

SEO PLAN  
24 Month Plan  
35 Weeks to get noticed



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Coach

# **Class Rules**

**ASK QUESTIONS!**

# Semantic Search vs Keyword

**Semantic search** attempts to apply user intent and the meaning (or semantics) of words and phrases to find the right content. **Semantic search describes** a search engine's attempt to generate the most accurate SERP (Search Engine Results Page) results possible by understanding based on **searcher intent, query context, and the relationship between words**. This is important as: People say things and query things in different ways, languages, and tones.

A **Keyword search** looks for words anywhere in the record. Keyword searches are a good substitute for a subject search when you do not know the standard subject heading.

# LSI - Latent Semantic Indexing

## **What?**

LSI algorithm helps Google to understand the content on the web page like we humans do, and match it with the search queries of the user. This results in more accurate search results for the queries of the users.

## **Where?**

Long Tailed Keywords - Tags (10 - 12) & Content

## **Why?**

Semantic (same or similar context) relationships between two or more documents -  
Close / Distant

## **COMPETITION**



# RESEARCH

There are 2 main research areas that are needed.

1. Research already available news or information in other articles and blogs.
2. Keyword phrase research in various places.

# Competition

1. Who is your competition - Google, Amazon, Facebook
2. Which social channels are they using
3. Which groups - on and off social
4. Check out their website
  - a. What are they doing/ who are they targeting
  - b. Can you see what they are not doing?
  - c. Pricing/Specials/Images/Products/Add-ons
5. What do their posts & ads look like

UBERSUGGEST/SemRush/Moz

# Think about your subject

1. Read what others have written and make notes of things you found interesting.
2. Not necessarily on the subject matter itself, but how it has been expressed.
3. Read bundles!
4. The more you read, the more you'll understand what others feel about the subject.
5. Looking at blogs and forums on the subject matter too.



# KEYWORD RESEARCH

**SEO Difficulty:** This gauges how difficult it is to rank at the top for this search query. The higher the number, the harder it would be to rank.

**Brand Query:** This tells you whether Google considers this search term to be a brand-based query. Brand queries are tough to rank #1 for unless you are the brand.

**Off-Page Difficulty:** This gauges the backlink equity of the top 10 pages that rank for the search query. A high value here means that you will need to gain more domain authority via backlinks from top sites to compete.

**On-Page Difficulty:** This gauges how optimized the content is of the top 10 pages that rank for the search query. When most results have their content optimized, this value will be high; in such cases, link metrics (or brand value) will be the decider.

# KEYWORD RESEARCH

- Brainstorm seed keywords to write about. Build a list of keywords related to those seed keywords
- Plug dozens of keyword ideas into a keyword research tool like SEMRush or Google Keyword Planner
- Eliminate keywords that don't meet their monthly search volume criteria, keyword difficulty scores, CPC estimates, and other metrics
- Write an informational article or create a landing page about the best keywords that they find.

## **DO NOT go for high ranking keywords**

Going after **high-volume keyword phrases** is similar to pushing a boulder up a hill. You're going to have to work your ass off to get to the top, and progress will be slow the whole way up.

Targeting a **lower-competition variant** creates the escalator effect. You start ranking for the first query almost immediately, which takes you up a level to rank for the next query.

# How to find best – Repurpose

1. **Google Analytics:** Behaviour + Landing Pages - your best performing
2. **Google Search Content:** Search results - best performing
  - a. Look for CTR (Click Through Rate) - lower than 4 - 5%
  - b. Remember ALL keywords
3. **Now optimize content!**

# Checklist

Any article, whether written for a newspaper or magazine, homepage or medical journal, needs three main elements.

It needs to be *informative*.

it needs to have *authority*.

(And most important), it needs to *captivate*.

# Think about your subject

- 1. MAKE NOTES OF POINTS YOU WANT TO INCLUDE BEFORE YOU FORGET THEM.**
- 2. BEFORE YOU START, TRY TO PRIORITIZE THE IMPORTANCE OF EACH POINT.**
- 3. SPELLING AND GRAMMAR IS STILL IMPORTANT!**
- 4. PEOPLE LOVE VISUAL!**

# Content Checklist

You could prioritize/rank them in this manner:

- Use numbers on the headlines
- Write headlines
- Start introduction with a question
- Include data points
- Write at least 5 subheadings or more
- Mention industry experts (their names or blog URLs)
- Capture screenshots
- Conclude content with a call to action
- Connect with A-list bloggers



# Content Formula

- URL extension - first 3-5 words are given more weight
- Title tag - 70 characters - relevant keyword
- Visual Media - Images, gifs, videos
- Link to authority websites - indicates relevant content
- Optimize Image Alt Tags
- Use related keywords - Google LSI (latent semantic indexing)
- Keyword phrase in first 100 - 150 words (Moz)
- Load Speed
- Social sharing on page
- High word count
- Mobile responsiveness
- Google Search Console - URL inspecting - reindexing

# Content Formula

- Optimize for experience
- Analyze and optimize your design
- Optimize speed (website)
- Install Ubersuggest & Keyword Everywhere chrome extension
- Quick Win: existing content - add more keywords & content

# Content Tools/Requirements

- IMAGES & VIDEOS - 2 /3 + Sizes
  - Canva, Animoto, Wave.video
- OFFER - compelling
  - Listen or know what your customer problem is
- CTA - call to action
  - Show how they can solve their problem with your product

# Content Tips

- Every Month - rewrite top pages
- Every week - new content (1 - 2)  
30 in 2 months!

# Write a Snippet Paragraph

- **Question & Answer - First Paragraph**
- **Write 2 - 3 sentence answer**
  - **Be clear, concise & good info (not opinion)**

# Page Improvement

- **Google & EAT**
  - **Expert, Authority, Trustworthiness**
- **Best way - Absolutely Fabulous About YOU page**
  - **Credibility**
  - **Authority**
  - **Trustworthiness - if magazines, association, club, award, social proof, etc**



# VIDEOS

- **People stay on your website longer**
- **Embed Videos in your website**
  - **You are allowed to use YouTube videos**
  - **Share button - EMBED**
  - **Both get credit!****People stay longer on your website!**

# Optimize for MOBILE

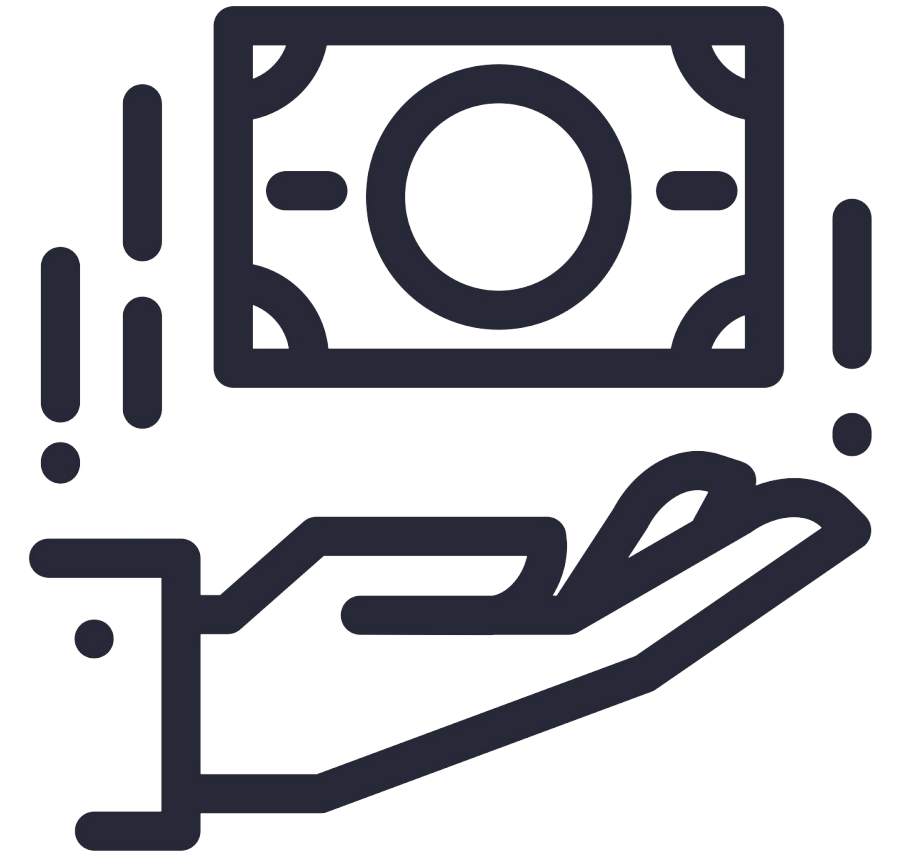
- **White Space**
- **Short Paragraphs**
  - **3 sentence, then 1 sentence, then 2 sentence**
  - **Not more than 6 lines long in your editor on desktop**

