



7 SECRETS TO INCREASE YOUR VISIBILITY ON GOOGLE

A step-by-step guide to
conquering SEO for your
product business.

DUO COLLECTIVE

THANK YOU FOR JOINING US AT UPP!

We are so excited you decided to take a chance on our roundtable and invest your time in learning more about SEO. There is so much content to share on this topic, which is exactly why we wanted to send you home with a workbook.

If you follow this workbook and invest your time in making these updates, you'll notice big changes in your businesses visibility on search — we can't wait to hear your success stories! Let's Duo This!

- ABBEY & COURT

LET'S START WITH THE BASICS

WHAT IS SEO?

Do these little letters cause you to break out in hives?

Guess what? It doesn't have to be scary or even complicated to start implementing an SEO strategy for your business today. (Yes, you read that right, today!)

So let's dive in and make these three letters inspire action!

S.E.O. stands for Search Engine Optimization. This is the practice of increasing high quality traffic to your blog or website through organic search engine results - like Google!

Did you know that organic search is the largest traffic driver?

Yes, even more than Instagram. Shocking, we know! And, did you know that less than 10% of your followers actually see your Instagram posts? So it's time to think about another strategy...

S E C R E T

01

THE POWER OF WORDS

Without the right words, Google (and your audience) won't understand who you are and when to serve your content when someone is searching on Google. This is why you need keywords!

WHAT IS A KEYWORD?

SEO Keywords are "a significant word or phrase from a title or document used as an index to content" - Merriam Webster.

Now, let us explain it to you like we are sitting down for a cocktail...it's a word or phrase carefully selected when writing website content, product descriptions, blog posts, etc. that helps consumers, who are searching for that content, find YOU.

Let's pause for a second. That is pretty incredible. Think of it like a dating app for your business... by strategically selecting keywords and phrases, you can help search engines pair you with your future clients and customers.



2 TYPES OF SEO KEYWORDS

There are two types of keywords: short tail keywords and long tail keywords. A short tail keyword consists of one or two words. Whereas a long tail keyword is 3-5 words paired together to make a relevant phrase. It is very important to understand the difference and which you should focus on.

Short Tail

Short tail keywords tend to have a higher volume of traffic, but a low ranking opportunity and therefore low conversions.

Long Tail

Long tail keywords have lower traffic volumes but a higher conversion rate. This is because your chances to rank on page one of Google are much more likely with long tail keywords that speaks directly to your niche. **Always, always focus on long tail keywords.**

Short Tail Keywords

- Stationary
- Jewelry
- Wine
- Party Supplies
- Perfume
- Women's Clothing
- Dog Toys

Long Tail Keywords

- Stationary for Teachers
- Minimalist Geometric Jewelry
- Low Sugar Wine Subscription
- Designer Party Decorations
- Perfume Without Fragrance
- Women's Clothing For All Special Occasions
- Dog Toys for Aggressive Chewers

OUR FAVORITE RESOURCES TO FIND KEYWORDS ARE:

-01-

UBERSUGGEST

An easy and free to use keyword discovery tool as well as competitive analysis.

-02-

PINTEREST

The sneakiest way to find longer tail keywords simply by typing in a word and watching the rest populate.

-03-

KEYWORD PLANNER

Of course Google has another SEO keyword research tool that cannot be overlooked and is free!

-04-

KEYWORDS EVERYWHERE PLUGIN

A super easy-to-use keyword plugin for Chrome to help you find keyword inspiration as you are searching.

HOMework

(BUT LIKE THE FUN KIND)

STEP ONE:


Let's start really simple. Start by writing down a few words that describe your brand, product and offering.

KEYWORDS:

STEP TWO:

Now, let's explore those keywords and phrases above across the keyword resource of your choosing. Plug it into Ubersuggest (for example) and fill out the chart:

KEYWORD	MONTHLY SEARCH VOLUME	COMPETITION	OTHER IDEAS

Highlight or circle your faves! 

THE PERFECT KEYWORD WILL HAVE THE FOLLOWING:



HIGH MONTHLY SEARCH VOLUME

Could be anywhere between 50-3,000+



LOW COMPETITION

Which means there is not much organic content out there competing for this keyword.

TAKEAWAY: WHERE SHOULD YOU PUT THESE KEYWORDS?

