

SEO FROM SCRATCH

INTRODUCTION/OVERVIEW

**everything you need to know to be able to promote
any website to get more traffic from search engines**

WHY SEO

- **SEO is marketing, design, PR...**
- **“Purposefully getting more of the right traffic for your effort”**
- **But... traffic without conversion (action) is worthless, so it has to be the RIGHT traffic**

MY COMPLETE PROCESS

- **I'm going to show you the exact process I use to get my clients more traffic**
- **You don't need ANY SEO experience... I'll explain everything... from scratch**
- **But, when you've watched this series, you will have the knowledge to sell your services in SEO!**

THE PROCESS

- **Keyword Research**
- **create and optimise content**
- **Promote your content**
- **Repeat**

1. KEYWORD RESEARCH

- **The purpose of keyword research is to identify search phrases that have:**
 - **Relatively high traffic**
 - **Relatively low competition**
 - **Relevance to your offering**

2. CREATE AND OPTIMISE CONTENT

- **choose what content to create**
- **choose where to publish**
- **optimise your content around your target phrase**

3. PROMOTE YOUR CONTENT

- **Great content cannot be popular unless it is seen**
- **There are many ways to promote content:**
 - **Link building**
 - **social media**
 - **outreach**

4. REPEAT

- **Don't stop creating good content**
- **Track your search positions regularly**
- **Don't stop promoting your existing content**
- **The more content you have, the more people you can reach**
- **Publishing online is cheap - there is no limit**

“BLACK-HAT” v “WHITE-HAT”



WHY WHITE-HAT

- **Assets gain value over time (lower risk)**
- **Less stress**
- **You're working with “g”**
- **It's more automatic**
- **It feels good**



LET'S GO - BASICS

- **A search engine's job is to identify the most relevant content**
- **They must arrange millions of potentially relevant pages in order of relevance**
- **How do you decide what is relevant?**

GOOGLE'S INNOVATION

- **In the mid-1990's, search engines were basic and easy to fool**
- **On-page factors only**
- **Spamming worked**
- **Google introduced third-party signals - links**
- **Richer social signals will become more important**

JUDGING RELEVANCE

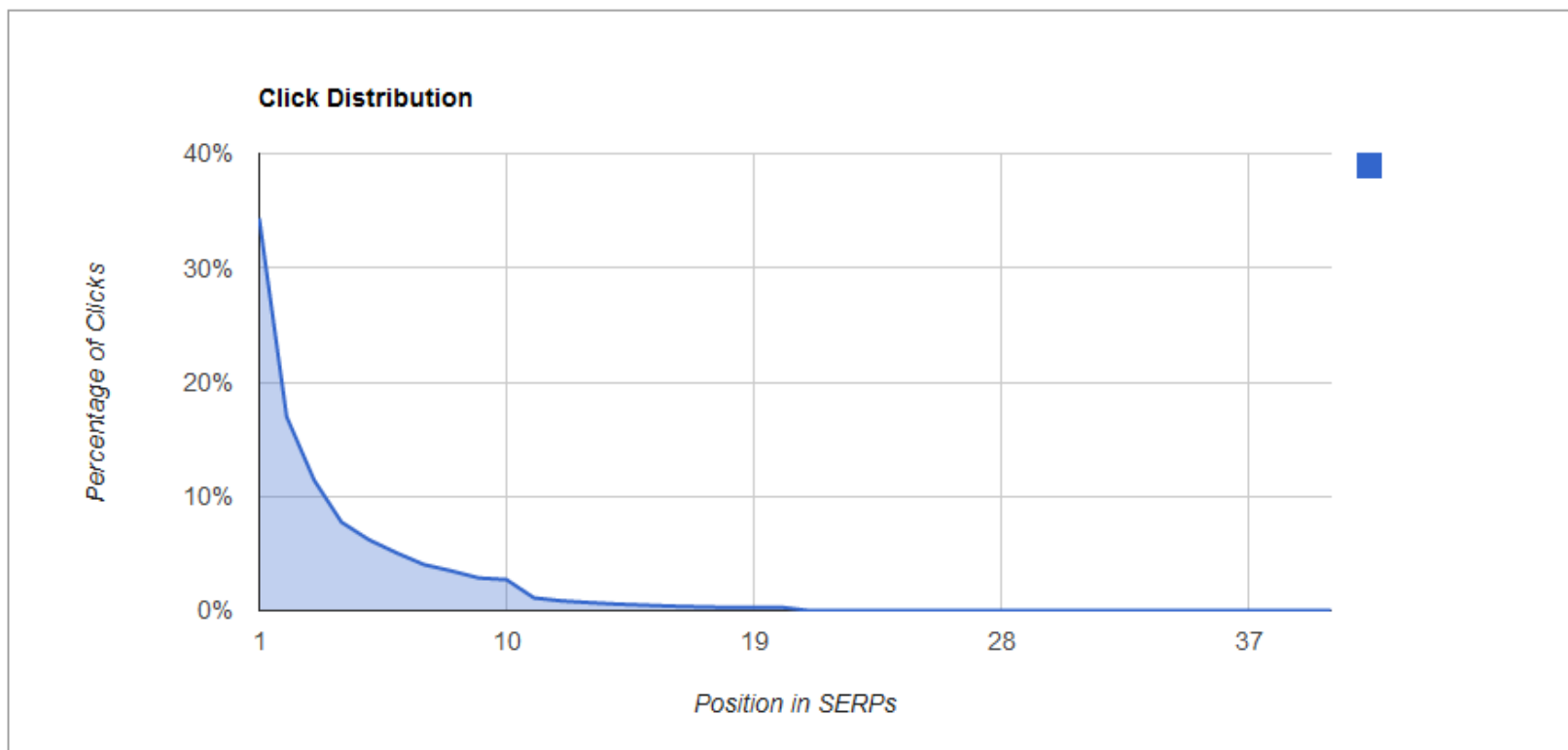
- **What the page says it's about**
- **What the rest of the world says the page is about**
- **Off-page factors:**
 - **Number of links and linking websites**
 - **Authority of those websites**
 - **What the links “say”**

