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

Hello and welcome. If you are looking to improve the performance and return on investment of your marketing, then you are in 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 because this show is brand new. I'm running a competition where you could win a Keep Optimising podcast T-shirt. Oh yes, a T-shirt. Now stay tuned to the end of the episode to find out how to enter in today's episode.

I'm talking to Luke Carthy about technical SEO 101 because this month we're all about SEO. Whilst Luke and I don't agree on how many raisins should be in the perfect bowl of muesli. It's a long story. We do agree that the technical side of SEO is often neglected, but that it has the power to make big changes to your SEO performance. So I had to include an episode about it in our first month focusing on SEO. And in this episode, Luke's taking us through what technical SEO is.

He's sharing several simple ways. You can find out how good the technical side of your SEO is and more importantly, explaining how to fix those common problems. I think you're going to find this super useful and I suspect several of you, one, when taking action on these these tips you're going to hear today, you're going to see some some big improvements on your SEO performance. Now, we're just about to meet today's guest. But before we do, please do check out the sponsors.

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[00:02:07.790] - Chloe Thomas
That's K L A V I Y O.com/masterplan. Today, I'm chatting with SEO expert Luke Carthy. Luke started his SEO career client side and then after being invited to speak at Moscone twenty nineteen oh yes, Moscone, he decided to go it alone. He now spends his days helping his clients deliver sustainable eCommerce growth with SEO and conversion rate optimization. One of the areas he regularly sees making big changes to performance is getting the technical SEO right. So it was a no brainer to get him onto the show to help all of you improve your technical SEO performance.

[00:02:47.410] - Chloe Thomas

[00:02:48.880] - Luke Carthy
Wow, what an introduction. Thank you very much. That was that was awesome. If you got any sound effects, like in the archive you should drop some bombs or something. But yeah, that was that was really cool. Thank you.

[00:03:00.310] - Chloe Thomas
I did interview one of the earlier Keep Optimising interviews with Kurt Elsther of unofficial Shopify podcast who who came with his own sound effects.

[00:03:09.460] - Chloe Thomas
Just quite disconcerting, all these noises going off.

Oh my god.

[00:03:14.440] - Chloe Thomas
Yeah, so so now we don't have any noises, but maybe that's something I need to look at doing for the show. But Luke we shouldn't be talking about my production challenges. We should be talking about about you. We should be talking about technical SEO. But before we get into technical SEO, how did you yourself get into SEO in the first place?
Um, in a single world Ebay was, was, was where I started. So I'm old enough to appreciate and memorize and remember EMA from college, alright that's quite a week. I used to go and I decided not to spend down the pub or at least not all of it, and I spent some buying some product. So I had a job at Currys at the time just to quickly talk about it. Dockery's and I was working at Curry's from the time. We went from the big fat CRT cathode ray Tele's to the flat screen Stutman HD.

So HDMI cables were crazy expensive and I saw a gap in the market to make them cheaper. So was some stuff of Ali Baba who hasn't sold them on eBay for a juicy markup. And that was where I got my absolute buzz for eCommerce and optimization and it kind of spend and then moved on from there.

of course, because getting doing well on eBay and Amazon requires a lot of the same skill set. As for SEO, it's just it's a different search engine, isn't it? It's not Google, it's eBay.

Yeah, yeah. Yeah, exactly that. So, yeah, everything from kind of getting people to buy to get your visibility and everything else on the on the listings and then what to pay on in terms of optimisations. Plus is not images, all sorts of stuff SEO that kind of just transitioned nicely into my first then SEO or specific SEO role, but really the flavour and the taste and realizing this was a lot of fun came from eBay.

Cool look, obviously, one thing which you can't do a lot of when you're doing an eBay listing is technical SEO because you don't control enough things to do that.

But what you can do with your own website is a lot of technical SEO. And as I said in the intro, it's something which I didn't even I'm not sure I even said this in the intro. It's something which a lot of people don't do because certainly in how SEO because it's a bit more scary than keywords and link building. So do you want to just give us the the ins and outs of what technical SEO actually is quite quickly and so people know what we're going to be talking about.
Yeah, the dictionary definition.

