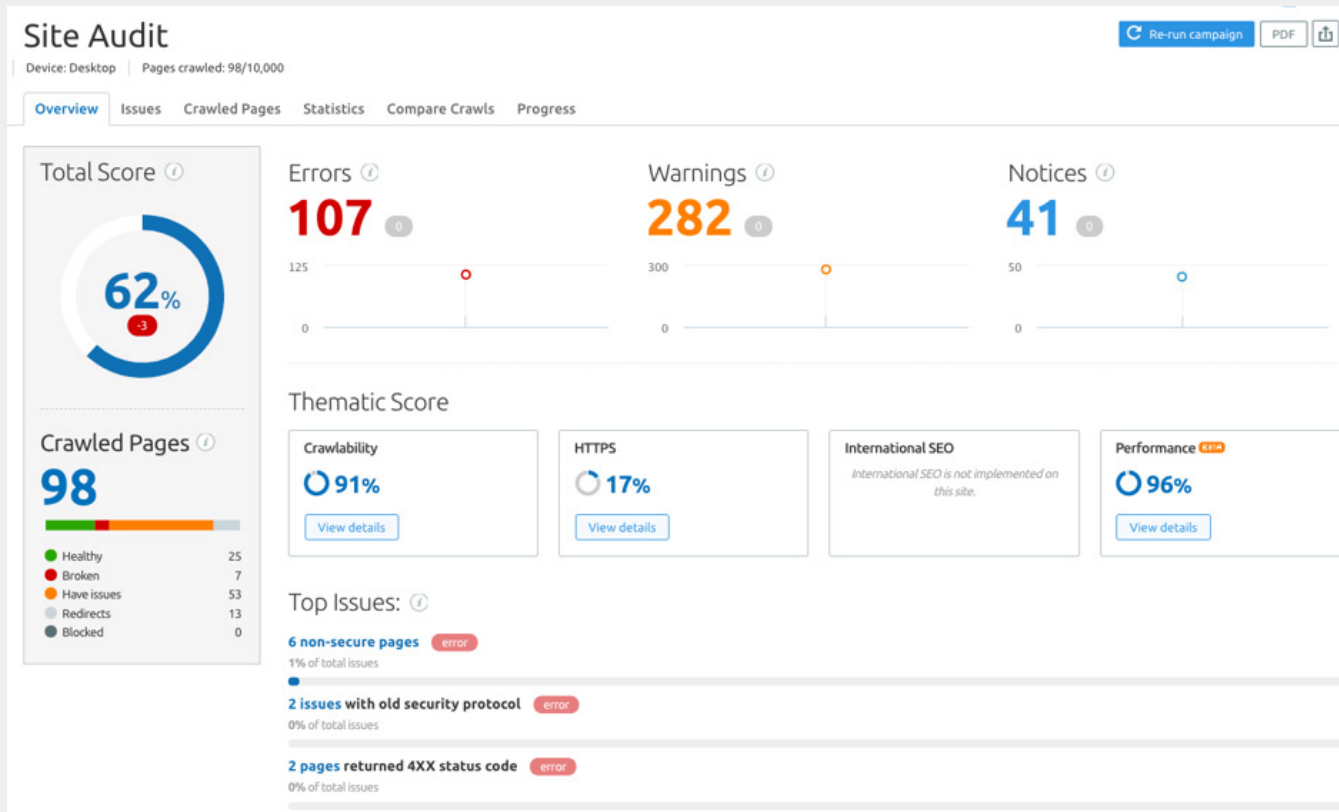
Technical SEO: Tune up Your Website Engine



One of the first steps in SEO is to optimize the technical aspects of your website. Are all your links working? Are your pages loading fast? Are your URLs search-friendly? Is the site mobile-responsive? Are the headlines and images tagged and unique?

Technical optimizations should happen early in your SEO program—and they should be part of your ongoing optimizations. Maintaining your website's technical health, speed, and user experience is essential for visibility in SERPs.

A full technical audit can reveal low-hanging fruit that can improve your search engine ranking quickly.



An SEO technical audit provides a snapshot of issues and opportunities to quickly increase site performance and ranking.

Common Technical Issues

- Duplicate content, meta descriptions, and title tags
- Missing or broken alt tags, external links, redirect chains, and loops
- Non-responsive or adaptive design
- Improperly tagged content, headings, and subheads
- Slow page speeds
- Non-optimized URLs
- Missing or incorrect site map and privacy policy
- Lack of structured data

Mobile Optimization Is More Critical Than Ever

In 2017, Google rolled out its mobile-first index, dictating that **search results list the mobile version of content first**—even for listings that are shown to desktop users. If your site isn't optimized for mobile users, your site ranking will suffer, regardless of the keywords you're using.

