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're 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.

So thank you, because this show is brand new. I'm currently running a competition where you could win a Keep Optimising podcast T-shirt. Oh yes, we are giving away T-shirts. Stay tuned to the end of this episode, though, to find out exactly how to enter.

In today's episode, I'm talking to Kristina Azarenko about using categories to target long tail keywords. Why am I doing that? Well, because this month we are all about helping you improve your SEO performance. I saw Kristina speak on this topic at a recent Bryton SEO virtual summit. For those of you not in the UK, that's one of our top SEO events.

And it's very hard to get on the bill because they only go for the best SEO speakers and the best SEO content. Now I was blown away by how clever and yet easy to implement the strategy is and how powerful it is as well. Some amazing results which Kristina will share with us shortly. So I just had to get her on the show to tell all of you about it.
So she's going to be sharing this awesome method for using your categories to grab that long tail buying traffic in just a moment. But before we meet her, please do check out the sponsors.

[00:01:37.730] - Chloe Thomas

This podcast is brought to you by Klaviyo, the ultimate eCommerce marketing platform for email and SMS messaging. Whether you're launching your e-commerce business or taking your brand to the next level, Klaviyo gives you the tools to get growing faster. That's why it's trusted by over 38000 eCommerce brands. Build your contact lists and emails that pop and create marketing moments that build valuable customer relationships over any distance. Get started for free today. Visit klaviyo.com/masterplan to create your free account. That's K L A V I Y O.com/masterplan.

[00:02:14.710] - Chloe Thomas

Today, I'm chatting with SEO expert Kristina Azarenko. Kristina is an SEO consultant who focuses on delivering results for one eCommerce client, she achieved a sales increase of 5400 percent. Yes, 5400 percent. And we're not talking over years. We're talking in just a few months. She's a globally respected SEO whiz who's been featured on pretty much every single one of the key SEO sites and blogs and conferences.

[00:02:45.220] - Chloe Thomas

So it was a no brainer to get her on the show today. Hello, Kristina.

[00:02:50.180] - Kristina Azarenko

Hey. Hey everyone, I am very excited to be here and to share things that will be valuable for you.

[00:02:57.190] - Chloe Thomas

Awesome, because I'm excited to have you here, too. But before we get into the awesome topic, you're here to talk to us about, how did you get into SEO?

[00:03:06.490] - Kristina Azarenko

Yeah, it's a very interesting question. And I ask myself that sometimes as well, because for me it was a completely random thing. I was working at a job I didn't like at all. It wasn't connected with computers. At that point, I'm not sure that I even knew what a website was. One day I just found training SEO definitely without knowing what SEO was and I just jumped on it. It was an offline course and I was like, oh my God, I fell in love with it so much that I even had to take some days off from my then full time job.

[00:03:44.770] - Kristina Azarenko
And just to learn just to, you know, soak up all this knowledge. And after that, I found a job at an SEO agency. And since that it was 10 years ago, I think, and since that, since then I've been in love with SEO.

[00:04:02.200] - Chloe Thomas

I always think that SEO is one of those topics which if you've got to really adore it to be successful, because this is kind of like a discovery and you know, a constant exploration, constant experimentation. And if your heart is not fully in it, you're just never going to be an amazing SEO person.

[00:04:22.750] - Kristina Azarenko

Yeah, see that's that's true. But honestly, I think this is true for any any sphere. If you don't like what you are doing, you're not going to be creative, to be honest. But SEO is a good example of this because, again, if you don't like it, I'm not going to explore new things that are going on. And there are things which are going on every single day. So to be to be on top of this is definitely challenging.

[00:04:51.010] - Chloe Thomas

Well, let's dive into what you're here to talk to talk to everyone about today, which is about using categories to target long tail keywords. And before we get into, I want to let all of you know, all of you listening know we're going to be talking about an amazing process that Kristina has developed. It's a little bit complex, a lot of it. We can't explain all the how to on the podcast because it's an audio only medium. So what we've included on the show notes page for you is so that's at keepoptimising.com

[00:05:21.340] - Chloe Thomas

is a link to Kristina blog post where she goes step by step into every bit of detail. So don't worry as you're listening, if you're worried, you're going to miss a detail or or some of it you want to see because all of that is available for you right now. You just need to go to keepoptimising.com head to the shonotes page for this episode and you'll find that. Plus, you'll find a way which we'll talk about later on of how you can get a video tutorial on how to get it all as well.

