



SEO | DIGITAL ROUNDTABLE

What is SERP

Search Engine Results Pages | What does it look like?



paper straw adhesives



All

Shopping

Images

News

Videos

More

Tools

About 4,160,000 results (0.50 seconds)

Ad · <https://www.hbfuller.com/> · (833) 672-1482

Paper Straw Adhesives - H B Fuller

We have a full line of **adhesives** for use in manufacturing **paper straws**. Contact us today to learn more. Custom Formulation. Improving Lives. 130 Years Of Experience.

[Product Finder](#) · [Browse Brands](#) · [Video Gallery](#) · [Markets And Applications](#)

<https://www.hbfuller.tw> › [markets-and-applications](#) › pa...

Paper Straws | Manufacturing Paper Straws | H.B. Fuller

Our **paper straw adhesives** deliver straw integrity during immersion in liquids. The paper provides the desired barrier performance, and the adhesive provides two ...

<https://www.hbfuller.com> › [glue-talk-blog](#) › [march](#) › li...

How to Develop Liquid-Resistant Paper Straws - HB Fuller

Mar 9, 2021 — To ensure a **paper straw** does not unravel during use, there needs to be a strong liquid-resistant **adhesive** holding the paper together.



What is SERP

Search Engine Results Pages | What does it look like?



paper straw adhesives



All

Shopping

Images

News

Videos

More

Tools

About 4,160,000 results (0.50 seconds)

Ad · <https://www.hbfuller.com/> · (833) 672-1482

Paper Straw Adhesives - H B Fuller

We have a full line of **adhesives** for use in manufacturing **paper straws**. Contact us today to learn more. Custom Formulation. Improving Lives. 130 Years Of Experience.

[Product Finder](#) · [Browse Brands](#) · [Video Gallery](#) · [Markets And Applications](#)

<https://www.hbfuller.tw> > [markets-and-applications](#) > pa...

Paper Straws | Manufacturing Paper Straws | H.B. Fuller

Our **paper straw adhesives** deliver straw integrity during immersion in liquids. The paper provides the desired barrier performance, and the adhesive provides two ...

<https://www.hbfuller.com> > [glue-talk-blog](#) > [march](#) > li...

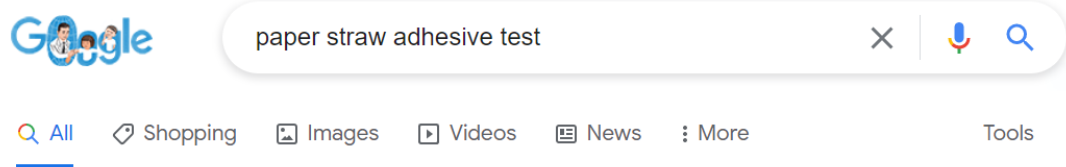
How to Develop Liquid-Resistant Paper Straws - HB Fuller

Mar 9, 2021 — To ensure a **paper straw** does not unravel during use, there needs to be a strong liquid-resistant **adhesive** holding the paper together.



What is SERP

Search Engine Results Pages | What does it look like?



About 5,600,000 results (0.70 seconds)

Ad · <https://www.hbfuller.com/> (833) 672-1482

Paper Straw Adhesives - H B Fuller

We have a full line of **adhesives** for use in manufacturing **paper straws**. Contact us today to learn more. Engineering The Future. Innovative **Adhesives**. 130 Years Of Experience. Improving Lives. Connecting What Matters.™. Custom Formulation.

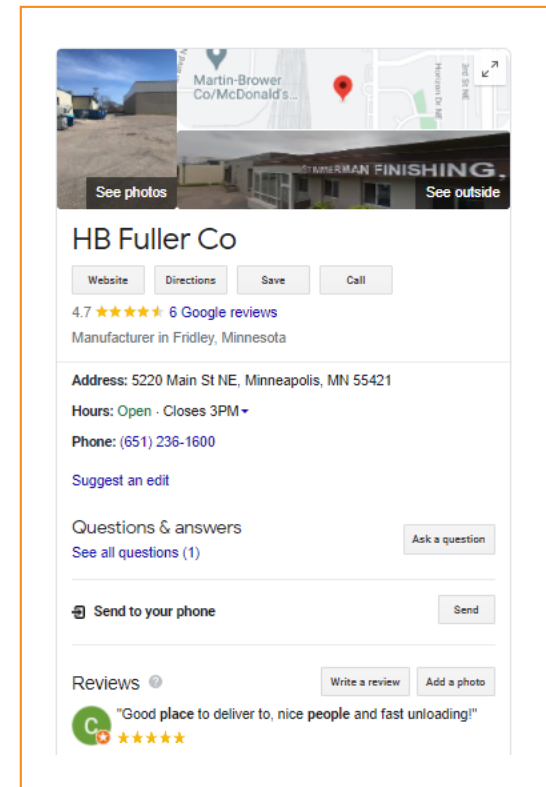
[Video Gallery](#) · [Markets And Applications](#) · [Product Finder](#) · [Browse Brands](#)

What glue is used in paper straws?

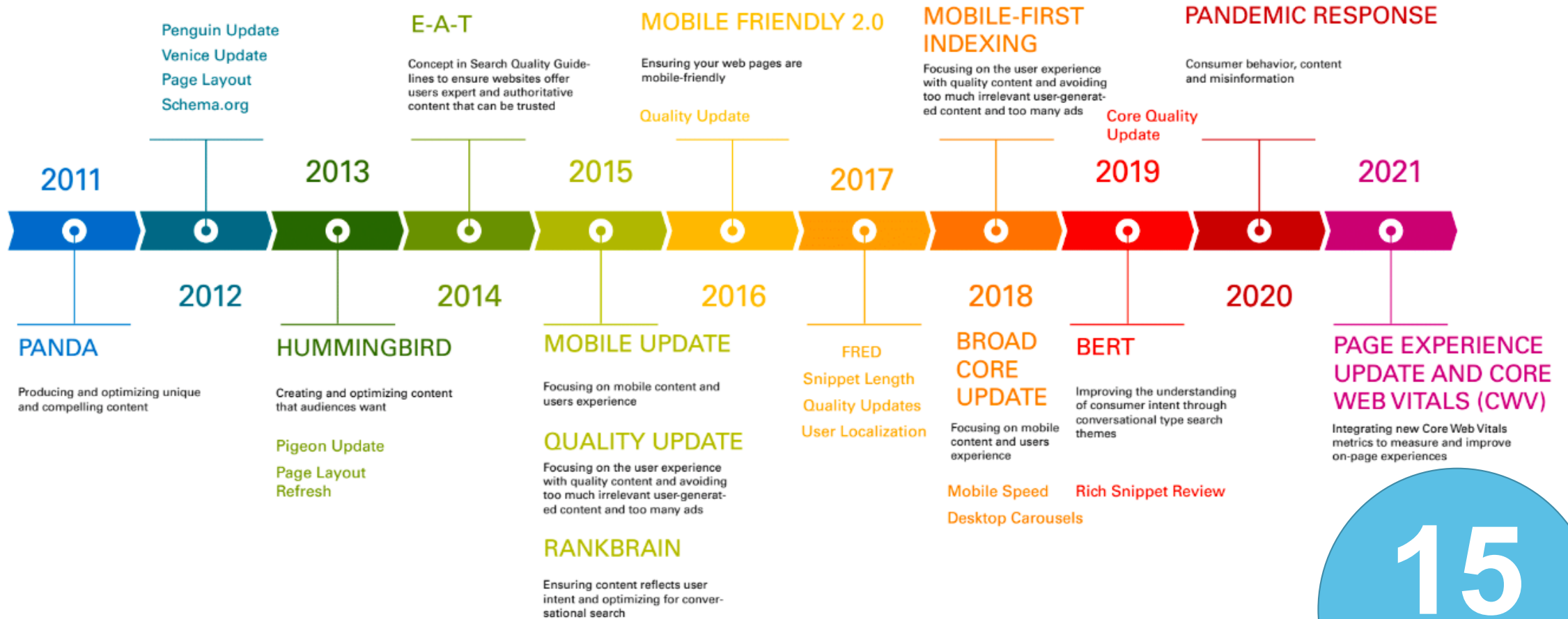
A paper straw fiber tear test **verifies that the amount of adhesive will enable production of a strong straw**. The paper manufacturer can conduct this test themselves or work with H.B. Fuller to do so as part of their quality control process. Assessing the fiber tear performance at the end of the line is the first test. Mar 9, 2021

<https://www.hbfuller.com/> › [glue-talk-blog](#) › [march](#) › [li...](#)

How to Develop Liquid-Resistant Paper Straws - HB Fuller



Google Algorithm Updates



15
Updates in
2021

What is SEO?