[00:05:33.890] - Luke Carthy
So it's basically making it as easy as possible for search engines, whether that's Google or anything like, well, any search engine really. So access and CRO and understand your site as easily as possible. That's the premise. There's a lot more assets and things like that from that. But I think to distill it down is as small as possible just to make it basically run it better, better, and to make it much easier for such an need to understand what the heck is going on on your website.

[00:06:05.720] - Chloe Thomas
I we say there's kind of two ways to make a very quick, sustainable SEO improvement on your site. One is to do keyword analysis for the first time. If you just suddenly put the right keywords in the right places. That can make quite a big impact on people's sites, but also getting the technical bit right, because if you haven't paid any attention to the technical side of SEO, you could have been running a Website that actually the search engines could only see half of what their only understanding.

[00:06:30.710] - Chloe Thomas
Twenty five percent off because you've not set it up in the right way. And it's almost like opening the gate fully, isn't it?

[00:06:37.220] - Luke Carthy
Yeah, it's kind of like setting up a storefront.

Right. So you want to make sure it's as attractive as possible and it's easy as possible. Be a hundred percent. But I think also sometimes it can be technical, but it doesn't have to be and it doesn't have to be super scary. So I think some people see the word technical in it and think, whoa, I can't do that. That's not for me. You need to have a wizard and you need to be a developer. And that's absolutely not the case.

[00:07:02.120] - Luke Carthy
You know, I looked at technical SEO and I am by no means a developer. So you can get started in many different ways. It doesn't have to be super data side, You know.

[00:07:11.780] - Chloe Thomas
I suppose that’s the one of the interesting things about Technical SEO was keywords and getting them in the right places on the website. There’s there’s kind of a thin pathway that you can follow of options. But technically, SEO is kind of like an entire atlas of options. So what’s the first kind of technical SEO thing people should be looking at on their site? What’s your go to to make a quick improvement?

[00:07:33.610] - Luke Carthy

Yeah. So go to for me. Has to be, especially if you think about eCommerce and just sites with lots of pages and lots of different facets and URLs at first you have to understand just how many URLs. Google has an index for your particular website. So a really good barometer. I like to use, let’s say to keep it simple. You’ve got a thousand products 50 categories and you know some of the fifty blogs or something like that. So roughly eleven hundred pages.

[00:08:02.030] - Luke Carthy

If Google has something like a million plus for a website that size, you know, you have a big problem equally to the opposite side. If Google has, say, 30, 40, a couple hundred, equally you have another problem. So that normally is a really quick and easy way to understand how much Google can see website and whether there’s a big problem or not in either way. And it’s really easy to do. You just throw inside Poland into Google and then your domain name and it will give you an indication of just how many URLs all that.


But that for me is kind of like your, you know you’re ultimate gp, get you hot money to stuff. That is 101 health check for your SEO for a site.

[00:08:41.200] - Chloe Thomas

So let’s explore both those scenarios then. So if we have 1000 product pages, 50 categories pages, 50 blog pages, and when we do the site,:@domain.com and we find that there's only 100 pages listed, how do we and what's the first steps to solving that sort of a problem? How do we let Google see everything?

[00:09:02.090] - Luke Carthy

Yeah, so first thing I would do is go to CRO to use an SEO tool. So big sharks are screaming frog. It's like a tool kit. And anyone who does SEO are pretty cheap. and free to a point. Just have a call and see what is going on, because that is probably a bigger concern than too many pages, not enough pages, which kind of gives me the indication and will tell me as an SEO that google and another search and you just don't care enough about your site to stick around or it's really slow, or there's a technical issue that's preventing google from seeing everything.
[00:09:34.700] - Luke Carthy

So doing a crawl of the site, using your favorite crawler side, screaming frog site, all this on cool. There's loads that will give you, again, just another layer of detail in terms of what's going on. So it could be, you know, not to throw too many scenarios out there because I could spend five minutes just talking about things. We could be talking about things to check how robots our text file. And that's kind of like the the Bible, the rule book is how search is must or must not engage with your site.

[00:10:05.460] - Luke Carthy

And then secondly, just no follow if there's any follow rules option that shouldn't be there. So that a kind of two things check. And then, of course, using according to what you really see what's going on. And that's kind of why you let the real costs kind of break and open what potential issues could be.