Mobile-first websites benefit from three key elements:

- **Responsive design**—Because responsive design allows your site to be viewed on any device, it's essential for being considered mobile-friendly. Without it, your ranking is immediately lower.
- **Speed**—Google research shows that the chance of a bounce increases 32% when page-load time increases from 1 second to 3 seconds. If your site takes 10 seconds to load, the chance of a bounce increases to 123%.
- **AMPs**—Accelerated Mobile Pages are streamlined to load quickly and smoothly on mobile devices. When AMPs are available, they are featured on mobile search in rich results and carousels.



Structured Data Is a Must

Make sure you are using the correct structured data (aka schema markup) on all your high-ranking pages, products, images, ratings, and other assets.

Structured data is code embedded on your pages that provides information about the pages and classifies their content. Structured data:

- Helps search engines crawl, organize, and display content
- Enables special Google search result features, such as graphical search results and other listing enhancements including Knowledge Graphs, AMP, Google News, Contextual Understanding, Rich Snippets, Q&A, and more

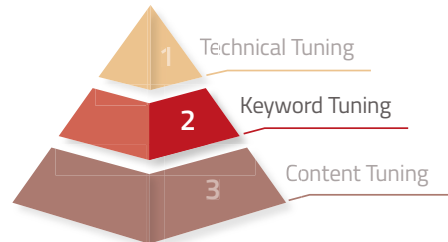
- Makes search engine results more prominent, increasing viewer trust and click-through rates

Combined with keyword strategy, structured data helps show relevant content to your users, enhances their experience, and can lead to increases in time on site and brand credibility.

```
<script type="application/ld+json">
{
  "@context": "http://schema.org",
  "@type": "Organization",
  "url": "http://www.example.com",
  "name": "Unlimited Ball Bearings Corp.",
  "contactPoint": {
    "@type": "ContactPoint",
    "telephone": "+1-401-555-1212",
    "contactType": "Customer service"
  }
}
</script>
```

Google's developer guides provide examples for correctly applying structured data.

Keyword SEO: Tune up Search Targeting



A solid keyword strategy has two components that work together:

1. Ensure your website ranks for the highest converting keywords in the #1 position.
2. Maintain that ranking so that your competition cannot easily overtake you.

To support that strategy, start by identifying three types of keywords:

Focus Keywords

These are your top keywords, the ones that drive high-converting traffic to your website.

- **Keywords that are currently creating momentum**—Determine which are highest converting.
- **Competitors' top keywords**—Track and optimize against them frequently to win the ranking.
- **New niche keywords**—Gain an advantage by using both long- and short-tail keywords that neither you nor your competitors have discovered.

Secondary Keywords

A strong association between your secondary and focus keywords helps Google see your website as having extreme authority in your niche and reward your site for having a good user experience. Secondary keywords—

- Are often **highly competitive**, garnering the highest cost per click (CPC) in paid advertising
- Command a **high volume of monthly searches**
- **Help your focus keywords improve positioning** through proximity

Tertiary Keywords

Tertiary keywords are specifically related to your brand and are brought to the attention of Google through association with other strong focus and secondary keywords. For example, do you think “facial tissue” or “Kleenex?”

- **Use brand terms frequently** and in direct association with focus and secondary keywords.
- Over time, **brand keywords can become as effective** as broad industry keywords.



On-Page Keyword Optimizations Create Brand Lift

On-page SEO refers to optimizing both the visible content and HTML source code of a page. In contrast, *off-page* SEO refers to links and other external signals.

Optimizing individual web pages can help your website rank higher and earn more relevant traffic through search engines. It is one of the most effective ways to increase organic traffic, SERP rankings, and customer conversions.

Implement on-page optimizations through:

- Proper page structure
- Metadata
- Integration of keywords in headers, body copy, links, and images

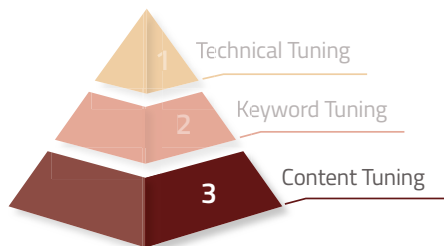


On-page optimizations also include keyword-mapping, which guides where and how often relevant keywords appear in your site.

On-page SEO optimization is a high priority every month because it helps create traction quickly.



Content SEO: Tune up Customer Connections



The foundation of all SEO—and the primary driver of all your results—is **content**.