And how do search engines work?



Search Engine Optimization encapsulates all **activities that contribute to getting a website's pages to **rank** at the top of search results for target **keywords**.**

Crawling

The process by which search engines discover your web pages.



Ranking

Ordering search results by relevance to the query.



Indexing

The storing and organizing of content found during crawling.

Core Components

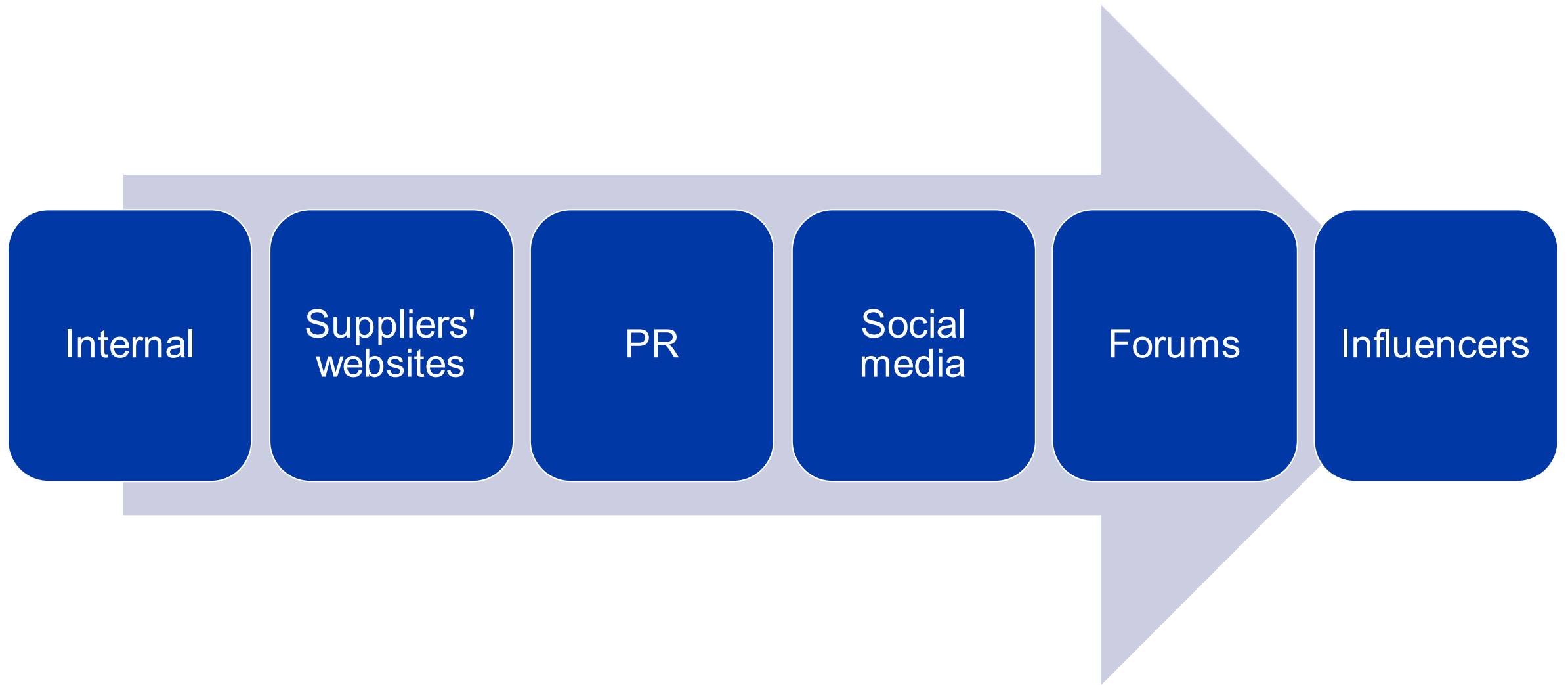
Technical
SEO

Link Building






Content

Measurement

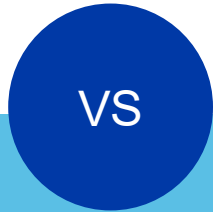
Link Building








Content

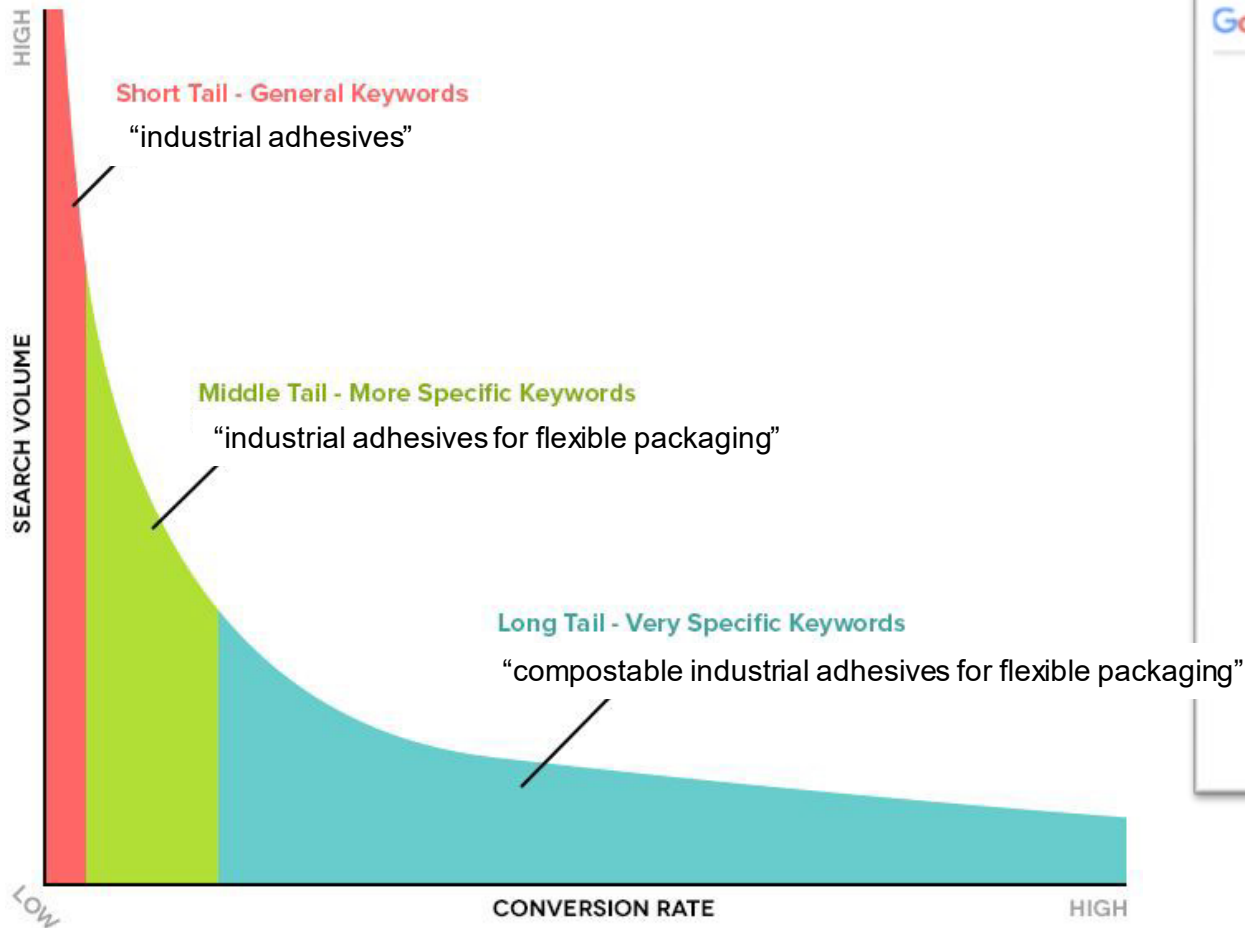
-  Variety
-  600 Count
-  Unique
-  Keywords
-  Optimize

Long Tail vs Short Tail



Short Tail			Long Tail	
 High	Volume	Low		
High	Competition	Low		
Low	Focus	High		
High	Cost	Low		
Low	Conversion Rate	High		

Long Tail vs Short Tail



Google

compostable industrial adhesives for flexible packaging

Videos

Compostable Adhesives for Flexible Packaging
YouTube · H.B. Fuller- Glue Talk.
Mar 24, 2021
1:56

Compostable Hot Melt Adhesives for Sustainable Packaging
YouTube · Bostik Industrial Adhesives
Nov 20, 2019
15:30

10 key moments in this video

View all

Feedback

<https://www.hbfuller.pt/sustainable-packaging-solutions>

Compostable Adhesives for Flexible Packaging - HB Fuller
H.B. Fuller offers two compostable adhesive solutions for the flexible packaging market: Flextra™ Evolution SF1000/XR2000 and Flextra™ Evolution WB1200/XR2200.