[00:10:20.670] - Chloe Thomas

And of course, robust txt is the place where I think we've all heard the horror story of you out your site live Your SEO goes through the floor and you discover that that you're your Web team had not removed they no one allowed on this website.

[00:10:32.940] - Chloe Thomas

Alert's that one line, one line of text in your robot text file that tells all the search engines to piss off, which is obviously very simple to fix.

[00:10:42.990] - Chloe Thomas

So it is a handy problem.

[00:10:45.030] - Luke Carthy

Is it really easy to fix?

[00:10:46.500] - Luke Carthy

But it's also really easy to make a mistake. And you can also, what, the opposite way around right where you have. I've seen clients who their staging sites, the development sites, their testing sites in the index. And it's kind of like that whole oh my God, it's really easy to get right. But because it's such a simple file and potentially with an across many different URLs, it can be really easy to get up.

[00:11:08.280] - Chloe Thomas
But and I suppose if that’s if that’s not excluding the wrong things, then that’s where we get into having too many you URLs in the index. So for someone who’s got too many URLs, they’ve got that eleven hundred pages in our example. But they’ve gone on to Google, they’ve done the search for site:@domainname.com and they found say 5000 pages. What should they, what steps should they take to to sort that problem.

[00:11:35.620] - Luke Carthy
So that’s really interesting because five thousand sounds like a lot, but that’s not too bad like this. Definitely. That’s not too bad.

[00:11:43.200] - Chloe Thomas
It can be a lot worse.

[00:11:44.490] - Luke Carthy
it could be seen clients who may be 60 or 70 pages, but they’re talking several hundreds of thousands of URLs or even the millions. And this is kind of what you get to the oh, my God, that they’re real big. What the hell have you done? Kind of scenarios. But normally the and this is a bit of a you know, a general rule. But the general rule here is if you have a lot more pages in the index than you have on your site, this can be done to parameters or facets or filters or anything that kind of spins and generates.

A lot of users are writing content reviews and things like that. That’s where you kind of get those blow. And a lot of cases it’s unnecessary blow. It's the sort of stuff that's going to dilute your SEO performance and not make it better. And this is a real big issue, eCommerce site for sure.

[00:12:32.820] - Luke Carthy
So that’s the bread and butter of what I do when I'm in the world of a SEO for eCommerce clients,

[00:12:39.080] - Chloe Thomas
because people might be thinking, well, extra pages must mean extra visibility, but it's a bit like, you know, you can when you when you go down to I’m going to have any data. Now, when you go to the library and you look for a book on a new hobby you want to take up and you see the one that's a thousand pages long and you see the one that's 30 pages long, it's a bit like giving Google the thousand pages one when really what Google needs is the 30 pages.

[00:13:01.830] - Chloe Thomas
One, because they need to understand your site and you're just giving them too much, which means they get lost. I mean, the power doesn't go to the right places. So in that scenario, what we're trying to reduce it because we've got another guest in this series of sessions on SEO. He's talking about how we can use those facets and navigation or size criteria kind of criteria to spin out extra pages to cover off our long tail keywords. So there's there's good things about doing that which can help.

[00:13:29.610] - Chloe Thomas

But there's also it's not a black and white, is it, how much we should allow facets to create new pages. So how do we work out where the happy medium is?


It does go one or two ways and I'm sure like Kristina. All right. Mm hmm. Yeah. Kristina is incredible. And she's she's brilliant. We have conversations about eCommerce just to the eCommerce billion. But there's so many clients and again, not even my clients, the some websites that just get afraid of the kind of facet low in the filter, just site work, just everything off. And also from a technical SEO perspective, that's not bad.

[00:14:07.500] - Luke Carthy

It is bad from a long term perspective. And as we know in the world of eCommerce, longtail is where it's not that easy wins. It's the high converting keywords. It's things like size, colors fits all kinds of additional brands

[00:14:21.340] - Chloe Thomas


Exactly, brand which make a real difference. So, you know, I think that the middle ground is really not to allow too many facets. So to use a really top level example, if you have a Category one and then you've got a facet of colour and a facet of size, you would allow colour as a facet on its own and you would allow size as a facet on its own.

[00:14:44.730] - Luke Carthy

But what you wouldn't allow is colour combined with size, because that then creates a whole you know, when you scale across so many categories and so many facets, you would quickly get into the millions or hundreds of thousands quite easily.