OUR OBJECTIVE

- We want maximum relevant traffic for our effort
- Keyword research identifies likely candidates
- competitive analysis filters the candidates
- We select terms that are relevant, and for which we can rank HIGH
- Why?

WHY WE MUST RANK HIGH

Google Rank	% CTR
1	34.35%
2	16.96%
3	11.42%
4	7.73%
5	6.19%
6	5.05%
7	4.02%
8	3.47%
9	2.85%
10	2.71%
11	1.11%
12	0.85%
13	0.7%
14	0.57%
15	0.48%
16	0.39%
17	0.33%
18	0.28%
19	0.27%
20	0.29%
21	0%
22	0%
23	0%
24	0%



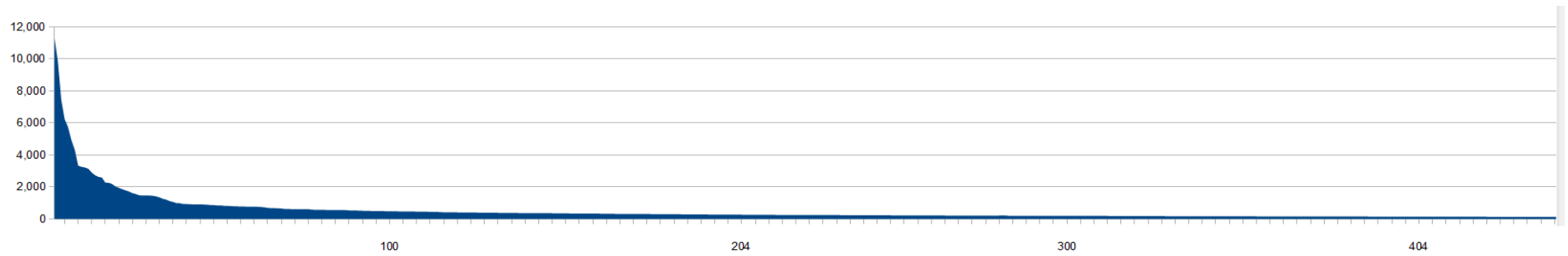
WHY WE MUST RANK HIGH



THE GOAL OF KEYWORD RESEARCH

- **To find the most relevant content, for which you can get as much traffic as possible**
- **The more searches, the better**
- **But you (probably) need to rank in the top 10**

