



# **Fundamentals of SEO**

## **Workbook**

**by Kay Allen-Carr**



# Hey, I'm Kay

Thank you for joining me in the Marketing, Money & Mindset Membership!

This workbook accompanies the Master SEO Basics for Getting Your Site More Visible on Google masterclass.

In this workbook I will provide guidance on where to put keywords into web pages so you can set a smart foundation for getting found in search engines.

If you haven't watched the masterclass yet I highly suggest you do that now before diving into this workbook.

If you have any questions please drop them into the member's only Facebook group.

To your success! 🥂

*Kay*



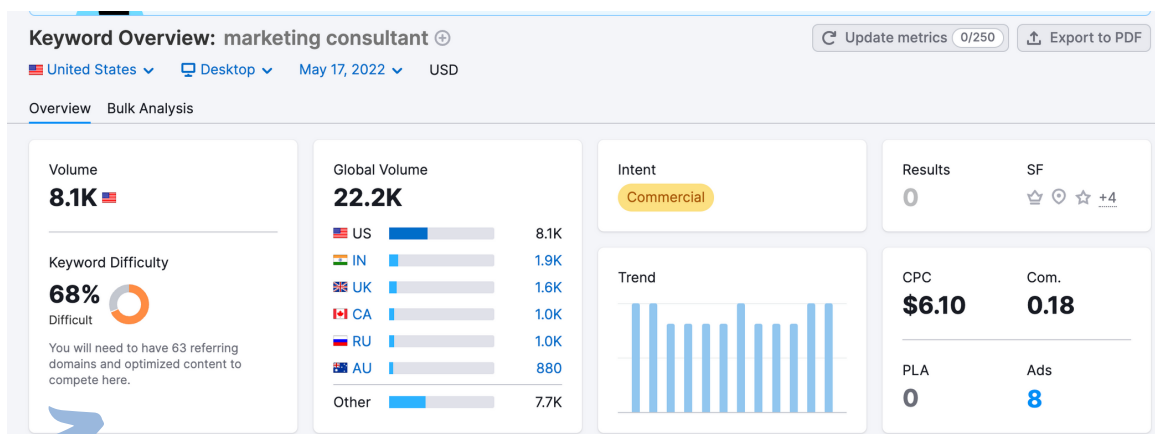
# Foundations of SEO Workbook

## How to Decide Which Keywords to Try and Rank For

When deciding which keywords to rank for you want to think about:

- How competitive is this keyword to rank for
- What will I have to commit to doing to rank for it
- What is the intent of the searcher using this keyword - is the intent that they will buy from me or could they just be looking for some general info?

If you are serious about committing time and effort into SEO then you can use a keyword research tool like SEMrush to find out exactly what it would take to rank for a keyword.

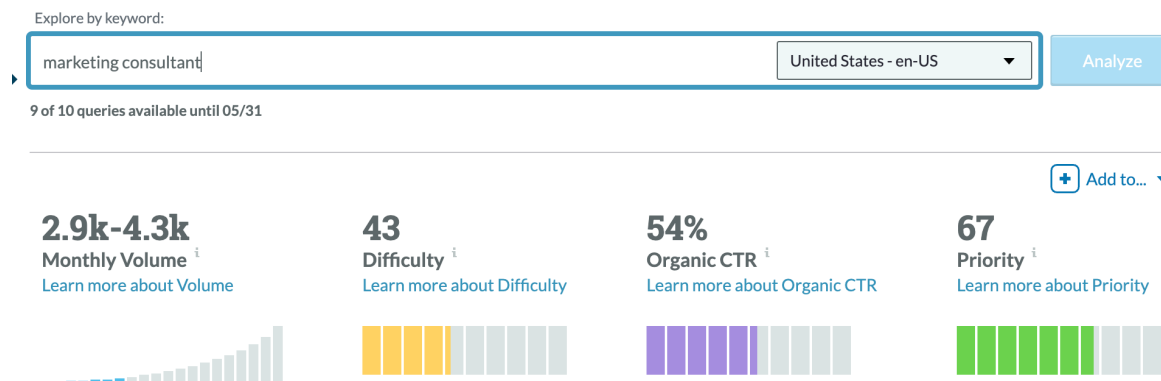


Otherwise you can use a free tool like the Moz keyword research tool to get a basic understanding of how difficult or easy it would be to rank for a keyword.

