

ithemes seosummit



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CLASSROOM EXERCISE #1

DEFINE YOUR SEO GOALS

Template: SEO Goals.doc

WHAT DOES
SEARCH ENGINE OPTIMIZATION
REALLY MEAN?

“ Search engine optimization is often about making SMALL MODIFICATIONS to parts of your website. When viewed individually, these changes might seem like incremental improvements, but when combined with other optimizations, they could have a NOTICEABLE IMPACT on your site's USER EXPERIENCE and PERFORMANCE IN ORGANIC SEARCH RESULTS.

- Google's Search Engine Optimization Starter Guide



MY **SEO FORMULA** FOR DRIVING SUCCESS

MY SECRET SEO SAUCE
Is really just
one simple concept.



It really is that SIMPLE.

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...

1

Good Content - Website Pages, Blog Posts, Images, Videos

2

Happy Users - Organic Search and Paid Ads

3

Controlled Ranking - Control of Data to Protect the Experience

Help Google create a positive experience and you help yourself succeed in search engine optimization.

No matter what industry or niche you are in, focus on what Google really wants and needs. Help solves problems and you'll win at SEO. Every single time.

Quality Search Results

Your first opportunity to sell website visitors is before they EVER reach your website or blog. Identify the problem and connect with visitors.

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 users. Think less about you, think more about your visitor, and write about what matters to them and what helps them solve their problems.

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.

HELP GOOGLE FIND THE BEST
CONTENT TO SOLVE A USER'S
PROBLEM AND YOU'LL WIN AT
SEO.

EVERY SINGLE TIME.

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 your visitor and 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 and Code – A bad UX is bad for SEO. A quality WordPress theme is worth every penny spent.

Lack of Mobile Support – More searches are done on mobile devices, which puts a huge focus on smartphones and tablets.

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

Weakened Security – Nothing screams run away like oodles of malware and/or malicious code.

Winning at SEO does NOT require an army of resources. You just need to work smarter, create a positive user experience, and remember success is a combination of factors.

Coding



Time



Social



Research



Design

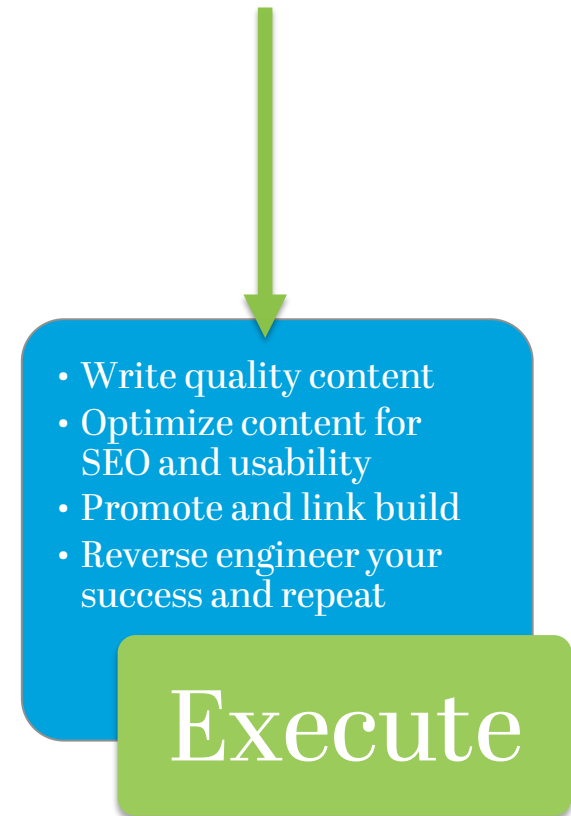


REAL SEO SUCCESS

Requires strategy, planning,
execution, and follow up.



Most people jump to content and forget everything before or after content creation.



1. [Ask Questions](#) – Ask a lot of questions about you and your target market.
2. [Research Keywords](#) – Audit your website and your competitors. Grow a seed list of keywords and search volumes then rank them for relevance.
3. [Map Your Keywords](#) – Map focused keywords to specific pieces of content.
4. [Write Content](#) – Create user friendly, high quality content.
5. [Optimize Content](#) – Optimize all on-page elements of the content.
6. [Build Internal Links](#) – Build internal links to the content via content.
6. [Build Social Shares](#) – Share content on third party sites or anywhere else your target demographic spends time.
7. [Build Off-Site Authority](#) – Get your main URL noticed and your company 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](#) – Ask yourself how can you improve your content, then fix what you missed.
10. [Document and Repeat Success](#) – Document what ranked, reverse engineer why it was a success, and repeat process on other content.

