

Advanced Blog Training

New Trends in On-Page SEO

March 2018



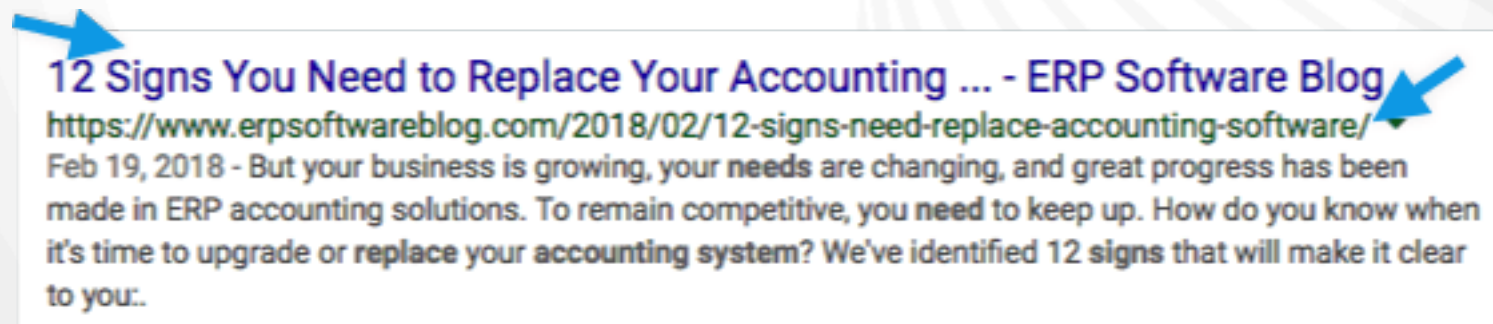
By Dave Foreman

SEO: Simple URLs

Creating descriptive categories and filenames for the pages and documents on your website not only help to keep your site better organized, but in turn creates easier, “friendlier” URLs for those who want to link to your content.

Most importantly, include keywords in your URL!

The URL is one of the most prominent elements searchers consider when selecting which site to click in search engine results. Shorter URLs (50-60 characters) are preferable.



Match your URL to the title of the page so users have an excellent sense of what they will find on the page through the URL and then deliver on the expectation.

SEO: METATAGS

SEO: Optimal Title Tag Length

Title Tags Are Shorter Than They Used To Be To Make Them More Useful on Mobile Browsers

Keep your titles under 60 characters for all posts and pages you publish in the future and perhaps revise Title Tags on older posts that get a lot of traffic

SEO: Use The Keyword-Plus-Year Strategy for Content & Title Tags

Compete in a tough keyword space using fresh content and the keyword-plus-year strategy.

What are the top **2017** eCommerce Trends you need to consider?

www.erpsoftwareblog.com/2017/08/top-2017-e-commerce-trends-need-consider/ ▼

Aug 1, 2017 - It's 2017 and we have been witnessing dramatic changes in the eCommerce Industry. By 2020, online shopping growth will jump to \$523 billion from the early figures of \$335 billion. Your success it depends on your digital marketing strategy. Hence, you must remain more up to date on the latest trends and ...

This is great because you win twice for search engine ranking: for the keyword-plus-date search results AND for the keyword search results.

SEO: Use The Keyword-Plus-Year Strategy for Content & Title Tags

For example, instead of creating a blog post and corresponding title tag about “Microsoft Dynamics GP Updates,” you could write it about “Most Important Dynamics GP Updates in January 2018”

Once the post date is no longer relevant, you can maintain the post’s link authority by either:

1. Updating the post—change it or add to it so it’s relevant for a newer date
2. Keeping the post and link to a newer one

SEO: Use Numbers in Your Title Tags

Numbers tend to pop out at you. Our brains are trained to find things that stand out and are specific. When you're scanning through search results, your brain is going to try to find something that stands out in the sea of letters.

Using numbers in your page title tags could lead to higher click-through rates simply because of a cognitive bias.

Examples:

“Top 10 Microsoft Dynamics GP Features”

“5 Dynamics CRM Success Stories From Retail Companies”

SEO: Use Synonyms in Your Title Tags

You don't want to optimize the pages on your website for the same keywords over and over again, you want to find and incorporate synonyms and variants.

Need help finding a good synonym for your keyword?

Do a search in Google for the keyword and look at the results at the bottom of the page. These results will often give you the variants that people are looking for. You can also use other keyword tools to get ideas.

Variant Examples for Dynamics 365 Partner NY:

“Dynamics 365 Reseller NY” or “Dynamics 365 Consultant NY” or
“Dynamics 365 Partner NYC”

SEO: Use A Call-to-Action When Possible in Your Title Tags

You won't often find call-to-action words in keyword research, but don't forget to use them!

Action words like: **buy, download, search, listen, watch, learn, and access** all give the user a little excitement because they indicate that the user will be able to do something beyond the keyword. It provides a little something extra, something to look forward to post-click—and this can help to increase click-through rates.

SEO: Questions in Your Title Tags

Questions create a curiosity gap. They give people an incentive to click to learn the answer to the question.

**MORE IMPORTANTLY, oftentimes, by asking a question in your title tag, you get the bonus of winning a FEATURED SNIPPET.
(see next slide)**

is microsoft dynamics gp cloud based

All News Videos Shopping Images More Settings Tools

About 708,000 results (0.50 seconds)

Microsoft Cloud ERP | Dynamics 365 Business Central | inecta.com
(Ad) www.inecta.com/
Check out the cloud-based ERP and CRM solution from Microsoft

eCommerce for Dynamics GP | By Hitachi Solutions
us.hitachi-solutions.com/Dynamics_GP/eCommerce
End-to-End, Web-Based, Turnkey Solution for Full eCommerce Capabilities
Request A Demo · Request Price Quote · System Configurator · Advanced Shopping Cart
Highlights: Multi-Store Order Management Desk, Multi-Level Product/Service Catalog...
Our Products · Resource Center · Contact Us

Microsoft Dynamics GP in the Cloud. Microsoft Dynamics GP is an enterprise resource planning (ERP) solution that connects the many moving parts of a small to mid-sized organization. ... However, this need not be the reason to eliminate **Dynamics GP** from your search. Mar 20, 2017

Microsoft Dynamics GP in the Cloud – FMT - FMT Consultants
<https://www.fmtconsultants.com/microsoft-dynamics-gp-cloud/>

About this result Feedback

People also ask

Is Microsoft Dynamics cloud based? ▾

What does Microsoft Dynamics GP stand for? ▾

Is Microsoft Dynamics GP an ERP system? ▾

Is Microsoft Dynamics CRM SaaS? ▾

How much is Microsoft Dynamics GP? ▴

Dynamics GP 2015 Pricing: The software price list for Microsoft Dynamics GP 2015 has not changed. It is still the Perpetual Licensing model. The basic pricing is that the Starter Pack is **\$5,000** (includes 3 users) and each additional full user is **\$3,000**. Jan 8, 2015

Microsoft Dynamics GP 2015 Pricing, System Requirements, New ...
www.erpsoftwareblog.com/.../microsoft-dynamics-gp-2015-pricing-system-requirement...

Search for: How much is Microsoft Dynamics GP?

How much does Microsoft Dynamics cost? ▾

What is the difference between ERP and CRM? ▾

What is a Microsoft Dynamics CRM? ▾

Feedback

Featured Snippet for search with question

GOOGLE FEATURED SNIPPETS

You've likely seen the 'People Also Ask' boxes in Google Search Engine Results. These question and answer boxes are Google's way of saying, "these other questions also relate to your search...so, maybe you are interested in exploring these too?"

Google Featured Snippets

ADDITIONAL TIPS FOR APPEARING IN GOOGLE FEATURED SNIPPETS:

- Answer the question concisely
 - Ask the question in your article (how, what, why, where, etc.)
 - Immediately follow the question with a one-paragraph answer
 - Elaborate on the answer further in the article
- Be factual and organize well: feature an ordered or unordered list in your post. Google loves specific numbers, steps and lists.
- Make sure your article answers many similar questions. Don't create a separate post to answer another specific, but related question.
- Use a header image or visual in your post

SEO: META DESCRIPTION TAGS

SEO:

New Meta Description Character Limit

Optimize your website for Google's newer, longer snippets. As of November/December 2017, Google increased the meta description character limit to approximately 300 characters.

It is likely that your meta descriptions are about 150 characters, if you haven't updated them—which is HALF the new limit.

