

# Is your *SEO* ready for Black Friday?



# Speakers



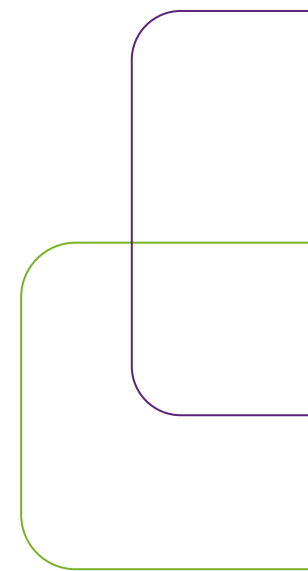
**Jono Alderson**  
Head of SEO



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Email marketing lead

# *Changing* holiday retail landscape

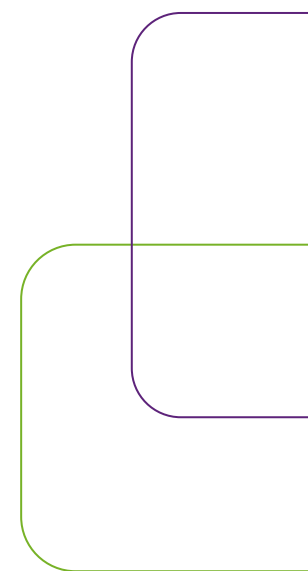
1. Shoppers will start **early**
2. **Sustainability** will be a trend
3. **Advertising** competition will be high
4. **Frictionless** (and alternative) payments & delivery methods will be in demand
5. **SEO** can help you cut through



# *Preparation* starts now

## Ranking doesn't happen overnight

1. **45+ days** in advance: Post your promotion to your website calendar and post a save-the-date post on social media and in your email newsletter.
2. **7 days** in advance: Post upcoming events/promotions post on social media and via email. Try to encourage other (small) businesses to share it with their followers.
3. **1 day** in advance: Post an event reminder post on social media.



