



# SEO Strategies to Help Improve your Business

#thewebclub #websitesuccess

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# What are you trying to achieve?

## Priorities

- (1) Get traffic to your website
- (2) Convert that traffic into leads or sales.

## Process

1. Have a Website that is **Serves your Target Audience**
2. Get the **Traffic to your Website**
3. Convert that **Traffic**

# Who is YOUR Customer

- Use research to get good information about your customer
- Create a persona template and send your 3 top (preferred) clients to get a better understanding about them.
- Use Survey Monkey to get feedback
- Use the info to create your Customer Persona(s)

# Ideal Customer Persona

Once you identify 'who' your ideal customer is, you start to understand their needs, and what they value most, and you can provide solutions based on this understanding.

Q.1 List 5-10 problems/requirements/desires your target audience has

Q.2 List out your solutions

Q.3 Complete the persona template for each client type (I can send you a persona template)



# #seo & content marketing



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# SEO Basics

- On-page SEO means optimising web page content for search engines and users.
- Common on-page SEO practices include optimising title tags, content, internal links and URLs.
- This is different from off-page SEO, which is optimising for signals that happen off of your website (for example, backlinks).

# SEO Basics

To rank your content, you don't just focus on keywords – you also need to optimise your content for:

- User experience
- Bounce Rate and Dwell Time
- Search Intent
- Page loading speed
- Click-through-rate
- Good Website Structure

# SEO Basics

## Optimize Your Content for SEO

Use Your **Target Keyword** In The First 100 Words.

Why is this important? Google puts more weight on terms that show up early in your page.

## H Tags

- Google has stated that using the H1 tag “helps Google understand the structure of the page”
- Include your target keyword in at least once subheading. And wrap that subheading in an H2 tag.



# SEO Basics

- Keywords and Long Tail Keywords
- Content - mixed
- Backlinks
- Keyword Frequency
- Use External (Outbound) Links
- Optimize Your URLs for SEO
- Optimise Title and Description Tags
- Write SEO Content
- Optimise for CTR

# Keywords

Use Your **Target Keyword** In The First 100 Words.  
Google puts more weight on terms that show up early in your page.

## EMAIL MARKETING:

# The Definitive Guide

This is the ultimate guide to email marketing.

So if you want to:

- Build your email list
- Improve your open rates
- Write amazing newsletters

# Keyword Research

Create a Keyword List using the following tools for assistance

1. Google Keyword Planner (adwords)
2. Google Suggest
3. SEMRush - keyword research tool
4. Seed Keywords.com - helps you find terms that people use to find what your site sells.
5. Ahrefs Keywords Explorer Tool

# How to find Long Tail Keywords

1. Google “Searches Related to...”
2. Answer The Public
3. Forums and Boards
4. Google Autocomplete
5. ‘People Also Ask’ Boxes
6. Google Search Console Performance Report
7. Google Trends
8. Quora

## Keywords and Long Tail Keywords

1. **Create a piece of content optimised around your Long Tail keyword.** Eg a new blog post with keyword in title, throughout content, meta description, image optimised with Alt Tag.
2. **Sprinkle Long Tail Keywords into your content.** Eg optimise your page around a short tail or “medium tail” keyword. Then, incorporate long tail keywords into your content.



## LONG TAIL KEYWORDS

HIGHLY  
COMPETITIVE

**SINGLE WORD PHRASES**

e.g. "t-shirts"

**2-3 WORD PHRASES**

e.g. "blue t-shirts"

**LONG TAIL KEYWORDS**

e.g. "Blue american apparel t-shirts"

LOW  
COMPETITION

LOW CONVERSION

HIGH CONVERSION

# Backlinks

1. A backlink is a link created when one website links to another
2. Also called "inbound links" or "incoming links."
3. Valuable for SEO because they represent a "vote of confidence" from one site to another.
4. Followed backlinks from trustworthy, popular, high-authority sites are considered the most desirable backlinks to earn.