1	Headlines
2	Product Names
3	Category Names
4	Body Copy
5	Your Instagram Bio
6	Pin Descriptions
7	SEO Title, Meta Descriptions, URL Slugs & Alt Text <small>(Don't worry, we will touch on all of that!)</small>
8	Pretty much anywhere you are writing content online

S E C R E T

02

UNDERSTANDING THE VALUE OF EACH & EVERY PAGE YOU ADD

Every page you add to your website has the ability to rank. Think about how powerful this is! Someone can find your business and become a loyal customer based on a single product or category! Now, we need to ensure that each and every page you build is optimized to do so.

Here is what you need to look for:

- ✓ SEO TITLES
- ✓ META DESCRIPTIONS
- ✓ URL SLUGS
- ✓ HEADLINE TAGS

WHAT IS AN SEO TITLE?

An SEO title is the blue text that appears on a search engine result page, also called an SERP. Remember, it is not (always) your page headline.

RULES:

- 50-60 characters - based on length not character count
- Use keywords as early as possible
- Title case to stand out
- Think of this title like a paid ad - how can this headline entice a click?
- Accuracy is key and "|" is your friend to save space!
- **Fun Fact:** headlines with numbers are more clear and receive 327% more clicks than question headlines (Source: Moz)

THE EQUATION

KEYWORDS + CONTEXT / URGENCY + BRAND

HOMEWORK:

Not sure what your page titles look like? It's simple to find out, just Google your business name + the title of your page / blog post and see what is shown in the search engine results page (SERP). If the title isn't grabbing your attention — or showing up! — let's write a new one infused with relevant keywords!

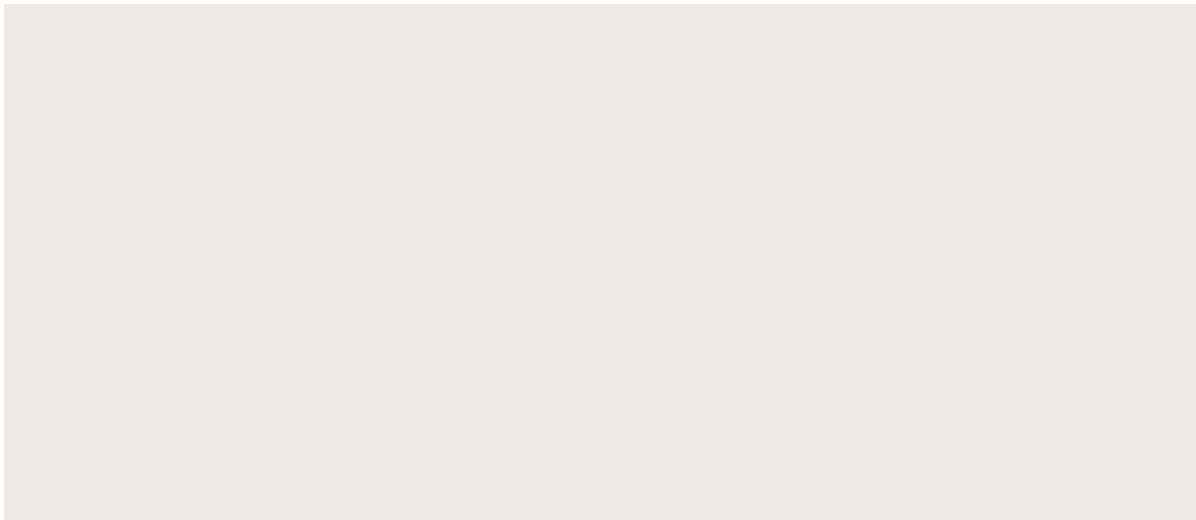
Get to work on the next page!

HOMework

STEP ONE:

Practice writing three of your best performing product SEO titles below following the equation

SEO TITLES:



EXAMPLES:

Here are a few examples from our clients to use as inspiration:

01

Design Your Own Planner, Arch, Mustard | Sound+Circle

02

Party Planning Packages | Pittsburgh Party Stylists

03

Modern Fabric Bundles for Quilting | Mashe Modern

WHAT IS A META DESCRIPTION?

Meta description is the black description copy that shows up underneath the SEO title on a search engine result page (SERP) enticing your audience to click through and giving them more information on what the page is all about.

THE GOAL:

Write a clear, short description that sells your viewers, answers pain points they may have been searching for and is keyword-rich.