# Let's get practical!

# Optimization categories



1. Product pages



2. Structured data



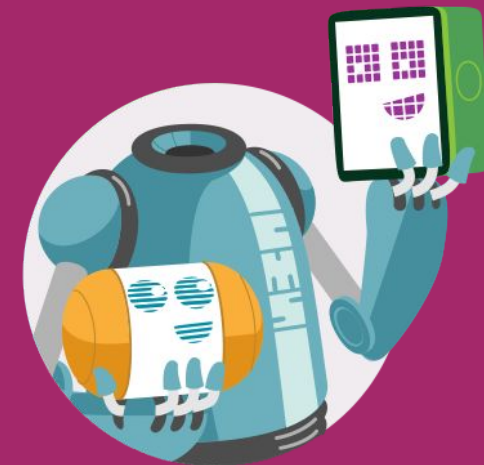
3. Content strategy



4. Speed & mobile



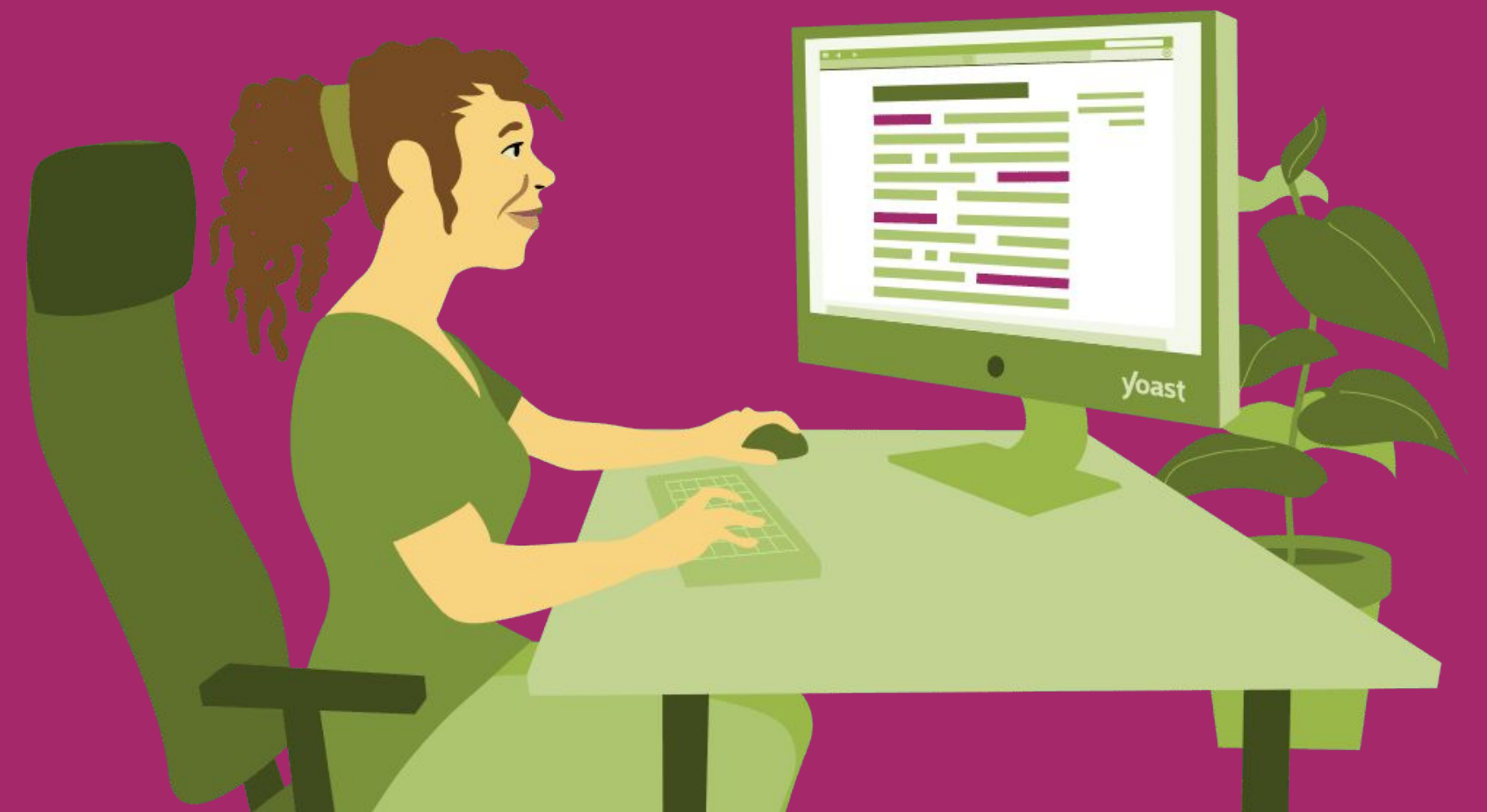
5. Create some buzz



6. Analyze



# 1. Product pages



# Adapt your *SEO titles*

- Clarity
- Differentiation
- Urgency?
- (Emojis?)





# Write a *convincing* meta description



- Unique
- Interesting
- Compelling
- Solve the user's pain
- Overcome objections

<https://www.outbackjacks.ie> › Brands › Jack Wolfskin

## Jack Wolfskin Mens Auckland Winter Texapore Boot - Black ...

A waterproof, high-top sneaker with outdoor functionality, the AUCKLAND WT TEXAPORE MID is part of our AUCKLAND leisure footwear series. The soft suede ...

<https://www.asadventure.com> › ... › Jack Wolfskin

## Jack Wolfskin Shoe Auckland Wt Texapore Mid | A.S.Adventure

A waterproof, high-top sneaker with outdoor functionality, the AUCKLAND WT TEXAPORE MID is part of our AUCKLAND leisure footwear series. The soft suede ...

<https://www.addnature.co.uk> › ... › Winter Shoes

## Jack Wolfskin Auckland WT Texapore Mid Shoes Men black ...

A waterproof, high-top sneaker with outdoor functionality, the AUCKLAND WT TEXAPORE MID is part of our AUCKLAND leisure footwear series. The soft suede ...

*Standard manufacturer descriptions are abundant in the search results*

# Pick an *easy-to-remember* URL



- Describe the thing
- Can you read it over the phone?
- (Don't change established URLs)
- (...And if you do, be sure to redirect them!)

```
http://example.com/product-name/
```

```
http://example.com/category-name/product-name/
```

# Add *well-optimized* media



- No stock photography!
- High-resolution, high quality images
- Think; what questions do people have?
- Multiple angles, styles, contexts
- Video (and 3d images) can be effective!

