

SEO Boot Camp

Wifi:
“Holiday Inn Perimeter”



Go here → jennymunn.com/seo-training-templates/

What We'll Cover

9:00-10:00am: Welcome & SEO Overview

10:00-12:00pm: Keyword Research Deep Dive
+ Hands On + SEO Analytics 101

12:00-12:30: Lunch

12:30-12:50: Technical SEO

12:50-1:15: Analytics

1:15-2:00: On-Page SEO + Hands-On

2:00-2:20: WordPress SEO

2:20-2:45: SEO Blogging & Content Marketing
& Hands On

2:45-2:46: BREAK

2:46-3:15: Linkbuilding & Social

3:15-3:45: Recap + Hands On

3:45-4:00: Questions and Next Steps/Finish
Your Plan

Goals

- Not an SEO expert – but more educated, empowered, and enlightened
- Understand how the activities you do impacts SEO website traffic and digital results so you can provide/get more value and ROI in this realm
- Get your plan together – take it upon yourself to walk away with what you need

About Jenny Munn



SEO Consulting and Training:

Are you confident you can close the business all day long – you just need more leads who find you online?

While search engine optimization (SEO) remains one of the most effective marketing and business development channels, it's also unfortunately one of the most challenging to figure out. If SEO seems confusing, overly technical or too black magic - have no fear! I help **small business owners and marketers** make the leap from "I want more people finding our website" to "every week qualified clients reach out to us who found our site online."

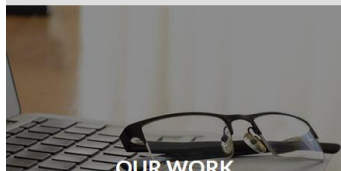
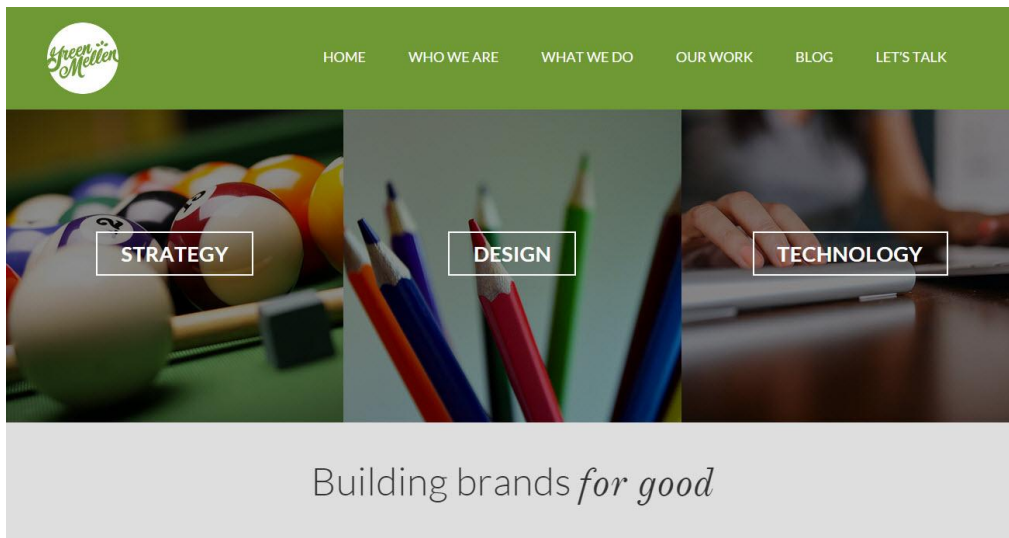
Housekeeping notes:

- Poke around. If you like what you see **then sign up for my SEO e-newsletter**. It's the best way to stay in touch and keep the SEO learning fun going.
- Are you a business owner or marketer looking for SEO consulting? **Check out my SEO Training Program**

So glad you're here. Let's get into it, shall we?



About Mickey Mellen



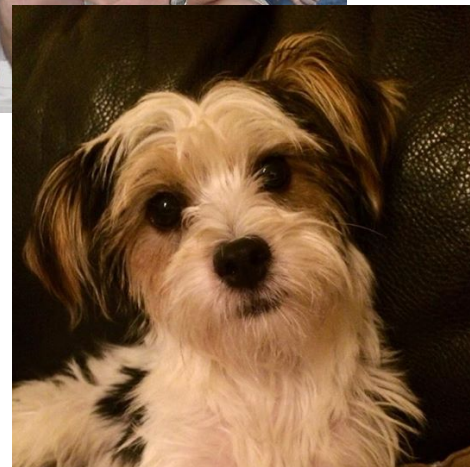
OUR SERVICES



Branding



Web Design



What is SEO?

