

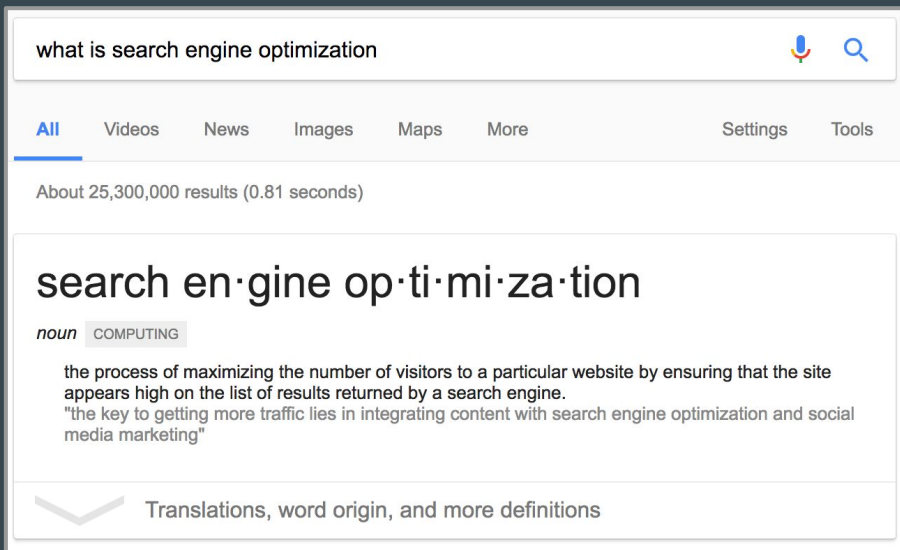
SEO Starter Guide

...

*Enough to be dangerous...
and the strategy to be lethal*

Produced by Modern Media

SEO



A screenshot of a search engine results page. The search bar at the top contains the text "what is search engine optimization" and has a microphone icon and a search icon to its right. Below the search bar, there are tabs for "All", "Videos", "News", "Images", "Maps", and "More". The "All" tab is selected and highlighted with a blue underline. To the right of these tabs are "Settings" and "Tools" links. Below the tabs, it says "About 25,300,000 results (0.81 seconds)". The main content area shows the definition of "search engine optimization" in a large, bold font. Below the definition, it says "noun" and "COMPUTING". The definition text reads: "the process of maximizing the number of visitors to a particular website by ensuring that the site appears high on the list of results returned by a search engine." and "the key to getting more traffic lies in integrating content with search engine optimization and social media marketing". At the bottom of the page, there is a chevron icon and the text "Translations, word origin, and more definitions".

what is search engine optimization

All Videos News Images Maps More Settings Tools

About 25,300,000 results (0.81 seconds)

search en·gine op·ti·mi·za·tion

noun COMPUTING

the process of maximizing the number of visitors to a particular website by ensuring that the site appears high on the list of results returned by a search engine.
"the key to getting more traffic lies in integrating content with search engine optimization and social media marketing"

Translations, word origin, and more definitions

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How does SEO work?

Your search ranking in Google is based on **Google's evaluation of your site's ability to satisfy a user's need.**

How does Google estimate that?

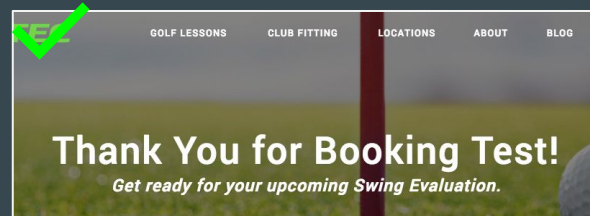
- Through a variety of signals including the title of your site, the contents of a page, the number and authority of other sites linking to this page, and what a user does after they land on your page.

What does that look like?

- A person goes to google.com and searches for "golf lessons near me", they then click on a result titled "Oak Hill Driving Range and Golf School" and they go to the Schedule a Lesson page and submit a form.

What does that NOT look like?

- That same person clicks on "Best Golf Lessons Guaranteed | GolfWorldOnline" and the first thing they see is an "enter your email to see more" pop-up, and the rest of the page is selling PDFs about golf lessons with several ads.