[00:05:47.650] - Chloe Thomas

Plus, I should also say, if you've got questions on it, then Kristina is going to be in the webinar. We run at the end of the month, which, again, you can find details on that at Keepoptimising.com. Right. That's enough. Preview or prequel Waffel for me, Kristina.

[00:06:02.560] - Chloe Thomas

Let's get into this. Why should we care about finding ways to target long tail keywords?
[00:06:09.520] - Kristina Azarenko

Yeah, it's honestly, it's one of that it's one of the best questions to ask when it comes to online stores because, OK, what a long tail keyword is. It's something specific which people are looking for on Google. And when it's something something specific versus something general, it means that people are actually more willing to buy it. For example, my favorite my favorite example ever is about t-shirts, and you're going to hear a lot about it in the framework as well.

[00:06:43.630] - Kristina Azarenko

But think about that. If somebody is looking for a T-shirt, you don't really know what what exactly they need. Maybe they're just interested what it a t-shirt is, Right. Or something else. And if you are an online store, the competition isn't seen. So it's really hard to break through to these and outranking top one, two, three. And at the end of the day, this might not be something which would be beneficial for you if you run just for general keywords.

[00:07:16.490] - Kristina Azarenko

To be honest, so when somebody is searching for something green to choose or men, this is an example of a long tail Keyword. It means that people are more aware of what they need and they are willing to buy it to get it. So if you are ranking for these particular keywords, you have more chances to attract buyers versus just high kickers,

[00:07:42.450] - Chloe Thomas

because the longer tail the keyword is the more words that are in it, the the higher the buyer intent is usually, isn't it? So the more likely they are to buy, which makes it so much more attractive.

[00:07:52.910] - Kristina Azarenko

Yeah, exactly. And what's interesting is that usually a long tail keyword would have a lower competition. It doesn't mean that it doesn't have competition at all. It does. But the competition is usually lower in terms of how many people are searching for this. Right. So and it really surprises me when online stores don't target, don't think about this keywords, because first of all, these are, again, keywords that can bring buyers. And secondly, the competition is lower. So it's a win win for you.

[00:08:26.080] - Chloe Thomas

I know what you mean. It's kind of crazy. You know, many years ago, I used to run a marketing agency and for a few years we offered SEO services, never to the kind of extent we're going to be talking about today. But we I'm sure you experience this to Kristina. You speak to clients and they're
like, I want to rank for T-shirts. And you're like, why do you want to rank for T-shirts? It's going to take years.

[00:08:47.960] - Chloe Thomas

And there's so many people searching it who don't want your product. Why don't we rank for you know, In a few months? We could rank for 20 long tail keywords that actually represent your products, that have low competition and that people searching for actually want to buy. So why on earth do you care about T-shirts when the money is to be made over here and the money and the profit is to be made over here?

[00:09:11.210] - Kristina Azarenko

Exactly, exactly. That's a really good point. Like, for example, I don't want to rank for SEO to for just SEO because. Oh, my God, I'm sure that even if I do, I'll get so many potential client calls with people who don't really understand what I what I do. I don't really know what's going on. And this is just a waste of time. Right. So targeting just general genuine keywords, whether you're an online store or whether you are a B2B company, it doesn't always make sense.

[00:09:48.150] - Chloe Thomas

I completely, completely so. Hopefully we've convinced everyone now that long tail keywords are the place they want to be investing their effort. But the other part of of the framework you've developed is about focusing on categories to hit those long tail keywords. So why the category pages? The were the ones we should be focusing on long tail keywords.

[00:10:09.230] - Kristina Azarenko

Yeah, well, I wouldn't say that it's only the category pages that you should focus on when it comes to long tail keywords, because sometimes if people are looking for a particular product, then a product page might be a better landing page for these query. But at the same time, in general, when it comes to eCommerce websites, the most visited landing pages are category pages. And I say the most visited means when people are searching for something on Google, mostly they most likely will see category pages versus product pages.