# Get *authentic* customer reviews



- **Social proof** aids conversion  
(by overcoming objections)
- Get a relatable **name**, **face** and **role**
- Are they **reviews**, or **testimonials**?
- ...Of the product, the service, or the brand?
- Incentivise, but pay attention to local rules

# Make the *next action* clear



- **Nudge** people who are ready to buy
- **Guide** people who need help
- **Educate** people who aren't experts
- **Support** existing customers
- **Invite** feedback, questions and interaction



## 2. Structured data







# Get those *rich results*!




Ads · Shop fender precision precision bass original 60




Fender American...  
**€2,236.00**  
Music Store Pro..  
Free shipping  
By Google




Fender American...  
**€2,029.00**  
Bax Music  
Free shipping  
★★★★★ (975)  
By Buy Now



Fender American...  
**€1,990.00**  
The Fellowship...  
Free shipping  
By Producthero




Fender American...  
**€1,999.00**  
Bax Music  
Free shipping  
★★★★★ (975)  
By Buy Now




Fender Custom Shop Relic 63 ...  
**€4,581.00**  
Gear4music.nl  
+€169.50 ship...  
By Productca...


Videos



Fender American Original '60s Precision Bass - EMPIRE MUSIC  
YouTube · Empire Music  
14 Feb 2020



Fender American Original '60s Precision Bass | Review  
YouTube · Bax-shop | Bax Music Goes  
16 Mar 2020



Fender American Original 60s Precision Bass Review and ...  
YouTube · Jonathan Block - The Ambient iPad  
24 Dec 2021


3 pros and cons in this video

View all →

<https://www.fender.com> › Electric Bases › Precision Bass

## American Original '60s Precision Bass - Fender Guitars

This **Precision Bass** features a "C"-shaped neck profile delivered straight from 1963 to your hands. Remarkably comfortable, it suits any playing style. VINTAGE- ...  
€2,199.00 · Out of stock




<https://reverb.com> › Bass Guitars › 4-String › Fender

## Fender American Original '60s Precision Bass | Reverb

**Fender American Original '60s Precision Bass** Surf Green Authorized Dealer - SAVE \$209 Ask HOW! Brand New. 14-Day Return Policy.

Series: Fender American Original      Body Material: Alder  
Body Shape: P-Style      Fretboard Material: Rosewood

★★★★★ Rating: 4,9 · 9 reviews · US\$1,693.52 to US\$2,350.00 · In stock



# Get those *rich results*!



- Use product structured data
- Price, availability, reviews & specifications
- Effortless with Yoast SEO for WooCommerce/Shopify (Opinew integration)

www.sweetwater.com › ... › Fender › American Original

## Fender American Original '60s Precision Bass - Surf ...

**Fender American Original '60s Precision Bass** Features: · 4-saddle vintage-style bridge with threaded steel saddles provides amazing support for staying in tune ...

★★★★★ Rating: 5 · 2 reviews · \$1,979.99





# 3. Content strategy



# Get input from *keyword research*



- Users search terms are your keywords
- Types of intent
  - **Informational:** provide answers & help
  - **Commercial:** help them make their choice
  - **Transactional:** buyer intent is already there



# Find *related* keyphrases

- Resonate with more people
- Broaden your ranking chances



✓ Related keyphrases

Show results for:

United States - US ▼ Select country

Related keyphrase	Volume ?	Trend ?	
customer engagement blog	70		<span>Add as related keyphrase</span>
engagement ring blogs with pictures	70		<span>Add as related keyphrase</span>
engaging with aging blog	50		<span>Add as related keyphrase</span>
how to write great blog posts that engage readers	50		<span>Add as related keyphrase</span>
antique engagement rings blog	30		<span>Add as related keyphrase</span>

# Use current *events & news*



- Translate current events to your niche
- Black Friday gift guide for [outdoor/skiing/parasailing enthusiasts]
- Don't forget about internal linking!



