

Digital Cowboys Episode 5 | 3 Ways to Use the Google SERPs for SEO

Cameron Francis: Do you know why I like the Google SERPs so much?

Sam Roshan: Why?

Cameron Francis: Because Google is telling you what they think. It's up to you to interpret the information.

Sam Roshan: Look at the structure of the page, what the title looks like, what the metadata description is like and the content heading and so on. It gives you very good idea as to why Google has positioned some of these. I'm not going to go into back links and so on because really what's important right now is just how are we going to best utilize the Google Search results for our research.

Voiceover: Digital Cowboy Episode Five, we discuss everything, digital marketing and growth hacking for small businesses, startups and entrepreneurs. If you want that competitive edge, then saddle up because Cameron Francis and Sam Roshan are about to drop some value bombs.

Cameron Francis: Hey, everybody, this is Cameron Francis.

Sam Roshan: This is Sam Roshan.

Cameron Francis: This is Episode Five of the Digital Cowboys.

Sam Roshan: Of the Digital Cowboys. Very excited to be here.

Cameron Francis: Sounds it. You sound always super excited when you say very excited to be here.

Sam Roshan: I know. It's because I'm really monotone. That's why I'm so excited. I've just been back from holidays.

Cameron Francis: Tell me a little bit about it.

Sam Roshan: I won't tell you too much. I went to a wedding, a good friend of mine. It was unreal. I went to Boracay. I don't have any friends. I just went to Boracay, which is one of my favorite destinations.

Cameron Francis: Did Aliko like it?

Sam Roshan: Aliko, my wife, yes. She loved it. Yeah, it was just unreal. What my favorite thing to do on a holiday is sunbathe, chill and just sleep under the sun.

Cameron Francis: You're the only person I know that will go on a holiday, and you'll come back lighter skin thin when you went there. It's very strange. Tell us about that.

Sam Roshan: I don't know what to say to that.

Cameron Francis: Very well.

Sam Roshan: I'm actually quite black.

Cameron Francis: Today, guys, what we wanted to do is talk about ... What's our topic today, Sam?

Sam Roshan: Something that I think would be really good for us to talk about is what is the best way for an SEO specialist or anyone to use the Google Search results for SEO.

Cameron Francis: Love it. Do you know why I like the Google SERPs so much?

Sam Roshan: Why?

Cameron Francis: Because-

Sam Roshan: Tell me.

Cameron Francis: Google is telling you what they think. It's up to you to interpret the information, right? What we want to do here is give you some information as to how to interpret the information that Google provides you, what to look for, what to look out for, and what to be weary of.

What I really love with Google SERPs is I do competitive research. How do I do that? I will type in my service into Google. I'm a plumber in Mentone, I am a chiropractor in Darwin. I'm going to say which one of my business or which one of my competitors are listed. I'm going to keep on doing that with different search queries. I want to see which ones are listed, what they're listed for, how often. That way you can keep a very, very close eye on who your competition is, split actually. Another one is if someone new comes in, if you're actively looking at your golden keywords. For us, it would be SEO, web design to the golden ones, the keyword groups. You're able to see who's moving up, who's moving down, who's new very, very quickly.

Sam Roshan: Fantastic. I think the other thing what you can do is, is one, you can actually then interpret what the search results ideally, why they're there. You can do that by actually clicking on some of those web links to look at the structure of the page, what their titles look like, what their metadata description is like and the content heading and so on. It gives you a very good idea as to why Google has positioned some of these. I'm not going to go into back links and so on because really what's important right now is just how are we going to best utilize the Google Search results for our research. The other one would be keyword research. Everyone uses a lot of tools. There are a lot of big tools such as Google keyword.

Cameron Francis: Keywordtool.io , the list goes on and on and on.

Sam Roshan: Correct. What you can do to make to simplify for yourself is again go back to where you're trying to position your business, your sites or the sites that you're working on. That would be by just typing in search queries such as dentist in Melbourne or Abbotsford or wherever it may be and scroll to the bottom of the page and see what are the related keyword lists. They're actually giving you recommendations as to what are the keywords commonly used that are related to your search query.

Cameron Francis: Very good like perfect example. If I was to type in, give me an industry, give me something. Give me anything.

Sam Roshan: Mechanics.

Cameron Francis: Okay. If I want to go mechanic and I'll press Enter, so everyone can play along. Go into your Google Search results, type in mechanic or type in your service, type in our product, scroll all the way down to the bottom. There's a thing called searches related to mechanic. What this means is Google is telling you after this phrase, what is most likely to happen next because not everyone just searches once, they're searching for multiple different things in order to satisfy their search query. Underneath, I've got car mechanic Melbourne, mobile mechanic Melbourne, Western suburbs, mobile mechanic Bayside, Melbourne, mobile mechanics Melbourne. They-

Sam Roshan: The list goes on.

Cameron Francis: They're giving you the data, right?

Sam Roshan: Yeah.

Cameron Francis: The cool keyword research aspect of it, I actually don't use keyword planner. I don't use any of the other tools. I use what you think you would search for and then I'll scroll it down to the bottom and I would let Google tell me what people are searching after. That's my keyword research, and then I'll map the keywords accordingly. The other thing I would do is I would look the amount of search results that have appeared. For mechanic, I've got 177 million indexed websites as a result. Do you want to go into what that meant?