<https://newsroom.hbfuller.com/press-release-details>

HB Fuller Launches Game-Changing Compostable Adhesives ...
Apr 6, 2021 — H.B. Fuller has just launched two new compostable adhesives for the flexible packaging market under the world's most advanced Flextra™

What each page must have



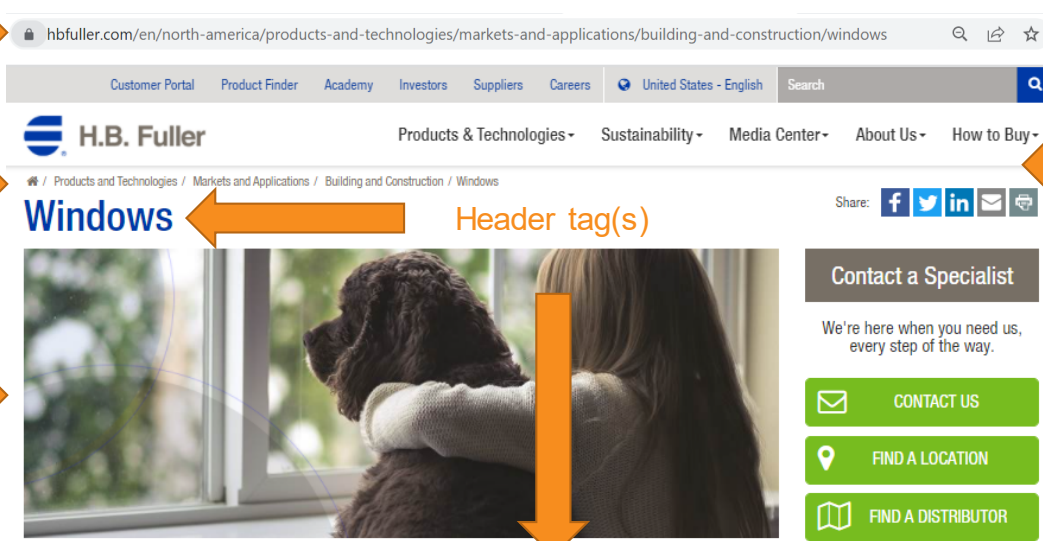
SEO-friendly URL structure

Breadcrumb trail

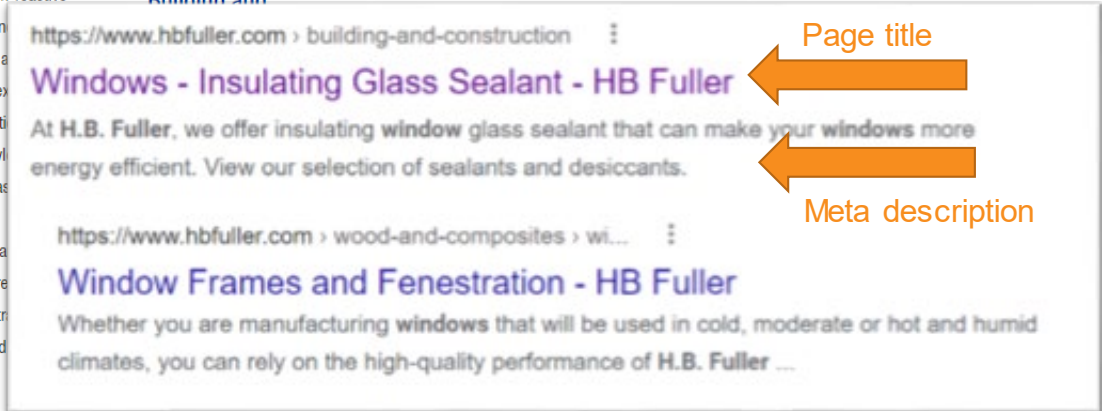
(Hidden) Image alt tags

Keyword-rich links

(Throughout) CTAs



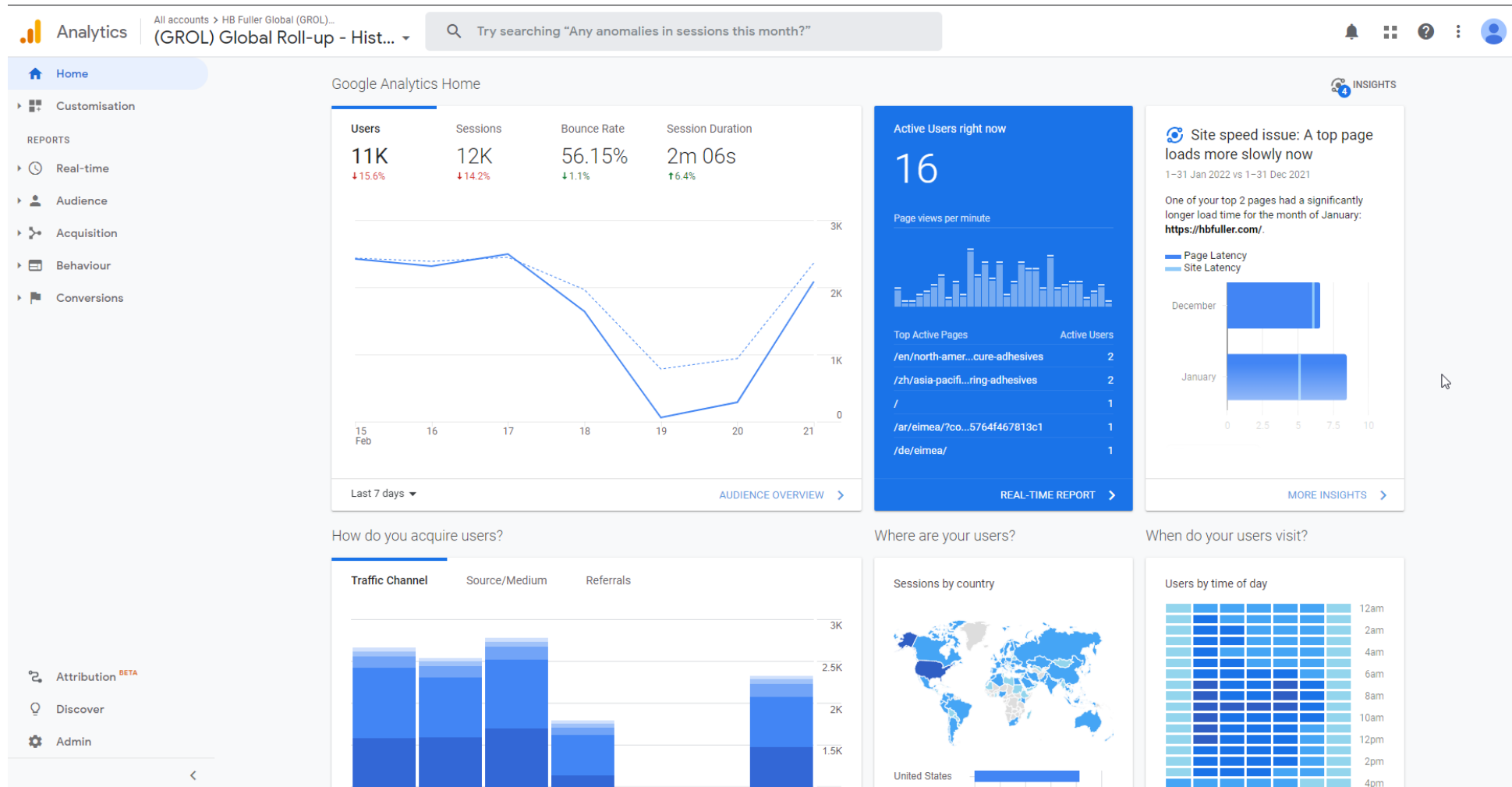
(Hidden) Google Analytics



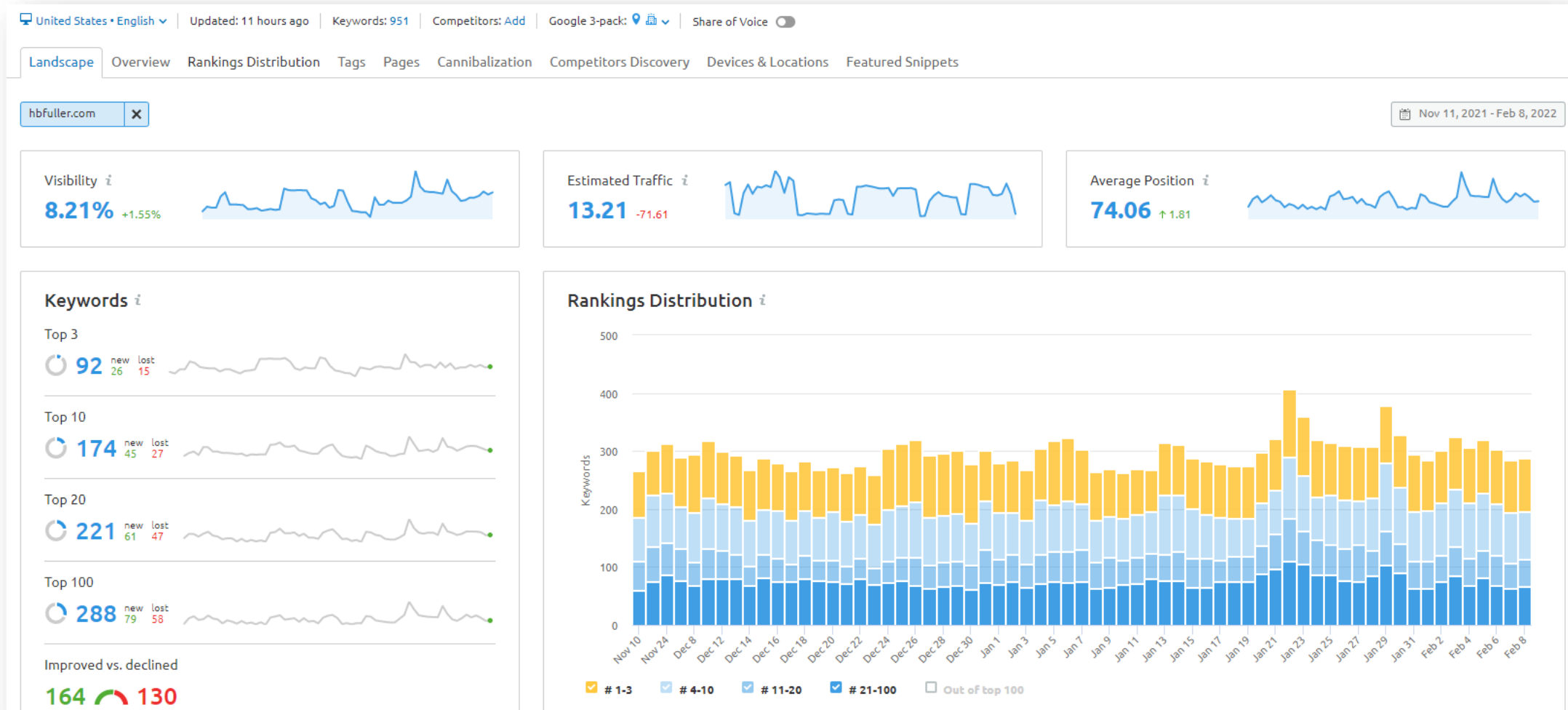
Page title

Meta description

Google Analytics



Measurement



Top Keywords

Top Keywords ⓘ

Keyword	Pos.	Visibility