# Foundations of SEO Workbook

## Overview

Research by keyword to analyze predictive metrics and identify high-impact suggestions.



You can see in the above example the free Moz tool shows a difficulty score of 43 but you don't really get much more info than that.

What that does tell you though is that it's moderately difficult for the average site to rank for this. If your site has been around for years and you already have a lot of inbound links and such, then it won't be super difficult for you to rank for this keyword.

However, if your site is fairly new, you don't have inbound links, and other authority signals then it is actually going to be very difficult to rank for this keyword.

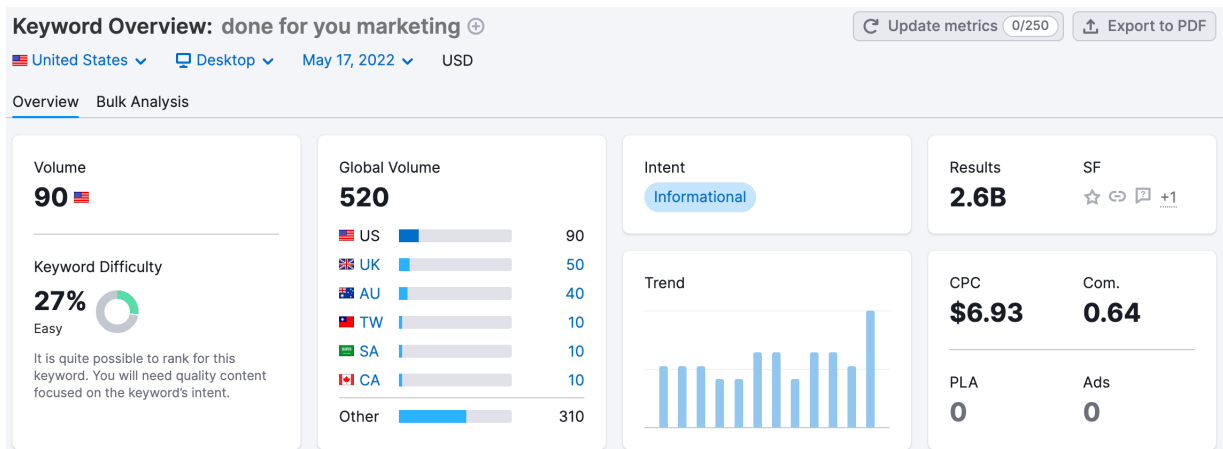
The SEMRush example gives us a much more explicit picture telling us we would need to have our page really well optimized and then also get 60+ inbound links.

# Foundations of SEO Workbook

If you're planning to make a big push with SEO you'll probably want the most specific information.

Ideally though you would look for keywords that fall into the easy category.

For example if I look at the phrase "done for you marketing" this is MUCH easier to rank for than "marketing consultant."



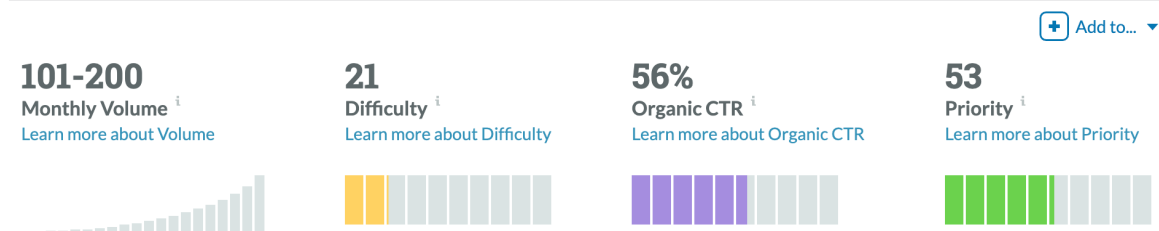
## Overview

Research by keyword to analyze predictive metrics and identify high-impact suggestions.

