Before We Get Started

- For local SEO you should spend half of your time optimizing your Google My Business listing.
- We are not covering that in this presentation but you can find more info here: https://1on1seotraining.com/optimize-google-my-business-listing-to-increase-sales/
- And here: https://1on1seotraining.com/optimizing-google-my-business-seminar/

What is SEO?

The art of tricking search engines into thinking your website or web page is the right answer to a search query

What's the easiest way to do that?

<u>Be</u> the Right Answer!

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3 Main Parts of SEO

1. **Keywords** - Identify what people are searching for
2. **Content** - Use those phrases naturally in everything you do online
3. **Backlinks** - Get backlinks to your website from good related websites

What is a Keyword?

- A word or phrase someone uses to do a search online, 88% of the time on Google
- A question asked on Google to find an answer
- If people don't find the right answer they are looking for they don't look on page 2 or 3 of Google, they refine their question.
- Google Instant often auto completes the question for you, did you mean?.....

Keyword Tools

- Keywords Everywhere - Get keyword data in your search results $10 buys 100,000 credits. https://keywordseverywhere.com/
- Google Trends - Find emerging topics and compare up to 5 keywords geographically. https://bit.ly/3e4gy4E
- Google Instant - Google asks did you mean?.....
- Pro tools - Ahrefs, SEMRush

Pick The Right Keywords

Just because a keyword gets searched for the most does not mean it is the "right" keyword for you.
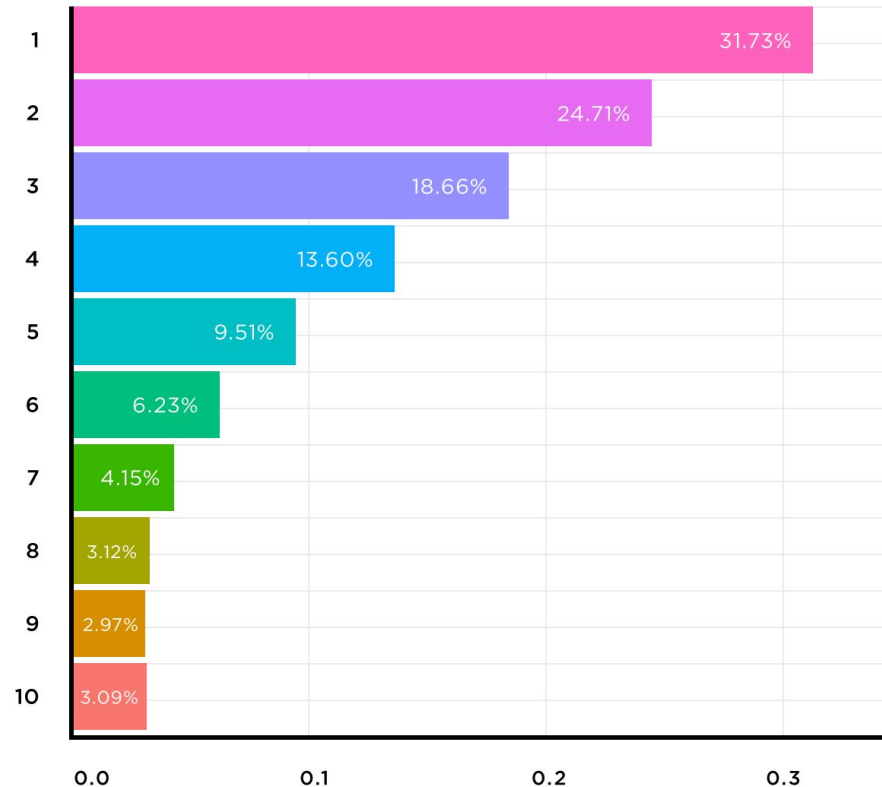
- Is it exactly what you do?
- Do people using it have the right intent?
- What makes you unique related to that keyword. Ie: cheapest, fastest, best etc.

Do You Need To Be #1?