How does SEO work?

- **Link Juice**

- Just like word-of-mouth referrals, Google evaluates the **number of websites which link to you, and the authority of those websites**, to determine your authority.
- If all of the top golf courses in Austin recommend a certain golf school, chances are that is a credible golf school.

- **User behavior**

- Google continues to evaluate your site based on the behavior of users they display your site to. How often do users click on your site versus your competitors? (**Click through rate, CTR**)
- When a user does enter your site, how long do they stay for? (**Time on page**) Do they leave shortly after visiting (**bounce rate**) or do they continue to visit multiple pages?

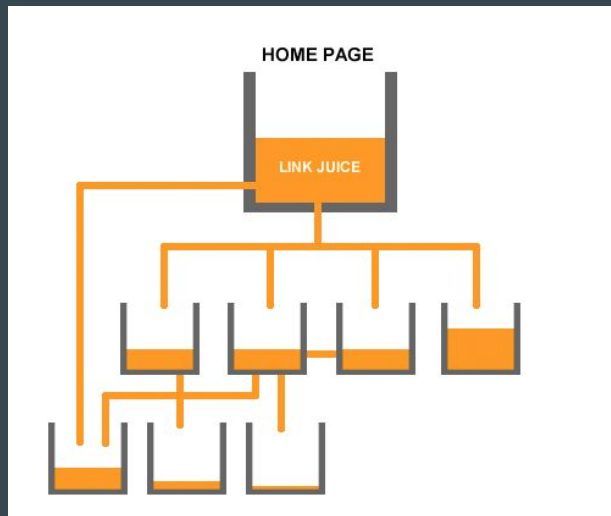


Image: Andrea Minini

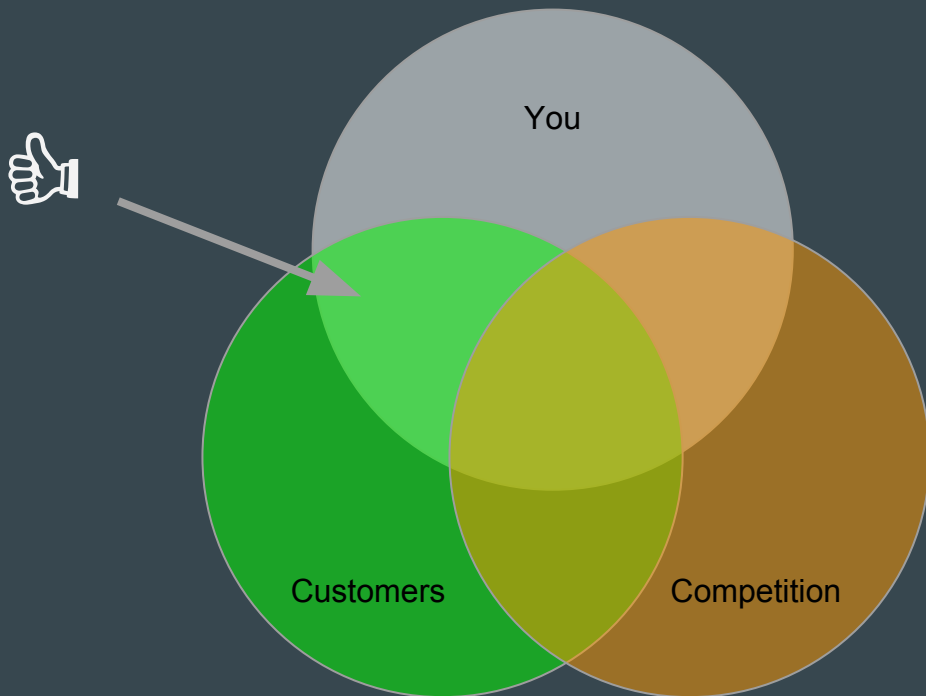
SEO for Business

- ❑ What are users looking for?

- ❑ What page should they land on?

- ❑ Who else is ranking for this search?

- ❑ What makes you different?



