Build for Search:

Modern Web Dev That Puts SEO First

Dana DiTomaso
President, KickPoint
@danaditomaso

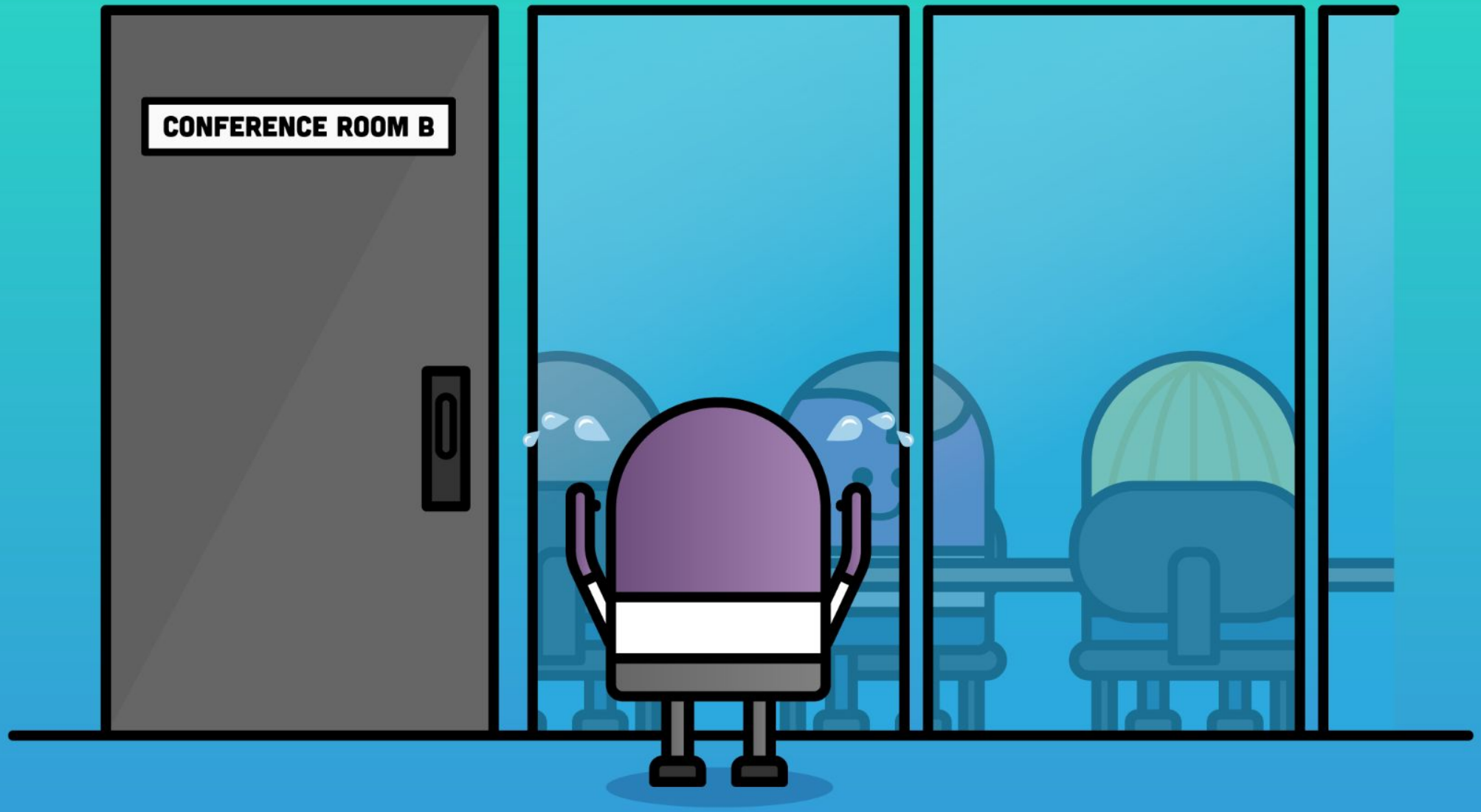
MozCon Virtual

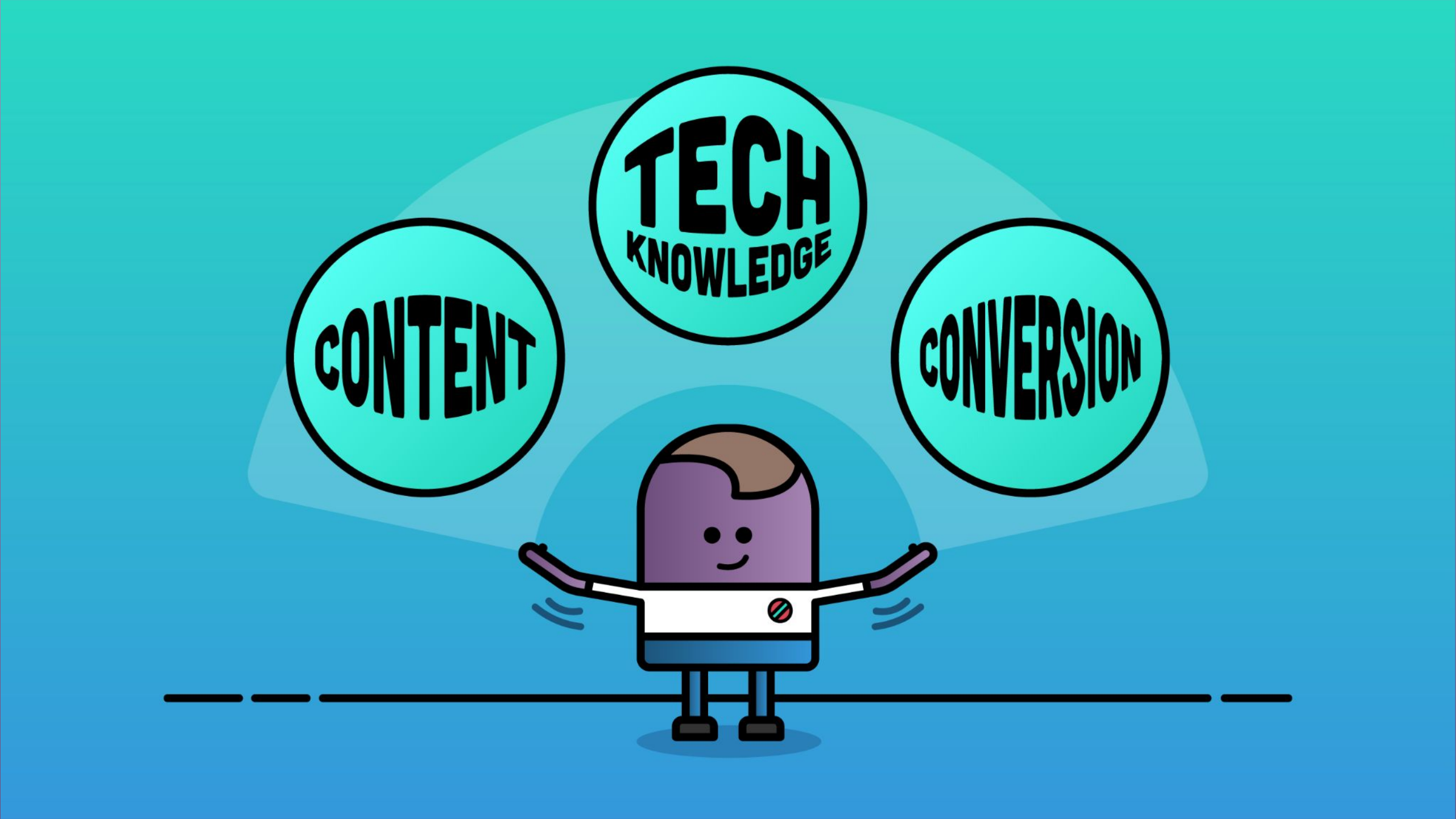
“We’ve decided it’s time to redo our website!”

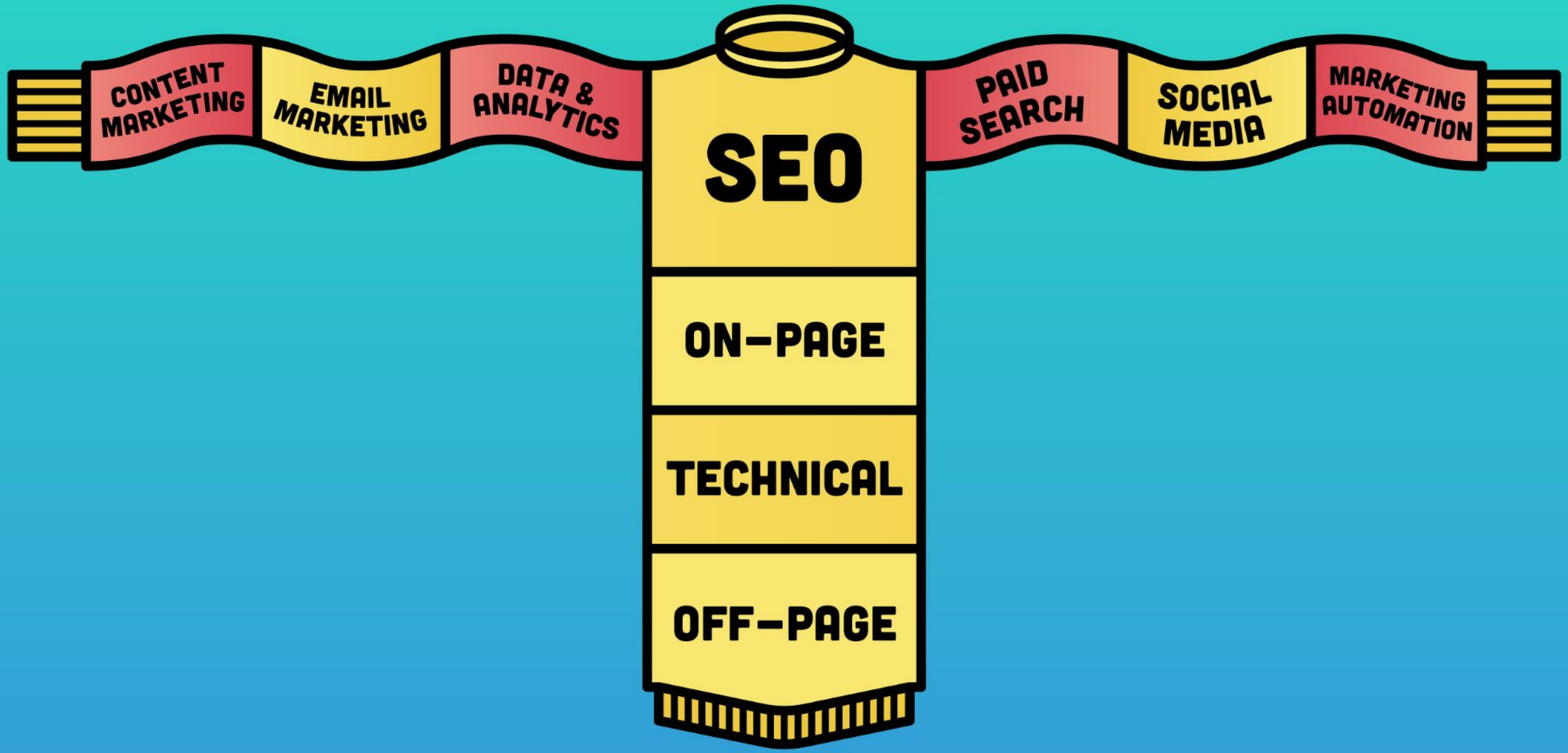
(Is it?)

