

BROUGHT TO YOU BY YOUR



TIMBER FRAMERS GUILD

craft :: community :: communication

Visionary Partners Program

April 20, 2016

Search Engine Optimization

Webinar



Search Engine Optimization (SEO) is the process of Improving the visibility of a website or a web page in search engines "Natural", or un-paid ("Organic" or " Algorithmic) search results.



TFG VPP WEBSITES SEO PERFORMANCE CREATES BEST COMPANY VALUE



94%
of online traffic to TFG
business websites comes
from search engines.



262%
Average Increase in TFG VPP
site Traffic since October 2016
Structured Content Websites



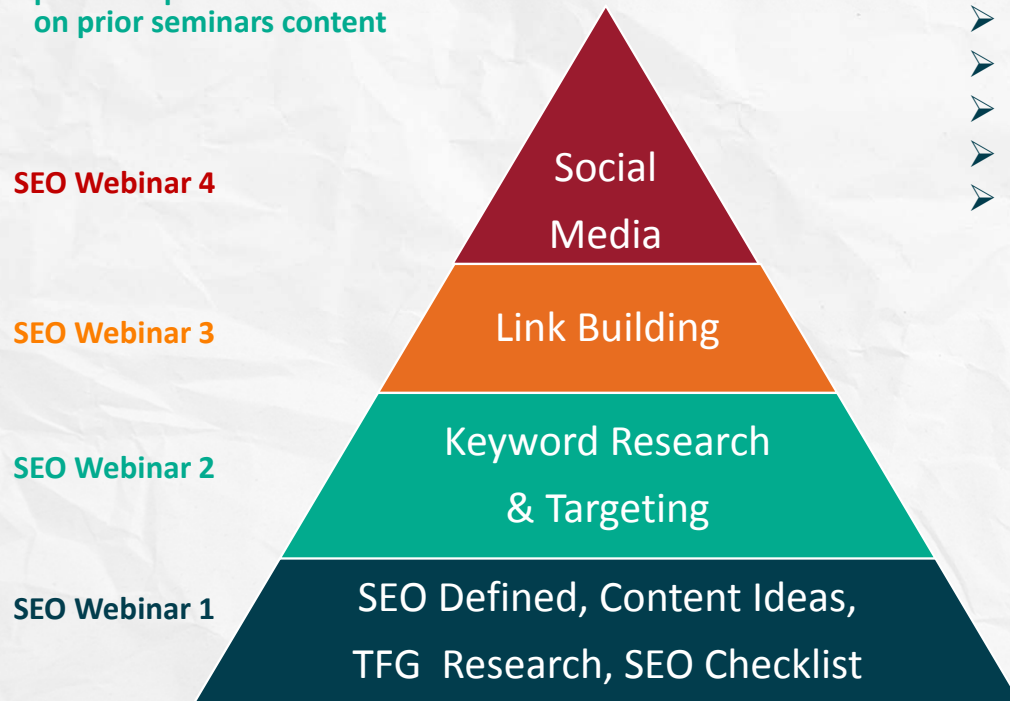
1,258
Number of Timber Frame
Keywords analyzed from
12 TFG Member Websites



\$0 to \$19,900
Range of SEO “free” value
for VPPs vs. pay-per-click
marketing (SEM)

SEO Pyramid & Seminar Content

Each TFG VPP SEO Webinar will present new subject matter and provide updated information on prior seminars content



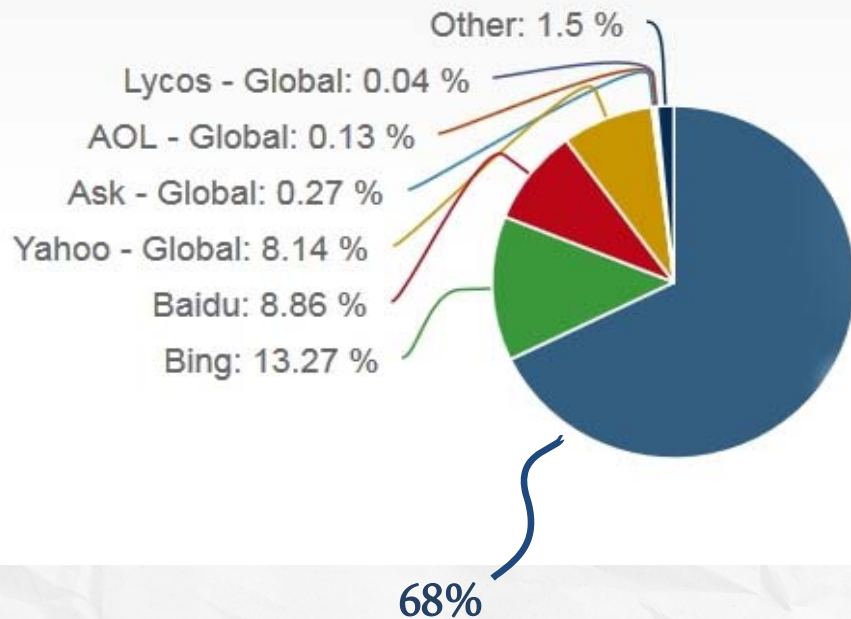
TFG VPP Benefits – “SHOW ME”

- TFG website has 52 rating for link authority “Google Juice”
- TFG website has 2,300 Backlinks
- TFG Website has 273 Referring Domains
- TFG website highest % Top 10 keywords increase, since launch
- VPPs have dedicated web page on TFG site increasing SEO
- VPPs have Photo Gallery on TFG website, lead generation
- VPPs have access to timber frame specific marketing & tools
 - Quarterly SEO Seminars – Optimize Websites
 - Timber Framing Keyword Database – Tight Content
 - Social Media Links – Free Content and More Traffic
 - Timber Framing Blog – Content, Interest, Links
 - Timber Frame Engineering Documents – Tech Content
 - “Concierge Service” to help you get started – Fast & Easy
 - Website expert under long term contract – Tech Expert
 - TF-specific Analysis Tools and Reports – Save Time
 - TFG Business Council Initiatives – Business Focus
 - Print Advertising in TF Journal and Scantlings - Marketing
 - Conference Exposure through Sponsorships – Good Will

Search Engines Market Share

&

Checklist to Improve Your SEO



Google Market Share

Assumption: If it works with Google, it works ...