[00:14:57.820] - Chloe Thomas
As thing, isn't it, you've got all these separate categories, you put down the side to enable someone to to to use your website really well, and then all of a sudden you've got an individual URL for a blue t shirt in size medium that costs 20 pounds and is on sale and can be delivered to the US.

[00:15:14.750] - Chloe Thomas
And it's like, yeah, we didn't we didn't really need that.

Yeah, there's one person every four years who's like, yes, exactly. And I want everybody else.

This doesn't give it though or equally not all facets. You want to index it. So there might be a facet like I think of a SEO on a reading technical website where you kind of sell components or parts. There might be some premises. I just never get such that it could be something like ISO standard and ISO standard, which is great when you're actually on the site and filtering down. But no one's going to search for, for example, Kasey's cable ISO nine one dash for someone is going to search for that is either a super geek or a someone who is just in the mindset by someone who's in research and that sort of thing.

[00:16:01.010] - Luke Carthy
So not all facets are created equal. And yeah, you've got to be careful. Just got to think about what would the user what and how does the user search. And if the user doesn’t search for that kind of fassett or filter or option, do not allow it to be in because it's just a waste of time. It would dilute your equity entirely across the site.

[00:16:19.600] - Chloe Thomas
Excellent. So so both having too few pages in index and too many pages in the index can be fixed quite quickly by applying rules and tweaking settings, which is great news. I can see I was going to ask you the question, but you're going to tell me something. That's exactly what you want to jump in with.

[00:16:38.930] - Luke Carthy
Theoretically, yes. But the minute you start getting product involved and you've got CMS involved and frameworks and teams and they all gasp and say, yeah, but so in theory, it's quite simple. But in practice it can be quite a challenge to get it done, especially if you've got any listeners who are on the Shopify CMS, which a lot of eCommerce runs are, of course. Yeah, it's difficult, I'm not going to say to say. It's impossible because it's not, but it's very difficult to get Shopify to to be as malleable in facets as you'd like.
So yes, theoretically nice and simple in practice can be an absolute bulloch.

[00:17:18.320] - Chloe Thomas
Yeah. And of course, I suspect almost for anybody, the first 80 percent of improvement is easy and the last 20 percent is also a Bulloch.

Yeah,

[00:17:26.090] - Chloe Thomas
so so we've talked about kind of the the core of technical SEO, which is making sure the right pages are in the index. There's too many or too little.

[00:17:36.920] - Chloe Thomas
The strikes me that in recent years the technical side of things is kind of expanded as Google's gone about trying to find websites that give a good customer experience, not just tell Google the things we want google to hear.

[00:17:52.820] - Chloe Thomas
So has that made technical SEO more complicated or more fun or you know, what? Have you found that change over the last few years?

[00:18:01.670] - Luke Carthy
Yeah, so it's definitely more complicated, but more complicated isn't necessarily a bad thing. As people say, you know, whenever a bad thing happens, you need to see the good in it. And I think that's great because the more difficult something gets, then it means that there's more opportunity to be competitive. So back in the day, you know, we're talking like mastermind's. So if you sold a red t shirt specifically, which is really good, you want to sell things as you like, redshirts.com, and then rank on page one immediately.

Well, nowadays, it's a heck of a lot more difficult, not impossible to have a new site with an exact mastermind rank. So people who are serious about SEO often get rewarded provided it is the right
way around. But then again, we've got people like Amazon, eBay, we've got huge marketplaces. I saw some of that kind of stuff. How do the small guys compete? And I think this is where the opportunities for the little guy to come through and rank among these people.

And this is where longtail comes in. So this kind of ties back into facets. This is giving an experience that you wouldn't get somewhere else, whether that's with news or advice articles or reading that dives. And I know I keep going back to eCommerce because it's kind of my playing ground, but thinking about the entire e-commerce playing ground So it's not just about the purchase, it's the consideration phase. It's the research phase. It's everything I've been able to kind of fulfill and become a player in those spaces can really help to to increase traffic and sales through ways you wouldn't have seen otherwise.

