



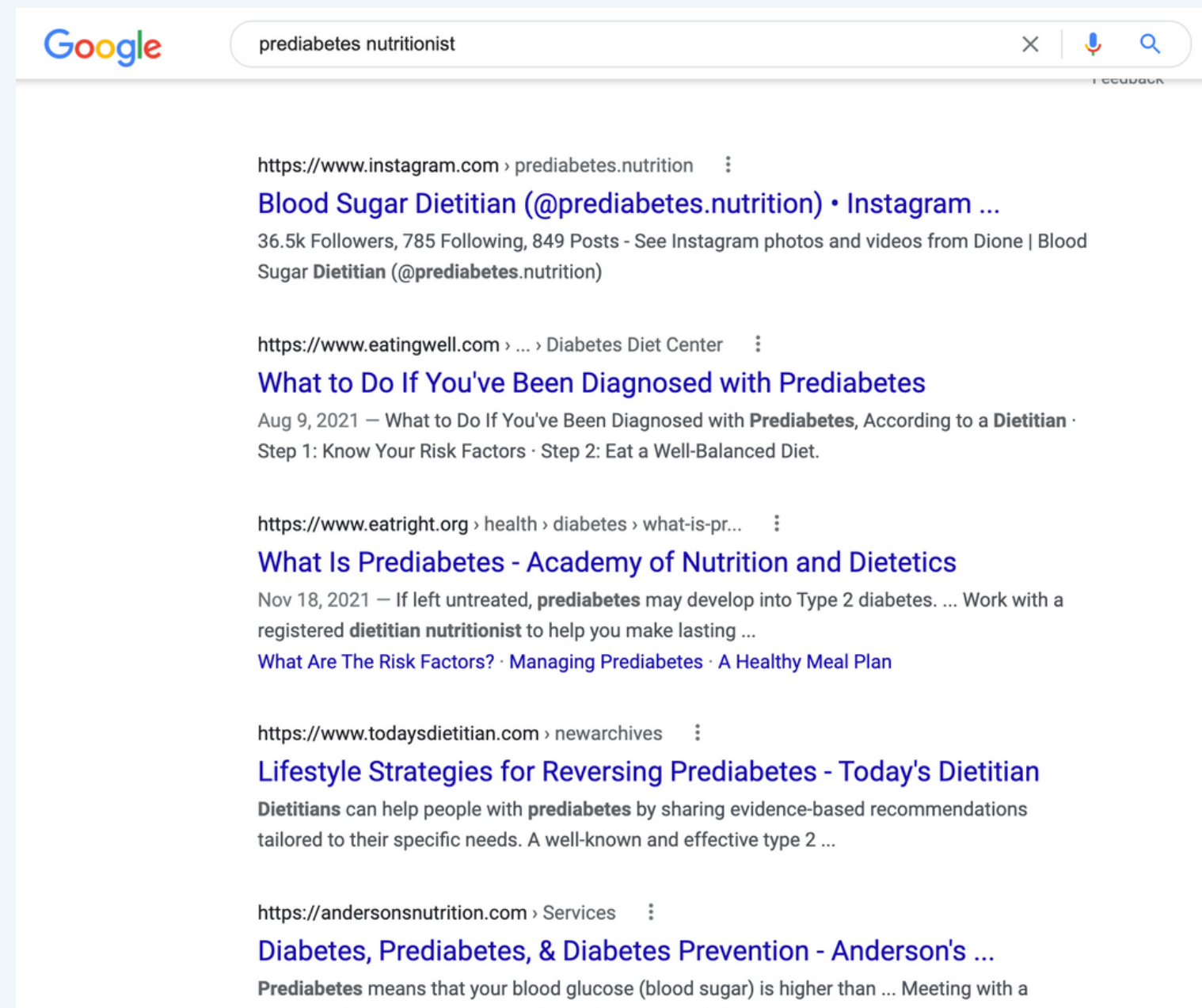
# How to Setup Basic SEO to Gain Visibility for Your Website

## What is SEO?

*Search Engine Optimization - the process of getting traffic to your website from search engines based on the keywords that people are using in those search engines.*

# What Do You Mean by "Keywords"

*The specific things people type into search engines to find information. Ideally you want to come up as high as possible for keywords related to your services to gain visibility and get traffic to your site by the people searching.*



# How do You Find Out What Keywords People Are Searching?

Use a keyword research tool like SEMrush, Moz Keyword Research Tool, etc.

