

GET IT DONE

 **With Guidance**

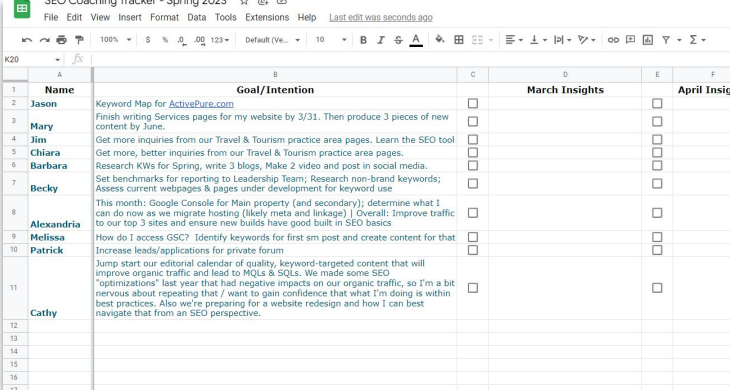
Working Session/Sprint
April 14th, 2023

Spring 2023 SEO Results Coaching
With Jenny Munn

Agenda

- Q&A
- Select a micro-task that can get done in the amount of time you have
- Set a small, achievable goal for the session
- Final Q&A and Wrap Up

Collaborative SEO Tracker



	A	B	C	D	E	F
	Name	Goal/Intention		March Insights		April Insig
1	Jason	Keyword Map for ActivePure.com	<input type="checkbox"/>		<input type="checkbox"/>	
2	Mary	Finish writing Services pages for my website by 3/31. Then produce 3 pieces of new content by June.	<input type="checkbox"/>		<input type="checkbox"/>	
3	Jim	Get more inquiries from our Travel & Tourism practice area pages. Learn the SEO tool	<input type="checkbox"/>		<input type="checkbox"/>	
4	Chiara	Get more, better inquiries from our Travel & Tourism practice area pages.	<input type="checkbox"/>		<input type="checkbox"/>	
5	Barbara	Research KWs for Spring, write 3 blogs, Make 2 video and post in social media.	<input type="checkbox"/>		<input type="checkbox"/>	
6	Becky	Set benchmarks for reporting to Leadership Team; Research non-brand keywords; Assess current webpages & pages under development for keyword use	<input type="checkbox"/>		<input type="checkbox"/>	
7	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	<input type="checkbox"/>		<input type="checkbox"/>	
8	Melissa	How do I access GSC? Identify keywords for first sm post and create content for that	<input type="checkbox"/>		<input type="checkbox"/>	
9	Patrick	Increase leads/applications for private forum	<input type="checkbox"/>		<input type="checkbox"/>	
10	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 / 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.	<input type="checkbox"/>		<input type="checkbox"/>	
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For maximum focus, mute your phone and notifications

Ideas

What are you going to work on? Should first be determined based on your goal

Strategy

- SEO Action Plan and High-Level Calendar
- Review Search Console, document insights and to-do's
- SERPS Review based on your target keyword
- Competitor Audit based on your target keyword
- Keyword research
- Explore ChatGPT
- Explore GA4
- Catch up on SEO industry trends

Tactical

- March monthly SEO report
- SERPS Review based on your target keyword
- Create content
- Optimize content
- Keyword research for a specific piece of content
- Email/follow up with team members on SEO efforts and document next steps
- Use ChatGPT for a specific task or content creation you're actively working on



Questions?

See you on the next call!

May 3rd, Wednesday, 11am est