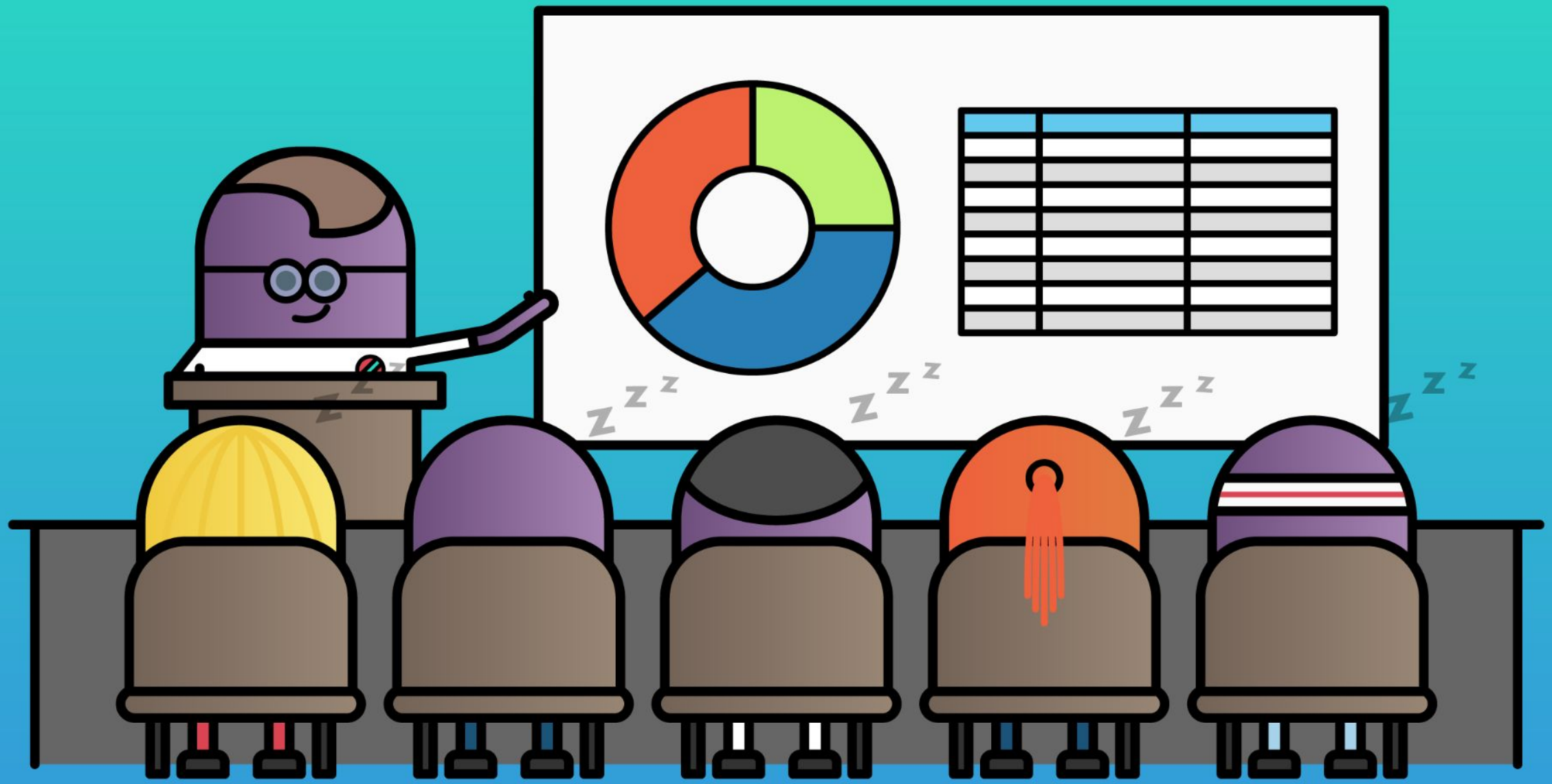
“When should SEO get involved?”

“The website is almost done, can SEO take a look at it?”


CONFERENCE ROOM B

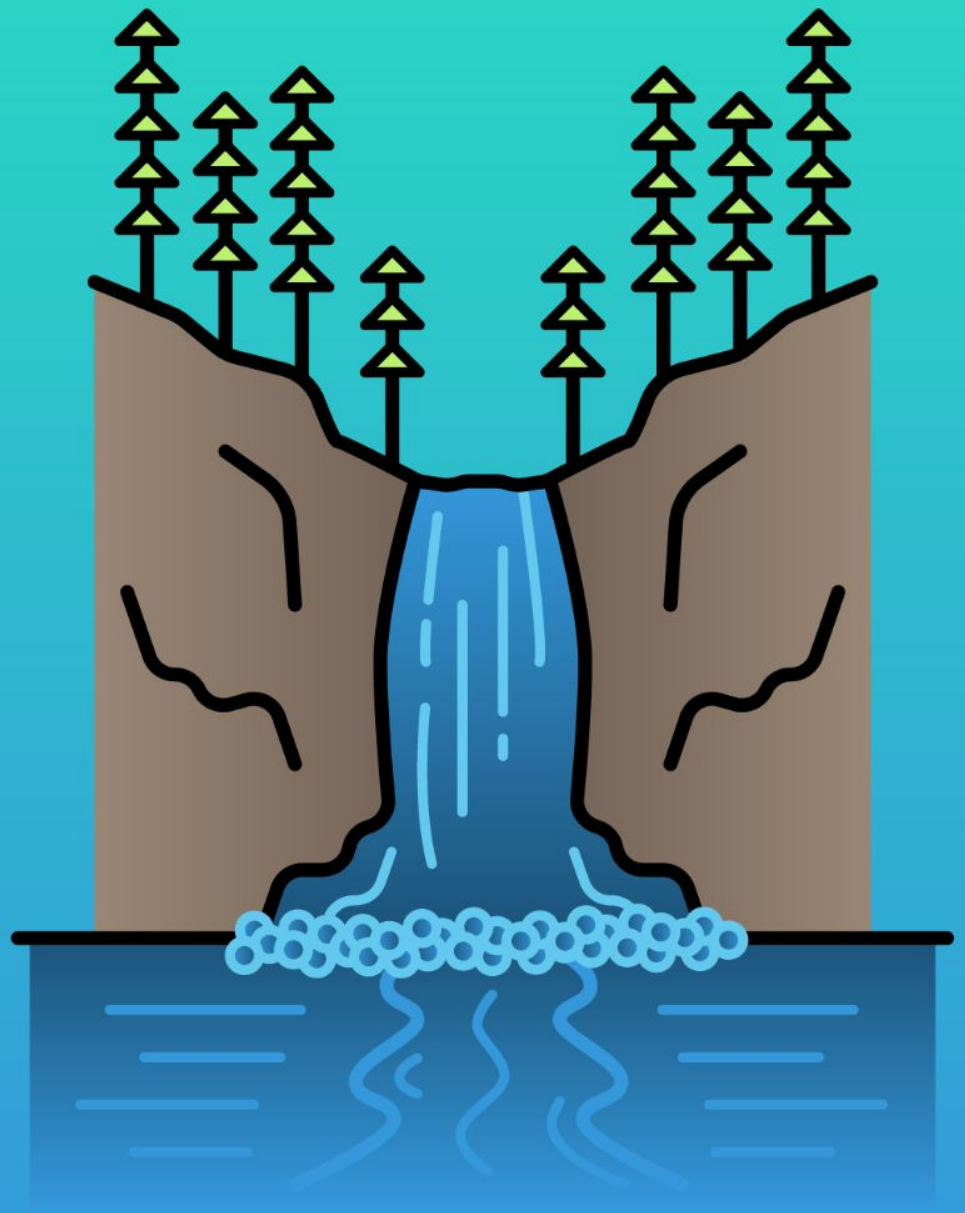

TECH
KNOWLEDGE
CONTENT
CONVERSION


CONTENT MARKETING
EMAIL MARKETING
DATA & ANALYTICS
SEO
PAID SEARCH
SOCIAL MEDIA
MARKETING AUTOMATION
ON-PAGE
TECHNICAL
OFF-PAGE