industrial paper towel adhesive solution	1 0	0.11%
adhesives for bath tissue	1 0	0.11%
water filter adhesive	1 ↑ 1	0.11%
industrial water filter adhesive	1 ↑ 1	0.11%
industrial water filter adhesive solution	1 ↑ 1	0.11%

[View all 951 keywords](#)

Positive Impact ⓘ

+2.98%

Keyword	Visibility gain
microsphere adhesives	+0.11%
microsphere glue	+0.11%
industrial positioning adhesive	+0.11%
positioning adhesive solution	+0.11%
nonwoven positioning	+0.11%

[View all 164 improved keywords](#)

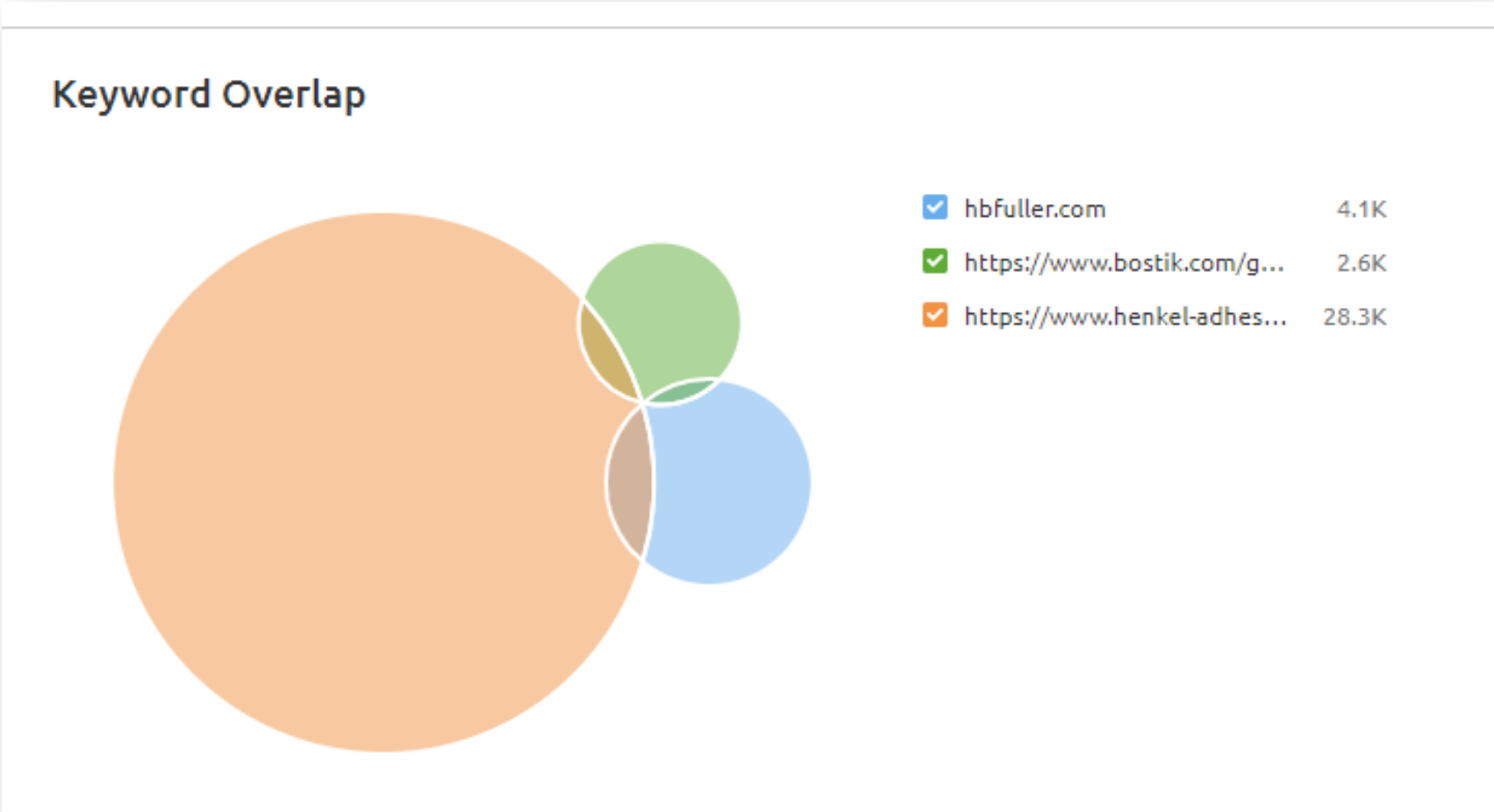
Negative Impact ⓘ

-1.35%

Keyword	Visibility loss
eye lash adhesive manufacture	-0.11%
automotive exterior lighting adhesives	-0.11%
hb fuller glue	-0.07%
industrial filter adhesive solution	-0.07%
ingot bonding	-0.07%

