

Training

Most Important Notes:

- 2 factors for SEO: on-page, off-page
- Google wants original, unique, useful content
- Must include the keywords in the headings, sub-heads, and copy without going overboard or sounding spammy
- Don't forget your CTA on every page

The "Perfectly" Optimized Page

(for the example keyword phrase "chocolate donuts")

Page Title: Chocolate Donuts | Mary's Bakery

Meta Description: Mary's Bakery's chocolate donuts are possibly the most delicious, perfectly formed, flawlessly chocolately donuts ever made.

H1 Headline: Chocolate Donuts from Mary's Bakery

Image Filename:
chocolate-donuts.jpg



Body Text: _____

_____ chocolate donuts _____

_____ donuts _____

_____ chocolate donuts _____

_____ donuts _____

chocolate _____

_____ chocolate donuts _____

_____ chocolate _____

_____ chocolate donuts _____

Page URL: <http://marysbakery.com/chocolate-donuts>

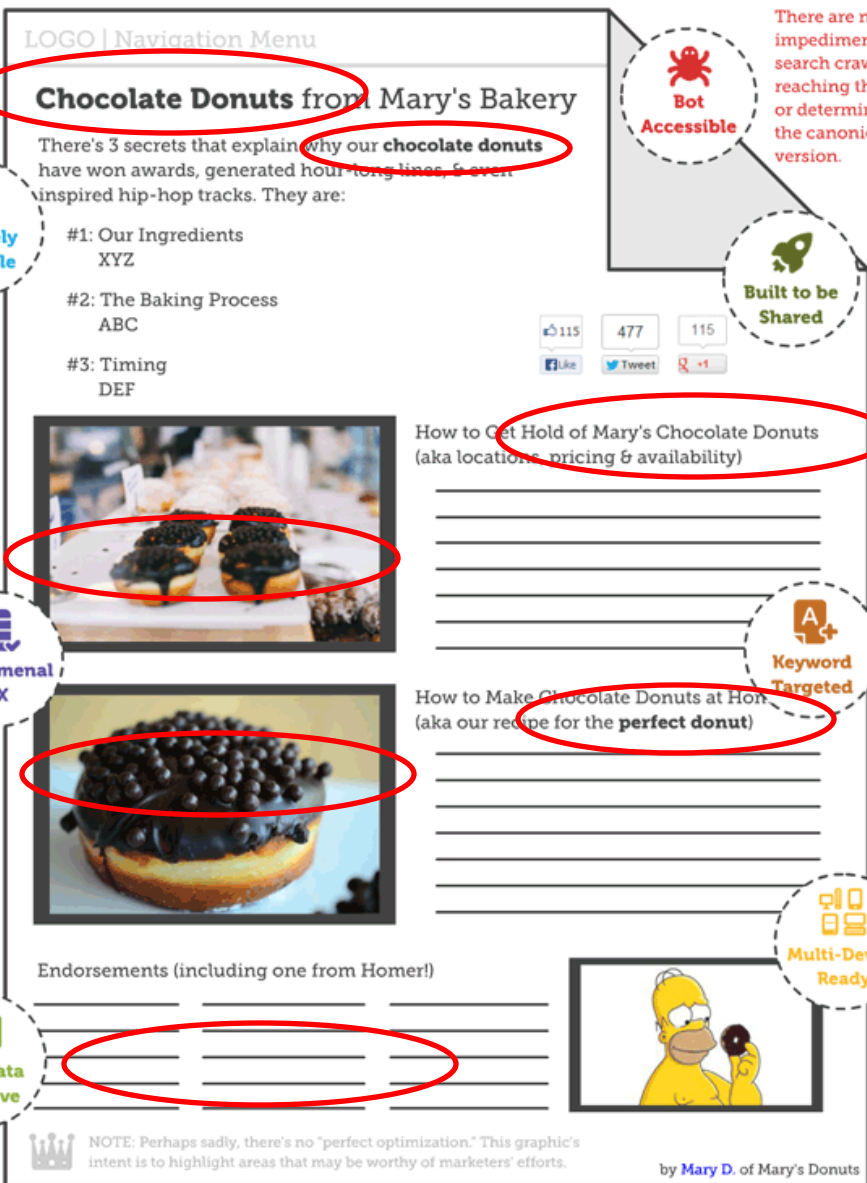
The "Perfectly Optimized" Page

Title & Meta Elements

Title: Chocolate Donuts from Mary's Bakery

Meta Description: Learn the 3 secrets to Mary's award-winning chocolate donuts, get times & locations for availability, and learn how to make your own donuts at home.

