

What Does SEO Even Mean?

How to make sure people find YOUR business when they search online



**YOUR TRUE
POTENTIAL**

IGNITE YOUR POWER WITHIN

Workbook

Table of Contents

How Search Engines Work	3
Why SEO is Necessary.....	3
Designing Your Content with Search Engines in Mind.....	5
How to Perform Keyword Research to Find the 'Right' Keywords for Your Content.....	7
Measuring and Tracking Your Efforts	9

How Search Engines Work

1. Search Google for a keyword or phrase you would like to rank high for. Click on the top 10 results, and compare the pages. Of the four main elements covered here, which are the strongest for each site? Which are the weakest?

Keywords and Phrases – Backlinks – Web Design – Original Content

Keyword or Phrase:	<i>ex. Tea</i>
---------------------------	----------------

	Site	Notes
1	<i>Wikipedia - Tea</i>	<i>Keywords, backlinks, web design, fresh content - strong</i>
2		
3		
4		
5		
6		
7		
8		
9		
10		

Why SEO is Necessary

INTRODUCTION TO SEO AND KEYWORDS

1. Make sure the pages on your site or blog are catering to the top 12 search engine ranking factors listed. This simple exercise will immediately and positively affect your search engine rankings.

Ranking Factors	✓	Notes
SEO-friendly URL		<i>Add keywords to slug</i>
Early Placing of Keyword or Phrase	✓	
Related Words and Phrases	✓	
Long Content		<i>Write 600 more words</i>
H1, H2, H3		
Target keywords in Title Tag		
Multimedia		
Outbound Links		
Internal Links		
Get Social		
Page Loading Speed		
Incoming Backlinks		

Designing Your Content with Search Engines in Mind

1. Check your web content for readability. Make sure it is easy to read, and it provides some quality value. Be honest with yourself, and if your content is not providing high-quality information, edit it so that it does.

Content	Edits Needed	Deadline
<i>The tea colour palette</i>	<i>Longer post, subtitles</i>	

2. Build 2 quality incoming backlinks from authority sites relevant to the content on one of your web pages, or pieces of online content. Build 2 quality outgoing links as well, pointing to online content relevant to the keyword or phrase you are targeting on that page.

Backlinks
<i>Facebook</i>
Outgoing Links

3. Install a site map on your website or blog. Optimize your alt tags and meta tags to include keywords and associated words and phrases.

How to Perform Keyword Research to Find the 'Right' Keywords for Your Content

1. Open a [Google Adwords](#) account. Use the Google Keyword Planner (under Tools) to identify high-traffic, medium to low-competition keywords relevant to your market. Use these words and phrases to create quality content for your website or blog.

Keywords/Phrases
<i>Tea Blog</i>

2. Use the Google Keyword Planner, or one of the other keyword research

tools mentioned in the course book, to identify low-traffic longtail keywords that indicate someone is close to making a purchasing decision. Use these words and phrases to create quality content for your website or blog.

Longtail Keywords
<i>Darjeeling Black Tea</i>

Measuring and Tracking Your Efforts

1. If you don't already have Google Analytics, go ahead and set that up now at google.com/analytics. Create an account and follow the instructions for integrating with your site. Once a month, record all the traffic metrics discussed or select ones most important to you. Compare your SEO efforts to the results you get, then make changes to improve them.

Metrics	Notes
Traffic sources	<i>Facebook</i> <i>Google</i>
Traffic by search engine	
Traffic by keyword	
Conversion rates	
Links	
Time On-Site	