Week 2 SEO and Being Found

Welcome to week 2 of WordPress Demystified. Myself, Karen Leslie, your WordPress Fairy Godmother. And week 2 is about SEO, being found online. And yes, if you see me looking down a bit, my notes are there. Now if you're thinking, beep, it's week 2, I haven't done week 1, it's okay.

Each week is a standalone week. We'll be different— doing different topics on each week. If you're registered, you get access to all the resources on the resources page, so including all these videos, checklists, bonus videos as I think about, oh, I should have said that, and add in a bonus one. So you're not running out of time, you're not too late, there is no added pressure here.

Deep breath, let it out, it's all okay. So week 2, SEO, which means search engine optimisation and being found online. Now the first thing I want to talk about is build it and they will come. Yeah, it's the most hated sentence. Okay, there are other few sentences I hate as well, But in relationship to websites, build it and they will come?

Nah, sorry, doesn't exist. If you're thinking that you just build a website, or rather have somebody build it for you, and you put it out there in the world and all these people just come flurrying into you and saying, yeah, we want your services, yeah, we'll pay you— Doesn't happen.

Sorry if that's burst your bubble, it doesn't happen.

Ideally, when your website is being designed, you're thinking about the strategy, and in that comes the strategy of— with marketing as well, because you've got marketing and your website and they really need to blend together. If you're not sure whether they do, book a free 15-minute call with me and we can discuss Discuss it. But it really is important that you're marketing in a way that works for your website, and your website is structured in a way that helps your marketing.

I should have started this as myths, shouldn't I? Myth number 2, getting to the top of Google. I think I've still been getting those spam emails that say, we can get you to

the— Dear Karen. In fact, it's probably not even that. It's probably Dear Karen Leslie WPFG, because they can't be bothered to work out my name, we can get you to the top of Google and you only have to pay us squillions every month.

Nah. Unfortunately, getting to the top of Google now actually doesn't help you. Since I think it's 2024, we've had those little AI summaries At the top of the Google search.

I actually did some research on this because I've heard varying numbers of how much website traffic has dropped since 2024. Depending on industries, some industries have dropped traffic by 90%. The minimum drop is 10%, and average seems to be around 50-58% of traffic.

I'm gonna say that again. This is a drop in traffic since the AI summaries have been added to the top of Google Search. So even if you are at the top of Google Search, the AI summary will be above it. And people are often thinking, well, hang on, that AI summary answers everything I need. I don't need to visit their website anymore.

So this is what's actually happening.

And so if you're trying to get to the top of Google, it is really going to be hard to, even once you're at the top, to get through that AI summary. Now I know what happens next. The next thing is, well, I want to be in the AI summary.

Yeah, so does everybody else in universe. And that is another issue in itself, is being found in AI. Now, the good thing about the way AI reads through your website is a lot of it is what you've been doing already. Okay, it's being human, it's having structured headings. I don't know if you've noticed, but I know myself when I'm reading a website or even a book, Yeah, an actual book.

I skip bits. My brain fills in bits. So even when I'm reading a web page and I know, you know, you've— it's like blood, sweat, and tears trying to get all the words right on this incredible web page that you've put together. You know, your designer's designed it, you've put the content together, you're feeling so excited, it's so wonderful, this is gonna, you Yeah, everybody's going to read it and sign up. Actually, what happens is

we go to the landing page, sales page, and we read the bits we want to read, and often we're time poor, we skip to the headings.

That's the reality. That doesn't mean that some people aren't going to read every single word, and you can bet it that somebody is going to find that typo that you accidentally put in there just after you hit enter, and somebody else will come along, will read every word, and find that one typo.

So do the things you've already been doing.

Find out what your ideal client is searching for online. What problems do they have? What questions are they asking? Now, one place to find this, and And it can be hit and miss, so I was even umming and ahhing whether to mention it, but there's a place called Answer the Public. It's a website.

If you, you get one free search a day, and I think if you do a free login you get 3 free searches a day. That was the last time I checked it. Now you can put in a topic and it will give you a whole list of what people are searching for. There's the how questions, the why questions, the what questions. They're all in this little wheel.

The issue with the answers to answer the public is that it is the public. It's not necessarily your ideal client. In fact, it's probably not your ideal client.

So while it can be useful and it can even give you some content ideas, you have to be aware that this is answer the public, not answer your particular ideal client.

So bear that in mind if you do decide to have a look at it or play with it. Like I said, it, it can be useful for coming up with some ideas. But it's not your ideal client. You still have to know them.

So one of the things, thinking of ideal clients, hopefully you've already got some. Ask them how they found you. Some it's not even through your website, and I know this is SEO and being found. But sometimes being found doesn't mean your website at all. It can be your socials, it can be a referral, it can be networking.

It can be networking and pushing people to your website. Yeah, if you attend networking, whether it's online or in person, do you have a networking page on your website that says something like, hi, pleased to meet you, I'm Karen, We've recently met at a networking. If you would like to— oh, here's my ideal client. If you have a similar client base, let's collaborate. Here's a meeting you can book.

