Transcript of:

008 SEO: Everything you need to know about
Dynamic Rendering with Geoff Atkinson

[00:00:01.600]

You're listening to the Keep Optimising podcast to increase your traffic, improve your conversion rates and grow your profits.

[00:00:11.210] - Chloe Thomas

Hello and welcome. If you're looking to improve the performance and return on investment of your marketing, then you have come to the right place I'm Chloe Thomas, the host of this marketing focused podcast. And it's very, very cool to have you tuning in now because this show is brand new.

[00:00:27.730] - Chloe Thomas

I'm running a competition where you could win a Keep Optimising podcast T-shirt. So stay tuned to the end of the episode to find out how to enter. In today's episode, I'm talking to Geoff Atkinson about Dynamic rendering, because this month we're all about SEO. Now, whilst Dynamic rendering is a pretty enterprise level SEO tactic, it's something new that you really should be aware of. Plus, we get into some other SEO areas, too, including page speed, structured data and more. We're just about to meet Geoff. But before we do, please do check out the sponsors.

[00:01:01.950] - Chloe Thomas

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[00:01:39.050] - Chloe Thomas

Today, I'm chatting with SEO expert Geoff Atkinson. Geoff is an ex retailer and the founder and CEO of Huckabuy. Hello Geoff.

[00:01:47.740] - Geoff Atkinson

Well Hello Chloe, thanks for having me.

[00:01:49.960] - Chloe Thomas

It's great to have you here. Now, how did you get involved in SEO? How do you make the move from being a retailer to being all about SEO?

[00:01:59.030] - Geoff Atkinson

Well, I just found that the industry was lacking from my experience in Overstock. SEO was a huge growth channel and the crux of sort of our new customer acquisition and all sorts of amazing things. And the industry of SEO at least here in the states, to eighty five billion dollar industry with a net promoter score of zero. So it's just really struggling. You'd rather go to your dentist than see your SEO agency.

[00:02:28.850] - Geoff Atkinson

So it's a lot of agencies, it's a lot of consultants, but it's really a technical problem. And so the industry's just not addressing it correctly. And any time you have an industry with a net promoter score of zero, it's ready for disruption. So we're coming at this from a technical angle. And I actually didn't expect to be a full time SEO and owning an SEO company. But here we are and it's going quite well. So

[00:02:52.880] - Chloe Thomas

It's we tend to get very obsessed with keywords and link building and we miss out on that, that other part of SEO, which is the bit which you always you're focused on, isn't it?

[00:03:06.080] - Geoff Atkinson

Yeah, that's right.

[00:03:07.920] - Chloe Thomas

And and I get exactly what you mean. It's exactly the same in the UK. I have regular chats with retailers about how do I justify my SEO budget.

[00:03:16.490] - Geoff Atkinson

Now people are frustrated that there's a disconnect between what it takes to actually drive SEO success and what an agency actually can provide so they can do stuff like write content and link build and things like that. But when it comes to the big technical boxes that are sort of necessary for growth, they just can't address those. And a lot of times in SEO team, even internally, can't address those because they're big technical issues. And that creates the sort of competing goals where one is trying to grow and the other one's trying to.

[00:03:49.020] - Geoff Atkinson

Have more and more billable hours. So they're just not aligned and when that happens, you're not going to have happy customers.

[00:03:57.120] - Chloe Thomas

So there's a lot there's various things you Huckabuy to try and solve these problems. But one of the big ones, and it's the one I want to talk to you about today, because I'll be honest, because I think I know next to nothing about this this thing we're going to be talking about today. So hopefully I'm going to ask all the questions you guys want to know. But it's something you call Dynamic rendering, which, as I understand it at the moment, is that we've got used to optimising our desktop site.

[00:04:20.490] - Chloe Thomas

We've got used to optimizing on mobile site. But for SEO success, we should be worrying about a third site, which is Dynamic rendering site. Have I understood at all that?

[00:04:32.540] - Geoff Atkinson

Yeah, you're along the right lines. It's actually not a completely different site. If you think about the desktop and the mobile then the Dynamic rendering version, they all contain the same content. They're just sort of presented in different ways. But yes, you can actually give Google now a separate version. And for me, this is this is the biggest change that made arguably in the last five to 10 years.

