# SEO Boot Camp





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## What We'll Do, Learn, Discuss

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

Overview

10:00am - 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

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

Hands-On

2:00-2:20pm: WordPress SEO

2:20pm - 2:45: SEO Blogging &

Content Marketing & Hands On

2:45pm -2:46pm: 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



### **REAL Goal:**

- Wherever you are, you know what to do NEXT
- You're EMPOWERED and have a starter plan
- You have to take it upon yourself to take the info (everything that contributes to SEO and getting the results you want), prioritize and make decisions.



### Workbook

#### **SEO Bootcamp Workbook**

#### Phase 1: Pre-Work

#### **Website Goals**

- 1.
- 2.
- 3.

#### Website CTA (call to action)

- 1.
- 2.
- 3.

### If SEO Was Working Perfectly...How Would You Know? What Would You See Happening With Your Website in Google Analytics?

(Beyond "more leads," how would those leads get to your site? What pages would people be finding, what keywords, patterns with website traffic, etc.)

- 1.
- 2.
- 3.





# "Traditional" SEO Is Out... Back to the Basics are IN

SEO is simpler than ever, but not easy.

This is due to the mesh of activities and disciplines that need to come together in order to realize long-term, sustainable success



# Keyword Research:

# The foundation of your SEO efforts



### Keyword Research Goals

- Open up your world to the keyword possibilities
- Intermediate: Endless choices always "more and better"
- No "right" answer, only your best guess
- Run-through of using a free keyword research tool and the importance of it
- Getting to the ultimate deliverable a "Master Keyword" spreadsheet
- Understand this is a muscle you build and you're going to have to suffer



# 4 Phases of Keyword Research

- 1. Brainstorm Keyword Possibilities
- 2. Verify the Data
- 3. Keyword Selection and Prioritization
- 4. Assign Keywords to Content



# Phase 1: Brainstorm Keyword Possibilities



# Phase 1: Brainstorm Keyword Possibilities

- 1. SEO Home base: Open up Excel
- X
- 2. Brain Dump: Take 5-10 minutes and brainstorm ALL the words you think you should rank
- 3. Add to that list:
  - Google Autosuggest
  - Poll a partner
  - Poll your customers
  - "Spy" on competitors with Spyfu
  - Look in your analytics
- Get a good solid list and let's VERIFY these words





### **Keyword Research Tips**

# Group Like Words Together ... Put In As Many As You Can Think Of

Horsinality:

Disconnect:

"horse training" vs "natural horsemanship"

Love coach
Dating coach
Matchmaker
Matchmaking
professional
Dating coaches
Matchmaking
for men

park city utah fly fishing plann park city fly fishing Event park city utah trout fishing park city trout fishing service, guide, excursion, activity, etc.



Meeting planner
Conference organizer
Independent meeting
planner
Freelance meeting
planner
Event coordinator

Tips: \*don't forget plurals \*don't forget synonyms \*person, product or service?



## Questions to Generate Keyword Ideas



- What problems does your product or service solve?
- What if they were trying to SHORTLIST providers who do what you do?
- What words/themes/pain points do you hear from your customers and prospects?
- If not they're not looking for you what "alternatives" are they looking for?



Start Different Tabs

(ex. Core kws, competitor, specific products/services, blogs, etc.



# Braindump keywords you want to rank for *(paper or Excel)*



Deliverable:

A list of brainst

A list of brainstorm keywords in column A

#### **Original Brainstorm Words**

SEO consultant

Atlanta SEO consultant

SEO help

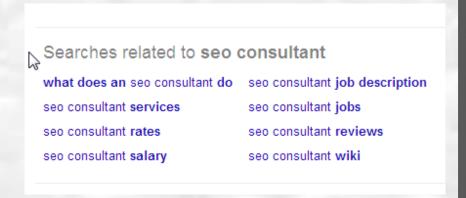
SEO training

SEO trainer in Atlanta

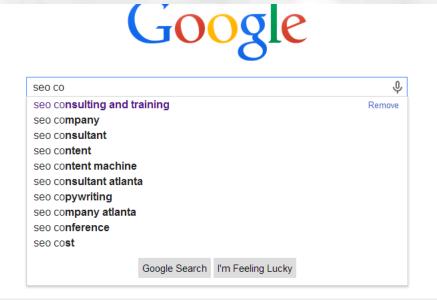


## Keep Adding Words: Google Autosuggest

·	
Original Brainstorm Words	
SEO consultant	
Atlanta SEO consultant	
SEO help	
SEO training	
SEO trainer in Atlanta	

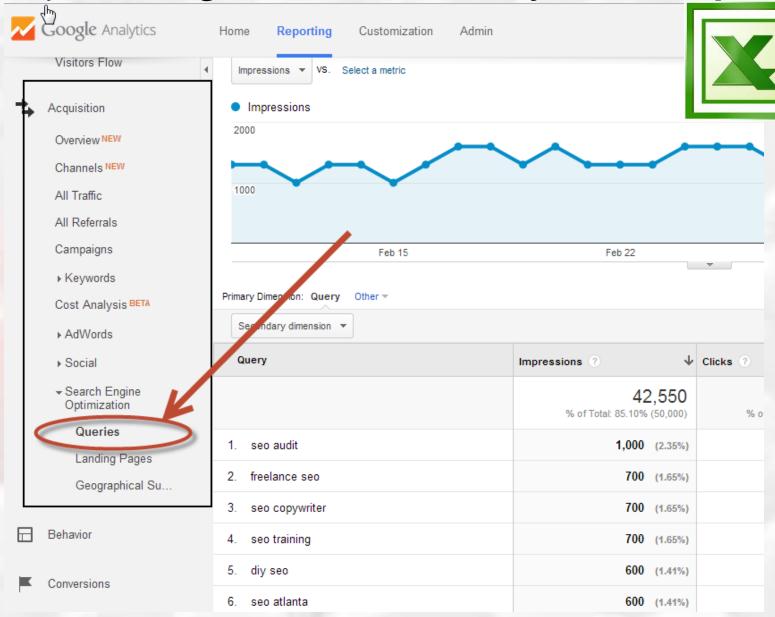








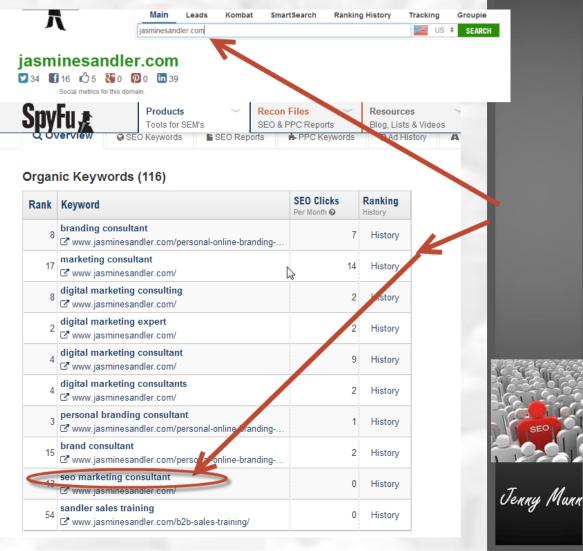
Keep Adding Words: Look in your analytics





# Keep Adding Words: "Spy" on competitor Spyfu.com: Free but limited





## Poll a Partner



#### Instructions:

- 1. One person will give their 20-second elevator pitch
- The other person will suggest keywords that they or the desired target market – might type in to Google if they were looking for that product, service, or information
- 3. Record good ideas your partner suggests into Excel
- 4. Switch



# Take 1 More Minute...

- Make Sure You Have a Good
   Set of Keywords
  - Let's go!