THE LONG TAIL



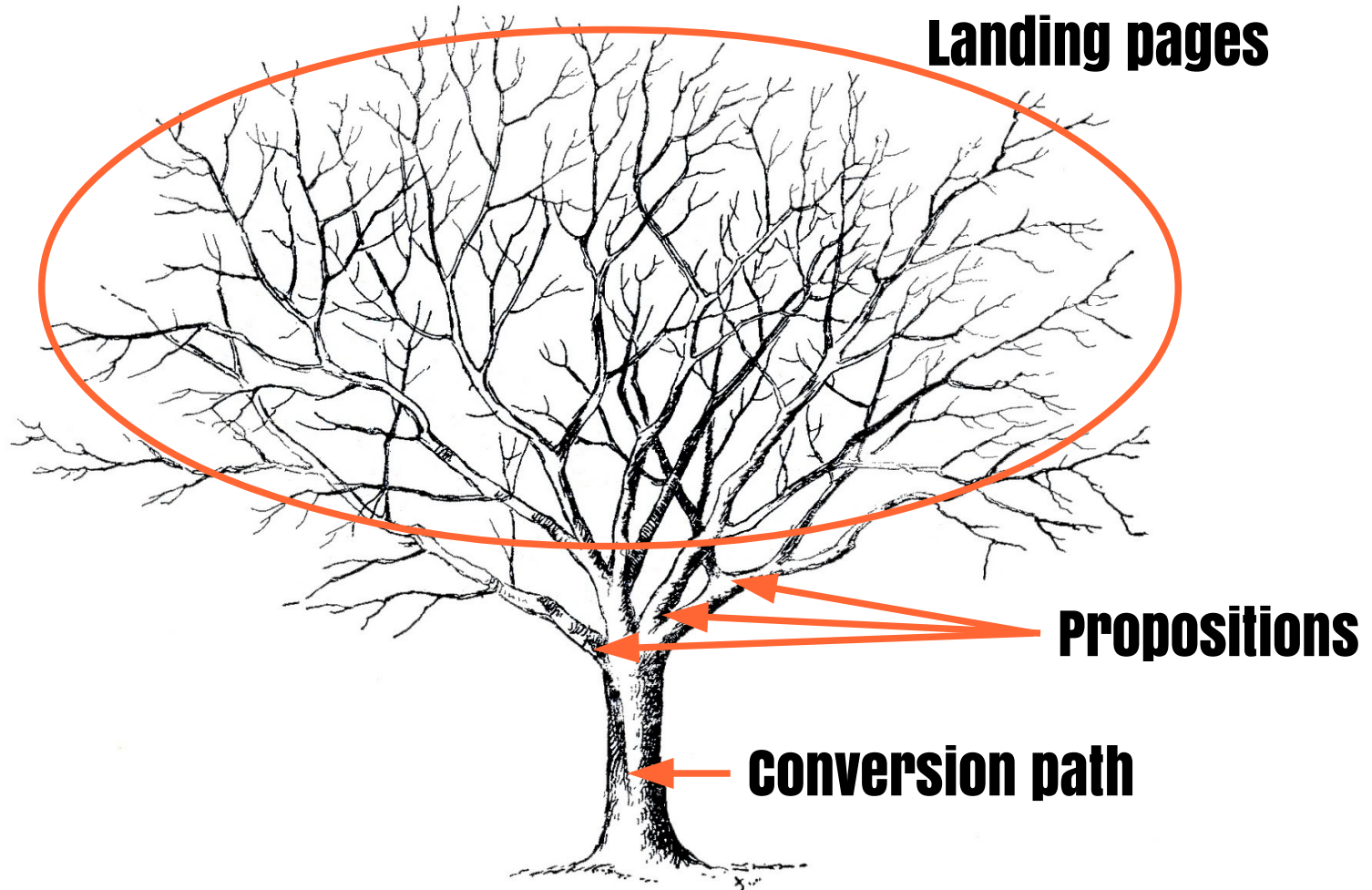
WHERE TRAFFIC ACTUALLY COMES FROM

- **The vast majority of your traffic comes from complex phrases**
- **But most of that traffic will contain variations of your “head” terms**
- **Where the head goes, the tail will follow**

OPTIMISING FOR THE LONG TAIL

- **on one hand, more content could create more chances to match searches**
- **But... quality is much more important than quantity**
- **so it is always better to invest time in one good page than 100 rubbish ones**

WEB CONTENT STRATEGY



THE AWARENESS LADDER

- **Step 0 - No problem**
- **Step 1 - Problem, not aware of solutions**
- **Step 2 - Solutions, but not your offering**
- **Step 3 - Aware of your offering, but not convinced**
- **Step 4 - Aware of its benefits**
- **Step 5 - convinced & ready to commit**

STEP 0

- **People at step 0 have no conscious problem, need, or opportunity**
- **so they are not looking for anything**
- **You can't target them with SEO**
- **The only thing you can do is put your message where they will see it**

STEP 1

- **You can identify step 1 people by their searches...**
 - **“How can I..?”**
 - **Just describing the problem, e.g. “Difficulty sleeping”**
 - **or it may be an opportunity, e.g. “Earn money from home”**
- **create content dedicated to the problem/opportunity**
- **Then follow on with step 2 content**

STEP 2

- **People at step 2 are aware that there are solutions or options, but do not know which is right for them**
- **You can also spot them by their search phrases...**
 - **“Best way to...”**
 - **“Alternative to...”**
 - **“Does ... work for ..?”**
- **Guide their research, then present your solution**