All Referrals		
Campaigns	662.	jennifer munn
▶ Keywords	663.	jenny blog
Cost Analysis <small>BETA</small>	664.	jenny cope
▶ AdWords	665.	jenny hollis
▶ Social	666.	jenny munn
▼ Search Engine Optimization	667.	jenny seo
Queries	668.	jenny trainer

Diversification is crucial

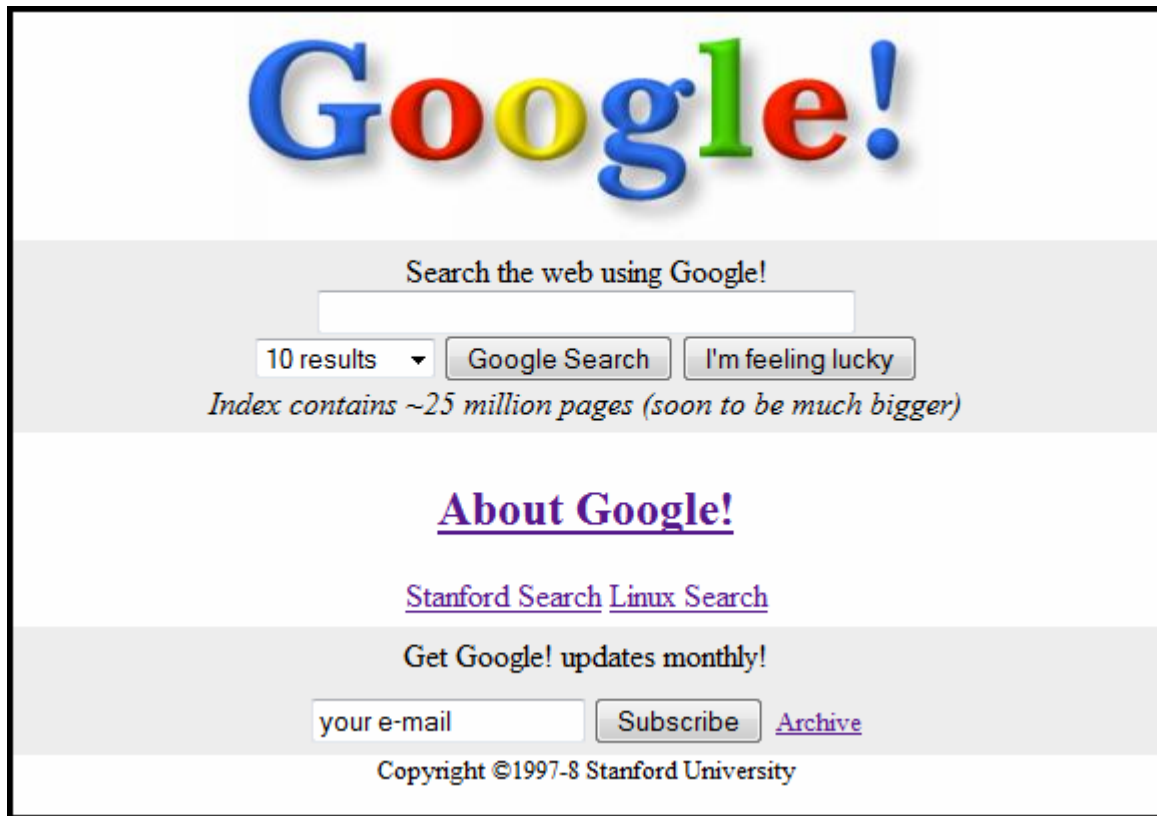
Organic Search	534 (53.35%)	1
Direct	231 (23.08%)	2
Referral	171 (17.08%)	3
Social	65 (6.49%)	4

SEO = Improving the discovery of content

Important Basics About SEO

- Marketing 101 = Using the language of your customers
- Google ranks webPAGES...not a webSITE
- Keywords are the absolute foundation of SEO
- SEO does NOT happen on accident
- The real goal of SEO: not just rankings, but traffic and conversions

How Google was born



History of SEO

- SEO used to be about going down a checklist of technical “to do’s”
- Historically a very technical discipline
- The industry is overrun with shady professionals who “guarantee” 1st place rankings

History of SEO

Meta tag keyword overload

```
<meta name="keywords" content="
cheap watches, replica watches, fake
bargain watches, imitation watches, ba
watches, cheap watches, replica watche
watches, bargain watches, imitation wa
bargain watches, cheap watches, replic
watches, fake watches, bargain watche
imitation watches, bargain watches, ck
watches, replica watches, fake watches
bargain watches, imitation watches, ba
watches, cheap watches, replica watche
fake watches, bargain watches, imitati
watches, bargain watches, cheap watche
replica watches, fake watches, bargair
watches, imitation watches, bargain wa
cheap watches, replica watches, fake
bargain watches, imitation watches, ba
watches, cheap watches, replica watche
```

YOU "DID" SEO



BY ADDING IN META KEYWORDS?