[View all 130 declined keywords](#)

Keyword Overlap



Domain Overview

Domain Overview: hbfuller.com [↗](#) [☆](#)

[User manual](#)[Send feedback](#)[Worldwide](#)[US](#)[UK](#)[DE](#)[...](#)[Desktop](#) [▼](#)[January 2022](#) [▼](#)[USD](#)[Export to PDF](#)[Overview](#)[Compare domains](#)[Growth report](#)[Compare by countries](#)

Authority Score [🌐](#)

56

Semrush Domain Rank

239.08K [↓](#)

Organic Search Traffic [🌐](#)

20.9K [-5.1%](#)

Keywords

12.2K [↓](#)



Paid Search Traffic [🌐](#)

67 [-21%](#)

Keywords

26 [↑](#)

Backlinks [🌐](#)

579.4K

Referring Domains

3.43K



H.B. Fuller

Connecting what matters.™

Paper Straws Keyword Performance

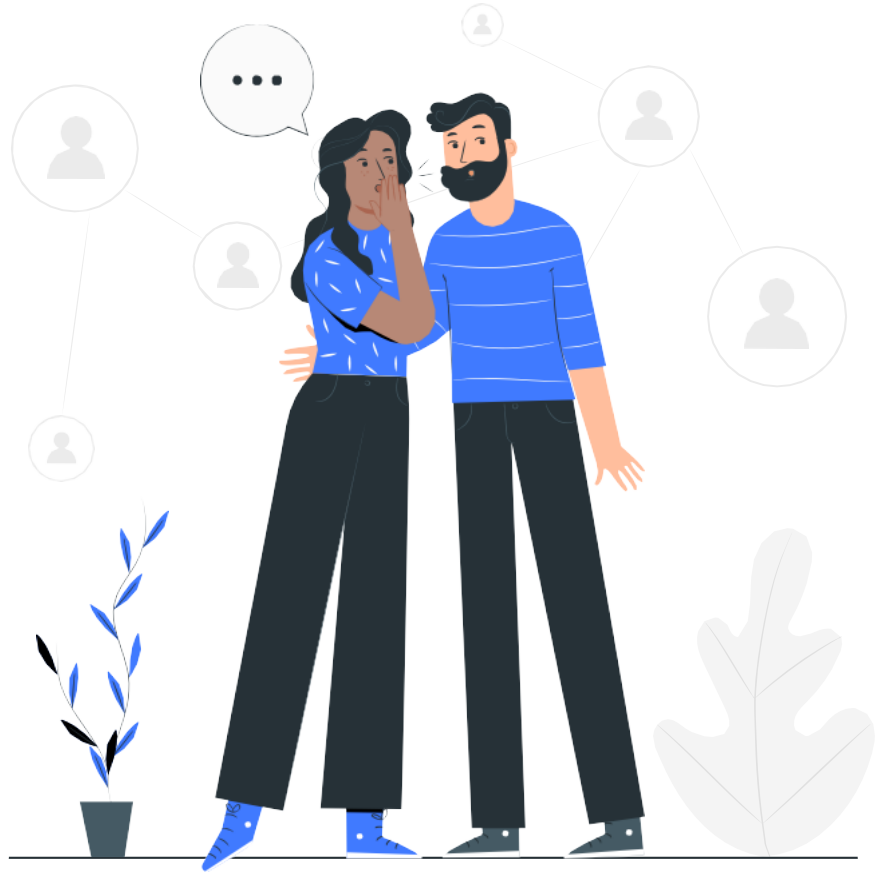


New Cement your Local SEO and find out Hyper Local Competitors – try our brand new Heatmap report and review management platform in the Listing Management Tool. [Check it out!](#) ✕

Rankings Overview 1–2 (2) ⁱ

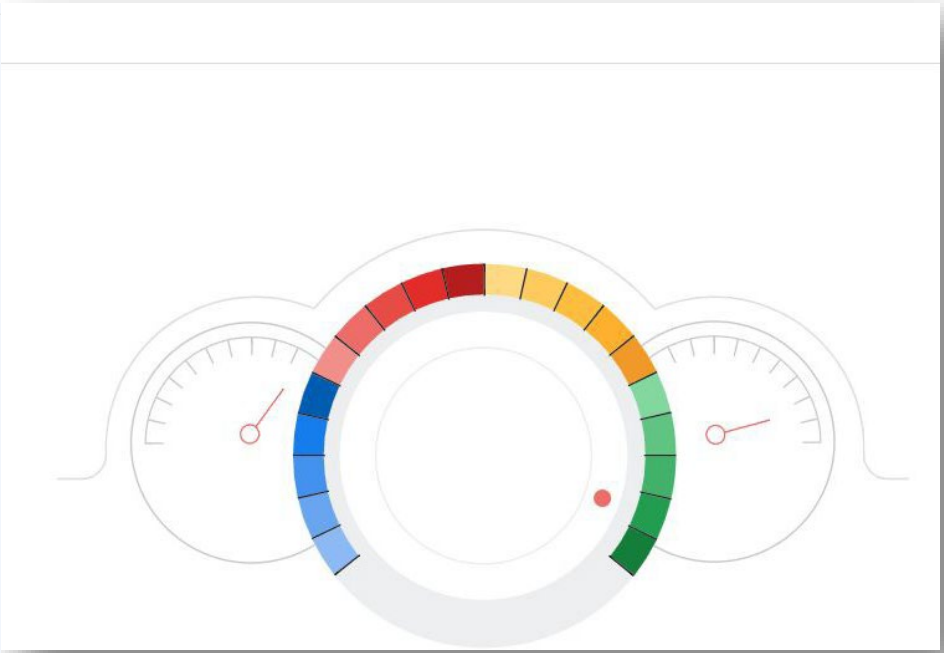
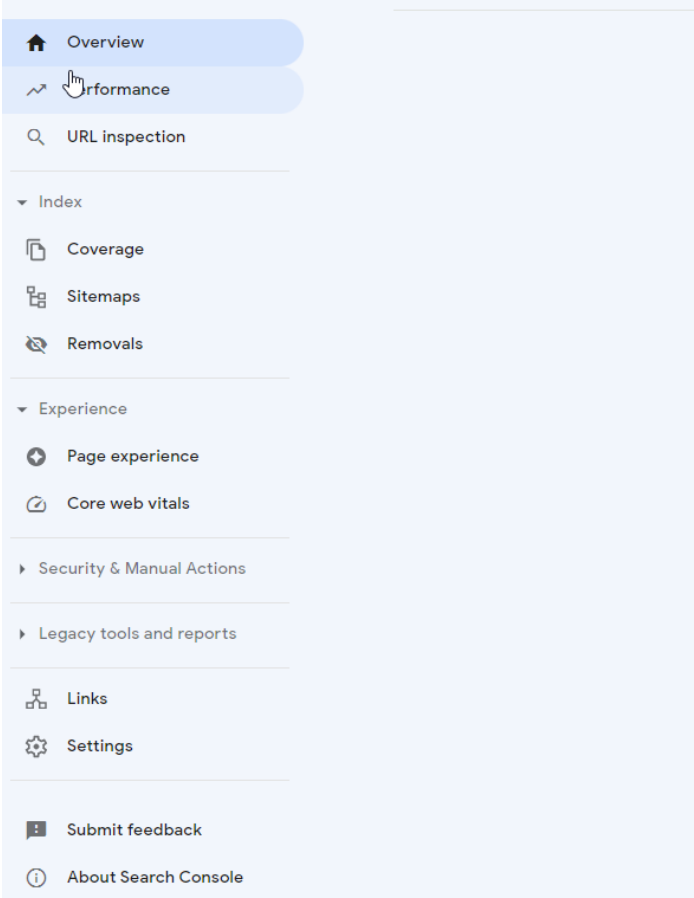
[+ Add keywords](#) [Actions ▾](#) [Positions](#) [Estimated traffic](#) [Visibility](#) [All for hbfuller.com](#) [Table settings](#)

<input type="checkbox"/>	Keyword [⌵]	Intent	SERP	SERP Features	Pos. Nov 11 [⌵]	Pos. Feb 8 [⌵]	Diff [⌵]	Visibility [⌵]	Diff [⌵]	Est. traffic [⌵]	Diff [⌵]	Vol. [⌵]	CPC [⌵]	URL
>	<input type="checkbox"/> paper straw adhesives google ads ✕	I	I	📍 ★ 🔗 ?	–	3	new	13.049%	new	0.06	new	20	2.18	https://www.hbfuller.com/en/no...ng/paper-s
>	<input type="checkbox"/> paper straw glue google ads ✕	I	I	★ ?	–	5	new	8.379%	new	0.02	new	10	n/a	https://www.hbfuller.com/en/ei...ng/ ?