**Keep sentences short & simple**

## **SUMMARY:**

### **Completes your idea**

- Repeat the main point
- 1 or 2 paragraphs only
- Build Social Proof
- Include additional resources



**CALL TO ACTION: Tell reader exactly what to do next.**

# Ask Yourself.....

***Does my article answer the search query?***

***Does my article offer information the reader didn't otherwise know?***

***Has it strengthened or lessened the reader's convictions relating to the main theme?***

***Does it compel the reader to perform the action you want?***

***Will it convert someone who is skeptical to believe in you?***

***Do you have a summarized closing argument?***

# Ask Yourself.....

***Have you shown a different take on a well known issue?***

***Are you targeting the audience you want?***

***Does it resolve a desire: a want or need?***

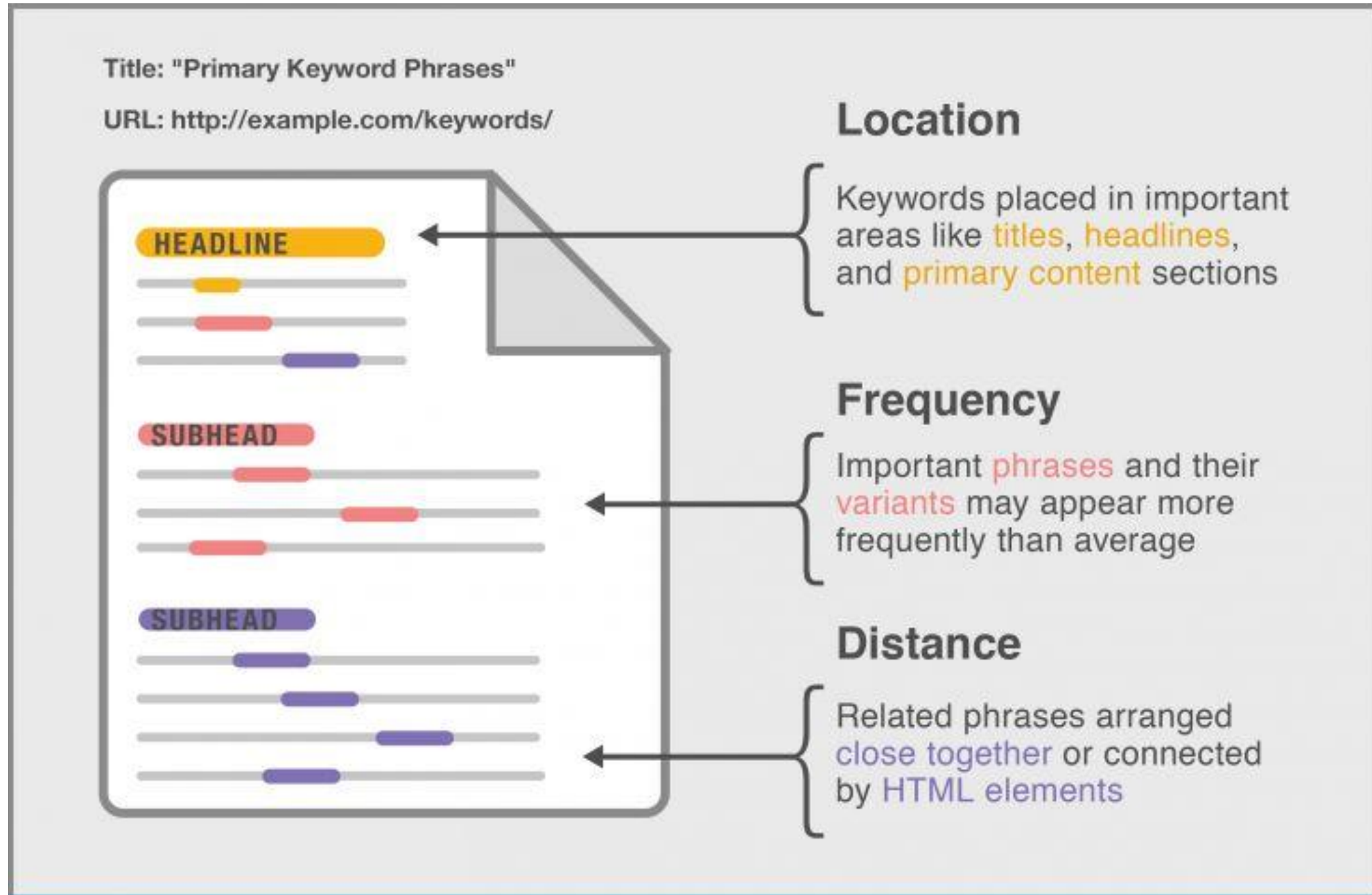
***Are you subheading clearly defined?***

