



# MOVING THE SALES NEEDLE

3 Ways to Double Your Traffic,  
Leads and Profits  
with Organic SEO



# INTRO

## Moving the Sales Needle: 3 Ways to Double Your Traffic, Leads and Profits with Organic SEO

Teachers, educators, administrators—all struggling with the need to innovate, connect and engage. More than ever they're turning online to help them find content, answers and solutions to do so. To show up as the answer to their problems, you have to see SEO in an entirely new light.

There is a new SEO era taking place. One that is critically important in what Neil Patel calls our "hyper-connected landscape of social and smartphones."

### Search-Savvy EdMarketers

Most education marketers grasp the fundamentals of SEO. But when it comes to making time for implementation, streamlining execution, measuring metrics and boosting rankings, they're stumped as to where their focus should be. Understanding these modern SEO concepts is a step in the right direction.

Savvy EdMarketers are using search to remain relevant, rise above the noise, and fill their sales pipeline.

Eighty-two percent of all search engine clicks are on organic results, so it's still the primary driver of search engine traffic. SEO is an effective, low-cost lead generation channel that is both under-utilized and misunderstood.

Today we're going to discuss having a first-class online presence—including but not limited to your website—that leads to more sales by understanding the trends in these 3 areas:

- 1 **Social SEO** - Optimize Your Social Presence
- 2 **Keywords that Convert** - Better Rankings, Bigger Pipelines
- 3 **Mobile SEO** - Shifting to a Mobile First Mentality



*On average, B2B influencers do 12 searches prior to visiting a specific brand's site. -Google*



*In 2016, the average firm will allocate 30% of their marketing budget to online, this rate is expected to grow to 35% by 2019. Search engine marketing (SEO & SEM) will capture the largest share of online spend with online display (banner ads, online video, etc.) taking the second largest share -Forrester*



*Increasing the quality of leads is the top priority for a majority of B2B professionals, followed by increasing lead volume. - B2B Technology Marketing Community via PureB2B*



# SOCIAL SEO: Optimizing Your Social Presence

SEO IS NOW ABOUT "SEARCH EVERYTHING OPTIMIZATION"

## Social Media Channels = Search Engines

YouTube is a search engine

Pinterest is a search engine

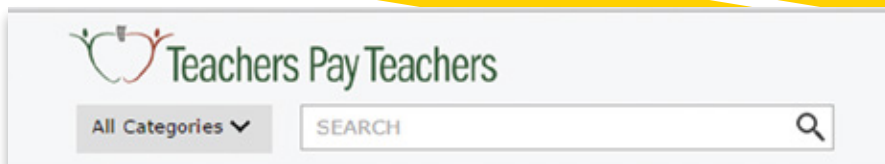
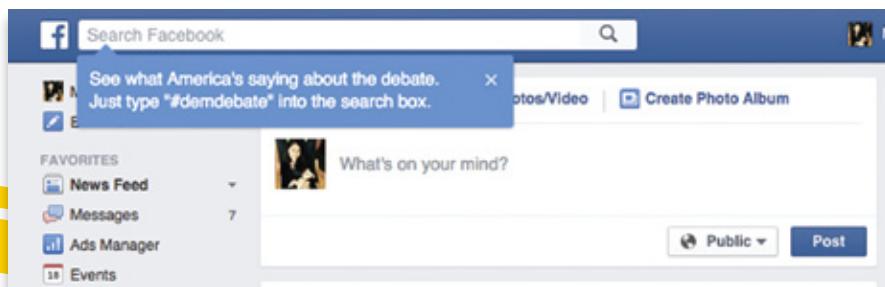
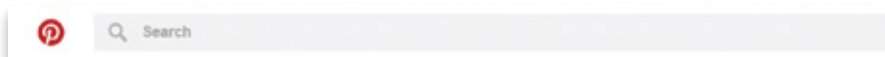
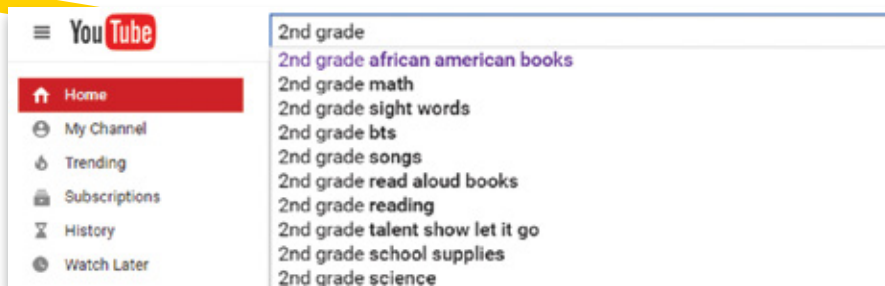
Instagram is a search engine