If you want to win the game of SEO the answer is YES

GOOGLE ORGANIC CTR BREAKDOWN BY POSITION

POSITION	CTR
1	31.73%
2	24.71%
3	18.66%
4	13.60%
5	9.51%
6	6.23%
7	4.15%
8	3.12%
9	2.97%
10	3.09%

Keyword Research

	A	B
1	Keyword	Google Monthly Volume
2	web design	74,000
3	web design company	9,900
4	web design agency	4,400
5	web design firm	880
6	web development	33,100
7	website development	12,100
8	web development services	1,600
9	website development company	1,600
10	website development wordpress	390
11	wordpress web design	1,300
12	wordpress developer	3,600
13	wordpress development	3600
14	web design chicago	1,300
15	chicago web designers for small businesses	70
16	web design naperville	140
17	naperville web design company	10

Repeat For Each Page/Post

- Every page and post on your website is a new opportunity to rank for a different keyword.

- Hopefully they are all related to a certain main theme.

- Home page should be general and inner pages more specific

Keyword Success

Don't try to climb Mount Everest or you will die on the foothills. The sun only shines on you when you are at the top of a peak. Climb smaller mountains first, get power from that and climb taller mountains later.

Keywords Are Just Step 1

- Now that you have good keywords what is next?
- You still have to use these keywords on your website, where you ask?
- Just about everywhere without looking spammy. Title tags, in content, images file names and alt tags, company descriptions and more
- You still have to get good backlinks for your site to rank in Google

SEO Plugins

- Yoast SEO Plugin is the industry standard
- Rank Math is a new SEO plugin with many great features
- All In 1 SEO is an older has been, I don't like it
- You can import settings from other plugins easily.

It doesn't matter what SEO plugin you use if you don't take the time to set them up and use them correctly.

Sitemaps

- Check your sitemaps by navigating to domain/sitemap.xml
  https://1on1seotraining.com/sitemap.xml
- You just need pages, posts and categories, authors if you have more than 1, remove the rest
- There should only be one path to your content so remove duplicate content

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Content

- Content is everything that you do on your website, it includes your pages your blog posts and your media including images, audio files and videos.
- Improve old content and add new content regularly

On Page SEO

- Title tags should include a keyword, be unique and under 60 characters
- Description tags should include a keyword and a call to action, be unique and under 150 characters
- Use related keywords within your content but don't make it look spammy
- Rename images to include keywords before uploading them and alt tags afterwards

Content Considerations

- Content length, make yours at least 500 words, top ranking pages are an average of 2000 words
- Use subheadings to make text easier to read
- Try to include a keyword in your page urls, it could be /services or /naperville-web-design-services
- Anchor text links within your content helps the linked pages rank better

How Many Internal Links

- 1-2 links per 500 words of content

- A 1000 word article can support 3-4 links

- More than that and you dilute their power

- Those links are powerful, don't waste them

Image Optimization

- Images need to be named correctly before adding to website. Add alt text tags later