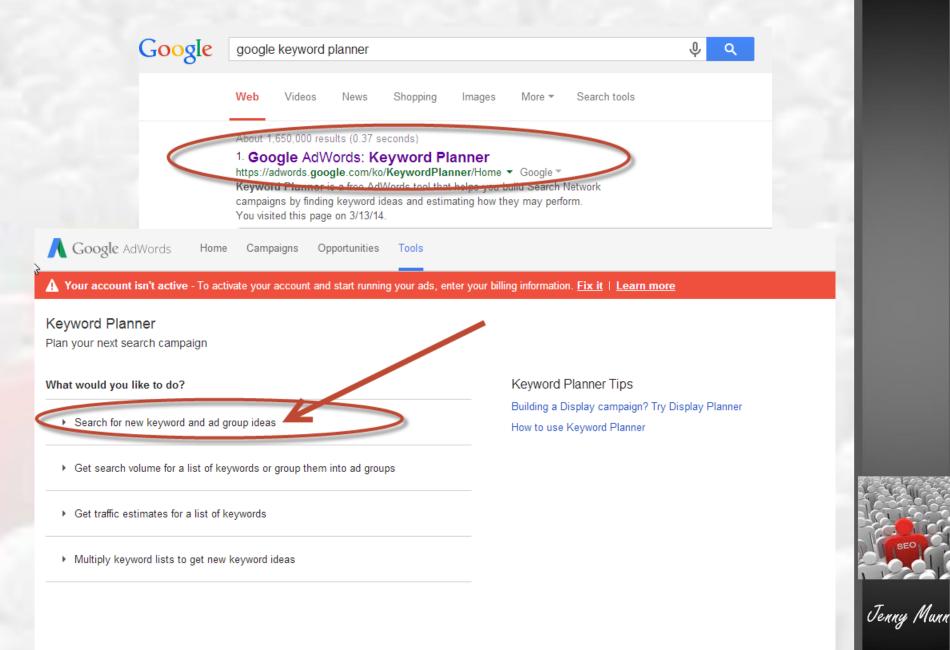


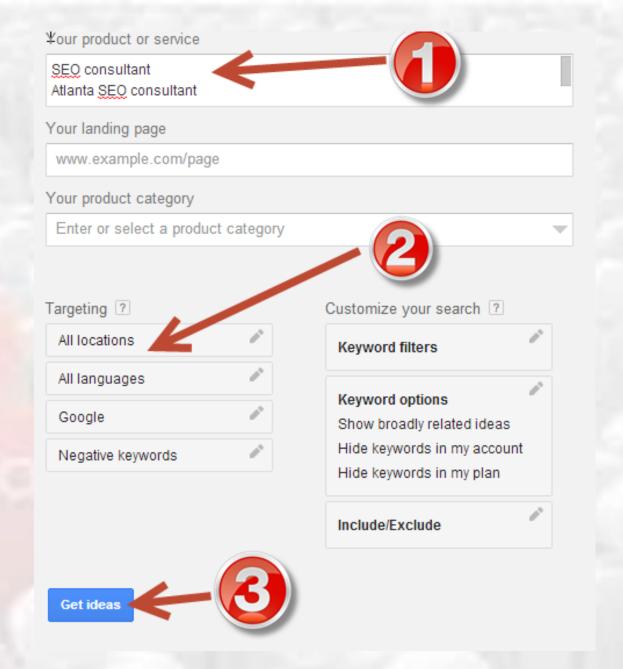
# Phase 2: Verify the Data

Using Google's Free Keyword Planner



#### Google Keyword Planner







1 - 30 of 800 keywords 🖃

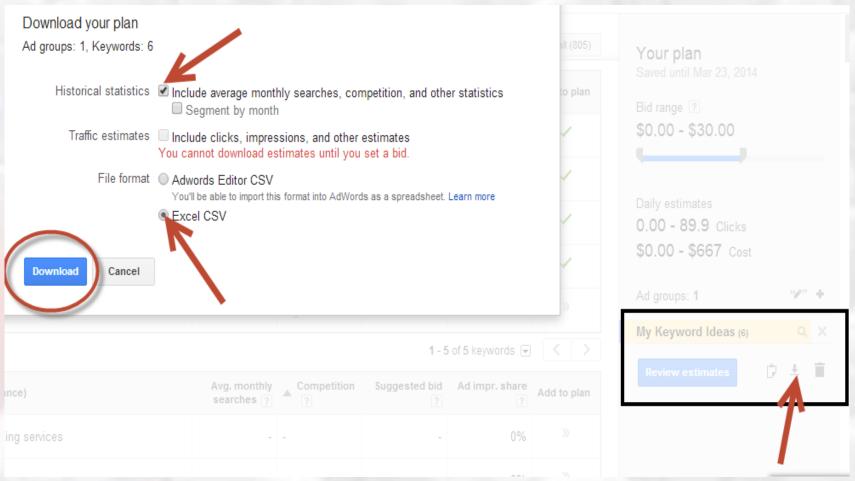


Keyword (by relevance)	Avg. mo search	onthly es ?	Competition ?	Suggested bid	Ad impr. share	Add to plan
seo consultants	<u>L~</u>	1,600	High	\$14.06	0%	>>>
seo consulting services	<u>~</u>	720	Medium	\$21.62	0%	>>
seo marketing	<u>~</u>	8,100	High	\$8.61	0%	>>
seo optimization	<u>~</u>	5,400	High	\$9.31	0%	>>
seo service	<u>~</u>	6,600	High	\$9.98	0%	>>
local seo	<u>~</u>	6,600	High	\$11.70	0%	>>
seo agency	<u>~</u>	5,400	High	\$16.32	0%	>>
best seo company	<u>~</u>	5,400	High	\$13.91	0%	>>
seo tips	<u></u>	4,800	Medium	\$4.93	0%	>>
best seo	<u>~</u>	5,400	High	\$10.02	0%	>>
				1-30 0	f800 keywords 🔻	>





(eyword (by relevance)	Avg. sea	monthly	Competition ?	Suggested bid	Ad impr. share	Add to plan
eo consultants	1~	1,600	High	\$14.06	0%	>>
o consulting services	<u>L~</u>	720	Medium	\$21.62	0%	»
o marketing	<u>L</u>	6, 100	High	\$8.61	0%	>>
eo optimization	~	5,400	High	\$9.31	0%	<b>&gt;&gt;</b>
o service atlanta se	eo expert		Hall	Ľ 210 Me	edium	7
al seo 🗶	<u>~</u>	6,600	High	\$11.70	0%	<b>&gt;&gt;</b>
agency 🗶	<u>~</u>	5,400	High	\$16.32	0%	<b>»</b>
st seo company	professional			<u>~</u>	140 Low	
o tips	-	14,800	Medium	\$4.93	0%	»
t seo	<u>[~</u>	5,400	High	\$10.02	0%	<b>&gt;&gt;</b>





Ad Group	Keyword	Keyword 1	Currency	Segmentat	Avg. Monthly Se	Competition	Suggested	Impr. Shar
V			USD	Total - Tak	445			
			USD	Total - Des	13318			
			USD	Total - Mo	1145			
My Keyword Ideas	looking for seo expert	Broad	USD		50	0.27	0	0
My Keyword Ideas	professional seo expert	Broad	USD		50	0.28	0	0
My Keyword Ideas	atlanta seo consultant	Broad	USD		110	0.5	0	0
My Keyword Ideas	seo trainer in atlanta	Broad	USD		0	0	0	0
My Keyword Ideas	seo consultant	Broad	USD		6600	0.74	11	0
My Keyword Ideas	seo training	Broad	USD		8100	0.75	4.04	0
		_						