[00:19:30.770] - Luke Carthy
I have no idea whether I even answered your question, but

[00:19:34.940] - Chloe Thomas
you raised some interesting points, I guess. Let me break it down into a couple of key areas, because you said there about the different parts of the user journey, the funnel, whether in that research mode or then that purchase made and so on. And that's where I'm guessing we're making a bit of a plug for buying guides and the blog content, you know, high quality content, which if you're missing those, you're only attracting the people who are ready to buy right now, so that's a way of expanding the type of content you're getting into the search engines, isn't it?

[00:20:05.910] - Luke Carthy
Yeah, exactly, because although ranking for summer short or mens shorts, or women's dresses and really kind of heavy keyword intensity, they're really difficult to run for. And someone who's new to the game was even here a couple of years. You're going to struggle to get on top of something like that. But that doesn't mean you can run for comparisons of this versus that. Or should I advise some guys or converse's this or whatever it is you're in and then kind of capturing the audience that way and building your brand and building an awareness piece.

So, yeah, 100 percent that there's a lot of a lot of premising content. But content is also this horribly overused word where someone just feels generating the blogs for the sake of, you know, by giving the people go to post, you're going to get rewarded for it. And it really doesn't work out that it's going to be content that your users care about the kind of content they know they needed until they read or saw your video or whatever it was.
That's the stuff that is gold.

And on good blog post, one good video is worth one a week for a year.

Definitely. And that's one thing, not a waste site to recommend if you're struggling for where to start in terms of generating actual content. Google's people also search for section is brilliant. So whatever you search for, typically, as long as it's not really niche, there's Google normally suggest plenty of different things. So, again, if you search for things like summer holidays, which is probably the worst thing to search for right now because covid. But if you did, you'd have things like best places to go or should I go abroad, considering covid is a thing, using that kind of current affairs opportunity to find ways of building traffic, a database of people like honestly, the content thing is so underrated in the world of SEO and then normally siloed as well right over here at the department in-house doing this.

And then you've got content and PR team over there and I don't speak.

And the companies that allow them to speak are the ones that end up being prosperous and SEO,

Oh yeah that also gets us out of that hideous scenario where you spent ages working on something from an SEO perspective and then the S.R.O. team or the website team or the PR team come in and tweak something and all of a sudden everything got wiped off.

Talking to each other is definitely good thing. But what I was trying to get you to wasn't aiming for content. I was aiming to get you to talk about the world of speed because that for me sits into the world of technical SEO and we know it's a massive factor in how how Google chooses to rank us. So. So would you say speed is part of technical SEO?
Absolutely. But I’d also say speed is not the end goal. So to kind of I know I gave a definition of technical SEO at the beginning, but I’d like to kind of just add another extension onto that, which is what do you use as one? Because you’ve got to remember, by definition, Google is designed to do exactly that connects people who search to people who want something. So if you the website that’s delivering what consumers or what customers or visitors want the most, then you’re likely to get rewarded for that.


So what I mean by that is making it fast isn’t going to fix your SEO if everything else is out of work, is in your prototype, just don’t look right. You pricings off your content is terrible so fast. I think site speed is sometimes being made as this like golden arrow or gold and silver bullet or you want to call it. And it’s definitely complimentarity makes it better. But if you saw it’s crap making it fast, it’s the one still so.


Well, that’s what I would say is having a good side that slow is almost just as bad. So speed is is really important.

[00:23:46.950] - Chloe Thomas

It’s kind of with SEO. You can’t just focus on keywords. You can’t just focus on length on you can’t just focus on the index, as we were talking about earlier. You just can’t just focus on speed if it’s a bit like a stool with multiple legs. And if you make one of the legs too high, you’re going to fall over so you can have to bring them all up at the same speed.


Yes, exactly.

[00:24:08.010] - Luke Carthy

You just have to work out what what your what your quick wins are. I think, honestly, to get volume for SEO, whether you work in isolation, sealevel or you’re independent like myself, just find the things that you can tweak quickly and get rewarded from brilliantly. So going in on day one and that’s losing a speed all day or we need to make it fast is great. I love your ambition, but that sounds challenging. It sounds like a whole sprint just dedicated to side speed while finding something in the page template which can be improved.

[00:24:40.950] - Luke Carthy

So it could be like a canonical tag, which I know is one of those fancy words. But canonical talks are typically easier to employ or line change. Changing rebel style text is going to be easier to get over
the line than a massive speed project. So, yeah, sometimes it’s just kind of. Identifying opportunities and even though those big opportunities can give rewards, one of the things that we can change in one sprint or a couple of days, that can actually move us forward again what you want and then fulfill that.

