

GET IT DONE

✓ With Guidance

Kick-Off/Orientation
February 10, 2023

Spring 2023 SEO Results Coaching
With Jenny Munn

Welcome! About This Program

1. More distractions than ever

- ChatGPT, Content AI tools, E-E-A-T, short video, SERPS evolution and decreasing organic clicks
- Do you have the right strategy, fundamentals, mindset, resources, focus?
- Very few low-hanging fruit wins
- What worked before may no longer work
- It's more competitive
- Set your foundation, get beyond foundational work

2. Improve your skill set and get results

- SEO is in demand, even if it is evolving - I really want you to have something to show
- Keep you in the game, playing at a higher level

3. I believe in coaching

- There is a time and a place for DIY, for fumbling around, but I truly believe in investing energy and resources for action and advancement as we're all so short on time

Administrative Items

- Privacy:
 - This is a safe space
 - What happens here stays here
 - Message me with any concerns
 - You're in great company
- Meet Angela
- Being on camera
 - Your choice
 - The more visible you are, the more you'll get out of this program
- My philosophy - I have a lot of fun with SEO, but I also take results very seriously

**Doing SEO
Alone**



**Getting SEO
Coaching**



My Goal For You In This Program

- Everyone is working on their own project and initiatives, at their own pace, with their own resources and constraints
- What we have in common:
 - Revisiting SEO monthly at a minimum
 - Having a place to go to get questions answered
 - Building your SEO skillset
 - Getting more organized
 - Moving forward in a focused direction
 - Being with like-minded people trying to accomplish the same thing (better brand visibility, rankings, more clicks, more traffic, more conversions)
- Success is:
 - Doing SEO in the Whirlwind
 - Eye on the Ball
 - Turning uncertainty into a question in order to move on

Agenda

- Program overview - staying organized
- Getting into action
- Wrap-Up + Q&A



Program Overview



The “Getting Started” 1-Page Guide

1-page resource to keep you organized

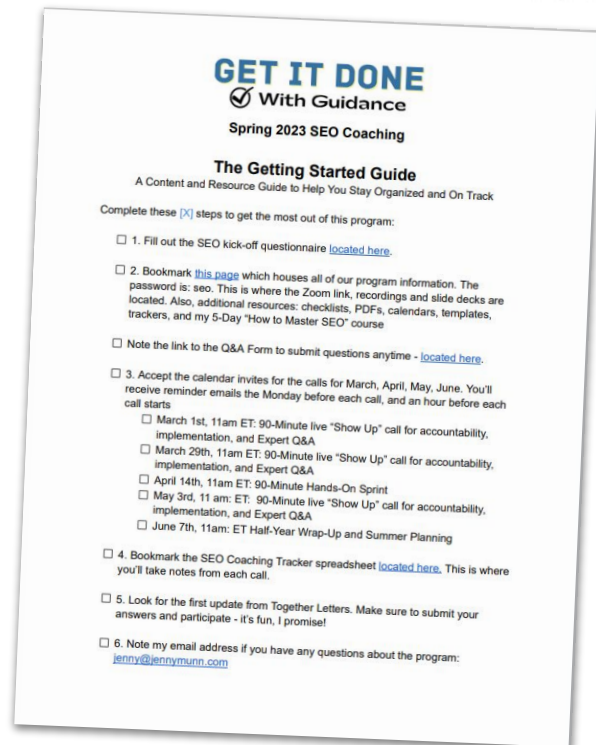
Houses all of the important information you'll need

Will be linked to:

- In the calendar invites
- In all emails

Direct link:

<https://docs.google.com/document/d/1Ub0gFZ-x9ESf9ecwlrMkbeDwWsUPfRloW9Pk8Ur3FS0/edit?usp=sharing>



Class Page

<https://jennymunn.com/seogroupcoaching/>

Password: seo

Protected: SEO Group Coaching

This content is password protected. To view it please enter your password below

Password:

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GET IT DONE

With Guidance

Welcome to the Spring "Get It Done With Guidance" program! Here you'll find:

- Call Replays
- PDFs of the slide deck
- Links, resources, and homework

Course Content

Orientation: February 10th, 2023 | 11am

Orientation: February 10th, 2023 | 11am ET

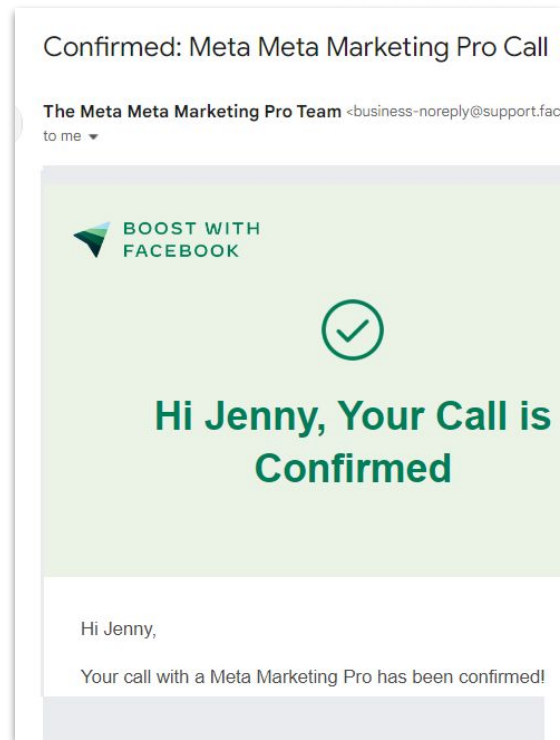
3 Topics

Monthly Call Dates

Zoom calendar invites coming out shortly

- **Today, February 10, 11am ET:** Kick-Off
- **March 1st, 11am et:** 90-Minute live “Show Up” call for accountability, implementation, and Expert Q&A
- **March 29th, 11am et:** 90-Minute live “Show Up” call for accountability, implementation, and Expert Q&A
- **April 14th, 11am et:** 90-Minute Hands-On Sprint
- **May 3rd, 11 am et:** 90-Minute live “Show Up” call for accountability, implementation, and Expert Q&A
- **June 7th, 11am et:** Half-Year Wrap-Up and Summer Planning

VIPers - You'll get info shortly to sign up for those



TogetherLetters

I don't want you to go a full month between SEO touch bases

TogetherLetters is a very simple, fun, and effective way I can hold you accountable.


How it works...

1

Receive an email prompt (3x)

RESPONSE REQUESTED - [Redacted] Issue 33 External

TogetherLetters <no-reply@togetherletters.com> to me



It's time to provide your update for the group [Redacted] managed by [Redacted]

Group Description: A group to help us keep up with what we're all doing each month, even if we're not able to connect directly. What have you been up to lately?

Action Required: We need your update by Wednesday, August 10, 2022 at 8:50am (Eastern Time (US & Canada)) to be included in the upcoming newsletter. If we don't get your response in time, everyone in your group will be sad. You wouldn't want to make people sad, would you?

The link below is unique to you. Please don't share or forward this email to anyone or they will be able to provide an update as you.


Provide your update.

2

You'll get a newsletter of compiled responses

TogetherLetters: A Brighter Web, Issue 33 External All Inboxed Mail x

TogetherLetters <newsletter@togetherletters.com> to me



START YOUR OWN GROUP ON TOGETHERLETTERS

Issue 33

Robert [Redacted]

Last week, I attended the Global Leadership Summit. It's held in Chicago, but I was at one of 500+ local live-stream sites here in Marietta. It was pretty cool hearing from speakers like Ron Howard and Bob Iger. Now I just have to review all of my notes to remember everything I learned.

Bobby I [Redacted]

I finally felt better after a couple of weeks of dealing with COVID and was able to join my family for a reunion on Lake Nottely in north Georgia. My family was good about letting me work in the morning and then spending time with them in the afternoon. I water-skied for the first time in years and got up on the first try! I still have some catching up to do, so that's the focus for this week.

Adam [Redacted]

I've been creating a lot more video content using OBS. I'm really

You can go in anytime and:

- Add a question or note for yourself or me
- Look back at what we discussed or what notes you took
- Allow me to go in and leave comments on your plan

https://docs.google.com/spreadsheets/d/1Fcdi86W_vMllpTkg4TBipyCS-mAS2R-ufb4hF6M8_MM/edit?usp=sharing

SEO Coaching Tracker - Spring 2023

	A	B	C	D	E	F	G	H	I	J	K	L
1			Kick-Off	March	April	Working Session	May	Wrap-Up				
2	Name	Questionnaire	2-10	3-1	3-29	4-14	5-3	6-1				
3	Jason											
4	Mary											
5	Jim											
6	Chiara											
7	Barbara											
8	Becky											
9	Alexandria											
10	Melissa											
11	Patrick											
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Attendance | Goals | Q&A | Jason | Mary | Jim & Chiara | Barbara | Becky | Alexandria | Melissa | Patrick

Live Q&A

1. Google form for Q&A: <https://forms.gle/kbZHkgrMG2JrJNYj8>
2. Question or note to yourself - put in the tracker

[illegible]