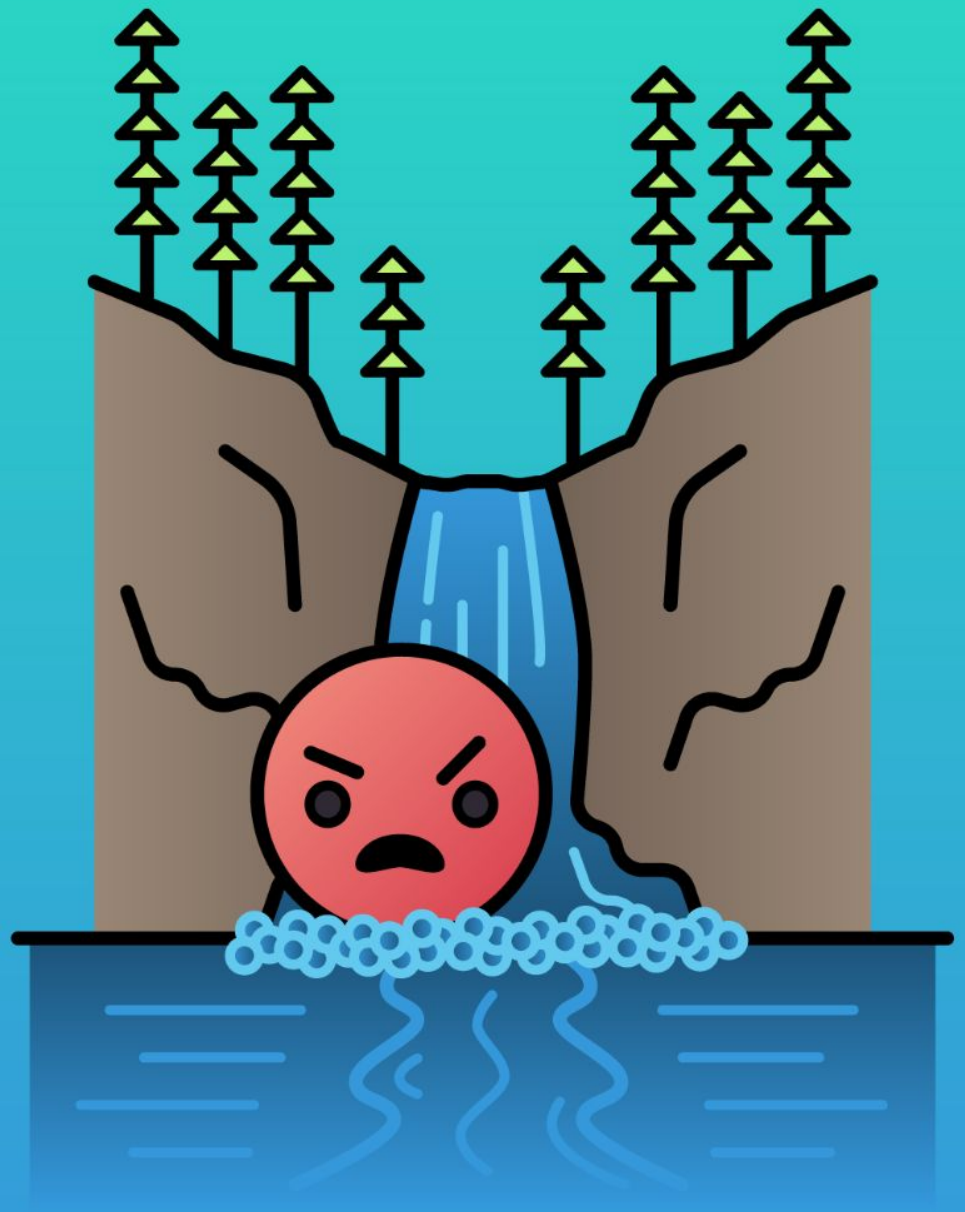


What should the website development process look like?

A common process is called “waterfall”.



Waterfall isn't great for many reasons...



Decision maker unhappy with the design?

You start over from the beginning.

Budget can be eaten up too soon because pacing isn’t well set.

Developers come in too late, and you find out that features or designs that were promised can’t be coded.

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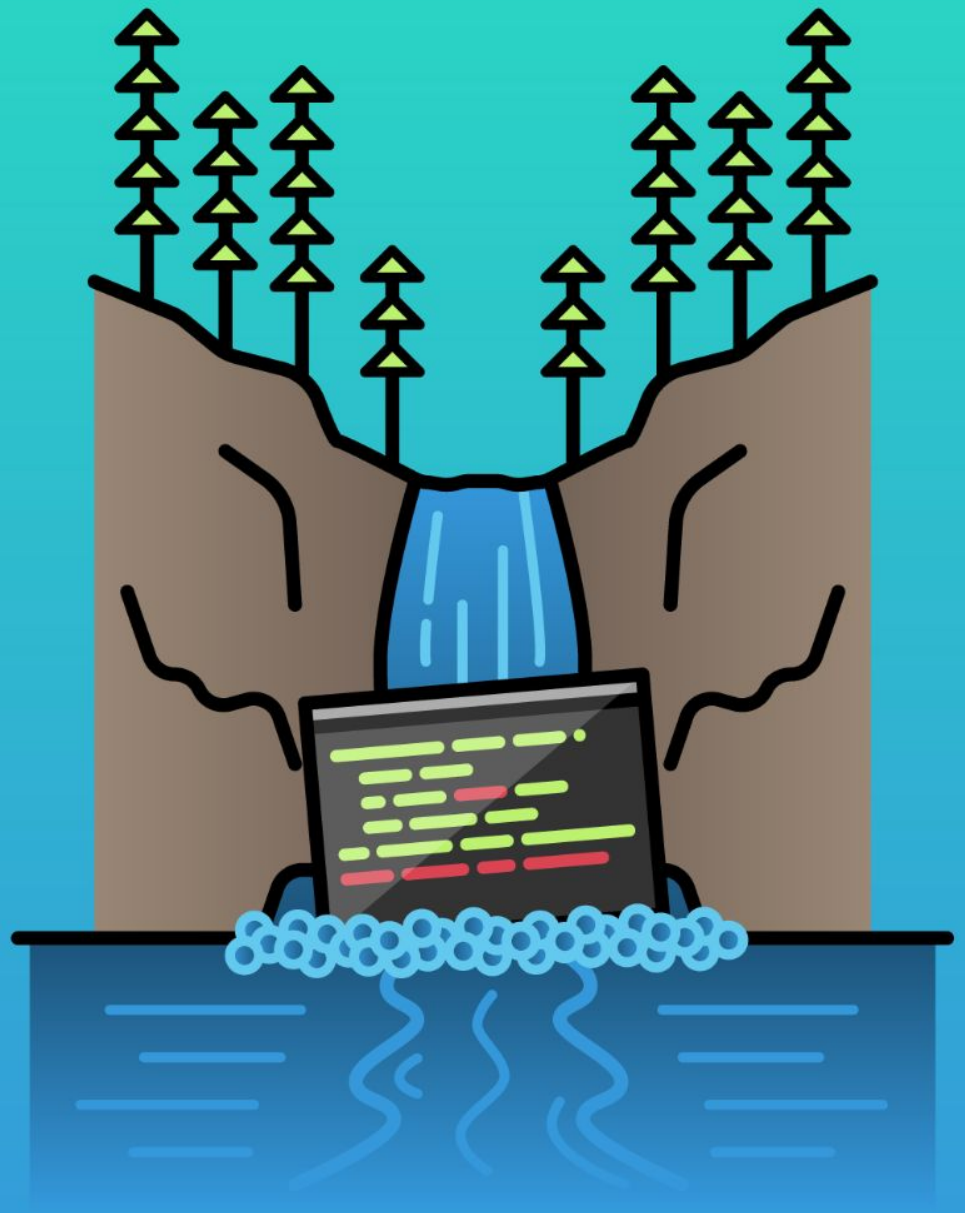
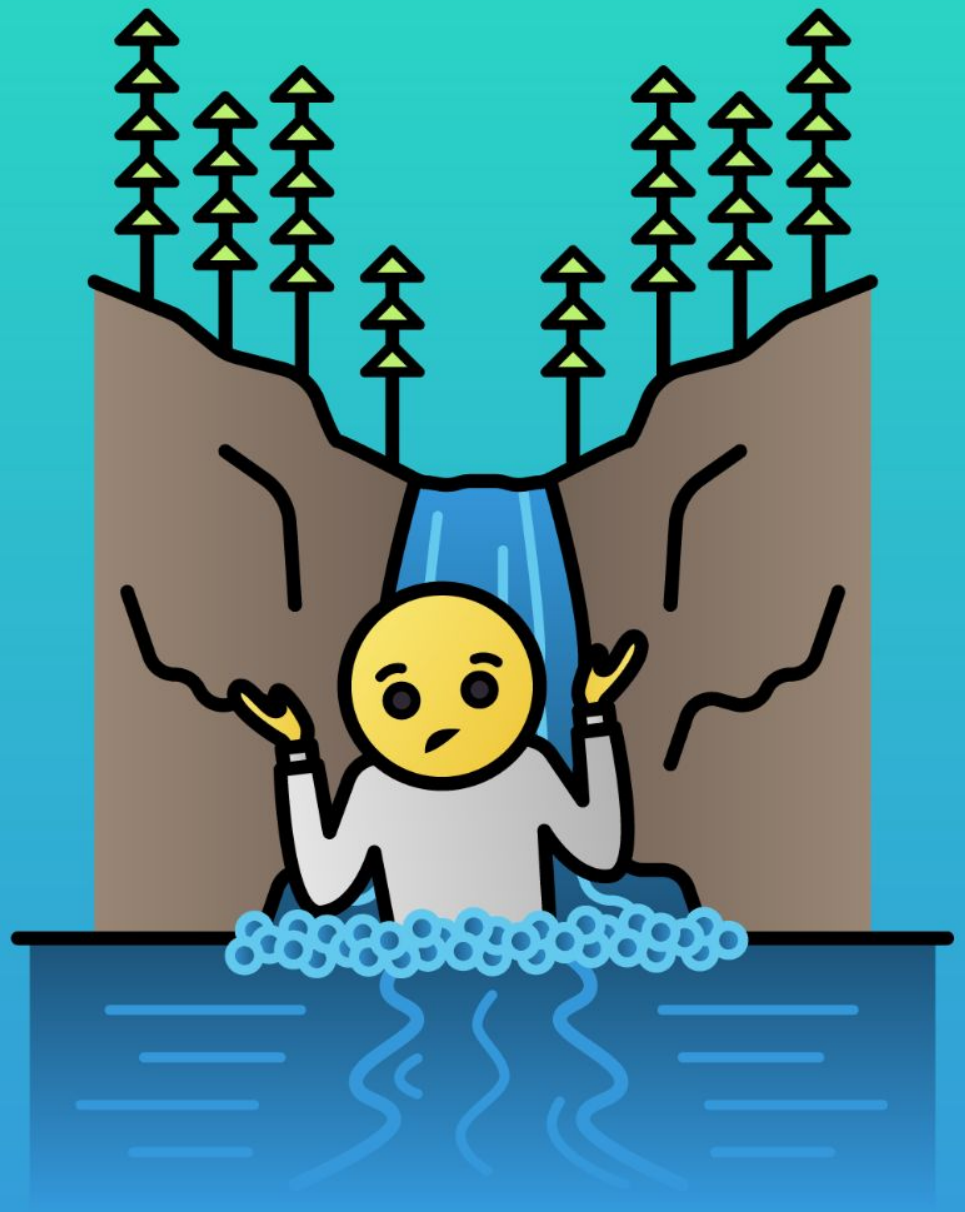
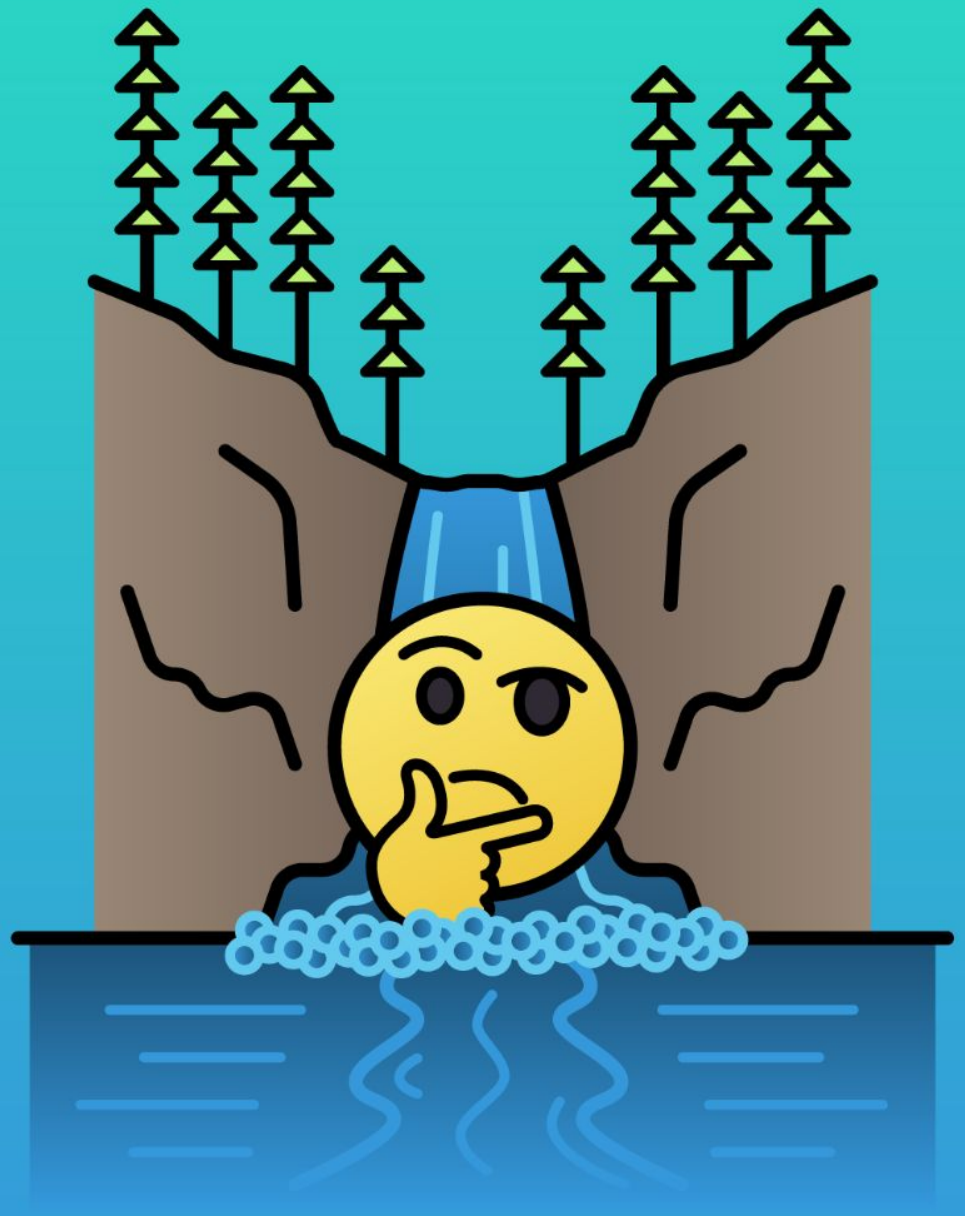


