

**Identity<sup>®</sup>  
Studio**

# **Really Simple SEO**

Maxine Howe

# Google Search – Mission

---

 Search

Overview

[Our approach](#)

[How Search works](#)

[Features](#)

[Our history](#)

---

Our mission is to organise the world's  
information and make it universally  
accessible and useful.

# Google Search – How does it work?

## The world's largest library

Our Search index is like a library, except it contains more information than all the world's libraries put together. We're constantly adding to it and updating it with data about web pages, images, books, videos, facts and much more.

[Learn more about organising information](#)



<https://www.google.com/search/howsearchworks/how-search-works/>

# Indexing Exercise

So how will  
Google find  
your website?

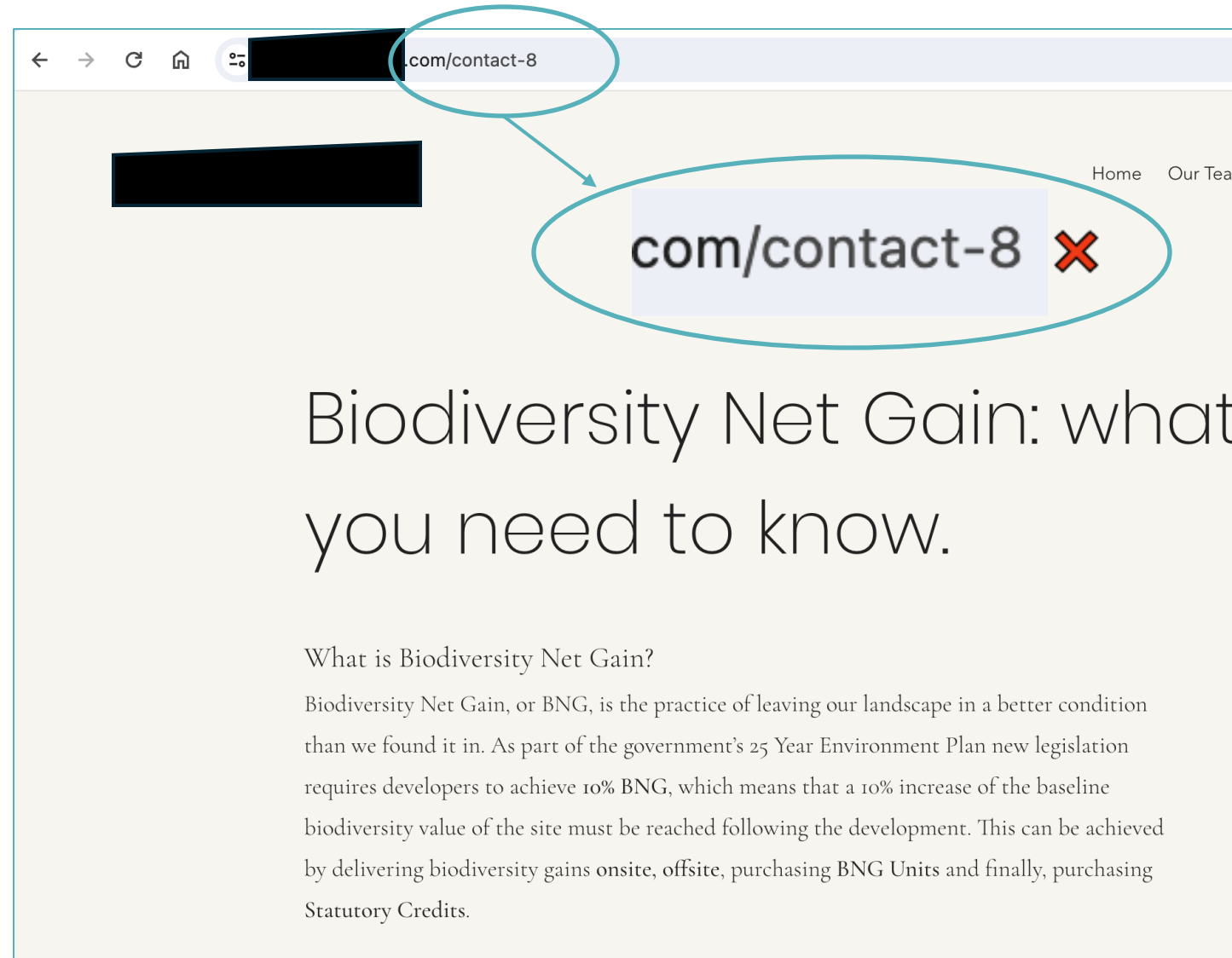


# How to help Google index your website

- Page names\*
- H-tags\*
- Keywords/phrases
- Quality content\*
- Topic clusters\*
- Specificity
- Links: internal/external
- Images with tags/meta data
- Videos with tags/meta data
- Page descriptions
- Sitemap index file
- Use free boosters\*

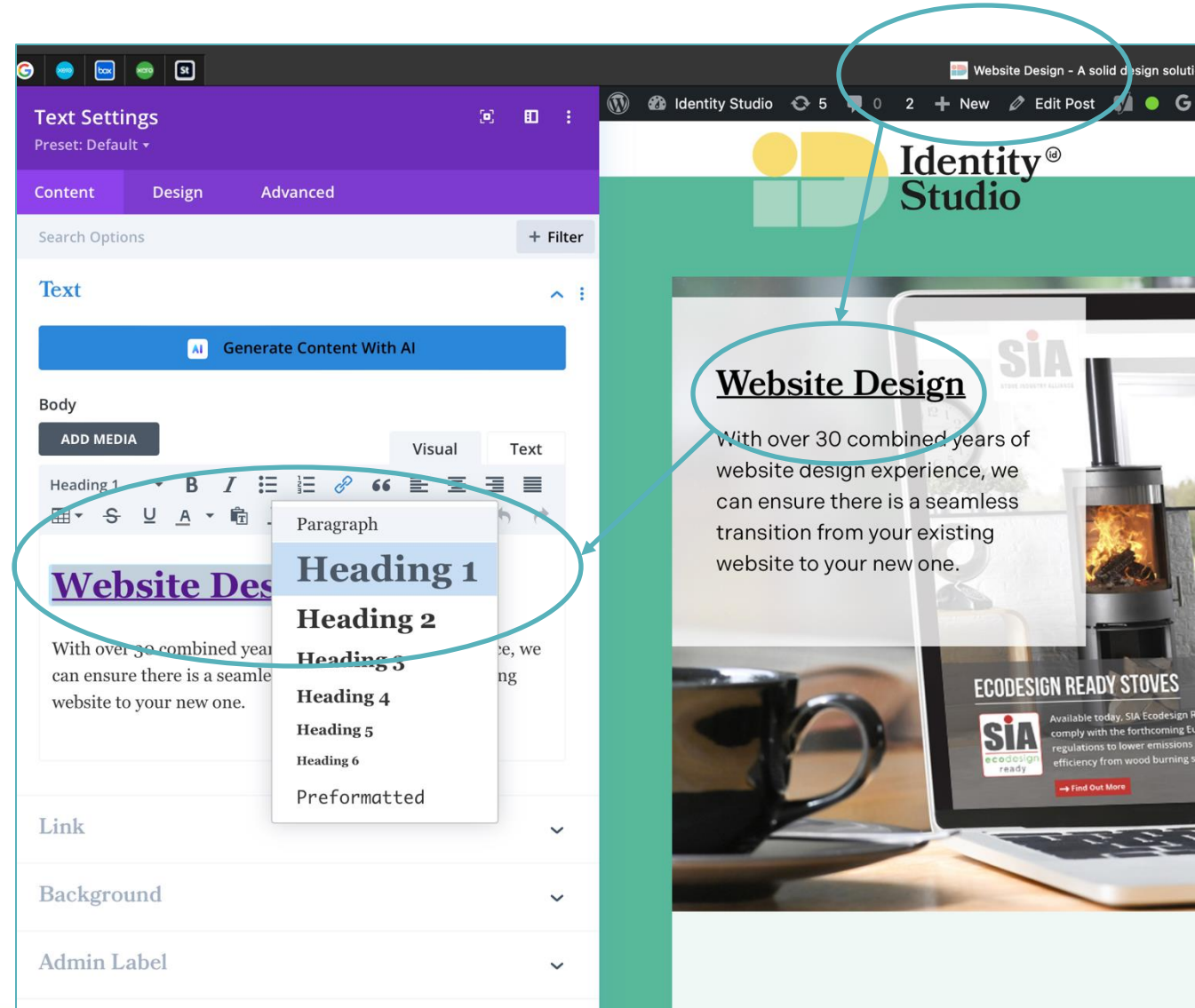
# Page names

- Give the page a name that's relevant to the page's content
- This is your best opportunity for top-down indexing
- Keep it short
- **If you're re-naming, don't lose existing links!**