URL: <http://marysbakery.com/chocolate-donuts>



Uniquely Valuable
The content offers everything a searcher might want in a unique, high-quality amalgamation.

Phenomenal UX
Clear layout, solid visuals, & beautiful, simple design make the page easy to use & enjoy.

Meta Data Inclusive
The page includes authorship, an enticing meta description, and schema markup for recipes, too.

Bot Accessible
There are no impediments to search crawlers reaching this page or determining it's the canonical version.

Built to be Shared
Like/tweet/+1 buttons make it easy for visitors to share on their favorite networks and provide social proof.

Keyword Targeted
Primary and secondary keyword phrases appear in prominent positions in the headline, title, & content.

Multi-Device Ready
Thanks to solidly-tested, responsive design, this page loads looking great on any device, screen size, and browser.










Annotations on the page:

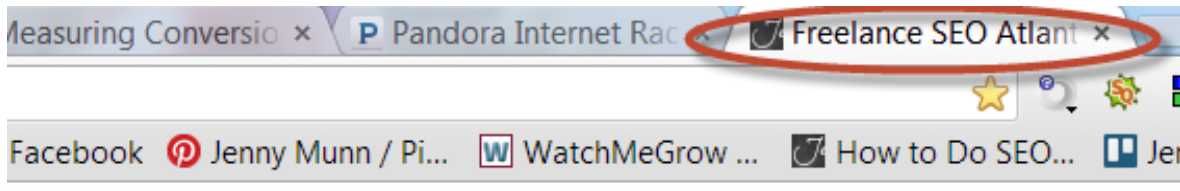
- Chocolate Donuts from Mary's Bakery** (Title)
- There's 3 secrets that explain why our chocolate donuts have won awards, generated hour-long lines, & even inspired hip-hop tracks. They are:** (Meta Description)
- #1: Our Ingredients XYZ**
- #2: The Baking Process ABC**
- #3: Timing DEF**
- How to Get Hold of Mary's Chocolate Donuts (aka locations, pricing & availability)**
- How to Make Chocolate Donuts at Home (aka our recipe for the perfect donut)**
- Endorsements (including one from Homer!)**
- NOTE:** Perhaps sadly, there's no "perfect optimization." This graphic's intent is to highlight areas that may be worthy of marketers' efforts.
- by Mary D. of Mary's Donuts**

Created by Rand Fishkin

MOZ

Title Tag/Meta Description

1. [Jenny Munn: Freelance SEO Atlanta - Consultant & Trainer](#)  **Title Tag**
 [jennymunn.com/](#) 
by Jenny Munn - in 219 Google+ circles
Looking for a freelance SEO consultant? As an Atlanta-based SEO professional, I help B2B companies integrate search engine optimization into their ...
You +1'd this

SEOquake | PR: 3 | I: 412 | L: 152 | LD: 414 | I: n/a | Rank: 686259 | Age: January 10, 2010 | whois
2. [Blog - Jenny Munn](#)  **Meta Description**
[jennymunn.com/blog/](#) 
by Jenny Munn - in 219 Google+ circles
Dec 4, 2013 - Two of the most common scenarios that prompt people to reach out to me about my SEO services go something like this: "Someone contacted ..."

SEOquake | PR: 2 | I: 412 | L: 45 | LD: 414 | I: n/a | Rank: 686259 | Age: January 10, 2010 | whois
3. [SEO Bootcamp for Small Business Owners - May 2 ... - Jenny Munn](#) 
[jennymunn.com/seo-bootcamp-for-small-business-owners/](#) 
Sep 26, 2013 - Jenny Munn is an SEO copywriter and consultant who specializes in helping ... Find out more about Jenny at [http://jennymunn.com/](#) or Twitter at ...
Mickey Mellen shared this on Google+



Stop – Let's Take a Trip to the SERPS

SERPS – search engine results page(s)

Step 1: Log out of Google

Step 2: Google primary keywords; become familiar with: “SEO consulting”

- Title tag and meta description combo
- The URL of the page landed on – home, about, services, product, services
- The competition – true competition, media, directory/listing, influencer, etc.