You know, that kind of thing I found being pretty useful. It helps people connect with me. They, they may not— it's like they may have taken a QR code and a snapshot from me, or they may have a business card from me, but I don't know if it's like, especially with online networking, we just have this list of names, list of websites, and unless you've been really good and written people's names down, you may not remember what you thought was so great about them or how you could collaborate with them. So whether in person or online, it's good to take some sort of notes Or like I said, have a webpage that actually says, hi, we met at a recent networking meeting, and introduce yourself and who your ideal client is if you're looking for collaborators. If you're looking for clients, you can have a different section on the same webpage.

Now the reason I got into that— sorry, I got sidetracked a bit there— was because ask your existing clients. How did they find you? Was it your socials? Was it a search engine? Find out how they find— found you, and if they— that brought your ideal client, is how can you do more of whatever that was?

Whether it's socials, whether it's in a Facebook group. Yeah, I happen to know my recent clients came from being a conference sponsor, Facebook group that I've been in for so many years I've lost count, and a referral.

It is very rare that I get something through a search engine. Now that is also the way I run my business. My business is a very hands-on, touchy-feely if you like, which is, I know, weird for a tech person, right? But I do form relationships with my clients. I have had clients who next year they will be working with me for 10 years, and I actually designed their website 10 years ago.

They're still with me on web care plans, and we have regular meetings about what is the business doing, what should the strategy be on the website, should anything be changed on the website.

So I like that kind of, you You know, that kind of relationship. That's my business. If your business is, you have a business that you don't care who signs up, whether that's because it's a product business or a very hands-off service business, then maybe you don't care so much how people came to you as long as they come to you. Yeah. You know, you may be spending money on ads, whether that's Facebook, Google, or some other search engine.

Now, none of this is right or wrong, by the way. This is having marketing that suits your business and knowing where your clients came from, because if you want more of those clients, keep doing that. If you want less of those clients, then stop doing that. Yeah, if you're getting— an example, I had an old business coach. This is from maybe 10 years ago now, and he was sending me referrals.

My business has changed quite a lot since then, and I had to— I reached out to him and said, you know what, I'm really grateful that you're sending me these referrals, really grateful. My business has changed a bit since then, These are now my ideal clients.

So yeah, it wasn't that he was wrong and I was happy for the referrals, but we want to make sure that if somebody is referring you clients, they are the clients that you want.

Thinking about clients that you want and being found— this is what it's about, being found. If you have a web one-page website, I would ask you to reconsider unless you have one product or one service, so it's like a sales page or a landing page.

That is not going to work for you.

Thinking about search engine optimisation, technically we look for things like keywords. How are you going to be found? And these, by the way, when I say a keyword, it may not just be one word. It may be what they call long-tail keywords. That's several words together, just to clear that up.

But when you've got keywords, if you've got multiple services, say if I had a one-page website with my WTF WordPress tweaks and fixes, not what you were thinking.

Web maintenance and say web makeover in a day. If I had all of those 3 on a one-page website and I'm trying to optimise that for search engines, there are 3 very different services and yet I'm trying to convince a search engine to come to me no matter which of those it chooses. It's actually very confusing. It's one of the reasons that I actually say it's good to have an, an all services page on your website, and you want an individual services for each of those services. So if you've got 3 services, you have a services page with all 3 services on there, and then you have individual ones, pages for each of those services as well.

Why? It's strategic. It's much easier for one service page to put keywords on there that relate to that one service. If you're driving traffic from socials or Facebook groups and you're advertising one particular service, it's much easier to link to assuming Facebook is allowing you to link to that one service. If you're doing, say you're, you've got a service which is meditation for busy business owners to chill and relax, because most of us need that.

If they then follow that meditation through to something with 6 different services on it and it's got yoga and meditation and EFTs, ETFs, I always get that the wrong way around, etc. All these services, it may be, hang on, I was talking about relaxing, but it isn't. Does yoga relax? Hang on, does this one relax? And all of a sudden there's confusion over what did I follow this through for?

So one service, one post, wherever it is, links through to the service page for that post. It's strategic, it's following through for the customer, it's making sure that they are not confused at any step. So this is why if you have multiple services, by all means have a, have a page with all services on it, because if somebody lands on your home page and they want to see all the different services you do, that's fine. However, if you're doing the marketing and you were driving people to a particular offer, a particular service, you want it to go to that one service.

Now, the thing that AI SEO always loves is third-party referrals on websites.

So if you're part of an association, for whatever your modality, your service is, if you're part of an association and they link back to you, to your website, that gives you a boost. It gives your website a boost. Anything like that, as long as it's a really good website,

you're borrowing their credibility and it boosts yours. If you're linked from crappywebsitelinks.com, that's not going to help you. That will make things worse, because there was a time many years ago that the idea was you could link out everywhere.