THE EQUATION

KEYWORDS + PAIN POINT / BENEFIT + CALL TO ACTION

TO HELP YOU WRITE THIS DESCRIPTION, START BY ANSWERING THESE QUESTIONS:

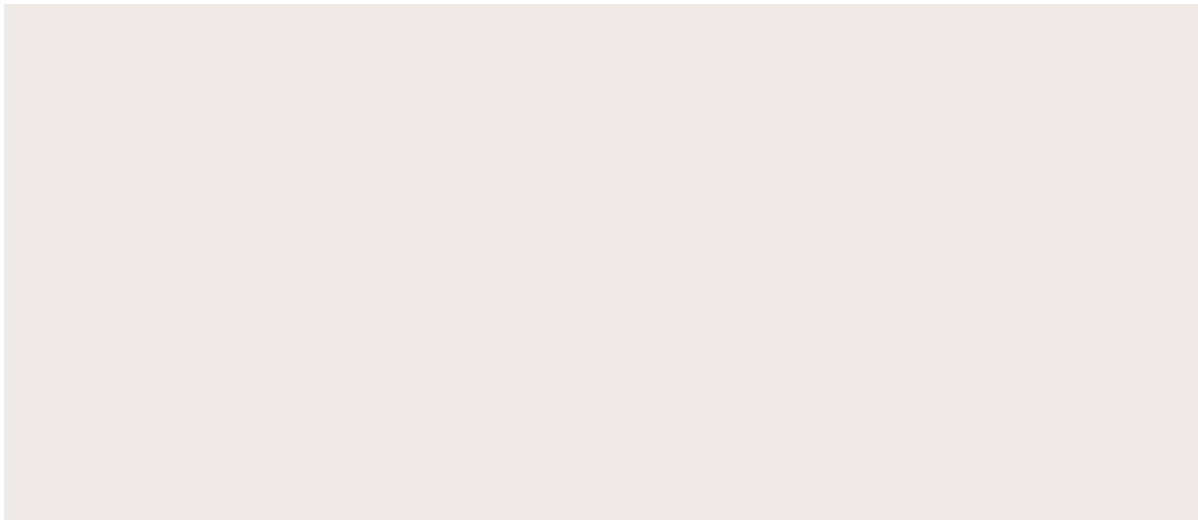
- 1 What keywords did you discover that describe your business?
- 2 What do you offer?
- 3 Why does your audience care?
- 4 What do your customers struggle with?

HOMEWORK

STEP ONE:

Practice writing three of your best performing product Meta descriptions below following the equation

META DESCRIPTIONS



EXAMPLES:

Here are a few examples from our clients to use as inspiration:

01

Design your own planner starting with our beautiful arch design with a dash of mustard. Each customizable planner lets you choose your layout.

02

Take a peek at our balloon installations, luxury picnics, children's tent parties, gender reveals and custom party packages for the greater Pittsburgh area.

03

Colorful & modern fabric bundles for your patchwork, quilting, and crafting projects. Get inspired with modern quilting ideas for all fabric lovers.

VOCAB HELP

Use these words in your meta description and SEO titles to help grab your audiences attention and get them clicking through to your website!

The Best	Now	Advice	Last Chance
The Ultimate	Announcing	Money	Learn
Guide	Introducing	Secrets	Limited Time
Roadmap	Amazing	Fascinating	Last Chance
First	Interesting	Now	Overall
The #1 Way To	Sensational	Growth	Advances
X Reasons	Remarkable	Superior	Best-Selling
X Ways	Innovative	Valuable	Certified
How To	Miracle	Popular	Endorsed
Quick	Magic	Rare	Guaranteed
Easy	Offer	Important	Exclusive
Simple	Bargain	Significant	Special / Offer
Most Wanted	Hurry	Powerful	Compare
Luxury	Join	Results	Unique
Challenge	Verified	Tested	Straightforward

WHAT ARE URL SLUGS?

A URL slug is the part of the URL after the last backslash.

duocollective.com/blog/**the-seo-checklist-every-blog-needs/** 

URL SLUG 

COMMON MISTAKES WE SEE:

- Not changing what the system automatically chose for you
- Not looking at the competition
- Not using keywords
- Overcomplicating it and making it lengthy

RULES:

- Keep it short. short URLs tend to have a slight ranking advantage
- Use keywords (3-5)
- Can a human read it?
- Use hyphens & lowercase letters
- Remember too simple could lead to future issues
- Start with your SEO Titles

HOMework

STEP ONE:

Go to your website and grab three of the first products you find. Write down those URL slugs below and see if it passes the rules noted on the previous page. If not, how would you re-write it?