History of SEO

Keyword stuffing

to get this and any other contact lens accessories wholesale. There are many different lens cleaners that fall under the category of contact lens accessories wholesale. accuvue contact lenses, black contact lenses, buy contact lenses, buying contact lenses, cheap contact lenses, color contact lenses, contact lens online, cool contact lenses, discount contact lens, disposable contact lenses, extended wear contact lenses, long lasting contact lenses, prescription contact lenses You can also find a variety of

A woman with long brown hair, wearing a grey blazer over a green top and a necklace, stands at a podium. She is holding a microphone with both hands. A red name tag is pinned to her blazer. The background is dark and out of focus.

**MY NAME IS SAD
JENNY, AND I'M SAD**

**BUT JENNY WOULDN'T BE SAD JENNY IF JENNY
WASN'T SAD ABOUT YOUR KEYWORD STUFFING**

History of SEO

Shady link building



I will build eminent backlink pyramid with 5000 profiles links,links are all from different domains and... for \$5

I will blast an eminent backlink pyramid (EBP) consisting... (by [dino_stark](#) 🇺🇸)

[Read more](#)



[Collect](#)



[Share](#)



top-rated seller

[order now!](#)



I will manually Build 150 High PR Backlinks for \$5

150+ MANUALLY built, High QUALITY Backlinks to Your... (by [seosupremacy](#) 🇺🇸)

[Read more](#)



[Collect](#)



[Share](#)

[order now!](#)



I will build a LINKWHEEL with 6 High pr Blog Manually And Then Create 3000 Backlinks On Them Dominate... for \$5

✓ 5000+ Sales ✓ 8 years experience SEO consultant... (by [volarex](#) 🇮🇩)

**YOU PAID \$99
FOR 10,000 LINKS?**



History of SEO



[Return to top of page](#)

March 10 at 5:22pm · Edited

Hello, I haven't been online too much lately and wanted to offer the first 10 people that post their link over 3000 quality backlinks. (It will take a couple days to complete.) I will do this again in the future, but want to limit this to ten because I got a huge response and a huge back log last time I offered this, so I want to keep it manageable this time. Enjoy!

Like · Share

11 people like this.



Is it still safe to build backlinks like this? Do you risk a google penalty?