# Blog with a *personal touch*



- Relatable
- High-quality
- Consistent
- Original
- Opinionated (maybe a bit controversial?)
- Ask for engagement

# *Tell stories* about products



- Show, don't tell
- Focus on the problem instead of the product
- Examples, reviews & testimonials are small stories

# Add relevant *internal links*



- Defines relationships between content
- Let Google know what's important
- Make them contextual

# 4. Speed & mobile

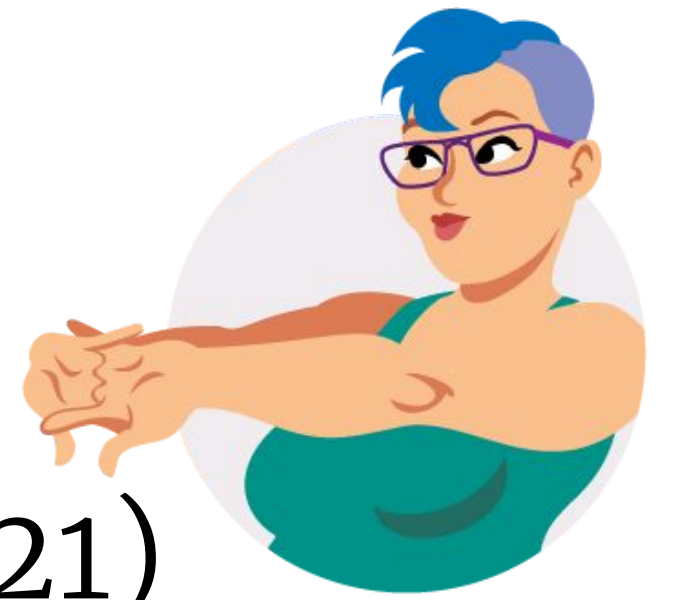


# Optimize your *site speed*



- Speed is a ranking factor
- Important for great user experience
- Three broad categories:
  - Implement caching
  - Alter the way your theme works/loads
  - Optimize media, and the delivery of media

# Optimize for *mobile*



- Google's mobile-first index is live (March '21)
- Finetune your mobile content
- Write for a small screen
- Load resources selectively



# 5. Create some buzz



# Create a *marketing plan*



1. Create a plan of attack & calendar
2. What's going out when/where/how?
3. Announcements, reminders, exclusive deals & sneak peeks

# Optimize your *social snippets*

- Get on people's wishlists
- “Top 10” lists for your niche, share gift guides
- Optimize your social snippets



Yoast

23 September at 15:42 · 🌐

You've worked hard on your blog post, so it would be great if people comment, like, or share it on social media! You want them to engage with your blog, but how do you achieve that? In today's blog post, we'll share 8 tips to boost blog engagement!

8 tips to  
increase blog  
engagement

yoast



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YOAST.COM

Increase blog engagement: 8 tips to boost shares and comments • Yoast

# Make sure you *stand out*



- Think about what journalists (want to) write about and cover.
- Create content which is designed to get coverage.
- Outreach to outlets with a compelling story, and cut through the noise.