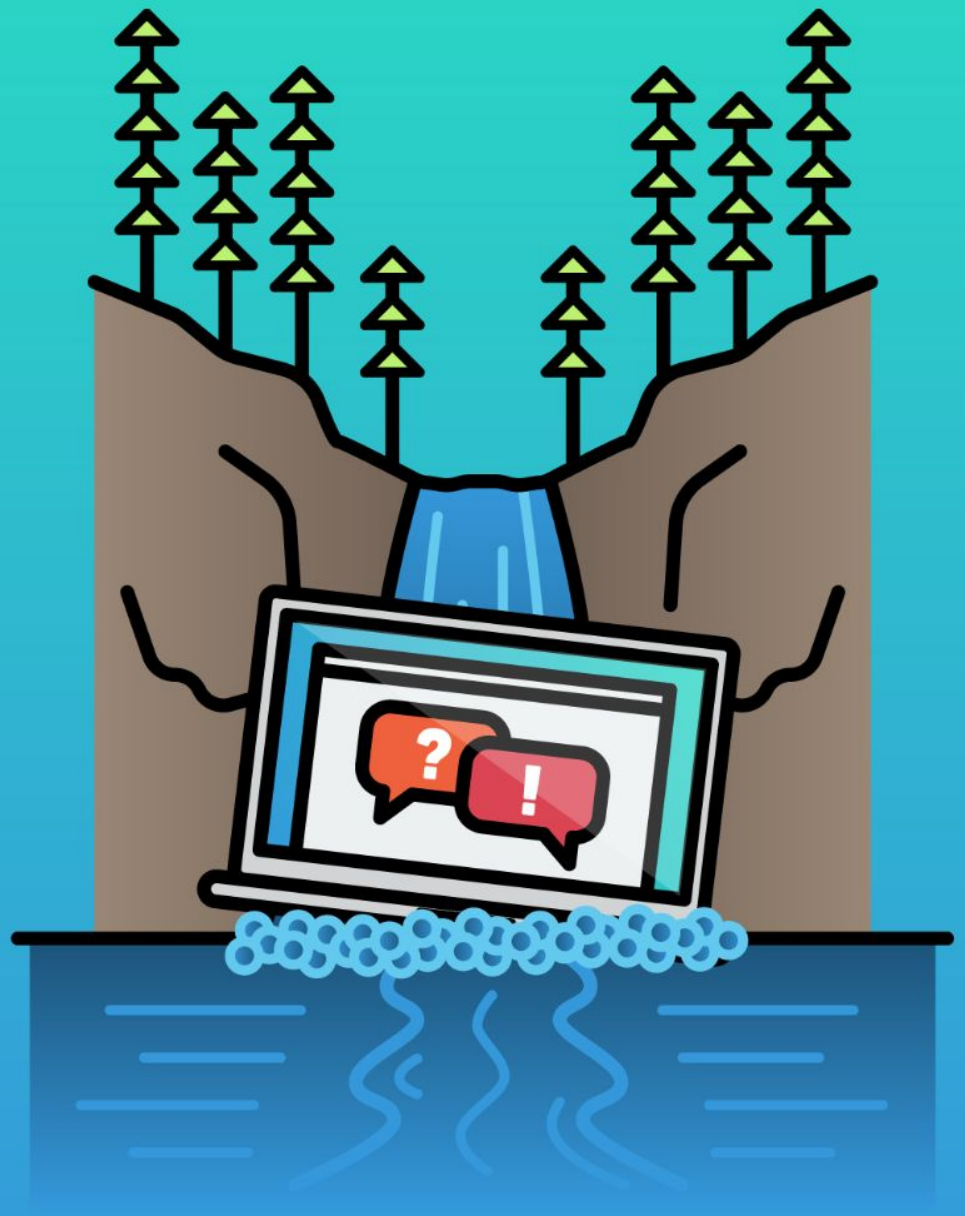
Problems don’t show up until coding.



Decision makers struggle to visualize finished product before it's complete.



Development takes a while and decision makers wander off and rethink things.



QA takes forever and is demoralizing for everyone.

We use an “agile-ish” process.

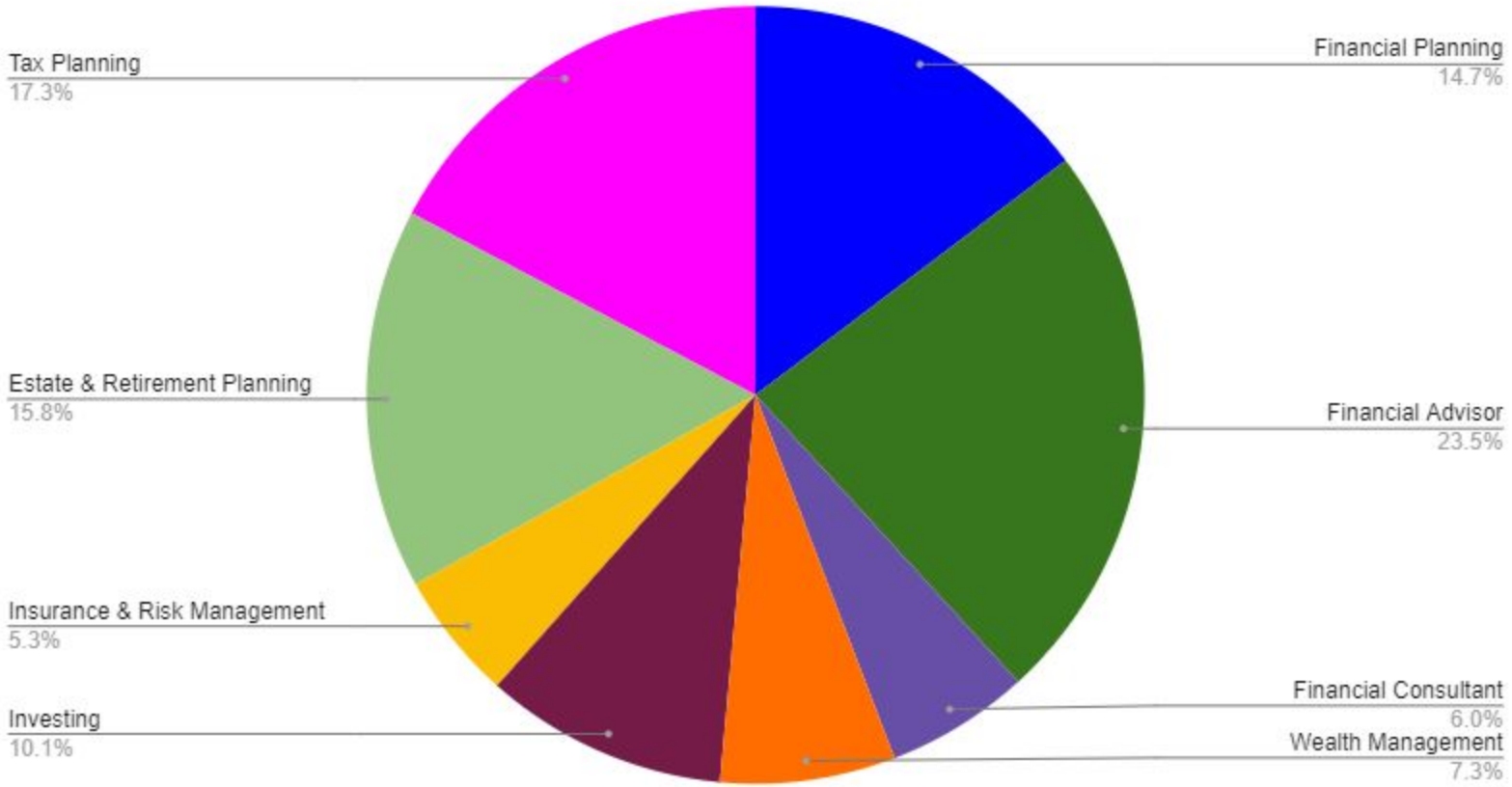
Agile-ish fixes many of the issues we had with waterfall.

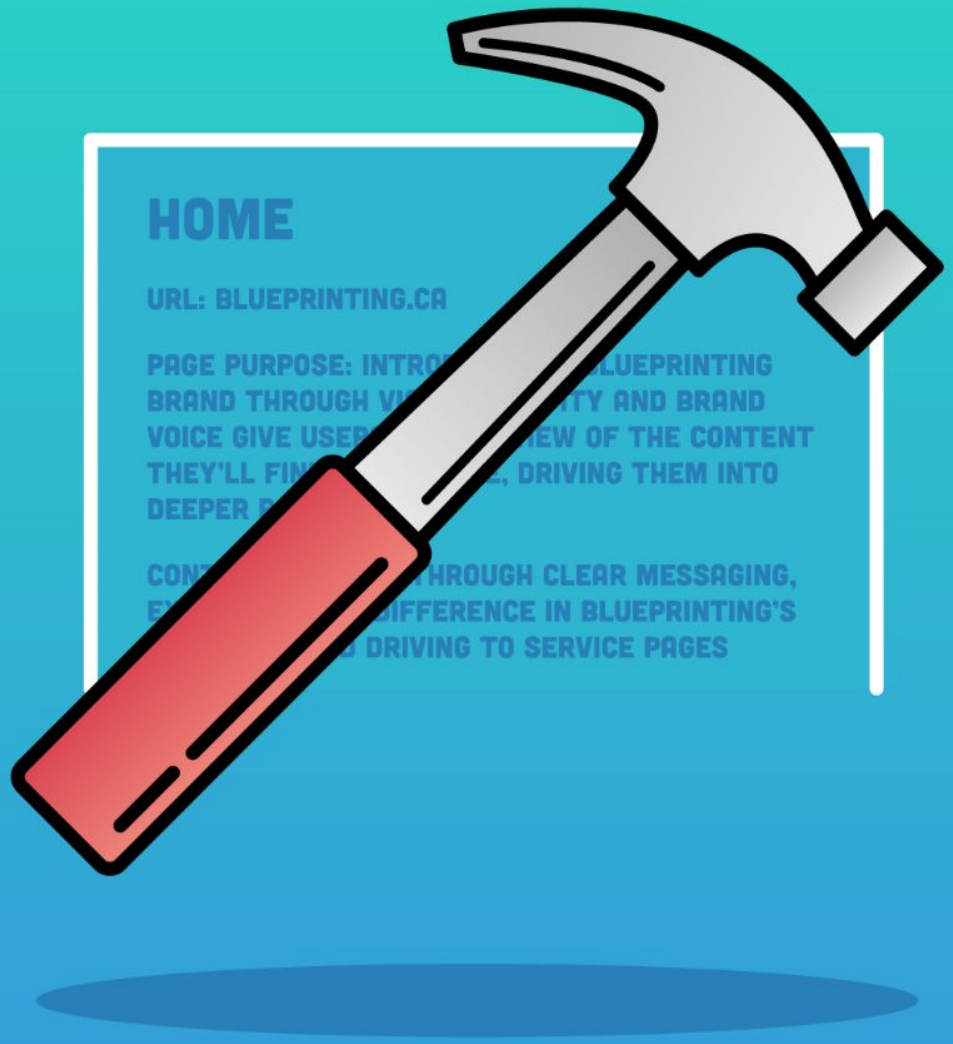
How does agile-ish work?

Start with keyword research.

Keyword Volume

How much does each keyword "category" contribute to overall volume?





Next, build the blueprint.

Page Info

Hide guidelines

URL: /services/service-name/

Page Purpose:

- Give an overview of this service, demonstrate your capabilities and knowledge in this specific area
- Provide optimized content for users to land from search for terms like “corporate tax returns Burlington”

Focus keywords

audit services, auditing services, audit and review services, audit procedures, audit engagements, types of audit engagements, review engagements, compilation engagements, review and compilation, audit review

Choose 5-7 closely related keywords to weave into the content. Kick Point will provide in the implementation project.

Internal linking opportunities

Start writing here...

Consider linking internally to these pages as you write content.

Title Tag

Audit & Review Services In Southern Ontario | SB Partners

57/60 Characters

Meta Description

Get a clearer, more accurate representation of the financial health of your company wi
review services. Contact us today to improve your transperancy.

166/160 Characters

Redirect Needed?

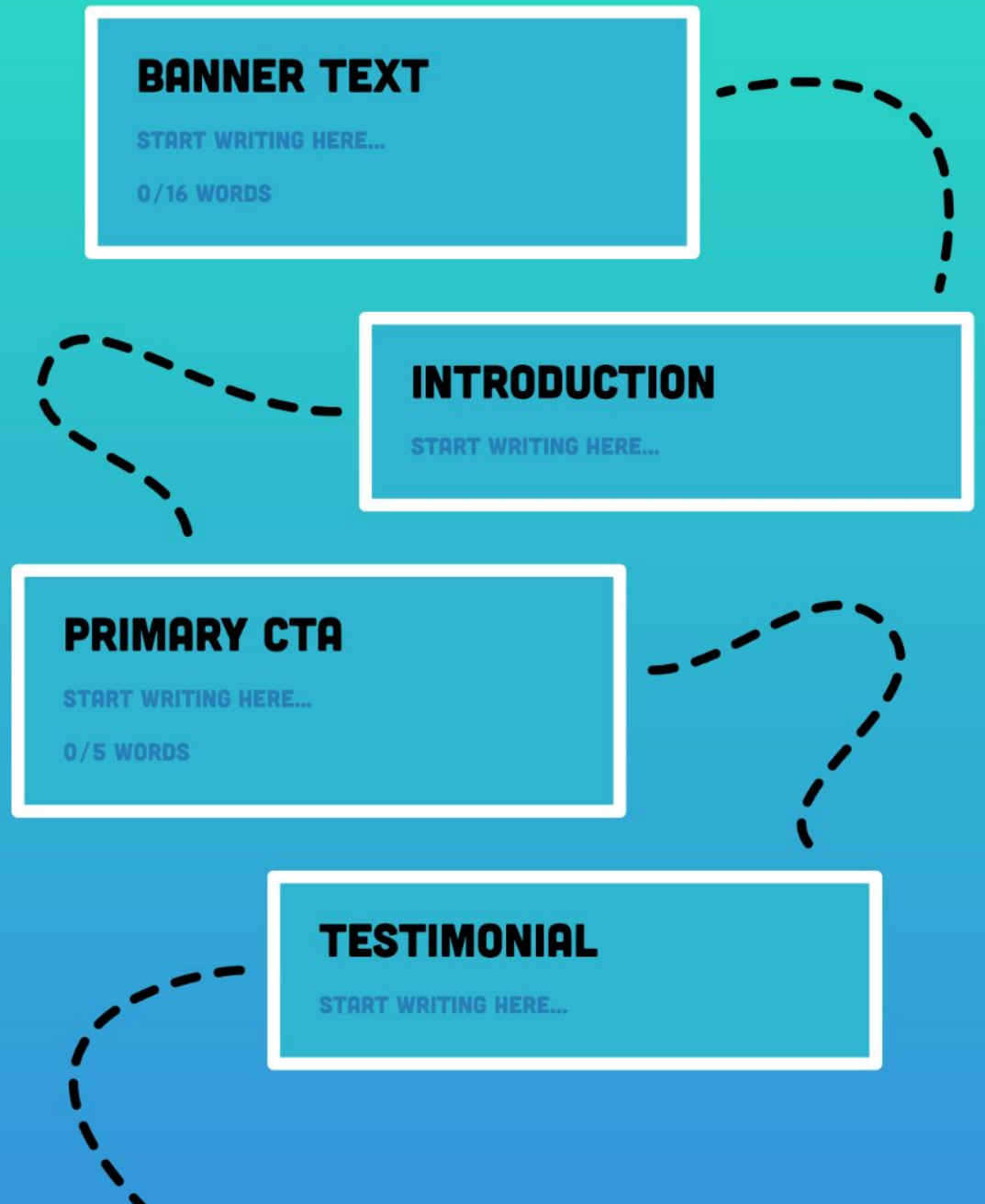
- [x] Yes
- [ ] No

Old URL

https://sbpartners.ca/service/financial-statements/

New URL

/service/accounting-and-assurance/audit-and-review/



Map out the content for the decision makers.