Twitter is a search engine

Facebook is increasingly becoming a search engine

Amazon is a search engine

Teachers Pay Teachers is a search engine



## 10 AMPLIFICATION TIPS FOR SEARCH SOCIAL SIGNALS AND BACKLINKS

Amplifying content improve its chances of discovery, backlinks and engagement metrics. Marketers who win at SEO are getting to work on promoting content and mining social for real, long-term SEO value. Here are 10 tips around Social SEO signals:

- 1 Pushing out content to promote and extend its life
- 2 Engagement metrics communicate value to search engines
- 3 Visibility and engagement with influencers before you reach out with a creative partnership
- 4 An important channel that drives traffic to your site
- 5 More followers: And the more people who see your content, the better chances it has in being shared or interacted with.
- 6 Indexable content: tweets are now being indexed, LinkedIn Pulse articles are indexed, Google+ content is indexed, YouTube videos are indexed, etc.
- 7 Reinforced visibility – “being everywhere”
- 8 Social shares – improves discoverability apart from Google as part of WOM

### Don't Forget:

- 9 Optimizing Social profiles – make sure your profiles have the right keywords that represent your overall brand and company – the more “lead gen oriented” the better
- 10 Keywords – on social media it's critical to insert the right keywords to improve your post and content visibility.



# KEYWORDS THAT CONVERT-

## Better Rankings, Bigger Pipelines

No matter what trends come – voice search, app search, optimizing for the Internet of Things, one constant will remain: keywords.

Keywords are the language of your customers.

The more you identify the language they use around your brand, services, industry, products, and competitors, the better you'll do as you consistently implement your keyword strategy across your entire online presence.

More awareness = more top of the funnel leads.

### 5 Keyword Strategy Takeaways EdMarketers Should Apply Immediately

- 1 SEO requires ACTIVE search – understanding which keywords do – and don't – drive traffic
- 2 It's not about you – it's about them. Example: "daycare" vs "child learning center"

Query	Impressions	Clicks
foundations for the future	250	70
foundations for the future school	35	16
foundations for the future kennesaw	22	12
foundations for the future kennesaw ga	5	5
foundations school	60	5
child care kennesaw ga	50	5
foundations school community	5	5
foundations of the future	5	5
preschool kennesaw ga	35	5
foundation for the future	200	5
the foundations school	5	5
the foundation school	150	5
foundation school	60	5

day care kennesaw ga	35	5
eclectic approach in teaching preschool	12	5
foundation for the future	110	5
foundation of the future	5	5
foundations daycare	5	5
foundations for the future school	12	5
foundations preschool	5	5
foundations school	60	5
foundations school kennesaw	5	5
future school	50	5
goddard vs primrose	5	5
kennesaw preschool	22	5
primrose school vs goddard	5	5
private pre k	5	5
private school for kindergarten	16	5
shreiner academy	70	5
shreiner academy marietta ga	5	5

- 4 Better blog and content marketing strategy – more lead gen focused
- 5 Getting into a proactive (versus reactive) mindset
- 6 Better on-page SEO and content marketing when you have more clarity



## Finally

SEO should align with the company goals. Example: Global Student Network.

### BEFORE

Query	Impressions	Clicks
global student network	900	600
good and bad things about technology	320	90
globalstudentnetwork	110	70
www.globalstudentnetwork.com	90	60
bad things about technology	400	35
is technology bad for kids	50	22
is technology good for kids	70	22
why is technology bad for kids	90	22
ablaze academy	110	16
is technology good or bad for education	50	16
is technology good or bad for kids	60	16
online homeschool curriculum	320	16
online homeschool programs	500	16
reasons for learning science	200	16
student global network	22	16
why technology is bad for kids	60	16
why technology is good for kids	35	16
free tablet for students	35	12