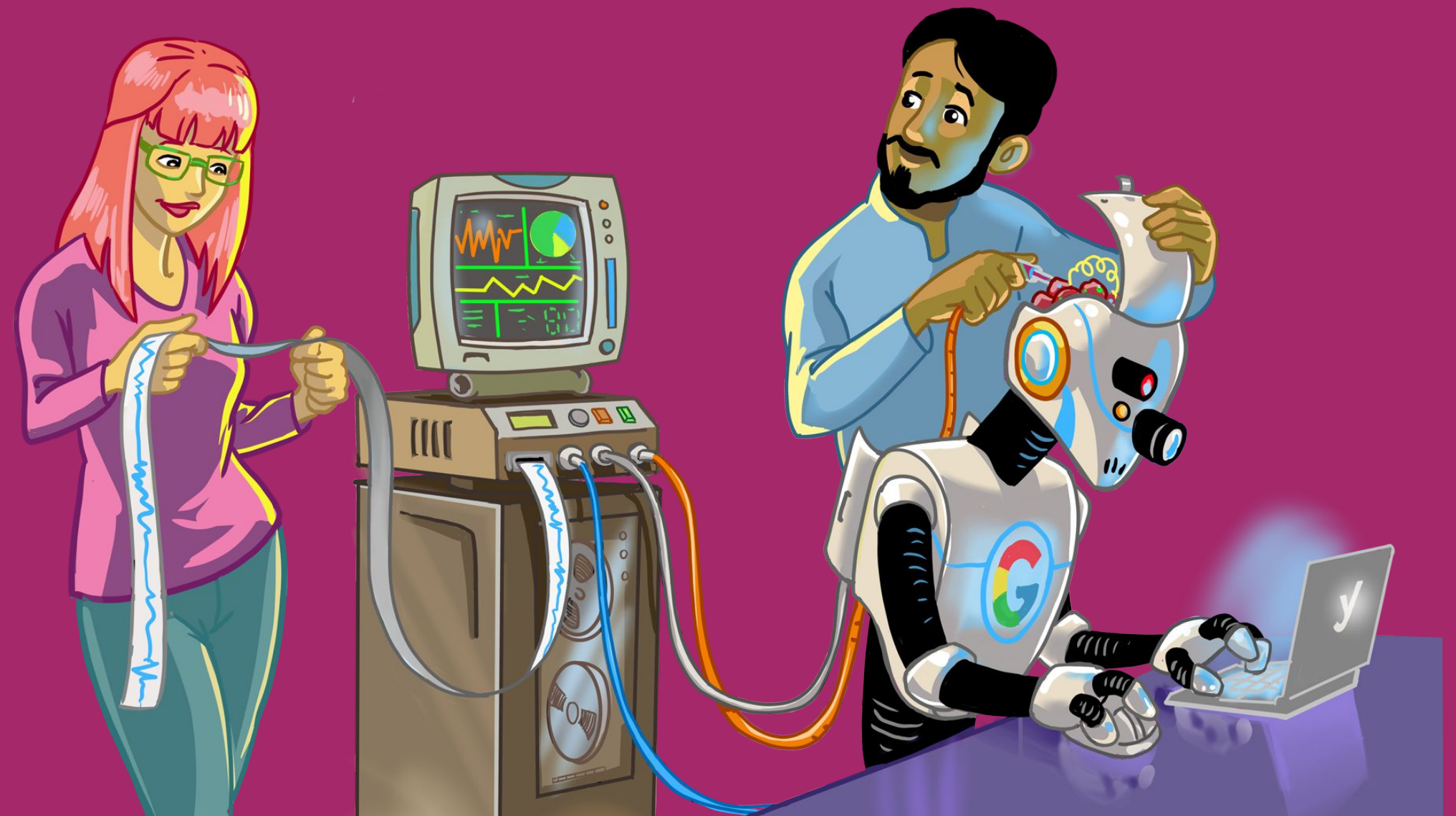


# Don't forget *email marketing*



- Use segments to distinguish customers and potential customers
- Different offerings for your target groups