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Banner text

Audit & Review Services In Southern Ontario

Ensure Your Financial Statements Are Free From Mistakes

15/10 Words

This is your h1 and it should be descriptive and include your primary keyword (audit and review services).

Introduction

Audit and Review Engagement Services to get you on track

We take care to provide you with the right information in the right format at the right time. The scope and feedback may vary depending on your objectives.

212/500 Characters

Introduce this page more fully with a short intro including an h2 that uses a keyword. What is audit and review service? Why is this service important? etc.

This makes the transition to the website admin easier as well.

Page Header

These following fields will allow you to edit the page heading text, the background image, the colour overlay, and there is an optional field for content that you can use for shortcode buttons and brief blurbs.

Page Heading

This field allows you to set a page heading that may be different from the URL for SEO purposes. If you do not fill in this field, the default page title will be used.

Contact Us

Page Heading Colour Overlay *

Select a colour for your page header. The Home page is black. Current Season and its sub-pages are purple. Venue Rentals and its sub-pages are orange. Get Involved and its sub-pages are blue. Our Story and its sub-pages are green. Festival and its sub-pages are red.

Green

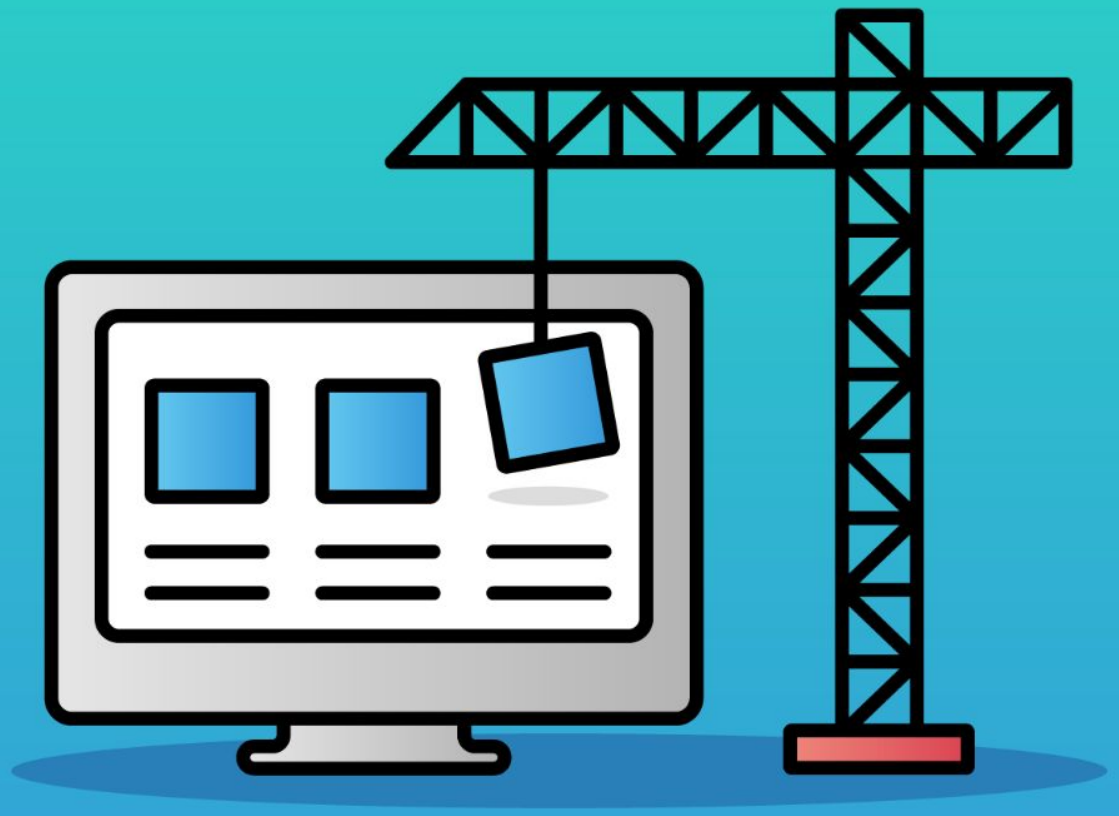
Page Heading Background Image

If you do not include a page header image, your page title will be displayed on a solid coloured background. We recommend your page heading background image be 2000px wide by 1125px high.

Is Page Header Content Required?

If you need to add a button (with a shortcode) or additional text aside from the page title, choose 'yes' and a field will appear that will allow you to add additional content to the page header.

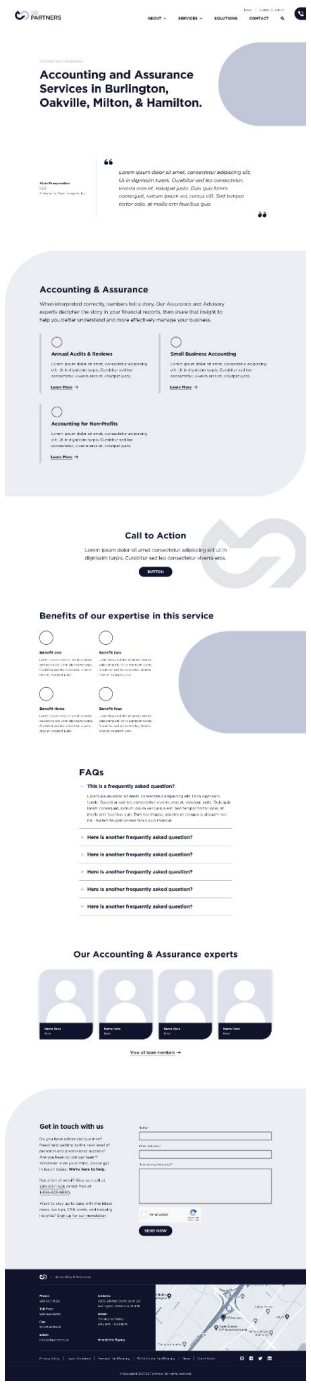
(•) No ( ) Yes



You can build the pages early.

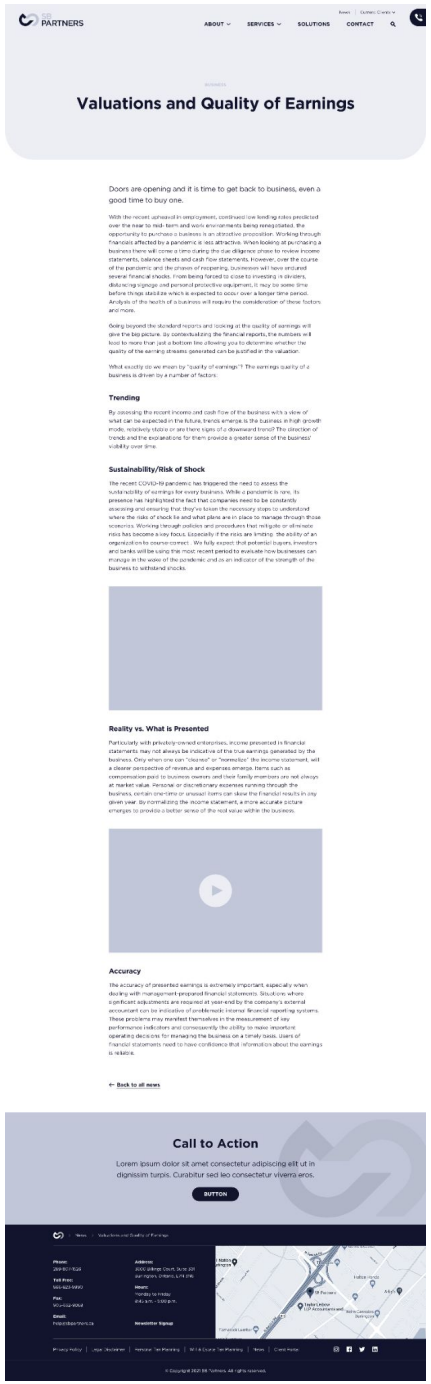
Then, move into wireframes.