Step 3: Become familiar with the SERPS

Writing Title Tags - Tips

- 60 characters
- Front load your keywords – this is VALUABLE real estate; put your name/brand at the end
 - “lip balm” example

The **Best Lip Balms** (With SPF) to Wear in the Sun: Daily Beauty ...

www.allure.com/beauty-trends/.../the-4-best-summer-lip-balms.html ▼

Jun 26, 2013 - I love reminiscing about the sun-drenched days of homemade juice pops and Slip 'n Slide. But one summer afternoon of my youth stands out ...

vs.

Lip Balm 1, Skincare and Body Formulations - Kiehl's Since 1851

www.kiehls.com/Lip-Balm-1/307,default.pd.html ▼

Temporarily protects and helps relieve chapped or cracked lips. Helps protect lips from the drying effects of wind and cold weather.

eos - eos Pomegranate Raspberry Organic Lip Balm - Smooth Sphere

evolutionofsmooth.com/pomegranate-raspberry-smooth-sphere-lip-balm... ▼

eos Pomegranate Raspberry lip balm smooth sphere is 95% organic, and 100% natural. Maintain healthy, beautiful lips that are always soft and sensationally ...

- Use enticing and descriptive language
- ALWAYS include your primary keywords, secondary if you can
- Write unique title tags for each page

Meta Description – Copywriting Tips

4. **progressive education : Hess Academy – Private School in ...** ⑨

www.hessacademy.com/tag/progressive-education/ ▼

Jun 11, 2013 - Admissions · School Calendar · Parents · Support Hess · Blog · Jobs ...

dreaming, learning, progressive education, relationships, school, ... Copyright © 2014 ·

All Rights Reserved · Hess Academy – Private School in Atlanta.

- The size of a tweet – 140-150 characters
- 1-2 sentences that succinctly summarizes what that page is about
- Use engaging, descriptive language
- ALWAYS include your primary keywords, secondary if you can – frontload when possible
- Write unique descriptions for each page

Tip: Google your keyword to see what your competition is/get ideas for what to write

1. Gray Diamonds - Fancy Colored Diamonds

www.leibish.com/gray-diamonds

Leibish & Co. specializes in extremely valuable Gray Diamonds and all other fancy color ... 0.34 carat, Fancy Dark Greenish Grey, Oval Shape, GIA, SKU 11201.

1.01 carat, Fancy Blue Gray ... - 1.52 Carat, Fancy Blue Gray ...

SEOquake | PR: n/a | I: 3,710 | L: 0 | LD: 1 | I: 4 | Rank: 273596 | Age: February 2, 2011 | wh

2. Popular items for grey diamond on Etsy

https://www.etsy.com/market/grey_diamond | Etsy

Shop outside the big box, with unique items for grey diamond from thousands of independent designers and vintage collectors on Etsy.

SEOquake | PR: n/a | I: 707,000,000 | L: 0 | LD: 6968880 | I: 30 | Rank: 192 | Age: May 18, 200

3. Grey Diamonds - Asteria Diamonds Colored diamonds

www.asteriadiamonds.com/en/colored-diamonds/grey-diamonds.html

Items 1 - 20 of 31 - Asteria Diamonds offers a fantastic range of fancy grey diamonds in all shades, shapes, sizes, and cuts. As with all our natural diamonds, our ...

SEOquake | PR: 1 | I: 29,800 | L: 0 | LD: 23 | I: 10 | Rank: 1163611 | Age: April 1, 2010 | wh

4. Grey Diamonds, Fancy, Colored Diamonds For Sale | Denir

denirdiamonds.com | Natural Colored Diamonds

Grey says you are dignified, elegant, mean business yet still cool. Get your own grey at Denir Diamonds now.