CLASSROOM EXERCISE #2
COMPARE HOMEWORK
TO YOUR TOP KEYWORDS

SERPS

Understanding the search engine results page is a critical first step in today's SEO.

A search engine results page (abbreviated to SERP) is the listing of results returned by a search engine in response to a query for a keyword or phrase. Search engines, like Google and Bing, will return many pages of content results for a given search term.

Years ago a SERP was simply paid and non-paid listings. Things have changes and there is a lot more going on in today's world of SEO. We now have:

1. Organic results driven by SEO
2. Paid ads drive by pay per click advertising
3. Local listings
4. Knowledge graph content
5. Schema based content
6. News articles
7. Images
8. Videos
9. Products for purchase
10. Suggestion for search

SERPS

Let's look at real-world
examples in action.

yoga, yoga classes, yoga vs barre

CLASSROOM EXERCISE #3
LET'S REVIEW SERPS
FOR YOUR INDUSTRY



MASTERING THE ART OF KEYWORD RESEARCH

RULE #1

Don't be greedy when
selecting keywords.

My keyword research formula is ten steps that are entirely focused on getting your brain focused on the right content to help your visitors.

1. Create list of “seed words” using a variety of sources and data points
2. Remove any branded keywords (we don’t optimize for those)
3. Plug seed word list into your favorite tool to obtain additional options and monthly search volumes
4. Extract reports in batches and create one uniform report
5. Remove unnecessary data columns so you can focus on the right data
6. Remove duplicate entries
7. Remove branded keywords (yep we’re doing this again)
8. Remove keywords that are known to be incorrect (spelling errors)
9. Remove keywords that seem to be outside your target demographic and market
10. Sort the report by volumes and remove phrases that have very large volumes (generally broad and difficult to achieve)

RULE #2

Don't rely on Google
to brainstorm **YOUR**
keyword phrases.

**Keywords are everywhere so keep your eyes and your mind open.
Once you start thinking about keywords, you'll see endless possibilities.**

- Your own ideas
- Manual variations of initial search phrases
- Reports, presentations, emails
- Google Search Console's Search Analytics
- Google Analytics reports
- Google Adwords reports
- Google auto suggest and related searches
- Bing Webmaster Tools
- Competitors' visual content and sitemaps (HTML & XML)
- Competitors' meta titles and descriptions
- Competitors' existing keywords found in SpyFu or SEMrush
- Suggestions from tools like KW Finder

SEED LIST RESEARCH

Let's look at an
example for a yoga studio.

The Website, Google Search Console,
Google Analytics, Google Suggestions,
Google Auto Complete, and KW Finder

CLASSROOM EXERCISE #4

LET'S BUILD YOUR SEED LIST

Google Search Console
Google Analytics
Google Adwords
KW Finder
Google Search Suggestions
Google Auto Complete

Template: Seed List.xlsx

COMPETITIVE RESEARCH

Let's look at real-world examples in action and an example for a yoga studio.

SEMrush and SpyFu

Example: Yoga Competitor Review Template.xlsx

CLASSROOM EXERCISE #5

GROW YOUR SEED LIST WITH COMPETITIVE RESEARCH

SpyFu and SEMrush

Templates: Competitive Review Template.xlsx and Seed List.xlsx

There are lots of places to grab monthly search volumes. Pick your favorite, but stay with one tool so volumes are consistent.

Overview:
erp software

11.5k-30.3k
Volume ⁱ

65
Difficulty ⁱ

53
Opportunity ⁱ

68
Potential ⁱ

Keyword Suggestions >

Keyword	Volume ⁱ
erp software examples	loading
erp software companies	loading
erp software sap	loading
erp software for small business	loading
top 10 erp software	loading

[See all 1,000 suggestions](#) >

SERP Analysis

Rank	Title & URL
1	Visibility ER http://www.v
2	Top ERP Soft http://www.s
3	Enterprise re https://en.wil