# 6. Analyze





# *Set targets for your KPIs*

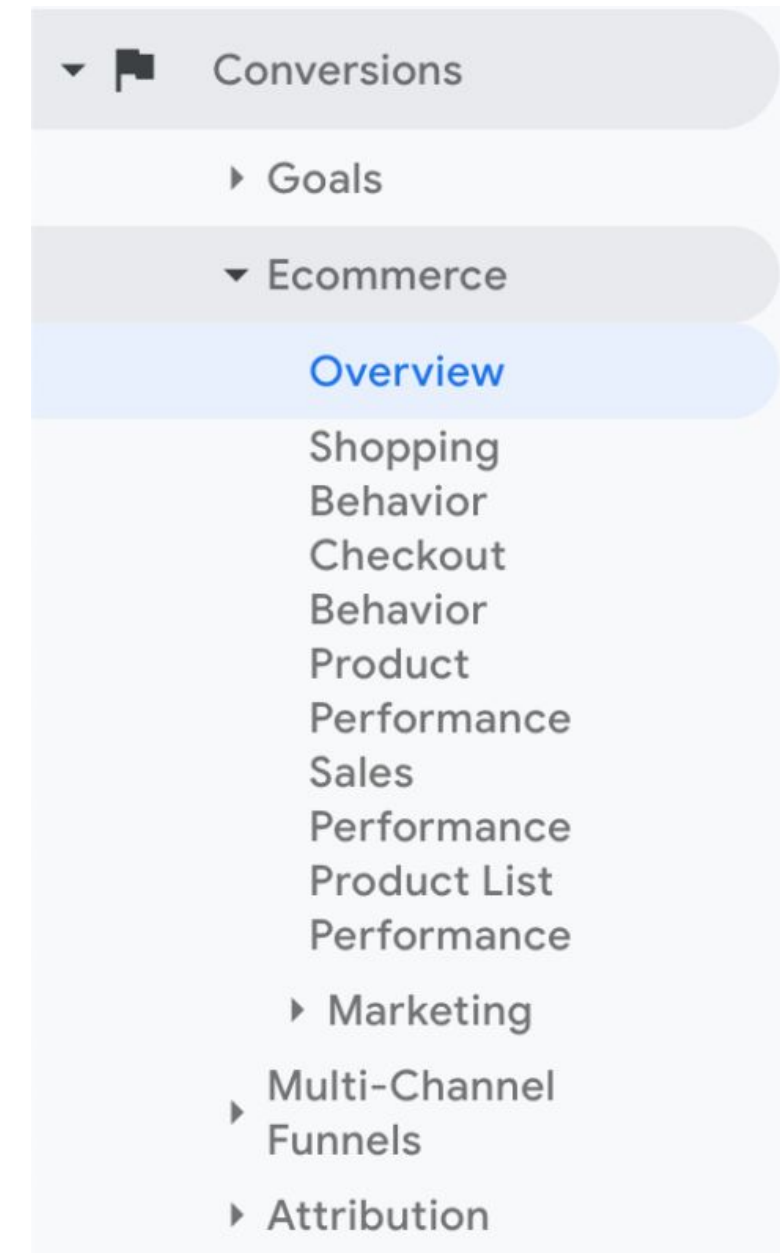
- What metrics/KPIs do you use?
- Determine what defines success



# Check your *ecommerce tracking*



- Set up useful ecommerce tracking
- Before Black Friday for comparison



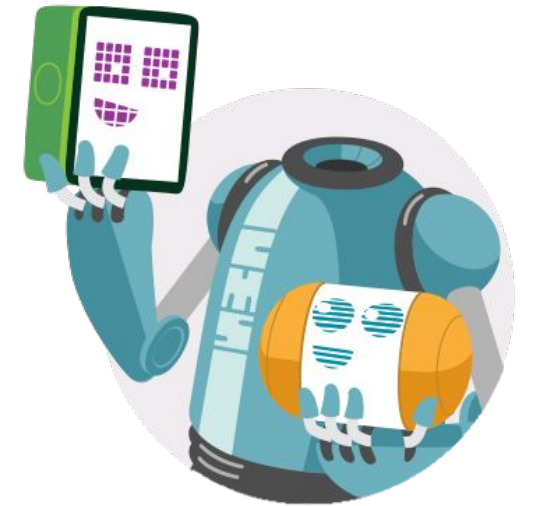
# Use campaign *tagging*



- Use UTM tagging (or similar) anywhere where you're driving traffic.

- Source: facebook/newsletter
- Medium: social/email
- Campaign: blackfriday2022
- Content: button/textlink/image

# Keep an eye on *real-time stats*



- Monitor activity as it happens on your site
- Identify sudden drops

That's it! But, wait...



yoast



# Prepare for Black Friday checklist

## Product pages

- ☐ Adapt the [SEO title](#)
- ☐ Add a [unique description of the product](#)
- ☐ Write a convincing [meta description](#)
- ☐ Pick an easy-to-remember [URL](#)
- ☐ Add high-quality, [well-optimized images](#) (including ALT text)
- ☐ Add authentic [customer reviews](#)
- ☐ Make your [call-to-action button](#) stand out



## Landing page

- ☐ Create a [landing page](#)





*Prepare for  
Black Friday today!*

**30%**

discount code **PFBF2022**

Valid until October 18th, 2022

**Black  
Friday**





# Q&A