[00:04:57.060] - Geoff Atkinson

We've always heard that you have to optimize for the user and it's whatever the user experiences is what Google wants to experience. And now they've thrown that out the window

[00:05:07.150] - Chloe Thomas

because it used to be like a hugely black tactic to hide things on your website for Google's benefit and not to be using expansions like, well, you can't do that. Google will notice and they'll kick you off the search engine. So it's completely 360. Now it is.

[00:05:24.720] - Geoff Atkinson

I mean, a lot of it still you can't trick them. So you can't, for example, stuff a bunch of keywords in the footer of your dynamic rendering version, all the content and the products and all that has to be the same. But this came about really because of JavaScript. So JavaScript is like Google's nemesis. Almost every Web page on the Internet now has JavaScript on it. And as soon as Google runs into JavaScript, they can crawl it with their normal HTML bots.

[00:05:51.690] - Geoff Atkinson

They have to put it into what they call a rendering queue that can take two to four weeks, takes like 10 times the processing time to crawl a page of JavaScript on it. So if you think about how much that just cost them, all of a sudden their cost to understand a page goes 10x. It became a really difficult problem for them. And so they essentially came out and said, well, let's introduce Dynamic rendering, let's let's allow sites to give us a version that's just simpler.

[00:06:19.230] - Geoff Atkinson

It's a lot kind of like AMP. You just have a sort of dumbed down version. Get rid of the JavaScript, make it flat HTML to make it faster. You can get rid of stuff like chat boxes and things like that that they're not interested in and just give them a simpler version. And so that's that's what we're we really it's only been a year and I'm amazed how many really smart SEO people actually there probably heard of it, but not a lot of companies are doing it yet because it is a big technical challenge, but it is a huge opportunity.

[00:06:49.770] - Chloe Thomas

Yeah. And it strikes me you said about the cost to Google in terms of processing time, but also the cost to Google in terms of looking after their own customers, the searches, because if if it takes two to four weeks to get a site through the rendering in order for them to be able to read it, that they're not giving the latest results back to people because they don't know they exist because they're not in the index. So hugely costly to Google. So it makes complete sense why they've taken this step.

[00:07:17.520] - Chloe Thomas

So how difficult is it to create a dynamically rendered site? Because you mentioned AMP there and that's obviously a very simple site format. And we've now got plug ins. We can download and chuck into websites that just almost automatically. Is it that simple with dynamic rendering or is it a complicated process?

[00:07:37.860] - Geoff Atkinson

It's a pretty complicated process.

[00:07:40.080] - Chloe Thomas

Ohh..

[00:07:40.200] - Geoff Atkinson

So it's a pretty complicated technical process. You know, you essentially have to convert content that's being generated by JavaScript into flat HTML versions, and then you have to store it somewhere. And ideally it's fast and it's easy for them to crawl. Ideally, it contains structured data. I haven't seen many like literally just a handful of companies that seem to do it internally. There are a few products, well Huckabuy being one of them and a few others that can actually do this for you in a relatively painless way.

[00:08:18.210] - Chloe Thomas

And the complexity comes because all sides are so just full of JavaScript these days. So it's not just a safe solution for every website. There's a lot of customization that goes along the way.

[00:08:28.740] - Geoff Atkinson

Yeah, so if you think about like say your reviews are powered by JavaScript, so you use Bazaarvoice, how are you going to get all those reviews and now transport them and build another version of the site as all the other functionality and features? It just doesn't really get done, especially if you look at like any CMO's. Sort of. Prioritization of Debt EBA tasks, when are you going to actually take six months to to build a version of the site just for Google just doesn't get prioritized very often, nor is it even on people's radar yet.

[00:08:59.550] - Geoff Atkinson

So we don't see it happen internally very often at all. It's much easier thing to do if you do use a technology provider.

[00:09:09.290] - Chloe Thomas

Yeah, I think it would end up at the bottom if they kind of just below the talks that get agreed to be built by the debt claim. And every month you go back and reassess. Can we do? No, no. We've got a payment provider to put in or we've got a new product page to build or we've got a new integration with something.