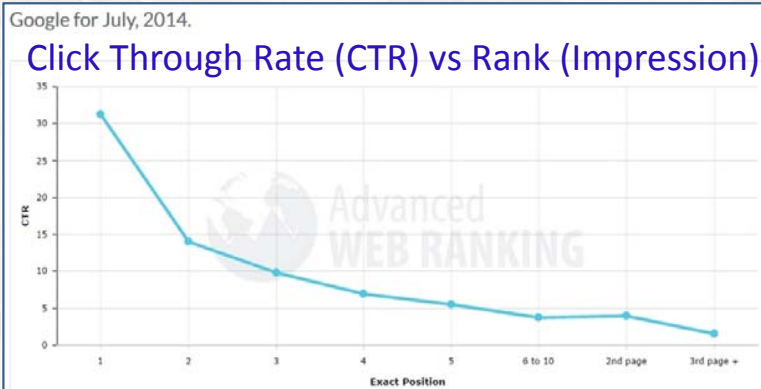
1. Join TFG as Company Member and VPP to create backlinks and capture TFG website's link authority
2. Complete Company VPP Profile on TFG Site with similar relevant content as your website
3. Link to TFG Site from Your Website and seek link diversity from affiliates, customers, and blogs
4. Create Compelling Relevant Content focused on your users – average text > 1700 words and use EXACT MATCH ANCHOR TEXT
5. Create “meaningful” headers and photo descriptions using specific keywords similar to relevant content
6. Enhance content with at least one image which is named using content on image related to users
7. Use “long-tail keywords” for location-specific SEO and content reinforcement
8. Speed matters – 1.8 sec vs. 2.4 sec affects rank some, 5 sec increases bounce rate which decreases SEO.
9. Social Media integrated with timely Blog Postings
10. Post Videos of your work with testimonials



SEO or SEM

SEO – Search Engine Optimization – Natural
 SEM – Search Engine Marketing – PAY TO PLAY
 Impression – Your website on SERP results
 CTR – Click Through Rate
 Users Click through as % of Impressions

56% Click Through on Top 3 SEO



HTTPS://MOZ.COM/BLOG

Deciphering a SERP (Search Engine Results Page)

Search Window

Number of SERPs

Sponsored Links (SEM)

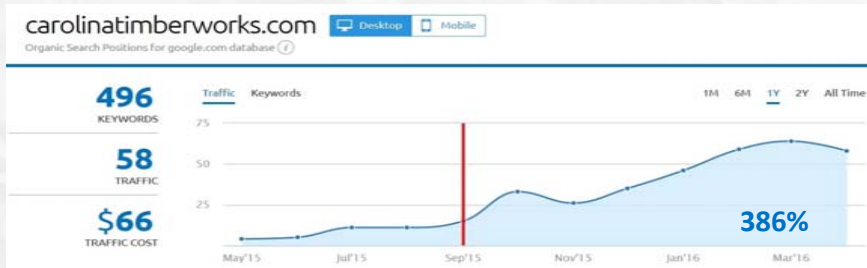
Organic Results (SEO)

Sponsored Links (SEM)



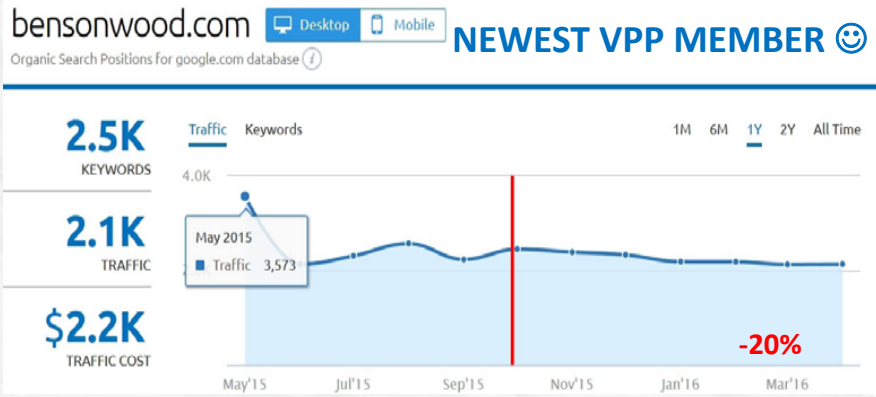
TOP VPPs SEO INCREASE WITH STRUCTURED CONTENT

Ranked Keywords, Monthly Traffic Impressions, Traffic Cost (if paid results)