Every directory in the entire universe should link back to your website. It wasn't good then. It's still not good now. So you want to make sure that any referral links coming to you are from really good quality websites. Government websites are actually really good.

If there's a, you know, a government website that's recommending your services and links back to you, because government websites, no matter how we feel about governments, not getting into politics, the government websites actually have very high credibility as far as search engines are concerned.

So that is SEO and being found online. Now I know we've covered quite a lot there. I'll be doing some shorter videos during the week to cover some of these topics.

But the main thing to take away from this is search engine optimisation and being found in Google or any other search engines is not the be-all and end-all.

It really isn't. There are some really good businesses, and I mean good as in they're earning financially as well as offering a good service, that are not necessarily found in search engines. One of the videos I will be doing during the week, I, I did it on my phone earlier this morning, was trying to find myself in AI. And thinking, well, it was in Google, but obviously the AI summary comes up. And I was trying to work out what somebody would think, because I had one woman come up to me at a networking event and say, I remembered your WordPress and you have purple hair.

Can't remember, couldn't remember your name though, but I know your WordPress, WordPress and the hair. So I searched for that in AI and it gave, actually gave 2 hits and neither of them were me. I had to narrow it down until it found me. So think about what people would search for, for you. If it's your name, is it a common name that you have?

Karen Leslie. It is quite a common name. It's the one I was born with, but it's still quite common. Even when I went to college and I was doing a computing course, British Computer Society course, there was somebody else called Karen Leslie in the same class as me. And I remember, as an aside, when the tutor came out to give out the papers with the marks at the end and saying who'd passed— this was a long time ago, it wasn't online then— and he said, which Karen Leslie are you?

And I went, I'm the one with the highest marks! He didn't find that funny. My mouth can get me into trouble sometimes. But if you have a common name and you search for it, I think I've got actors, artists all ranking above me if you're just going by my name. If you go by WordPress Fairy Godmother or WP Fairy Godmother, I'm actually towards the top.

I think I'm at the top after the AI summary, of course.

So it's worth— and if you're searching for yourself in a search engine, use an incognito window. So if you're in Chrome, I think it's the 3 dots at the top, um, and it will come up incognito window. If you're in another browser, just check. It will normally have an incognito window or browser somewhere. Why incognito is because it's not tracking what else you've been looking at.

So it won't know that I'm Karen Leslie searching for Karen Leslie. It won't know that I've been on my website multiple times just this weekend. It doesn't know any of that. So it's a blank slate and you enter your details in there and see what comes up. Also, if you've got an unusual name like WordPress Fairy Godmother, put that in as well, how other people know you.

Also with mine, like I said, I put WordPress and purple hair. That's how people can recog— remember me and also recognise me. So think about how others would find you, put that into an incognito window and see what happens.

This has all been about SEO, being found online. This is week 2.

This video will be posted on Monday, and on Tuesday, Wednesday, and Thursday there will be smaller, shorter videos covering other topics, or maybe going into other topics.

Sorry, a bird has just landed near my foot and that's why I lost focus just then. So they'll be covering possibly a bit more in depth. I may even do the incognito, like I said, I'll show you how I did that, but I'll be at my laptop to do that and show you how I went through from that, maybe show you Answer the Public as well. On Friday, 10 o'clock South Australian time, will be the live Q&A.

Now hopefully, Facebook allowing, I'll try and post these videos into Facebook every day, and then you can comment below, ask questions, make comments below. If Facebook doesn't allow me to do that, DM me, email me, reply to some of the emails I'm putting out. If you're not registered, please register.

I will put the link in to register with the video. If you register, you get access to all the videos from all the weeks, the checklists, bonus videos. You can sign up to my Facebook page in the events So that will remind you about the live Facebook on Friday, and you can bring any questions about WordPress. Yes, it could be about SEO and being found online. It can be about strategy and alignment, which was last week, or it can be any questions that you have.

This is about getting you out there, getting your website performing better for you. Because you're needed out there. The world is ready for change. It's happening. We want to be part of it.

So we want you out there. We want your business out there and working for you. We want your website out there and working for you. That's what this has been about. There isn't any pressure to do any of the other weeks.

You may say, hey, I've got my SEO sorted. Come back to this later. Do the others first. That's fine. You can do these in any order.

It was just the order I came up with that made sense to me.

This was SEO and being found online. I'm Karen Leslie. I'm your WordPress Fairy Godmother. There are 3 15-minute links. Hopefully you now know that I'm not that scary and that You'd feel that you'd be safe asking me questions, either in through Zoom or just drop me an email, make a comment.

I'm really not that scary unless I'm hungry, maybe I'm scary then, but I'm really not that scary. We work, I work in partnership with you. When you're my client, I'm really on your side and you have no idea what that can mean, but— I do. I really am on your side when you're one of my clients. Until the next video, take care of yourself and keep shining.

We need your light. Bye.