Yoast SEO ▲

😊 SEO

😊 Readability

🔗 Social

Focus keyphrase ?  
Yoast SEO Plugin

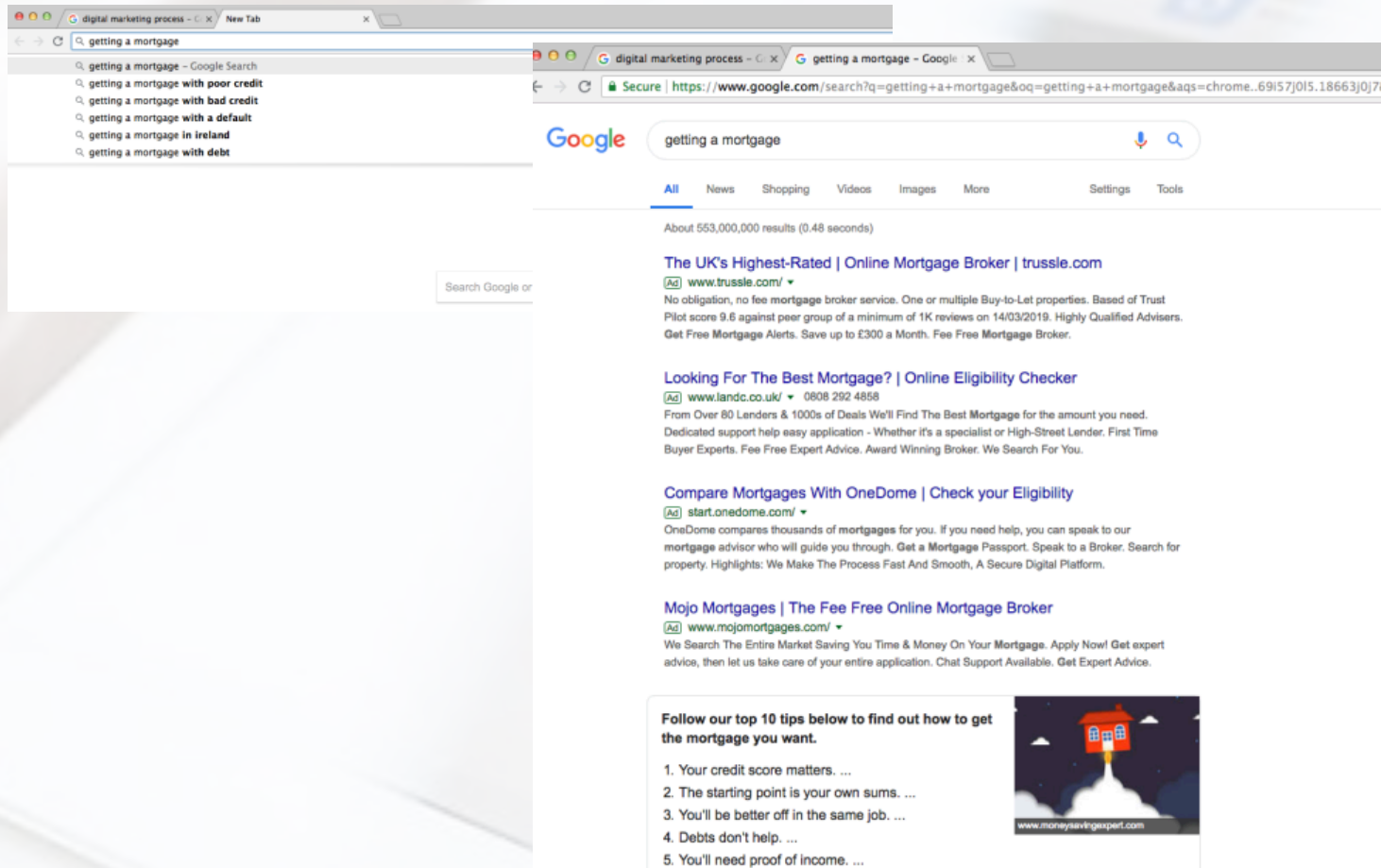
Google preview ▲  
Preview as:  
☐ Mobile result ☒ Desktop result  
**Yoast SEO Plugin on your Website for Google - SEO - The Web ...**  
<https://www.thewebclub.ie/tishs-tuesday-tip-2/> ▼  
#TishsTuesdayTip: Use the **Yoast SEO Plugin** on your Website for better rankings on Google!  
See my uick 5 min video to explain in more detail.  
 Edit snippet

😊 SEO analysis  
Yoast SEO Plugin ▼


# Yoast SEO

1. The Focus Keyword helps you identify what your page is about, and what you would like to get found in Google for.
2. The SEO Title is the Blue sentence/title that you see on search engine results page. This is important as Google reads this to understand more about what's on the page.
3. The Meta Description is an area that you can complete to let the searcher know what the page is all about and can dramatically improve click through rate.