[00:09:27.320] - Chloe Thomas

Oh, do this month. No. So. So, yeah. Anything which can speed that up. And presumably there's quite a lot of you know, this isn't a piece of expertise that people need in-house because once it's built, it's built?

[00:09:42.110] - Geoff Atkinson

it's ongoing. You know, you you basically the way that we do it is we we actually render a version. So if you think about when Google does that rendering process with JavaScript, they're actually doing exactly what we're doing, which is but we're willing they only spend 10 seconds, three to 10 seconds on a page. We'll spend a minute if we have to. So we're actually kind of if you think about it, we're actually doing Google's work for them and then screwing up this version.

[00:10:07.550] - Chloe Thomas

Could you not say that the whole of SEO is about doing Google's work for them? Because we're trying to give them the best possible information to enable them to give the best results. So I suppose it is in some ways it's the natural next step in SEO.

[00:10:22.790] - Geoff Atkinson

I think so, I mean, I think that's what SEO is is doing Google's job for them. Others may disagree, but yeah, I do think it's it's a big next step in SEO, in my opinion, I mean, it's, you know, just hearing it for the first time, I was like, what is this? This is this is not real. And then you go on on their site and you read about it. And sure enough, they're pushing this. They want this. It makes their life much, much easier.

[00:10:47.210] - Chloe Thomas

Well, yeah, I would be pushing it if I wa Google too But I have to say, I think they're doing a bad job about it. If, you know, chatting to you is pretty much the first I've heard of it. And I'd be willing to bet that the majority of the listeners are going, really? Why is no one told me about that?

[00:11:00.580] - Chloe Thomas

So if we if we're building this separate, dynamically rendered site for Google, how much can we expect it to impact on all on our performance in the search engines?

[00:11:13.850] - Geoff Atkinson

Depends on how difficult it is for Google to crawl your site today. So some sites are actually relatively light on JavaScript. And so this isn't a big problem for them, for other sites. You know, we've seen sites, big enterprise sites that'll have a hundred different JavaScript tags on one page, making it almost impossible.

[00:11:34.400] - Geoff Atkinson

So for sites and the other piece about this is a lot of companies don't know that this is an issue for them. They just have the chat box and they don't think about why that might cause problems. So they might actually have big problems where it's taking new content, huge content strategies and are taking two to four weeks to get indexed or they're just not getting indexed at all. So it depends on the the tech stack and how how bad the situation is for sites that it's a bad situation.

[00:12:04.190] - Geoff Atkinson

You know, they can grow through the roof, triple digit sort of really, really quickly. But most sites like our average customer on this product grows sixty two percent in 12 months. So that I kind of give you an average on how how people performance really high. I mean, that's those are big numbers.

[00:12:20.330] - Chloe Thomas

That's not bad going. Sixty two percent growth over twelve months on the SEO front. I think anyone would be up for that. And it occurs to you when you're saying about that the sites which don't have much JavaScript, probably don't have much JavaScript because the SEO guy keeps winning the argument against the UX guys in the marketing teams anyway.

[00:12:38.360] - Geoff Atkinson

That's exactly right.

[00:12:38.690] - Chloe Thomas

Yeah, this is the point at which everyone gets to be happy.

[00:12:41.720] - Geoff Atkinson

or you work at Wikipedia and Wikipedia is like the perfect SEO site. We couldn't really help them.

[00:12:47.870] - Chloe Thomas

Yeah, but it strikes me that a dynamically rendered site is the solution to the bashing of heads between the UX team and the SEO team, because it's like finally, you know, it's almost like the UX guy. He should be bringing this going at SEO and go, please, can we do this? Because then I can get on with making the site work and you can get on with the SEO and we don't have to keep arguing.

[00:13:08.460] - Geoff Atkinson

Yeah,

[00:13:09.140] - Chloe Thomas

because, you know, that happens a lot in businesses.

[00:13:11.630] - Geoff Atkinson

You're absolutely right. In fact, we kind of pitch it like that now. You can do whatever you want on the front end and you'll still have this great version for Google to crawl. You don't have to think about that anymore.

[00:13:22.820] - Chloe Thomas

It's it seems a bit of a no brainer is that do we have to have a separate, dynamically rendered site for desktop and for mobile, you know, because Google will judge us on our mobile site and judge us on our desktop site. Does this throw that out the window?