[00:25:09.390] - Chloe Thomas

Yeah, because you can’t you really can’t afford to look at SEO on its own now, can you? But I know there’s one area that before we before we head into the next section of our chat, there’s one thing that you said you wanted me to ask you a question on SEO site search.

[00:25:23.220] - Chloe Thomas

Why should we also be looking at our on site search results


so you can drop in keywords and through these keywords is the epitome of like SEO. Right. But site searches, so unlost and so underrated for two reasons. One keyword goal is literally what your users are searching for. So look at that. It's important because, you know, they're searching for something and you want to optimize for it on your own site. Then I there's an opportunity there to build that content or solve that problem or develop that solution.

[00:25:56.130] - Luke Carthy

Secondly, so many brands just forget or abandon or see what I'm looking for, i don't know

[00:26:06.100] - Chloe Thomas

Neglect

[00:26:07.020]

there we go, neglect, highly nutritious breakfast. I don’t recommend that on a daily podcast, but yeah, neglect the fact that site search is a thing and to remove it from search engine indexes because it's a black hole of crawling typically, especially if you've got filters. So you think about it this way. Your site search can be an infinite number of queries in there.


And then you times infinity by the number of filters you have very quickly run into millions, if not billions of of of unwanted URLs. Plus, to use one example, and I forget which time it was, but it was a big clothing brand source. They were indexing for something like a source is crap. So someone had
done an internal link or someone did a link or something to that search query. And there were ranking for their own keyword, which is great, but it was a really bad one, and that was because site search were just left wide open.

[00:27:05.970] - Luke Carthy
So the general rule is, unless you have a very good reason to not do so, stop searching from accessing your internal sites search.

[00:27:14.910] - Chloe Thomas
Clever, so we look at the data to give ourselves great new ideas for products and for keywords and all the rest of it. But we just like we were saying about restricting what facets and filters, etc., the search engines can crawl. We don't let them crawl our search results.

Exactly And one last thing to get to that is a lot of people that have site search pay, you know, a third party solution for that you paper and you will queries all average over an entire year. If you allow search engines to access all of those, then every time search engine accesses a search or I'll be asked to excuse your reports and it makes things more expensive. So for many reasons, just don't do it because it's going to cost you in one way or the other.

[00:27:56.520] - Chloe Thomas
Excellent advice, right? Well, look, we're going to pause now for a mind of our sponsors and then we're going to talk about the wider world of SEO.

[00:28:05.810] - 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 a more way, way more.

[00:28:30.200] - Chloe Thomas
Whether you're launching a new business or taking your brand to the next level, Klaviyo can help you get growing faster. And it's free to get started. Is it Klaviyo.com/masterplan to create your free account? That's K L A V I Y O.com/masterplan.

[00:28:48.150] - Chloe Thomas
Okay, look, so far, we've gone deep into technical SEO one on one. Now you get to wow us with your insider knowledge about the whole of our SEO.

[00:28:57.510] - Chloe Thomas

So to be clear for the following questions, your answer can be anything to do with SEO, which, of course does include technical SEO 101. So, look, you ready for these?

[00:29:08.760] - Luke Carthy

Ready

[00:29:09.710] - Chloe Thomas

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


Twitter, SEO Twitter is an absolute goldmine for the network that's not even advice, I would say literally get on Twitter. Don't necessarily search for the hashtag SEO because it's full of crap, but just look for the authority of people and follow them because they will give you news, advice, things to read, content, blogs, resources thicker than any kind of RSS subscriber could do. So SEO Twitter is huge. On top of that, I would say don't think about SEO is just technical SEO you have to start with.


And I know that a few times, but I can't emphasize enough how important it is. What is your customer want? Why is your site in the search engines? What if they come to you for what is your brand mean and reverse engineer that into technical SEO. So don't do a SEO to demise your core values should entirely be the opposite way around. I've seen it done far too many times resources wise because I know that was a question you asked.

[00:30:22.110] - Luke Carthy

I would say that is screaming frog and get a copy of that play with that, because that is literally your spanner in the world of SEO. And yeah, I think that's just name.