Other SEO Tools

Google Search Console



<https://search.google.com/search-console>

Explore what the world is searching

Enter a search term or a topic



Or start with an example

HIDE

 Taylor Swift  Kim Kardashian



Interest by sub-region, Past 7 days, United States

 World Cup



Interest by region, Past 7 days, Worldwide

 Football  American football

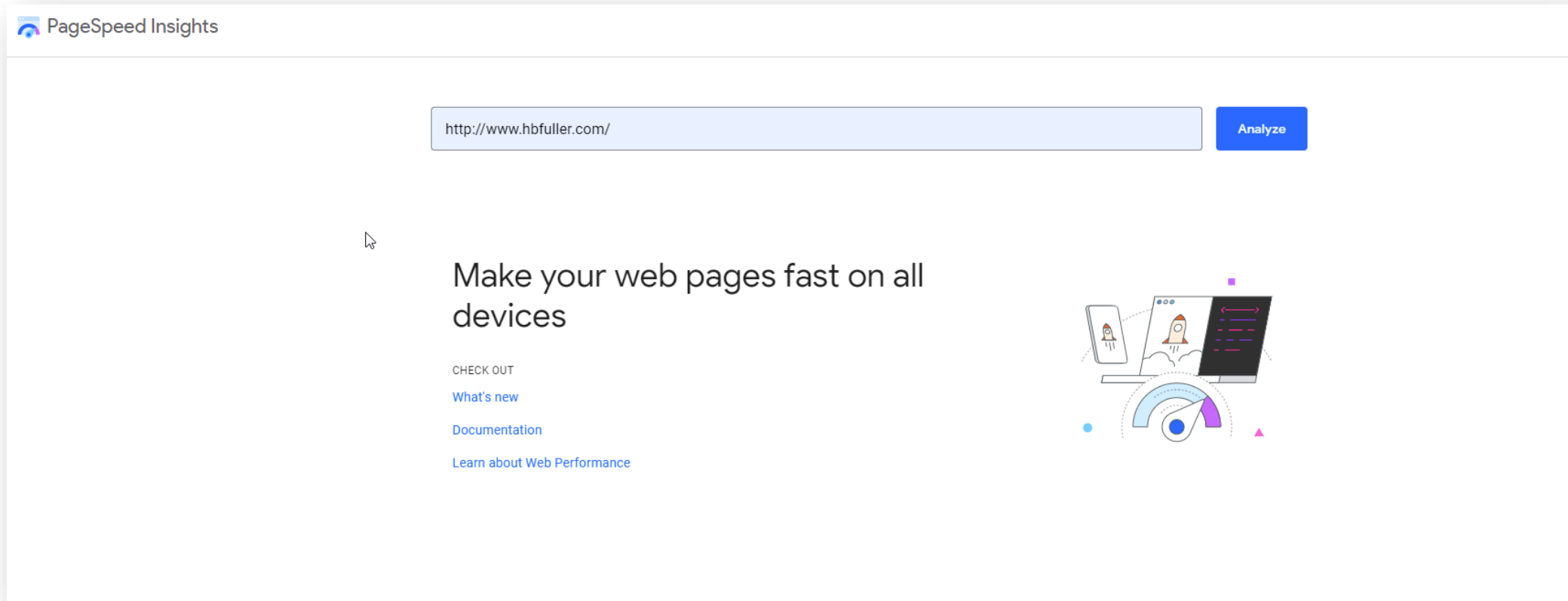


Interest by sub-region, 2004 – present, United States

< Showing 1-3 of 6 examples >

<https://trends.google.com/trends/>

PageSpeed Insights



<https://developers.google.com/speed/pagespeed/insights>

Google Keyword Planner

Google Ads Overview How it works Cost FAQ Advanced resources Sign in

summer apparel Get ideas

KEYWORD PLANNER

Choose the right keywords

The right keywords can get your ad in front of the right customers, and Google Ads Keyword Planner is here to help.

[Go to Keyword Planner](#)

Sandals

Bathing suits

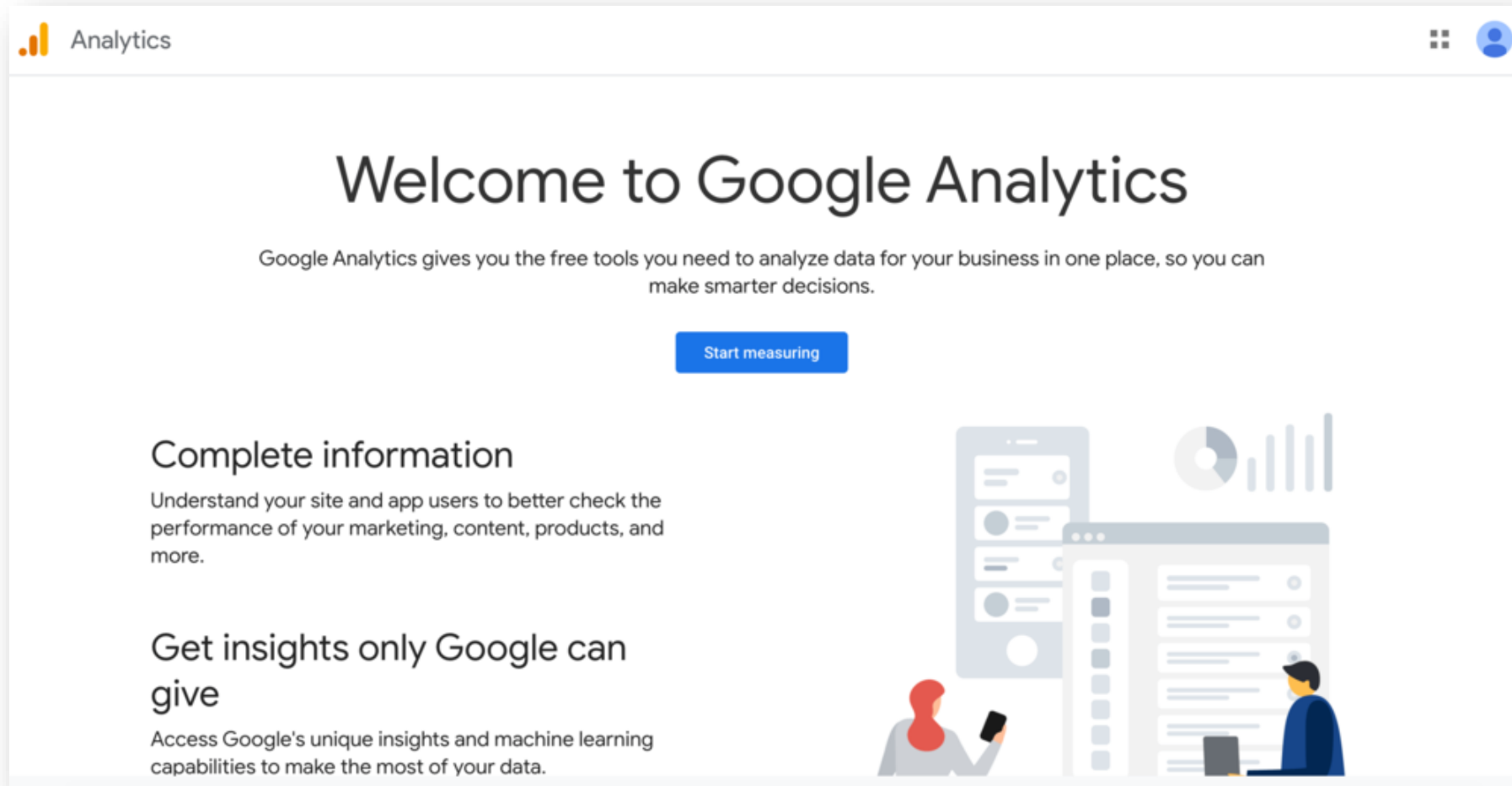
Jean shorts

How Keyword Planner works

<https://ads.google.com/intl/en/home/tools/keyword-planner/>

Get help with keyword research and selecting the right terms.

