

GET IT DONE



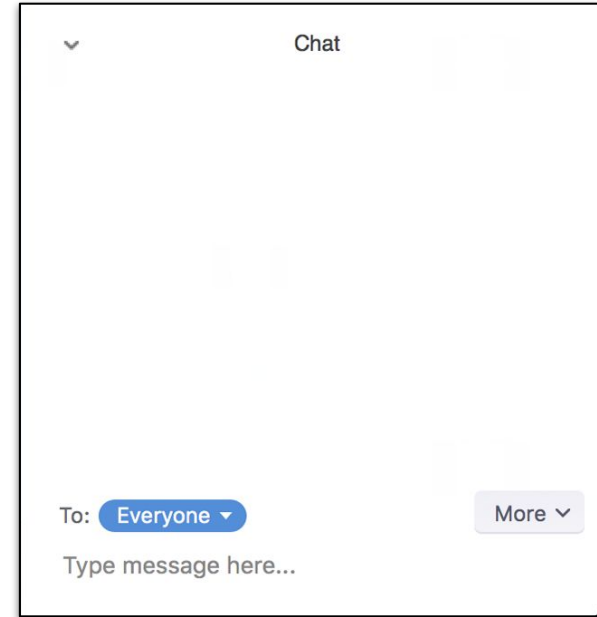
With Guidance

***April Monthly Call:
March 29, 2023***

Spring 2023 SEO Results Coaching
With Jenny Munn

Welcome!

- Say hello
- Open up the group Collaborative Google sheets tracker
- Add any questions/issues to the Q&A tab
- Make any notes for yourself in your tab
- For maximum focus, mute your phone and notifications (wishful thinking?!)



Agenda

- Focus, Reflect, Plan
- Quick Program Overview
- Q&A, Comments
- Wrap Up

Last Time/Refreshers

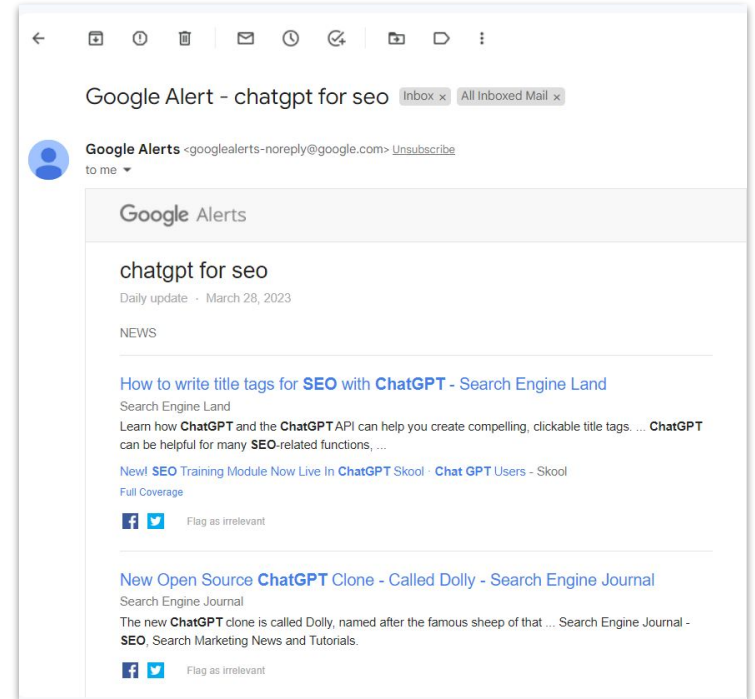
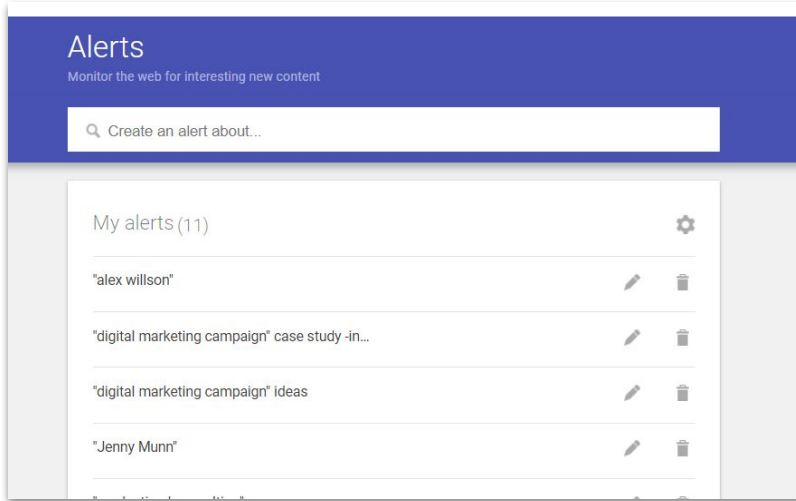
- Goal Activity Tracker Template
 - Last time: Indirect vs Direct activities