***Do they highlight key factors within your article for skim readers?***

***Does each paragraph scan well and lead into the next?***

***Did you write to one person, with one goal about one theme***

# Content Tools/Requirements





# Header List

**This is heading level 1.**

**This is heading level 2.**

**This is heading level 3.**

**This is heading level 4.**

**This is heading level 5.**

**This is heading level 6.**

# Article Formula

## **Step 1.**

Title - question about what you are writing

First paragraph - explain or description of blog

Next paragraph - Answer (bold)

## **Step 2**

Headers for each paragraphs or 1 - 3 paragraphs

## **Step 3**

Good images/graphics

Alt Tags

## **Step 4.**

Conclusion: Why you do this or why this is a good suggestion etc.

**CTA - CALL TO ACTION**

# Content Layout

**H1 - Title**

**H2 - sub-title - Answer to the question**

## **INTRODUCTION:**

- Paragraph one: Try to get the reader's attention and share the big idea for the article. Solution the question.
- Paragraph two: Try to emphasize the need for the article. Prove to the reader that they need to read this.

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## **BODY SECTION:**

**H2 - Sub- Title main paragraph**

- Paragraph three: Explain the big idea of the article. Take a look ahead at what the reader is going to experience and learn
- Lots of paragraphs - 2 -3 sentences per paragraph
- Create 5 -10 (or how many) points
- Article is more structured
- Graphics
- Share research piece with each point

# Write Headlines for Users

- UPDATES - moving away from keyword based to semantic based search!
- Write relevant & descriptive for content
- Concise to fit on the SERP - Search Engine Results Page (no truncation)
- Appealing - need to click

# Formula for Titles

## **HEADLINE (H1):**

**When all else fails, use a formula.**

The Internet is full of fill-in-the-blank blog title suggestions

- How To [Accomplish Something] In [Short Amount of Time]
- How To [Receive Benefit] Without [Undesired Expenditure]
- The Unbelievably Easy Way To [Accomplish Something]