First we just want to check, is anyone searching for my type of offers?

The screenshot shows the SEMrush Keyword Overview interface for the keyword "marketing consultant". At the top, there is a search bar with "marketing consultant" entered and a "Search" button. Below the search bar, there are navigation links for "Dashboard > Keyword Overview", "Keyword Research course", "User manual", and "Send feedback". A promotional banner for "Expand your product reach with E-commerce Keywords Analytics" is displayed. The main section is titled "Keyword Overview: marketing consultant" and includes filters for "United States", "Desktop", "May 17, 2022", and "USD". There are buttons for "Update metrics (0/250)" and "Export to PDF". The dashboard is divided into several sections: "Volume" (8.1K), "Keyword Difficulty" (68%), "Global Volume" (22.2K) with a bar chart for various countries, "Intent" (Commercial), "Results" (0), "CPC" (\$6.10), "Com." (0.18), "PLA" (0), "Ads" (8), "Trend" (bar chart), "Keyword Variations" (19.7K total volume), "Questions" (711 total volume), and "Related Keywords" (233 total volume). Each of these sections contains a table of related data.

Keywords	Volume	KD %
marketing consultant	8.1K	68
digital marketing consultant	3.6K	54
marketing consultants	2.9K	56
marketing consulting	2.4K	66

Keywords	Volume	KD %
what is a sales and marketing consultant	390	65
what does a marketing consultant do	320	44
what is a marketing consultant	320	51

Keywords	Volume	KD %
marketing consultan	90	63
a marketing consultant	70	50
consultant marketing	110	52
market consultant	70	50

**What Do You Do with the Keywords Once You Have Them?**

# SEO

## On-Site SEO

*Having specific keywords added to key places on your website + having website architecture setup for search.*