March 10 at 5:26pm · Like · 4



[1998-1999](#) [2000-2001](#) [2002-2003](#) [2004-2005](#) [2006-2007](#) [2008-2009](#) [2010-2011](#) [2012-2013](#) [2014-2015](#) [2016-2017](#) [2018-2019](#) [2020-2021](#) [2021-2022](#) [2022-2023](#) [2023-2024](#) [2024-2025](#) [2025-2026](#) [2026-2027](#) [2027-2028](#) [2028-2029](#) [2029-2030](#) [2030-2031](#) [2031-2032](#) [2032-2033](#) [2033-2034](#) [2034-2035](#) [2035-2036](#) [2036-2037](#) [2037-2038](#) [2038-2039](#) [2039-2040](#) [2040-2041](#) [2041-2042](#) [2042-2043](#) [2043-2044](#) [2044-2045](#) [2045-2046](#) [2046-2047](#) [2047-2048](#) [2048-2049](#) [2049-2050](#) [2050-2051](#) [2051-2052](#) [2052-2053](#) [2053-2054](#) [2054-2055](#) [2055-2056](#) [2056-2057](#) [2057-2058](#) [2058-2059](#) [2059-2060](#) [2060-2061](#) [2061-2062](#) [2062-2063](#) [2063-2064](#) [2064-2065](#) [2065-2066](#) [2066-2067](#) [2067-2068](#) [2068-2069](#) [2069-2070](#) [2070-2071](#) [2071-2072](#) [2072-2073](#) [2073-2074](#) [2074-2075](#) [2075-2076](#) [2076-2077](#) [2077-2078](#) [2078-2079](#) [2079-2080](#) [2080-2081](#) [2081-2082](#) [2082-2083](#) [2083-2084](#) [2084-2085](#) [2085-2086](#) [2086-2087](#) [2087-2088](#) [2088-2089](#) [2089-2090](#) [2090-2091](#) [2091-2092](#) [2092-2093](#) [2093-2094](#) [2094-2095](#) [2095-2096](#) [2096-2097](#) [2097-2098](#) [2098-2099](#) [2099-2100](#) [2100-2101](#) [2101-2102](#) [2102-2103](#) [2103-2104](#) [2104-2105](#) [2105-2106](#) [2106-2107](#) [2107-2108](#) [2108-2109](#) [2109-2110](#) [2110-2111](#) [2111-2112](#) [2112-2113](#) [2113-2114](#) [2114-2115](#) [2115-2116](#) [2116-2117](#) [2117-2118](#) [2118-2119](#) [2119-2120](#) [2120-2121](#) [2121-2122](#) [2122-2123](#) [2123-2124](#) [2124-2125](#) [2125-2126](#) [2126-2127](#) [2127-2128](#) [2128-2129](#) [2129-2130](#) [2130-2131](#) [2131-2132](#) [2132-2133](#) [2133-2134](#) [2134-2135](#) [2135-2136](#) [2136-2137](#) [2137-2138](#) [2138-2139](#) [2139-2140](#) [2140-2141](#) [2141-2142](#) [2142-2143](#) [2143-2144](#) [2144-2145](#) [2145-2146](#) [2146-2147](#) [2147-2148](#) [2148-2149](#) [2149-2150](#) [2150-2151](#) [2151-2152](#) [2152-2153](#) [2153-2154](#) [2154-2155](#) [2155-2156](#) [2156-2157](#) [2157-2158](#) [2158-2159](#) [2159-2160](#) [2160-2161](#) [2161-2162](#) [2162-2163](#) [2163-2164](#) [2164-2165](#) [2165-2166](#) [2166-2167](#) [2167-2168](#) [2168-2169](#) [2169-2170](#) [2170-2171](#) [2171-2172](#) [2172-2173](#) [2173-2174](#) [2174-2175](#) [2175-2176](#) [2176-2177](#) [2177-2178](#) [2178-2179](#) [2179-2180](#) [2180-2181](#) [2181-2182](#) [2182-2183](#) [2183-2184](#) [2184-2185](#) [2185-2186](#) [2186-2187](#) [2187-2188](#) [2188-2189](#) [2189-2190](#) [2190-2191](#) [2191-2192](#) [2192-2193](#) [2193-2194](#) [2194-2195](#) [2195-2196](#) [2196-2197](#) [2197-2198](#) [2198-2199](#) [2199-2200](#) [2200-2201](#) [2201-2202](#) [2202-2203](#) [2203-2204](#) [2204-2205](#) [2205-2206](#) [2206-2207](#) [2207-2208](#) [2208-2209](#) [2209-2210](#) [2210-2211](#) [2211-2212](#) [2212-2213](#) [2213-2214](#) [2214-2215](#) [2215-2216](#) [2216-2217](#) [2217-2218](#) [2218-2219](#) [2219-2220](#) [2220-2221](#) [2221-2222](#) [2222-2223](#) [2223-2224](#) [2224-2225](#) [2225-2226](#) [2226-2227](#) [2227-2228](#) [2228-2229](#) [2229-2230](#) [2230-2231](#) [2231-2232](#) [2232-2233](#) [2233-2234](#) [2234-2235](#) [2235-2236](#) [2236-2237](#) [2237-2238](#) [2238-2239](#) [2239-2240](#) [2240-2241](#) [2241-2242](#) [2242-2243](#) [2243-2244](#) [2244-2245](#) [2245-2246](#) [2246-2247](#) [2247-2248](#) [2248-2249](#) [2249-2250](#) [2250-2251](#) [2251-2252](#) [2252-2253](#) [2253-2254](#) [2254-2255](#) [2255-2256](#) [2256-2257](#) [2257-2258](#) [2258-2259](#) [2259-2260](#) [2260-2261](#) [2261-2262](#) [2262-2263](#) [2263-2264](#) [2264-2265</](#)

March 10 at 5:26pm · Like ·  2



<http://muscle-build.com/blog>



Blog

Sleep Is Critical to Muscle Recovery February 24, 2015
By Bill Davis Leave a Comment Who knew? It turns

History of SEO

Spammy blog commenting

[Jenny Munn] Please moderate: "Goodbye Google SEO Keyword Research Tool - Hello Google Keyword

WordPress <wordpress@jennymunn.com>

Extra line breaks in this message were removed.