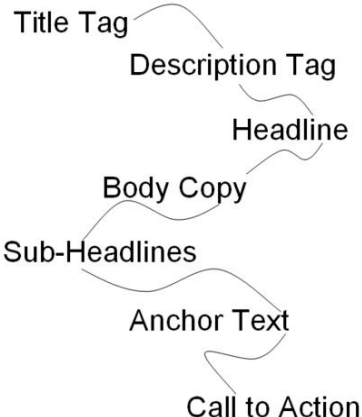
TED Talks about [Storytelling](http://www.ted.com/topics/storytelling) | TED.com

www.ted.com/topics/storytelling

In these TED Talks, masters of storytelling share their creative secrets and explore new approaches to their age-old craft.

Does this make me want to click?

Keep the Flow Going



Layout of a Page

Written for Print

11 Lines in a paragraph?

IT'S NOT EVEN nine o'clock in the morning and the Write Bloody Publishing crew is looking a little weary. We're all a little weary after two full days and nights of panels and parties at the Association of Writers & Writing Programs (AWP) Conference in Seattle. With a few minutes to go before their presentation starts, Cristin O'Keefe Aptowicz is joking around with Derrick C. Brown, founder of Write Bloody, about how many retweets she got on a topless picture she posted of him. Performance poets Taylor Mali, Jonathan Sands, and Mindy Netflee are slowly gathering behind the tables at the front of the room while Brown rearranges the furniture. In a black T-shirt and jeans, he looks out of place against the beige carpet and faux-marble chandeliers of the Sheraton's Willow Room.

A former paratrooper with the 82nd Airborne, Brown publisher and author as "A war against the working self A war for more knowledge that demands speed, so you don't go broke, and a push to be a better businessperson." In the 10 years since Write Bloody was "born out of rejection and other failed presses," he has continued to wage that war, and he's learned a lot along the way.

Aptowicz interrupts Brown's furniture shuffle to ask, "Who do you think you are, Sherman Alexie?" in reference to the way he's taking over the room.

Serif font

Written for the Web

4 Lines per paragraph, max

Create a style guide

About those guidelines... think of a style guide not as a rigid set of rules that confine your writers to a corporate voice. View it instead as a strong platform that makes sure your writers are all playing on the same field. Once everyone knows the rules, set them free to find new levels of excellence.

Headings

You're going to want to include nitty-gritty grammar quirks and also some fun stuff.

Grammar choices to make

If you aren't a copy editor, this bulleted list might read like gibberish. Trust me, it's not. Many people who do know what all of these are care less about which camp you choose than that you are consistent.

- To Oxford comma or not to Oxford comma?
- En dashes or em dashes?
- Smart quotes or straight quotes?
- One or two spaces after a period?
- How do you spell industry-specific jargon (e.g. e-book, ebook, or eBook?)

Bullet points

Find a good copy editor and let them help write your style guide. Your blog will achieve a level of consistency and organization that 99% of readers will only appreciate subliminally, but it's worth it.

About Molly Fletcher: Keynote Motivational Speaker for Businesses, Organizations, and Associations Across the Country

Molly has always been passionate about helping people reach their personal and professional goals. She remembers meeting legendary motivational speaker Zig Ziglar as a recent college graduate and seeking his advice on how to become a top motivational speaker. "You want to speak to people and impact their lives?" he asked. "Then you have to go do something with your life first!"

And that's just what Molly did, breaking into the sports industry as one of the only female sports agents in the game. After nearly two decades of representing some of the top athletes, coaches and media personalities, Molly took a leap of faith and decided to leave the sports agency business to share her passion with others through the platform of keynote speaking.

Now a popular motivational keynote speaker and author of two books, Molly travels the country speaking to Fortune 500 companies across diverse industries. She draws on lessons learned from her experience in the sports industry and applies it to the business world. Her company, MWF Enterprises is based in Atlanta, GA.

Molly's Keynote Speaking Topics

- Sales & Business Development
- Leadership & Change Management
- Team Building
- Personal & Professional Development
- Women Winning in Business... and Beyond

Each keynote message is customized based on pre-event discussions with the client. For information on ways to enhance your event, please [click here](#) for our value adds.

Book Molly Fletcher Today!

