WordPress Demystified Week 2 Live Q&A

SEO and Being Found

Hi everyone. I'm Karen Leslie. I'm your WordPress Fairy Godmother. And this is week 2 of WordPress Demystified, which is all about SEO and being found. Now, if you're here live, please say hi in the comments. I'm actually gonna open it on my phone as well, because last week when we had some people live, I wasn't actually seeing their comments.

So this time I'm hoping that, um, I can glance down on my phone, see me, and hopefully see the comments. We're gonna give it a go.

SEO, search engine optimisation.

The reason I called it SEO and being found, by the way, in case you haven't seen the other videos that went with this week, and by the way, it's perfectly fine if you haven't.

It’s just that there are different ways of being found. It's not all about search engine optimisation. I don't know about you, and you can put hashtag nodding in the comments if this applies to you when you're watching the recording, is I'm still getting emails, spam emails I might add, about getting to the top of Google. You can add a hashtag nodding if you're getting those as well. Please don't respond to them.

They are doing a numbers game. They are obviously not looking at your website because the ones I get that tell me about my website, it's like, yeah, nah, it's really nothing to do with my website. They're just, you know, big scam, put out a load of emails. Some of them may sound convincing, but anybody that is still promising to get you to the top of Google in X number of days without knowing anything about your business or the search terms that people would find you is just a con artist. It's a scammer.

And you know, they throw enough out there and it only takes a few and they probably make some money back by scamming those few people who respond.

So search engine optimisation and being found. Now you can be found through your lead magnets. You can be found by your, through your social media. That's why this is SEO and being found. So one of the questions that, well, it wasn't kind of a question, I guess it was a comment.

It was more of, I don't even know where to begin on which page is ranking. So ranking is what I was talking about, you know, where your webpage, and I'm saying page on purpose here, appears when you search for it in Google. So although we tend to think of the entire website appearing in Google, in actual fact, the individual pages appear in Google. And you may find that if you did a search, that your homepage might rank higher than your services page or a particular service page, if that's how you have your website set up. And good for you if you do.

So yeah, so really you can just type into Google, put site colon and then your website name and see what turns up. I've actually put a tip in one of the Facebook groups about using startpage.com and, and checking in there because That isn't relying on what it hopes you want. It's not relying on your cookies or your cache or anything like that. It's— if you certainly have that in like an incognito window, you're starting with a really blank page and you're typing in your search terms. So it could be your website, it could be your name.

And as part of WordPress Demystified, I actually did this. On my name and on WordPress Fairy Godmother or WP Fairy Godmother. And it was really interesting what I found because, oh, or maybe it's actually expected, I guess, because all my social media appeared first, especially LinkedIn actually, which did surprise me.

And that is usually because And this is where, and I think sometimes we use ranking in different terms. So social media, your Facebook, your LinkedIn, your Insta, they have got a better authority than most websites. Therefore, they appear higher up. They have a higher ranking. They have a higher authority.

So I guess it surprised me that LinkedIn appeared higher than most of the others because I didn't think I was on LinkedIn that much.

So checking, checking your search terms, checking your name, your website is a really good idea because it just lets you know. For example, I think for WP Fairy Godmother, my website was maybe 5th. Now again, the other sites had higher authority, but it also makes me wonder how much have I got that search term WP Fairy Godmother actually on my website.

So searching for your search terms, your SEO, looking at the results can give you a clue as to where, where I'm focused at the moment. And is that working? Should I be focused elsewhere?

So that is the good thing about, you know, looking at search engines and the results that you're getting.

Another question I got is, is AI changing the way search engine optimisation works?

And I think AI is still relatively new. I think the summaries in Google appeared, I think it was 2 years ago.

And that is certainly affecting web visitors to people's websites. Because what tends to happen is they do a Google search, they get the AI summary at the top. And that may tell them all they want to know. So they may think, well, actually, I don't need to go and visit Karen's website anymore, or whoever's website anymore. So certainly I did some research on this, and certainly there is a drop in website traffic to a lot of websites, and it can be sort of up to the 80-90% drop in traffic.

Because people are looking at the AI summary or clicking on that and getting the more detailed AI there and not visiting the websites.

I feel like I need to point out though, and AI points it out itself, that it's not always accurate. It actually says that at the bottom, you know, it's not always accurate. And we need to remember that— sorry, I'm just checking, I thought that was a comment that came up just then. It's, it's not always accurate.

Sorry. Um, and although it says that, I think it seems to state things with such confidence, you know, This is what it is, even when it's actually completely lying to you.

So we don't know. We know that that that has affected websites. Certainly, we know that AI likes things to be simple when it comes to SEO. So you don't want things too complex. It's called be human.