Google Analytics

A screenshot of the Google Analytics welcome page. The page has a white background with a blue header bar containing the Analytics logo and a user profile icon. The main heading is "Welcome to Google Analytics" in a large, dark font. Below it is a sub-heading: "Google Analytics gives you the free tools you need to analyze data for your business in one place, so you can make smarter decisions." A blue button labeled "Start measuring" is centered below the text. To the left, there are two sections: "Complete information" with the text "Understand your site and app users to better check the performance of your marketing, content, products, and more." and "Get insights only Google can give" with the text "Access Google's unique insights and machine learning capabilities to make the most of your data." To the right, there is an illustration of two people, a woman in a red headscarf and a man in a blue shirt, looking at large digital screens displaying various data visualizations like bar charts and pie charts.

Analytics

Welcome to Google Analytics

Google Analytics gives you the free tools you need to analyze data for your business in one place, so you can make smarter decisions.

[Start measuring](#)

Complete information

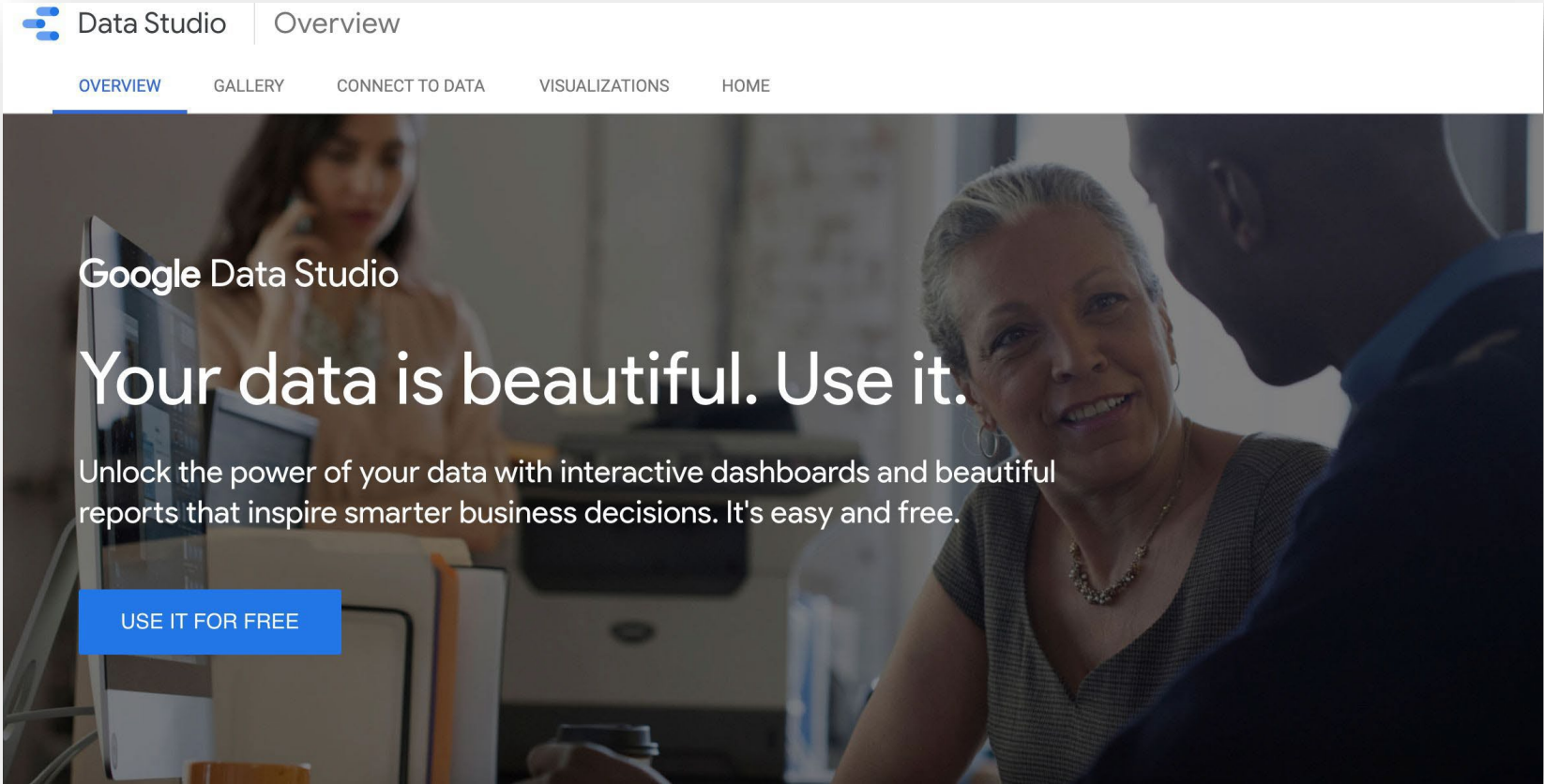
Understand your site and app users to better check the performance of your marketing, content, products, and more.

Get insights only Google can give

Access Google's unique insights and machine learning capabilities to make the most of your data.

<https://analytics.google.com/>

Google Data Studio



<https://datastudio.google.com/>

Campaign Url Builder

WHERE TO	WHY	WHERE FROM	HOW	WHAT	THROUGH	
<i>Required. Where should this link take visitors to? Note: destination URL MUST END WITH TRAILING SLASH OR FILE EXTENSION</i>	<i>Required. Why the visitor is coming to us (e.g. general awareness, specific promotion or sale, etc.).</i>	<i>Required. Where the visitor came from (i.e. specific website name, specific publication name, etc.).</i>	<i>Required. How the visitor came to us (i.e. channel).</i>	What the visitor searched for, what FB audience or CRM list the visitor is in, etc.	Through which specific content or content variant.	Use this as the URL you add to: your social post, your Google ad landing page, your email CTA link, etc.
Destination URL <input type="text"/>	Campaign Name <input type="text"/>	Campaign Source <input type="text"/>	Campaign Medium <input type="text"/>	Campaign Term <input type="text"/>	Campaign Content <input type="text"/>	Final URL <input type="text"/>
https://www.hbfuller.com/	HB-Fuller-Social	linkedin	social-organic			https://www.hbfuller.com/?utm_source=hb-fuller-social&utm_medium=li
https://www.hbfuller.com/	HB-Fuller-Social	instagram	social-organic			https://www.hbfuller.com/?utm_source=hb-fuller-social&utm_medium=ir
https://www.hbfuller.com/	HB-Fuller-Social	twitter	social-organic			https://www.hbfuller.com/?utm_source=hb-fuller-social&utm_medium=t
https://www.hbfuller.com/	HB-Fuller-Social	facebook	social-organic			https://www.hbfuller.com/?utm_source=hb-fuller-social&utm_medium=fa

Google My Business

Google Business Profile Overview Business Solutions Resources FAQs Sign in Manage now

Stand out on Google with a free Business Profile

Turn people who find you on Google Search and Maps into new customers with a free Business Profile for your storefront or service area. Personalize your profile with photos, offers, posts, and more.

Manage now

Detroit Voltage
4.9 ★★★★★ (27)
Electrician in Detroit, Michigan

OVERVIEW UPDATES SERVICES REVIEWS PHOTOS

CALL DIRECTIONS SAVE WEBSITE

REQUEST A QUOTE

400 Monroe St #261, Detroit, MI 48226

Open Closes 5 PM

www.google.com/business/

SEMRUSH

SEMRUSH Features Pricing Resources Company App Center EN Log In Sign Up

Get measurable results from online marketing

Do SEO, content marketing, competitor research, PPC and social media marketing from just one platform.