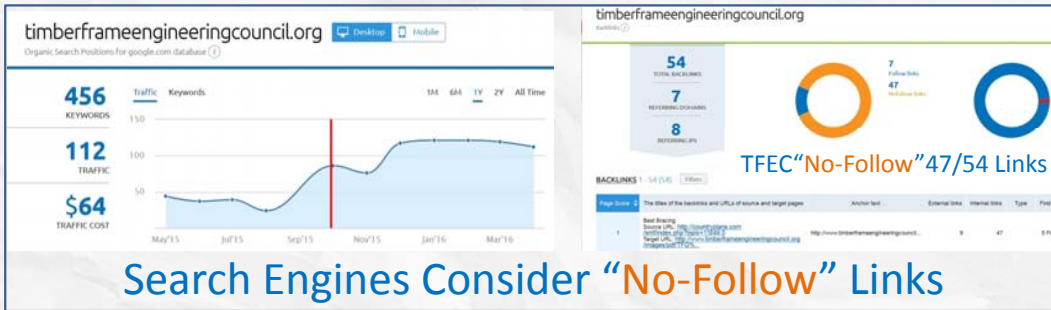


NON-VPP TF COMPANY WEBSITE TRAFFIC TRENDS



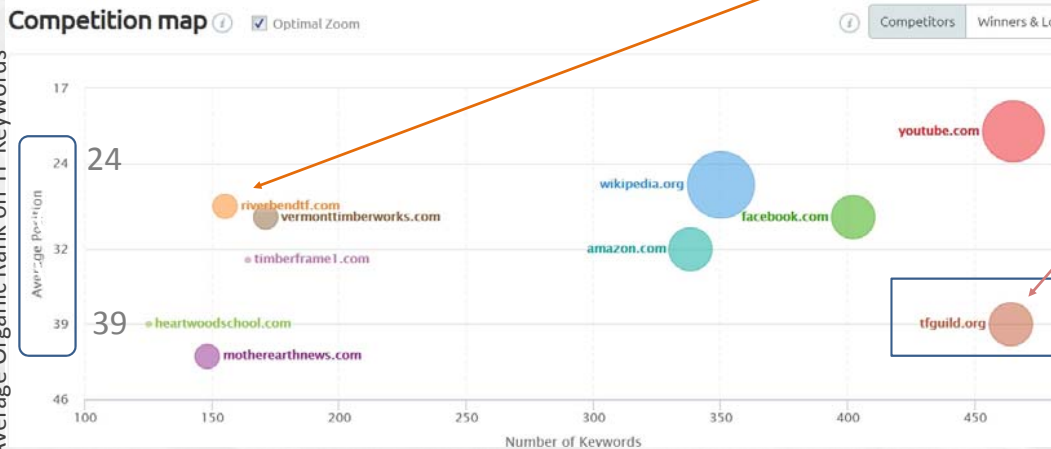


SEO BACKLINKS, DIVERSITY AND “NO-FOLLOW” LINKS

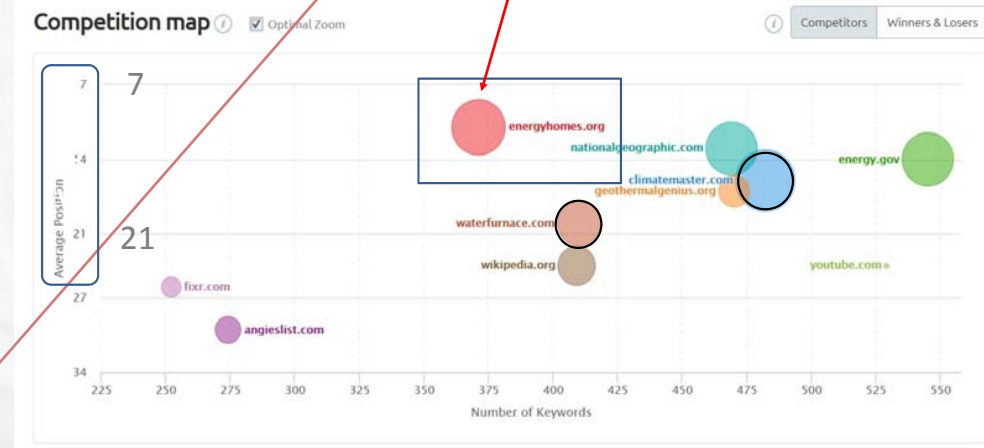


Quality of Backlinks and Backlink Diversity is more Important than number of backlinks

- RiverbendTF.com 222 Backlinks
- TFGuild.org 2,300 Backlinks
- EnergyHomes.org 35 Backlinks



Number of Timber Frame-related Matching Keywords (SIZE of circle represents relative VOLUME of Searches)





VPP Profile Page Content Affects SEO and Reciprocal Links

TIMBER FRAMERS GUILD
Dedicated to the art and science of timber framing

HOME ABOUT TIMBER FRAMING FIND A TFG COMPANY ABOUT THE GUILD

FIRE TOWER ENGINEERED TIMBER

Engineer

TIMBER FRAMERS GUILD
Dedicated to the art and science of timber framing

HOME ABOUT TIMBER FRAMING FIND A TFG COMPANY ABOUT THE GUILD

TIMBERWOLF TOOLS

Timber Frame Tools

Timberwolf Tools offers the world's finest portable power tools for timberframing and cabinet making. We feature products from leading tool manufacturers Arunda, Besch, Hema, Mafell, Makita, Oliver, Protocol and Wood Owl. We are your best source for specialty tools.

Services

Timberwolf Tools offers a full line of accessories and parts for all of the tools that we offer, as well

timberwolf tools - Google ...

Timberwolf Tools offers specialty timber framing and log ...
www.timberwolftools.com/

Timberframers and log builders online source for log building tools and timber framing power tools and post and beam frame building specialty tools.

Mafell Tools
Mafell Timber Framing Tools and Applications - Metric to English ...

Makita
Timberframers and log builders online source for log building ...

Beam Saws
Saws. MAF-ZSXEc400HM. Mafell ZSX Ec400 Chain Beam Saw ...

More results from timberwolftools.com >

Video Gallery
Video Gallery. ARUNDA Arunda Dovetailing Mortise and Tenon ...

About Us
About Us. WELCOME TO TIMBERWOLF TOOLS! We are ...

Makita 7104L Chain Mortiser
Makita 7104L Chain Mortiser ... the durable Makita Chain Mortiser ...

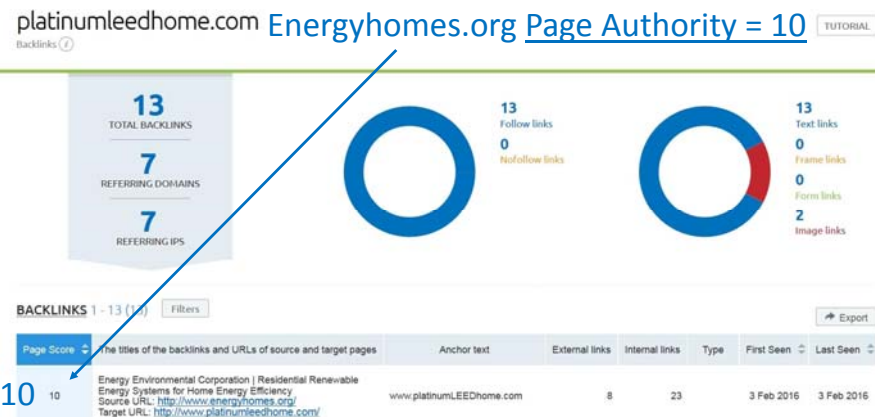
Timberwolf Tools Inc
Tool Manufacturer
Address: 2 Wilderness Dr, Newry, ME 04281
Phone: (207) 865-7095
Suggest an edit · Own this business?
Reviews
Be the first to review



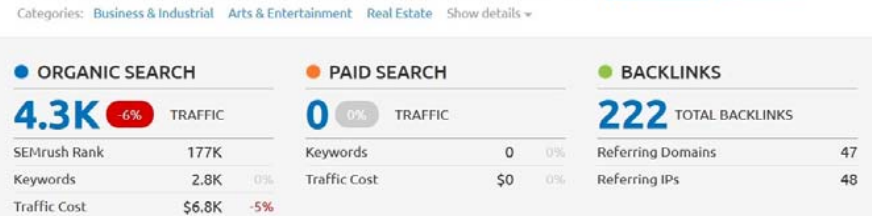


BACKLINKS to TFG SITE with LINK DIVERSITY

TFG Website 2,300 Referring Domains



Domain Overview "riverbendtf.com"



Riverbend – Addressed Later – Are these Backlinks Legitimate?

Backlinks Comparison

Enter up to five domains and compare

	energyhomes.org	tfguild.org	timberframe.org
ROOT DOMAIN	35	2,300	517 - Backlinks
Metrics	13	273	80 - Referring Domains
Backlinks	35	2.3k	517
Referring Domains	13	273	80
Governmental	0	0	0
Educational	0	1	0
.com	8	186	61
.net	2	14	8
.org	3	37	4



Compelling Relevant Content – Consistent Anchor Text with URL

Answer a User Question: “How Do I..., What is a ..., Best Type of ..., Ratings for ...”



cost of a geothermal heat pump

Search results for "cost of a geothermal heat pump" showing a featured snippet from energyhomes.org and sponsored ads for Bryant Heat Pump and Shop on Google.

