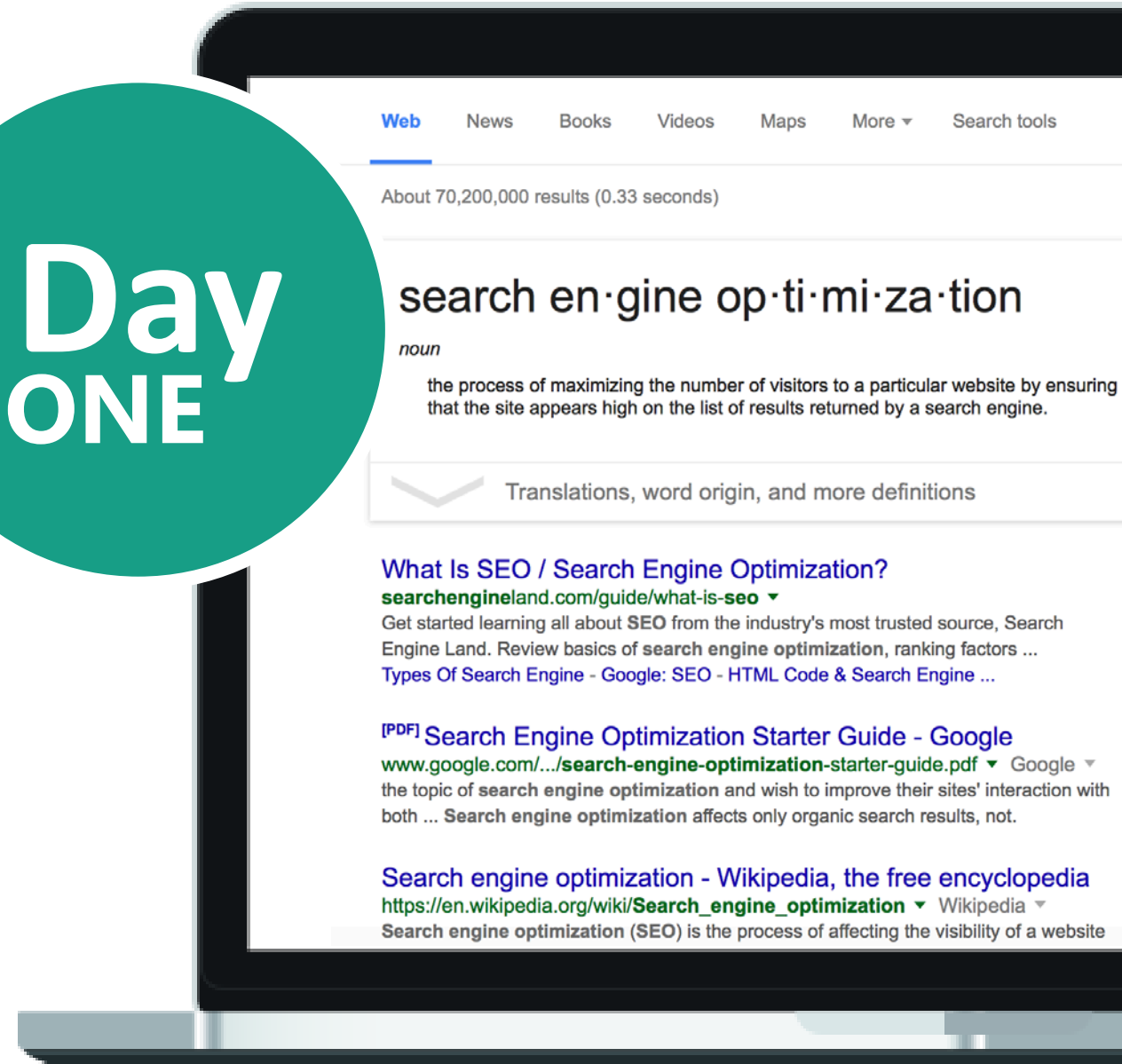


Basics of SEO Webinar Series

Avoid Common SEO Mistakes and Challenges

Day
ONE

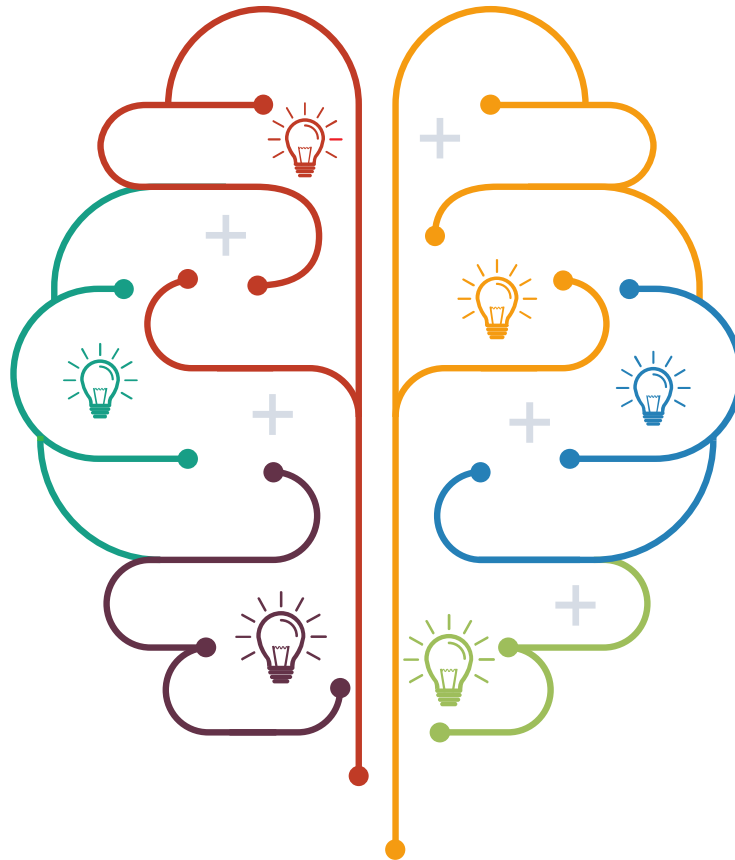


MY SECRET SEO SAUCE

**Is really just
one simple concept.**

Think like Google

It really is **THAT SIMPLE**.



Revenue Generation

Never forget Google's **ultimate goal** and use this to your advantage.



Google's primary goal is to dominate internet search so it can make money through pay per click advertising and display ads. PPC activity depends on organic search to drive users to Google. This requires...



Good Content

Website Pages, Blog Posts, Images, Videos



Happy Users

Organic Search and Paid Ads



Controlled Ranking

Control of Data to Protect the Experience



Focus on What Google Really Wants and Needs



Quality Search Results

Your first opportunity to sell website visitors is before they EVER reach your website or blog. Meta matters to Google and users.

Clear Path to Relevant Content

Google needs webmasters and bloggers to create a very clear path to the most relevant content for a given keyword or phrase.

High Quality Website Content

Write for real user. Think less about you, think more about your visitor, and write about what matters to them and not you.

Positive User Experience

If your visitors are happy with their experience in visiting your website via search, Google will be happy too. Happy Google means higher ranking.

DON'T BLAME GOOGLE

**When your website or blog
doesn't rank.**

Know What to **Avoid**

Know What Google Hates & Avoid it all All Costs

You don't have to know all data points within Google's algorithm or even changes to it. You do need know some key basics to keep you safely focused on what really matters.

Lack of Keyword Focus

If you fail to focus on relevant topics, Google will fail to focus on your website or blog.

Crappy Content

Thin, duplicate, or poorly written content will not attract Google or real users.

Stagnant Websites

No one likes old content. Freshness is important to the website and content itself.

Link Schemes

Just run away from "link juice" because it can very easily do more harm than good.

Poor Design & Code

A bad UX is bad for SEO. A quality WordPress theme is worth every penny spent.

Poor Performance

Speed matters so optimize both desktop and mobile for performance and speed.



Winning at SEO Does NOT Require an Army of Resources

You just need create a [positive user experience](#) by adding key elements to content generation efforts.



