

70 - How To DIY Your SEO With Kate Toon

By: Ilana Wechsler

Brief Background About Kate Toon

- Kate Toon is a speaker, author, copywriter, SEO, and owner of founded [KateToon.com](https://www.katetoon.com) where she helps small businesses build big brands.
- She also offers a FREE SEO Course called [SEO Nibbles](#).
- People can also learn on her website on how to create a technically sound website, improve your content marketing, build links, and measure your achievements.

Understanding What Really Matters in SEO

- And although ranking is important, it's actually not as important as you think it is. That sounds such a weird thing to say, because honestly, the whole goal of this, we hope is to get to the number one position in Google. But it's a complicated thing.
- Because being in position one in Google, probably these days get you about maybe 30 to 33% of the traffic and organic, but it depends on these days because we've got ads, we've got the local pack, we could have the shopping carousel, we could have videos, depending on the search term that you use, the search engine results page changes dramatically.
- The most important metric when it comes to SEO, it's not ranking. And it's not even traffic to a degree it's conversion.



Site Loading Speed and Why Does it Matter

- The biggest factors when it comes to site speed are usually big images. So people have uploaded gigantic images that take a long time to load. So reducing the physical dimensions of your images and the file size, that will probably make a big difference. The other one is people get a bit carried away with plugins and apps.
- So you know, on WordPress plugins on Shopify apps, you know, they've got an app for everything, a plugin of everything. And you need to maybe kill some of your darlings and get rid of some of your plugins.
- And then just, you know, things that wiggle and jiggle. So CSS and JavaScript is something that we talk about with websites.

Keyword Selection Matters

- Lots of people write their website without really thinking about what someone would type in to find their websites, they don't think about their audience.
- You need to sit down and you need to think about what would someone type into Google to find a site like mine, and who else is competing for those terms.



Determining if a Competitor is Too Big To Conquer

- You can also look at domain authority. So Moz has this idea that every domain, every website builds up authority with Google and actually can score your site.
- Backlinks - So if a site has 10,000 backlinks pointing to it, well, obviously that's going to take you quite a while to get that many backlinks, so you're probably not going to beat them for that particular keyword.

Guidelines Around Links and Format of Your Content

- Longer copy tends to rank higher, get more shares, get more links, but that's generally I think, a common sense thing.
- If you're starting to write content, and it feels like too little butter scraped over too much bread, then you need to stop, you know, so, a recipe for how to boil an egg that can be 100 words long because that's all you need to know, you know, an article on You know, the central way to run a PR business might end up being 5000 words, because it's a complex topic.
- So you have to think about the format of the audience and what they want.



Easy Ways To Get Links To Your Website

- Google's best practices that you shouldn't build links, you should just earn links by being awesome, you know, so you are an awesome business, and people just gonna link to you, because they just love you, then that'd be great.
- We have to do a degree build links, most people will start with the lowest hanging fruit. So social media platforms, but those links don't count.
- Most links these days, I think are built through relationships.
- So, you know, if you've worked with a supplier, and they're great, give them a testimonial. They'll pop it on their homepage, and they might link back to you, if you know three other businesses in your local area that you really love, maybe list them on a suppliers page of people you love, and maybe they will do the same for you.
- If you build a profile for yourself, you speak at events, you do podcasts, you've written a book, then obviously, when you go and talk about that thing, you're going to get links.