**ANSWERTHEPUBLIC.COM**

# 10 keywords for CTR

1. **How to**
2. Tips or tricks
3. You
4. Why
5. Best
6. Free
7. Great
8. Numbers - 1,2,3,
9. Secret
10. Blog Post

# Content Formula – FIX

- Update content - actionable & useful
- Content not relevant anymore, 301 redirect to most relevant content (lots of engagement & traffic)
- Make content evergreen - remove dates
- Fix SEO errors, 404 links
- Ubersuggest - Site Audit and fix
- Update pages - authority, keywords need to combine with topical content (Wikipedia)
- Fewer topics - greater detail (Topic Wheel)
- Merge duplicate topics, avoid repetition

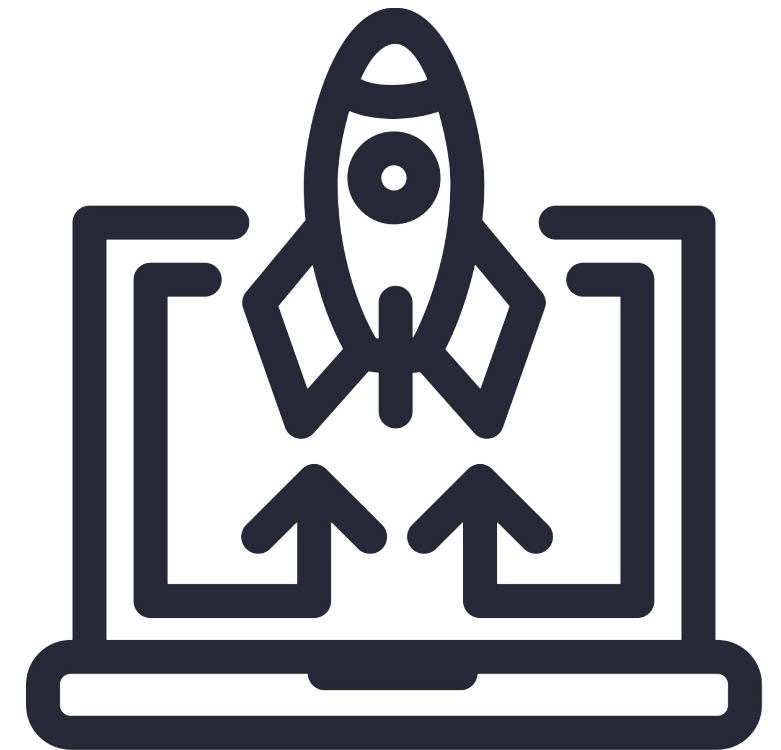


# Action Steps

## Promotion Steps:

**PROMOTE 50% of your content (80% better)**

- Add your blog/page to Google Search Console to Index
- Promote on Instagram & Pinterest & LinkedIn & Facebook
- Send email list
- CANVA to create templates



# Action Steps



## Next Step:

- Create new page or adjust old pages
- Create more in depth version (1000 words MINIMUM)
- Custom Images + Custom graphics
- VIDEOS
- CANVA - create templates for Facebook, YouTube, Pinterest, LinkedIn, Instagram

## INTERNAL LINKS

Links to other information on your website - blogs, guides, products, etc.

Links on the sidebar to all other articles

Add anchor text and make it natural

# Content SEO & Tools

## Keywords & phrases & voice

- [keywordtool.io/](https://keywordtool.io/)
- Ubersuggest
- Google Key Planner

## Headlines/Titles

- Grammarly
- [portent.com/tools/title-maker](https://portent.com/tools/title-maker)
- [capitalizemytitle.com/](https://capitalizemytitle.com/)

## TOPICS

- [buzzsumo.com](https://buzzsumo.com)
- [Ntopic.org](https://Ntopic.org)
- [hubspot.com/blog-topic-generator](https://hubspot.com/blog-topic-generator)
- Ubersuggest

## CONTENT

Google/Ubersuggest

## Chrome Extensions Tools

- Keyword Anywhere
- Ubersuggest