URL SLUG

OPTIMIZED URL SLUGS

STEP TWO:

Keep practicing by writing down more url slugs that fit within the rules.

URL SLUG PRACTICE

WHAT ARE HEADING TAGS?

Heading tags or HTML tags are a way to organize content and add hierarchy for not only search engines, but your readers as well! Think of it like a book report.

Remember: Header tags are like writing a middle school book report. H1 is the title of your report. H2 is for each chapter. H3 is for bullet points or subheadings within those chapters.

<h1> MOST IMPORTANT, YOUR PAGE TITLE, ONLY ONE PER PAGE

<h2> SECOND MOST IMPORTANT, PAGE SUBHEADS

<h3> THIRD IMPORTANCE, ANOTHER LAYER OF SUBHEADS

<h4>
<h5> ADDITIONAL HEADLINES IF NEEDED FOR
<h6> ORGANIZATION & CATEGORIZATION

<p> PARAGRAPH TEXT & BUTTONS

nav HEADER + FOOTER NAVIGATIONAL LINKS

div USED FOR DESIGN AND SEPARATION ELEMENTS
(USE PARAGRAPH IF THIS OPTION ISN'T AVAILABLE)

HOMework



First...

Identify the main headline on your home page or your favorite product / category page. This is called your H1 header.

Ask yourself these ?'s

- Does this headline describe what my business is and does?
- Are there any keywords showcased in this headline?
- Is this headline answering a question my customers may have?

If the answer is no...

It's time to write a new headline! Take a moment and brainstorm some headlines using the keywords from secret #1. Don't be afraid to test them out and ask your family, friends or past clients to select their favorites.

01

02

03

S E C R E T

03

THE IMPACT CATEGORIES CAN HAVE ON YOUR TRAFFIC

Category pages are pages too - don't forget that!
Often times a category page can rank and drive
more traffic than some home pages. Especially if
they are optimized appropriately for SEO.

HOMework

STEP ONE:

Make a list of your product categories below and answer the following questions.

- 01** Do all of these product categories make sense? Y N
- 02** Do my category pages have words on them?
Or is it just a collection of products? Y N
- 03** Do I have too many or too little compared to my competition? Y N
- 04** Are these categories keyword rich - in other words, categories people are searching for? Y N
- 05** Are these category pages optimized from secret #2? Y N
- 06** Am I missing anything? Y N

HOMework

List category pages you'd like to add here.

What keywords do you want these categories to rank for?

Write a small keyword rich description for each category page here so Google knows what this page is all about.

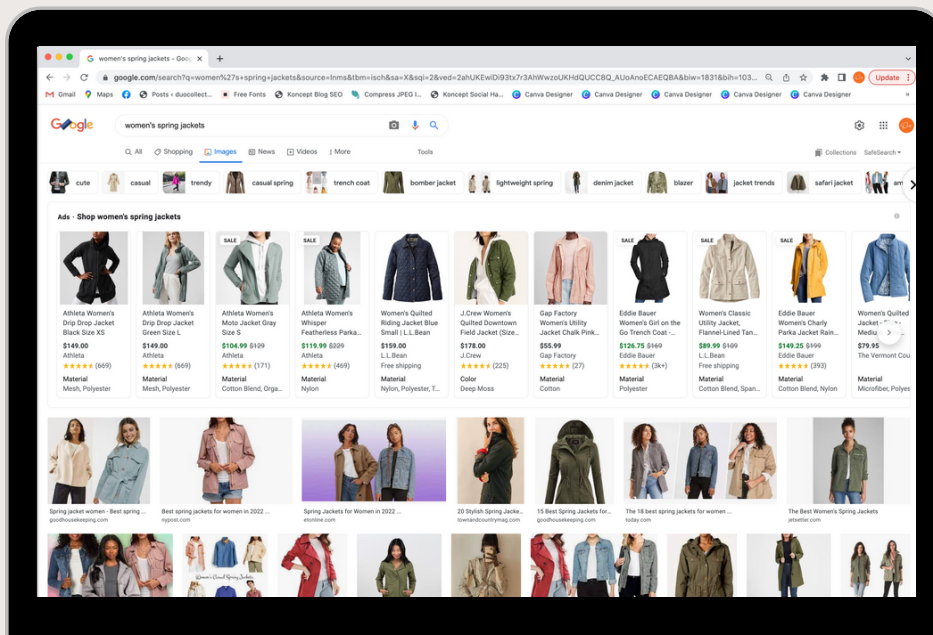
S E C R E T

04

THE MANY THINGS ABOUT IMAGES

Images have the ability to make or break your website's searchability. You can be discovered in Google Images or penalized for things like image size. Let's find more ways to use images to our advantage!