Geothermal heating system price varies depending on the type of loop system, usually either vertical or horizontal. On average, a typical home of 2500 square feet, with a heating load of 60,000 BTU and a cooling load of 60,000 BTU will cost between \$20,000 to \$25,000 to install.

Geothermal Heat Pumps: Cost and Installation
www.energyhomes.org/renewable%20technology/geoinstallation.html

holderbros.com/category/barns/

Consistent URL = holderbros.com/category/BARNS

POLE BARNS, POST AND BEAM BARNS, AND TIMBER FRAMED BARNS - A COMPARISON

Anchor Text with H1 Tag

“We are sometimes asked if ...”

January 14, 2015

While we build timber frames for any type of building – houses, commercial buildings, shops, carriage houses, event spaces, etc — we are sometimes asked if we build pole barns or if we build post and beam barns. Well, no we don't. We build timber frames. Which is all well and good unless you don't know what that means. Since there seems to be some confusion about what timber framing is, exactly, and how it differs from other types of barn construction like pole barns and post and beam barns, I thought it would be a good idea to start at the beginning and explain what each of them are and how they are different from the others.

Pole barn: Generally speaking, a pole barn is a working building that is built for economy and utility and not “for pretty” as the old timers say around here. A pole barn is built with posts (usually pressure treated with chemicals to preserve them) that are set into the ground that support a roof framework of light wood frame construction, usually using roof trusses built with 2x lumber that is held together with light gauge metal plates with small “teeth” that are pressed into the wood. A pole barn will sure keep the rain off the hay or the tractors but they aren't very inspirational places to spend time for the most part.

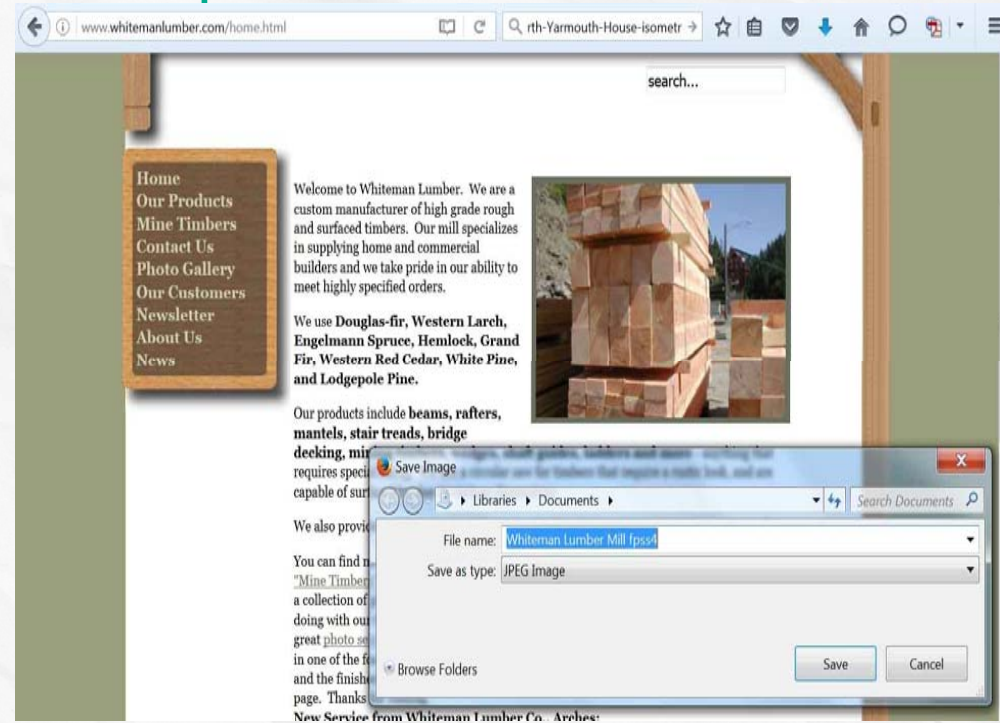
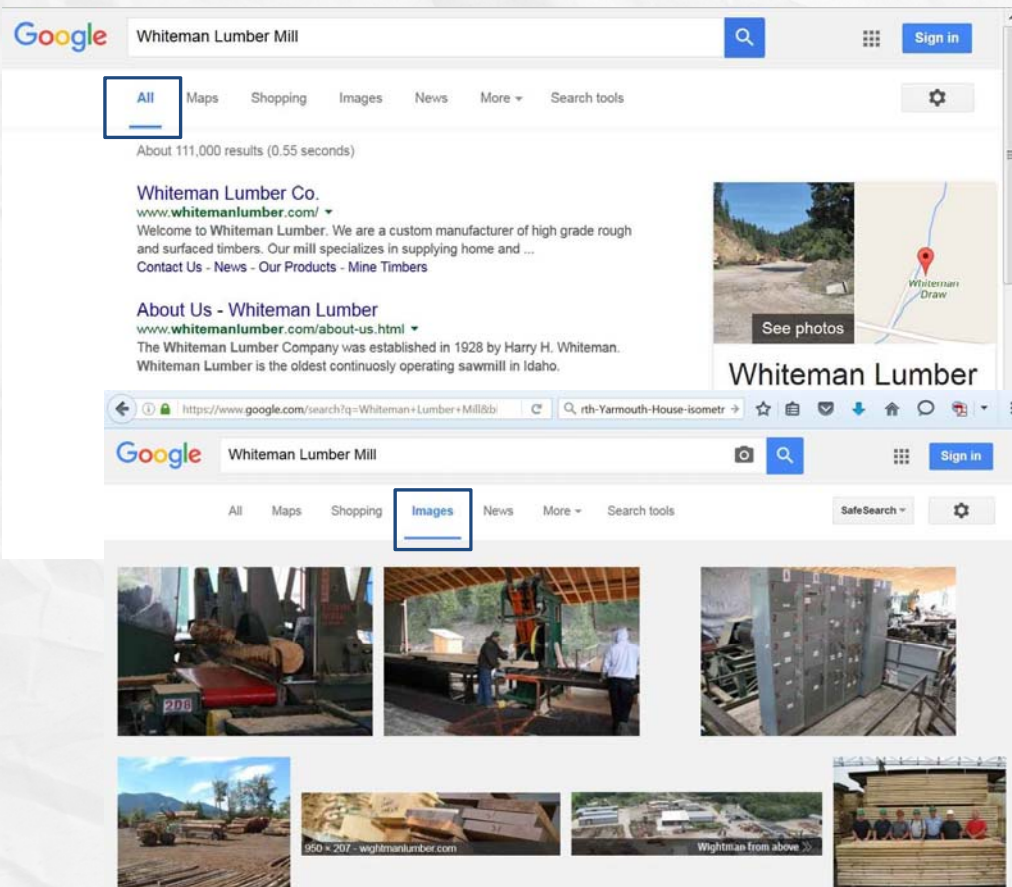
Length: longer pages tend to rank higher for a good reason. They are more likely to be authoritative.