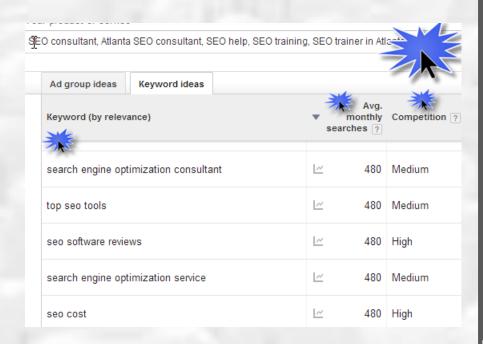
<b>↓</b> A	В	С	
Keyword	Avg. Monthly Se	Competition	
looking for seo expert	50	0.27	
professional seo expert	50	0.28	
atlanta seo consultant	110	0.5	
seo trainer in atlanta	0	0	
seo consultant	6600	0.74	
seo training	8100	0.75	



### Keyword Research Tips



- Put in lots of combinations of words into your research tool
- Look through every option
- 3. Advanced:
  "include/don't
  include" options
- 4. Add all the reasonable keyword choices -> export to Excel





## YOUR Keyword Research Time



#### Deliverable:

Keyword (by relevance)	Avg. monthly searches ?	Competition ?	Suggested bid	Ad impr. share	Add to
seo consultants	L <u>~</u> 1,600	High	\$14.06	0%	>>
seo consulting services	L~ 720	Medium	\$21.62	0%	>)
seo marketing	L <u>~</u> 8,100	High	\$8.61	0%	)
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seo service	L <u>~</u> 6,600	High	\$9.98	0%	)
local seo	<u>L~</u> 6,600	High	\$11.70	0%	)
seo agency	<u>L~</u> 5,400	High	\$16.32	0%	)
best seo company	<u>L~</u> 5,400	High	\$13.91	0%	
seo tips	<u>L~</u> 14,800	Medium	\$4.93	0%	)
best seo	L~ 5,400	High	\$10.02	0%	)

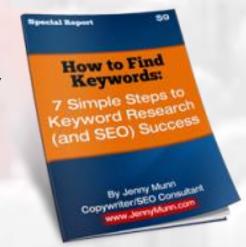
Α	В	С	D	E		
Original Brainstorm Words	al Brainstorm Words Data Verified in Google Keyword Planner					
SEO consultant		Keyword	Avg. Month	Competition		
Atlanta SEO consultant		looking for seo expert	50	0.27		
SEO help		professional seo expert	50	0.28		
SEO training		atlanta seo consultant	110	0.5		
SEO trainer in Atlanta		seo trainer in atlanta	0	0		
		seo consultant	6600	0.74		
		seo training	8100	0.75		



# "How to Find Keywords" Free Report

<a href="http://jennymunn.com/are-you-an-seo-beginner/">http://jennymunn.com/are-you-an-seo-beginner/</a>

- "Where do I LOOK for keywords?"
- "How do I know that I am using the RIGHT keywords?"
- "Why am I not RANKING for my keywords?"



# Video: Keyword Research with Google's Keyword Planner

http://jennymunn.com/keywordresearch-googles-keywordplanner/

> Step-by-step instruction plus screenshots training packet





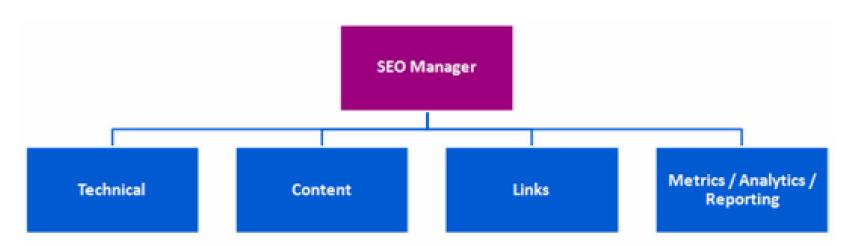
# Phase 3: Keyword Prioritization and Selection





# Why Competitive Research Matters

-Large companies have the benefit of an SEO team









#### "business writer"

bout 582,000,000 results (

"atlanta business writer"

Writer - Wikipedia, the

en.wikipedia.org/wiki/Writer
A writer is a person who pr
poetry, music and other liter
Lists of writers - Screenwrite

Writer - OpenOffice.org www.openoffice.org > project WRITER has everything you to concentrate on your mes

Write Better, Get Publi: www.writersdigest.com/ Writer's Digest is the No. 1
What it Means to be a Writ

Need To Hire A Writer'

About 2,090,000 results (0.

www.arborservices.co +1
Contact Us Today! Free Co

Need a Great Writer? www.tengocommunications Professional. Fast. Effective

Hire a Business Write www.godotmedia.com/busin Articles/ Blogs/ Marketing (

Professional Business
probusinesswriter.com/
Pro Business Writer offers
Jennifer Mattern is a press

Business Writing www.businesswritingblog.co

About 38,100 results (0.40 seconds)

Emory Business Writing | ece.Emory.edu

ece.emory.edu/Pro/Classes +1

Learn to convey your point quickly and clearly in a c

Show map of 1256 Briarcliff Road, Building B and

Need a Great Writer? - Let Us Articulate Yo

www.tengocommunications.com +1
Professional. Fast. Effective.

Finding the right Atlanta business writer
www.write2market.com/finding-the-right-atlanta-bus
If you need the right Atlanta business writer, then
comprehensive business writing company—your since

Public Relations, Media Relations | Atlanta Witter And Team Gets Business Results - F

SC

# Phase 3: Keyword Prioritization and Selection Advanced Tip: FILTER

Dive in to the Excel Data....

- Sort/FILTER the keywords from
  - 1) high monthly search count to low
  - low competition to high
  - 3) PAGES/POSTS
- Look through words one by one
  - Goal: process this list into something WORKABLE
    - Eliminate
    - Bold
    - Highlight
- Understand the competition you're up against
  - Google keywords





## Danger – Make a Decision



The most important thing is to get started. A half decent keyword is better than NO



keyword





## **YOUR Time**

- Bold
- Highlight
- Filter
- Take that next step
- This is your plan



# Phase 4: Assign Keywords to Content



# Keywords Need a Home



"Which Page Could I Envision Using This as the H1?

#### **Website Pages**

 General/Broad pages: Home, About, Services, Contact

#### **Content**

 Specific: specific blog posts, articles, press releases, etc.

С	D	Е	F
Data Verified in Google Ke	eyword Plann	<u>er</u>	
Keyword	Avg. Month	Competition	
looking for seo expert	50	0.27	
professional seo expert	50	0.28	
atlanta seo consultant	110	0.5	
seo trainer in atlanta	0	0	
seo consultant	6600	0.74	
seo training	8100	0.75	



### Know What Existing Pages You Need to Optimize

Take a minute and list out your most important 5-10 pages

- General/Broad pages: Home, About, Services,
   Contact
- Specific: specific services pages, location pages, blog posts, articles, other interior website page
- Tip: Map out in Excel







### **Refine Your List**



#### Dive in to the Excel Data....

- Sort the keywords from
  - 1) high monthly search count to low
  - 2) low competition to high
- Look through words one by one
  - Goal: shorten this list
    - Eliminate
    - Bold
    - Highlight
- Understand the competition you're up against
  - DELIVERABLE -> 10 best-guess words
    - 5 for a blog/article
    - 5-10 for a website page





# Top 10 Tracker

Α	В	С	D	E	F	G	Н	- 1	J	К	L	M
	Website Page	Keyword Targete	Secondary + synonyms & variations	URL	Res	eard Dra	ited SEC	Optimite	ofed m	Review Inte	rnal Revie	Notes
1					Х	Х	X	X	X	X	X	
2					X	X						
3					Х							
4												
5												
6												
7												
8												
9												2
10												



# Agenda

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

**Overview** 

10:00am - 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

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

Hands-On

2:00-2:20pm: WordPress SEO

2:20pm - 2:45: SEO Blogging &

Content Marketing & Hands On

2:45pm -2:46pm: 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



# Lunch: 30 minutes



# Technical SEO





# Analytics:

How Do I Know if My

SEO Is Working?