SEO Strategy Worksheet

Customer Personas

Location: Austin, TX

Age: 40-65+

Gender: Male

Reads Golf Digest

Has free time on the weekends

Golf score in the low 90s

Search Intent

Wants to get better at golf.

Looking for golf lessons.

Researching advanced golf tips and exercises.

Your Differentiators

Instructors are all PGA Pros.

Every lesson is one-on-one with the instructor.

You have a special program focused on short-game.

SEO Strategy Worksheet

Customer Personas

Search Intents

Your Differentiators

Keyword Strategy

Keyword Generation...

1. Start with your **customer's intents**
2. Focus on the fundamental keywords
3. What are all the different ways a user may express this need?

Tailor to your business and market...

4. Generate additional keyword opportunities by mixing and matching qualifiers based on your **customer's demographics** and **your differentiators**.
5. What keywords are **competitors or similar** pages ranking for?
 - o They may have already done the research and know the highest value and best converting keywords.
 - o This data may also guide you on how you'll need to **differentiate**.

Intent

How to **improve** my **golf score**?

Keywords

How to lower my golf score
Tips to improve my golf score
Where are weekend golf lessons nearby?

...

Qualifier Permutations

- * How to lower my golf score below 90?
- * Expert short game tips
- * Weekend golf lessons in Austin

...

Keyword Worksheet

Intent

Keywords

Qualifier Permutations

Intent

Keywords

Qualifier Permutations

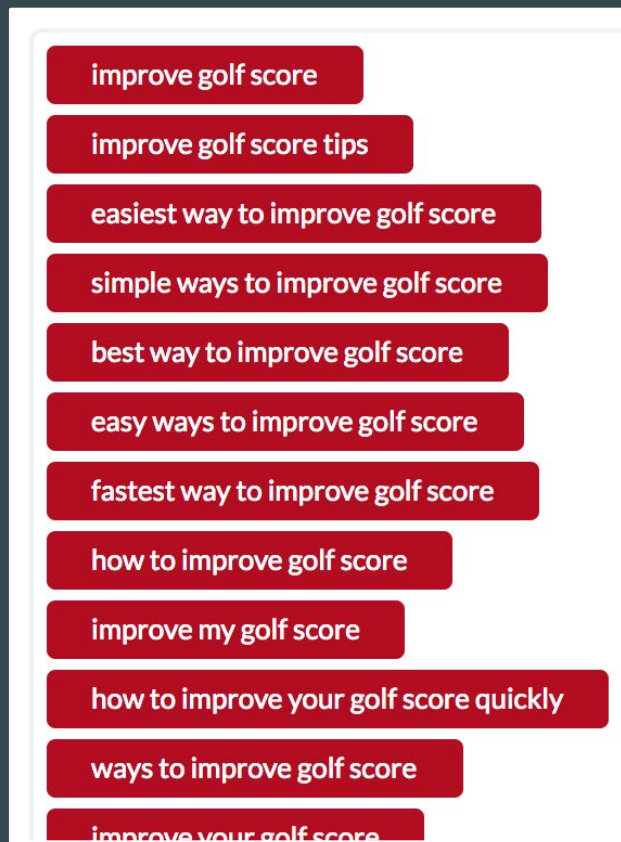
Intent

Keywords

Qualifier Permutations

Idea Generation Tools

- Google Keyword Planner
- Keywordtool.io
- SpyFu.com
- KeywordSpy
- Ubersuggest
- Answer The Public
- Google Search Results Pages
- Moz.com
- SEMRush, SEOquake
- and many, many more...



Keyword Selection

The highest **ROI** comes from capturing the best web traffic. We need to check which keywords get the most traffic, have the least competition and convert best.

- High search volume
- Low competition

Search volume and **competition** can be evaluated through **Google's Keyword Planner**, a variety of other tools, and researching the search engine result pages themselves (see right).

Conversions we'll need to track ourselves over time.