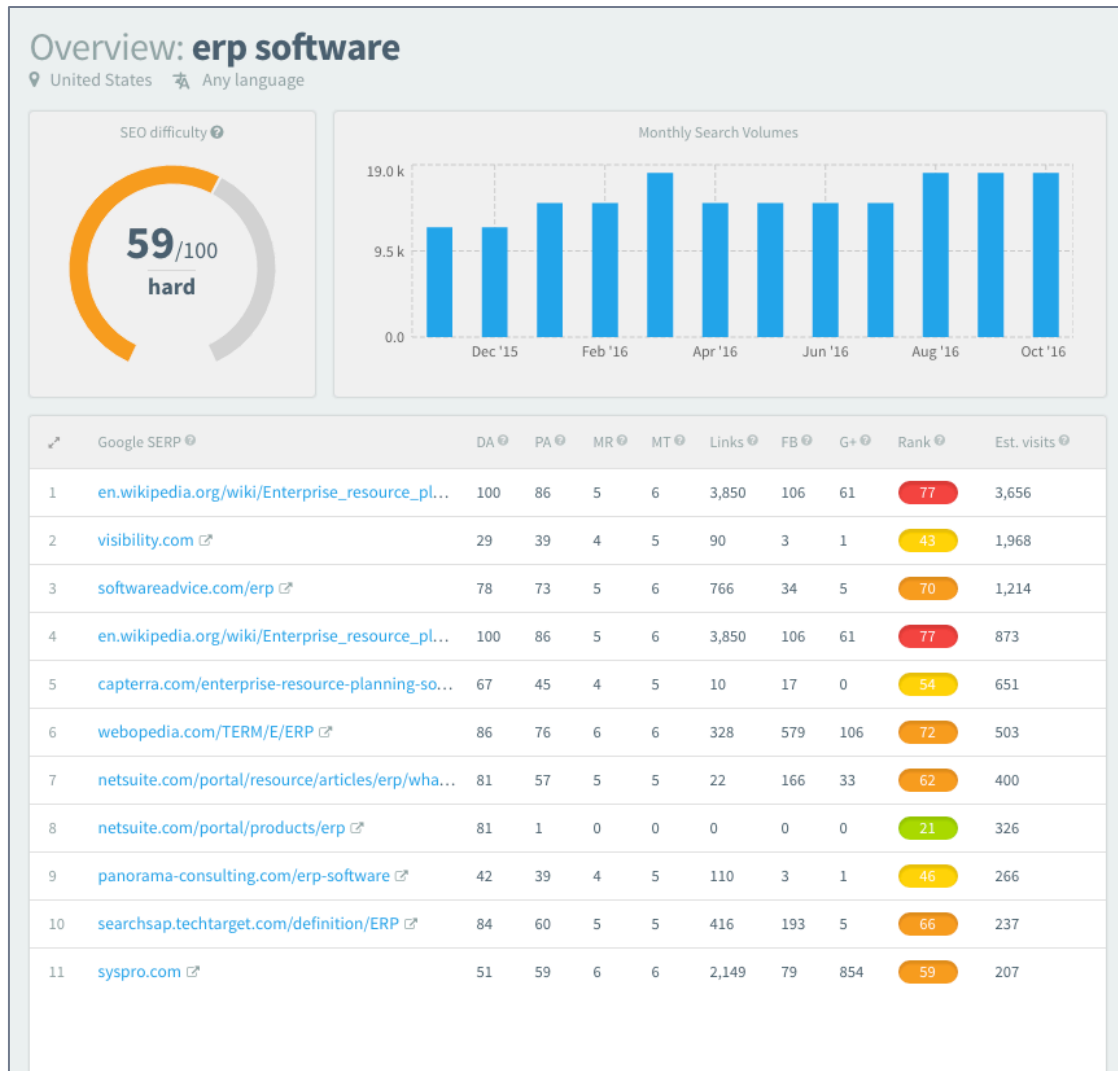
Search terms	Avg. monthly searches [?]	Competition [?]	Suggested bid [?]	Organic avg. position [?]	Organic impr. share [?]	Add to plan
erp software	10K – 100K	High	\$10.86	–	–	▶