# On-Page SEO



## Goals:

- Get more comfortable understanding how to work keywords in the copy
- Become comfortable with hearing foundational on-page terms: title tag, title tag, title tag
- Build that muscle a little stronger
- Integrate the SEO piece in moving forward expect it!



#### **SEO Content Best Practices**

- Any content piece with its own URL can be optimized for its own keyword
- QUALITY Content is the bigger part of SEO nowadays
- Balance ENGAGEMENT with findability:
  - Great content and copy
  - Does anyone see this page as a good resource
  - How much time are they spending on the page
  - SEO best practices
  - Working in the keyword





# On-Page Optimization Overview

#### 2 parts:

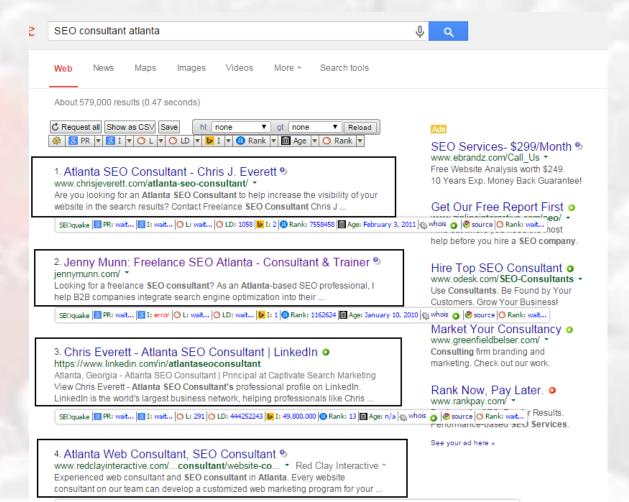
- "Behind" the Page: title tag, meta description, alt text
- Front of the page: copy, H1, image, formatting, internal links, etc.



#### **SERPS**



- 1. Type in your main keyword
- 2. Note the website, title tag, URL, and meta description.
  - 3. Put yourself in your prospect's shoes.
  - 4. Look for what YOUR result looks like





# "Behind" The Page: Title Tags

60 characters Front load your keywords – this is
 VALUABLE real estate; put your name/brand at the end

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-drenshed 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 Pomegrante 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

4. progressive education: Hess Academy – Private School in ... <sup>9</sup>
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 120 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



# "Behind" the Page: Title Tag & Meta Description

- In SERPs....
  - How people determine whether or not to click on your results
  - Ranking is only half the battle
- Google one of your primary keywords and note the SERPS, title tag, meta description, etc.





# Meta Description Tips

- Less than the size of a tweet 120 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

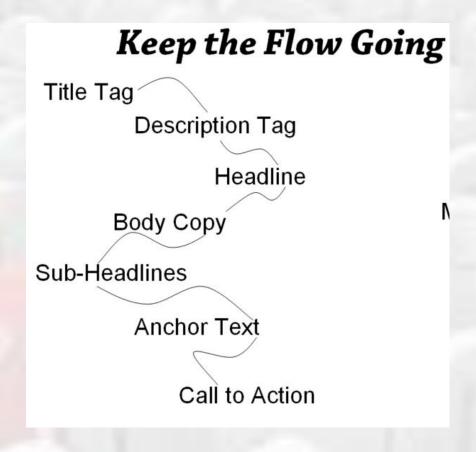
Tip: Google your keyword to see what your competition is/get ideas for what to write

Giftster - lifetime gift registry - family wish list maker - Christm...
www.giftster.com/ -

Your family members' gift ideas go into Giftster and out comes a simpler way to give and get gifts that matter most... without the anxiety. A free, private, online and ...



# "Front" of the Page: On-page SEO





# SEO On Page Optimization Gone Wild

If you need career counseling, look for a professional counselor. Career counseling can help you in many ways. The first benefit of career counseling is finding a job quickly. Career counseling can also help you avoid making interviewing mistakes that cost you the job. When you need career counseling services, don't hesitate to call the best career counselor in Atlanta.



# Top 10 Tracker

Α	В	С	D	E	F	G	Н	- 1	J	K	L	M	
	Website Page		Secondary + synonyms & variations	URL	Re	earth Dra	sted st	Optimize	oted m	Review Inte	rnal Revie	Notes	
1					Х	Х	Х	Х	Х	Х	Х		
2					Х	Х							
3					Х								
4													
5													
6													ı
7													
8													
9													8
10													



### On-Page Optimization

- On-page is just good, solid SEO copywriting
- Good, ETHICAL onpage optimization has not changed in a number of years
- Don't be worried about the algorithms

#### 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 Body Text: Image Filename: \_chocolate donuts\_ chocolate-donuts.jpg Photo of Donuts (with Alt Attribute): Chocolate Donuts chocolate donuts chocolate chocolate donuts chocolate\_ chocolate donuts



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

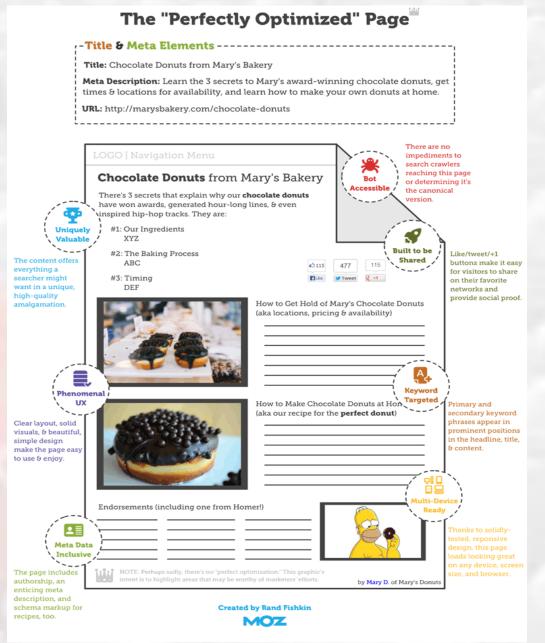


Photo courtesy of Moz Google: *The Perfectly Optimized Page* 

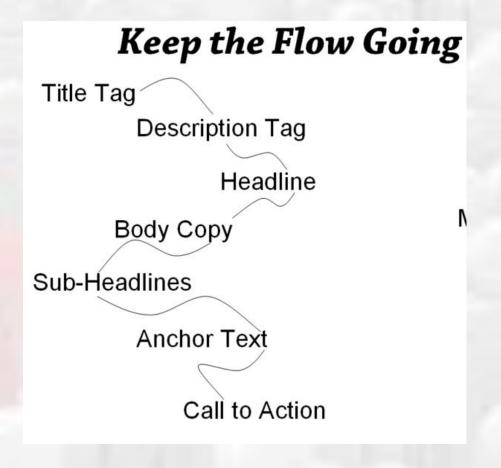


# SEO Content Page Template

Blog Post Templat	ie e
URL:	.com/
Title Tag:	
Description Tag:	
Keyword Being	
Targeted:	
Alt tags	
Image title	
name	
Internal and	
External Links	



# Flow of On-Page and Keywords





# On-Page SEO Case Study BEFORE: Teresa

	A	В	С	D	Е	F	G
1	November						<u>December</u>
2	Query	<u>Impress</u>	Clicks	Average I	<u>CTR</u>		Query
3	teresa lynne	22	5	0.05	22.73		teresa lynne
4	lynne disorder	30	5	1.63	16.67		lynne disorder
5	teresa lynn	110	5	4.43	4.55		dbt coach
5	dbt coach	22	5	5.09	22.73		teresa lynn
7	how do bpd relationships finally end	5	5	28.40	100.00		angelina jolie bpd
3	dbt handouts	5	5	33.00	100.00		life coach atlanta
9	narcissistic mother	5	5	56.80	100.00		dbt worksheets
.0	atlanta dbt	5	5	64.40	100.00		
.1							
.2							
.3	January						
.4	Query	<b>Impress</b>	Clicks	Average I	<u>CTR</u>		
.5	teresa lynne	35	12	0.29	34.29		
.6	lynne disorder	50	5	0.90	10.00		
.7	bpd shame	12	5	8.25	41.67		
8.	life coach atlanta	35	5	63.71	14.29		
.9							