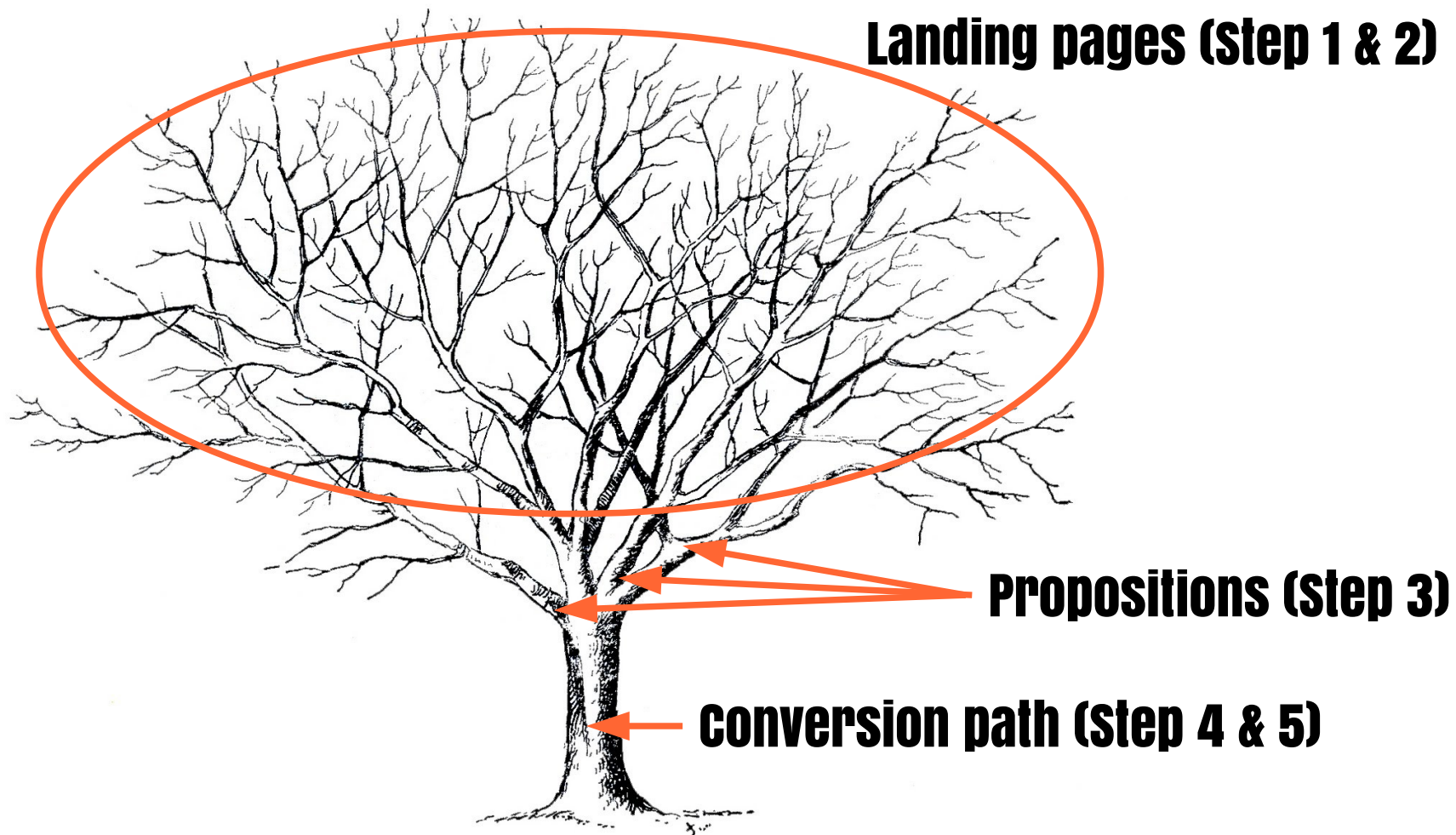
STEP 3

- **People at Step 3 are aware of your offering**
- **Remember, an offering is not the same as a product/service**
- **They should usually be on your site at this point (your offering pages)**
- **So focus on communicating the benefits to them of your offering**

STEP 4/5

- **The job of step 4 & 5 content is to convert visitors to take action**
- **This content will nearly always be on your site**
- **Benefits, Proof, case studies, Testimonials, FAQs can help build their confidence and resolve doubts**
- **Finish with strong calls to action**

WEB CONTENT STRATEGY



WEB CONTENT PROCESS

- **Make sure you have your “trunk” in place**
 - **convincing & converting content**
- **As you build landing pages, make sure every page has a logical next step**
- **Next... Keyword Research**