# Search Engine Results Page (SERP)





 [www.bbcgoodfood.com](http://www.bbcgoodfood.com) › recipes › collection › vegan ▼

## Vegan recipes | BBC Good Food

From vegan brownies and pancakes to veggie-packed curries, stir fries and salads, these **vegan recipes** are vibrant and delicious. From BBC Good Food.

[Healthy vegan](#) · [Vegan baking recipes](#) · [Vegan recipes | BBC Good Food](#) · [Seitan](#)

 [www.bbcgoodfood.com](http://www.bbcgoodfood.com) › recipes › collection › easy-vegan ▼

## Easy vegan recipes | BBC Good Food



If you're following a **vegan** diet and want some easy meal inspiration, check out our simple yet tasty **recipes** for breakfast, lunch, dinner and pudding.

 [www.jamieoliver.com](http://www.jamieoliver.com) › recipes › category › special-diets › vegan ▼

## Easy vegan recipes | Jamie Oliver

Mega-tasty **vegan recipes** covering everything from stir-fries to chocolate cake! All of these delicious and easy **vegan recipes** are based on guidelines from The ...

 [www.goodhousekeeping.com](http://www.goodhousekeeping.com) › food-recipes › healthy › vegan-recipes ▼

## 54 Best Vegan Recipes - Easy Vegan Dinner Ideas You'll Love

7 Nov 2019 - 54 **Vegan Recipes** so Good, You'll Forget About Meat and Cheese. Mike Garten. Chimichurri Cauliflower Steaks. Mike Garten. Zucchini Noodles. Mike Garten. Creamy Roasted Squash Puree. Mike Garten. **Vegan Gravy**. Mike Garten. Chocolate Mendiants. Mike Garten. Cucumber-Melon Soup. Mike Garten. Grilled Asparagus and Shitake Tacos



personal trainers near me



### People also ask

How much does it cost to hire a personal trainer?



Is it worth it to get a personal trainer?



How often should you see a personal trainer?



What can a personal trainer do for me?



*Feedback*



personal trainers near me



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About 5,340,000,000 results (0.65 seconds)



Rating ▾ Hours ▾ Visit history ▾

Sort by ▾

### PureGym Derry Londonderry

4.4 ★★★★★ (135) · Personal trainer

5.3 mi

Open 24 hours · 0345 013 3255



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### Sho Vij Fitness Female Body Tone Coach Derry

5.0 ★★★★★ (9) · Personal trainer

5.5 mi · Near Brunswick Moviebowl



[DIRECTIONS](#)



personal trainers near me



near gyms, and it made me weep like the Native American in ...

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## Matt Roberts Evolution | One To One Personal Training

Luxury Fitness and Wellness club with prime views over Grosvenor Square. One To One **Personal Training**, Physiotherapy, Pilates, Yoga, Medical Skincare And More. 1 to 1 **Training**. Pilates.

[Services Offered](#) · [Yoga](#) · [Training Articles](#) · [Fitness Retreats](#) · [Online Bookings](#)

### Searches related to personal trainers near me

personal **trainer** near me **uk**

**at home** personal **trainer** near me

**mobile** personal **trainer** near me

**puregym** personal **trainer** course

**puregym** personal **trainer** salary

**woman** personal **trainer** near me

**gym** near me

**local** personal trainers near me



1 2 3 4 5 6 7 8 9 10

Next

# Search Intent

Google is in the business of delivering relevant results to searchers. It now focuses **more on search intent** than keyword match

When a user searches for a specific term and finds irrelevant information, that sends a signal back to Google that the intent is likely mismatched.