Sam Roshan: It really gives you an idea of the level of competition for such a query because there has been that many pages or web pages that have been indexed that contain the word mechanics. If you're wanting to get presents for a particular service, then what you want to do is if you then zone that mechanics, which is such a broad keyword down to mechanics in the local suburbs, let's just do Mount Waverley, then you'd be able to identify that, that results will reduce dramatically because there's a lot less searches or pages that have been indexed that contain those keywords or phrases. Then it gives you an idea of, okay, should we be focusing on really broad terms if we're going to be optimizing a particular page or should we be focusing on something that is a longer phrase, but also ideally, if yourself in your audience's position, they're probably going to be writing these longer phrases to be able to get a more precise result.

Cameron Francis: A plug-in that everyone really should get added is keywords everywhere. The reason-

Sam Roshan: Very good.

Cameron Francis: The reason for this, it actually adds keyword data, volume, cost per click and competition level on the Google SERPs page so you're able to know variances of keyword data, how often they were actually searched. When

you're doing a search, I'll just search mechanic. It says that mechanic in Australia searched 18,100 times a month. The cost per click is \$5.91. You're able to know what is searched a lot, what's searched a little and what's not searched at all from a Google SERP page.

Sam Roshan: Fantastic. The other thing that ... The best way for you to be able to formulate your content strategy would be again to look at whatever industry that you're working on or working with. You just type in the particular FAQs or something you think that your audience might be searching into the search results.

Cameron Francis: I've got one for you.

Sam Roshan: Gone.

Cameron Francis: What mechanic, where mechanic, who mechanic, where mechanic, right? If you do that for any, because it's the beginning of the question, so you're not filling in the question, you're just typing in what end keyword, what end product, what end service. You scroll all the way to the bottom, and it will basically give you the

Sam Roshan: Give you the list.

Cameron Francis: If I go what photography ... First of all, it gives me all of the information down the bottom. If I go what photography, it's going to say the definition of photography, photography code, actually not as many good results as I was hoping. Serves me right. However, if I put in what photography, you'll have the search drop-down box, the auto predict. In there, it says what photography means to me, what photography means, what photography is all about, what photography is. It's actually given me a list of 12. If you keep on doing this with who, what where, how and putting in different products and services, Google auto predict is telling you what people are searching for and you're actually inputting a question because of the what, who, where, when and how. If you're using that as the basis for content marketing, what should you write content for? Go to your Google SERPs and type the what, how, who, where.

Sam Roshan: Then to be able to ensure that, that content that you're going to write is going to be indexed or you're trying to really maximize its visibility, then when you select a number of topics that you want to talk about, right that actual search query into the search box and see what are the top five articles that have been posted. Again, review the title, review their meta, review the content and the headings.

Cameron Francis: Show me that. What do you mean?

Sam Roshan: I'll just right, for example, if you can write into Google, how to write good content?

Cameron Francis: Okay.

Sam Roshan: Then what you'll do if you're going to get a number of ... I'll look at the first [crosstalk 00:10:12].

Cameron Francis: Are you on web or are you on blogs or news?

Sam Roshan: I'm right now on all.

Cameron Francis: Okay, yeah.

Sam Roshan: How to write good content and the first thing you see is Quick Sprout and the next one is by Kissmetrics. It gives you with-

Cameron Francis: Shout out to Neil Patel.

Sam Roshan: Yeah. He's got one of these ... His article that's been written so well. It's Learn to Write Content Like A Pro - The advanced Guide to Content Marketing.

Cameron Francis: Yeah.

Sam Roshan: Then you've got KissMetrics, the title is the Nine Ingredients That Make A Great Content, right? They are the titles, and then look at the meta description. If you actually click on those webpages again, then you can go and review how that page has been constructed. There's reasons as to why these blogs have been indexed where they have, where they are. I think that you can actually really utilize some of these.

Cameron Francis: Excellent. Another thing I would do is so when you're searching for your products or services or even business name, actually not business name, just your products and services, say if the Google 3-Pack are appearing, that's your Google Maps, and if they offer certain phrases, then make sure you're optimising your Google My Business page for that. Not every search phrase is going to trigger the Google Maps, but if it does, then ... It is an important product and service for you, then make sure that you're incorporating that data naturally into your Google My Business page.

Sam Roshan: Look, I think there is a lot more to discuss, but this is really ... We're trying to make sure that we provide as much value as we can.

Cameron Francis: No. I got one more.

Sam Roshan: You do have more. Okay.

Cameron Francis: You touched on it, but I'll think I want to explain it a little bit more. That's your competitors' title tags. When you're writing your metadata for your website, so you do your keyword research, you map it to the right page, criteria and what is good metadata. You don't have to read any of the content that's out there. Use your commonsense approach, right? If you do your keyword search, and let's just say ... I don't know. Let's go SEO packages for example. I've typed in SEO packages. Some of the other things ... You got the ads at the top. There's a Google Maps listing. Someone is actually for SEO packages, SEO copilot. They've got their business that is coinciding with the maps. It's over there in the right. That's really interesting. Underneath, you've got the organic listings.

What I'm going to do is if you look at all of the text in the blue writing, that's who you're up against. Yeah? Be your customer or your user and see what

other people are writing, how they're writing it, how long are these and then stuck you up against it. Would you click it? I'm looking at this. As you can see SEO co-pilot, SEO packages Melbourne, Sydney, Brisbane, next one, SEO packages and prices. Okay. Then I've got attention, SEO packaging and prices that actually work. That's by us. Then the next, which is from SEO Shot. I'm putting my business and my message up against all of the others. Then just, again, common sense approach, would you choose yours over those? Is there something different about it that would intrigue the user?

All right. That's about it. Just a nice little quickie now that Sam's back. We'll be back with another episode.

Voiceover:

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