GET OFF THE WORKFLOW ROLLER COASTER

How to Convert One Time Website Builds Into Consistent, Long-term Opportunities
what you will walk away with:

1. The critical point when you must introduce SEO in order to create happier clients and more referrals
2. How SEO can turn a one time website build into a long term workflow opportunity
3. SEO secrets you can use right away to wow your clients, and keep them coming back for more
4. How to turn SEO into profits – whether you do it yourself or outsource it to an expert
the critical point

• As early as possible (the when)
  • Take-away question: “How quickly do you want to be found?”

• Benefits of SEO at site launch
  • Good for the client: More leads faster
    • Submit sitemap with lots of yummy content
  • Good for you: Less hassle later
    • Urls & redirects
      • Tip: /about/ vs. /about-mobile-pet-groomer/
    • Content
    • Image

aa1-940x600.jpg

Outdoor-Signs-Retail.jpg
<table>
<thead>
<tr>
<th>Lead Gen Tools</th>
<th>Client Need</th>
<th>Ongoing Work</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pay-Per-Click</td>
<td>• Improved landing pages to increase quality score</td>
<td>• Content changes, creates calls to action (CTAs), revised layout</td>
</tr>
<tr>
<td>SEO</td>
<td>• New page to drive search term</td>
<td>• New page set up</td>
</tr>
<tr>
<td>Content Marketing</td>
<td>• White paper to capture email addresses</td>
<td>• Landing page, email integration</td>
</tr>
</tbody>
</table>
seo secrets

• What are the **SEO elements**?

• Keyword research (the what)
  • Tools
    1. Google Keyword Planner
    2. Moz
    3. Raven
    4. SEMrush

• Test the theory
Search for new keywords using a phrase, website or category

Enter one or more of the following:
Your product or service
For example, flowers or used cars

Your landing page
www.example.com/page

Your product category
Enter or select a product category

You must enter at least one keyword, category, or web site.

Targeting ?
United States
English
Google
Negative keywords

Customize your search ?
Keyword filters
Keyword options
Show broadly related ideas
Hide keywords in my account
Hide keywords in my plan

Date range ?
Show avg. monthly searches for: last 12 months

Search terms
<table>
<thead>
<tr>
<th>Search terms</th>
<th>Avg. monthly searches</th>
<th>Competition</th>
<th>Suggested bid</th>
<th>Ad impr. share</th>
<th>Add to plan</th>
</tr>
</thead>
<tbody>
<tr>
<td>event planner</td>
<td>12,100</td>
<td>Medium</td>
<td>$6.21</td>
<td>-</td>
<td>-</td>
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<tr>
<td>event coordinator</td>
<td>6,400</td>
<td>Low</td>
<td>$5.64</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>
seo secrets

• Yoast (the how)
  • Titles
  • Headers
  • Meta descriptions
  • Image names

• What about my green lights?!
Building Signs - Business Signs - Store - Retail - Outdoor

Affordable custom building signs for your business. Increase your branding and get a free quote today on your business sign.

Focus Keyword

building signs

Content Analysis

- No images appear in this page, consider adding some as appropriate.
- The copy scores 63.6 in the Flesch Reading Ease test, which is considered ok to read.
- This page has 0 nofollowed link(s) and 1 normal outbound link(s).
- The meta description contains the focus keyword.
- In the specified meta description, consider: How does it compare to the competition? Could it be made more appealing?
- The focus keyword appears in 1 (out of 14) subheadings in the copy. While not a major ranking factor, this is beneficial.
- The focus keyword appears in the first paragraph of the copy.
- The text contains 487 words. This is more than the 300 word recommended minimum.
- The keyword density is 0.6%, which is great; the focus keyword was found 3 times.
- The page title contains the focus keyword, at the beginning which is considered to improve rankings.
- The page title is between the 35 character minimum and the recommended 65 character maximum.
- The focus keyword appears in the URL for this page.
- You've never used this focus keyword before, very good.
more success for your clients yields more work and profits for you

1. Unearth data–driven opportunities
   - Long-tail keyword opp > Blog post ideas
   - Search volume trend > campaign

2. Make recommendations with different plug-ins (SEOs or client)
   - Ecommerce: related product plug-in
   - Automated email follow up asking for reviews

3. Talk with the client about their goals
   - Seek solutions to accomplish their objectives
next steps

- Evaluate each client’s website
  - permalinks, page titles, headers, meta description
- Perform a little keyword research

- Make 2 data-driven recommendations each month
- Implement changes approved
Free Guide:

http://vertical.marketing/increased-profits-for-web-designers