Ideal Webpage exceeds 1800 Words

Talk to your Webmaster about SCHEMA.ORG



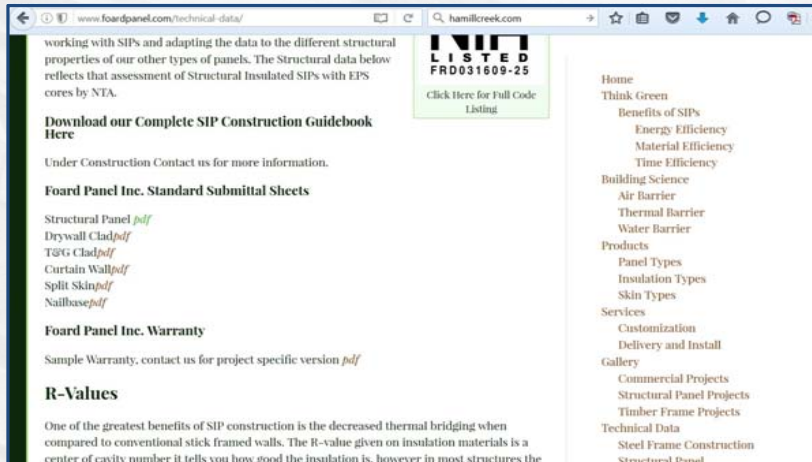
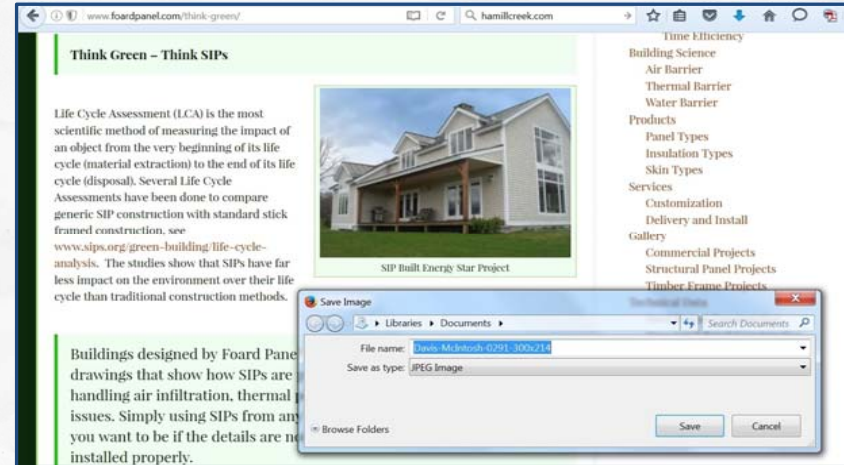
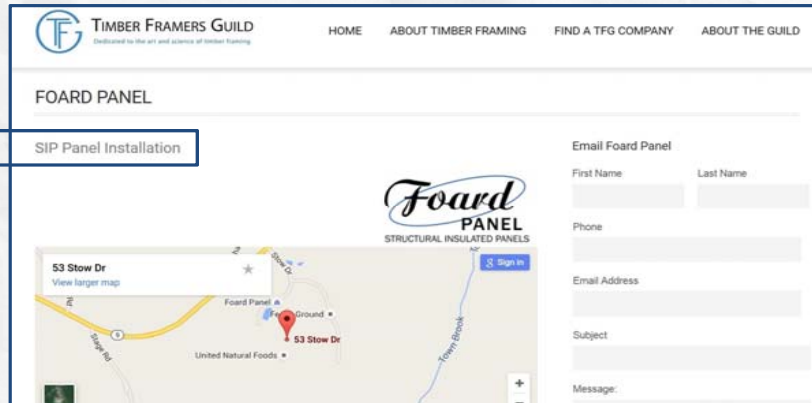
Meaningful Headers and Photo Descriptions – Whiteman Lumber



Consistent URL matches Content, Photo Name reinforces anchor text (focus of page), and #1 and #3 rows on searches each with multiple IMAGES

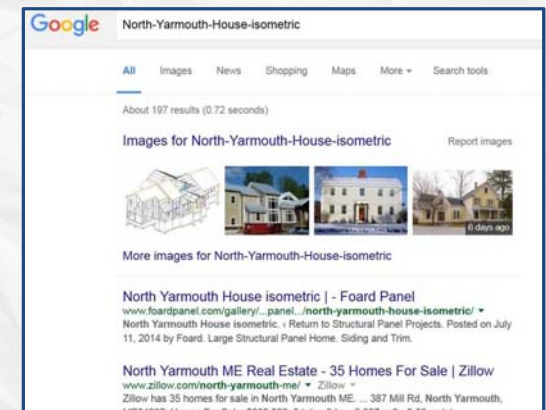


Meaningful Headers and Photo Descriptions – Foard Panel



VPP Page – Blank
Tech Data in PDFs
Photo Name does not match content
URL – “Think Green” too broad

Example photo – at right
“North-Yarmouth-House-Isometric”
Non-descriptive keyword, yet can be
Found with exact search as #1 result





Meaningful Headers and Photo Descriptions – Glenville Timberwrights

Domain Overview "glenilletimberwrights.com"

ORGANIC SEARCH	PAID SEARCH	BACKLINKS	DISPLAY ADVERTISING
75% TRAFFIC	0% TRAFFIC	4.6K TOTAL BACKLINKS	0% ADS
SEMrush Rank: 2.3M	Keywords: 0	Referring Domains: 30	Publishers: 0
Keywords: 131	Traffic Cost: \$0	Referring IPs: 33	
Traffic Cost: \$0			

Google search results for "Glenville Timberwrights".

About 1,140 results (0.40 seconds)

Glenville Timberwrights, Timber Frame Craftsmanship for ...
www.glenilletimberwrights.com/ Glenville Timberwrights, Inc. Custom timber frame homes from antique, reclaimed woods. Supplier of custom millwork, flooring, doors, and windows. Photograph gallery, products, and ...

