



Search Engine Optimization Without the Dread & the Drudge!

Search engine optimization (SEO) is something you've likely heard about before. It can help you attract organic (unpaid) traffic to your website. Here's a quick overview of the key ingredients to a successful SEO campaign.

Research

- Keywords:** Find out what your audience is looking for through keyword research. Think like your target customer or client when you create your list – use the terms or phrases they are likely to key into the search bar.
- Capitalize or piggyback on hot topics and current events,** but realize the traffic from these is very likely to be short lived but it can still give you a quick boost and some traffic may stick or return in your content is good enough and relevant.
- Focus on keywords that will bring you new subscribers.** For example, if you have an opt-in report that will teach them “how to get rid of plantars warts” – focus on creating content that will give them some starter information on that and then invite them to opt-in.
- Focus on keywords that will drive sales.** Think about the phrases your customers would search for if they were ready to buy. For example “baby stroller safety” is not a buying phrase, but “price comparison baby stroller” and “buy baby stroller online” are.
- Check out your competition:** Analyzing your competition's content and SEO strategy will provide you with plenty of information you can apply to your own campaigns.

Creating Your Website

How you create your website has a direct bearing on your search engine rankings. An easily accessible site that is simple to use is essential.

- If you haven't built websites before don't believe the hype of instant websites and drag and drop site builders,** pay a professional to build it for you. Stay away from Free themes and consider you get what you pay for. This is your business location on the web, if you choose to go with a cheaper option, don't be surprised when your website is hidden up a back-alley instead of on the high street.
- Select an easy to manage solution that makes SEO a top priority such as a self-hosted WordPress site.**



- Make sure your setup will include a secure WordPress install – don't assume all web designers know how to properly secure your site, most don't and most don't care. You may save a few dollars but you'll end up paying them out to get your site cleaned after a hack. It won't be a case of "if" it will be "when" will your site get hacked if it's not properly secured.
- Be sure your site loads fast and continues to load fast as you add more content. If you don't know how to check this for yourself, pay someone to manage the site or pay them to teach you how (this is something you will need to check regularly).
- Easy navigation – there should be multiple ways to get to each element of your content. If your visitors can find it, so can search engines.
- Use keywords in page names and be sure you have the right Permalink structure to make it fast and easy for your servers to deliver pages.

Social Media

More than ever, search engines want to know if your content is considered useful by your audience. That means engaging in social media and encouraging your readers to share your content is very important, this is Social Proof that your content is helping others.

- Go where your audience goes – use the social media sites/platforms they use.
- Share relevant content that your audience is likely to engage with.
- Publish regularly, but keep in mind the norms of the particular social site and what your audience will find acceptable without being too much.
- Use your social media presence to keep your audience regularly updated on what you're doing in your own business too.
- Make it easy for visitors to share your content from your website by including social share buttons.
- Use posts to your social profiles/pages etc., to drive traffic back to your own website – you never own what's on a social site.



Content

- Develop purpose driven content...content that will get your readers to take action like subscribe to your blog post, a lead-magnet list, buy a service or product.
- Use a variety of content formats (articles, video, audio, infographics etc.) to increase your potential exposure through search engines and to develop and reach new audience.
- Focus on quality over quantity, but be sure be consistent and publish regularly.
- Create your content on topics your audience is actively looking for by typing in search terms you guess then check the "related search" suggestions at the bottom of the SERP's page

Your Notes:
