

# Launch Your First SEO Campaign in 30 Days

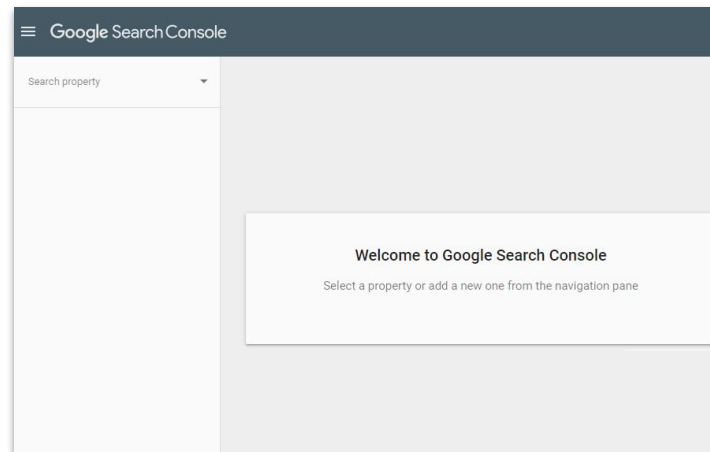


*Class 4: Analyze, Enhance,  
Repeat*

By Jenny Munn

# Housekeeping

- Open your Google Search Console account
- Pull up your “Campaign and Keyword Plan” per your Class 1 Workbook
  - Basically I want you to have in front of you the specific keywords you targeted
- Goal of this session: answer “what now?”



## Campaign and Keyword Plan

	Umbrella Topic:				
	Keyword	Volume	URL (new or existing)	Content Type /Format	Secondary Keywords + Volume
1.					
2.					
3.					


# Let's Refresh Your Memory...

Class #1: Campaign Planning (select topic and keywords)

## Campaign and Keyword Plan

	Umbrella Topic:				
	Keyword	Volume	URL (new or existing)	Content Type /Format	Secondary Keywords + Volume
1.					
2.					
3.					

Class #2: On-Page Optimization


**Class 2:**  
Launch Your First SEO Campaign in 30 Days

On-Page Prep: Document Insights

	Keyword/Page	SERPs and On-Page Insight	
		What Must You Do?	"Nice to Do" or Phase 2
1			
2			
3			

1  
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Class #3: What Else Matters + Document Your Plan

**Class 3:**  
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Document Your Implementation Plan

URL	June	July	August	Phase 2
URL #1:	To do: ┘	To do: ┘	To do: ┘	
	Done: ┘	Done: ┘	Done: ┘	
URL #2:	To do:	To do:	To do:	
	Done:	Done:	Done:	
URL #3:	To do:	To do:	To do:	
	Done:	Done:	Done:	
General SEO:	To do:	To do:	To do:	
	Done:	Done:	Done:	

# Refresher: SEO Campaign Steps

Campaign definition = “a connected series of operations designed to bring about a particular result.” Common goal of raising awareness

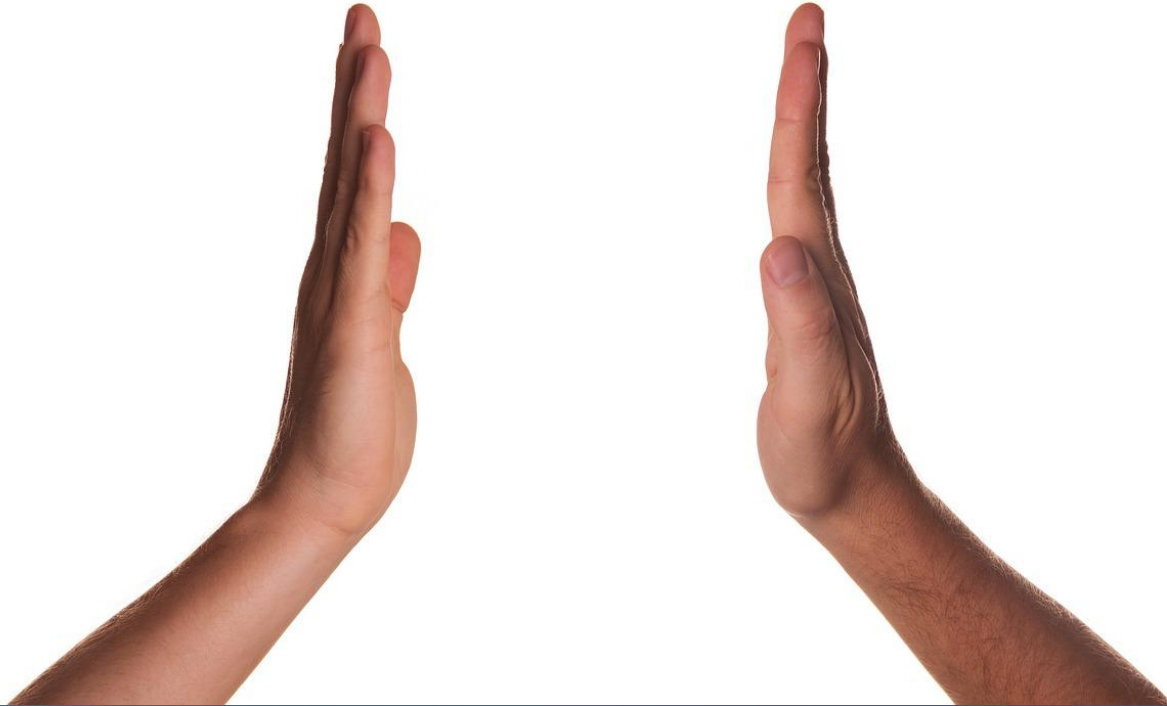
Pre-Work (making decisions)	<ul style="list-style-type: none"><li>● Determine your topic/campaign focus - getting aligned with your business</li><li>● Keyword strategy, research selection - checking competition, your existing Search Console results, level of audience pain</li><li>● Determine page strategy - existing or new content? Content type? Hub page or spoke page?</li></ul>
On-Page Optimization	<ul style="list-style-type: none"><li>● Tactical content creation and adding in the “SEO layer” (on-page optimization)</li><li>● Hitting “publish” or “update”</li><li>● Post-publish: Force the crawl in Search Console</li><li>● Post-publish: Internal linking</li></ul>
Off-page + What Else Matters?	<ul style="list-style-type: none"><li>● The journalist vs the marketer mentality</li><li>● Technical, social signals, backlinks</li><li>● Analyze, document, NEXT</li></ul>