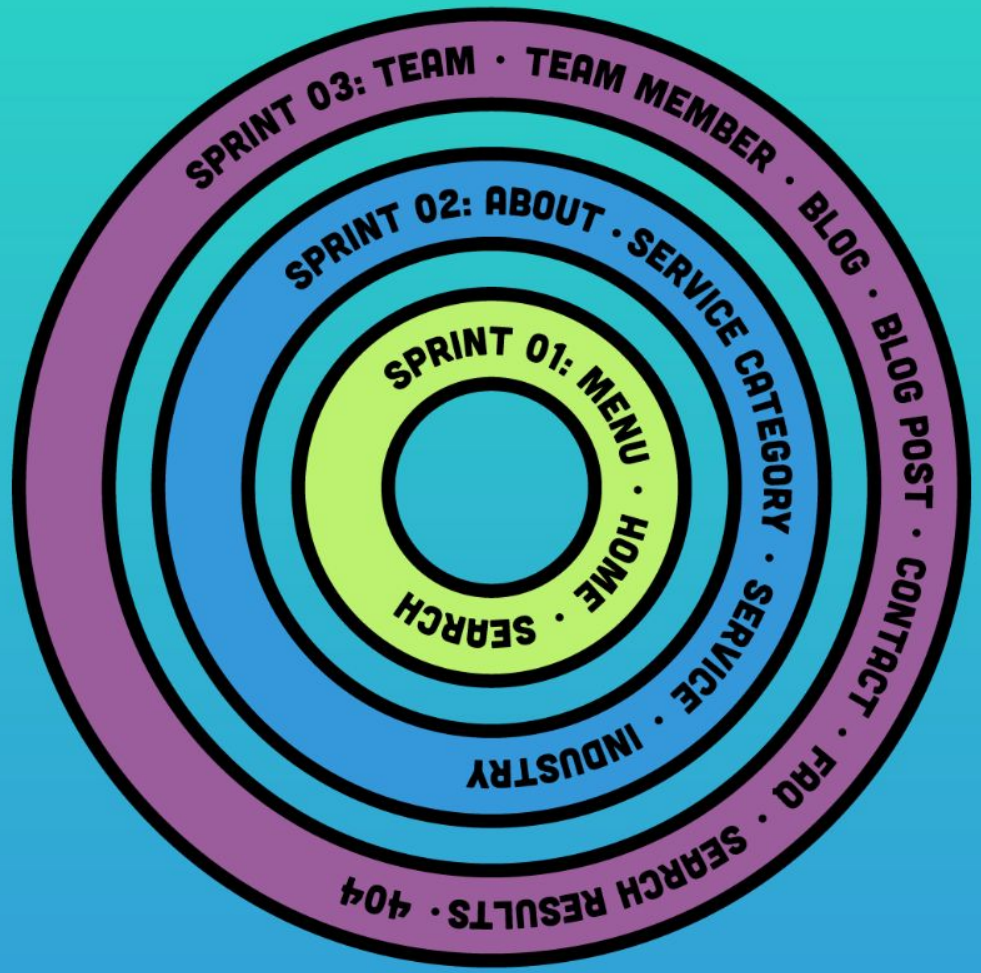
As a people first accounting firm, we make your business our business.
Who we are
Our services
Join our team
Insights
Get in touch with us


Accounting and Assurance Services in Burlington, Oakville, Milton, & Hamilton.
Accounting & Assurance
Call to Action
Benefits of our expertise in this service
FAQs
Our Accounting & Assurance experts
Get in touch with us

John Chisholm
FCPA, FCA, CFP
Contact information
Credentials
Specialties
Interests & Hobbies
Get in touch with us

Our team is always up to something. Discover our latest insights here.
Get in touch with us


Valuations and Quality of Earnings
Reality vs. What is Presented
Accuracy
Call to Action



Design is broken into rounds.

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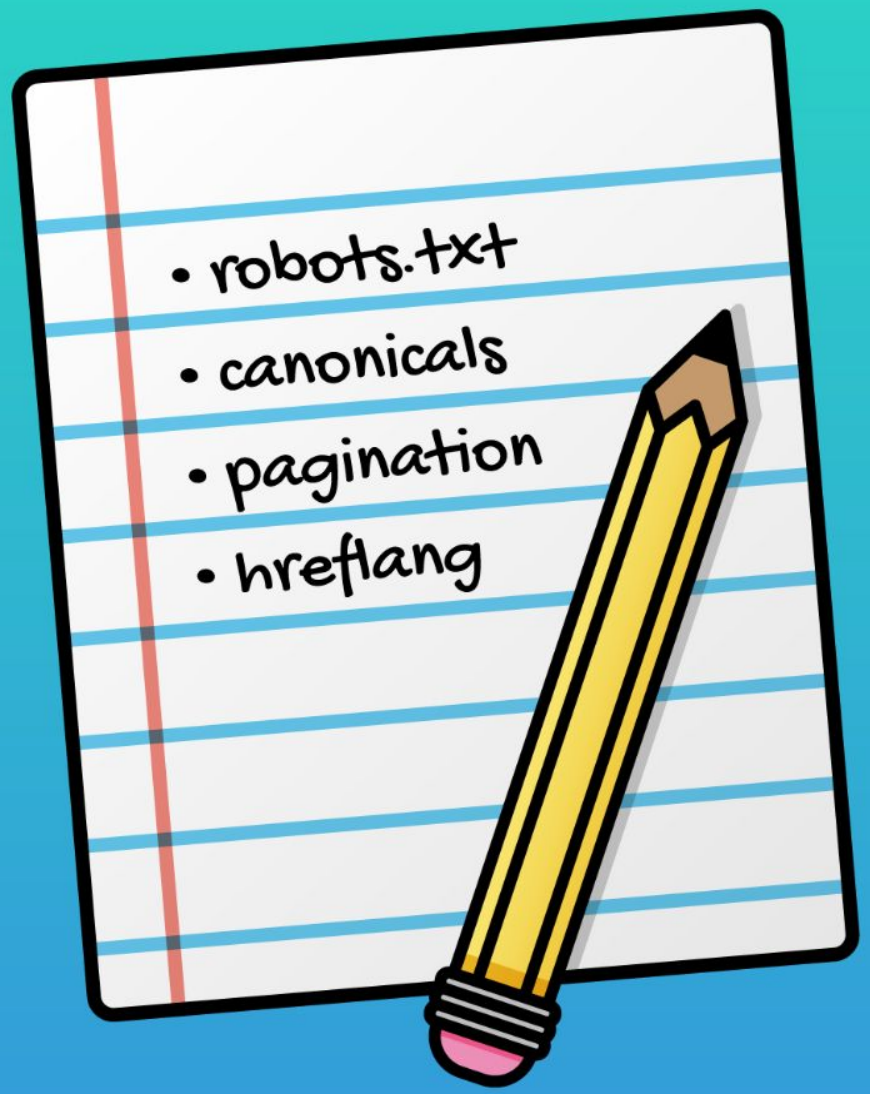
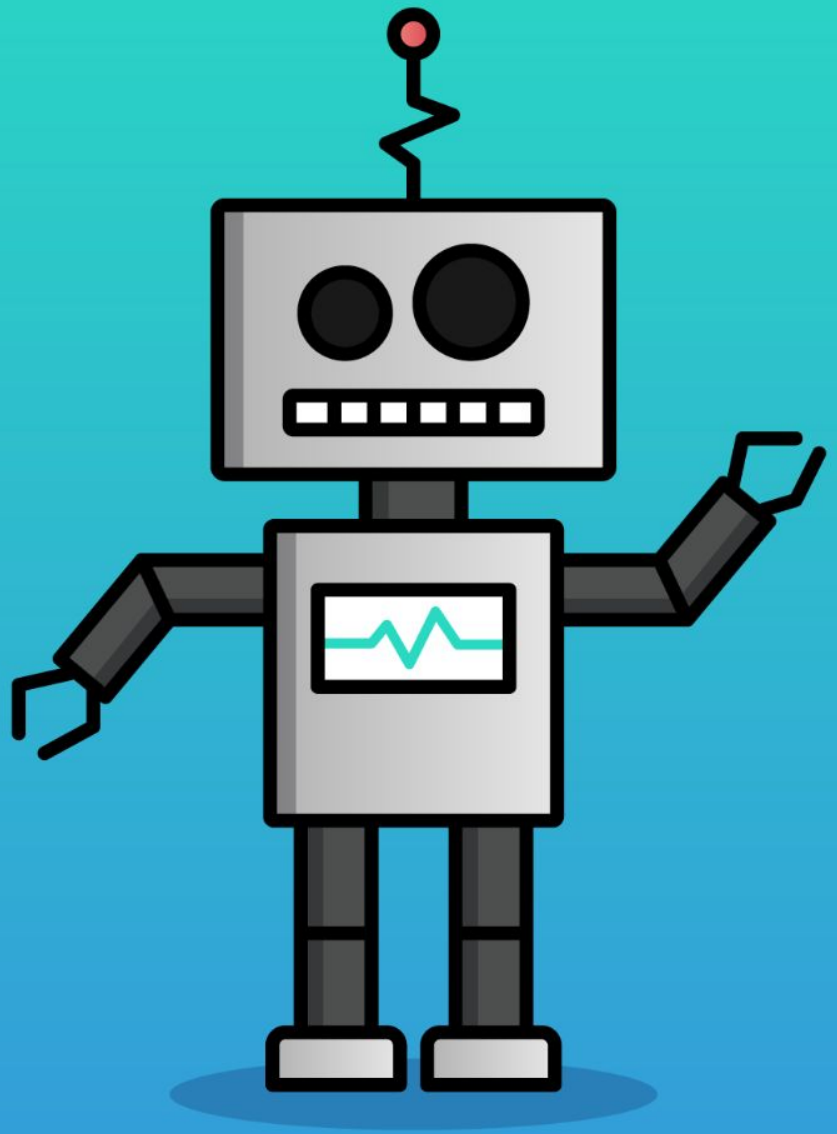
Once design moves through the round, off it goes to development.



Develop your own list of SEO technical specifications.



You can test with the proper robots.txt file.

Canonicals and pagination. (And maybe hreflang.)