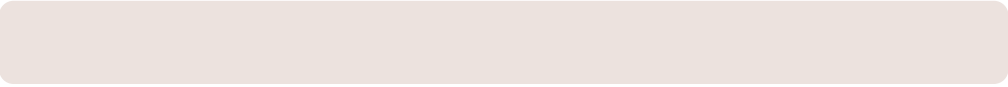
Eye On The Ball					
	Feb	Mar	Apr	May	June
Goal-Related Tasks	Tasks:	Tasks:	Tasks:	Tasks:	Tasks:
Not goal related but important	Tasks:	Tasks:	Tasks:	Tasks:	Tasks:

https://docs.google.com/document/d/1bQdo9GDK2ErzqtBUPoDK-GyTxBL0bYboQJuavnudF_I/copy

Quick Activity: Google Alerts Refresh

Open up <https://www.google.com/alerts>





Quick Program Review



Monthly Call Dates

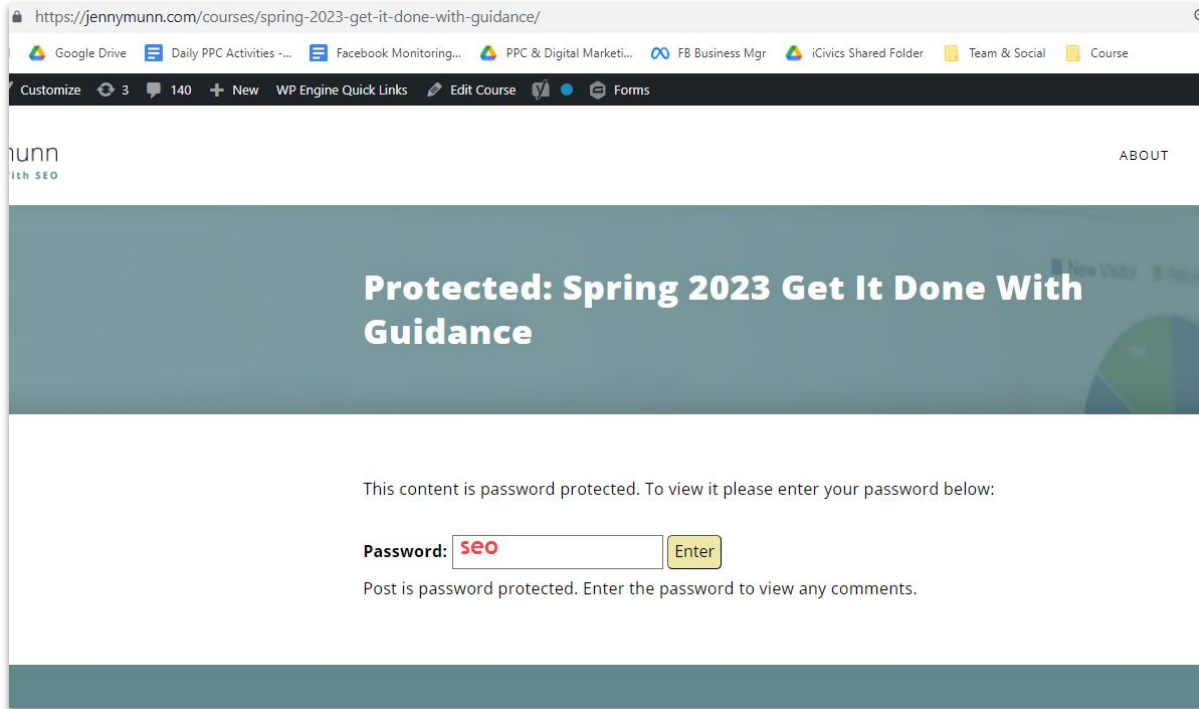
Zoom calendar invites coming out shortly

- ~~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**
- **Bonus: 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 should have gotten your first email to sign up for our first of two calls



Course Page - Password Required



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

Password: seo

[“Getting Started” 1-Page Guide](#)



Planning, Q&A




Monthly Planning Reminders

What are your April plans?