# How Long Will It Take to See Results?

Dreaded words: “it depends.” It depends on:

- Your ability to rank for non-branded keywords
- If - through validating in Search Console - Google sees you as authoritative/relevant on this topic yet
- SEO savviness of competition
- Effectiveness of your strategy and Phase 1 implementation efforts
- How much “peripheral” work you have to do: Google My Business, localized website, UX and website performance and speed (technical)
- How much “direct” work it might take

# Congratulations!



# Analyze and Iterate: Mindset First

- You have to go in with indifference and objectivity. “Whatever happens, I will learn and grow.”
- We can’t learn and grow unless we’re taking action and doing experiments
- Don’t stay in over-analysis. Get into action.
  - To do that, you need to get insights, and form actionable steps
- We did what we’ve been taught: plan, execute, hope for the best
- ITERATION with SEO (in this day and age) is the name of the game
- You don’t do this work in a bubble
  - A SUMMER of Google algorithm updates
  - Competitors might have been working too, new players in the space

# Workbook Exercise

Workbook Link:

<https://docs.google.com/document/d/1chQNapwmNJNCz0dENTGrb0oYqkh6e0jJZCsVtX0Cuxk/edit?usp=sharing>



## Class 4: Launch Your First SEO Campaign in 30 Days

Instructions: analyze your campaign performance in Google Search Console.  
Document observations and any actionable insights or next steps.

	Keyword	Observation	Next Step
1.			
2.			
3.			

### Activity: Use Ideas Generated From Previous Classes

Class 3: Implementation Plan Calendar

- Did you complete this table?
- What ideas or actions did you list out you didn't get to yet?



Class 3:  
Launch Your First SEO Campaign in 30 Days

Document Your Implementation Plan

Week	Week 1	Week 2	Week 3	Week 4
Week 1	Day 1 Task 1	Day 2 Task 2	Day 3 Task 3	Day 4 Task 4
Week 2	Day 5 Task 5	Day 6 Task 6	Day 7 Task 7	Day 8 Task 8
Week 3	Day 9 Task 9	Day 10 Task 10	Day 11 Task 11	Day 12 Task 12
Week 4	Day 13 Task 13	Day 14 Task 14	Day 15 Task 15	Day 16 Task 16



# How to Analyze Campaign Performance

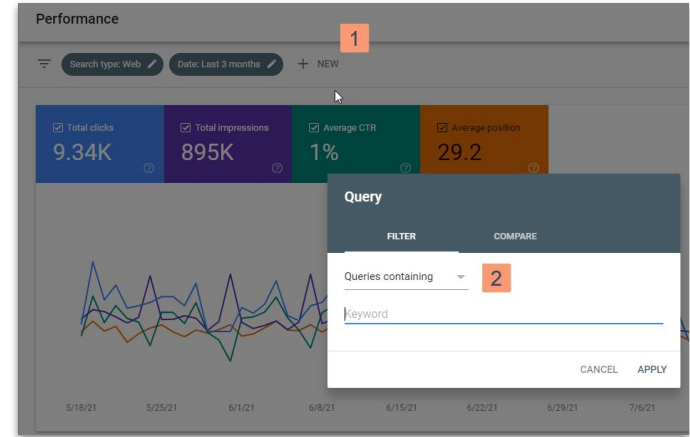
Review Search Console performance from the past 3 months (knowing there might be lower search volume due to summer)

Search by keyword:

- Are your target keywords anywhere?
- Are they getting clicks? Impressions?
- What is the average position?
- What other great keywords are coming up? What should you do with them?

Search by URL:

- Is the page getting seen for meaningful SEO queries?