[00:10:47.510] - Kristina Azarenko

Again, it's not always the case, but it happens very, very often. And I also want to one research. I honestly don't remember the source, but it's researched many eCommerce websites and it actually showed that again, the most visited pages for eCommerce are categories. When, for example, for many websites, when you check Google Analytics, which will search console, you'll see the homepage. So that's why for eCommerce optimizing, starting with category pages to me is a more scalable approach.
It doesn’t mean that you should just count product pages or the homepage at all, but starting from category pages is a good solution. But there are also exclusions. This framework is not for these situations, but I just think that I also need to give this example. So for these kind of websites, for example, which are selling extensions or WordPress plug ins for these kind of websites, for pages which talk about plug ins or extant extensions will be most important versus category pages.

I worked with one Magento eCommerce Magento Extension’s VANDAR, and they were concentrating only on the product pages, which works for them really well, but again, for most for most eCommerce websites, start with category pages,

and I suppose the great thing about the category pages is, one, it's what's being found. You're being found for the search pages already is where the volume is of the traffic of the customers. But it's also a little bit more future proofed than a product page. And if you're a fashion retailer, your products may be going, you know, you may be bringing a new season on every year. So those product pages are living and dying. But your category, your addresses category page lasts forever. So you've got some longevity in there as well.

Yeah, yeah. That's that's a really great point. Yes, I agree. And also what is important that sometimes and I give you an example just in second, sometimes stores also remove their category pages, especially, for example, seasonal pages. Don't removing pages, please. Yeah.

That means if you've got a Christmas crackers page or a Christmas wrapping paper page, don't get rid of it. Leave it up all year round. That's what we're saying here.

Yeah. And also, Don't just don't just remove your old category pages because you stop selling these these types of products or just because you want to. Because it happened to me when I was basically doing the research and then writing the title tag and I was literally going to the to the category page to change the title tag. And then the page was not found and I was like, what's going on? Am I insane? And then I had a cache, everything was in place.
So then I realized that the client was just within the category pages on the go. So don't do this.

[00:14:01.040] - Chloe Thomas

I once had taken that to another hideous level. I once had a client, a coaching client who will remain nameless because I would never shame anyone for doing this. But they went on holiday and whilst they went on holiday, they took their whole website offline and just left up their homepage saying we're on holiday back next week.

[00:14:23.760] - Chloe Thomas

And that was an eCommerce night, which they left the Google ads running, but they turned off their website. And you just like really on so many levels. That was a terrible idea.

[00:14:35.720] - Kristina Azarenko

Yeah, yeah.

[00:14:35.800] - Chloe Thomas

Don't do that, everyone. You want to leave those pages up. So is the search engines. Keep finding them, right. OK, so category's great pages to be focusing your SEO effort on. We're going to get into the kind of the nuts and bolts of your process, your framework in a couple of minutes Kristina.

[00:15:07.010] - Kristina Azarenko

No, it's not, because OK, how many how many category pages listing the same to products. Can you can you create. I think I don't think a lot. And the main idea is to bring value. And if you have five different five different categories which talk about the same products differently. Well, if you can actually make this valuable, that's OK. But in most cases you just won't we just won't succeed in it. So having just one or two products and three products on the website is not enough for creating for using this framework,
because who does this work best for which are the companies for whom you? Because this is a framework you've created to solve a problem that certain types of companies are working for. So who who is it a no brainer for to to start working this process?

[00:16:05.570] - Kristina Azarenko

Yeah. So these are online stores which have lots of products. There is no there is no defined threshold, but basically the fifty, one hundred, one thousand, ten thousand products and also those which have categories and filters in them because the framework is based on using filters as the basis for creating more targeted subcategories. So if you don't have filters, these framework is not for you as well. But the idea that the logic behind the framework is still applicable, because what I did there was this framework does is making things scalable.

[00:16:52.580] - Kristina Azarenko

But you might not make them scalable, but to achieve the same, the same, the same outcome just longer.

[00:17:02.190] - Chloe Thomas

Yes. What we're saying is the framework we're about to to talk about is if you've got loads of products and you want a quick way of taking advantage of all those different category options. But if you. A smaller number of products, you might be you might find it easy just to do it manually, i.e. go to the category page and improve the content, would that be right, Kristina?

[00:17:22.370] - Kristina Azarenko

Yeah, yeah, exactly.

[00:17:24.020] - Chloe Thomas

OK, cool. So we've got for those of us who've got a load of products, certainly 50 plus we've got filters on the website, say color filters, size filters, brand filters, whatever it might be to enable those products to be grouped together into kind of automated categories.

[00:17:42.910] - Chloe Thomas

Do you want to run us? We've got say, five, ten minutes we can spend just running through the key tenets of your framework.