There's real value in rewriting your meta descriptions as this is a great opportunity to drive interest and clicks to your web page.



Think of meta descriptions as an “ad” for your page when writing.

CASE STUDIES

Case studies are an important aspect of any Microsoft Dynamics partner website. But, how do you present your case study? Here are some tips to gain maximum SEO benefit from your case study--

SEO: CASE STUDIES

If your case study is featured via a downloadable document, make sure to summarize key points and include an overview of the client, project and result on the web page where you link to the comprehensive case study.




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Free Resources

White Papers
Demos / Videos
CAL ERP Software Blog
Client Success Stories
Video Testimonials
Infographics

Popular Videos



Customer Comments


"Customers want to know you are doing a good job for them. To be able to show them that we shipped 99% of their orders on time is very powerful. SalesPad gives us a better way to analyze our customer information and find ways we can increase business with them. I feel confident it is increasing our business."

Barry Lerman, President & CEO,
Custom Bottle, Inc - Naugatuck,
Connecticut Distribution/Manufacturing
Company using Microsoft Dynamics
GP

[more comments...](#)

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Popular Posts


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Microsoft Dynamics GP Tip: Cheat Sheet for Accounts Payable Month End Processes in Microsoft

Crown Maple


Maple Syrup Manufacturer/Distributor Goes From Bark To Bottle With Microsoft Dynamics GP and SalesPad

Customer: Crown Maple®
Website: www.crownmaple.com
Location: Dutchess County, NY
Industry: Manufacturing/Distribution



Customer Profile

Crown Maple is a manufacturer and distributor of organic maple syrup sustainably made from bark to bottle on 800 acres of pristine land at Madava Farms in Dutchess County, New York. They also offer education, entertainment and retail services.

 Download [Dynamics GP Distribution/Manufacturing Company Case Study – Crown Maple](#)

"CAL made us more efficient and more effective, and the ROI was there. They paid for themselves. For growing companies with a tight budget, CAL is a perfect solution." **Annette Cantilli, CFO**

The Challenge:

Crown Maple began in 2010 as a new manufacturer and distributor of organic maple syrup and right from the start they had a tremendous vision. Since their first season, syrup production has grown 93% with plans to double that amount in one year. They are on track to becoming the largest maple syrup distributor in North America and now also offer education, entertainment and retail services.

Crown Maple realized early on that their QuickBooks accounting software could not keep up with their growth. They wanted a robust inventory system, integration to eliminate manual processes and spreadsheets, and flexible reporting that could easily be shared with their remote management team.

Annette Cantilli, CFO, Tamar Roman, Inventory Control and Admin Manager, and Kerri Tiano, Financial Operations Manager, describe the benefits of the system:

The Solution:

Crown Maple evaluated Netsuite and Sage but felt both options were too expensive. They chose Microsoft Dynamics GP because it was a cost effective, stable product presented with the option of a phased implementation plan. A key selling point was the SalesPad add on tools suggested by CAL Business Solutions, designed to streamline the distribution processes.

The Benefits:

"Able to Change As We Grow"
"Crown Maple has a complicated setup, with six companies under one holding company. Microsoft Dynamics GP with SalesPad has the power to handle our needs, but still allows us to change as we grow. For example, after a few years using inventory control with Dynamics GP, I decided that I wanted to completely overhaul the way we assigned item numbers to components and shipping materials. I was able to do it very easily." Tamar Roman



SEO: CASE STUDIES

If your case study is featured via a video interview on your web page, include the video transcript.

Not only are you making your case study visible to Google bots, but some visitors prefer to read a case study rather than watch.

*Once you transcribe your video you can easily repurpose the text transcript for more content creation.



The screenshot shows the CAL Connect 2018 Event website. The header includes the CAL logo and a navigation menu with links: Home, About Us, Acumatica, Dynamics GP, Industries, Pricing, Quick Quote, Client Center, Resources, and Videos. A group photo of the event attendees is in the top right corner.

Free Resources

- White Papers
- Demos / Videos
- CAL ERP Software Blog
- Client Success Stories
- Video Testimonials
- Infographics

Popular Videos

Video Case Study – Crown Maple

Microsoft Dynamics GP Manufacturing and Distribution Success Story

Crown Maple - Microsoft Dynamics GP with SalesPad Distribution Success...