Getting Into Action



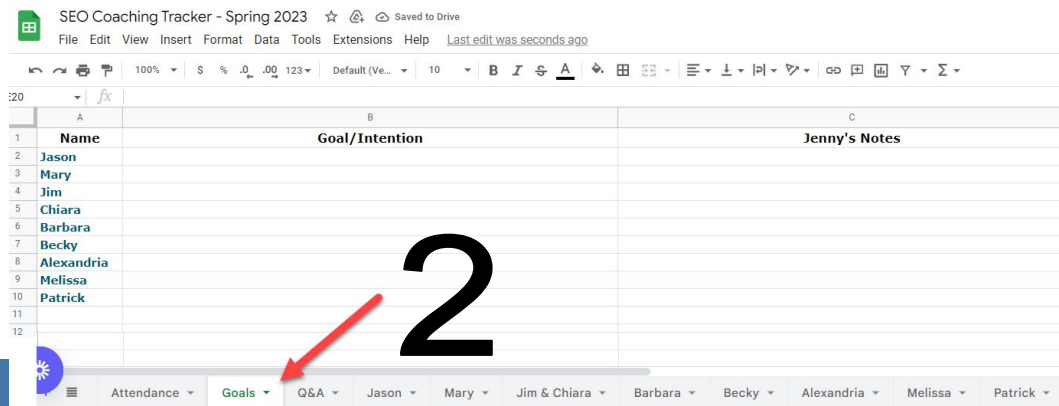
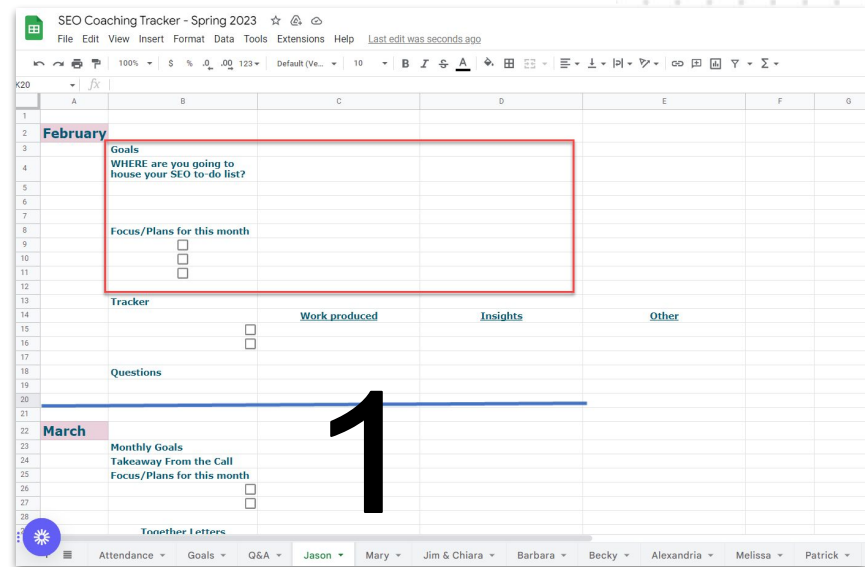
Tracking & Planning: 12-Month SEO Action Plan

	A	B	I	J	K	L	M	N	O	P	Q	R	S	T
1		Channel	January	February	March	April	May	June	July	August	September	October	November	December
2		Special Event												
3		Theme / Marketing Focus												
4		Campaigns												
5		SEO												
6		PPC												
7		Content/Blog												
8		Social												
9		Email												
10		Website / Technical												
11		PR / Partnerships												
12		Reporting												
13		Other												

<https://jennymunn.com/download-your-seo-action-plan-template/>

Today's Working Session

1. Add your goals for this program
2. Determine WHERE you're going to create your tasks
 - a. Add it to the chat
 - b. Add it under your name
3. Create your list of SEO tasks for February (for the appropriate time period):
 - 60+ minutes
 - 30 minutes
 - 10 minute



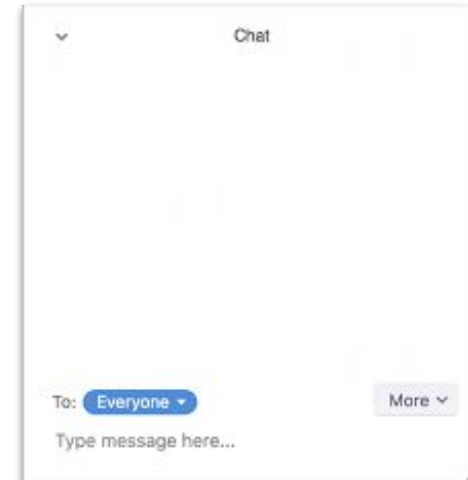


Wrapping Up/Q&A



Homework

- ❑ Did you watch the February 1st SEO Planning/SEO Goals training?
 - a. Replay:
<https://www.youtube.com/watch?v=5Ve6YO1ZOtw>
 - b. Workbook:
https://docs.google.com/document/d/1aUEjUscVkhOWkZiT6A69p9JzeUmO5ZmVz3IT6k69_SM/edit?usp=sharing
- ❑ Get Google Analytics (GA4 ideally) AND Google Search Console set up and collecting data
- ❑ Optional - add me to your Search Console (with my email jenny@jennymunn.com)
- ❑ Fill out your questionnaire if you haven't already
- ❑ Print or bookmark the “Getting Started” 1-page document
- ❑ List in the chat ONE takeaway or next step





Questions?

See you on the next call!

March 1st, Wednesday, 11am est