[00:30:34.930] - Chloe Thomas

think that's a good starting point. And I love that Twitter tip because, you know, different sections of online marketing talk well on Twitter and SEO is probably the most giving, the most open, the most helpful group of people on Twitter I've ever come across. A great place to start for those of you out
there would be to follow each of our guests in this SEO sequence because all of them are awesome on Twitter. So, well, make sure that we put links to all of them in the show notes for you.

[00:31:02.670] - Chloe Thomas

Right then. Next question. Once you've started with SEO, of course, you've got to Keep Optimising. So what's your favorite way to improve SEO performance?


So for me, before I touch anything, I have to start with data is data feeds absolutely everything. And that could be conversion data. It could be behavior data. To give you one really good example, because at the end of the day, the C Suite does not care about a SEO like most of the C suite doesn't care by SEO, which is annoying. And I hate to admit it, but he's true. The C Suite has about profit and loss.


How much money did it make? How much money did we lose? So sometimes you have to just put the SEO thing down and go and look at the thing that's burning the most. So to give you one point example, in data I looked at, I found an issue where it was costing us the business thirty thousand pounds a day in lost sales due to a dodgy error message that I've been sitting around for about 18 months. So it's thirty thousand pounds a day.


We're losing that. We didn't even realize we were losing until I happened to install some new software to have a look at what was going on, look at our messages and find there was a huge spike in of messages that was causing abandonment. Now fix Not error has nothing to do with SEO technically, but that absolutely unlocked the confidence in the business and the kind of authority in the business to just go SEO to the point where there is open the gates and says do what you want.


If that's what you do for the business, go and get it done. My point here is sometimes to be a good SEO it's not all about SEO, it's about what the customer wants. Right. So that's probably a really good example of how sometimes the SEO is the immediate skill set, it's understanding the whole plethora of analytics, data conversion and such.

[00:32:49.290] - Chloe Thomas

because it's often the case that the SEO team closer to the data than anyone else's. And you can win an awful lot of friends by fixing problems that aren't necessarily strictly in your remit.
[00:33:00.360] - Luke Carthy
Yeah,

[00:33:01.030] - Chloe Thomas
it does make life a lot easier in a company.

[00:33:03.660] - Chloe Thomas
OK, now it's impossible to improve our marketing unless we're monitoring the performance, but the list of stuff we could monitor can be overwhelming. So what for you is the number one SEO KPI?

OK, I'm biased here because I'm in the world of eCommerce I'm going to get two. One is revenue because that is the lifeblood of most businesses and the second one is organic users, not just organic sessions, especially if you like a loyalty program. We have a really big, powerful brand. It's great to have a lot of organic sessions, but it's the number of users that you care about. So those are the two kind of baseline types that are really important.

[00:33:45.750] - Luke Carthy
Fluctuations are great and of course, dropsonde great, but they're not necessarily always your fault. So I look at trends. For example, holidays. We said earlier it's going to be trendy that anybody picking up now, some of these are not just your fault. Take a look at industries. And so lastly, to plug how I validate whether an increase or decrease these site specific or it's kind of like a wider global issue or something like that. Google Trends is great as a good starting point to get an idea of what's going on in the world and whether it's just you or everyone in that same vertical is experiencing the same issues.

[00:34:19.890] - Chloe Thomas
Great. More, more, more. Great advice there. Thank you. OK, finally, it's crystal ball time. What's coming up in the next six to 12 months that we should be getting ready for in SEO?

OK, I love this question, but for me, I think more tech giants stealing revenue, but stealing the sale from websites. So it wouldn't surprise me if in the next six to 12 months I see an ability to buy something off a website without ever accessing that website, some buying a product through Google shopping. And I don't just mean clicking into Google shopping ad and going to the site and checkout. I mean, the whole experience on Google itself is the same with Instagram.
So been able to buy check on Instagram. We’re already kind of seeing that with Shopify shop, which I think is a terrible name. But the technology I think is great, which is almost like eBay for Shopify stores and never actually having to go to those Shopify stores to buy something. So everything’s unanimous, standardized on Amazon outside of Amazon. So I think a lot more of that on the big tech giants is going to be huge, which is a bit of a double edged sword because it means you can’t give customers an immersive experience on brand and build the whole reason why they should pay extra just until we buy that kind of thing.