- Should describe what the image is but also use a keyword

- Individual words separated by dashes - not underscores _ or spaces %20

Blog Posts

- Post on a regular basis about topics that are important to your target audience and in your niche. At least 1 per month but more is better
- Longer posts are better than short ones
- All posts should include at least one image at the top and a call to action on the bottom
- Blog should have 5-10 Categories and should and be determined in advance. Think of siloes of content. Each post in only 1 category
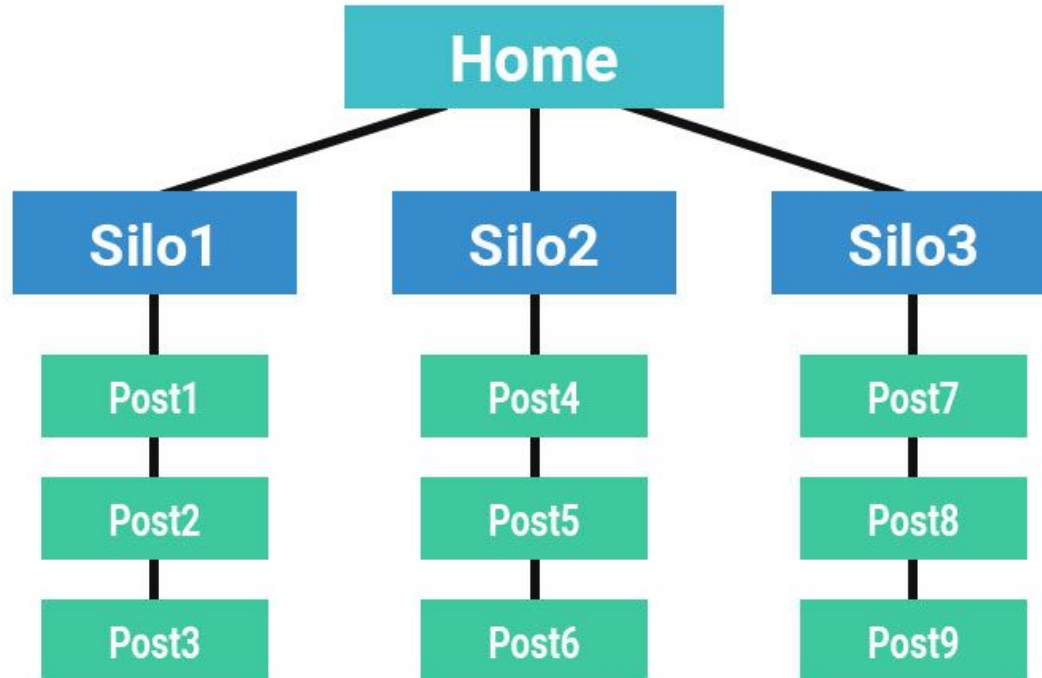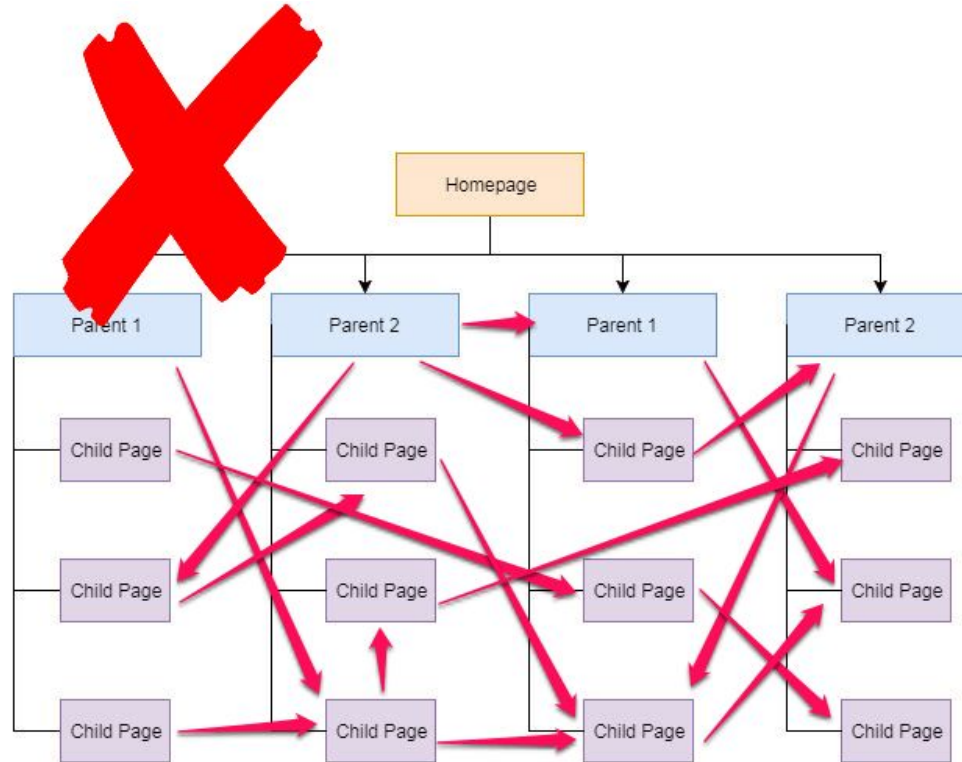
Internal Links
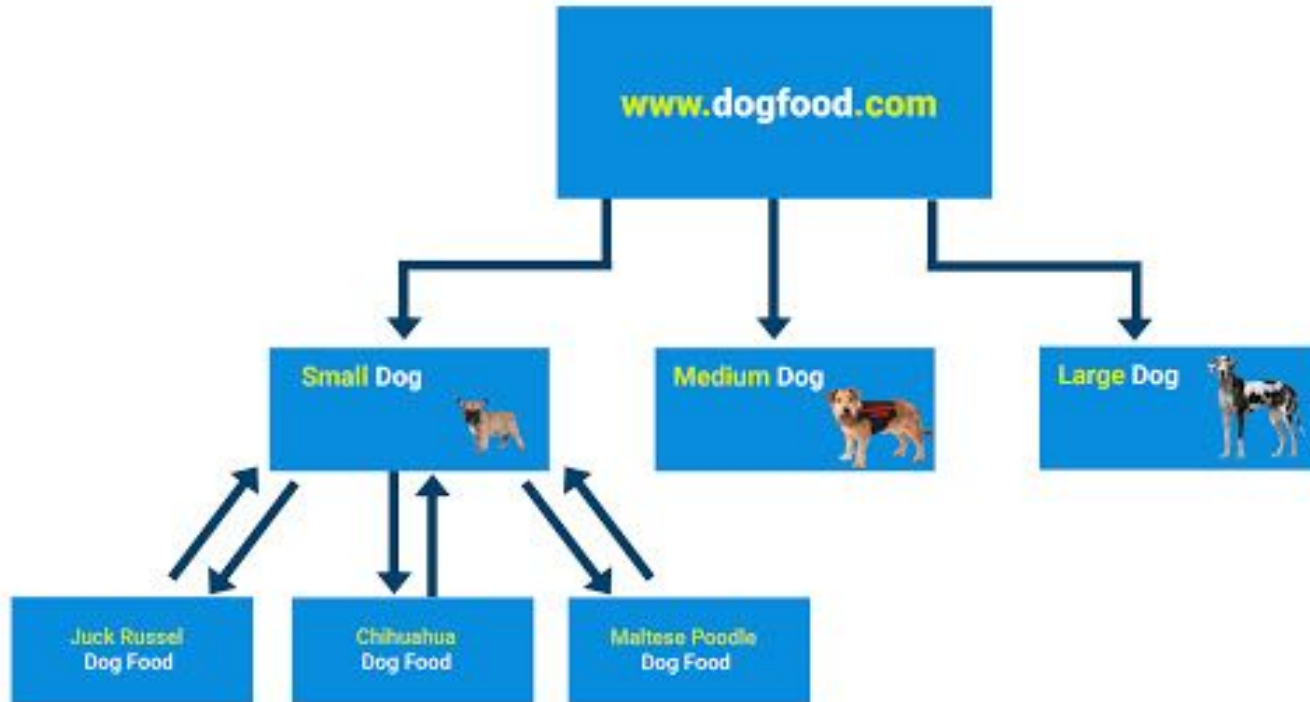
Not Random