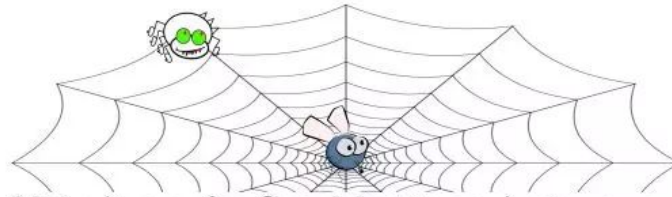
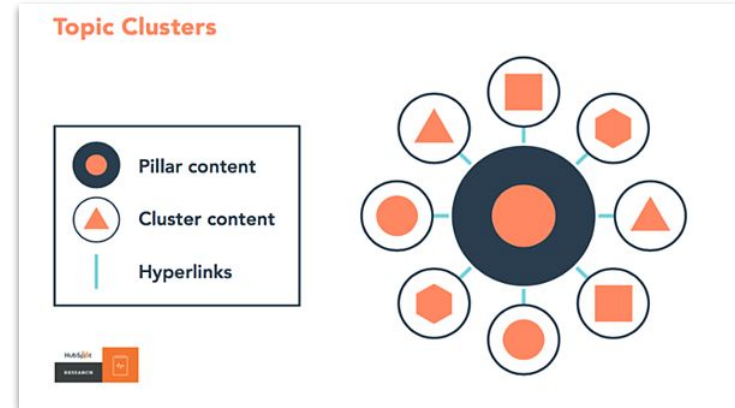
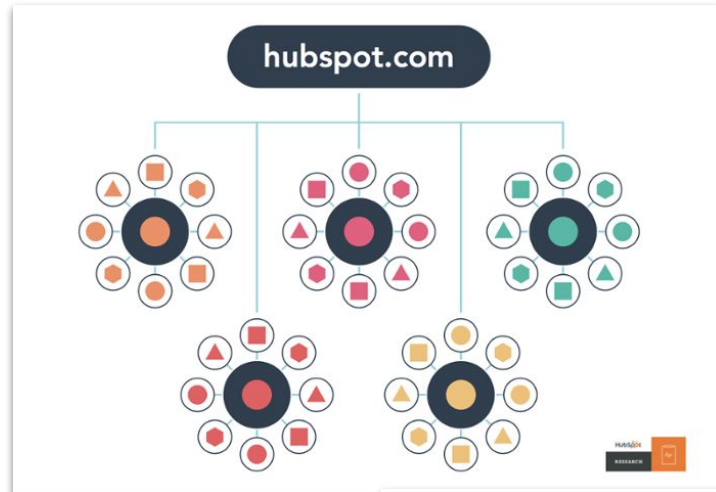
The screenshot shows the Google Search Console Performance report with the 'PAGES' tab selected. A red box labeled '1' points to the 'PAGES' tab. A red box labeled '2' points to the first row of the table, which contains the URL 'https://www.sunnylandfarms.com/Category/georgia-pecans'.

QUERIES	PAGES	COUNTRY
	https://www.sunnylandfarms.com/	
	https://www.sunnylandfarms.com/Category/georgia-pecans	
	https://www.sunnylandfarms.com/Page/how-to-ship-to-multiple-addresses	
	https://www.sunnylandfarms.com/Page/storage-instructions-for-nuts-dried-fruits	
	https://www.sunnylandfarms.com/Page/organic-pecans-ask-the-experts	
	https://www.sunnylandfarms.com/Category/mixed-nuts	
	https://www.sunnylandfarms.com/Page/pecan-trees	

# Content Improvement Ideas

- Go back to the content outline and weigh it against competitors
- Does it satisfy searcher intent?
- Is it comprehensive enough?
- Does it include elements like videos or infographics found on competitor pages?
- Does it have an edge to help you stand out?
- Did you promote it? Internally link IN to it?
- Do you need to build up relevancy with more content in this cluster?

# Remember the Goal



**Make it easy for Googlebot to navigate your link structure. If a page is important give it multiple internal links, if REALLY important consider a sitewide link.**

<https://seo-gold.com/>

# Options for Next Steps

1. Are you going to continue with the same campaign and enhance the same pages/keywords?
  - a. Look back at past ideas
  - b. Go through strategy again and competitive analysis
  - c. Review Class 3 - backlinks, site performance and speed, etc.
2. Are you going to build out new content (or optimize other pages of existing content)
3. Are you going to move on to a different campaign?



# **Wrap-Up & Q&A**

# Before You Go

- Fill out the feedback form:  
<https://forms.gle/r7MbgW5FP6RQodtf9>

### June SEO Training Feedback

Thank you in advance for filling out this survey. It should only take a few minutes. I greatly appreciate it!

\* Required

Name (optional)

Your answer

1 Do you feel like you will be able to apply what you've learned? \*

Your answer

2 How was the pace? Was it what you expected? \*

Your answer

3 What should we change for next time? What can we improve? \*

Your answer

4 Do you feel this training program was worth the time and monetary investment? \*

Your answer

5 Would you recommend this course to others? \*

Your answer

**Thank You!**

**Q&A Time**