[00:17:51.280] - Kristina Azarenko
Yes, sure. And I think it's too important for us. It's too important to tell you a little backstory why this framework was created, because if you make more sense,

[00:18:02.450] - Chloe Thomas
please do, let's hear the back story.

[00:18:04.510] - Kristina Azarenko
Yeah. So the back story was that the client had a lot of products, as we already covered, but the categories were very general. So if we talk about my favorite example, t shirts, they had a category for just t shirts or it could be pants or skirts, something else. Right. As we were we talked about this. We don't like we don't succeed when we target just these general keywords. So my first approach was not scalable.

[00:18:39.610] - Kristina Azarenko
And again, this approach will work for any store. And even even without the framework, the framework makes us more scalable. So my first approach was to just think about which particular categories, narrow categories we can create. So, for example, instead of just having t shirts, there could be t shirts for women or t shirts for men or two sleeveless t shirts. Right. So you can manually perform keyword research and manually create these categories and make sure that the products which end up there are relevant.

[00:19:18.850] - Kristina Azarenko
So if you're if this category is for sleeveless t shirts, make sure that all the t shirts that is there are sleeveless. So basically, this is this is a normal approach that any SEO expert will take. Right. Because that's how you basically narrow down the categories and making sure that they are targeting long tail keywords. What the framework does is it makes this approach more scalable because instead of going and creating each subcategory manually, you use filters in your store to create this categories automatically.

[00:20:01.210] - Kristina Azarenko
And and the framework also includes some initial optimization, which is important because at the end of the day, we want to create something valuable, not just create something for the sake of creating. So the framework consists of eight steps. Pretty simple. And I'm just going to walk you through each of them. So the first step is to complete the initial keyword research. This is a vital step because you can't just create something without any initial analysis of what is going on.

[00:20:38.440] - Kristina Azarenko
For example, again, if you have t-shirts, right, you need to know whether people looking for t-shirts for these price t-shirts, for this colour of this colour, et cetera, et cetera, et cetera. Right. Because now it will make more sense. Step two is to analyze the existing filters in your store and find those that will become the basis for you subcategories. You can't do this step without the initial keyword research.

[00:21:05.930] - Chloe Thomas

I was going to say so at this point, Kristina might we if we've got a filtering system set up, but our filters, we've got colour filters, we've got size filters. But what the keyword research is telling us is that the volume is around pricing. Might we at that point add filter data in so we can create some price based filters to enable us to take advantage of the data?

[00:21:27.800] - Kristina Azarenko

Yes, yes. What I see is that, first of all, to make it less complex but still scalable, I say that at first you'd need to you need to analyse the existing filters, not create any more filters. If you see that, OK, there is a demand for it size or for example, price related filter, but we don't have the price related filter. OK, keep this. You can do this, you can do this after next.

[00:21:59.960] - Kristina Azarenko

It's the next situation, right.

[00:22:01.960] - Chloe Thomas

because we'll get the quick results from using what we've already got. Then we can look at building on that once we've actually taken advantage. I guess otherwise we could just spending our entire time building the foundations without. Actually improving our SEO performance.

[00:22:15.780] - Kristina Azarenko

Yeah, yeah, exactly the words to use to utilize what we already have. So the step two is analyzing the existing filters and finding those that will become the basis for subcategories. So in my case, for example, these were fit, color and brand as far as I remember.

[00:22:34.580] - Kristina Azarenko

And the filter is like size and control for the use and pull price. We're not going to become subcategories because they were no there was no such volume for this. And now it can be different for your situation. If somebody is looking for sneakers like Jordan sneakers size 10, that's OK. Then create a category for this. But if nobody's looking for these, just don't create a category at this point.
Once you have keyword research, once you analyze the existing filters and identify those that you are going to work with, then the next step is to define the rules for creating indexable Fatha pages and is basically, I'm not going to cover these rules in detail.

But the idea is to not have a complex installation, because if you think about that, you can have so many different variations of things that you can create. And as I said, the most important thing is to create valuable content.

So in my case, it was having just category plus filter as a variation that creates a separate URL, a separate subcategory. But if you have category plus variation plus filter plus another filter, plus another filter, there are so many things that can come up with this and you're just going to be too complex.

