



What's New and What's Next in Google's Suite of Tools

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1. What is mobile optimization?
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3. Keyword planner & keyword research strategy
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01

What is mobile optimization?



What is mobile optimization?

What is mobile optimization?

Mobile optimization is the process of ensuring that visitors who access your site from mobile devices have an experience optimized for the device.



What is mobile optimization?

Mobile vs. Desktop

- Content is a major focus for both. Your not going to rank for a keyword if you don't have excellent content crafted and targeted for that term.
- UX is also important. You need to make sure users can easily navigate your content and find what they need quickly.
- Performance is a universal focus. No one is going to buy from you if your site takes ages to load or has a dreadfully long time to interactive.



What is mobile optimization?

Mobile vs. Desktop

- Mobile tends to have a more local focus.
- You use your phone to look up directions, to comparison shop even while you are in the store, or to look up questions you don't know the answer to.
- Google research has shown that mobile searches have a higher buyer intent. That means users who search on a mobile device are much more likely to buy than users who search on a desktop.



What is mobile optimization?

The State of Mobile Search

Mobile-First Indexing:
A Timeline

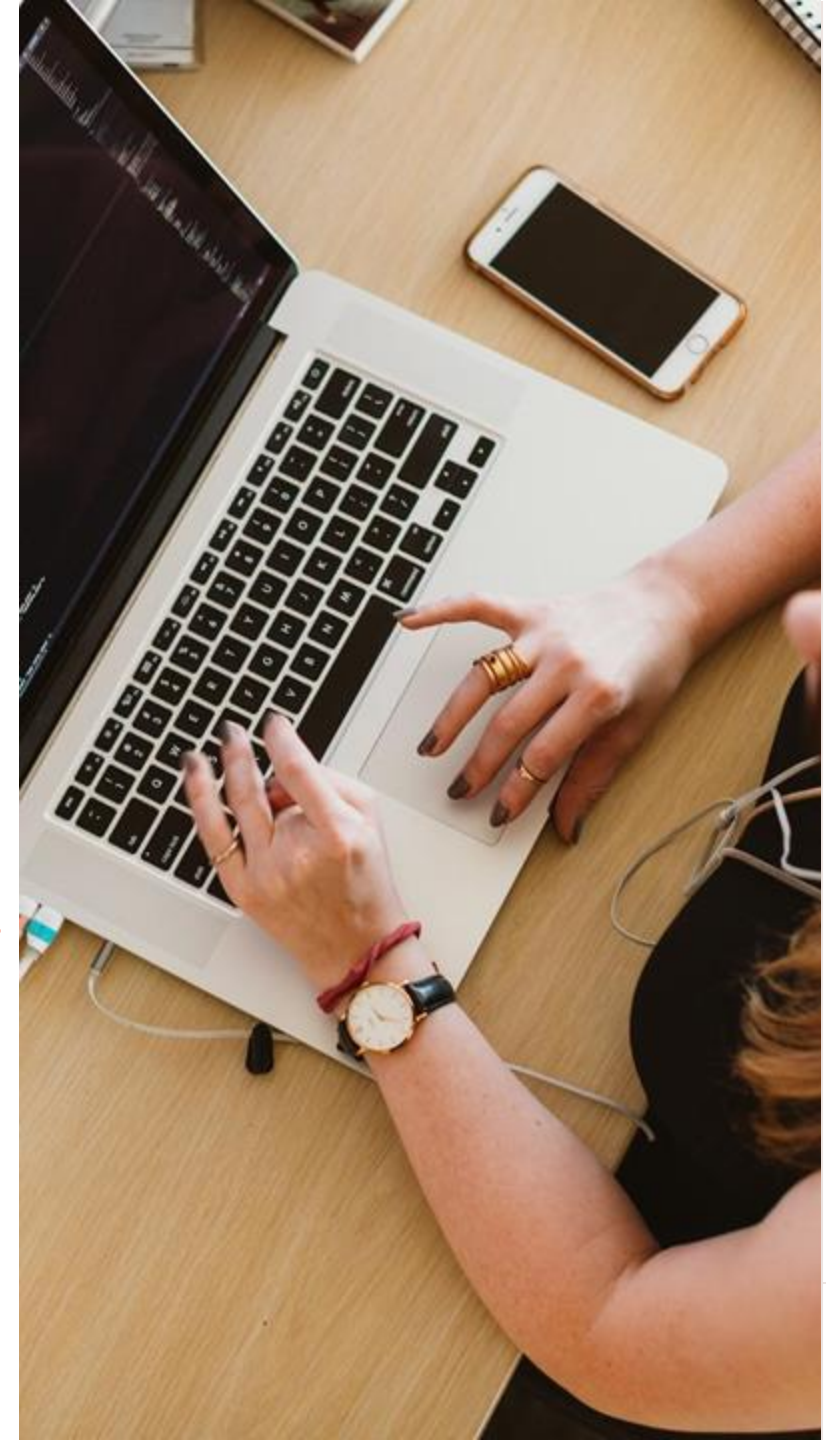
| | |
|------|---|
| 2016 | Experimentation |
| 2017 | Site evaluation |
| 2018 | Rollout begins |
| 2019 | All new sites have mobile-first indexing |
| 2020 | All sites to be mobile-first indexed by September |