- What can you REALISTICALLY get done?
- What needs to be moved to May?
- Have you broken down the task enough to make it actionable?
 - Pro tip: Have you estimated the time needed?
- Identify - what is the bare minimum you need to say in the game?

APRIL				
M	T	W	T	F
3	4	5	6	7
10	11	12	13	14
17	18	19	20	21
24	25	26	27	28

Eye On The Ball 			
	Feb	Mar	Apr
Goal-Related Tasks	Tasks:	Tasks:	Tasks:
Not goal related but important	Tasks:	Tasks:	Tasks:

April Planning

Your activities should be informed and determined based on your goal. Ideas:

- SEO Action Plan - create April to-do's
- March monthly SEO report
- Review Search Console, document insights & to-do's
- SERPS Review
- Competitor Audit
- Email/follow up with team members on SEO efforts and document next steps

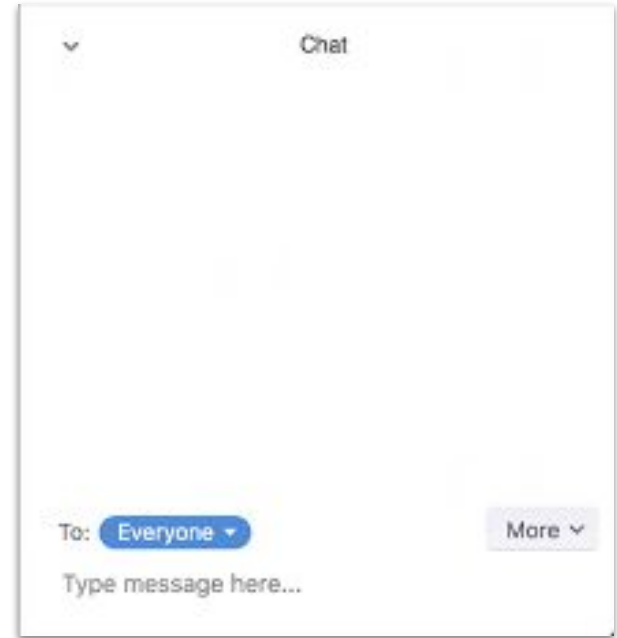
Bonus Call: Hands-On Sprint Friday, April 14th, 11-12:30

“Show up and work” or get what you need from Jenny:

- Get solo tasks accomplished
- I will review any copy
- We can do keyword research together
- ChatGPT
- GA4 SEO walk-through

Before you leave

- Reminder: our bonus working session is FRIDAY April 14th, 11am EST
- Our next regular monthly call is May 3rd
- Fill out Together Letters
- Q&A - stay on, or hop off when you needed (don't feel bad - say goodbye in the chat).
But first....
 - Get your question answered
 - Get clarity
 - Get validation



Q&A, Comments

- Q&A (Tab and Google Form)
- Together Letter notes



Planned Q2 content.

- Came up with 40 ideas
- Work with boss to prioritize the top 20

I watched the 2019
SEO smart goals
trying to learn th
I'm not super co
made a copy of
organized but no

- Met with 3 freelancers who have expertise in
- Did SEO research
- Figured out the content strategy
- Wrote up & sent to boss

So that feels good

Work toward goal: Research non-brand keywords

>Used AnswerThePublic & brainstormed ways to use what I've found.

Work toward goal:
for key
>Am e
Plan to

For next time: capture where my GSC is now. Work on services pages for 3+ hours. Help resolve my client's analytics access issue hopefully

Done: setup an SEO content calendar in Evernote and chunked down my tasks for the next few weeks

I'm curious how to
combat negativity.



Questions?

*See you on the next call!
Friday, April 14th at 11am ET for a
work sprint*