WHAT YOU NEED TO KNOW



QUESTION

How often do you search for a product in the image section of Google? Ever wonder how Google selects those images to appear in your search results?

QUESTION

Can Google read images?

ANSWER

Alt text, image descriptions and file names

ANSWER

Nope, at least not very well!

IMAGE SIZE

01

Did you know?

Images makeup on average over 20% of a total webpage's weight! Pagespeed is the number one reason you need to have properly sized images.

02

Why should you have a fast website?

- Google tells us to (wink)
- People love fast sites and in turn, faster sites tend to produce more conversions.
- Nearly 70% of consumers admit that page speed impacts their willingness to buy from an online retailer.
- The highest e-commerce conversion rates occur on pages with load times between 0-2 seconds.
- Website conversion rates drop by an average of 2.11% with each additional second of load time

03

The page speed goal?

Less than 3 seconds for both desktop and mobile (don't forget about mobile!)

04

How to check your image size & how it affects your website page speed.

Google Pagespeed Insights or **GTMetrix**. As a rule of thumb, try to keep every image under 300kb and every video under 1MB. Also be sure to make sure videos are in MP4 formats, not GIFs. GIFs are extremely heavy.

05

What if my website platform automatically optimizes my images?

Do it anyway! Chances are you can still optimize it even more with a few free tools!

FREE RESOURCES TO COMPRESS YOUR IMAGES & VIDEOS

- 01 -

SMUSH (WORDPRESS PLUGIN)

[TRY NOW](#)

- 02 -

TINY JPG

[TRY NOW](#)

- 03 -

COMPRESSJPEG OR COMPRESSPNG

[JPG](#)

[PNG](#)

- 04 -

VIDEO SMALLER (FOR VIDEOS ONLY)

[TRY NOW](#)

ALT TEXT

Did you know that Google can't read images very well?
That's why alt text is important!

Also commonly called alt attributes, alt descriptions & alt tags
This is the HTML code to describe the appearance and function of an image on a page for visually impaired users and the Google algorithms.

What's the purpose?

- To help visual impaired users
- Used in place of a file that can't be loaded
- Image context for search engine bots to index and serve.

Alt text rules

- Use image-relevant keywords
- Don't keyword stuff
- Does your file name also include keywords?
- Don't force a keyword

Quick homework:

Type in **Cache:www.insertyoururlhere.com** and click "view text only version" THIS is what Google can see. The large bolded texts are your headlines and the big blank spaces are most likely your images.

Ask yourself some questions:

- 01 Does my website make sense in this format?
- 02 If not, what do I need? More copy? Better alt text?

THE EQUATION

THIS IS AN IMAGE OF [FILL IN THE BLANK]

TAKEAWAY: YOUR IMAGE WORKFLOW

1

**Always download
web-sized images**

2

Ensure proper formats

MP4 for videos, JPEG for images
and PNGs for designed graphics.

3

**Optimize once more in a
tool like TinyJpg or Video
Smaller for video content**

4

**As a rule of thumb, try to keep
every image under 300kb and
every video under 1MB**

5

**Save your file name as your
alt text first before uploading
into your web platform**

6

**Finally, keep your media
libraries clean as you go.**

Proper file names and folders.
Remove any images you aren't using

S E C R E T

05

THE BACKLINKS YOU'VE NEVER CONSIDERED

What is a backlink? Incoming hyperlinks from another website that drive traffic to your website. This is one of a couple ways that Google verifies that you are an authority figure in your industry. The more people include backlinks of you the more trustworthy you are in Google's eyes.

BACKLINK IDEAS

- 01 Memberships & Directories. Did you know that 60 million people visit YellowPages.com every month, 91% of whom contact a business within 24 hours?
- 02 Google Profile, Bing Places, Yahoo Local
- 03 Your local chamber of commerce
- 04 "Best of" Lists. Go ahead and google "The best [fill in a specific product, industry or category you offer]" and see what list posts pop up where your product can also live!
- 05 Guest Blogs & Podcasts
- 06 Vendors & Partnerships
- 07 Influencer campaigns & blog reviews
- 08 Manufacturer and retailer links — do you sell your products at a certain retailer, have them add your link to their website.
- 09 Local news articles & features
- 10 Just ask! Encourage your audience to share your content.