For example, when someone searches “cruises,” Google recognizes there’s a better chance the person is considering going on a cruise than wanting to learn about the cruising industry



# Exercise SEO + Content Marketing

Understanding what Google wants to see will help us focus on developing our website to meet this requirement. Matching this with understanding your ideal client or customer needs, will enable you to create the website structure and content that keeps both your Customers & Google happy

Q.1 List 5-10 Keywords or phrases, which your target audience may use to find your service or product

Q.2 Match each keyword or phrase against a solution you provide

Q.3 Create a URL for each keyword/phrase/solution

# What Google Measures

- Google Analytics
- No Visitors
- Page Views (Pages per session)
- Dwell time (session duration)
- Returning Visitors
- Bounce Rate
- Geo Factors
- Mobile vs Desktop

# What you can do in Google Analytics

- **Set Goals**
  - No Visitors
  - Pages views
  - Dwell time
- **Track Events**
  - Forms submitted
  - Phone calls (made from site)
  - Video views
  - Downloads

# Why is Content Important to Google

In the most recent guidelines, Google stresses the importance of three key components:

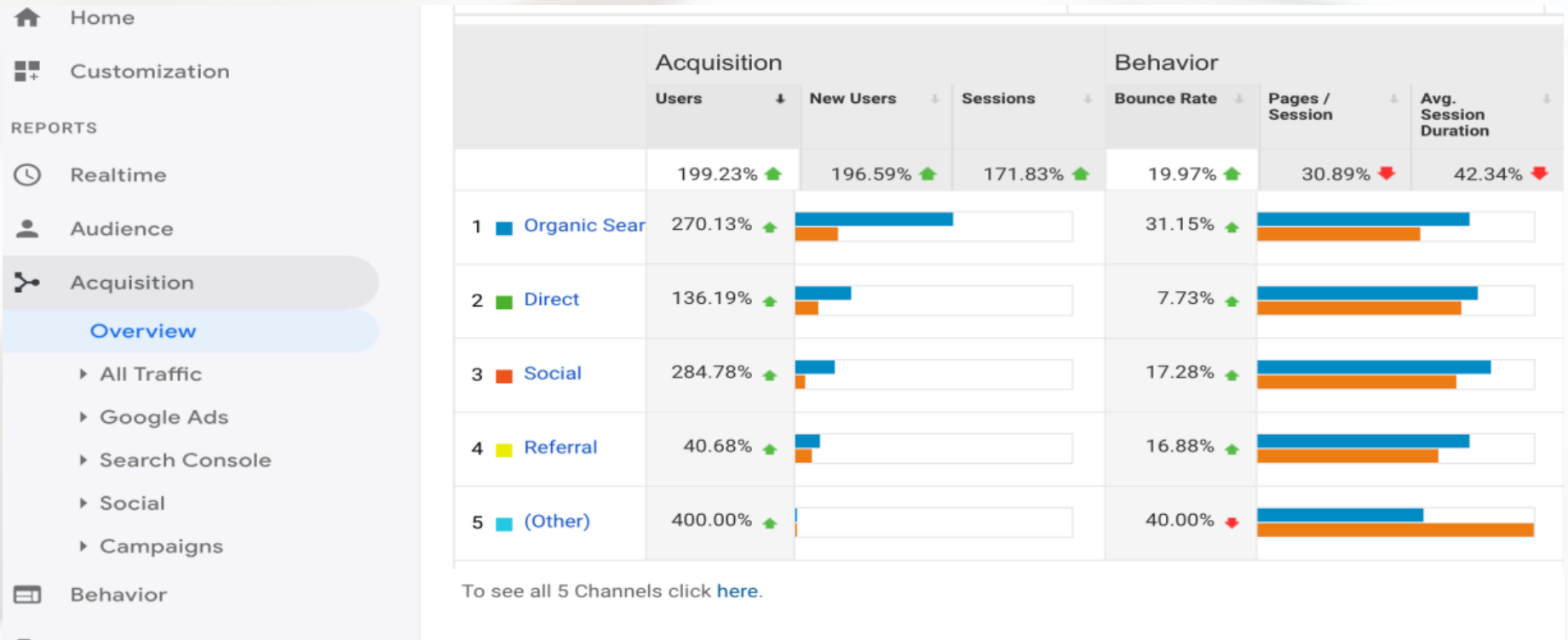
- Expertise
- Authority
- Trustworthiness

Google wants to give users content that has been created by experts, demonstrates authority on the topic, and is trustworthy

# Case Study – HR Consultant

- Started writing consistent content on her website – at least 1 blog / month from 500-750 words
- Send out a monthly newsletter with a summary of the monthly blog and any other news
- Posts at least 2 x week from her social media channels, with images Facebook, LinkedIn, Twitter and now Instagram
- Has seen a huge increase in her website traffic as a result. Plus people are contacting her directly via social media to get work done.