### AFTER

Query	Impressions	Clicks
1. (not set)	33,411 (15.95%)	1,835 (56.48%)
2. gradpoint	25,251 (12.06%)	140 (4.31%)
3. why do we study science	890 (0.42%)	113 (3.48%)
4. odysseyware	42,285 (20.19%)	102 (3.14%)
5. why study science	678 (0.32%)	96 (2.95%)
6. why should we study science	336 (0.16%)	51 (1.57%)
7. why we study science	193 (0.09%)	37 (1.14%)
8. odysseyware login	8,426 (4.02%)	27 (0.83%)
9. odysseyware login page	484 (0.23%)	24 (0.74%)
10. plato courseware	1,071 (0.51%)	24 (0.74%)
11. plato learning	32,054 (15.30%)	24 (0.74%)

## FREE KEYWORD RESEARCH GUIDE: HOW TO FIND KEYWORDS



- The 7 steps to keyword research that are critical to a good SEO plan
- The #1 keyword strategy mistake most marketers make
- What the most overlooked step is of implementing an SEO strategy
- 4 keyword research mistakes most people make that you want to avoid



# MOBILE SEO: Shifting to a Mobile First Mentality

**Instant gratification**

**No attention spans**

**Modern buyer's changing habits**

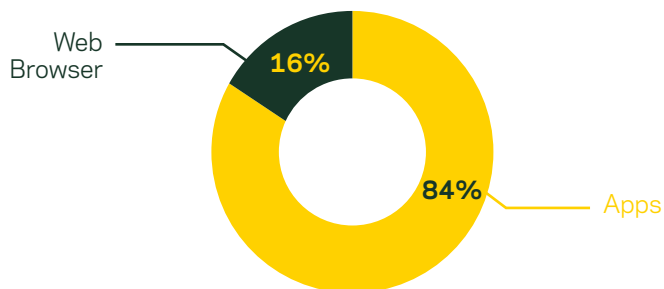
If your site is already well optimized for search engines, there are only a few additional things that you need to think about when optimizing for mobile.

(**Tip:** Moz has a great guide - [moz.com/learn/seo/mobile-optimization](https://moz.com/learn/seo/mobile-optimization))

## 5 MOBILE MARKETING TRENDS EDMARKETERS NEED TO KNOW

1

Our search habits are changing dramatically. In fact, 84% of time on mobile is spent on Apps.



Forrester Research

2

Interstitials  
(pop-ups will get penalized starting January 2017)

3

Mobile specific page speed will matter for mobile rankings

4

It's all about moments - *Of smartphone users, 91% turn to their devices for ideas while completing a task.*  
-Google Data

5

AMP - improves the publisher/reader relationship and Google pushing it heavily

“

Mobile marketing has grown to a point that it's no longer tracked in the forecast and it's presumed to be considered across all channels  
-Forrester

As of May 2015 more Google searches take place on mobile devices than on computers in 10 countries including the US and Japan. (Source: Google)

### Speed Assessment Tools:

1. GTmetrix
2. Pingdom
3. Google PageSpeed Insights



Credit: keycdn.com



<https://thecybergame.com/> Website

Create AMP pages to be shown in Google Search for <https://thecybergame.com/> View details



# SUMMARY

SEO today is all about multi-channel involvement including but not limited to Social, driving conversion-oriented traffic to your website, having a mobile-first mentality, and ultimately—building your brand and boosting sales. SEO is simpler than ever, but not easy, due to the multiple disciplines and focused activities that have to come together to realize long term, sustainable success.

However – it's worth the investment of dollars and time.

At the end of the day, SEO can be one of the best lead-generating, awareness-driving, highest-value marketing activities you can do. You just have to know what it takes, and what direction you need to go in for your specific situation.

Look at your off-line presence and website today with fresh eyes. Good luck!



*I believe that most K-12 organizations have the ability to make a bigger impact – but they are NOT doing the basics to get found.*



# About Jenny

## About Jenny and The Munn Group

The Munn Group is a boutique consultancy specializing in organic SEO mentoring and training for the K-12 and early education markets. **We go into companies and train their marketing teams how to generate more traffic - and ultimately more sales - through organic SEO.** Our clients include children's book publishers, private schools, and curriculum providers on mastering fundamentals from Google Analytics to Linkbuilding, Keyword Research to Social SEO, and more.

**Jenny Munn** is an SEO Strategy Consultant and owner of The Munn Group. She is passionate about her field, and is a frequent speaker. She has taught SEO at EdNET, Word-Camp Atlanta, Digital Atlanta, Solo PR Summit, and Business Marketing Association.



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