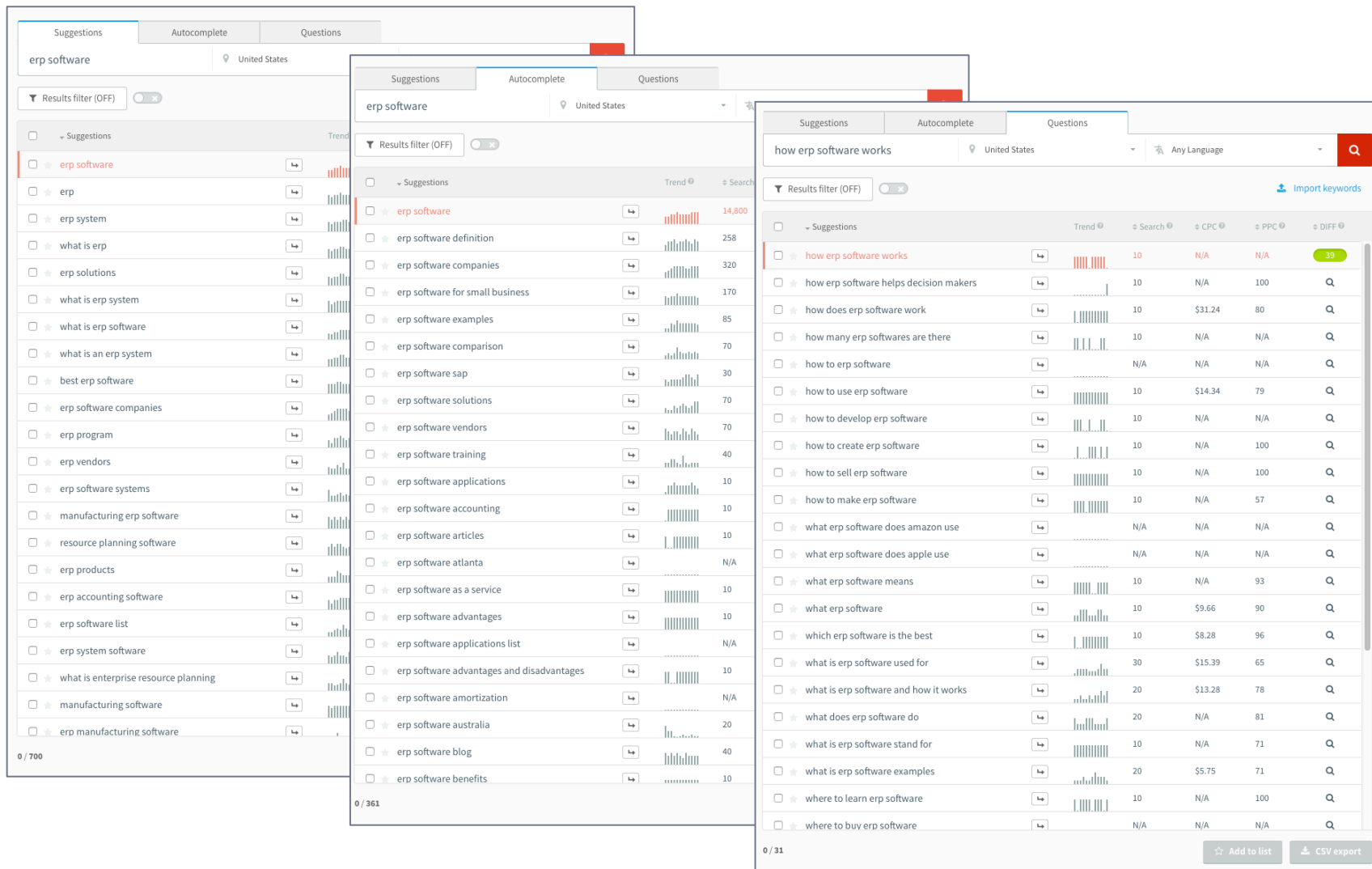
Show rows: 30 ▾ 1 - 1 of 1 keywords | < > >> <<

Keyword (by relevance)	Avg. monthly searches [?]	Competition [?]	Suggested bid [?]	Organic avg. position [?]	Organic impr. share [?]	Add to plan
erp	100K – 1M	Medium	\$5.28	–	–	▶
erp system	10K – 100K	Medium	\$7.98	–	–	▶
what is erp	10K – 100K	Low	\$4.72	–	–	▶
what is erp system	1K – 10K	Medium	\$6.70	–	–	▶
what is erp software	1K – 10K	Medium	\$7.00	–	–	▶
what is an erp system	1K – 10K	Medium	\$8.90	–	–	▶
best erp software	1K – 10K	High	\$8.86	–	–	▶
erp software companies	1K – 10K	Medium	\$10.54	–	–	▶
erp program	1K – 10K	Medium	\$3.71	–	–	▶
erp vendors	1K – 10K	Medium	\$9.86	–	–	▶
erp software systems	100 – 1K	Medium	\$7.20	–	–	▶
manufacturing erp software	100 – 1K	Medium	\$29.14	–	–	▶

Since Google Adwords has limited data to non-advertisers, I now use KW Finder.