Content is the way your site users connect with you and educate themselves about your products and services. It's what brings people to your site and it's what draws them into the sales funnel.

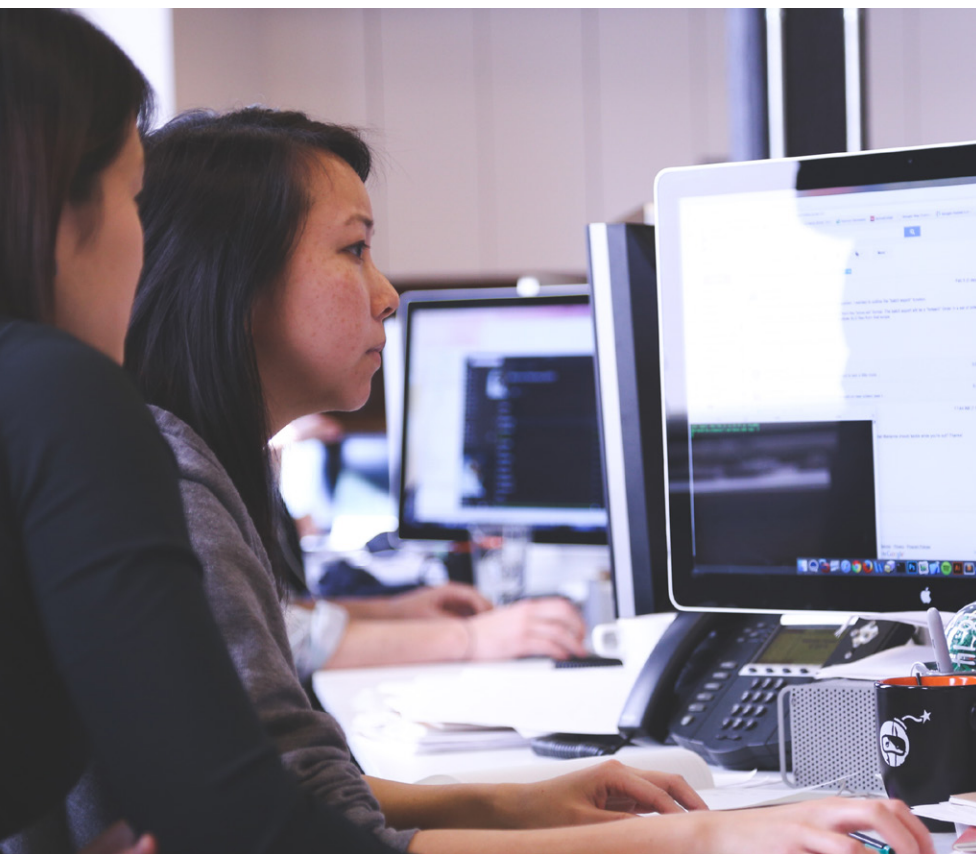
That means that your content must be highly relevant and useful to your site visitors to keep them engaged.

SEO can bring your site to the top of the SERPs, providing an immediate boost to your credibility. But being at the top of the list is only part of the puzzle. You need more. You must get inside the heads of your prospects. Speak their language. Feel their pain. Present them with a solution. Once you do, your credibility with your audience skyrockets.

To evaluate the relevance of your content, start by asking questions like these:

- Are you creating site **content based on SEO** research?
- Do you know what content would be most effective at **attracting organic users**?
- Do you have content that **supports the top-of-funnel** organic visitor?
- Do you have **competitive comparisons** available for prospects?
- Is your content **about your customers and their needs**—not about you and your products?
- Do you build trust by **showcasing solutions** to customers' pains?
- Do you **frequently publish** new content?
- Are you **optimizing content before publication** so that SEO is built in?

67%
of the **buying journey**
happens online.
— *SiriusDecisions*



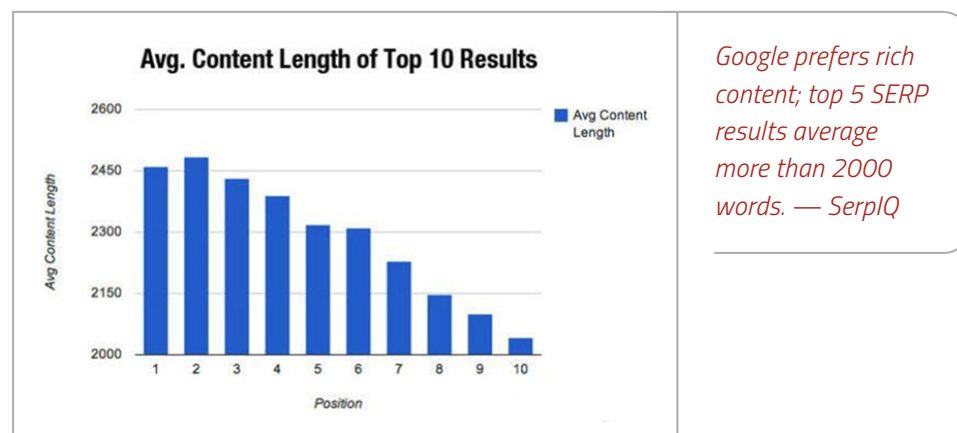
How much content do you need?