Sent: Tue 11/11/2014 2:50 PM

To: jenny@jennymunn.com

A new comment on the post "Goodbye Google SEO Keyword Research Tool - Hello Google Keyword Planner: 3 Tips to Make the Transition Less Painful" is waiting for your approval

<http://jennymunn.com/goodbye-google-seo-keyword-research-tool/>

Author: Pei Porell (IP: 23.232.197.178 , 23.232.197.178) E-mail :

Chamble95@gmail.com

URL : <http://www.toolbagsandbelts.com>

Whois : <http://whois.arin.net/rest/ip/23.232.197.178>

Comments:

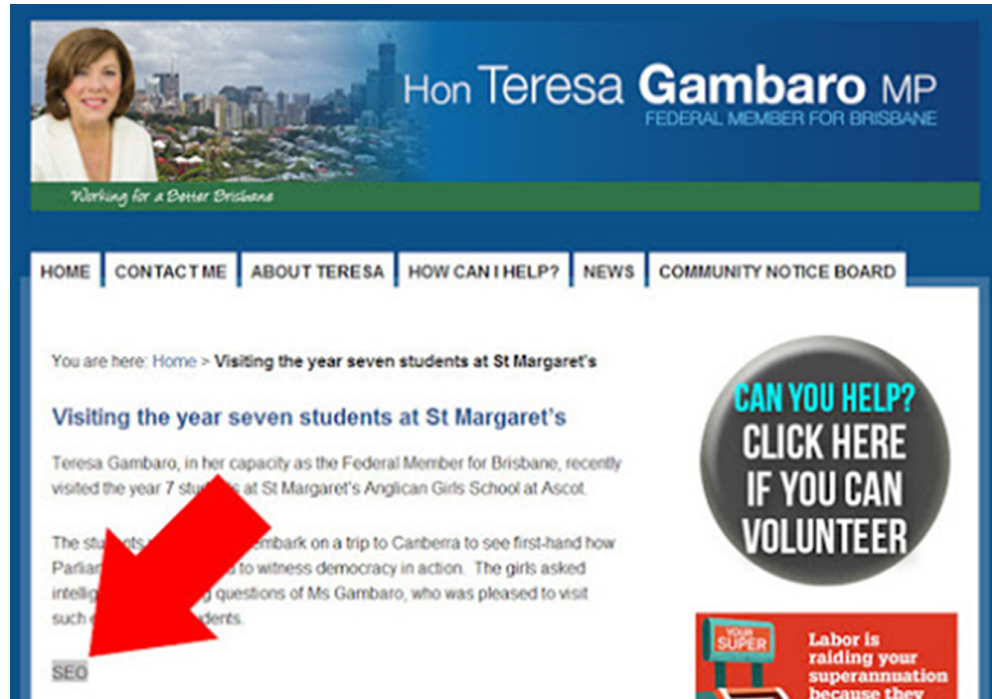
A woman with long brown hair, wearing a brown cardigan over a green top and a necklace, stands on a stage. She is holding a microphone with both hands and looking off to the side. The background is dark with vertical lines, possibly a curtain. The text is overlaid on the image in a bold, white, sans-serif font.