- Meet Our Staff
- Featured Homes
- Gallery
- Items for Sale
- Outdoor Structures
- About Us

Glenville Timberwrights
Home Builder
Address: 1301 Lake St, Baraboo, WI 53913
Phone: (808) 355-9950

TFG Website – Events

published by the Timber Framers Guild and by other notable authors in the community of timber framers.

Those who want to dive in and become Timber Framer apprentices have the opportunity to join our nationally certified training program.

Have a look at our events calendar to see what is available to you.

Click on a photo to enlarge

Save Image dialog box: File name: Glenville-Timberwrights-01 (photo found), Save as type: JPEG Image

Google Images search results for "glenville timberwrights".

TFG Website – Events
Photo is named,
“Glenville Timberwrights”

Images search returns
photo as #1 with host site
as TFGuild.org

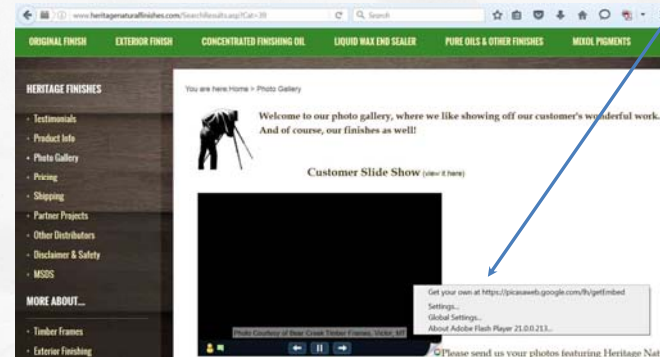
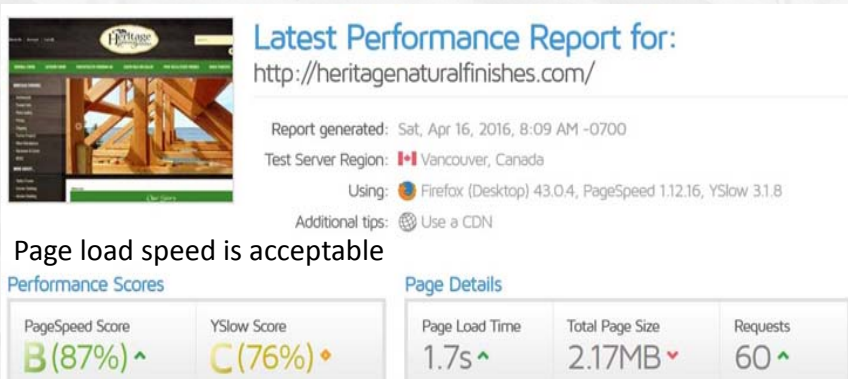


Content – Use at least One Image with Consistent Message

Heritage Natural Finishes

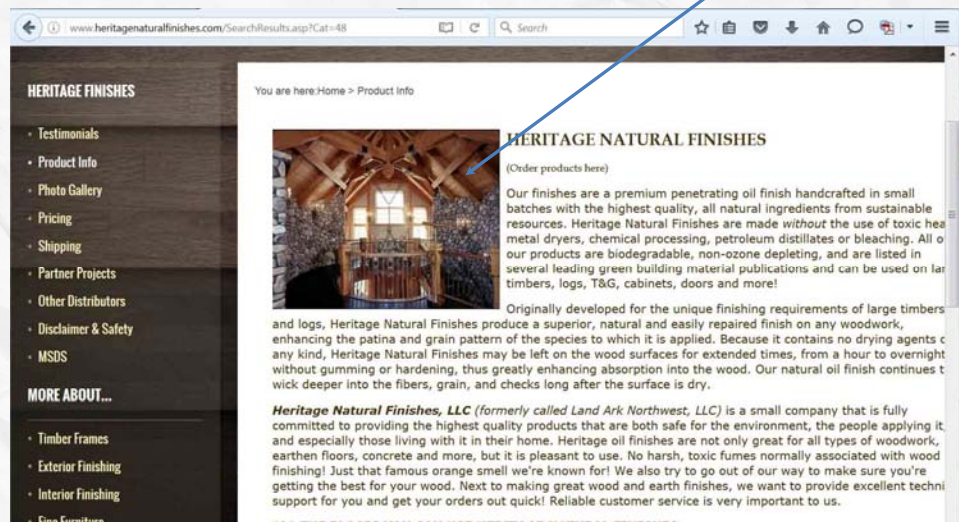


Challenging Market for SEO - High number of keywords, but low traffic cost indicates that the organic keywords have minimal searches or site ranking is 2nd or higher page. Focus content on strong keywords with high cost-per-click and high volume.



Images hosted on picasaweb.google.com which are **unreadable** by Google SEO "bots"

Lacks anchor text and header explaining one significant image. Google cannot figure out what content is, and Image name is not descriptive, number "1107-1.jpg" does not reinforce content.





Long-Tail Keywords Enhance Location – MoreSun Woodworking

Google search for "custom timber frames" showing results for various timber framing companies, including Custom Timber Frames | Madison, WI and Midwest Custom Timber Frames.

Google search for "custom woodworking long creek" showing results for MoreSun Custom Woodworking, highlighting their location in Long Creek, SC.

Google search for "moresun custom woodworking" showing results for MoreSun Custom Woodworking, including their website and Facebook page.

1	Keyword - MoresunWoodworking.com	Position	Previous Position	Search Volume	CPC	Url
2	woodworking timber	10	20	10	0.19	http://moresunwoodworking.com/
3	custom timber	12	18	10	0	http://moresunwoodworking.com/
4	custom outbuildings	14	0	20	5.13	http://moresunwoodworking.com/custom-ou
5	roof frames	16	42	30	0	http://moresunwoodworking.com/portfolio/f
6	timber frame business council	36	42	20	0	http://moresunwoodworking.com/
7	custom woodwork	37	43	480	1.38	http://moresunwoodworking.com/
8	custom wood working	38	0	90	0.78	http://moresunwoodworking.com/
9	ansley golf club	39	37	1900	0	http://moresunwoodworking.com/portfolio/i
10	custom timber frames	40	42	20	1.76	http://moresunwoodworking.com/
11	front porch entrances	40	48	20	0.25	http://moresunwoodworking.com/portfolio/f
12	timber framing jobs	43	38	30	1.33	http://moresunwoodworking.com/timber-fra
13	perimeter presbyterian church	45	0	30	0	http://moresunwoodworking.com/commercia
14	frames and trusses	45	0	10	5.9	http://moresunwoodworking.com/about-us/t
15	woodworking frames	47	23	10	0	http://moresunwoodworking.com/
16	timber woodworking	48	78	260	1.19	http://moresunwoodworking.com/
17	woodworking logo	49	0	140	0	http://moresunwoodworking.com/moresun-v
18	timber frame stairs	50	0	30	2.15	http://moresunwoodworking.com/
19	woodworking logo	50	0	140	0	http://moresunwoodworking.com/moresun-v
20	timber stud frame	51	0	10	0	http://moresunwoodworking.com/timber-fra
21	timber frame roof trusses	51	0	20	0	http://moresunwoodworking.com/timber-fra
22	timber frame building	52	0	110	1.61	http://moresunwoodworking.com/timber-fra



