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

Focus, Reflect, Plan

 Read your goal - that is your eye on the ball, and will help you put decisions in context.

- Reflect on March what SEO activities did you do? What are still IP carrying over to April?
 - a. SEO work is invisible unless you document it

A	В	С	D	E	F
Name	Goal/Intention		March Insights		April Insights
Jason	Keyword Map for ActivePure.com		Completed keyword map for AP. Nee		
Mary	Finish writing Services pages for my website by 3/31. Then produce 3 pieces of new content by June.				
Jim	Get more inquiries from our Travel & Tourism practice area pages. Learn the SEO tool		Read our inquiries from our website		
Chiara	Get more, better inquiries from our Travel & Tourism practice area pages.	\checkmark	Feb: did kw research, began discussing & drafting revisions Mar: key words from acutal/real leads to incorporate on page content		
Barbara	Research KWs for Spring, write 3 blogs, Make 2 video and post in social media.				
Becky	Set benchmarks for reporting to Leadership Team; Research non-brand keywords; Assess current webpages & pages under development for keyword use				
Alexandria	This month: Google Console for Main property (and secondary); determine what I can do now as we migrate hosting (likely meta and linkage) Overall: Improve traffic to our top 3 sites and ensure new builds have good built in SEO basics		Have Google Console for Alpha! Hosting moving April 13th.		
Melissa	How do I access GSC? Identify keywords for first sm post and create content for that				
Patrick	Increase leads/applications for private forum	\checkmark			
Cathy	Jump start our editorial calendar of quality, keyword-targeted content that will improve organic traffic and lead to MQLs & SQLs. We made some SEO "optimizations" last year that had negative impacts on our organic traffic, so I'm a bit nervous about repeating that J want to gain confidence that what I'm doing is within best practices. Also we're preparing for a website redesign and how I can best navigate that from an SEO perspective.	\checkmark			

March						
	Monthly Goals	Further keyword refinement & adjustme	ents to editorial calendar as well	as on-site optimizations		
	Takeaway From the Call					
	Focus/Plans for this month					
	Together Letters					
		Work produced This Month	Insights	Other		
		Refined target keywords list				
			Refined editorial calendar to better align to target keywords			
		Optimize page titles and descriptions				
	Questions					
April						
	Monthly Goals					
	Takeaway From the Call					
	Focus/Plans for this month					
		Work produced This Month	Insights	Other		

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

erts itor the web for interesting new content		
Create an alert about		
My alerts (11)		\$
"alex willson"	/	Î
"digital marketing campaign" case study -in	/	Î
"digital marketing campaign" ideas	/	
"Jenny Munn"	/	-

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

Ŧ \bigcirc 0 04 • Google Alert - chatgpt for seo Inbox × All Inboxed Mail × Google Alerts <googlealerts-noreply@google.com> Unsubscribe to me -Google Alerts chatgpt for seo Daily update · March 28, 2023 NEWS How to write title tags for SEO with ChatGPT - Search Engine Land Search Engine Land Learn how ChatGPT and the ChatGPT API can help you create compelling, clickable title tags. ... ChatGPT can be helpful for many SEO-related functions, ... New! SEO Training Module Now Live In ChatGPT Skool · Chat GPT Users - Skool Full Coverage Flag as irrelevant New Open Source ChatGPT Clone - Called Dolly - Search Engine Journal Search Engine Journal The new ChatGPT clone is called Dolly, named after the famous sheep of that ... Search Engine Journal -SEO, Search Marketing News and Tutorials. Flag as irrelevant

~

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

ne Meta Meta Marketing Pro Team <business-noreply@support. me 👻</business-noreply@support.
FACEBOOK
\bigcirc
Hi Jenny, Your Call is Confirmed
Hi Jenny,

Course Page - Password Required

https://jennymunn.com/courses/spring-2023-get-it-done-with-guidance/	Q
🝐 Google Drive 📄 Daily PPC Activities 📄 Facebook Monitoring 🝐 PPC & Digital Marketi ጰ FB Business Mgr	🔥 iCivics Shared Folder 📙 Team & Social 🧧 Course
🖌 Customize 📀 3 📮 140 🕂 New WP Engine Quick Links 🖉 Edit Course 📢 🔍 🧔 Forms	
IUNN Ith SEO	ABOUT
Protected: Spring 2023 Guidance	Get It Done With
This content is password protected. To view it please of Password: Seo Post is password protected. Enter the password to vie	

https://jennymunn.com/seogroupcoaching/

"Getting Started" 1-Page Guide

Password: seo

Google Doc/SEO Coaching Tracker for Our Calls

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/1F cdi86W_vMIIpTkg4TBIpyCS-mAS2R-ufb4h F6M8_MM/edit#gid=0

h		100% - \$ % .0	.00 123 -	Default (Ve.	. 🕶 10	* B I S	A 🗞 🗄	E 22 × E ▼	<u>+</u> + = + P	7 ▼ ⊕ 🛨 📠	γ - Σ-	
1	 <i>fx</i> 											
	A	В	С	D	E	F	G	н	L	J	к	L
1			Kick-Off	March	April	Working Session	May	Wrap-Up				
2	Name	Questionnaire	2:20	31	3:29	A-24	53	67				
3	Jason											
4	Mary											
	Jim											
6	Chiara											
7	Barbara											
8	Becky											
9	Alexandria											
10	Melissa											
11	Patrick											
12	Tuttick											
13												
14												
15												
16												
17												
18												
19												
20												
21												
22												
2.3												
25												
26												

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?

	Α	PRIL	•	
М	т	W	т	F
3	4	5	6	7
10	11	12	13	14
17	18	19	20	21
24	25	26	27	28



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 conte - Came up with 4	0 ideas	
I watched the 20 SEO smart goals	- Met with 3 freel	to prioritize the top 20 Work toward goal: Research non-brand keywords >Used AnswerThePublic & brainstormed ways to use what I've found.	
trying to learn th I'm not super co made a copy of	- Did SEO resear - Figured out the	Work 1 for key For next time: capture where my GSC is now. Work on services for key for 3+ hours. Help resolve my client's analytics access issue hop >Am e	
organized but no		I'm cu my tasks for the next few weeks	down
		combat negativity.	

Questions?

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