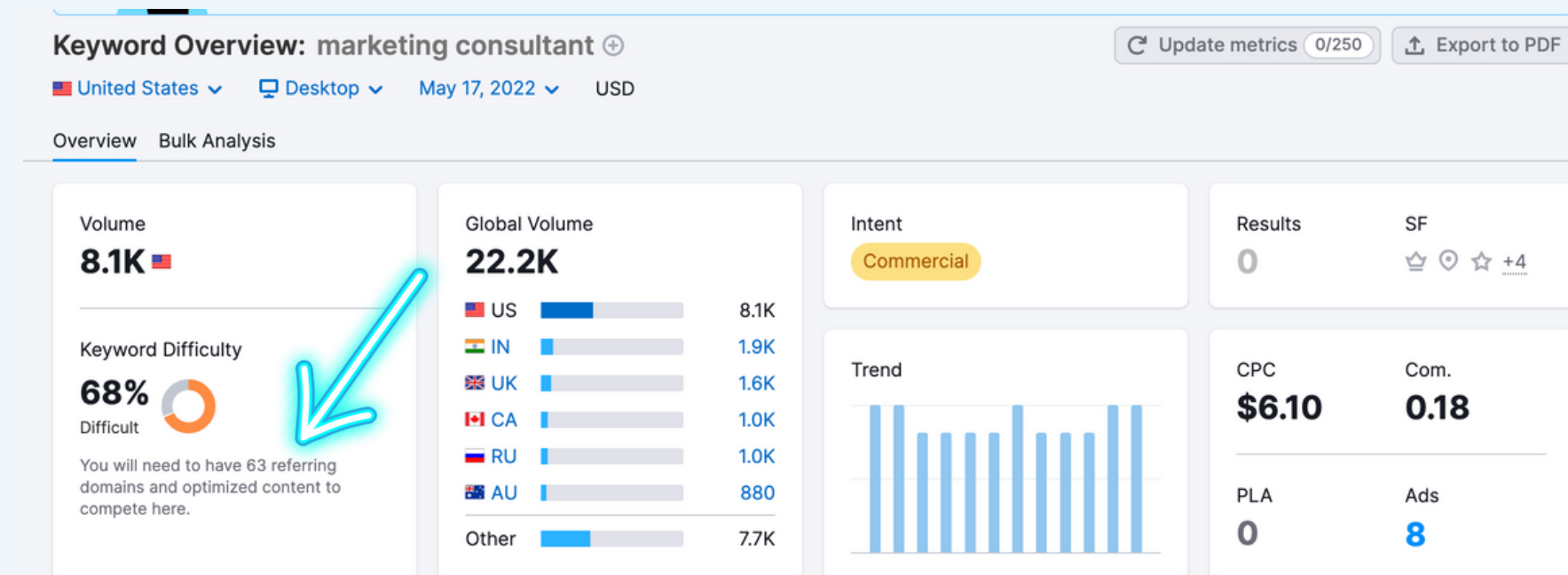
## Off-Site SEO

*Getting "authority" from other websites that signal to search engines that you are a reputable source of information on a particular keyword/topic.*

# Who is SEO For?

*SEO is for everyone, but not everyone should spend a lot of time on it.*

- *How much search volume is there?*
- *How competitive is it to get ranked?*
- *How much time would you need to spend to rank in a competitive market?*
- *Is it worth it to do now, or should you be focusing your time on other channels?*
- *Do you want another algorithm to have to think about?*



## Different Types of Keywords

### SEO Keyword Types

#### Short Tail

*Marketing Consultant  
Registered Dietitian  
Business Coach*

#### Long Tail

*How much does it cost to hire a marketing consultant?  
Find a registered dietitian in Greenville SC  
How to work with a business coach to improve sales*



## Different Types of Keywords

*Higher Search Volume  
+ Unknown Intent  
+ Very Competitive*



*Marketing Consultant  
Registered Dietitian  
Business Coach*



*Lower search volume  
+ Better Intent  
+ Less Competitive*



*How much does it cost to hire a marketing consultant?  
Find a registered dietitian in Greenville SC  
How to work with a business coach to improve sales*

## Diving into Intent

**When someone searches for "registered dietitian" what is their intent?**

- They could be wondering what an RD does*
- They could be seeking services*
- They could be wondering how much an RD makes*
- They could be curious about what credentials an RD has*

*So many things!*

**When someone searches "registered dietitian in greenville SC prediabetes"**

*It's pretty clear that they intend to find an RD to help them with their prediabetes diagnosis.*

# How Do You Find Keywords with Intent

*Look for related keywords and think "what is the intent?"*

*"marketing consultancy services" is probably looking for a service provider.*

*"hire freelance marketing consultant" is likely looking for a service provider*

*"marketing consultant jobs" is likely someone looking for a job.*

The screenshot shows the Keyword Magic Tool interface for the search term "marketing consultant". The search bar at the top contains "marketing consultant" and a "Search" button. Below the search bar, there are navigation links for "Dashboard", "Keyword Overview", and "Keyword Magic Tool". The main title is "Keyword Magic Tool: marketing consultant". The database is set to "United States" and the currency is "USD".

The interface includes several filters and sorting options: "All", "Questions", "Broad Match", "Phrase Match", "Exact Match", and "Related" (selected). There are also dropdowns for "Volume", "KD %", "Intent", "CPC (USD)", "Include keywords", "Exclude keywords", and "Advanced filters".

The results are grouped under "Group 'service': 11 Total volume: 1.9K Average KD: 48%". A table of related keywords is displayed with columns for Keyword, Intent, R.., Vo..., Trend, KD %, CP..., C.., SF, Results, and Last Upda... The "service" category is selected in the left sidebar.

Keyword	Intent	R..	Vo...	Trend	KD %	CP...	C..	SF	Results	Last Upda...
marketing consultancy services	c	35	50	[Trend]	61	5.90	0.25	+4	209M	2 weeks ...
marketing consultant services	c	35	210	[Trend]	59	5.90	0.25	+4	723M	Last week
marketing consultation services	c	35	50	[Trend]	52	5.90	0.25	+4	311M	Last week
marketing consultant services list	i	30	50	[Trend]	51	3.57	0.31	+5	244M	Last week
marketing consulting services	c	25	880	[Trend]	55	5.90	0.25	+5	3.2B	Last week