Customer Comments

"With Microsoft Dynamics GP, we can show our customers real-time analysis that supports our sales proposition, whether it is a new promotion, product mix suggestions, or our position in pricing negotiations."

Joe DeRita, Director of Channel Management, Amax, New Britain, CT
Distribution company using Dynamics GP

[more comments...](#)

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Video Transcription: Microsoft Dynamics GP Manufacturing and Distribution Success Story: Crown Maple & CAL Business Solutions

Crown Maple started as a small producer of maple syrup in upstate New York. They are now one of the largest maple syrup manufacturers and distributors in North America and also offer education, entertainment and retail services. QuickBooks could not keep up with their growing requirements for inventory management and flexible reporting. But Microsoft Dynamics GP with SalesPad is a perfect fit. This is their story.

"We have six companies under one holdings company. It is a complicated setup, but Microsoft Dynamics GP and SalesPad have the power to handle it all." Kerri Tiano, Financial Operations Manager

BROKEN LINKS & 404 ERROR PAGES

Scan Your Site For Broken Links



Check My Links
offered by [Paul Livingstone](#)

A Google Chrome
Extension

This extension offers a fast and detailed method for checking broken links on a web page.

Just go to the page you want to check, click the browser extension, and within about 10 seconds you'll see results coming in.

Scan Your Site For Broken Links



Check My Links

offered by [Paul Livingstone](#)

A Google Chrome
Extension

One great feature of this extension is that it identifies the type of broken link on the page. In this example, the website has a 404 error.

The screenshot shows a website with a navigation menu and a list of services. The 'COMPANY' menu item is highlighted with a green arrow. The 'SERVICE AGREEMENTS' link is highlighted with a red box and a green arrow, with a '404' error code displayed next to it. The 'Check My Links' extension results are shown in a sidebar on the right.

Link Results	
Links: 86	Queue: 0
Caching: FALSE	Method: GET
Valid links: 55	
Valid redirecting links: 29	
Warnings: 0	
Invalid links: 2	

Navigation Menu: PRODUCTS, SUPPORT, RESOURCES, COMPANY, BLOG

Services List:

- MICROSOFT DYNAMICS
- CUSTOMER SERVICE
- SCHEDULE & DISPATCH
- PROJECT TRACKING
- INVENTORY MANAGEMENT
- MOBILE
- ACCOUNTING
- CUSTOMER PORTAL
- SERVICE AGREEMENTS (404)
- BUSINESS INTELLIGENCE

Show Useful 404 Error Pages

Users will occasionally come to a page that doesn't exist on your website—either by following a broken link or typing the wrong URL. Having a custom 404 page that kindly guides users back to a working page on your site can greatly improve a user's experience.

Components of A Useful 404 Error Page

A good 404 error page should contain:

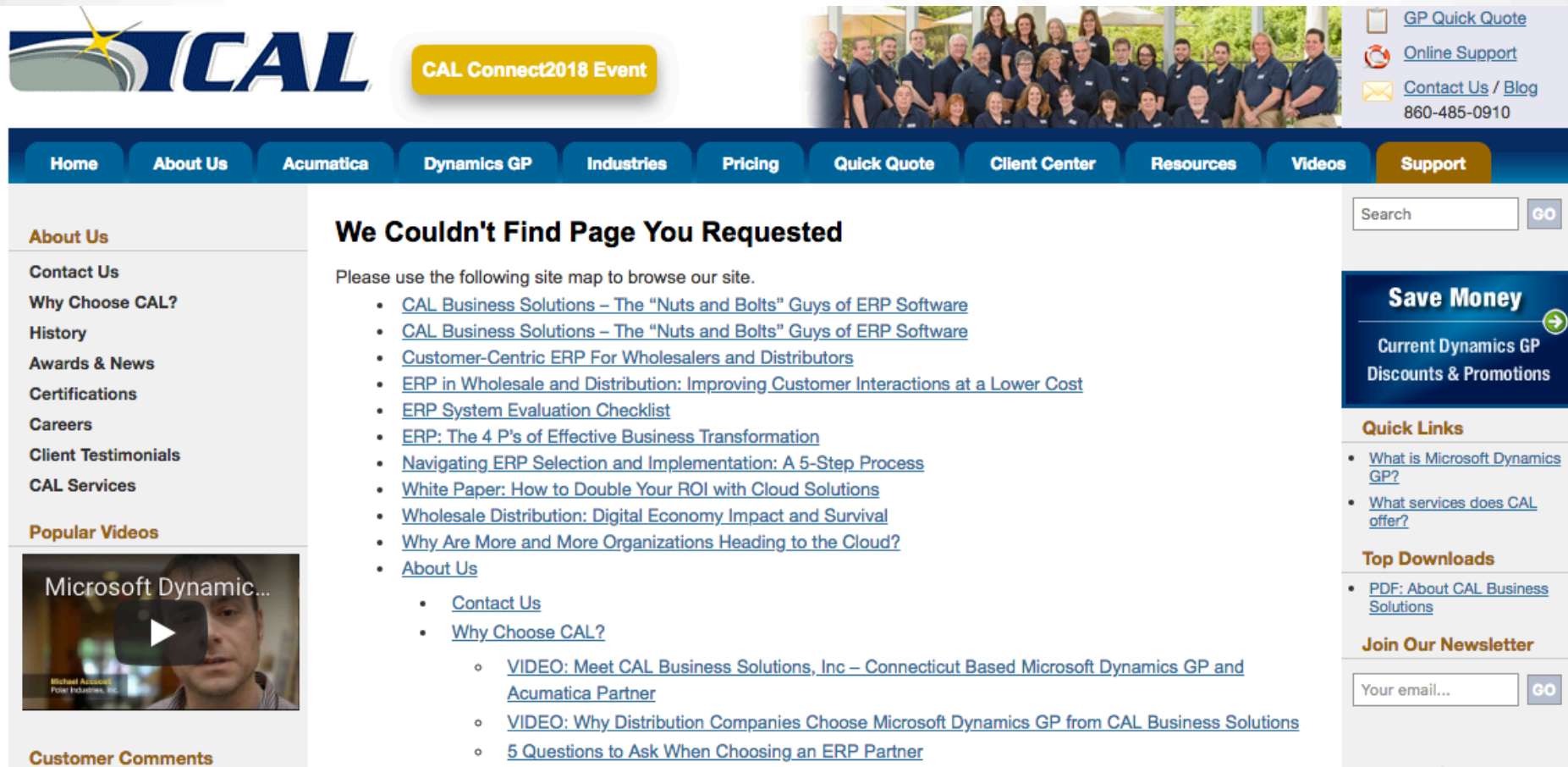
1. A link back to your root page
2. A search box for visitors to easily find what they are looking for

It looks like nothing was found at this location. Maybe try a search?



Components of A Useful 404 Error Page

3. Links to popular or related content on your site



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860-485-0910

Home About Us Acumatica Dynamics GP Industries Pricing Quick Quote Client Center Resources Videos Support

About Us
Contact Us
Why Choose CAL?
History
Awards & News
Certifications
Careers
Client Testimonials
CAL Services

Popular Videos
Microsoft Dynamic...

Customer Comments

We Couldn't Find Page You Requested
Please use the following site map to browse our site.

- [CAL Business Solutions – The “Nuts and Bolts” Guys of ERP Software](#)
- [CAL Business Solutions – The “Nuts and Bolts” Guys of ERP Software](#)
- [Customer-Centric ERP For Wholesalers and Distributors](#)
- [ERP in Wholesale and Distribution: Improving Customer Interactions at a Lower Cost](#)
- [ERP System Evaluation Checklist](#)
- [ERP: The 4 P's of Effective Business Transformation](#)
- [Navigating ERP Selection and Implementation: A 5-Step Process](#)
- [White Paper: How to Double Your ROI with Cloud Solutions](#)
- [Wholesale Distribution: Digital Economy Impact and Survival](#)
- [Why Are More and More Organizations Heading to the Cloud?](#)
- [About Us](#)
 - [Contact Us](#)
 - [Why Choose CAL?](#)
 - [VIDEO: Meet CAL Business Solutions, Inc – Connecticut Based Microsoft Dynamics GP and Acumatica Partner](#)
 - [VIDEO: Why Distribution Companies Choose Microsoft Dynamics GP from CAL Business Solutions](#)
 - [5 Questions to Ask When Choosing an ERP Partner](#)