Off Page SEO - Backlinks

- Google measures the power or authority of your website by the quantity and quality of backlinks linking to it
- A good backlink is one from a website with high authority and in a related nich
- A bad backlinks is one from a low quality website from an unrelated topic on a page that is linking out to dozen of other website
- Backlinks to your inner pages will help them rank better

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Dofollow-Nofollow Links

- Normal web links are dofollow, the nofollow attribute tells Google not to pass authority
- Most easy backlink opportunities are nofollow
- It is hard to get good dofollow backlinks
- You can add a Chrome extension to identify nofollow links
  https://chrome.google.com/webstore/detail/nofollow/dfogidghaigoomjdeacndafapdijmiid?hl=en

Backlink Considerations

- Getting links to your inner pages from other websites helps them rank better
- Anchor text is the word the link is from, it could be: click here or it could be: best seo training company
- Guest post links within content from powerful websites in your industry are the best links you can get
- Getting more backlinks is a constant battle of SEO

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Content Not Indexed?

- To check if Google has indexed a page do a Google search and add cache: in front like this: cache:https://www.merchantcircle.com/seo-training-naperville-il
- Or use this tool http://stratage.ms/en/indexchecker/
- Solve it by adding a page like https://1on1seotraining.com/our-profiles/ adding links and submitting this page in Google Search Console

Website Analytics

- Set up Google Analytics to email reports every week or month
- https://keyword-hero.com/ Show keywords found for
- https://statcounter.com/ identify individual visitors
- https://clicky.com/ heatmaps and more
- https://localviking.com/ where do you rank on a map
- https://databox.com/ compile to 1 dashboard

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My SEO Superpower

I can tell if your website has been searched engine optimized in 3 seconds or less.
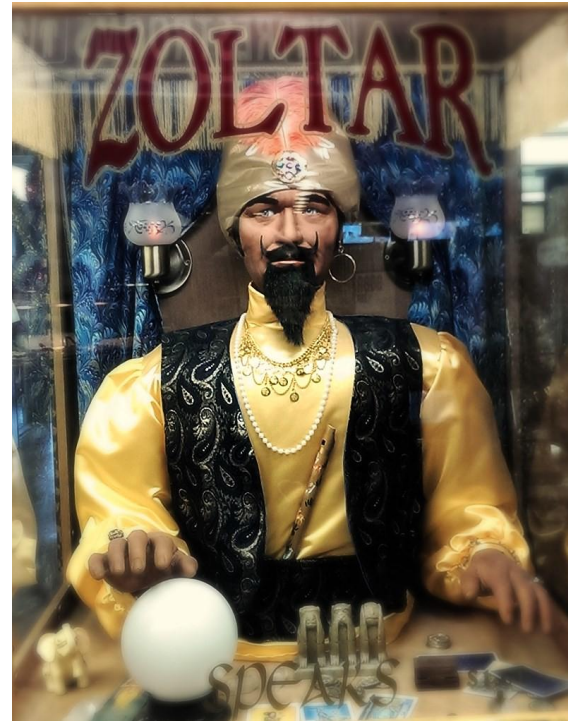
The Secret

- Check the home page title tag, does it lead with a keyword?
- Just a company name or the word "home" there?
- Then the answer is no, that website has not been touched by any pro doing SEO.
- Why? Because that is the absolute most important place you could add a keyword.
  https://www.joannamakeup.com/

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https://1on1seotraining.com/100-free-seo-tools-resources/

Resources

- https://backlinko.com/search-engine-ranking
- https://www.searchenginejournal.com/seo-101/
- https://1on1seotraining.com/best-backlinks-for-digital-marketing-web-design-seo-companies/
- https://1on1seotraining.com/seo-training-for-web-designers/

WP Plugins I Use

- https://wordpress.org/plugins/updraftplus/
- https://wordpress.org/plugins/wordfence/
- https://wordpress.org/plugins/wordpress-seo/
- https://wordpress.org/plugins/redirection/
- https://wordpress.org/plugins/wp-smushit/
- https://wordpress.org/plugins/media-file-renamer/
- https://wordpress.org/plugins/wp-seo-structured-data-schema/
- https://wordpress.org/plugins/wp-external-links/

- I offer personalized SEO training for small business owners & marketing professionals. Optimize your website step by step with your own SEO coach and learn all the steps needed to do it right the next time.
- Learn more: https://1on1seotraining.com/