# What Do You Do with the Keywords on Your Site

*Put them on your site in strategic places.*

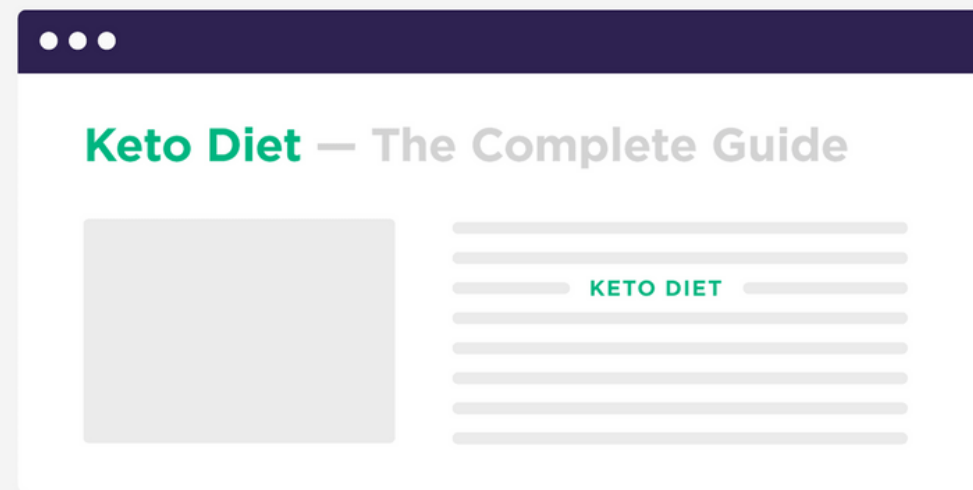
GOOGLE STILL CRAWLS YOUR SITE FOR KEYWORDS



*source: backlink.io*

# Where to Put Them on Your Site

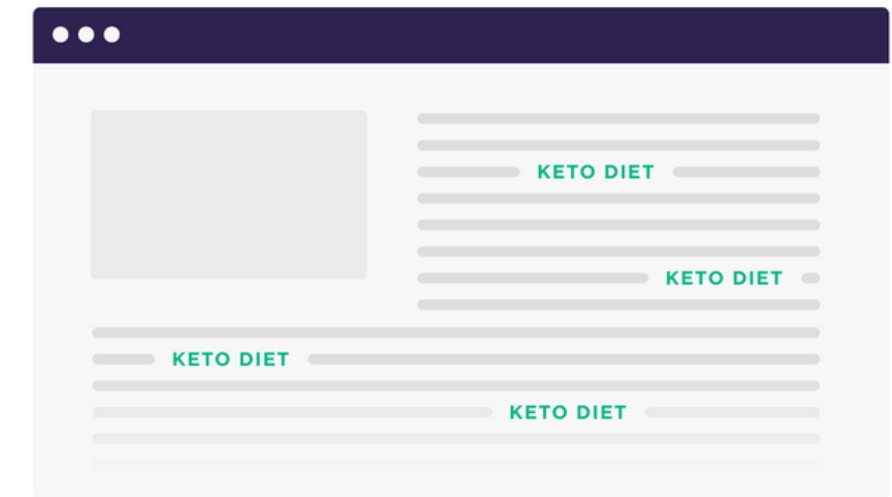
FRONTLOAD YOUR KEYWORD IN YOUR TITLE TAG



USE YOUR TARGET KEYWORD TERMS IN THE FIRST 100 WORDS



KEYWORD FREQUENCY : HIGH



Short Tail

META DESCRIPTION FORMULA

keyword

This Is a Web Page  
Title Tag

<https://website.com/page-title>

This is a [content overview].  
Learn how to get  
[specific benefit] from this  
[content description].

on-page seo

On-Page SEO: Anatomy  
of a Perfectly Optimized  
Page

<https://backlinko.com/on-page-seo>

This is a complete guide to  
on-page SEO. Learn how to  
get higher rankings with this  
in-depth post.

*Suggestion use the keyword  
once every 300 words.*

# Meta Titles & Descriptions

META DESCRIPTION FORMULA

keyword	on-page seo
<b>This Is a Web Page Title Tag</b> <a href="https://website.com/page-title">https://website.com/page-title</a> This is a [content overview]. Learn how to get [specific benefit] from this [content description].	<b>On-Page SEO: Anatomy of a Perfectly Optimized Page</b> <a href="https://backlinko.com/on-page-seo">https://backlinko.com/on-page-seo</a> This is a complete guide to on-page SEO. Learn how to get higher rankings with this in-depth post.

Create Meta Title & Description using Yoast or another SEO plugin if it's not built in.