Explore by keyword:

 United States - en-US Analyze

8 of 10 queries available until 05/31



# Foundations of SEO Workbook

We can see here that both SEMrush and the free Moz tool show that this would be much easier to rank for.

Yes, the search volume is much smaller. However, trying to rank for a keyword that has 8,000 searches that is highly competitive could mean you put months of work in and see 0 website visitors from that effort.

Whereas you could put minimal effort in to rank for the much less competitive keyword and get almost all the people searching onto your site!

I'd rather put my time and effort into trying to rank for the less competitive keyword and get 90 visitors to my site then try to rank for the highly competitive keyword and get 0 visitors to my site.

It's like this: should you shoot for the stars and try to marry Brad Pitt or should you look at what good people there are available around you? Hahaha

Once you've decided which keywords you want to rank for then you need to start strategically placing these keywords onto pages on your site.

## **Where to Put Keywords on Your Site**

Ideally you would choose just one keyword or keyphrase to try and rank each page for.

# Foundations of SEO Workbook

You would then start strategically placing that keyword into specific parts of the page.

If you watch the masterclass you'll see I give you four specific examples of where to play the keywords:

- In the Title of your page
- Within the first 100 words on the page
- Once every 300 or so words on the page
- In your SEO title and Meta description

If you haven't watched the masterclass yet I highly recommend you watch it now to hear me talk more specifically about this.

The title, intro, and body copy of your site are the front-facing parts of your site and you know how to add keywords into those areas.

The SEO title and Meta description are on the backend and are made for the search engines. Google, Yahoo, etc will crawl your site and look for the Meta title and description.

They will then use that as what shows up when someone searches for you if they are going to show you in the rankings.

It is VITAL that you do not clickbait at all with your Meta title and descriptions. Be as clear and concise as possible.

# Foundations of SEO Workbook

Example:

WordPress toolbar with icons for home, add, edit, undo, redo, help, and menu, and a button for '← Back to WordPress Editor'.

Yoast SEO

SEO (green smiley), Readability (red frowny), Schema (grid), Social (share)

Focus keyphrase ?

done for you marketing

Get related keyphrases

Google preview

Preview as:

Mobile result  Desktop result

kayallencarr.com › done-for-you-marketing

**Done for You Marketing Services | By Kay Allen Carr**

Jan 3, 2022 – Learn about the Done for You Marketing services offered by Kay Allen-Carr, a certified marketer with over 12 years of experience.

SEO title Insert variable

Done for You Marketing Services | By **Site title**

Slug

done-for-you-marketing

Meta description Insert variable

Learn about the Done for You Marketing services offered by Kay Allen-Carr, a certified marketer with over 12 years of experience.

SEO analysis (green smiley) done for you marketing





# Foundations of SEO Workbook

The reason you don't want to clickbait here is because Google doesn't just look at the keywords on your page to determine how to rank you.

It also looks at the experience people have on your site.

If your page starts ranking in Google and Google sees people clicking to your site from the search results but then immediately clicking back they will start to penalize you for providing a poor user experience and will move you down in the rankings.

Just because you achieve a high ranking doesn't mean you will have it forever. You have to keep working at it because there is a good chance someday someone else will come in behind you and try to start ranking for the keyword positions that you own, and if you aren't actively working on holding your position Google will gladly replace you.

This is why I always say SEO is something that is for everyone with a website, but not necessarily something that everyone should be focused on.

If you don't necessarily have the time and effort to put into your SEO efforts right now, make it a priority for another day.

If you're ready to prioritize SEO then this guide and masterclass will help you with the fundamentals!