This tool is inexpensive and full of great data options for both search volumes and offering alternative keywords in the form of suggestions, auto complete, and questions.





LET'S JUMP INTO KW FINDER
AND LOOK AT A REAL
EXAMPLE OF DATA.

Example: Yoga Keywords With Volumes.xls

RULE #3

Keywords should equal
your customers' verbiage
and should not
be industry jargon.

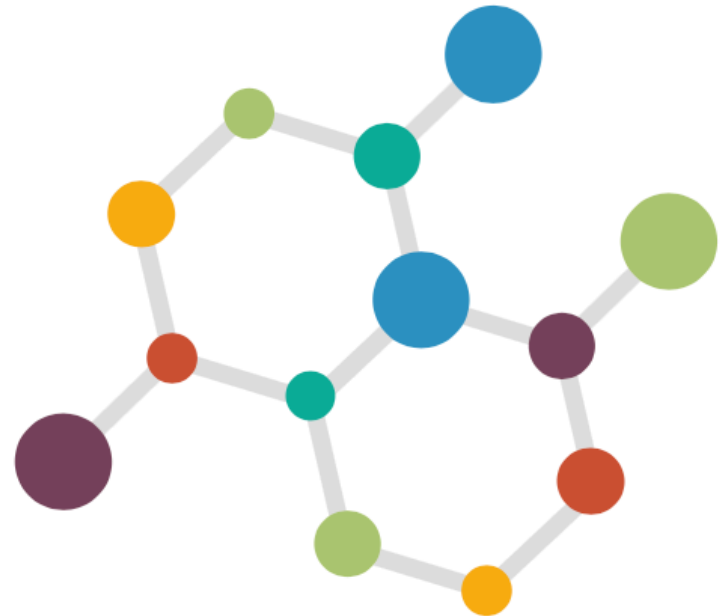
1. Don't optimize for branded search terms, because Google already knows this is you.
2. Don't optimize for spelling errors, because it degrades your authority with Google.
3. Zero search volumes isn't always zero. Google will show this even when we know searches have occurred for actual client websites.
4. Low volume searches are still good searches, because they:
 - Make great blog posts
 - Are easier to rank on in the short term
 - Help support cornerstone content
 - Provide options for fresh content



5. PPC dollar should be reviewed because they help provide insight on search terms that convert into sales. A term with lower search volume and higher PPC amounts is always of interest.
6. As you work through next steps you want to look at the phrases and think about where we could apply these to actual content:
 - Cornerstone pages
 - Supporting pages
 - Products
 - Blog posts
 - Training or resource materials
 - White papers or eBooks
 - Categories and tags



1. Create a new column in your master keyword spreadsheet for Relevance Score and start assigning a relevance ranking to each keyword:
 - High – Very relevant to your target market and audience
 - Medium – Fairly relevant to your target market and audience
 - Low – Semi relevant to your target market and audience
 - None
2. Once done, sort your spreadsheet by relevance so you can see how many phrases apply to each level.
3. If you have thousands of keywords and/or hundreds of phrases per relevance level, separate them into different tabs so you can focus on one group at a time.



KEYWORD RELEVANCE

Let's look at an
example for a yoga studio.

Example: Yoga Keywords – Relevance Scoring.xls

CLASSROOM EXERCISE #6

KEYWORD RANKING FOR RELEVANCE

Template: Relevance Scoring.xls

RULE #4

Pick your battles!
You can't win every keyword
phrase so don't waste
valuable time trying.

HOMework ASSIGNMENTS

1. Further build your keyword seed list based on your thoughts, your data, and your competitor activity.
2. Next use KW Finder (or alternate source) and pull search volumes.
3. Finally, rank these keywords for relevance.

Seed List.xlsx
Competitor Review Template.xlsx
Relevance Scoring.xls

Bonus: Email me your homework for review on Day 2. me@rebeccagill.com



TIME FOR YOUR
QUESTIONS

DAY ONE
IS A WRAP