Whatever you do, never buy backlinks, similar to how we recommend that our clients never buy followers on Instagram! These links don't drive traffic and can appear as spam to Google therefore hurting your authority rather than helping it.

S E C R E T

06

PEAK ON YOUR COMPETITION

Discovering how to beat your competition on Google means you need to be strategic in terms of how you view your website. Are you looking at the right things or are you just comparing Instagram followers?

WRITE DOWN YOUR TOP THREE COMPETITORS BELOW:

Quick Note: We are 1000% in the abundance mindset that there is enough for everyone. We just need to make sure those people can find you! So when we say "competition" we mean, take to Google and search your industry, products, problems or the various keywords your audience is using to find you. Who is on page one?

01

02

03

Now look at the following sections of their website and take notes on what you notice:

What is their main headline / the first headline you read on their main pages (home, top performing product page, category pages)

What keywords are you noticing?

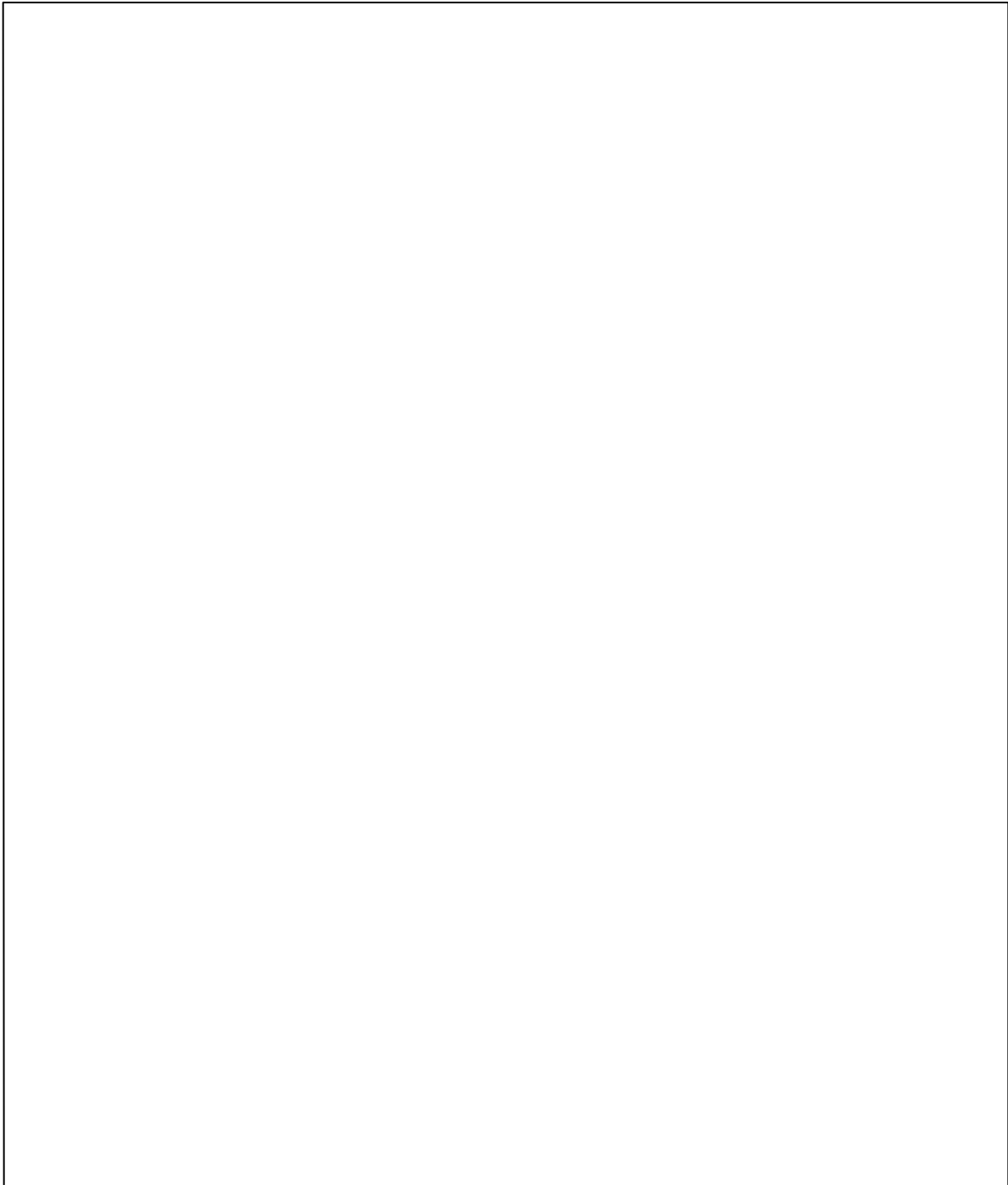
How many words do they have on these pages?