[00:13:38.720] - Geoff Atkinson

We actually do two versions, but you can just do mobile. You can't just do desktop, but you can just do mobile. They'll get as much information as they need. They're really just when you do this, they basically can now come crawl and basically just download your entire site really, really quickly. And that's that's the goal of it, is to just give up for them, the HTML, let them just download it. And just doing the mobile version we believe still works. We just provide both so that we get good scores and scores and things like that.

[00:14:13.280] - Chloe Thomas

Presumably once you've done the work for one of them, it's not a huge amount more to what you've done, the work for the mobile, it's not a huge amount more to expand it up to the desktop.

[00:14:23.120] - Geoff Atkinson

That's right.

[00:14:23.760] - Chloe Thomas

presumably. Yeah. So, so why not bother with with doing both if it's giving a give you that extra little edge and Geoff. Is there a question I should have asked you about Dynamic rendering that I haven't.

[00:14:36.530] - Geoff Atkinson

Well one interesting thing about know I get asked. So page speed is a very big factor and we're actually working on a product for page speed because it is it's another very difficult technical

problem to solve. There's no sort of one solution that just gives you great page speed. So we get asked with the Dynamic rendering version, are our products called SEO Cloud does that and it's super fast. So it's it's cash edge using CloudFlare. It takes page speed from like five seconds down to like three hundred milliseconds.

[00:15:09.080] - Geoff Atkinson

So it's really, really fast. And so people want to know, will that actually impact my score for my Google page speed score, my lighthouse score. And we think actually the answer is no. The way that they actually track it is. Because everybody has Chrome browser's is the way that they actually track how fast your sites is. So you do have to make speed improvements, is why we're building another product that actually will enhance the user page speed But that's really the factor, which is interesting.

[00:15:37.290] - Geoff Atkinson

Right. So if you don't uncheck that box when you first download from did not send data to Google, you're sending every time you use the site, they're actually within the browser sending information back to Google on how fast your site is and that's that's how the lighthouse works. And that's how HP impacts the algorithm is actually through those actual users interacting with Web websites and then information being sent back to Google across the world. So that's actually that's a big it's a big algorithm factor.

[00:16:08.580] - Geoff Atkinson

And people always are like, well, zester solve that problem. No, it doesn't. Right now, probably we are building a version that will we'll solve that problem that it's kind of an interesting thing on how they actually take into account. And that's how they do it.

[00:16:22.020] - Chloe Thomas

I was I was when you first started saying about that, I was like, gosh, really? And then as your explain, well, actually given it's a metric that they've added in about user experience, it would be completely insane for them to take the speed of your dynamically rendered site. Giving a customer a user should never, ever see the dynamically rendered site so completely flawed that their algorithm. So I was then I was going, you will maybe they send like a bot, but they are tracking actual users.

[00:16:51.450] - Chloe Thomas

Experience would make a huge amount more sense given the data that they've got, but is also slightly wow at the same time.

[00:16:58.890] - Geoff Atkinson

there because the algorithm changed. So they're making a huge algorithm change right now. It's called the page experience algorithm update. It's not a huge impact so far, but in twenty they're basically saying in 2021 this is going to be, you know, it'll be all about what the page experience is like with the user. you know,

[00:17:18.360] - Geoff Atkinson

Where are they clicking, how fast is the page load, how much are they interacting, how much are they reading. All those user statistics that they now have because of everybody using Chrome are going to be a major. They already are a major factor, if you think about the page speed, all those things. But it's going to become an even bigger factor in 2021. Neil Patel actually just put out a big post yesterday about the Google page experience algorithm update.

[00:17:44.040] - Geoff Atkinson

And it's a big one and that's how they're that's how they're tracking it. I know it's sort of a mind bending thing, but, you know, behind the scenes, Google is quite smart. There's a reason why they give away Chrome for free to everybody.

[00:17:56.730] - Chloe Thomas

Oh, yeah. They're certainly not stupid over there, are they? On those of you who are listening, we will put a link to that Neil Patel blog in the shownotes for you so you can you can grab a link and go, go binge on that possibly whilst you listen to the rest of this episode. If you want to have reading reading one blog whilst listening to a podcast when it doesn't work. So maybe hold off till you finish listening to us.