Rich, relevant content is the foundation for all your results. You are a thought leader in your niche, so create as much content as your team is able. Don't shy away from content forms that enable you to explain topics in a deeper way, such as:

- Pain-point and benefit-focused content
- Tailored content for evaluators and decision makers
- Case studies
- Product demos and testimonial videos
- Webinars
- Blogs
- Industry stories
- Special features
- Competitive comparisons
- Needs-based pages

Long or not, make the most of your content.

Google takes into consideration both the **length** and **relevance** of your content. Longer content forms give you a chance to develop topics and make them more relevant.



Optimizing As You Write

Even though longer content is useful to your readers, Google doesn't decide your ranking solely based on word count. When creating new or optimizing old content, carefully consider how the asset relates to keyword strategy and user experience and consider multiple SEO-related aspects.

- URL
- Blog / article / page headline
- Meta title
- Meta description
- H1 headers
- H2 headers
- H3 headers
- Internal and external links
- Image alt tags
- Image file names
- Image captions
- Video
- Word count
- CTAs

Images and Video Are Powerful Content

Images are becoming more relevant and powerful for SEO.

Make sure all your images:

- Have the proper SEO tags in the filename, the alt attribute, the image caption, and the image URL
- Are optimized for speed and speak to your audience to drive conversions
- Are sized to work well for Google Image Search as well as for your website theme

1/3 of all searches performed in Google **are for images** and 12.5% of SERPs show Image Pack results. — Moz



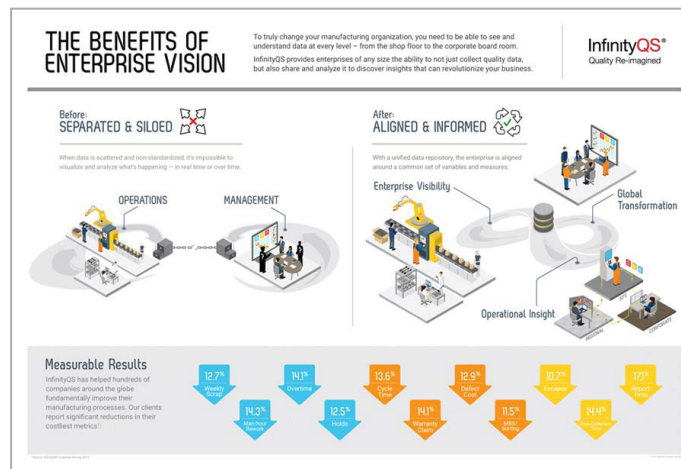
Enterprise Visibility

Unify quality data for visibility into every product and process.

Discover excellence

Want to see how shared visibility from the shop floor to the boardroom can activate improvements across your entire organization? Follow the Excellence Loop and discover where Re-Imagining Quality can lead.

Get end-to-end, real-time visibility into quality throughout your entire enterprise by aggregating production lines, laboratories, supply chain, finished products.



THE BENEFITS OF ENTERPRISE VISION

To truly change your manufacturing organization, you need to be able to see and understand data at every level – from the shop floor to the corporate board room. InfinityQS provides enterprises of any size the ability to not just collect quality data, but also share and analyze it to discover insights that can revolutionize your business.

Before: SEPARATED & SILOED

When data is scattered and non-standardized, it's impossible to visualize and analyze what's happening – in real time or over time.