But the positive news is you might be able to win more sales that you may not have even seen before because you’re not competing in ways that you didn’t see before.

I like it, that’s proper crystal ball. I like it. OK, look, 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, please?

Yes.

So fortunately enough for myself out a fairly unique by Luke Carthy. So if you give me a Google, you can find me anywhere, really. But I’m on Twitter and lots of things are just massively Mr Luke Carthy on Twitter Luke Carthy dot com Luke Carthy and the usual places. And when the world gets back to normal, you can probably find me bottom line, a bunch of conferences, SEO and that sort of stuff. Yeah. Confinement. My excuse.

I have a feeling you’re going to be bouncing around any SEO event that happens within Europe, if not America as well, because I know you are one of those who’s very eager to get out there again.

So there you go, guys. We will have links to to all of those resources Luke mentioned in the show, Knights. And Luke, thanks so much for coming on. I’m sure we would have opened a few people's
Keep Optimising Podcast: [https://keepoptimising.com](https://keepoptimising.com)

eyes to a lot of technical SEO and made them somewhat less fearful of it, maybe get them stuck in improving that indexing. So thanks so much for coming on and explaining it.

[00:36:52.830] - Luke Carthy

Well, no problem. Thanks again for me, CRO. It’s been a blast. Thank you.

[00:36:58.020] - Chloe Thomas

Well, I hope we’ve removed some of your confusion or fear of technical SEO. I love those simple tips that Luke gave us there and the two, I think, which I mean, there were so many good at so much good advice in there with the two that I think really resonated with me was following people or joining the the SEO Twitter community. They are so giving and appreciative and helpful when you’ve got problems and share so much.

[00:37:22.880] - Chloe Thomas

It’s amazing how much good stuff gets shared on Twitter in the world. As I said, we have added links to each of our first four SEO guests, Twitter handles in the show notes. So you can you can start your SEO Twitter journey there. And the other one was Screaming Frog not a tool I’ve ever used, but one I suspect I will be very shortly losing half a data and plugging the Keep Optimising website into to see how we’re doing.

[00:37:50.170] - Chloe Thomas

Now you can get links to all of those great things that that Luke mentioned, together with notes on what we discussed and the full transcript of the episode by heading to KeepOptimising.com. And that’s optimising 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. During that will, at the very least, be getting Luke and Kristina to debate how far we should go with our pages created by our positive navigation.

[00:38:20.600] - Chloe Thomas

But it’s also your chance to get your questions answered. To get yourself registered for the webinar, just go to Keepoptimising.com and you will find out all the details. And if you’re listening to this after the webinar happened, then don’t worry. You can still catch that replay. Just head to Keepoptimising.com with an S, not a Z.

[00:38:39.390] - Chloe Thomas

Now, thank you so much for tuning in to this episode of the Keep Optimising podcast. If you’ve enjoyed the episode, then please do check out Episode seven once it’s available, because that’s where I’m joined by Kristina Azarenko, where we’re talking about the other side of filters and facets
and how you can turn them into a positive thing for your business, how you can use them to target those long tail keywords with the buyer intent, the ones that actually bring you buyers.

[00:39:05.900] - Chloe Thomas

She shares an amazing eight step framework. So you really should tune in for that one. And I would love your help to spread the word about the Keep Optimising podcast. So we’re running a launch competition to reward you for doing just that. So thank you for holding it right to the end to find out how you can enter our competition to win a Keep Optimising podcast T-shirt, because 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.

[00:39:35.000] - Chloe Thomas

You can get one entry into the competition by sharing on Twitter, Instagram what you think of this show, including the #KeepOptimising. Or you can maximize your chances of winning by getting three entries. And you do that by finding us on Apple podcast, subscribe, write and review, then screengrab your review and share it on Twitter or Instagram with the hashtag #keepoptimising. Simple as that. We're gathering up all the entries will be picking one winner every Wednesday until the 2nd of September 2020.

[00:40:08.060] - Chloe Thomas

You can find all the details of how to do those tasks and how to enter by going to keepoptimising.com. Have a great week and make sure you listen to the next episode so I can help you to Keep Optimising your marketing.

[00:40:22.890] - Chloe Thomas

Access everything Keep Optimising at KeepOptimising.com that's with an S not a Z.