[00:18:19.230] - Chloe Thomas

So the question I was going to ask you next was the it's interesting with that algorithm update that they've called it the page experience, not the website experience, which I think is a is a big marker as well about the fact that we need to be thinking about how each of our pages performs to think with with bounce rate analysis.

[00:18:37.020] - Chloe Thomas

People are starting to. But it strikes me, therefore, we're going to be thinking a lot more about individual pages on our site rather than the overall site performance, which I think can only be a good thing.

[00:18:47.160] - Geoff Atkinson

Yeah, there's this I know I'm kind of getting into some macro trends here, i hope you don't mind, but there's this trend that has happened over the last couple of years and it's a trend towards

immediacy. So immediacy matters more now than brand loyalty to it. To a user, which is crazy. 50% of searches are now zero cick meaning you just get the answer. You know, in the old days when you search, say, for a sports score and you trust Yahoo!

[00:19:17.070] - Geoff Atkinson

Sports over ESPN to click through Yahoo Sports. Now you just get the answer and you don't even really know where it's coming from. So there's this that that's sort of, in my mind, the difference between overall website scores and page scores, pages giving answers, pages give immediate immediacy. So that's why it's all about the page. It's all about structured data so that you can give them that that enhancement and be able to have them just give you that give the answer.

[00:19:47.850] - Geoff Atkinson

That's kind of where it's going. It's actually already gone there, which is crazy. But yeah. 50% of of searches are now zero click. And it's just trending that way, especially with more and more voice voice search coming. That's just happening.

[00:20:01.570] - Chloe Thomas

Cool! we're going to talk a little bit more about that wider macro world of SEO in a moment. But before we do, there's one term you mentioned earlier, which is some of our listeners will be going what the heck is that you mentioned structured data needing to be a part of the dynamically rendered site. And I know a lot more about structured data than I do about Dynamic rendering because it's been around for quite a lot longer. I know a lot of businesses still have no idea what it is, and it is one of those cool things that you can put it, you really can't just put it in place once and it works.

[00:20:31.000] - Chloe Thomas

So could you just give us the quick 1on1 on unstructured data, please, Geoff?

[00:20:36.780] - Geoff Atkinson

Sure. So structured data is a language that was invented over 10 years ago now, and it's an authoritative language that allows a website to directly and authoritatively talk to a search engine. So instead of them, they're structured data for almost anything that's visible on a page. So you can have structured data about a product is the most used structured data on the Internet. Instead of them having to come and crawl the HTML and try to figure out what it is and say this is the product, here's the name, the price, the description, the UPC.

[00:21:05.970] - Geoff Atkinson

And so they just authoritatively get it. You can do that with a sports score recipe. So it does sort of two things. One is it helps them understand. So the more structured data you have, the more they're going to understand about the site, the more keywords you're going to write for, the more traffic you're going to get to assess the performance benefits and then they use it as well. So now, instead of when you search used to search, you come back with 10 blue links.

[00:21:29.220] - Geoff Atkinson

Now you come back with the sports or a recipe just showing up or product reviews. All of those are powered by they're called rich enhancements and rich enhancements are powered by structured data. So when you see search results page now, that's much more enhanced than it used to be. That's all being powered by this language. So a huge factor in their algorithm. Now, it's really a best practice, no matter what it is, to have a really good structured data eCommerce most eCommerce platforms are going to have some sort of structured data already in there, but it's a good thing to check.

[00:22:02.440] - Geoff Atkinson

And yeah, this was our first launching point for Huckabuy was the importance of structured data. So we built an automated solution. But it's it's it's very important and it just continues to be. So it's sort of like a macro trend, like mobile. It's just getting more and more important as time goes on.

[00:22:19.950] - Chloe Thomas

Nicely explained. Thank you, Geoff right, we are going to pause for a reminder of our sponsors and then we'll be getting into with the wider world of SEO.

[00:22:31.140] - Chloe Thomas

It's safe to say that most of us have been doing more shopping online lately. And if you're an eCommerce brand, that means you might be seeing more first time customers. But once they made that first purchase, how do you keep them coming back? Well, that's what Klaviyo is for. Klaviyo is the ultimate email and SMS marketing platform for eCommerce brands. It gives you the tools to build your contact lists, some memorable emails, or to make key messages and more way, way more.

