

CREATE AN SEO ACTION PLAN

Why is this important to know?

even if you are going to hire it out...

SEO is one of the most scam-riddled industries. Shady practitioners prey on ill-informed business owners. To protect yourself, familiarize yourself with the lingo and do business with trusted professionals.

WHAT IS SEO

Search Engine Optimization (SEO) is the practice of increasing the quantity and quality of traffic to your website through organic search engine results.



THE ELEMENTS OF A BASIC SEO PLAN

GOALS
KEYWORD RESEARCH
ON-PAGE
GMB
CITATIONS
REVIEWS

GOOGLE ALL THINGS

What is the best...
What are the steps...
How do I...

*This plan presupposes a healthy site.
A healthy site is the most important
element of SEO.*



GOALS OF A BASIC SEO PLAN

What is the purpose of the traffic?

What action do you want your visitor take?

What does success look like?

How will you track that success?

KEYWORD RESEARCH IN A BASIC SEO PLAN

What do people search when they are looking for what you sell?

What is your competition doing?

What are the highest/lowest PPC terms?

TARGETED OR BOARD?
VOLUME
RELEVANCE AND INTENT
COMPETITION



ON-PAGE OPTIMIZATION IN A BASIC SEO PLAN

Appealing to crawlers

Meta-descriptions

Shallow, logical link structure

Schema

Proper keyword placement and density

To AMP or not to AMP?

Helpful use of headings

Accessibility

GMB OPTIMIZATION FOR A BASIC SEO PLAN

Fill out completely

Post Photos

Q and A Reviews

NAPs

...not just for toddlers, anymore

GMB

THE MOTHER OF ALL NAPs



CITATIONS FOR A BASIC SEO PLAN

YEXT - THE FATHER OF ALL NAPs



REVIEWS FOR A BASIC SEO PLAN

Platform Selection

Generation

Monitoring

Should you put them on your site?