**YOU THINK MY BLOG POST
WAS "MUCH VERY GOOD"?**

**I THOUGHT SO TOO, BUT
I'D PHRASE IT DIFFERENTLY**

History of SEO

Spammy links

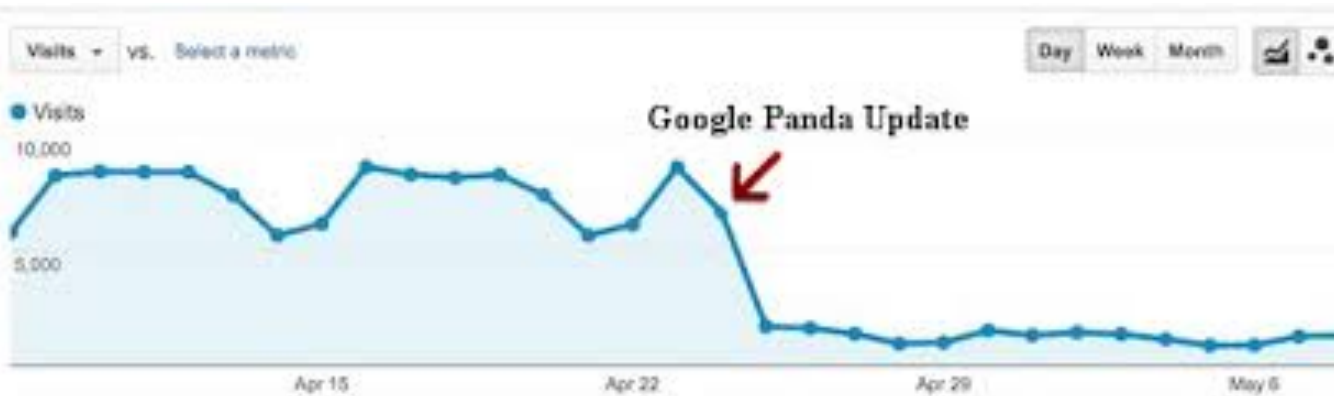


**YOU STUCK YOUR LINK IN THE
BOTTOM OF YOUR CLIENT'S SITE?**



NOW THEY'RE SAD TOO

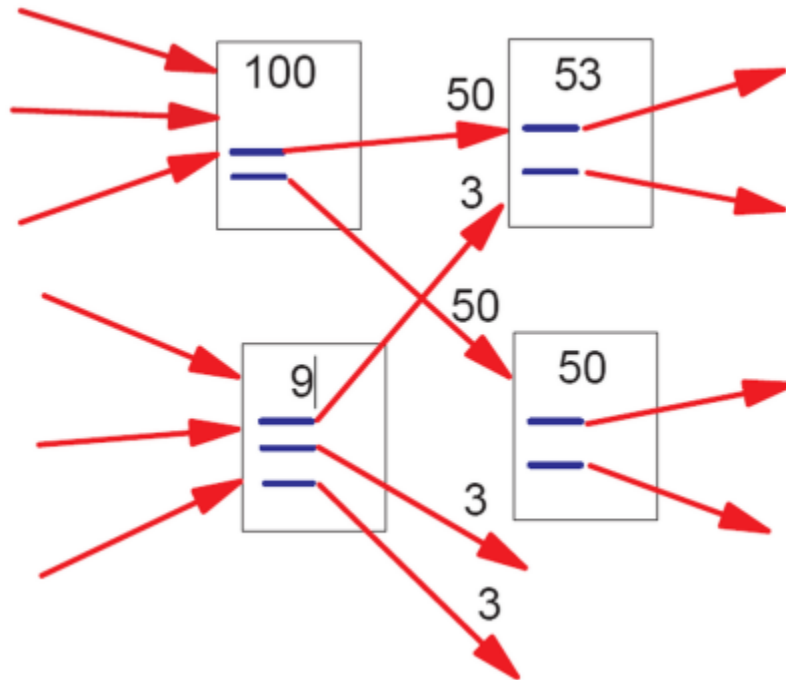
Google penalties



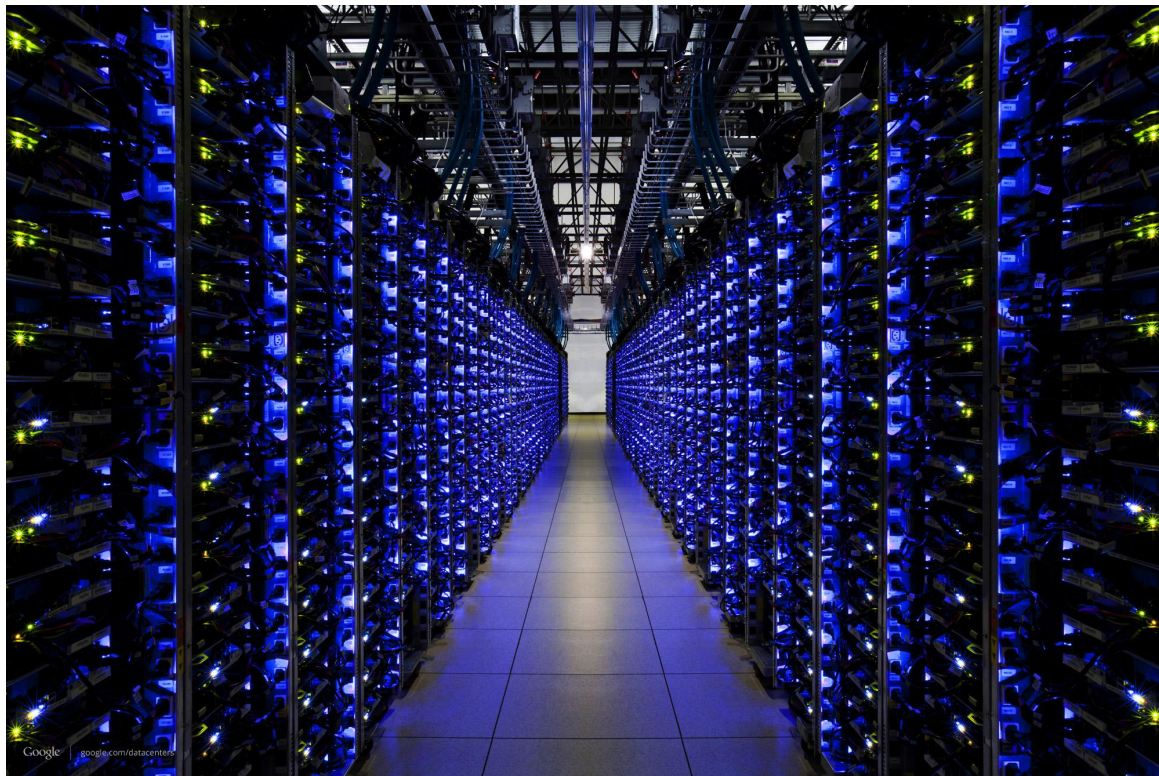