So, so when you see when you will at the whole deck, you'll see my acceptance criteria for each of the steps and it will make more sense to you then the next step was to find the rules for colonization, for the new puzzle pages. And again, if if the category and filter applied has just two products, it's not really valuable. It has if it has nine products, then it's OK. So this step, I just identify the number of the minimum number of products that a filter should have in order to have a canonical pointing to itself.

Kristina, just before we go into step five, could you do a quick, quick explanation of what Canonical is all about?

Yes.

Chloe Thomas
which I realize Canonical could be an entire episode all of its own.

[00:24:56.890] - Kristina Azarenko
Yeah, yeah, yeah. I know

[00:24:59.030] - Chloe Thomas
So, the headline be awesome.

[00:25:00.660] - Kristina Azarenko
So what a canonical tag does is it says to Google which page should be treated as the most important page and which page should be ranked. So if you have if you have one or two similar pages, you basically say, OK, I want you Google to page A as the most important page and page B should be basically consolidated with page A. This is a canonical between two pages, but also for self reference and canonical self reference and canonical means that a page references itself.

[00:25:42.260] - Kristina Azarenko
So a Page A has a canonical pointing to a page A. This means that this is a SEO best practice. And when, for example, you have any query parameters like UTMs, I'm pretty sure that marketers know what UTM tags are. They are awesome, they are amazing. But when you're using UTM tags, for example, page A and then UTM tags is basically a new URL, you might have never thought about this, but this is a new URL which can potentially be treated by Google as a duplicate page to your page A.

[00:26:19.190] - Kristina Azarenko
So if your page A has a self representing representing canonical pointing to itself, then whenever you add query parameters, it doesn't really matter. Everything is fine. So the bottom line here, if you page is valuable, if you want this page to be ranked in Google have a self referencing canonical on this page.

[00:26:41.190] - Chloe Thomas
Nice explanation. That was good. So just to recap, everyone where we're at, we've had step one complete the keyword research. step two analyse your filters, see how they match with your keyword research. Step three, define the rules for creating the pages. Step four, define the rules for the canonicalization, which I thought was going to say wrongly that. But I did it. OK, so Kristina, what's are, step five?

[00:27:06.230] - Kristina Azarenko
Yeah. Thank you for the summary. Step five is basically set internal linking to success. Internal links are links, which we find inside of the website, right, so it’s important not only to create this new, new sub categories, it’s also important to make sure that they are added in the existing website infrastructure. And one of the things that I will include in my acceptance criteria for developers to create this, to make all this happen is to make sure that all the links are added with each attribute.

[00:27:46.110] - Kristina Azarenko

It’s a no brainer. It makes sense, but sometimes just, you know, developers can edit with JavaScript like on click function. And the truth is that Google doesn’t interact with your pages. So if you have your links added without any attribute, surprise, surprise, Google won't follow them. So basically step five is just making sure that all the links to newly created pages are added to your website with attributes.

[00:28:20.350] - Chloe Thomas

Cool.

[00:28:22.050] - Kristina Azarenko

The next step, again, as I said, it’s important to me this page valuable.

[00:28:27.120] - Kristina Azarenko

So that step six is to create title and H1 tags templates because what is the quickest and easiest way to make sure that the page page targets keywords is adding title of H1 tag. So as this approach is scalable, I’m talking about templates but not adding each and every title tag or H1 tag manually. You can do it afterwards, but for the sake of again, utilizing what we already have and making faster, we need to have templates. And for me a template was facet name, category, name in Canada and then the brand name, for example.

[00:29:14.290] - Kristina Azarenko

So this would be green t shirts in Canada and then brand name. The H1 tag is basically the same, but without the brand name at the end. Pretty easy to make sense. And it’s not. Yeah, it’s not hard to do. And as I said at the end, you can come back once everything is done, you can come back and customize these title tags or H1 tags manually.

[00:29:41.290] - Kristina Azarenko

Step seven is to test everything because every step comes with acceptance criteria. Basically how things should look like when when they are successfully achieved. So how, for example, title tags should look like when they are generated on the subcategory pages. Right. So you need to test everything to make sure that everything is done correctly, because whenever you do something
scalable is prone to error. And your task here is to make sure that there are no mistakes in the implementation.

