
SEO Made Simple

Simple, Powerful Search Engine Strategies to
Grow Your Business or Organization

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Benefits of SEO - Search Engine Optimization

Why do SEO?

The benefits of good SEO can go a long way and last for many years.

- 1) Once SEO is gained- maintenance is more minimal to keep rankings
- 2) Benefits over PPC- Pay Per Click – residual exposure or advertising \$.50 x 100 / day X 365 = \$18,250 / year
- 3) Very specific and targeted visitors

Benefits of SEO - Search Engine Optimization

4) Voluntary traffic- they are taking the initiative to search for your solutions based off of keywords they believe will lead them to a solution

5) Free traffic from Search Engines

6- Low risk and cost- either time to produce quality content or outsourcing monies

7- Minimal maintenance to keep once rankings are achieved (leverage and snowball effect)

Benefits of SEO - Search Engine Optimization

8- Fresh pages in same domain get ranked faster and more highly than new site

9- Higher ROI for investment of time and money

10- Long term revenue stream / long term exposure / advertising or qualified traffic

The benefits continue!

Benefits of SEO - Search Engine Optimization

11- Top 10 rankings is where the impact is – second page is not nearly as good as 1st page- and the top 3 to 5 spots are the best – in some instances, the #1 spot can receive 50% or more of the initial traffic or clicks.

12 – Builds a continuing foundation for other investments, newsletters, site additions or services (leverage)

13- You get to control your impact and control the conversion process or merchants

Benefits of SEO - Search Engine Optimization

14- You keep the advertising profit- versus pay per click – you may make \$20, \$40, or \$100 K revenues but without the 65%-90% costs in pay per click traffic so profit margins on traffic are much higher

15- You will be approached for other opportunities for linking and other SEO for ranking highly

16 – Prestige and Google Image- Google carries a lot of weight in credibility – This process helps your Google Image in more ways than 1

Benefits of SEO - Search Engine Optimization

17- Positioning can help reduce PPC costs because site pages are considered highly relevant that rank well

History of SEO - Why review the history?

- 1- A lot of change has occurred
- 2- A lot of old methods are being sold that are either barely effective or could have a negative impact -
- 3- gray hat & black hat SEO can get you penalized and blocked on Google
- 4- Keep you from getting entangled with quicker, faster, shortcuts that don't work
- 5- We'll focus on the quality strategies that have & will withstand the test of time

History of SEO

History of SEO - and SEM - Search Engine Marketing



Larry Page

and



Sergey Brin

Brief History of SEO

Early web browsers - Alta Vista – Web Crawler – Excite.com

Infancy – Surfing was true surfing – results were poor and fairly irrelevant because algorithms for search results were simple and link-swapping, key word frequency / density were king

You could easily “game” early search engines - but no longer.

Top SEs (Search Engines) now are- Google, MSN, Yahoo, and Ask

Brief History of SEO

2001- Google made inbound links from any other site important

-2002- 2003 Google made algorithm changes to include semantics, ranking the content and quality of the pages linking to your page

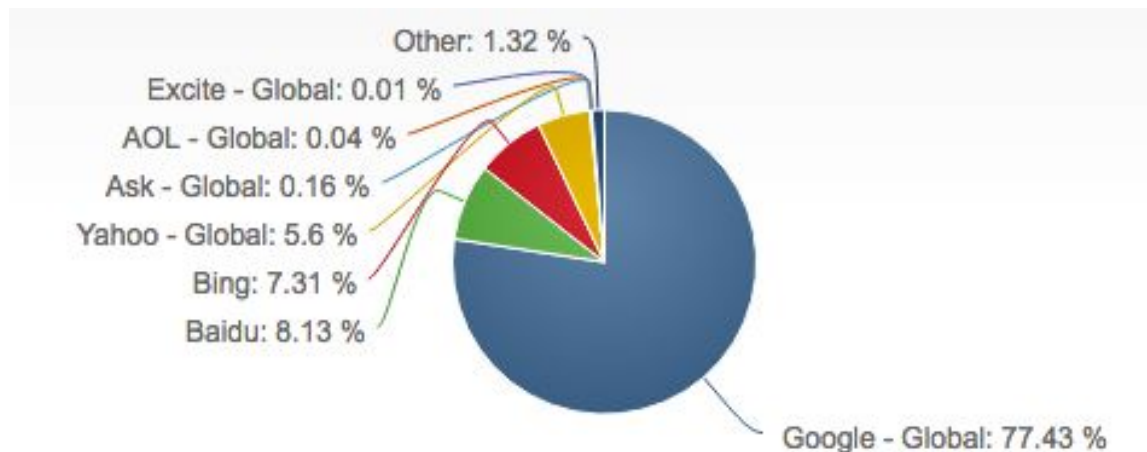
keyword variation – proximity – stemming- who are the other servers linking to you and where are they located

2004 – natural language and semantics-

Brief History of SEO

Now – full analysis of pages linking to your page – quality of page content- LSI content – natural language – quality content versus thin content

Search Engine Stats



Brief History of SEO

We use Google as our focus because of SE market share and quality guidelines

Google Algorithm Updates History

<https://moz.com/google-algorithm-change>

Names like Panda, Possum, and Fred

On Page and Off Page SEO

2 Factors to SEO

1- On page - on your site - quality content, organization and proper tags. Other factors like IP address, site loading speed, mobile responsiveness, https. Etc are contributing factors.