Jenny Munn

# SEO Case Study AFTER: Teresa

Query		Impressions ?		Clicks ?
		7 % of Total: 54.46% (1	708 ,300)	67 % of Total: 191.43% (35
1. teresa lynne		90 (12.	.71%)	<b>12</b> (17.91%
2. borderline sha	ame	5 (0.	.71%)	5 (7.46%
3. bpd and npd f	together	5 (0.	.71%)	5 (7.46%
4. bpd shame		5 (0.	.71%)	5 (7.46%
5. dbt online		5 (0.	.71%)	5 (7.46%
6. dbt therapy tra	aining online	5 (0.	.71%)	5 (7.46%
7. dbt training or	nline	5 (0.	.71%)	5 (7.46%
8. dialectical bel	navior therapy training online	5 (0.	.71%)	5 (7.46%
9. lynne disorde	г	50 (7.	.06%)	5 (7.46%
10. npd vs bpd		5 (0.	.71%)	<b>5</b> (7.46%
11. online dbt trai	ning	5 (0.	.71%)	5 (7.46%
				venny 1º

# SEO Case Study BEFORE

Query	Impressi	Clicks 🚚
	10,881	230
netsuite revenue	5	5
lookupsx	5	5
netsuite finance	5	5
netsuite nightmares	5	5
suitecloud	35	5
drip advertising	5	5
generally accepted accounting principles forn	n 12	5
generally accepted accounting principles are t	fc 22	5
rtm consulting	5	5
gaap formulated by	5	5
mydials	5	5
drip model marketing	12	5
femasys	5	5
billing management	50	5
auto responder	35	5
roi graphs	5	5
left in the dust	90	5
training and consulting	5	5
	20	r



## SEO Case Study AFTER:

21. suitecommerce pricing

2.	adaptive planning training	5 (0.06%)	5 (1.96%)
3.	adaptive reporting	30 (0.35%)	5 (1.96%)
4.	budgeting is an unnecessary burden on many managers	5 (0.06%)	5 (1.96%)
5.	gaap accounting software	35 (0.41%)	5 (1.96%)
6.	global south services	22 (0.25%)	5 (1.96%)
7.	intacct inventory	16 (0.19%)	5 (1.96%)
8.	intacct partners	35 (0.41%)	5 (1.96%)
9.	is quickbooks gaap compliant	12 (0.14%)	5 (1.96%)
10.	netsuite atlanta	50 (0.58%)	5 (1.96%)
11.	netsuite careers	110 (1.27%)	5 (1.96%)
12.	netsuite consultant atlanta	5 (0.06%)	5 (1.96%)
13.	netsuite consultants atlanta	16 (0.19%)	5 (1.96%)
14.	netsuite customer portal	5 (0.08%)	5 (1.96%)
15.	netsuite implementation issues	5 (0.08%)	5 (1.96%)
16.	netsuite nightmares	30 (0.35%)	5 (1.96%)
17.	netsuite srp	70 (0.81%)	5 (1.96%)
18.	quickbooks gaap	5 (0.08%)	5 (1.96%)
19.	saas metrics benchmarks	5 (0.08%)	5 (1.96%)
20.	srp erp	22 (0.25%)	5 (1.96%)

5 (1.96%)

22 (0.25%)

# On-Page Optimization

#### Most Important On-Page SEO Elements:

- 1. Google wants original, unique, useful content
- 2. We want visitors to engage with the content
- 3. Content that is focused/niche does better
- 4. Must include the keywords in the headings, sub-heads, and copy without going overboard or sounding spammy
- 5. Don't forget your CTA on every page



### Content

- Any content piece with its own URL can be optimized for its own keyword (website landing page, individual press release page, blog post, etc.)
- 99% of we put online can and should be optimized
- Content is the bigger part of SEO nowadays
- The goal of content is ENGAGEMENT:
  - Does anyone see this page as a good resource?
  - How much time are they spending on the page?



## What Should a Page LOOK

#### Like?

#### **Business Speaker**

#### BUSINESS KEYNOTE SPEAKER FOR EVENTS



Among today's best-known business consultants and analysts, Scott Steinberg has helped dozens of market-leading businesses and brands discover how to more effectively connect, communicate and create lasting value for all audiences – including customers,

strategic partners and employees. An experienced business speaker and technology futurist who's delivered dozens of educational, inspirational and motivational speeches, his keynote guest presentations educate and inspire teams and individuals of experience levels.

Organizations and associations engage Scott to present keynote speeches, motivational presentations, seminars, training workshops and convention breakout sessions that drive results, including:

- Creating Cultures of Greatness
- Accelerating Growth and Innovation
- Building and Maintaining Competitive Advantage
- Empowering Teams and Individuals
- Enhancing Management Leadership and Decision-Making Skills
- Boosting Productivity, Sales and Customer Service
- Shaping Powerful Communications Strategy



#### MUST-SEE SPEECHES, SEMINARS & PRESENTATIONS

A frequent speaker and training workshop or seminar leader at corporate meetings, events and tradeshows, he's helped numerous industry leaders identify emerging.

opportunities and trends, and developpowerful leadership, marketing and business strategy around them. From guiding executive summits to hosting webmars and conference breakouts or serving as a chairman for exectings and retreats, his work as a technology.



futurist has made him a go to resource

for both today's top corporations and 400+ media outlets from the New York Times to inc. and Finit Company. Able to translate emerging brends into actionable advice and strategy, he's guided the shape of numerous household brands, products and services, and provides informative insights through a mix of real-world feedback, market research and practical experience.

#### **BUSINESS KEYNOTE SPEAKING TOPICS**

- . Think Like a Startug: Mastering Tomorrow's Professional Survival Skills
- Change Management: Creating a Culture of Innovation
- Redefining Value: How to Give Customers What They Really Want.
- Decoming Essential Building and Maintaining Competitive Advantage
- The Nov Bules of Marketing and PR.
- . Transforming Processes and Accelerating Grawth
- Making Strategic Decisions: Seize Opportunities Before Competitors React
- Creating a Culture of Greatness: Empowering Individuals and Teams
- Resoventing Education, Healthcare, Sales and Business

Looking for a business speaker that can engage and ententain professionals from every industry and experience level? We invite you to consider booking him for your next meeting, conference or retreat.

Satisfied clients include Duracell, Sears, Censury 21 Real Estate, MTV, McAfee, HP, ESPN, eBay, American Express, Microsoft, Intel, Qualcomm, Sony, Atant, Activision-Bitzand, Electronic Arts, The University of Southern California, Interactive Ontario, RealNetworks, Symantec, enterpriseSeattle, Kmart, Zynga, Thomson Reuters, American Airlines, Clear Channel Radio, Dow Jones, Ask.com, Nickelodeon and more.

Contact Scott new to discuss your corporate event, or inquire about availability.

**CONTACT US** 

For Additional Information:





# 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....)



# On-Page Optimization Rule:

# Always write for the reader!

NO exceptions



# WordPress SEO/Yoast and other SEO Plugins



# Ongoing Content, SEO Blogging & Content Marketing



#### Content Creation & Optimization

- Create keyword-driven content
  - Go back to your keyword research spreadsheet
  - What keywords are a great match for your business but don't fit core website pages?
- Niche pages
  - Example "Travel Insurance" -> Mexico Travel Insurance,
     Backpackers Travel Insurance, Golf Travel Insurance, etc.
  - "Sales speaker" vs "sports speaker" vs "executive team building" "corporate team building"
- "Phase 2" keyword pages set aside



Tip: Back to Excel!



and marketing teams the world over - they also provide immediately actionable advice.

#### **Areas of Expertise**

- Business Keynote Speaker
- Leadership and Management Speaker
- Social Media Speaking
- Marketing Keynote Speaker
- Technology Futurist
- Communications Speaker
- Youth Key Note Speaking

Looking to engage teams on topics ranging from leadership, business management and marketing

to sales, social media and communications, or provide insight into the shape of emerging trends and markets? Scott and the team at world-renowned management consulting firm TechSavvy Global will work hand-in-hand with your organization to





Jenny Munn

#### Intermediate Peeps: Phase 2

- Internal linking campaign
  - Existing blog posts: internal link to newly optimized website pages, add CTA.
  - Find website pages that should link back to a core website page we want to rank



#### Idea: Audit Your Content Assets

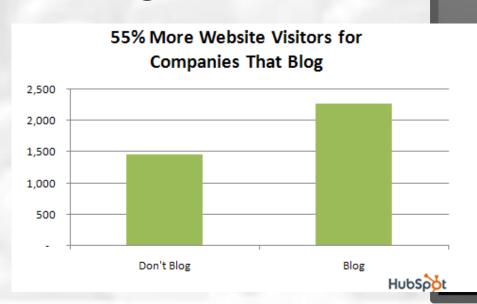
- On your site
- On other sites: SlideShare, YouTube, etc.
- What is evergreen vs what is outdated?

4	A
1	Internal - All
2	Address
4	http://jeជ្ជាymunn.com/
8	http://jennymunn.com/diy-seo/how-to-seo-ebook/
11	http://jennymunn.com/the-top-10-most-contradictory-pieces-of-seo-advice/
12	http://jennymunn.com/seo-success-story-part-1-freelance-copywriter-tells-all/
15	http://jennymunn.com/how-not-to-promote-your-service-product-or-book-on-linkedin/
16	http://jennymunn.com/ebook-how-to-seo-your-site-a-diy-guide-for-small-business-owners-2/
17	http://jennymunn.com/about/
21	http://jennymunn.com/tag/linkedin/
24	http://jennymunn.com/tag/non-fiction-books/
26	http://jennymunn.com/what-i%e2%80%99m-reading-june-2010/
28	http://jennymunn.com/category/social-media-marketing/
30	http://jennymunn.com/tag/self-publishing/
31	http://jennymunn.com/category/atlanta-book-tour-books/
33	http://jennymunn.com/category/books/



### **Blogging for SEO**

- More keyword opportunities
- Google LOVES fresh content
- Long-tail keyword opportunities
- Better linking internal and inbound
- Hub of Your Content Marketing Plan
- Social Media Fodder



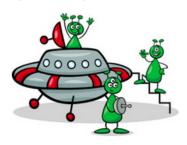
# On-Page Optimization & Promotion Best Practices

#### How to make it findable

- Foundational on-page optimization
- Clarity trumps cleverness every time

#### Do you have a UFO?

April 9, 2015 By Jama St John . Leave a Comment



No, I'm not talking space ships here. Unique free offer (UFO), valuable free offer (VFO), enticing free offer (EFO), lead magnet...whatever you call it, you should have one to offer your website visitors. It's something you can use to move mere visitors into subscribers, which then gives you opportunities to turn them into raving fans and clients.

So what should your "freebie" be? It can be any of the following:

- > Report
- > Case study
- > Short video
- > Checklist
- > Cheat sheet
- > Toolkit
- > Resource list
- > Quiz
- > Survey



# Idea: Create Blog Content Around Keywords

Keyword (by rchyvance)	*	Avg. monthly searches ?	Competition
seo small business	<u></u>	260	High
learn seo free	<u></u>	260	High
cheap seo service	<u></u>	260	High
quality seo services	<u></u>	260	Medium
seo search engine optimisation	<u>~</u>	260	Medium
link building in seo	<u>~</u>	260	Low
web marketing companies	<u>~</u>	260	High
cheap seo company	<u>~</u>	260	Medium



# Integrate Keyword-Driven Posts into Your Editorial Calendar

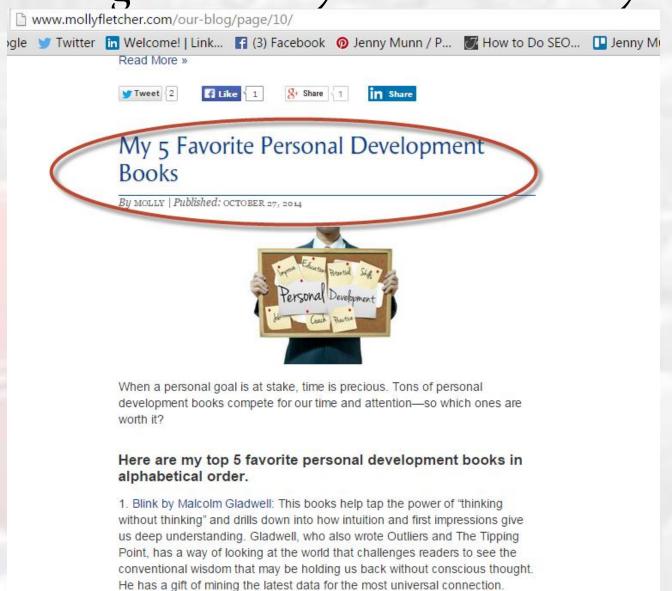
A		В		С	D	E	G		Keyword (by rohyvance)	<b>▼</b>	Avg. monthly earches ?	Competition
+		duct		T:H -	VW Torrested	14/-:1			seo small business	_~	260	High
Blog Da	re Pro	duct		Title	KW Targeted	Writer	Editing Janu	Image	learn seo free	<u>_~</u>	260	High
1-Jan-1	4						Julie	July	cheap seo service	~	260	High
8-Jan-1									Cheap sed service	_	200	riigii
15-Jan- 22-Jan-									quality seo services	<u>_~</u>	260	Medium
29-Jan-	14						Febr	uary.				
5-Feb-1							rebi	uary	seo search engine optimisation	<u></u>	260	Medium
12-Feb- 19-Feb-									link building in seo	<u></u>	260	Low
26-Feb-												
5-Ma									web marketing companies	_~	260	High
12-Mc 19-Mc 26-Mc	Plog	Date		1	litle .		K	(W To	cheap seo company	<u>~</u>	260	Medium
2-Apr_			_								Marc	h
9-Apr 16-Ap 23-An	5-M	ar-14		Want to Learn Si Recommend to Si	EO? Free Resourd mall Busienss Ow		Le	arn S	EO Free			
	19-N	1ar-14	4	Reasons You'll E	eap SEO Service: nd Up Paying Mo .ong Run		Che	ap SI	EO Service			
	26-N	1ar-14	4	Linkbuilding in S to wir	6EO: what does it n in 2014?	take	Link	build	ing in SEO			nn

# Use the Blog SEO Template

	TIT ID ODG 1 TT .					
URL: .com/	WordPress SEO by Yoast					
Title Tag:	General Page Analysis A	sis Advanced				
Description Tag:	Snippet Preview:	WordPress SEO Plugin - Search Engine Optimization Plugin - Yoast				
Keyword Being		yoast.com/wordpress/seo/ - Cached The most complete WordPress SEO Plugin, Yoast's WordPress SEO plugin is an All in	n			
Targeted:		One <b>SEO</b> solution for your <b>WordPress</b> blog, used by experts worldwide.				
Alt tags	Focus Keyword:	wordpress seo plugin				
Image title		Your focus keyword was found in:	Find related keywork			
name		Article Heading: Yes (1) Page title: Yes (1)				
Internal and		Page URL: No				
External Links		Content: Yes (13) Meta description: Yes (2)				
	SEO Title:	WordPress SEO Plugin - Search Engine Optimization Plugin - Yoast				
		Title display in search engines is limited to 70 chars, <b>5</b> chars left.  If the SEO Title is empty, the preview shows what the plugin generates based on your <u>title templat</u>	Generate SEO titl			
One SEO Pack						
nere for Support	Meta Description:	The most complete WordPress SEO Plugin, Yoast's WordPress SEO plugin is an All in O your WordPress blog, used by experts worldwide.	ne SEO solution for			
Title: 0 characters. Most search ( for the title.		The meta description will be limited to 156 chars, 6 chars left.  If the meta description is empty, the preview shows what the plugin generates based on your meta.	a description template.			
ription:			V.			
0 characters. Most search en	gines use a maximum o	of 160 chars				