[00:30:20.170] - Kristina Azarenko
And the last, last but not the least part is to improve because there is always room for improvement. Right. And for example, in this case, again, you can improve Title tags manually. You can also add unique content to your newly created subcategory pages so that opportunities are endless and you can always improve, improve and improve on top of what you already have

[00:30:47.770] - Chloe Thomas
brilliantly explained. Kristina and I particularly given this is the Keep Optimising podcast, which is all about improving, improving, improving. I love that step eight is improve.

[00:30:59.410] - Kristina Azarenko
Yeah, yeah. It's just important because especially in SEO, in marketing, marketing, SEO is part of marketing. It's always like that. You don't just launch a campaign and then you just don't touch it. You always improve optimise.

[00:31:14.880] - Chloe Thomas
Exactly.

[00:31:15.220] - Chloe Thomas
And you know, I love the way that your framework automates, you know, the bulk of the work. And then we can go back into the 20 percent best pages. We could go and tweak and improve and add that content and add those H1 tags. But at least we've done the bulk of it. So we'll see the impact really, really quickly.

[00:31:34.690] - Chloe Thomas
And how quickly could we see the impact from a process like this?

[00:31:39.140] - Kristina Azarenko
for the client that I initially created this framework for the sold at two million additional two million in revenue in revenue, which is insane. I was really happy when I heard about that. And it took them, I think, as far as remember, three months to do all of this and then start seeing results.
Not in the world of SEO. That is a quick result, isn't it? It's a big and quick result.

Yeah, it doesn't mean that they sold the whole two million additional revenue in this three month framework is a projection of how much because it can be even more at the end of this period. Right.

Nice. Well, guys, if you want to do that, you can of course, listen to this again to get the, you know, the big picture stuff. But you can also head to Keepoptimising.com, go to the the show notes page for this episode where you can get the the blog post that explains step by step all the detail that Kristina quickly ran through.

Well, Kristina, thanks so much for running through all of that. We're going to pause now for a reminder of our sponsors and then we're going to get to talk about the whole world of SEO.

It's safe to say that most of us have been doing more shopping online lately. And if you're an e-commerce 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.

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. Visit Klaviyo.com/MasterPlan to create your free account? That's K L A V I Y O.com/masterplan.

OK, Kristina, so far, we've gone deep into how we can use our categories to target our long tail keywords. Now you get to wow us with your insider knowledge about the whole of SEO.
So for the following questions, your answer can be anything to do with SEO, which of course does include using categories to target long tail keywords if you wanted to. So Kristina, are you ready?

[00:34:00.260] - Kristina Azarenko
Yes, I am.

[00:34:02.570] - Chloe Thomas
OK, cool. So first off, let’s start with SEO Newbie advice. If we’ve inspired someone to take their first step with SEO today, what do they need to know to give themselves the best chance of success?

[00:34:17.150] - Kristina Azarenko
They OK, so what do you usually what do you think about when they go back and think about my own way? And what helped me is, first of all, being curious always learn new things. That’s amazing. And also have your own website is actually very important because at the end of the day, when you will, you need to, for example, login to Google search console of your client. You won’t be surprised about what is going on there because you already seen your Google search console and you know all the reports.

[00:34:54.140] - Kristina Azarenko
And the best part is that you can experiment with your own website. You can you can block it. You can I don’t know, you can break it and nobody will tell you anything because it's your own website. So it’s important to have this playground, which really, really makes you a better SEO at the end of the day.

[00:35:15.270] - Chloe Thomas
Nice. OK, once you started, of course, with your SEO, you've got to Keep Optimising. So what’s your favorite way to improve SEO performance?

[00:35:25.150] - Kristina Azarenko
I think that one of my favorite ways is to basically have a look at a search console, have a look at Google Analytics without, you know, without having all the time to follow a checklist or something, just finding time to be curious, just looking at the stats and saying, oh, interesting, what’s going on here? And then drill down and see what's possible. Maybe something went wrong and you didn't really notice it. What helps to what helps to optimize it is to, for example, have Google alerts, have something like that in place.

[00:36:06.200] - Kristina Azarenko
But also, I remember when I was working at an agency, one thing that I suggested to an agency and it went really, really well is to have something similar to optimization Keep Optimising that PPC managers do. I used to be a PPC manager full time for over a year and I love PPC as well. So what do you usually do is to look at the keywords. You look what's going on, you look at the search terms.