What types of pages do they have that you might be missing? (a detailed blog, a category, a resource, an FAQ section?)

Is their blog active? How often are they posting? Can you match that?

NEXT: Use this as a guide to ensure you are matching & exceeding their content for Google to help you rank next to them! Write down your top THREE (3) action items below (i.e.) New keyword-rich headline here, add a category for this, write a blog post on this, etc.)

Action Items:

A large, empty rectangular box with a thin black border, intended for writing action items. It occupies the central portion of the page.

S E C R E T

07

THE TOOLS YOU NEED TO HELP YOU SUCCEED

The three tools you need to analyze and measure success.

Google Analytics (the new one!)

Google Search Console

Google Profile (formerly Google My Business)

WHY DO YOU NEED EACH OF THESE TOOLS?

GOOGLE ANALYTICS

To measure who is visiting your website, how they are finding your website and where they are exploring.

Implementation: this connects with your website platform. You copy the tag and paste it into the appropriate space in your web platform (Shopify, Squarespace, Showit, Wix, Etc.)

GOOGLE SEARCH CONSOLE

To measure your website performance on Google. What keywords are driving impressions and traffic.

Implementation: this connects with your domain not your website platform. So you will connect this through your DNS settings inside wherever your domain is located (Google Domains, Go Daddy, etc.)

GOOGLE PROFILE

To improve your local search traffic, appear in Google Maps, capture customer reviews and so much more! Just as the name says, it's a Google profile!

Implementation: nothing, you just set it up here!
<https://www.google.com/business/>

IMPORTANT NOTE:

Google Analytics is switching to GA4 (G-XXXXXXXXXX) vs. Universal Analytics. (UA-XXXXXXXX-X) be sure you've updated to the latest and greatest version for tracking your website!

HOMework

First...

Check each box below once you've signed up and implemented the code into the appropriate space:

- Google Analytics
- Google Search Console
- Google Profile

Bonus Points!

Once you have your Google tools built you can implement it into the below with a click of a button:

- Bing Webmasters (Google Search Console for Bing)
- Yahoo Local (Business Profile for Yahoo)
- Bing Places (Business Profile for Bing)

That's it! You discovered the

7 SECRETS TO INCREASE YOUR VISIBILITY ON GOOGLE

and beyond!

WHAT NOW? GET TO WORK (WINK, WINK)



NEED HELP? Here are ways you can work with us!

01

Need an hour?

[Schedule a Strategy Sessions](#)

02

Don't want to do this yourself?

[Contact us for a personalized SEO audit](#)

03

Free ways? Absolutely!

[Duo On Air Podcast](#) [Explore the Blog](#)