Long-Tail Keywords Enhance Location – MoreSun – South Carolina

Google Calls this "Local Pack" to make searches more relevant

MoreSun Custom Woodworking, Inc. 1 review · Home Builder 12441 Long Creek Hwy · (864) 647-1669		
Carolina Diversified Builders LLC No reviews · Log Home Builder 3605 Augusta Road · (803) 996-3069 <i>Closed today</i>		
Parker Builders, Inc 1 review · Home Builder 110 Kinkade Dr · (864) 252-7375 <i>Closed today</i>		

[More places](#)

South Carolina | Timber Frame Homes | Riverbend
www.riverbendtf.com/regions/southcarolina.html
South Carolina offers hundreds of unique locations for a timber frame home. ... Enjoy the views from your custom timber frame getaway. South Carolina.

South Carolina | Timber Fr...

South Carolina Timber Frame Homes

From Table Rock in the foothills of the Blue Ridge Mountains to the wide sandy beaches of its breathtaking coastline, South Carolina offers hundreds of unique locations for your timber frame home. Whether you're planning a mountain cabin, beach cottage or year-round home, Riverbend Timber Framing can help you realize your South Carolina dream.

Whether you choose to work with us throughout your entire project or not, we provide many design pathways to best suit your project needs.

Featured South Carolina Locations
The look and feel of a traditional timber frame home fits right into the spectacular landscapes found within the state of South Carolina.

Upcountry
The stream-laced foothills and rugged mountains of the Blue Ridge Region of South Carolina provide the perfect setting for your mountain timber frame home. Consider sites in and around Greenville, Spartanburg and Pendleton.

Lake Murray
This playground region boasts 650 miles of shoreline and is just 20 minutes from downtown Columbia. Enjoy fishing, boating and all the area has to offer from your Lake Murray timber frame home.

Myrtle Beach & the Grand Strand
Drawn by the beauty, beach activities, and the many golf courses, millions enjoy Grand Strand and Myrtle Beach vacations each year. This could be an ideal location for your Riverbend timber frame home.

Charleston

South Carolina

Select an alternative location

Representative Spotlight

Marty Birkenkamp
[Contact Marty](#)

Marty Birkenkamp 1st

Client Representative at Riverbend Timber Framing
Greater Detroit Area | Architecture & Planning

Previous [Riverbend Timber Framing](#)
Education [Miami University](#)

LINKED IN PROFILE

[Send a message](#)

168 connections

<https://www.linkedin.com/in/marty-birkenkamp-bb759013>

Contact Info



Speed Matters ... Somewhat, Check Web Pages at GTMETRIX.com

Latest Performance Report for:
http://www.riverbend.com/

Report generated: Wed, Apr 6, 2016, 7:07 PM -0700
Test Server Region: Vancouver, Canada
Using: Firefox (Desktop) 43.0.4, PageSpeed 1.12.16, YSlow 3.1.8
Additional tips: Use a CDN

Performance Scores		Page Details		
PageSpeed Score	YSlow Score	Page Load Time	Total Page Size	Requests
A (93%) ^	B (89%) ^	1.7s ^	2.06MB v	37 ^

Latest Performance Report for:
http://timbertools.com/

Report generated: Wed, Apr 6, 2016, 6:36 PM -0700
Test Server Region: Vancouver, Canada
Using: Firefox (Desktop) 43.0.4, PageSpeed 1.12.16, YSlow 3.1.8
Additional tips: Use a CDN

Performance Scores		Page Details		
PageSpeed Score	YSlow Score	Page Load Time	Total Page Size	Requests
B (84%) ^	B (84%) ^	1.2s ^	449KB ^	38 ^

Latest Performance Report for:
http://holderbros.com/

Report generated: Wed, Apr 6, 2016, 6:50 PM -0700
Test Server Region: Vancouver, Canada
Using: Firefox (Desktop) 43.0.4, PageSpeed 1.12.16, YSlow 3.1.8
Additional tips: Optimize WordPress, Use a CDN

Performance Scores		Page Details		
PageSpeed Score	YSlow Score	Page Load Time	Total Page Size	Requests
C (76%) v	C (77%) ^	1.2s ^	1.17MB ^	24 ^

Recent Study by SEMRUSH on 1 million queries: Top sites have response time of < 1.8 seconds for position 1 and 2.3 seconds for #10. Speed must be "fast-enough" or you encounter high bounce rate, e.g. users leave your site tired of waiting after 5 seconds which drops SEO.

Latest Performance Report for:
http://www.cascadejoinery.com/

Report generated: Wed, Apr 6, 2016, 7:11 PM -0700
Test Server Region: Vancouver, Canada
Using: Firefox (Desktop) 43.0.4, PageSpeed 1.12.16, YSlow 3.1.8
Additional tips: Optimize WordPress, Use a CDN

Performance Scores		Page Details		
PageSpeed Score	YSlow Score	Page Load Time	Total Page Size	Requests
D (68%) v	D (68%) v	2.9s ^	1.92MB v	56 ^

Latest Performance Report for:
http://timberwolftools.com/

Report generated: Wed, Apr 6, 2016, 6:38 PM -0700
Test Server Region: Vancouver, Canada
Using: Firefox (Desktop) 43.0.4, PageSpeed 1.12.16, YSlow 3.1.8
Additional tips: Use a CDN

Performance Scores		Page Details		
PageSpeed Score	YSlow Score	Page Load Time	Total Page Size	Requests
F (0%) v	B (85%) ^	2.3s ^	374KB ^	97 v