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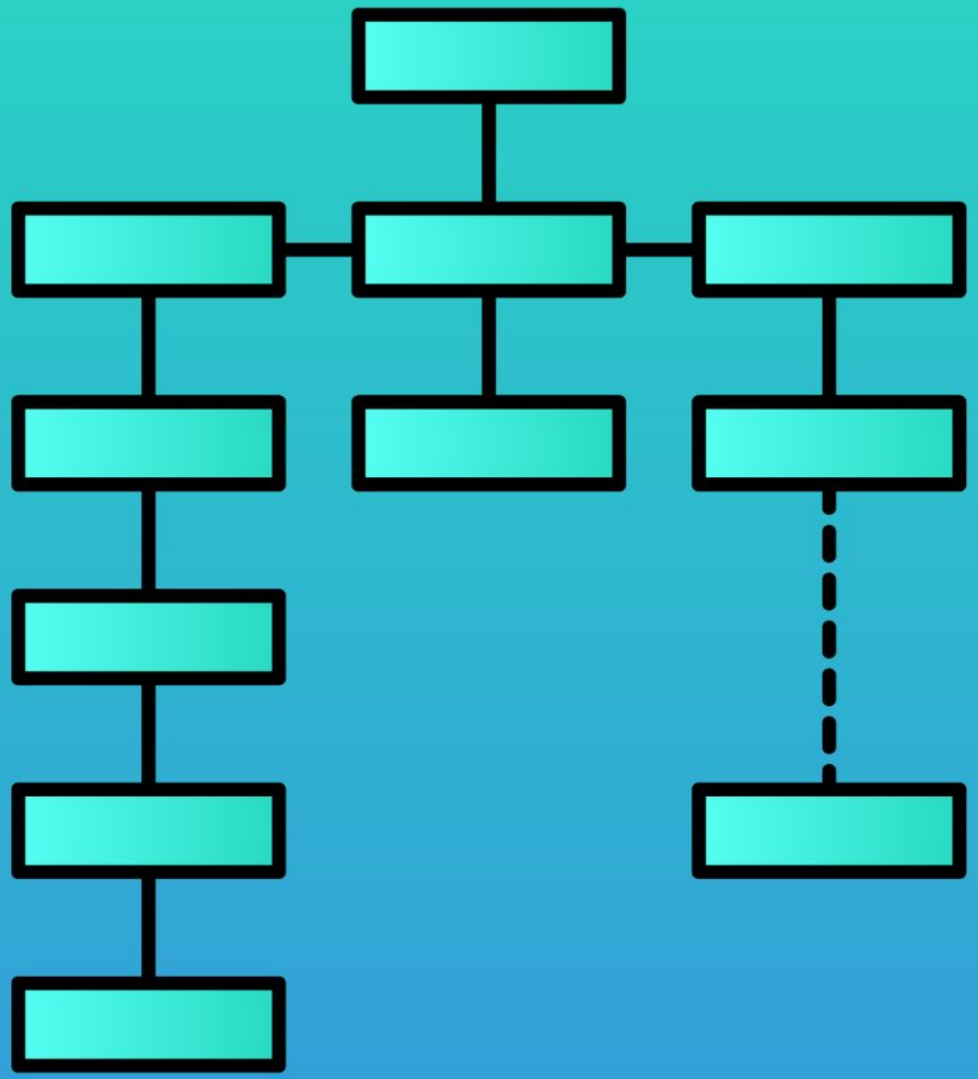
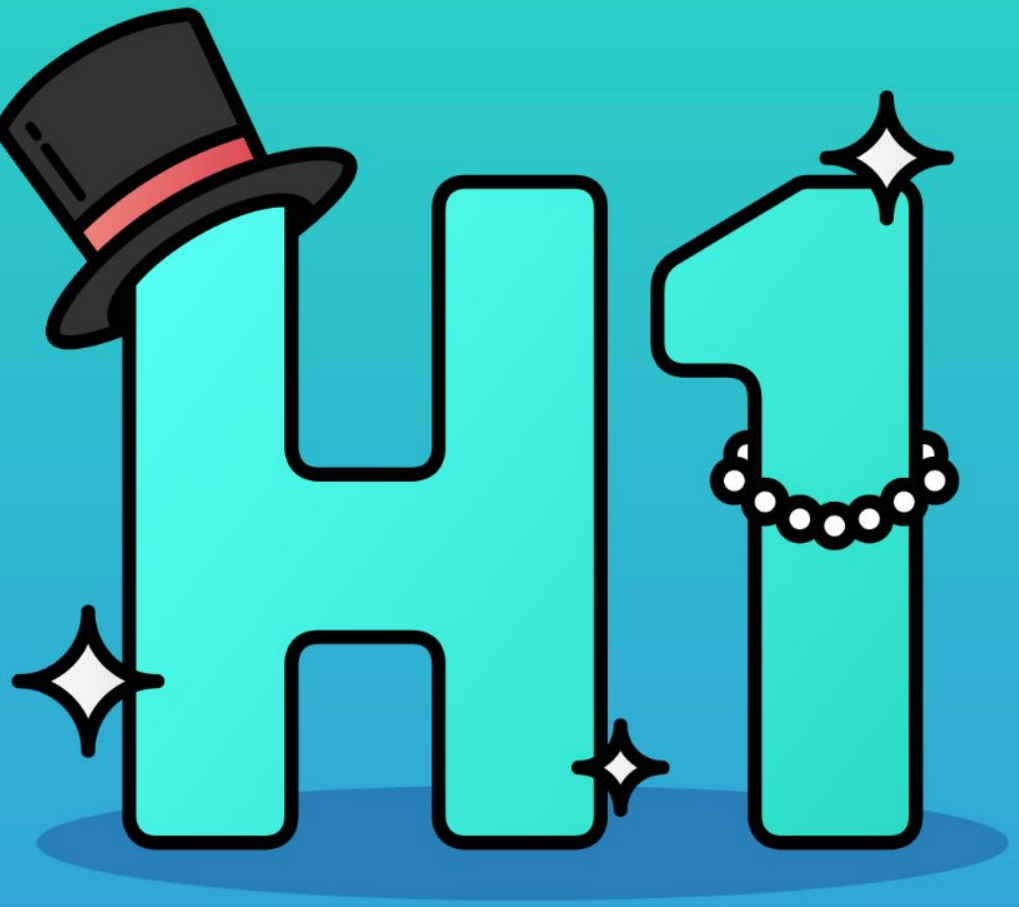


Sitemap recommendations.



Headings aren’t there to look nice.

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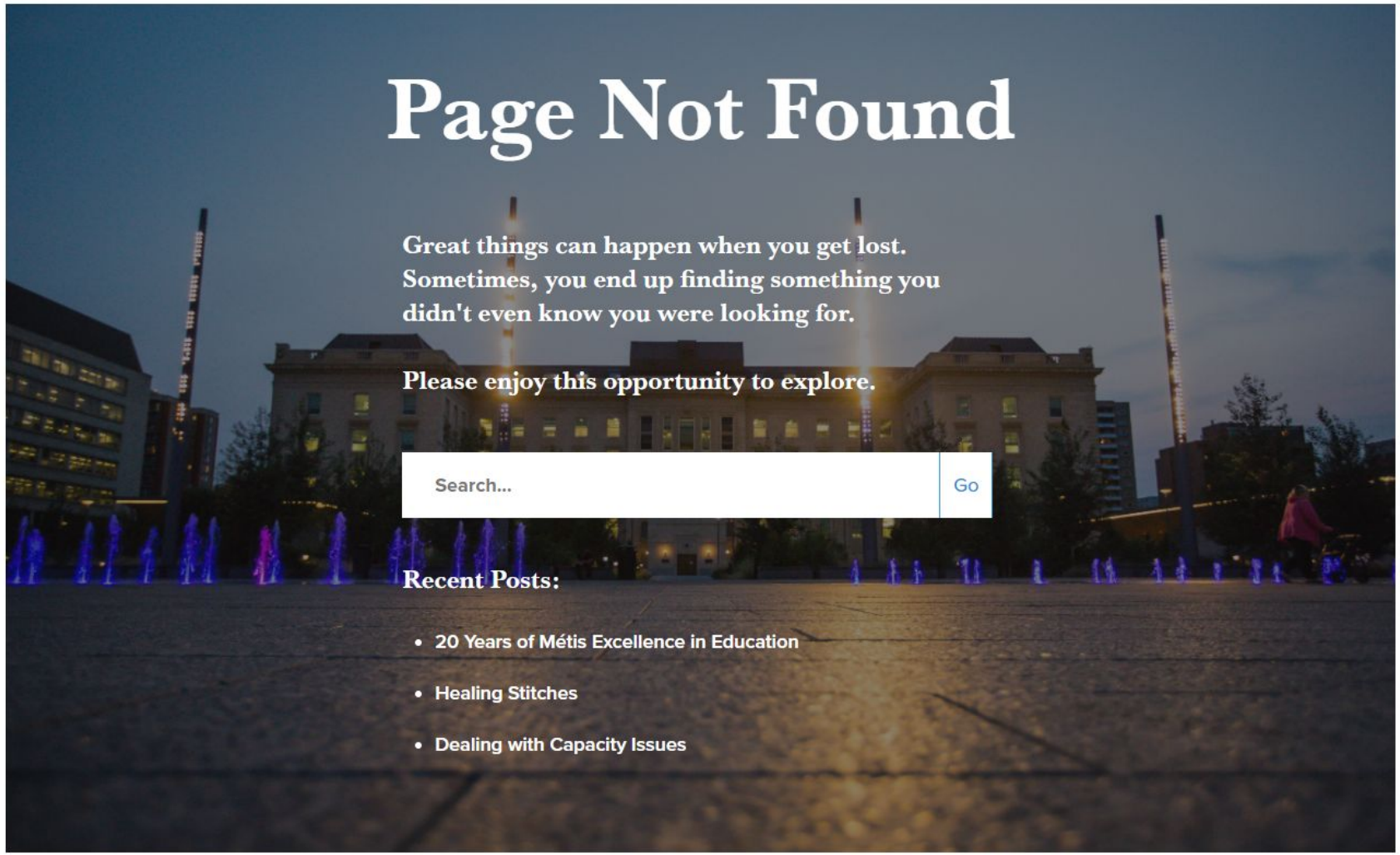
Accessibility requirements.

Schema recommendations.

404 and search pages.



Page Not Found

Great things can happen when you get lost. Sometimes, you end up finding something you didn't even know you were looking for.

Please enjoy this opportunity to explore.

Search... Go

Recent Posts:

- 20 Years of Métis Excellence in Education
- Healing Stitches
- Dealing with Capacity Issues

And of course, site speed.

Agile-ish means that you can speed test early and often.

Further Reading:

kickpoint.ca/mozcon2021

Agile-ish keeps the momentum going and helps everyone stay involved.

This open process builds trust.

Thank You!