[00:22:55.500] - Chloe Thomas

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[00:23:13.370] - Chloe Thomas

OK, Geoff, so far, we've gone deep into dynamic rendering and a couple of other topics along the way, and now you get to wow us with your insight and knowledge about the whole of SEO say for the following questions, your answer can be anything to do with SEO, which of course does include dynamic rendering and everything we've spoken about so far.

[00:23:31.130] - Chloe Thomas

So Geoff you ready for these?

[00:23:32.870] - Geoff Atkinson

I'm ready!

[00:23:34.240] - Chloe Thomas

Cool! OK, let's start with SEO newbie advice. If we've inspired someone to take that first step with SEO, what do they need to know to give themselves the best chance of success?

[00:23:46.760] - Geoff Atkinson

First step is, I give you two steps. I'm sorry, I'll give you two steps. First step is keyword research. Go into Google keyword planner and start entering in keywords and try to figure out what your customers are searching for. And then the second step is to have your navigation, a top navigation align with those keywords. So make the site descriptive based on what people search for instead of what you want to call things internally.

[00:24:11.480] - Geoff Atkinson

Just that step of figuring out what people search for when it comes to your product and services and then making your navigation reflects that demand, you will be off and running. That's a big, big first couple of steps

[00:24:24.670] - Chloe Thomas

and I have a feeling there's a few people who are going, hmmm, not can. You've done a lot of SEO, they go I'm not convinced to start enough but replicate that as it did for me.

[00:24:35.030] - Chloe Thomas

But for the rest of those who've started, of course they've got to Keep Optimising. So what's your favorite way to improve SEO performance?

[00:24:45.260] - Geoff Atkinson

For me it's the technical stuff because that scales across the whole site. If you improve your page speed or you improve your structured data, it just scales across every single page. So I think the most sort of scalable and this is the same thing at Overstock was the technical stuff. We know we have to write content. We know we have to optimize for the user.

[00:25:08.210] - Geoff Atkinson

But if you think about optimizing for Google, who's arguably your most important visitor in any given day, let's give them this sort of user experience they want and you'll get really good, good results from that. So invest in technology. That's I'm a marketer that loves to invest in technology. It's always the highest ROI in my career.

[00:25:26.440] - Chloe Thomas

Excellent.

[00:25:27.140] - Chloe Thomas

Now it's impossible to improve on marketing unless we're monitoring the performance, but the list of stuff we could monitor is always overwhelming. So what for you is the number one SEO KPI?

[00:25:39.590] - Geoff Atkinson

revenue! No questions asked. There's only one thing that really matters unless you're a, you know, well, even publishing sites care about revenue, but if you're software, you know how many leads. I'm always amazed that we talked to so many customers and potential customers. How many websites don't know the revenue per visitor for their SEO channel. It's pretty easy and eCommerce, but some of these other segments. So revenue is is the metric that that pays the bills, keeps the lights on, makes you grow or shrink. So that's that's the metric that I care about.

[00:26:14.180] - Chloe Thomas

Oh, I could not agree with you more. True that people get hung up on other bits in SEO And if the money's not there, especially in eCommerce, what is the point.

[00:26:22.250] - Geoff Atkinson

Yeah.

[00:26:23.270] - Chloe Thomas

Okay, Geoff the last question, crystal ball time. What is coming up in the next 6 to 12 months that we should be getting ready for in an SEO?

[00:26:32.470] - Geoff Atkinson

voice search. So voice search I think is a lot like mobile used to be. I started dating myself here, but there was a time when we had trios and Palm Pilots and Mobile just didn't really work. It was like, that's how I think about voice right now. It kind of works, but the user experience is better than getting on your desktop or your mobile phone. So there was a time with mobile was just, you know, you hand packed with the stylus and it takes two minutes to load a webpage.

[00:27:01.910] - Geoff Atkinson

And then the iPhone came out and then the speeds started to pick up and then websites started getting optimized for mobile. And now you can do almost anything you want. So it flips from like 90% desktop, 10% mobile and like a one year period that just went the opposite way. 90% mobile, 10% desktop. I think the same thing is going to happen to voice search. So voice search. The experience just isn't quite there yet.