Social Media Integrated with Timely Blog Postings

Focus: Business to Consumer Marketing

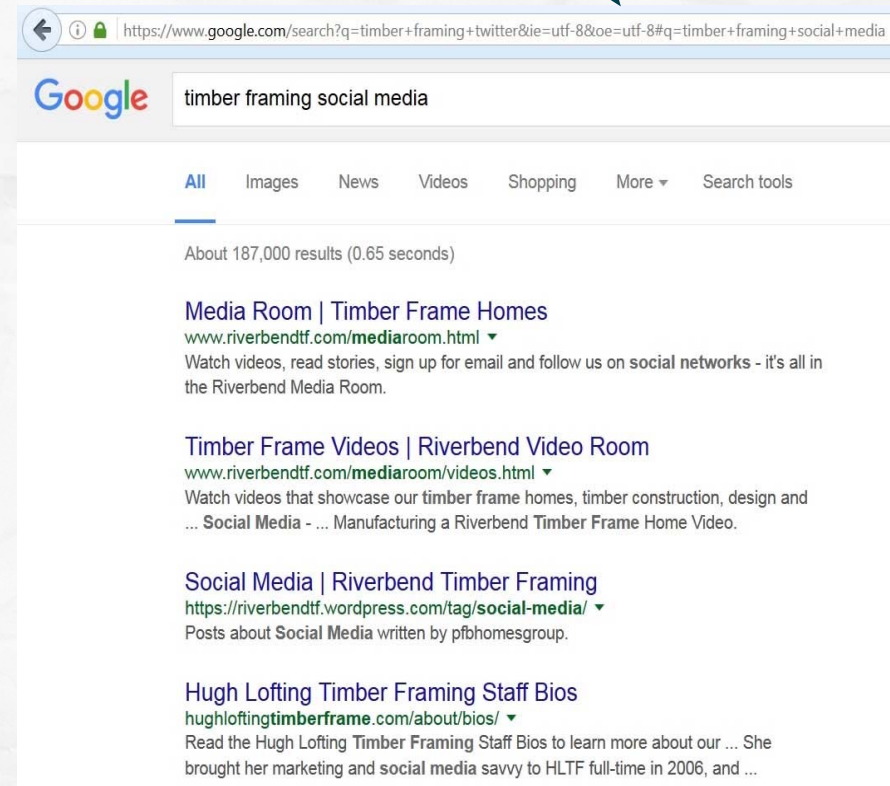


- Focus on User Intent and search user needs.
- Use long-tail keywords
- Relevant and Current Content

Google's Matt Cutts stated that social signals—metrics such as Facebook likes and Twitter followers, which indicate a profile's authority and influence—do not affect search rankings

However, *Facebook and Twitter pages are treated like any other pages in our web index, and so if something occurs on Twitter or occurs on Facebook and we're able to crawl it then we can return that in our search results.*

- Social Media Profiles Rank in Search Engines
- Social Media Channels Are Search Engines Too
- Not Now Doesn't Mean Not Ever – Google may rank
- Sharing Can Lead to Links ...and Higher SEO Results





Post Videos with Testimonials

Don't Hide Video Text: Provide a Transcript that SEO Bots can Read

Search Results on Long-tail Keyword "Timber Frame South Carolina"

Google search results for "timber frame south carolina". The "All" tab is selected. Results include:

- Michigan:** South Carolina | Timber Frame Homes | Riverbend. www.riverbendtf.com/regions/southcarolina.html
- New Hampshire:** Lake Wylie South Carolina Timber Frame Home ... timberpeg.com/gallery/lake-wylie-sc-t00264
- South Carolina:** South Carolina Timber Frame Homes and Floor Plans. www.heavytimbers.com/states/south-carolina-timber-frame.html
- South Carolina:** Custom Timber Frame Homes | Carolina Diversified Builders. carolinadiversifiedbuilders.com

Davis Frame #5

Google search results for "timber frame south carolina" filtered to "Videos". Results include:

- NY:** Barn Raising Palmetto Bluff, South Carolina - YouTube. https://www.youtube.com/watch?v=5ZFuYdGuzAk
- Mass:** 37' Long Timber Frame Truss being loaded onto truck ... https://www.youtube.com/watch?v=xCK8_jacvc
- Penna:** Gorgeous Timber Frame Home Under Construction in ... https://www.youtube.com/watch?v=yhQsiar8WYE

NEW #1 #2, Davis Frame #3

YouTube video player for "Timber Framing Scarf Joint" by Francis Barnett. The video has 370,674 views. A transcript overlay reads: "If you Like, click on the thumbs up..."

Organic search results for the keyword "TIMBER".

- https://www.youtube.com/watch?v=hHUBlv4ThOo
- https://www.youtube.com/watch?v=rhz_m-tgi2Y
- https://en.wikipedia.org/wiki/Lumber
- https://en.wikipedia.org/wiki/Timber_(disambiguation)
- http://www.timbers.com/
- http://upstatement.com/timber/

Search on Keyword "TIMBER"



The Crimes of SEO



Over the long term, these will not substantially improve SEO, and may violate search engine providers “terms of service.”



Paid Referral Marketing – Search Engine Marketing SEM

oakwrights.co.uk - Backlink...

https://www.semrush.com/info/oakwrights.co.uk+(backlinks_refdomains)?target_type=root_domain&filter=%2B[cour]

Domain Score	Root Domain	Backlinks	IP / Country
11	tfguild.net	257	74.116.2.130
25	pegasusdirectory.com	6	208.100.7.226
0	housejester.com	4	75.126.13.79
14	buildercentral.com	3	192.254.167.158
28	xmarks.com	2	38.127.167.5
0	10times.com	1	23.23.85.204



pegasusdirectory.com - Or...

https://www.semrush.com/info/pegasusdirectory.com+(by+organic)?sort=pos_desc

Keyword	Pos.	Volume	KD	CPC (USD)	URL	Traffic %	Costs %
free url submission directories	88	20	42.17	2.17	www.pegasusdirectory.com/	< 0.01	0.00
xxx adult store	87 (97)	170	0.00	0.80	www.pegasusdirec...pping/	< 0.01	0.00
sissy men photos	87 (92)	20	56.75	0.00	www.pegasusdirec...5.html	< 0.01	0.00
pegasus holidays	87 (87)	10	0.00	0.00	www.pegasusdirec...idays/	< 0.01	0.00
ryan okabe	87 (80)	20	0.00	0.00	www.pegasusdirec...vices/	< 0.01	0.00
cudo shopping	87 (78)	10	62.00	0.00	www.pegasusdirec...upons/	< 0.01	0.00
iforex web trading platform	87	10	0.00	0.00	www.pegasusdirec...sting/	< 0.01	0.00
saw you at sinai reviews	87	30	60.86	0.00	www.pegasusdirec...Sites/	< 0.01	0.00
free web link	87	10	0.00	0.00	www.pegasusdirectory.com/	< 0.01	0.00
free directory submission sites	86 (99)	20	0.00	0.00	www.pegasusdirec...on.php	< 0.01	0.00
penile plaques pictures	86 (83)	10	0.00	0.00	www.pegasusdirec...s.html	< 0.01	0.00
free shopping vouchers	86 (83)	10	0.00	0.00	www.pegasusdirec...upons/	< 0.01	0.00