You know, have your headings, subheadings, etc. Make sure, like you would always do, that your images are renamed before you load them. The little techie things like that, that the alt text. Yeah. Frequently asked questions, FAQs, are very good because it's a simple question and answer format.

And both humans and AI like that. So that's a good thing to have on your website or in sections of your website.

I think with other things, we're going to have to wait and see what happens with AI and, and how it affects the rest of it, really, because AI tools are changing so much.

And, but the reason I called it the SEO and being found is because there are other ways of being found. There's a— good old business cards, you know. I know, I actually had these made for a face-to-face networking event. You know, there are other ways of your website to be found. And I think if you're sitting back and just thinking that you'll be found in Google, Yeah, I don't think it's— for most people, that's not gonna happen unless you're running Facebook ads.

Oh, sorry, Google Ads to drive traffic. The likelihood of you getting to the top in Google and then getting all this massive web, you know, loads and loads of web visitors coming to see you and saying, buy here. Yeah, I wanna buy here. Take my money.

It normally takes a lot more work than that, because otherwise everybody would be trying doing it. And it really depends on the services that you supply, the names of your services. You know, for example, I got fed up of calling myself a web designer because I was also. Maintaining WordPress websites, I was training WordPress websites, migrating to WordPress, migrating from one hosting to another. You know, there's all these different things that I do.

It's not just web design. And I also found that when you go into networking and you say, I'm a web designer, or I'm an accountant, I'm a business mentor, whatever it is that you do, it's kind of a, oh, okay.

So yeah, that's it. Whereas, oh, I'm the WordPress Fairy Godmother. One, it's unusual. Some people say Fairy Godmother, some people say WordPress. It's something to get the conversation going.

And, and that's what's really good about it. You want something that's memorable. I mean, okay, I've, I've got this as well. But you want something that's, that's memorable and something that can get a conversation going. You, you don't want something too long that it's, you know, it's an absolutely kills all conversation, but you want something to be remembered.

And I think that's important. So there are lots of different ways of being found. And one of the things I spoke about during the week is the fact that the marketing and the design of the website and the way you're being found should all work together.

I actually had one comment. It wasn't a question as such. It was somebody was saying, you know, Google Ads have helped people find them and they've got a shop on their website, but then people still can't place an order once they get there. Now that was a failure of the website.

You know, they, they, they were landing on her website. It wasn't clear. What her website was doing. It was, it's, it's very, when you've got a lot of products or a lot of services, you really have to guide people through. Yeah, I'm back to talking about customer journey, but you do have to guide people through.

If they're looking for one particular widget, Mm-hmm. I want a purple widget and I land on a page with every colour you can think of widget, it's like, whoa. One, it can be overwhelming. Two, it can make me think, oh, I don't know, maybe I don't want a purple widget. Do I want a yellow widget?

Do I want a pink widget? And then it's like, oh no, I'm not sure. I thought I wanted a purple widget. Now they've got confusion, and a lot of the time when we are confused,

it's easier to walk away and think, I'll come back to that later. I'll think about it and come back to it later.

I am one of those, I'll think about it and come back to it later, and if I am genuinely still thinking about it, then I will come back to it later. It's like, yeah, I think I really did like that shirt. I'm gonna go back and get it.

But that's normally when I'm in a shopping area, and so I'm there for a particular time and I'm more focused on that. When it comes to online, it's like, yeah, I'll come back to that. Well, unless I bookmark it or something else, the likelihood is I'm not actually going to come back to it. Because my mind is going to be distracted by something else, and that's it, you've lost me as a buyer.

So somebody else was saying, yeah, they don't know where to start with SEO.

Your designer hopefully would have helped you through this. If you're doing it on your own, you want to think about what you're going to be known for. How are people going to find you? Because this is what I think part of the issue when people DIY their websites is you don't know what you don't know, and that when you're dealing with a professional designer, they are going to ask you all sorts of questions.

There'll be questions about, you know, the branding, the look and feel, how you want people to feel when they land on your website. There's going to be questions about your services, the layout. There's going to be all sorts of, you know, different questions that the designer will pull out, tease out all this information from you. To create the website.

When you're DIYing a website, you often don't have the knowledge to do that yourself.

And after the website is created, we, we all have blind spots. So you may think your website is absolutely fantastic. By the way, I'm not saying it isn't, but sometimes we can think something is absolutely fantastic and we're missing some of the details, some of the nuances. And that's why I created— plug my own service here— Strategic Website Review, because for established websites, They've been changed over the years. They've been created, you know, it's been a DIY labour of love creating the website.

And yet you may have missed some strategic things on the website. And SEO and strategy, it all works together. Or strategy, you know, works with everything, but strategy and SEO as well. And how people are finding you. Because we want your website to be found.