Enter domain, keyword or URL US Start now

Trusted by the world's leading brands

TESLA Apple DECATHLON P&G SAMSUNG IBM Walmart

See what's inside

<https://pt.semrush.com/>

Ubersuggest

Ubersuggest

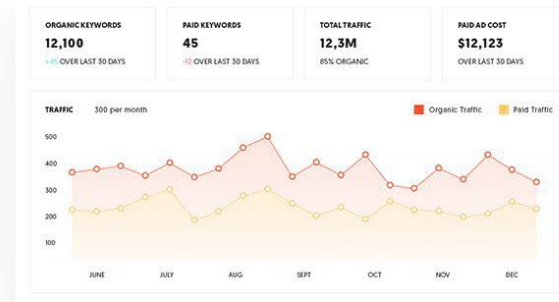
Want more traffic? Ubersuggest shows you how to win the game of SEO.
Just type in a domain or a keyword to get started.

Enter a domain or a keyword English / United States SEARCH

Domain Overview

Imagine being able to reverse engineer your competitors' SEO, content marketing, and social media marketing strategy.

Ubersuggest allows you to get insight into the strategies that are working for others in your market so you can adopt them, improve them, and gain an edge.



<https://neilpatel.com/ubersuggest/>

SEO Analyzer

SEO Analyzer

If you're struggling to get more visitors to your site, the answer might just lie in this **FREE** report!

Your Website URL **ANALYZE WEBSITE**

SEO Analysis

If you want more search traffic, all you have to do is follow the website analysis report. It will point out all of the SEO errors you need to fix in order to increase your rankings.



<https://neilpatel.com/seo-analyzer/>

Backlinks Neil Patel

Backlinks

Find out who links to you and your competition with our free backlink checker.
Use it to build links and boost your rankings.

Enter Domain or URL *domain/*

Backlink Overview

Do you have more links than your competition or does your competition have more links than you?

Backlinks shows you the number of links pointing to any domain or URL. From total link count, to .edu and .gov links to even the exact number of unique referring domains.

DOMAIN SCORE 78 <small>Good</small>	BACKLINKS 20,987,888 <small>Not shown 4,587,088</small>	REFERRING DOMAINS 54,444 <small>Not shown 234</small>	ORGANIC TRAFFIC 678
--	--	--	-------------------------------

BACKLINKS 1 - 100 (9,999)

Search Advanced Filter FOLLOW ONE LINE PER DOMAIN

SOURCE PAGE TITLE URL TARGET PAGE	DOMAIN SCORE	PAGE SCORE	LINK TYPE	ANCHOR TEXT	FIRST SEEN	LAST SEEN
Neil Patel Ultimate Marketing Guide neilpatel.com/blog/reddit-marketing-guide/	76	76	Text	Neil is the cofounder of Neil Patel Digital. The Wall Street Journal calls him an influencer. neilpatel.com/	20-09-2018	20-09-2018
Neil Patel Ultimate Marketing Guide neilpatel.com/blog/reddit-marketing-guide/	76	76	Text	Neil is the cofounder of Neil Patel Digital. The Wall Street Journal calls him an influencer. neilpatel.com/	20-09-2018	20-09-2018
Neil Patel Ultimate Marketing Guide neilpatel.com/blog/reddit-marketing-guide/	76	76	Text	Neil is the cofounder of Neil Patel Digital. The Wall Street Journal calls him an influencer. neilpatel.com/	20-09-2018	20-09-2018
Neil Patel Ultimate Marketing Guide neilpatel.com/blog/reddit-marketing-guide/	76	76	Text	Neil is the cofounder of Neil Patel Digital. The Wall Street Journal calls him an influencer. neilpatel.com/	20-09-2018	20-09-2018

<https://neilpatel.com/backlinks/>

SEO Glossary

> DIGITAL MARKETING

SEO Glossary: The Most Important Terms You Should Know

We've gathered the main SEO terms, from A to Z, in our SEO glossary for you to look up whenever you need it!

 Jan 11, 2021
By
Hotmart
🕒 15 min





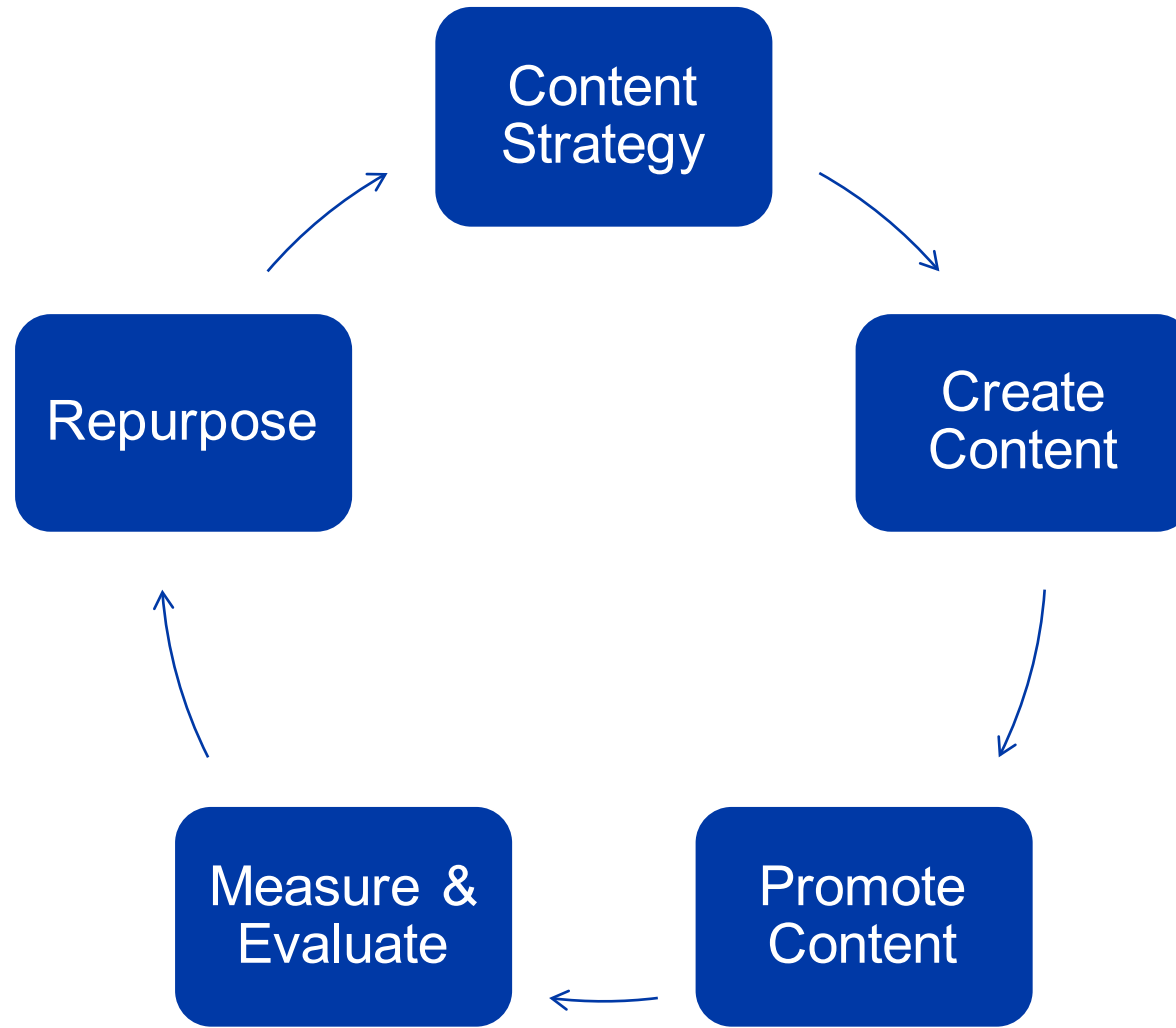



<https://blog.hotmart.com/en/seo-glossary/>

SWOT Analysis for SEO

	Strengths	Weaknesses
Internal	<p>What are the best sources of traffic? What content generates the most traffic? What are the current successful partnerships?</p>	<p>What traffic sources don't work for the site? What content does not generate traffic?</p>
	Opportunities	Threats
External	<p>What are the possible new sources of traffic? Are there new trends? Did my target start search for a new theme?</p>	<p>Strong competition in SEO work Has search behavior changed drastically?</p>

What Can We (in the Business) Do?



Q&A

Thank you!



H.B. Fuller