The rules aren't changing



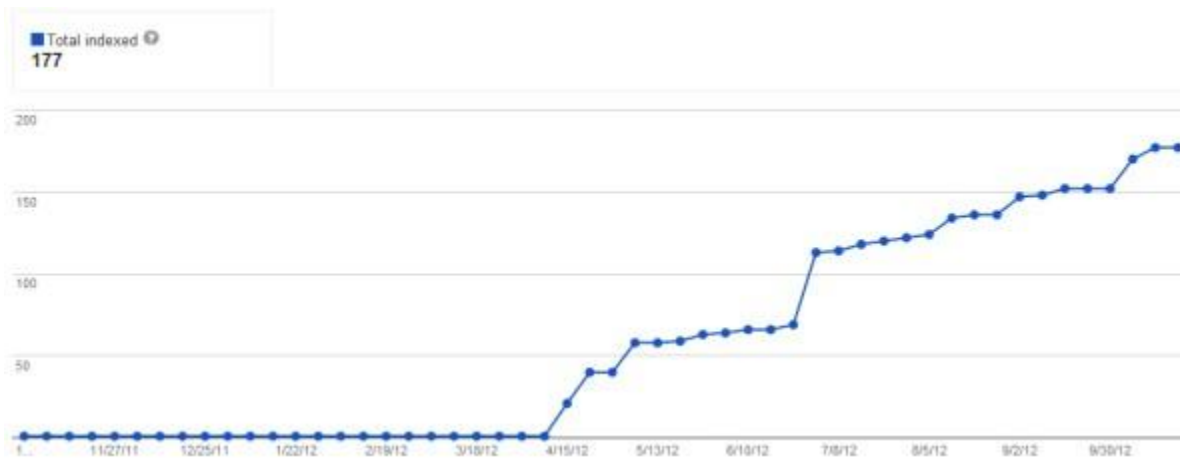
Links are votes



Google doesn't search the internet

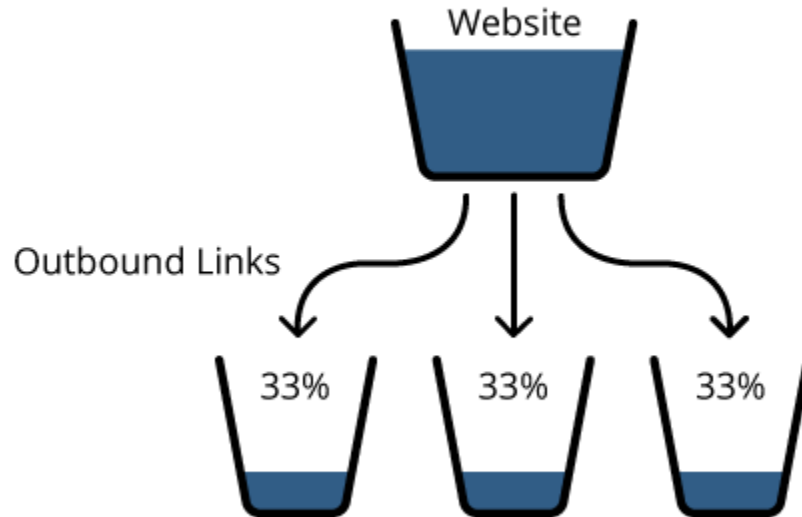


Indexing



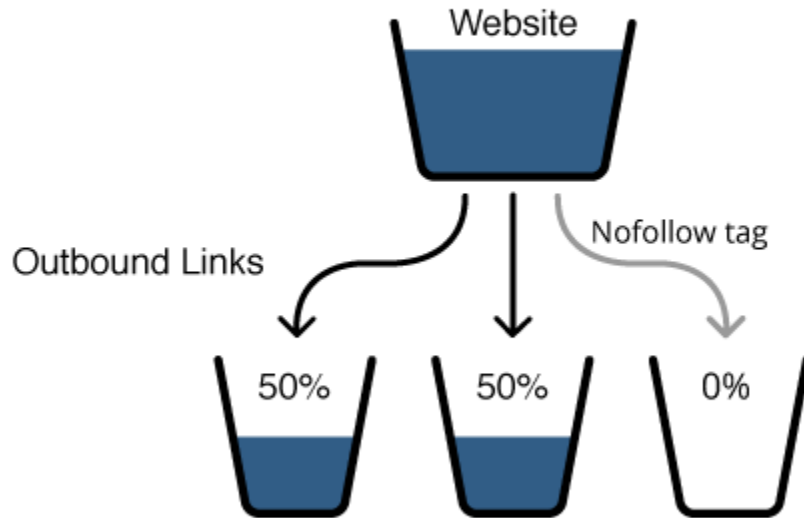
nofollow attribute

Normal Link Juice Transfer



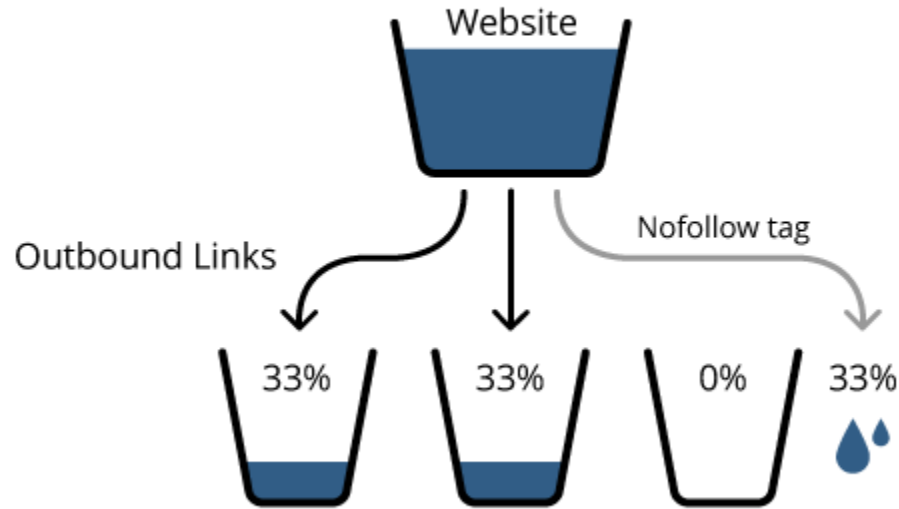
nofollow attribute

Link Juice Transfer Using Nofollow Tag: Outdated