[00:27:26.720] - Geoff Atkinson

If I want to buy a product using voice search, I'm not using Amazon. It's kind of challenging to make sure that you're getting the best price and the best reviews and all that. Now, Amazon, that's a different story, but voice search is getting really important. And it's interesting as well in that there's actually three players that are major players. It's not just Google. So you have Google, you have Apple, Siri, and then you have Alexa.

[00:27:49.940] - Geoff Atkinson

And Alexa has Amazon behind it with its entire e-commerce site. So it's actually a bit of a level playing field for them. And it's going to be really interesting to see who wins it. I'd say actually, Alexa's winning the game right now. Amazon's winning the game.

[00:28:03.890] - Geoff Atkinson

But voice search is going to get to the point, especially I don't know if you're around young people, they're way more comfortable with it than I am, like my nephew. Uses voice search all the time, and I'm super impressed by it. So as those kids get older, it's just going to be a really important factor. So thinking about optimizing for voice search is critical. And it's actually it is powered by structured data. In most cases. Alexa's a little bit different.

[00:28:28.280] - Geoff Atkinson

But you definitely have to be think about how do I improve my presence when people start to search by voice search.

[00:28:34.910] - Chloe Thomas

That's awesome. Thank you, Geoff. We are nearly at the end of the show. So could you please let the listeners know where they can find you and your business on the web and social media plays?

[00:28:45.470] - Geoff Atkinson

Sure. The best way is just Huckabuy.com. H U C K A buy, like buyproduct, if you fill out our contact us form, we love to give your listeners 20% off anything at Huckabuy. So that's the best way. And then LinkedIn is the easiest way. LinkedIn and Twitter are the easiest way to get in touch with me personally. And it's just Geoff with a G, G E O F F.

[00:29:06.500] - Chloe Thomas

 Simple is that I thought you're going to claim to be just Geoff on the web there, just wow, that's impressive.

[00:29:12.830] - Chloe Thomas

Geoff Atkinson with a G and two F's. So Geoff. Thank you so much for being on the Keep Optimising podcast and being so generous, sharing your SEO expertise with us. I think all our to do lists have grown immeasurably while us listening to you, which is the point to some extent. So, thank you very much.

[00:29:32.420] - Geoff Atkinson

Thank you Chloe. That was a pleasure. Thanks so much for having me.

[00:29:36.780] - Chloe Thomas

Well, some complex cutting edge SEO for you there, you can get links to everything. We discussed the full transcript to the episode, important notes and more at Keepoptimising.com. Remember, that's with an S not a Z. and as part of my mission to help you improve your marketing, I've invited all our SEO specialists to join us for a Q&A webinar at the end of the month.

[00:29:57.670] - Chloe Thomas

That's your chance to get your questions answered. So get yourself registered for the webinar by going to Keepoptimising.com, where you will find out all the details.

[00:30:07.900] - Chloe Thomas

And if you're listening after the webinar happen, then don't worry, you can still catch the replay. Just head to KeepOptimising.com. So thank you very much for tuning in to this episode of the Keep Optimising podcast. If you've enjoyed the episode, then make sure you check out episode number six with Luke Carthy, where we go into the wider world of technical SEO. And finally, I would love your help to spread the word about the Keep Optimising podcast, which is why we are running our launch competition.

[00:30:38.020] - Chloe Thomas

So how do you win one of our Keep Optimising podcast T-shirts? Well, we're going to be giving away a T-shirt every week in August to someone who's posted what they think of the show on social media. You get one entry by sharing on Twitter or Instagram what you think and including the #KeepOptimising. Or you can get three whole entries by finding us on Apple podcasts, then subscribing rating and reviewing screengrab your review and share it on Twitter, Instagram with the #keepoptimising.

[00:31:10.240] - Chloe Thomas

Do all that and you'll get three entries. Now we're gathering all the entries up and we'll be picking one winner every Wednesday until the 2nd of September. So you can find all the details about that at keepoptimising.com. Have a great week, all of you, and make sure you listen to the next episode so I can help you to Keep Optimising your marketing.

[00:31:31.080]

Access everything Keep Optimising at Keep Optimising.com, that's within S, not a Z.