**SEO Bootcamp Workbook**

Phase 1: Pre-Work

# Website Goals

# Website CTA (call to action)

# 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.

AFTER Verifying Data in Keyword Planner

BEFORE KW Research

Phase 2 – Creating the Plan

# “Master Keyword” Spreadsheet

* Brainstormed keywords
* Keyword Planner words
* Bold and Highlight words to begin prioritizing
* Keywords have a “home”

# What Are Your Most Important 5-10 Pages?

1. 6.   
2. 7.  
3. 8.  
4. 9.  
5. 10.

Phase 3: Next Steps

# Next Steps When You Get Back

Example, get an Adwords account, create a GWT account and Integrate GA/GWT, use Jenny’s template for tomorrow’s blog post, need to get questions answered from someone, etc.

# Where Am I Leaving Off?

# What Questions Do I Have?

# What Do I Need to Help Pull Me Forward?