nofollow attribute

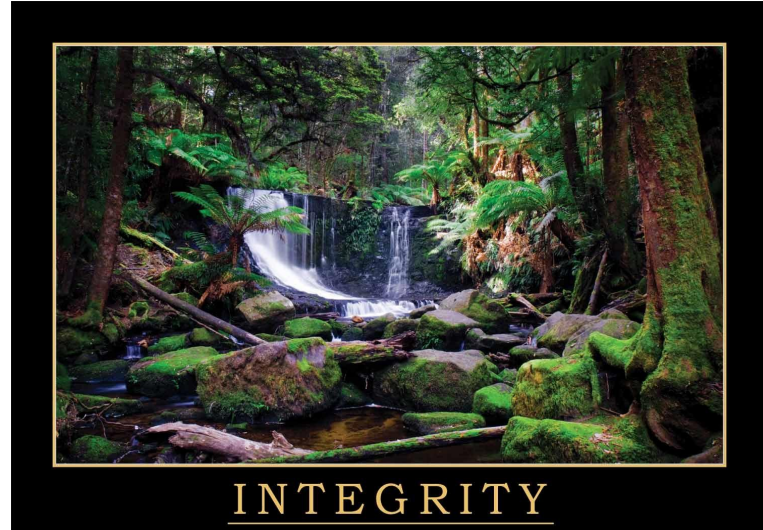
Link Juice Transfer Using Nofollow Tag: Current



SEO is like...



SEO is like...



SEO lag



What contributes to SEO success

- Keyword Targeting
- Technical SEO
- Engagement
- On-Page Optimization
- Ongoing Content
- Social Media
- Conversion
- Local SEO
- Linkbuilding
- Authority and Trust Signals