Jenny Munn

#### SEO Blog Case Study - BEFORE: Molly



Jenny Munn

#### SEO Blog Case Study - AFTER: Molly



gle 🔰 Twitter 🛅 Welcomel J.Link.... 👩 (3) Lacobook 🌀 Jenny Munn / P... 📝 How to Do SEO... 🔟

# Here's How a Female Motivational Speaker Makes it Happen

By MOLLY | Published: MARCH 10, 2015

To celebrate March as Women's History Month, and because #makeithappen is so energizing, this blog will break down the secrets of how a female motivational speaker can inspire and lead as only she can. Any manager or team member—male or female—can inspire others to their greater potential by using these tips to prepare well and connect with your audience.



#### Two Secrets to a Great Speech

I prepare for a speech the way that I prepare to negotiate: with great preparation and understanding of my audience. These two steps help build a memorable connection with the audience.

#### 1. Set the stage with great preparation.

An invitation to speak is like a visa to visit a new country. To thrive there, you must understand the people, language and customs. You must do your homework to know your audience's stress points—where they most need support, where they have the most at stake, where their greatest benefit can come from the simplest change. Achieving this level of understanding is what I call "360 Degree Awareness"—your vision extends into what is important to your audience.

This data helps pinpoint your most valuable message. Zoom in on what your listeners most want and what they most fear, and tailor your talk to those internal forces.

#### 2. Find common ground with your audience.



#### SEO Blog Case Study - AFTER: Molly

www.mollyfletcher.com/blog/keynote-speaker/#more-2054

🄰 Twitter 🔚 Welcome! | Link... 🛂 (3) Facebook 👩 Jenny Munn / P... 🌃 How to Do SEO... 🔲 🛭

#### How Jay Leno Uses Humor to Connect as a Keynote Speaker

By MOLLY | Published: NOVEMBER 10, 2014

A couple of days before Jay Leno re-appeared as a guest on The Tonight Show where he had been a host for 19 years, I studied him and his comic timing in a keynote speech to a convention in Las Vegas.

We were there for the PLUS 2014 convention, billed as three days of networking, learning and fun for the members of the Professional Liability Underwriting Society. Technically, I was his opening act



at Caesar's Palace Hotel & Casino I spoke about upleashing your potential. and then Leno demonstrated the power of unleashing humor to connect with a keynote audience.

I'm not going to rehash his jokes, but tell you what I learned from his delivery and mannerisms as a keynote speaker.

Lesson 1: Familiar humor appeals to a keynote speaker's audience.

Leno was dressed conservatively much like his audience, with a dark blue



# Go back through keywords

Write down next to keywords: (carry filter across)

- Blog post
- Phase 1 (Top 10) Primary or Secondary
  - Existing pages
  - New pages you want/need to create
- Phase 2
  - Niche pages
  - Keyword driven pages



# On-Page Optimization/

#### Social + Content Promotion Best Practices

- Template for blog post
- Social media copy
  - Right away create 2 social media posts
  - Writing the content is only HALF the job
- Use images

	nom!	
URL:	<u>.com/</u>	
Title Tag:		_
Description Tag:		_
Keyword Being		_
Targeted:		
Alt tags		
Image title		_
name		
Internal and		_
External Links		



#### SEO Blogging & Content Guidelines

- Where to put keywords
- Follow an editorial calendar
- Follow the on-page/blog template
- Internal link
- Images
  - Alt text and image file name for images
- Formatting page critical
- Title tags/meta descriptions needed (template will help) – bake into the process of content creation
- CTA especially for "SEO" blog posts



#### Takeaways

- Always more you can do
- Opportunity is all around: future + existing content
- Plot it out because you CAN'T and shouldn't do it all at one time
- Goal: more and better results



# Break: 1 minute



# Linkbuilding and Social Signals



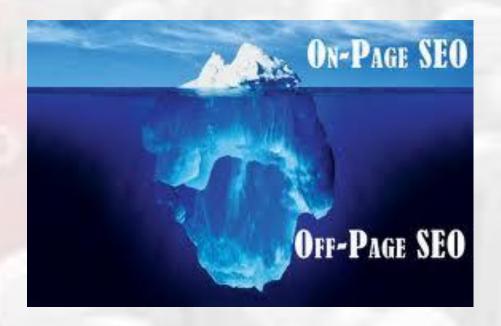
# Off-Page SEO/Linkbuilding





#### Off-Page SEO

- Quantity used to be important now it's all about QUALITY
- A link is a "Vote" for your site
- Linkbuilding is one of the top reasons websites get penalized in Google, and that there are so many algorithm updates.





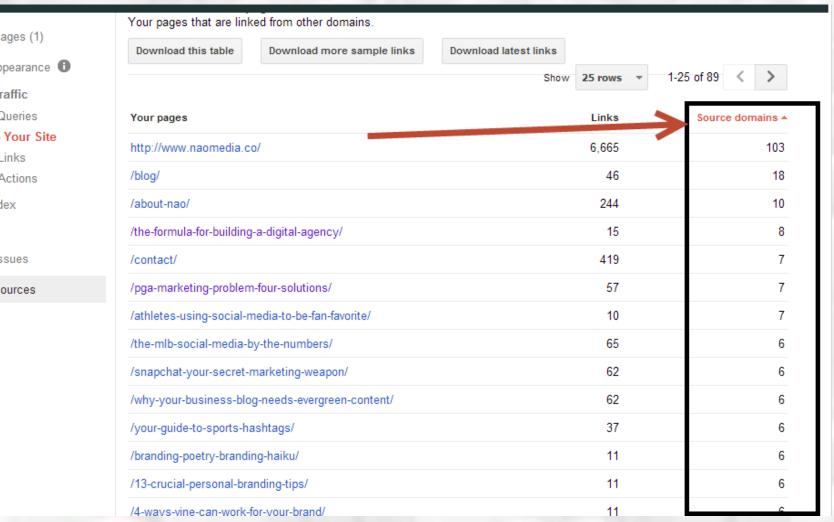
#### 2015 Concept: Linkbuilding



- You can't live in a bubble
- Make news or make friends
- Think of linkbuilding as "community building"



# Blogs Get More Link Love







### Back Links in Real Life

Let's visit links...



### Linkbuilding Ideas

- Pursue your competitor's links: http://www.opensiteexplorer.org
- Do expert interviews, write testimonials, do blog reviews
- Leverage organizations, associations, etc.
- Going to events or sponsoring events
- Speaking
- Being part of a community
- Guest blogging
- Blogger outreach
- Blogging & Social Media Participation



#### Intermediate - Outreach Examples

Name: Derek Jansen

Email: derek.jansen@sekari.com

Website: www.sekari.com

Message: Hi Jenny

I just wanted to let you know about our latest infographic – "Content Marketing For SEO – The Facts & Figures". You can view a 1000px version at:

http://www.sekari.com/images/content-marketing-seo-1000.jpg

Please feel free to publish on your site should you feel it adds value. If you do publish, please attribute a link to <a href="https://www.sekari.com">www.sekari.com</a> – I'd really appreciate it :)

If you have any feedback, positive or negative, please let me know. Also, ff you require a different size, just shout...