- Organic Search up 270% - 3500 vs 950
- Direct Traffic up 140% - 1240 vs 525
- Social Traffic up 285% - 230 vs 80

# #website conversion



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# Factors to Improve your Website

The most important features in your website design are those which help your web visitor have a smooth intuitive journey through the site.

Identify areas that need to be improved or created and elements to be added

- Page Layout and design
- Call to Action elements (CTA's)
- Email signups
- Relevant information
- Content to interest your target audience
- Not forgetting GDPR elements, privacy policy, cookie notice etc
- Mobile Optimised (Google's mobile first policy)
- HTTPS – (avoid the not secure warning from Google)

# Exercise - Website Conversion Elements

Put yourself in your client or customers mind and move through your website as they would.

Q.1 Write down the main areas to focus on

Q.2 List 5 possible Calls to Action (CTA) to use in your website to increase conversion, include downloads, email signups etc

Q.3 List 5 ways you can convert your target audience off site

# Content Planning

Content strategy refers to the management of any tangible media that you create and own:

**written, visual, downloadable ..**

It is the piece of your marketing plan that continuously demonstrates who you are and the expertise you bring to your industry.

Templates for content calendars

1. <https://blog.hootsuite.com/social-media-templates>
2. <https://offers.hubspot.com/editorial-calendar-templates>



# Exercise – Content Planning

- Brainstorm 12 blog titles, using the exercise you've already completed as a starting point
- Organise Content into Topic Clusters, and create sub-topic content
- Use the template provided over the next few weeks to see how you can follow a plan
- Use the Excel Simple Content Calendar I have created

	Blog Title		The Power of a Poitive Attitude	
	Focus Keyword or Phrase		Positive attitude	
	URL of Blog Post		<a href="https://emilywhelancoaching.com/power-positive-attitude/">https://emilywhelancoaching.com/power-positive-attitude/</a>	
	Call to Action		Contact me or Find out what course Im delivering	
	SEO Title		Power of a Positive Attitude   Positive Mental Attitude   Emily Whelan Coaching	
	Meta Description		In this blog post I will share how the Power of a Positive Attitude can impact and change your life and that you can choose your attitude.	
	Off Site Sharing		External websites include	
	Facebook Post 1	Question Post - 50 characters	The most valuable life lesson I've ever learned is that your attitude towards life can literally make you or break you. Do you often find it difficult to see things from a more positive perspective?	
	Facebook Post 2	Longer Post	<p>There is nothing more influential than having a positive attitude.</p> <ul style="list-style-type: none"> <li>• People gravitate towards positive people. A positive attitude has a positive impact on every area of your life.</li> <li>• Even during difficult times developing a more positive and optimistic outlook on life builds the kind of resilience that can move you through 'playing the victim' or 'taking control' over a situation in your life.</li> <li>• I use to believe that life was working against me, and I constantly complained and struggled. Let's face it there is nothing more miserable than being the person who constantly complains. Because to complain is to remain! • • Plus no one likes being around that for too long either!</li> </ul>	<a href="https://unsplash.com/photos/jXwZOSXC7KA">https://unsplash.com/photos/jXwZOSXC7KA</a>
	Facebook Post 3	Short Live Video 3-5 mins long	Video The Power of a Positive Attitude	
	Facebook Post 4	Promote what you do	Did you know I have a series of beautiful Retreats coming up this summer? With 'Retreat Me' days in Harveys Point, Lough Erne Hotel and Redcastle Hotel over june - Aug, there is a day that will suit you. Take the time out to renew and reenergise. See this link for more info.....	<a href="https://emilywhelancoaching.com/Retreat-Me-Summer-2019">https://emilywhelancoaching.com/Retreat-Me-Summer-2019</a>
	Facebook Post 5	Facebook Live Longer Video		
	Facebook Post 6	Quick Tip Post - 50 character	Changing my attitude has helped to instill a powerful belief systems that says: No matter what challenges I'm facing in my life today I believe that life is working for my greatest good. Therefore no matter what comes down the line, I know I will be able to handle it.	<a href="https://unsplash.com/photos/w6caoJzXIE">https://unsplash.com/photos/w6caoJzXIE</a>
	Facebook Post 7	Share another post		



#any questions

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