



The  
Concierge Academy™

## SEO

Search engine optimization (SEO) is the process of affecting the visibility of a website or a web page in a web search engine's unpaid results - often referred to as *"natural"*, *"organic"*, or *"earned"* results.

You no longer need to “pay for” SEO. It’s all done organically and can be done by YOU in a manner that supports YOUR business.

**\*\*\*The GOAL is to become #1 after the “ads”**

- ☐ Set up your Google Analytics account
- ☐ Review Audience Overview weekly
- ☐ Review Acquisition weekly
- ☐ Use keywords in Website copy
- ☐ Use keywords in Blog posts

## Keywords:

Keep Lists of Keywords (word doc or asana).

A long tail keyword is a cluster of 2 or 3 keywords strung together for purposes of SEO. These are often full phrases. Think of “general conversation” type words.

### For example:

- “help with errands in (town)”
- “help for working mom”



**Use the space below to list 20 of your TOP Keywords:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_
11. \_\_\_\_\_
12. \_\_\_\_\_
13. \_\_\_\_\_
14. \_\_\_\_\_
15. \_\_\_\_\_
16. \_\_\_\_\_
17. \_\_\_\_\_
18. \_\_\_\_\_
19. \_\_\_\_\_
20. \_\_\_\_\_



- ☐ **Bonus Task:** Add this into a word document on your computer that you are always adding to.

THEN:

**Use the space below to list 10 “Longtail” keywords**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_



## **Images:**

(Do LIVE show of images on pages)

Use purchased stock images and add “Alt TAGS” to your images. This will bring people BACK into your site (Google LOVES this). You can also add your name AND website into these.

- Content Creation: (will build on this subject in a future class).
- Fit your content AROUND your Keywords
- Pillar Content (pages into pages)

**Other ways to Increase SEO:** (remember to USE your keywords)

- Headings
- Internal Links
- Bold/Bulleted Lists
- Internal and External Links

## Bonus Materials:

- ☐ Use Amazon search for similarities and key word searches.
- ☐ Use Google Keyword Planner
- ☐ Google type in (what naturally comes up??)
- ☐ Yoast - A fabulous PlugIn for Wordpress users
- ☐ Be aware of Load Speed

(Google wants you to be REAL and RELEVANT)

- ☐ Check your footer dates
- ☐ Do an Alexa Rating
- ☐ Check your site speed @<https://www.webpagetest.org/>

## Image Resources:

- ☐ Deposit Photos <http://depositphotos.com/>
- ☐ 123rf - <http://www.123rf.com/>
- ☐ IStock - <http://www.istockphoto.com/>
- ☐ BigStock - <http://www.bigstockphoto.com/>