We want your business to be successful.

And it doesn't matter whether it's found through a search engine or another way. Yeah. It could be your social media posts.

It could be your lead magnets, it could be a business card, it could be word of mouth, it could be referrals.

What we want is people getting to your website. We want them booking a call or a service or buying a product from you.

So it's the being found bit that's important.

I, I, I just get the feeling that if you're relying on search engines alone, with the way that search engines change so rapidly, the algorithms change, we don't know what it is.

We don't know what the next AI evolution will be. And, and the next thing people are asking me, although it's not AI, It's like, how can I be found in AI? And that's a really good question. And different people will say different things. I have a friend and she was, uh, she's in a very, very, very niche market, like very, very.

And somebody was querying in AI where they can find such and such and her name came up. So she has had a referral through AI.

Doesn't always happen though. Yeah, even when I was asking AI, so I've been running tests and asking AI about a woman with purple hair in WordPress that does WordPress. I think there were 3.

Oh no, there were 2 and I wasn't included in those 2 because that's not— people have said that to me. It doesn't mean that I have that on my website and it doesn't mean that people are necessarily searching for that.

It's all about strategy. It's all about being found.

Now, I actually don't have— that's the amount of questions that I've had come through, and I thank people for sending them through. Now, if you have any others, or any others about WordPress, And I haven't seen any comments. You can always add them later, put #replay, and I will come back and check. I will be notified and I'll come back and check.

If you want to sign up for WordPress Demystified, I'd love to have you along. Bring a friend or two.

So far we have done Strategy and alignment. We started off week 1 with that. Week 2 has been SEO and being found. Week 3 is security and peace of mind, and I'll be releasing the, the longer video of that on Monday.

Don't think that you've left behind. I'm— I have no plans to take down WordPress Demystified. You can join in now even though we're, what, halfway through the month? That's fine.

Join, get the checklists, get the transcriptions if you prefer those to watching videos, and come along and join us for the ride.

And if you're not sure if it's right for you, you can book a free 15-minute call with me and I'm happy to talk to you about WordPress Demystified, or just hear what you have to say about your website, where you might feel it's letting you down. This is all about demystifying WordPress. Yeah, it's not— although I have my wand, WordPress is not magic. It really isn't. And yes, they use different jargon and terminology, and yes, it can be confusing, and yes, there are all those— some people who want to hide all that to them so that you don't know what's going on.

You've probably guessed by now I'm not one of those. I want to give you information so that you can make informed choices.

That's what WordPress Demystified is about. It's Giving you some power back so that you know what to ask people, you know what to ask your designers, you know what to tell people, you know what to look for. And certainly security and peace of mind is going to be a big one next week because the amount of security updates I've seen being released from plugins, from WordPress itself, From AI bots attacking websites. You know, there's a lot going on. And yet it's really important to make sure that your website is up to date, um, with the latest PHP.

And it's really interesting talking about PHP because in my world that was such a big thing. And there were, you know, everywhere I saw it was talking about the PHP thing the other week. And yet I spoke to some others, it's like, no, I didn't come across that at all. So it really depends.

While, while I'm not saying you have to know everything about WordPress, because you don't, you do have to be aware of some things unless you're hiring somebody like me to look after it for you, because you don't want your website to be hacked. And there is no such thing as too small a website to be hacked. There really isn't. I've, I've had past clients come back to me and they're saying, I've been getting these weird— I'm on holiday, I've been getting these weird messages. And when I went to her website, it was now a casino.

There are just precautions you need to take. Keeping things up to date is more important than ever. It really is. I can't remember the last time I saw so many different security updates as in the last few months.

And I, and I'm not the only one in the industry that is seeing that. However, when you have the right safeguards in place, your stress levels come down, your worry comes down. And you get more peace of mind.

I want you to be happy, dare I say happy, with your WordPress website. I really do. I want you to enjoy having your WordPress website. I want you to love the content that

you're putting on there. I want you to be happy that it's secure, that you're not having to worry about the tech side of things.

Because you have people that will help you with that.

I'm gonna wrap up. I haven't seen any more comments come through, which probably means as soon as I stop, I'll see a whole load of comments. And if I do, I'll reply, don't worry.

Thank you for watching. This has been WordPress Demystified, SEO and being found. If you have any other questions that are not related to SEO and Big Pharma, still add them in the comments. I'm not going to be offended.

I will happily answer your questions.

Until next time, I want you to keep shining through your website, through your socials, through your networking. Just keep shining because we need you. And big changes are happening at the moment, and we need the changes that you create, the differences that you make too. Until next time, take care and keep shining.