The screenshot shows the Google Keyword Planner interface for the keyword "weekend golf lessons in Austin". The search results are as follows:

- Keyword:** weekend golf lessons in Austin
- Keyword difficulty:** -Infinity% (for google.com database) — View full report for this keyword
- Results:** About 4,100,000 results (1.01 seconds)
- Navigation:** All, Shopping, Maps, News, Videos, More, Settings, Tools

1. Best Golf lessons in Austin, TX - Yelp
https://www.yelp.com/search?find_desc=Golf+Lessons&find_loc=Austin%2C+TX
Reviews on Golf lessons in Austin, TX - The Golf School, GolfTEC Arboretum, Golf In Schools, Golftec Westlake, Gabe McGrew Golf, Garry Rippy Golf, The Golf ...

DS: 67 TS: 66
I: 152M L: 0 LD: 33.4M Rank: 249 Age: November 28, 1996 source Rank: 0
Traffic: 203M

2. Golf Lessons, Golf, Golfers, Golf Instruction, austin, tx
www.phillipsgolfacademy.com/
Contact me at (855) 594-1382 in Austin, TX, for further information about golf lessons.

DS: 1 TS: 0
I: 5 L: 25 LD: 25 Rank: 13.8M Age: n/a source Rank: 2.85M Traffic: 110

3. Harvey Penick Golf Academy: Texas Golf Academy
www.harveypenickgolfacademy.com/
The Harvey Penick Golf Academy is a Texas golf academy located in Austin. ... One last thing.....eight of us got together this past weekend to play a small money ...

DS: 1 TS: 0
I: 5 L: 4 LD: 4 Rank: n/a Age: n/a source Rank: 2.02M Traffic: 225

Low competition

Do the SEO!

Do the SEO!

- What does it mean to optimize for search engines?
- It means making sure your website clearly illustrates **signals that you are the solution for a certain intent.**
- This is done by through **on-page** optimizations on your site, and **off-page** optimizations on other sites.
- SEO is a combination of making sure your site and content follow **Google's best practices** and through ongoing methodology that most effectively promote you.



Image: Maavan

SEO Checklist

- Optimize titles, meta description, URL slug, H1, H2 tags, body text.
- Site user experience & readability
- Google PageSpeed passing grades
- Google Mobile-friendly approved
- HTTPS / SSL
- Intuitive internal site linking & anchor text.
- Google Search Console no crawl errors
- Google My Business Registered
- Structured Data
- Rich Snippets
- Spam test: avoid low quality links
- Monitor website analytics
- Social media accounts created
- Canonical duplicate content
- 301 redirect broken or old links
- Up to date and new content

On-Going SEO Practices

❑ Content

- ❑ Blogs, videos, infographics, whitepapers, reports, graphs, quizzes

❑ Social media engagement

- ❑ Twitter search, Facebook pages, Hootsuite, BuzzBundle

❑ Online Q&A

- ❑ Quora, StackOverflow

❑ Outbound email

- ❑ MailChimp, AWeber, Infusionsoft

❑ Syndicate content

- ❑ Re-post to Medium, Huffington Post, YouTube, Vimeo

What are the ways you can reach your target audience and ***solve their problems?***

How do you stay ***current, relevant, and top-of-mind?***

Answer the ***questions*** and ***intents*** identified at the start.

Lethal Weapons



Sharing & Virality

- If three friends share the same link, chances are it will catch your attention and out of curiosity you'll click.
- Make it easy for visitors to share your page: add social sharing buttons.
- What do visitors *want* to share with their friends? What can you help them *brag* about?

Facebook Pixel

- Start building a *Facebook audience*. Track your visitors and learn more about them through Facebook's powerful *demographic and interest insights*.

Influencer Endorsement

- If **Tiger Woods tweets** about a new golf club, chances are that video will get thousands of views in a day. Google & YouTube will see that *popularity* and rank it.
- Who are the *celebrities & thought leaders* customers follow?
- *Shortcut*: advertise on those channels (Golf Digest site). *Hustle*: cold email or tweet them. (@TigerWoods)

AMP, Facebook Instant Pages

- Google will continue prioritizing more and more
- Mobile search has already passed desktop search
- Are you in a low-tech industry? Attack mobile before your competitors do.

More resources

Google's Search Engine Optimization Guide [[PDF](#)]

Moz's The Beginner's Guide to SEO [[Web](#)]

Search Engine Watch [[Blog](#)]

Search Engine Land [[Blog](#)]

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