# H-tags

- Main text heading reflects the page content & page name.
- An HTML H1 tag helps to indicate the page's primary topic to visitors and search engines. It 'tells' Google that the subject is important & relevant.
- Don't use H1 tags elsewhere on the same page and don't be tempted to freestyle it!





# Quality Content

- Use fresh, specific, keyword-rich text.
- But don't overuse your keywords.
- Don't copy and paste text from other websites. Google will penalize your listing due to cloned content.



“Wagstaffs is a customer-led organisation with a focus on providing a high-quality service, in addition to industry-leading products, to all our clients.”



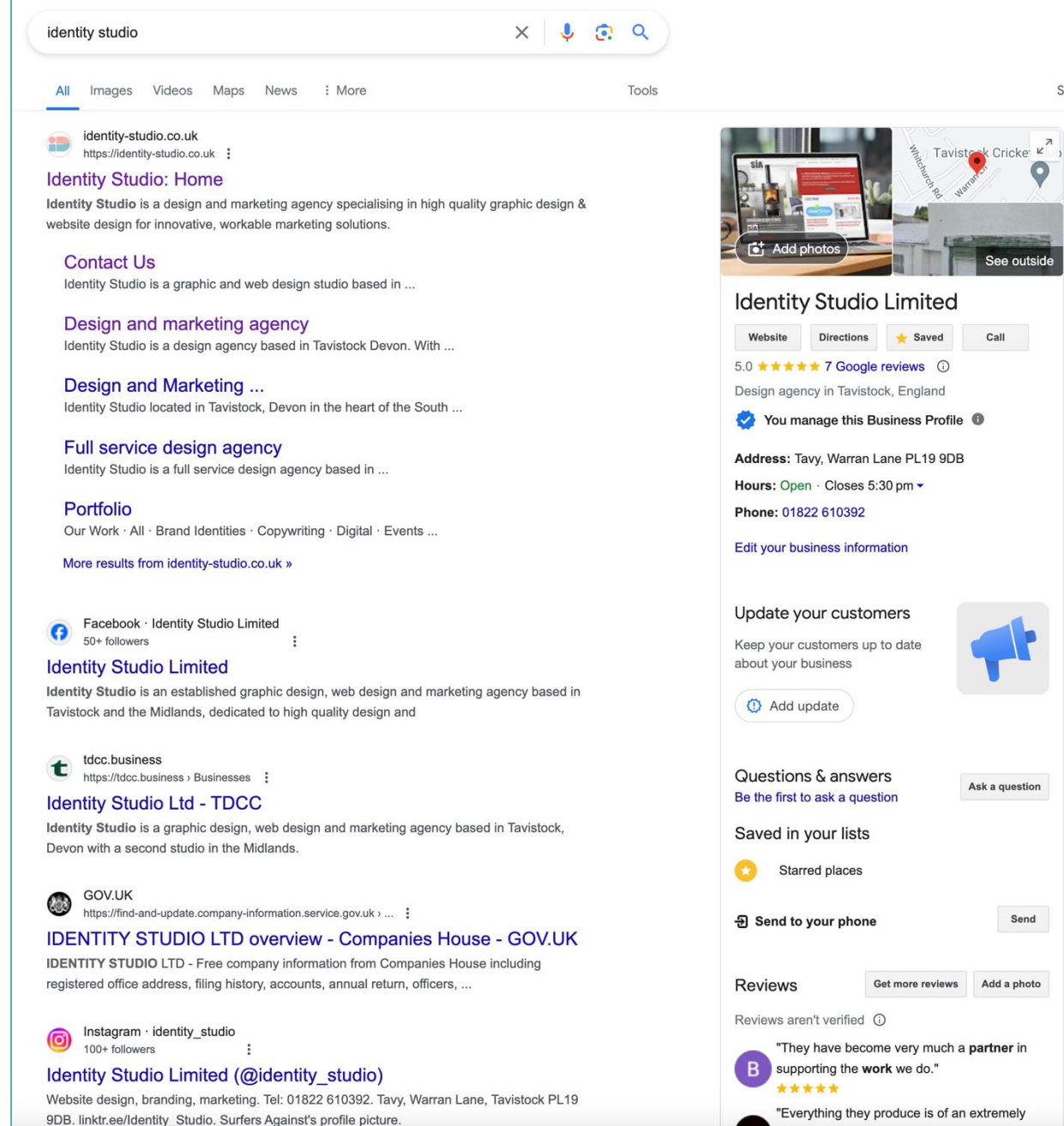
# Topic clusters

- A topic cluster (or content cluster) is a group of inter-connected, subject-related pages.
- An effective topic cluster strategy can help with SEO.
- The more quality content you publish on a relevant topic, the more keywords (search queries) you can rank for. And the more topical authority you can build.



# FREE(ish) Boosters

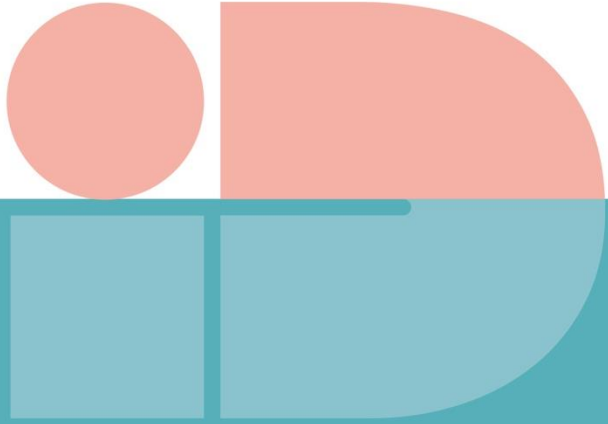
- Write fresh, relevant, subject-specific content
- Google Business Profile
- Google Reviews
- Register your business details on (local) directory websites e.g. Yell, Chamber
- SEO tools e.g. Yoast



The screenshot shows a Google search for "identity studio". The search bar at the top contains the text "identity studio". Below the search bar, there are tabs for "All", "Images", "Videos", "Maps", "News", and "More". The "All" tab is selected. The search results are displayed in a grid format. The first result is the company's website, "identity-studio.co.uk", with a description: "Identity Studio is a design and marketing agency specialising in high