Save Money
Current Dynamics GP Discounts & Promotions

Quick Links

- [What is Microsoft Dynamics GP?](#)
- [What services does CAL offer?](#)

Top Downloads

- [PDF: About CAL Business Solutions](#)

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Your email... GO

Google My Business - GOOGLE POSTS



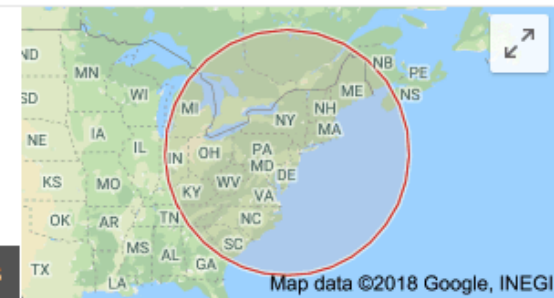
Enhance Your Google My Business Listing with Google Posts

Draw Attention With A Call To Action

Include a button to 'Learn More' or 'Sign Up' and direct Google visitors to the relevant landing page on your website.
(You can even use a UTM code!)



See photos



Interactive Limited

Website

5.0 ★★★★★ 1 Google review

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[Add business hours](#)



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Enhance Your Google Listing with Google Posts

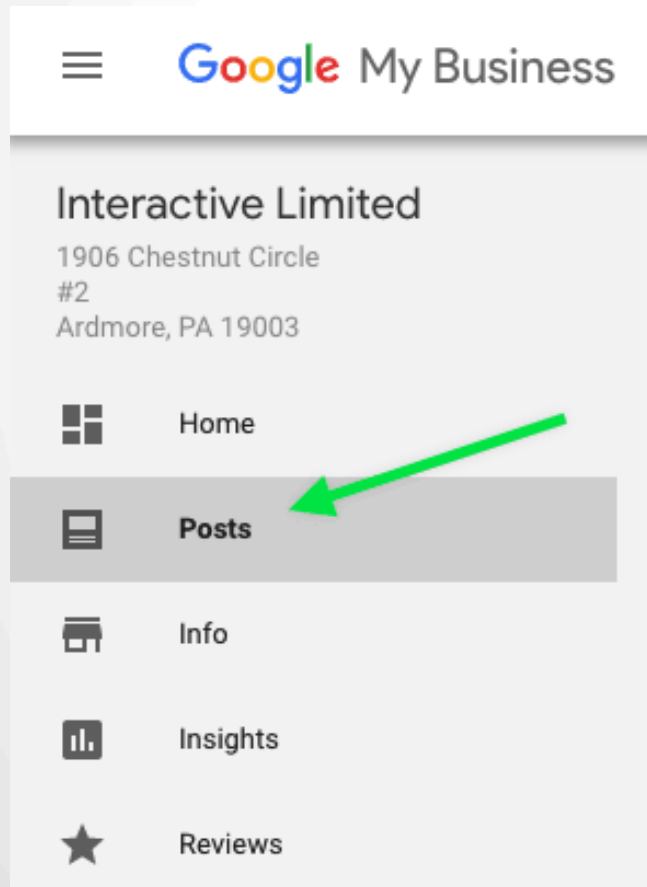
Share Your Company's Bio- Include details about your business and products (up to 300 words).

- Are you a Microsoft Dynamics GP reseller?
- Do you specialize in serving certain industries like manufacturing or healthcare?

Feature A Recent Blog Post – Want to spread the word about a great blog post you just published? Do it with Google Posts!

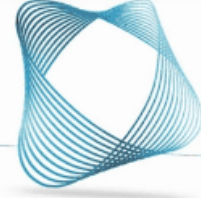
Promote Events – Hosting a product launch event? Let people know! Tell your customers about upcoming happenings at your company.

Google Posts Setup



Create
visual
interest
by
adding
an
image

Create post PREVIEW PUBLISH



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☐ Order online

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TAKE NOTE: Google Posts Expire

Google has confirmed that most Google Posts are removed seven days after they are first published. You will want to make a weekly Google Post so as to maintain the Google My Business listing feature.

The exception to this rule is Google Posts that are based on upcoming events. *Event-based Google posts are removed after the event date.*

For questions, contact:

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