[00:36:38.140] - Kristina Azarenko
You need to be always on top of this. Right. But when it comes to SEO, you don't really look at the numbers a lot. So what I suggested in that company and that agency is to have something like that every week or biweekly, depending on the clients, basically PPC or optimization for SEO like you will do for a PPC account. Right. And it will help to find some, you know, small mistake, small errors that were caused, for example, by the client changing something on the website.

[00:37:16.240] - Kristina Azarenko
But you would not notice them as they were quite small. But in the long run, they have the negative impact. You won't easily see them if you are not curious enough.

[00:37:29.500] - Chloe Thomas
I love that because the thing with the often the challenge for SEO consultants, SEO agencies and SEO managers in-house is that you're not in complete control of the pages that your performance is based on.

[00:37:45.450] - Kristina Azarenko
Yeah.

[00:37:46.230] - Chloe Thomas
So, so yeah. Checking on a regular basis. Those key pages, those keywords makes total sense. great, another piece of great advice.

[00:37:53.320] - Chloe Thomas
OK, Kristina, 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?

[00:38:06.880] - Kristina Azarenko
Well I think that one of the most important KPIs for me is traffic, which is related to sales, not just traffic, not just sales, but traffic related to the sales, organic traffic. And what I usually do for that,
for example, in Google Analytics, I create content groups to make sure that I’m looking at the right information. So let me give you an example. If this is an eCommerce store and it has a blog and it has many pages, so basically categories, product, page, product pages, etc.

[00:38:43.420] - Kristina Azarenko

, and you can see that overall the traffic is growing, everything is fine. But then when you drill down, you see that actually the blog is doing really, really well while the pages are actually the traffic and sales are decreasing. So that’s where I use content grouping. It’s really easy to do this in Google Analytics. And you can actually have a look at how your money pages are performing, because at the end of the day, this is the main thing, what you’re interested in.

[00:39:18.940] - Kristina Azarenko

Right. So. Yeah, just to summarize, I look at the traffic and sales related to this traffic

[00:39:27.640] - Chloe Thomas

Nice. OK, finally the crystal ball time, what's coming up in the next six to 12 months that we should be getting ready for in SEO?

[00:39:36.810] - Kristina Azarenko

Oh, I got I this question makes me laugh because imagine if you ask somebody to watch 12 months ago what was going to happen and they would say, oh, there's going to be a pandemic or something like that.

[00:39:51.630] - Kristina Azarenko

They can help people with it what? that not, but that's not possible. No way. Right. That's funny. And I wish I wish I could be. Yeah, I could be a wizard and know what's going to happen. Exactly. But when it comes to eCommerce in general, there is a very distinct trend in people shopping online, more then versus offline, even when it comes to different things like grocery shopping. There will be there will be people who experience these online grocery shopping and realize, oh, you know what, I just can save time and then go to to an appliance store and just do everything online.

[00:40:41.130] - Kristina Azarenko

And this is also applicable to shopping for clothes, shopping for basically for everything, because now we can find everything online.

[00:40:50.160] - Kristina Azarenko
And even saw, this craft with different sectors of eCommerce impacted. And so that home and home and garden, for example, they are on the rise or do it yourself things, they are on the rise. So basically what I think that eCommerce is going to be growing and growing and growing and even those sectors that experience decreases like travel, they are going to pick up as well because nobody will cancel traveling forever. Right. And one more funny thing is that I remember I shared this also in one of the talks that according to Nasdaq by 2040, about ninety five percent of all them, all the purchases will be done online, basically by eCommerce.

[00:41:520] - Kristina Azarenko

And with this lockdown, I think that we are approaching 2040 in our twenty twenty.

[00:41:48.840] - Chloe Thomas

Yeah, it's which makes it ever more important to be investing in your SEO, doesn't it? Well, look, Kristina we are very nearly at the end of the show, so could you please let us know where they can find you and your business on the Web and social media?

[00:42:02.880] - Kristina Azarenko

Yes, sure. So my website is marketingsyrup.com if like maple syrup, because I'm based in Canada, but marketingsyrup, I hope I made explanation easier. So marketingsyrup.com this is my website and on social media I'm @azarchick on Twitter or at Kristina Azarenko. Who would have thought on LinkedIn? Also on my website you can see a link to the newsletter. I have an eCommerce SEO newsletter which has more than six hundred subscribers already, and there even some Shopify from Google, from Avon, from Disney, which I was shocked to realize.