Yoast SEO

SEO Readability Schema Social

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  
Done for You Marketing Services | By Site title

Slug  
done-for-you-marketing

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

SEO analysis  
done for you marketing

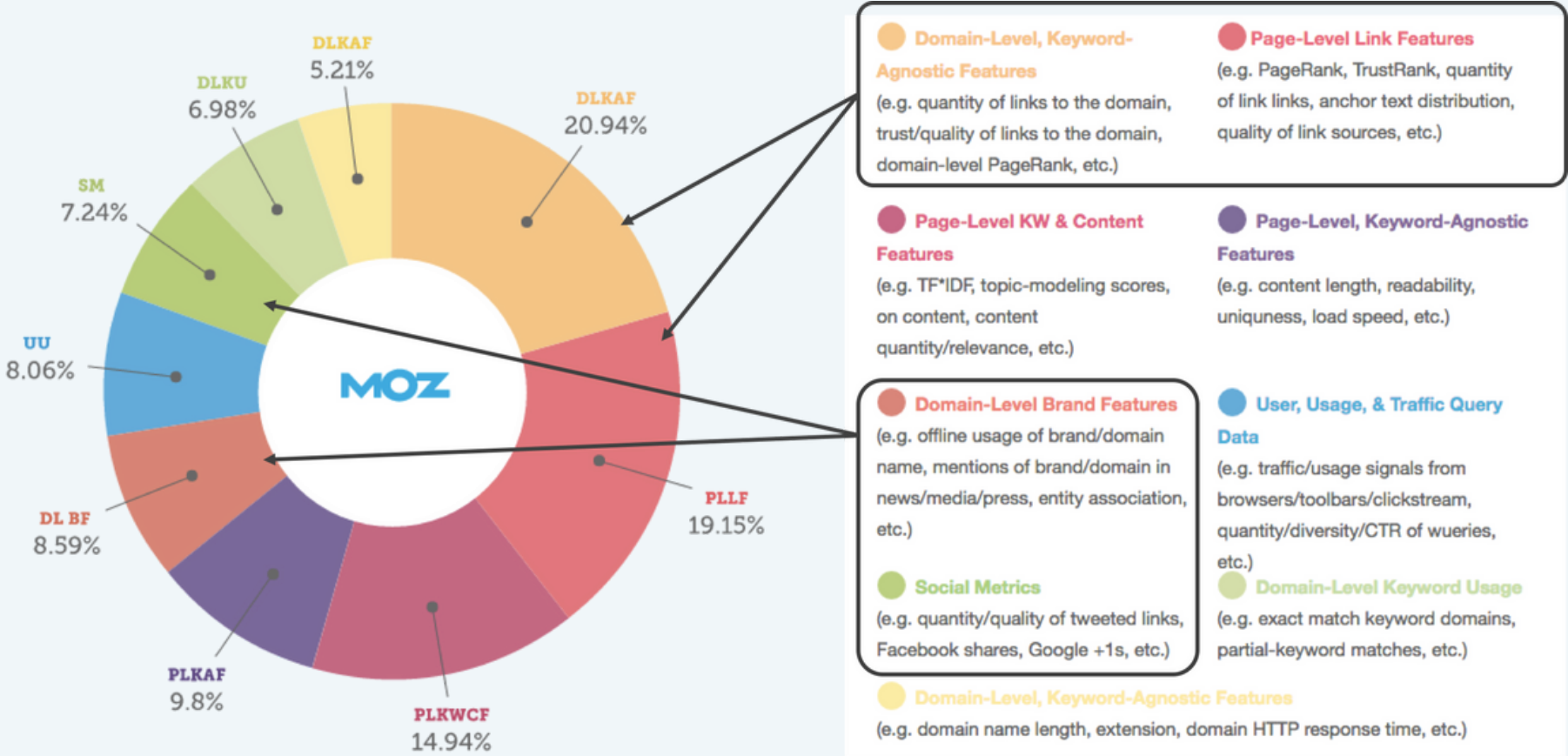
This is what will show up in Google.



# How to Do Off-Site SEO

*You need to work on building links back to your site.*

- 1. *Contribute guest articles to sites.*
- 2. *Get interviewed on podcasts.*
- 3. *Have an infographic embedded on other's sites.*



Source: SEOmoz

**What questions do you have about SEO?**