2 - Off Page- Backlinks – The Measure of Ranking

Define Backlink:

Backlinks are incoming links to a website or web page from other websites

On Page and Off Page SEO

SEO Focus is on 2 quality guidelines

1- On Site Quality - make sure your website is tagged properly, has high quality content, and is overall high quality concerning other factors

2- Off Site Quality - Backlink Campaigns SEO is expensive to hire SEO company
– one example is \$299 per link - places a single SEO strategy analysis could start at \$2500- \$3000 and cost as much as 20 – 30 K for a single campaign

On Page and Off Page SEO

What is the key workhorse for SEO now?

Quality content + quality back-links (inbound links)

Now – every link is a vote - based on natural language, quality of linking pages, quantity counts but second to quality of pages and relevancy of content and links.

Not every vote is equal!

Goals for SEO?

What are your goals?

Goals for your personal site:

- Income?
- Affiliate Revenues (selling products or other companies' services)
- Selling your own products and Services
- Building a membership site around common interest or theme
- Combination

What's your revenue strategy?

Building a Revenue conversion strategy / model

These do not have to be set in stone- you can test them and make improvements / changes

Can do split testing – show Google Analytics page and

Clicktale

Adsense

Affiliate sales

Referrals – lead generation for companies – lead selling

Selling an ebook or courses- videos

Do you have a proven or winning model to emulate?

What's your revenue strategy?

Sell your own products

Build a community around an interest or issue that you are passionate about.

Develop a new concept or software or solution (Open source or crowdsourcing concept)

What are some other potential conversion / sales ideas?

What's your revenue strategy?

4 Product Categories

Be clear about who you want to reach and what combinations of sales / service you wish to accomplish.

Think about several kinds of items

- 1) Small ticket
- 2) Big Ticket
- 3) Recurring / Subscriptions type products or services
- 4) Advertising traffic / volume
- 5) Automated vs. Personally Delivered Products & Services

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Other SEO concepts to grasp

Other key concepts of SEO

Some key concepts-

1 – Backlink (or inbound links) – links from other pages to your pages

2- Google ranks pages not sites -

3- Distributing original articles versus directory based “Article marketing” - don't get caught up in Article Directories regardless of how good it may sound

Other SEO concepts to grasp

4- PAID vs. Natural search traffic

5- Expense of paying for SEO company - SEO is expensive

6 – Biggest temptation is to try to find something quicker and easier- but the tried and true will always prevail – quality content and quality backlinks

Phase 1- Get Started

Where to start

Getting started- pick 3-5 pages on your site to promote-

If you do not have them, you can develop them through phase 1 research

Phase 1- Get Started - Keyword List

Your Keyword Wishlist

- 1) Take the seat of the client or prospect that you want to target - a prospect who is searching for solutions that you offer
- 2) Ask yourself - "If they are looking for my solutions online- what are some possible phrases they would type into Google or another Search Engine?"
- 3) Create a list of keyword phrases (30 - 50 keyword phrases - 3 to 5 or 6 words in length)

Phase 1- Get Started - Keyword List

Different Intents of Search Phrases

Take into account that there are several basic kinds of keyword phrases you might run into in your brainstorming

- a) general industry keyword phrases such as "Financial Planning"
- b) specific research keyword phrases such as "mutual funds versus stocks and bonds"
- c) solution or "buyer's" phrases such as "how to make a personal home budget" or "low-cost coaching for home budget making"
- d) product phrases such as "home budget dvd course"

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Phase 1- Get Started - Keyword List

WIIFM- Take their Point of View

If you consider different kinds of keyword phrases around your industry and solutions - and put yourself in the seat of the searcher sitting at his or her computer looking for a solution to their issues - then you can create some "common sense" lists based on what the search phrase "intent" might be.

Often- the more keywords in a phrase, the more specific the search and potentially the closer the person is at looking for a specific solution, product or service

Phase 1- Get Started - Keyword List

Team lists for keywords

In other words - searching for "home financial planning" would be far less targeted and more vague than "home budget course" or "book on creating a home budget" or "best home course for creating a home budget"

4) If you have a team - make sure everyone completes his or her list independently so that we have a larger "brainstorm list"

5) Then create a conglomerate list of your top 30 phrases from all of the team's lists and begin to agree on a direction or series you want to target to reach specific people with specific intents.

Phase 1- Get Started - Keyword List

Wish List vs. Real Search Results

- 6) Then - go to Google and use your phrases to get a feel for what others are publishing online and what is ranking well for these top 30 phrases.
- 7) List some of the top site links that you get from these searches as a competition reference and as a market comparison (this step will help us to begin to find out how much work we have in order to out-rank some of the competition).

Real Search Results Research

Keywords and LSI

Look at Google keyword tool and do an example of real phrases that are returned

Do a few regular searches and show LSI at the bottom of Google pages
(Latent Semantic Indexing)

What to do next

For next week

- Consider 3 to 5 pages you will promote
- Make your common sense list for keyword phrases
- If you don't have a site- we can help with CMS site for you

What to do next

For next week

- Run your keywords through Google Keyword Tool
- Refine Your List with keywords that have volume and relevance
- Develop article ideas/ page strategies

Discuss Bridging Strategy for guest posting.