What is mobile optimization?

Why Should I Invest in Mobile Optimization?

- Mobile accounts for **58%** of all Google searches (hitwise).
- Organic CTR on mobile is roughly **50% less** than that of desktop (SparkToro).
- Mobile sites that take more than **5 seconds** to load have a **70% lower** mobile session rate than those that load in under five seconds. A delay of one-second can mean a **20% drop** in conversion (Google).
- **57%** of users would not recommend a business with a poorly designed mobile website (Safari Digital).



Mobile SEO Best Practices

- Responsive design
- Local search optimized
- Structured data
- Make sure images follow best practices
- Page speed
- Don't block Javascript, images or CSS
- Don't lazy load primary content
- Optimized title tags and meta descriptions
- Dynamic serving
- Mobile site configuration
- Use the same meta robots tags on the mobile and desktop site
- Ensure the content is the same on desktop and mobile



02

What is voice search optimization?



What is voice search optimization?

What is voice search optimization?

Voice search is a technology that allows you to say a voice command to access information on Google and other search engines. VEO entails optimizing your content, location, and brand information to increase your likelihood of powering voice search results.



What is voice search optimization?

How is Voice Search Used? How Does it Function?

- Mobile voice searches are **3x more likely** to be searching for something local than text searches (Search Engine Watch).
- The average reading level of a voice search result is **9th grade** (Backlinko).
- Voice search results typically load in **4.6 seconds**, which is **52% faster** than the load time of the average page (Backlinko).
- **80%** of answers are in the **top 3** organic search results, for Google Home **40%** comes from the **#1 result**.
- **70%** of answers came from search features.



Voice Search Best Practices

- Google Voice prioritizes quick-loading websites
- Content should be optimized with long-tail keywords that reflect popular queries used in voice search. Focus on natural language.
- Structured data and schema markup provide more information about a brand and drive traffic. They help pages appear in rich snippets, which will increase the chances of being the first result delivered in voice searches.
- Include identifiable extracts to be featured and make content easier for Google to read by using H-tags and bullet points.
- Increasing domain authority will help with search rankings – this can be improved by including high-quality links.
- Local information for your brand should be provided to meet the increased search volume for local businesses with voice – using Google My Business will help.



03

Keyword planner & keyword research strategy



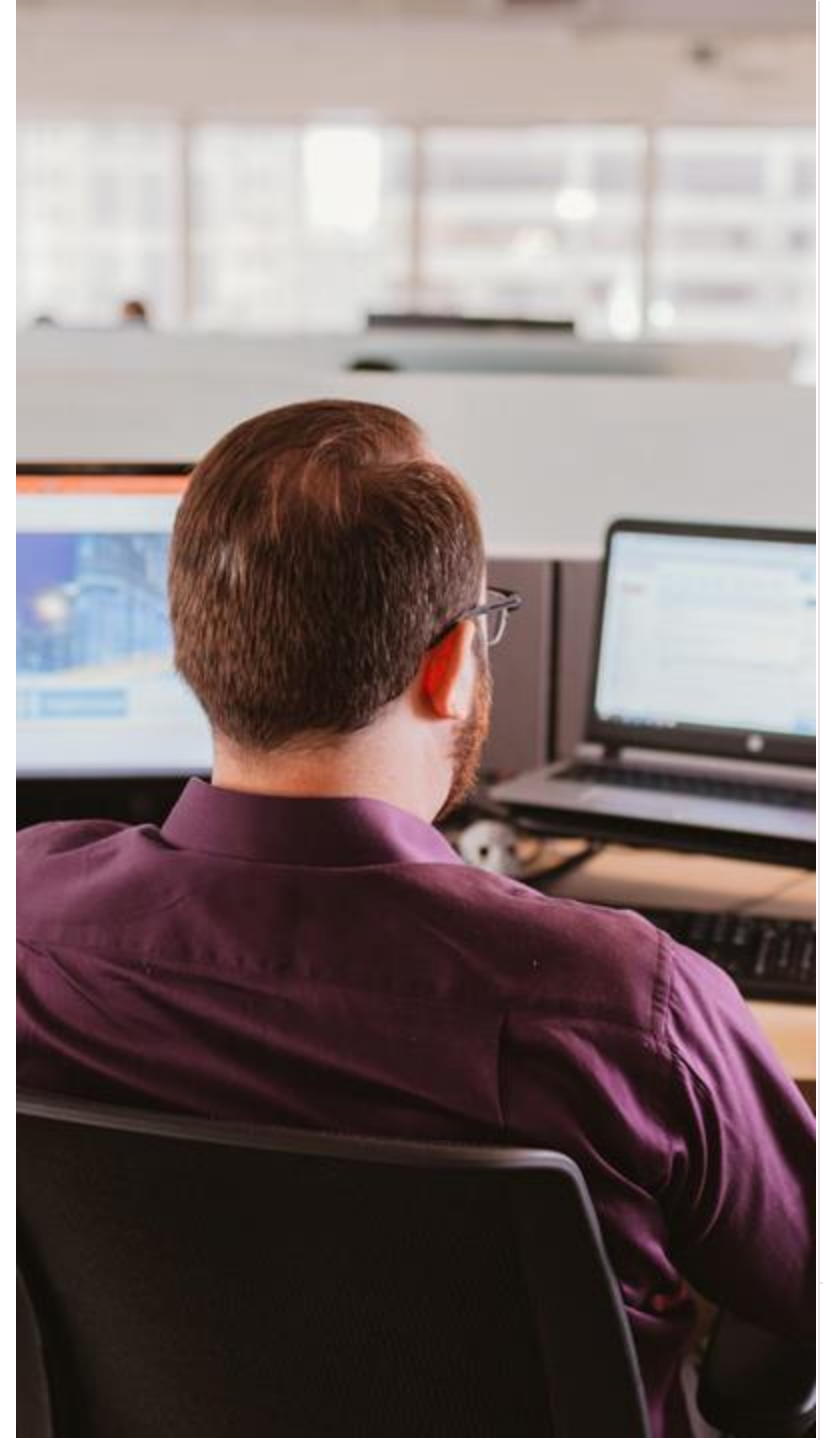
What is Keyword Planner?

Keyword Planner is a free Google Ads tool for new or experienced advertisers that's like a workshop for building new Search Network campaigns. You can use Keyword Planner to search for keywords and see how a list of keywords might perform.



Understand Your Digital Presence

- High traffic pages
- Search terms already ranking
- Search landing pages
- Converting landing pages (All)
- Content gap analysis
- Keyword research seed list
- Keyword gap analysis
- Target keyword list & ranking
- Target keyword grouping



Employ the Tool

- Discover new keywords
- For existing list, get volume and forecast
- Exclude branded terms and sort by volume
- Put a filter on that only includes low or medium competitive terms (Google Ads not organic)
- Sort by location



04

Build an amazing dashboard with Google data studio



What is Google Data Studio?

Regardless of the data source, Data Studio handles the data authentication, access rights, and structure for use in calculations, transformations, and data visualizations. With pre-built data connectors, you can easily import data from sources like Analytics, Google Ads, Google BigQuery, Campaign Manager, MySQL and more.



Connectors

Primary Connectors:

- Google Analytics
- Google Ads
- Google Search Console
- Google Sheets
- BigQuery
- YouTube Analytics

Third-Party Connectors:

- Twitter
- Facebook
- LinkedIn
- Hubspot
- SEMrush



Build an amazing dashboard with Google Data Studio

Cool Features

- Drag & drop metrics and dimensions
- Cleanse, combine and slice all without knowing code or SQL
- Real-time collaboration features of Google Drive
- Blend data sources
- Create custom metrics and dimensions



Questions?



Walker Sands