[00:42:50.370] - Kristina Azarenko

But yeah, that's amazing. I send free tapes about eCommerce SEO about marketing in eCommerce in general. So make sure to subscribe. And I've also recently launched an e-book is an e-book about eCommerce SEO mistakes, some mistakes that I've seen so many times, online store making. It's it's also my website on marketingsyrup/e-book. And when you get this e-book, you'll also get two bonus videos. One of them is we have the framework and the second one is about using site search analysis like a prop for improving UX and improving SEO well.

[00:43:37.500] - Chloe Thomas

That's awesome.

[00:43:38.310] - Chloe Thomas

Kristina and so generous of you to to let us know about that. Put so much content out there. How can people get hold of the ebook.
Keep Optimising Podcast: https://keepoptimising.com

[00:43:46.620] - Kristina Azarenko

Yeah. So you can find the e-book on marketingsyrup.com/e-book and you have a special offer. Everybody who’s listening right now, you have a special offer.

[00:43:57.780] - Chloe Thomas

So guys, you can get that special offer on the ebook if you go to KeepOptimising.com and then navigate to the shonotes for this episode. And on that page, scroll down towards the bottom and you will find exactly how to get the special offer on that brilliant e-book with those great bonus videos as well.

[00:44:16.070] - Chloe Thomas

Kristina. Thank you so much for being on the Keep Optimising podcast today. I love. Your I love your approach to SEO, you know, trying to make it as efficient as possible, as powerful as possible, but I also love that framework that you said to.

[00:44:28.350] - Chloe Thomas

So thanks so much for being so generous, sharing all of that with us.

[00:44:32.070] - Kristina Azarenko

Thank you so much. Thanks for having me. And have a really, really, really great day to everyone who is listening to this podcast.

[00:44:40.750] - Chloe Thomas

So as you probably worked out by now, I really love the eight step framework that Kristina has developed to help you take advantage of those long tail keyword with the Buyer intent. But there is a lot of detail to take in there. So do make sure you check out the show notes page for this episode, which you'll find via Keepoptimising.com on the shonotes you will find completely for free on notes about this episode, including the full transcripts. That’s all the words we said.

[00:45:07.150] - Chloe Thomas

You'll find the link to Kristina's blog about those eight steps. You'll find the link to join Kristina's eCommerce SEO newsletter, which is packed with the latest SEO tips. Now, all of that, you're going to get completely for free if you just head to the shonotes page via keepoptimising.com. You get all of that now. You'll also find there is details of how to get a very special deal on Kristina new ebook seven eCommerce SEO Mistake's, which includes two bonus videos, one of which is about what we've been talking about today.
Right. I think that that's all the great extra info you can get relating to today's episode. 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. It's your chance to get your questions answered. So I know you like the questions I ask a lot of the time, but I'm sure you've got some of your own. Maybe, but I think at the end of the month you'll have tried out this this method and this framework and you'll have some questions for Kristina or for any of our other SEO specialists.

So go and get yourself registered for the webinar by heading to Keepoptimising.com where you'll find all the details. And I'm really looking forward to getting to connect with some of you guys there. And oh, and of course, I should also say, if you are listening to this after the webinar happened, don't worry, you can catch the replay. Just head to Keepoptimising.com to find that. Thank you for tuning in to this episode of the Keep Optimising podcast and tuning in week after week, because it's so, so cool how fast this podcast is growing.

Thank you. If you've enjoyed this episode do check out Episode six with Luke Carthy, because I think it fits really well with what you've learned today. And I would love your help to spread the word about the podcast, which is why we're running our launch competition where you can win a Keep Optimising podcast T-shirt. We are giving away a T-shirt every week in August to someone who's posted what they think of the show on social media. You can get one entry by sharing on Twitter or Instagram what you think of the show. If you include the #keepoptimising with an S not a Z remember? Or you can get three entries by finding us on Apple podcasts, subscribing rating and reviewing, then screengrab. Your review and share it on Twitter or Instagram with the #keepoptimising, again with an S. We're gathering up all those entries each week and picking a winner every Wednesday until the 2nd of September 2020. You can find all the details of that at Keepoptimising.com as well as everything else we mentioned in today's show.

Now, have a great week and make sure you listen to the next episode so I can help you to Keep Optimising your marketing.
Keep Optimising Podcast: https://keepoptimising.com

Access everything Keep Optimising at Keepoptimising.com that's with a S not as Z.