REAL SEO SUCCESS

**Requires strategy,
planning, execution, and
follow up.**

SEO Formula

Ten Years of SEO With the Same **Basic Ten Point System**

#1 –Research Keywords

Audit website, review competitors, research keywords and search volumes.

#2 –Map Keywords to Content

Map your preferred keywords to specific pieces of content within your website.

#3 – Write Content

Write content based on keywords, but stay focused on the user experience.

#4 – Optimize Content

Optimize URLs, headers, text, links, meta titles and descriptions for the keyword.

#5 – Build Internal Links

Build internal links to the content via your navigation menu, footer, sidebar, content.

#6 – Build Social Shares

Share content on Facebook, Twitter, LinkedIn, and Google+.

#7 – Build Off-Site Authority

Get your main URL noticed and mentioned via external sources to strengthen authority.

#8 – Check Ranking Progress

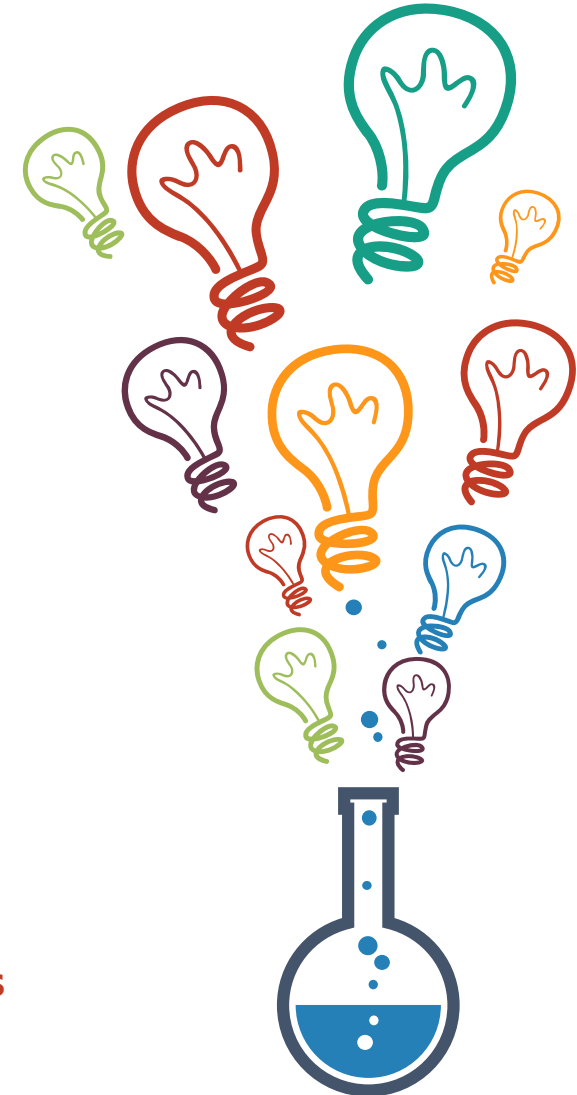
Give Google time to index and rank the content, then check on your progress.

#9 – Optimize Further

Fix what you missed. We all miss something and we can always improve efforts.

#10 – Document and Repeat Success

Document what ranked, reverse engineer why, and repeat process on other content.



MOST COMMON REASON FOR FAILURE

**People jump to step three
and forget everything else.**

Three Keys to Success



Research & Plan

Everything is based on research, data, and planning. Don't write content until you research and explore possible keywords.



Create and Optimize

Create quality content that is closely tied to your target market and the data discovered with my keyword research.



Strengthen Process

The process doesn't end when content is published. Continue to optimize on and off-page as needed until desired results are obtained.



Boost Your Knowledge

1

Google's Search Engine Optimization Starter Guide

Free PDF that walks through the basis of SEO and what Google considers to be important.

<http://www.google.com/webmasters/docs/search-engine-optimization-starter-guide.pdf>

2

Google Webmaster Blog

You can also get great information on up to date changes, just by reading Google's blog.

<http://googlewebmastercentral.blogspot.com/>

3

Bing Webmaster Blog

While Bing doesn't post as often as Google, great information can be found here.

<http://blogs.bing.com/webmaster>



How Can We Help You?



Cory Miller



Rebecca Gill