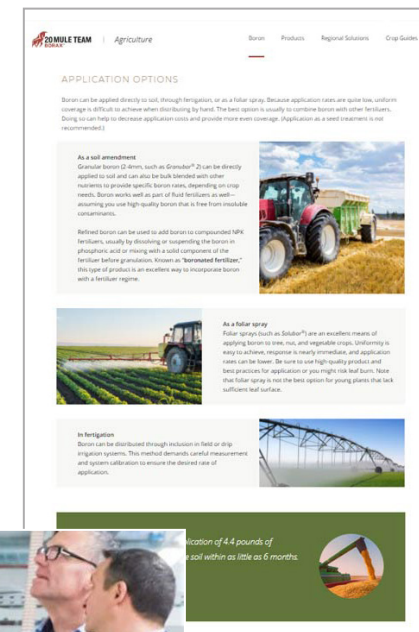
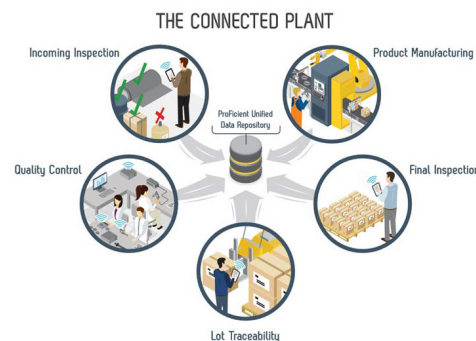
After: ALIGNED & INFORMED

With a unified data repository, the enterprise is aligned around a common set of variables and measures.

Measurable Results

InfinityQS has helped hundreds of companies around the globe fundamentally improve their manufacturing processes. Our clients report significant reductions in their costliest metrics:

- 12.7% Defect Rate
- 14.3% Scrap Rate
- 12.5% Cycle Time
- 13.6% Cycle Time
- 12.9% Defect Rate
- 11.5% Scrap Rate
- 10.7% Cycle Time
- 11.8% Defect Rate
- 12.1% Scrap Rate



20MILE TEAM | Agriculture

APPLICATION OPTIONS

Boron can be applied directly to soil, through fertigation, or as a foliar spray. Because application rates are quite low, uniform coverage is difficult to achieve when discoloring by hand. The best option is usually to combine boron with other fertilizers. Doing so can help to decrease application costs and provide more even coverage. Application as a seed treatment is not recommended.

As a soil amendment

Granular boron (B items, such as GranuBor® 21) can be directly applied to soil and can also be back-banded with other nutrients to provide specific boron rates, depending on crop needs. Boron works well as part of fluid fertilizers as well – ensuring you use high-quality boron that is free from insoluble contaminants.

Refined boron can be used to add boron to compounded NPK fertilizers, usually by dissolving or suspending the boron in phosphoric acid or mixing with a solid component of the fertilizer before granulation. Known as "boronated fertilizer," this type of product is an excellent way to incorporate boron with a fertilizer regime.

As a foliar spray

Foliar sprays (such as SoluBor®) are an excellent means of applying boron to trees, nuts, and vegetable crops. Uniformity is key to achieve maximum response in nearly immediate, and application rates can be lower. Be sure to use high-quality product and best practices for application or you might risk leaf burn. Note that foliar spray is not the best option for growing plants that lack sufficient leaf surface.

In fertigation

Boron can be distributed through inclusion in field or drip irrigation systems. This method demands careful measurement and system calibration to ensure the desired rate of application.

Application of 4.4 pounds of boron per acre can result in a soil with as little as 6 months.

A Healthy Mix = Fuel Efficiency

An integrated SEO strategy that includes tactics across all three core optimization areas adds immediate and ongoing value. That value extends across your marketing programs because **SEO and paid marketing programs are mutually supportive.**

For example, at the outset of an SEO program, paid programs may be carrying the weight of traffic generation as SEO begins to fix critical issues.

Then, as content development and keyword optimizations improve, a balance between the programs is struck. Over time, as SEO is honed, paid programs can target more specific customer niches to bring in more highly qualified leads—and the overall cost of customer acquisition goes down.

Harness the Real Power of SEO

Your website is a complex mechanism for supporting your prospects and customers on their journeys, and it needs regular maintenance. If you're still thinking of SEO as an add-on or an expense you can put off for another 3000 miles, it's time to reconsider your approach.

For optimal performance, you have to do more than make occasional adjustments to individual parts. All aspects—technical, keywords, and content—must be properly tuned so they work together. When you invest in an ongoing, integrated SEO program, you can keep your organization's sales running in the fast lane.



What kind of results could you see?

Let's find out. Contact Refactored

for a **free SEO technical audit and goal assessment.**





About us

Refactored is a full-service B2B digital agency helping brands navigate the complexities of modern marketing by aligning people, process, and technology. Our goals are to showcase your brand's unique value and generate results that matter to your business. We help you find your voice, tell your story, and outperform your competition. Through engaging online and offline experiences that align with your customers' needs, we help you educate stakeholders and motivate them to positive action. Refactored serves national and international corporate clients from its home offices in Colorado. Let us show you how to demonstrate your compelling purpose—and strengthen your brand from the inside out. Connect with us at www.refactoredmedia.com.

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