Move the needle with your organization with one of the top motivational keynote speakers. To book Molly Fletcher for your event, please [contact](#) our Director of Client Services, Sprague Paynter, or fill out our online [request form](#).

SEO Copywriting – Tips & Tricks

Awkward Keywords

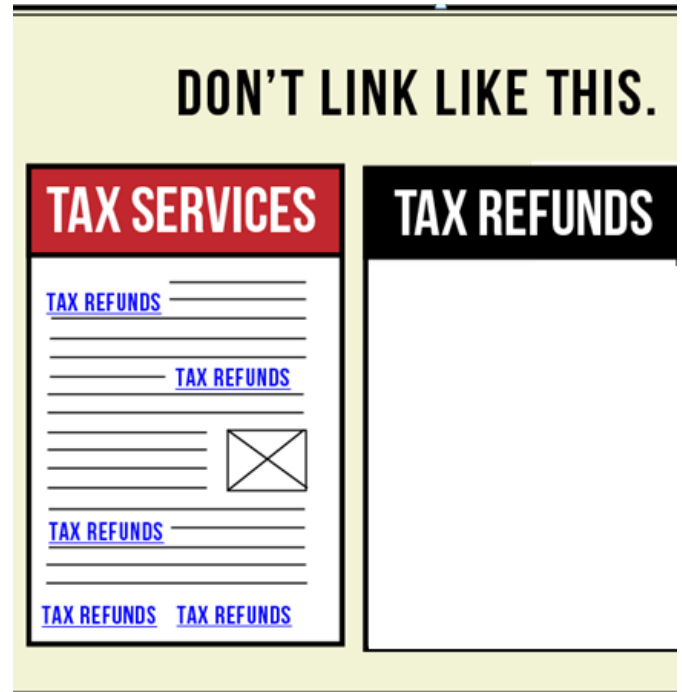
- Copywriter Atlanta
 - Jenny Munn, **Copywriter: Atlanta**-Based Professional Writer Serving Small Business Owners
- Marketing conference Atlanta
 - Looking for a great **marketing conference? Atlanta** has a plethora of interesting events, but one in particular, WordCamp Atlanta is the best.
- Insurance iphone
 - We understand you want to do your research to find the best **insurance**.

iPhone users won't shy away from paying well to protect their beloved gadget (as long as they're getting the best value....)

Rule of Thumb

- Use keywords in bullet points
- Aim for 350 words per page
- Internal links VERY important (combo of Keyword rich + normal “click here”)
- URL should contain the keyword

Excited for our next [online marketing conference](#)? This trailer will give you a flavour of what the two-day event is really all about



I was reading an interesting article in the New York Times this week about resolutions falling by the wayside. A quote about what resolutions should do grabbed my attention, “They can inspire help you keep the bigger picture in mind

Barton, speaking here in an [interview](#) after a match in which he almost-but didn't get sent off, bizarrely starts speaking with a somewhat French accent. And to be honest, he even

Typing on touchscreens is terrible - mainly because it takes up so much of the screen.

No wonder people want five-inch screens on their phones - or up to eight inches if you're Samsung.

SEO Copy Template & SEO Plugin

Blog Post Template

URL:	.com/
Title Tag:	
Meta Description:	
Keyword Being Targeted:	
Alt tags	
Image title name	.jpg
Internal and External Links	
Word Count	

Snippet Preview ?	Full-Day WordPress/SEO Training Atlanta Workshop: Are You jennymunn.com/wordpress-seo-training-atlanta-workshop-2013/ On Thursday, February 21, 2013, I'll be offering a full-day WordPress/SEO Train Atlanta workshop consisting of keyword research, on-page optimization, ...
Focus Keyword: ?	<input type="text" value="SEO Training Atlanta"/> Your focus keyword was found in: Article Heading: No Page title: No Page URL: Yes (1) Content: No Meta description: No
SEO Title: ?	<input type="text" value="Full-Day WordPress/SEO Training Atlanta Workshop: Are You In?"/>
Meta Description: ?	<input type="text" value="On Thursday, February 21, 2013, I'll be offering a full-day WordPress/SEO Training Atlanta workshop consisting of keyword research, on-page"/> The meta description will be limited to 156 chars, -81 chars left.

New Copy vs Existing Copy