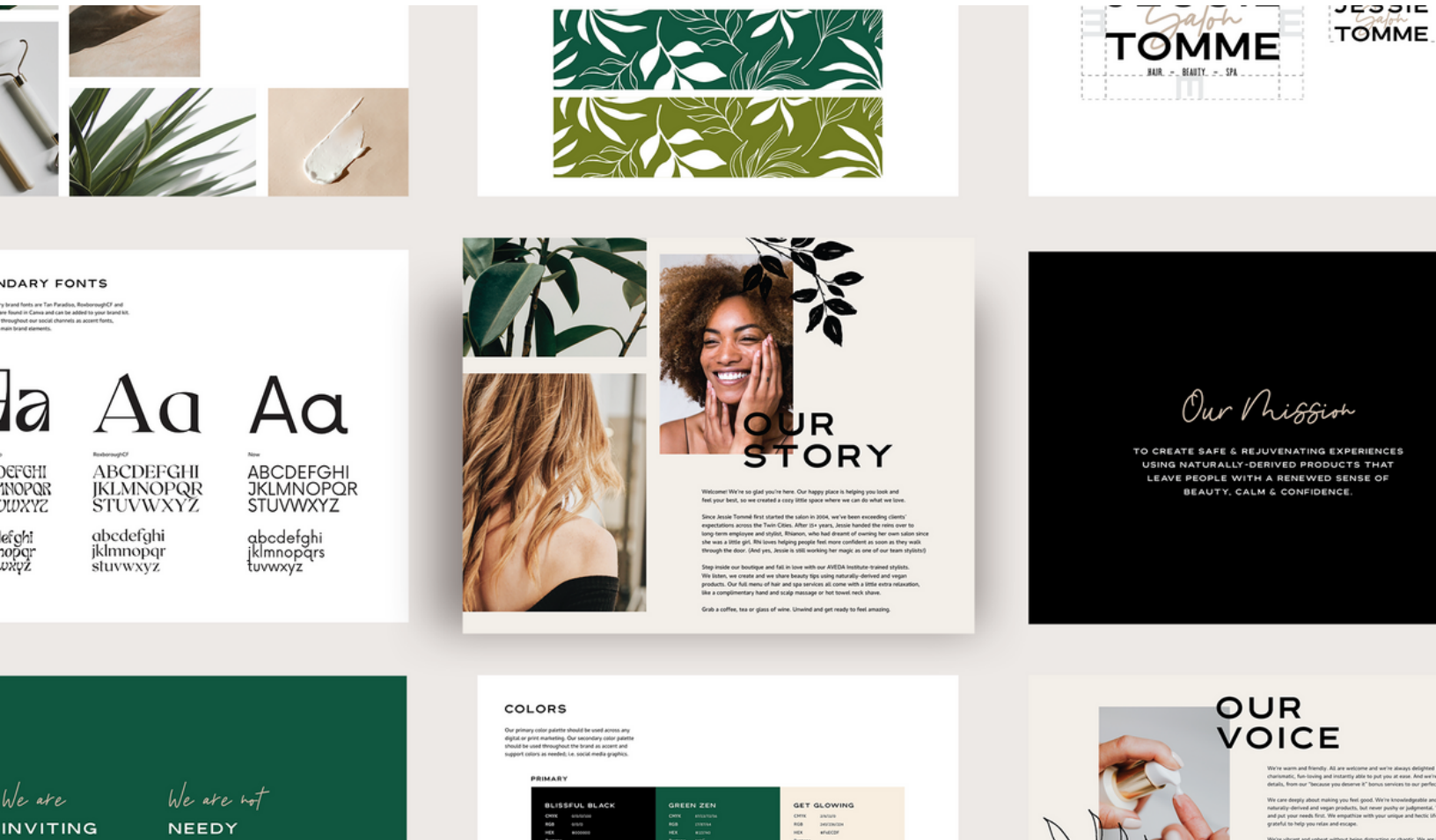
[Follow on Insta](#)



DID YOU KNOW
WE DO MORE
THAN JUST SEO?

DUO COLLECTIVE

BRAND CREATION + STRATEGY



Whether you're starting a new business, looking to pivot to reach a new audience, or simply feel like your current branding could use a little sumthin", let's work together to define your story, mission, and vision—so we can create custom visuals to match.

[SEE MORE HERE](#)

SOCIAL MEDIA STRATEGY



Instead of spending hours worrying about what to post and whether or not your audience will care about it, let us handle your social media strategy so you can get back to growing your biz.

[SEE MORE HERE](#)



THANK YOU!

Helping other badass entrepreneurs and business owners thrive is kinda our thing. We are so thrilled to have met you and are already cheering you on!

Please don't be a stranger. We'd love to hear how this workbook has helped you along with your success stories.

Stay in touch friend, we will see you soon!

[LEARN MORE FROM THE DUO](#)

YOUR SEO ASSESMENT

SECRET #1

The power of words

SCORE 1-3

Do you feel confident in what keywords people are using to find your products & offerings?

Do you use your keywords in all the right places?

SECRET #2

Understanding the value of each and every page

Have you written your SEO Titles?

Have you written your Meta Descriptions?

Have you optimized your URL slugs?

Have you tagged your headlines?

SECRET #3

The impact of categories

Do you have product / offering categories?

SECRET #4

The thing about images

Does your page take longer than 3 seconds to load on mobile / desktop?

Do you compress your images?

Have you written your alt text?

YOUR SEO ASSESMENT

SECRET #5

The backlinks you never considered

SCORE 1-3

Do you have any backlinks?

Do you have backlink goals?

SECRET #6

"Peak" on your competition

Do you know who your competitors are on Google?

SECRET #7

The tools you need to help you succeed

Do you have these Google Tools implemented?

LET'S GET TO WORK!

Scan the QR code below to download the hands on workbook and get to work conquering these 7 secrets to better visibility with Google!