Kind Regards,



#### Linkbuilding: Your Turn

- What things are you doing in your everyday business?
- Without being obnoxious, keep link opportunities \*always\* in the back of your mind. "Think of the Link."

Ex: Out of 44 speakers at WordCamp Atlanta 2013, how many linked to their site in their bio? 11

Ex: Are you a member of an association? Have you filled out your online profile? With a hyperlink back to your site?



# GWT "Latest Links"



#### Social Media Optimization

- Social signals are becoming more important
- Trust, authority, and engagement
- Direct links (from your social media profiles and activity) and indirect links from your content getting promoted by other users
- Another way to drive awareness, drive traffic, get your content FOUND (in turn which sends good signals to Google, can generate links and prospects)

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



# Overview and

# Recap



#### Recap of Training

- History of "Traditional" SEO vs SEO in 2015
- Core Fundamentals of SEO:
  - Keyword Research
  - Technical SEO
  - Google Analytics
  - On-Page Optimization
  - SEO Blogging/SEO Content/SEO Plugins
  - Linkbuilding/Social



#### Takeaways & Create Your Plan

- SEO is common sense, but people get sidetracked (phases)
- SEO is all about the keywords (aka the language of your customers)
- Watch out for SHINY OBJECT SYNDROME
- You might experience a dip in traffic, but it will be more targeted traffic
- Measure success can track rankings for keywords; can keep up in GA



#### 2 Things It Takes To Grasp SEO

SEO is like Tennis.
 Reading and learning will only take you so far.



2. Build Your SEOMuscle.You have to hear thisstuff 10x to sink in.





# Resources: SEO Content Page Template

Blog Post Templat	te
URL:	.com/
Title Tag:	
Description Tag:	
Keyword Being	
Targeted:	
Alt tags	
Image title	
name	
Internal and	
External Links	



# Resources: "Master Keyword" Spreadsheet

1	А	В	С	D	Е	F
	Original Brainstorm Words		Data Verified in Google Key	word Plann	er	
	SEO consultant		Keyword	Avg. Month	Competition	
	Atlanta SEO consultant		looking for seo expert	50	0.27	
	SEO help		professional seo expert	50	0.28	
	SEO training		atlanta seo consultant	110	0.5	
	SEO trainer in Atlanta		seo trainer in atlanta	0	0	
			seo consultant	6600	0.74	
			seo training	8100	0.75	



# Resources: "Master Keyword" Spreadsheet

1	А	В	С	D	Е	F
	Original Brainstorm Words		Data Verified in Google Key	word Plann	er	
	SEO consultant		Keyword	Avg. Month	Competition	
	Atlanta SEO consultant		looking for seo expert	50	0.27	
	SEO help		professional seo expert	50	0.28	
	SEO training		atlanta seo consultant	110	0.5	
	SEO trainer in Atlanta		seo trainer in atlanta	0	0	
			seo consultant	6600	0.74	
			seo training	8100	0.75	



#### Your Workbook

#### **SEO Bootcamp Workbook**

#### Phase 1: Pre-Work

#### **Website Goals**

- 1.
- 2.
- 3.

#### Website CTA (call to action)

- 1.
- 2.
- 3.

#### If SEO Was Working Perfectly...How Would You Know? What Would You See Happening With Your Website in Google Analytics?

(Beyond "more leads," how would those leads get to your site? What pages would people be finding, what keywords, patterns with website traffic, etc.)

- 1.
- 2.
- 3.



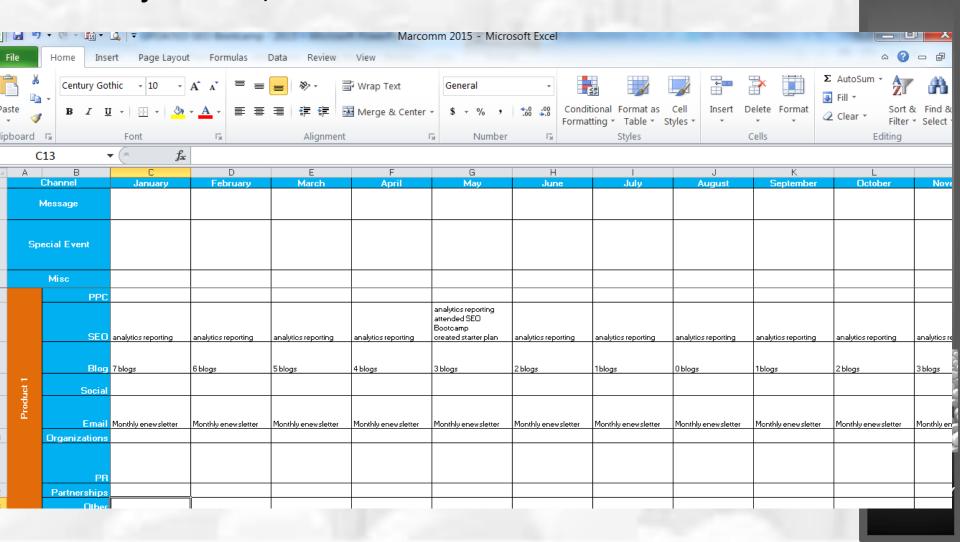
#### Checklists

- New site checklist Get Into Action:
  - GA, GWT, technical, keywords (core + next),
     priority pages, one-time + ongoing best practices,
     links + social, ongoing technical, UX, + other
     refinements, opps
- Existing site take results to the next level:
  - all based on what SHOULD be working, what's working, what's not. 1) assess what's working, 2) identify next-level goals, create a plan to bridge that gap. See above



#### The Marcomm

- Marcomm:
  - Project Out, Get Realistic



#### SEO's Role – Awareness, Qualified Traffic



However: nurturing and a website marketing plan is **key** to conversion and results



# SEO: Weekly, Monthly, Annually

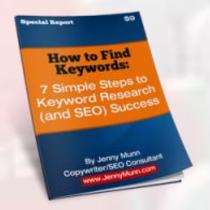
- One-time: Phase 1, celebrate, competitive audit,
- <u>As needed</u>: Keyword Research, refine technical, improve UX, celebrate
- Weekly: blogging, social media, other channels
- Monthly: update editorial calendar, analytics reporting + diagnose/opps action, keep up with latest/greatest (Mickey, Jenny, SME, Hubspot, etc.), GWT tech review, celebrate Quarterly: editorial calendar, keyword research, review OSE links, celebrate
- Annually: technical sweep, website marketing refresh, core SEO pages refresh, update goals, celebrate, competitive review

Intermediate – more and better results. Rankings, clicks, conversions, getting greedy with keywords, buyers funnel)



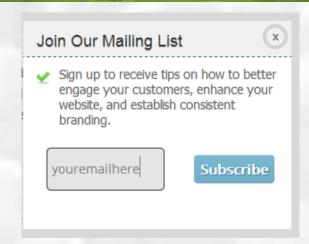
# Need Help?

"How to Find
Keywords" – Free
Report
(http://jennymunn.com/)



Jenny Munn
SEO Consultant/Trainer
www.JennyMunn.com
Jenny@JennyMunn.com
Twitter @JennyMunn

#### WE ARE YOUR Digital Marketing Team



Mickey Mellen Techical Director

http://www.greenmellenmedia.com mickey@greenmellenmedia.com Twitter @mickmel



#### Most Important Part of the Day

#### Phase 3: Next Steps

#### Next Steps When You Get Back

- 1. Example: Get an Adwords account
- 2. Create a GWT account and Integrate GA/GWT
- 3. Use Jenny's template for tomorrow's blog post
- 4.

#### What Questions Do I Have?

- 1.
- 2.
- 3

#### What Do I Need to Help Pull Me Forward?

- 1.
- 2.
- 3

#### Who/What Am I Waiting On?

- 1.
- 2.
- 3.

#### Where Am I Leaving Off?

1





# Questions/A-

# Ha's/Takeaways

Survey