quality graphic design & website design for innovative, workable marketing solutions." Below this, there are links to "Contact Us", "Design and marketing agency", "Design and Marketing ...", "Full service design agency", and "Portfolio". The second result is a Facebook profile for "Identity Studio Limited", with 50+ followers. The third result is a TDCC business listing for "Identity Studio Ltd - TDCC". The fourth result is a GOV.UK listing for "IDENTITY STUDIO LTD overview - Companies House - GOV.UK". The fifth result is an Instagram profile for "identity\_studio". On the right side of the search results, there is a Google Business Profile for "Identity Studio Limited". It shows a 5.0 star rating from 7 Google reviews, the address "Tavy, Warran Lane PL19 9DB", and the phone number "01822 610392". There are also buttons for "Website", "Directions", "Saved", and "Call".

# Google Search – Summary

- Remember, when an internet user conducts a search, Google wants to rank results that demonstrate:
  - Quality of content – does your website demonstrate expertise, authority and trustworthiness?
  - Usability of web pages – is your website mobile-friendly and have quick page loading speeds?
  - Relevance – does your website's indexed content match the user's search term?
  - Understanding of the search query – it has machine-learning capability to build language models e.g. change a light bulb, change foreign currency, change brightness on a laptop.
  - Context and settings – location, language, user settings



**Identity<sup>®</sup>  
Studio**

**Thank you &  
Questions**

T: 01822 610392  
M: 07917 072886

Identity Studio Limited  
Tavy, Warran Lane  
Tavistock PL19 9DB

**[www.identity-studio.co.uk](http://www.identity-studio.co.uk)**