



Results Driven SEO

—
STRATEGY & TACTICS FOR THE
BUSY MARKETER

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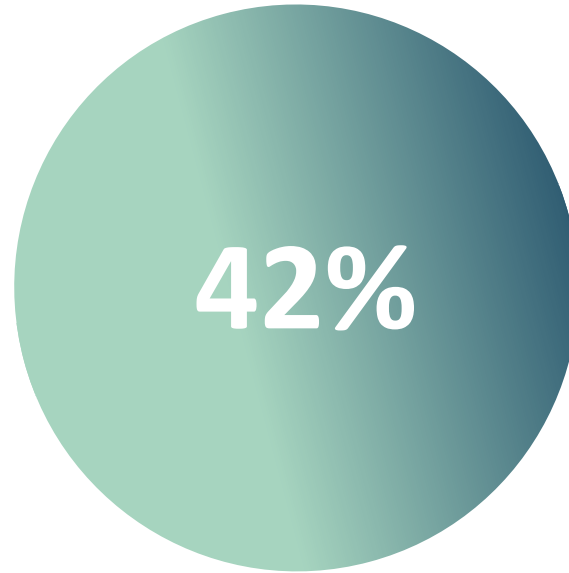


Marketing Professor

Marketers Are Busy

(Stating the Obvious Here)

3



OF MARKETERS ARE A
ONE-PERSON TEAM



“She has a 2:42 and a 2:43 appointment.
I can try to fit you in.”

Let's Make **SEO Manageable**

01

SEO Tasks For Quick Results

02

Page Structure To Get Optimal Traffic

03

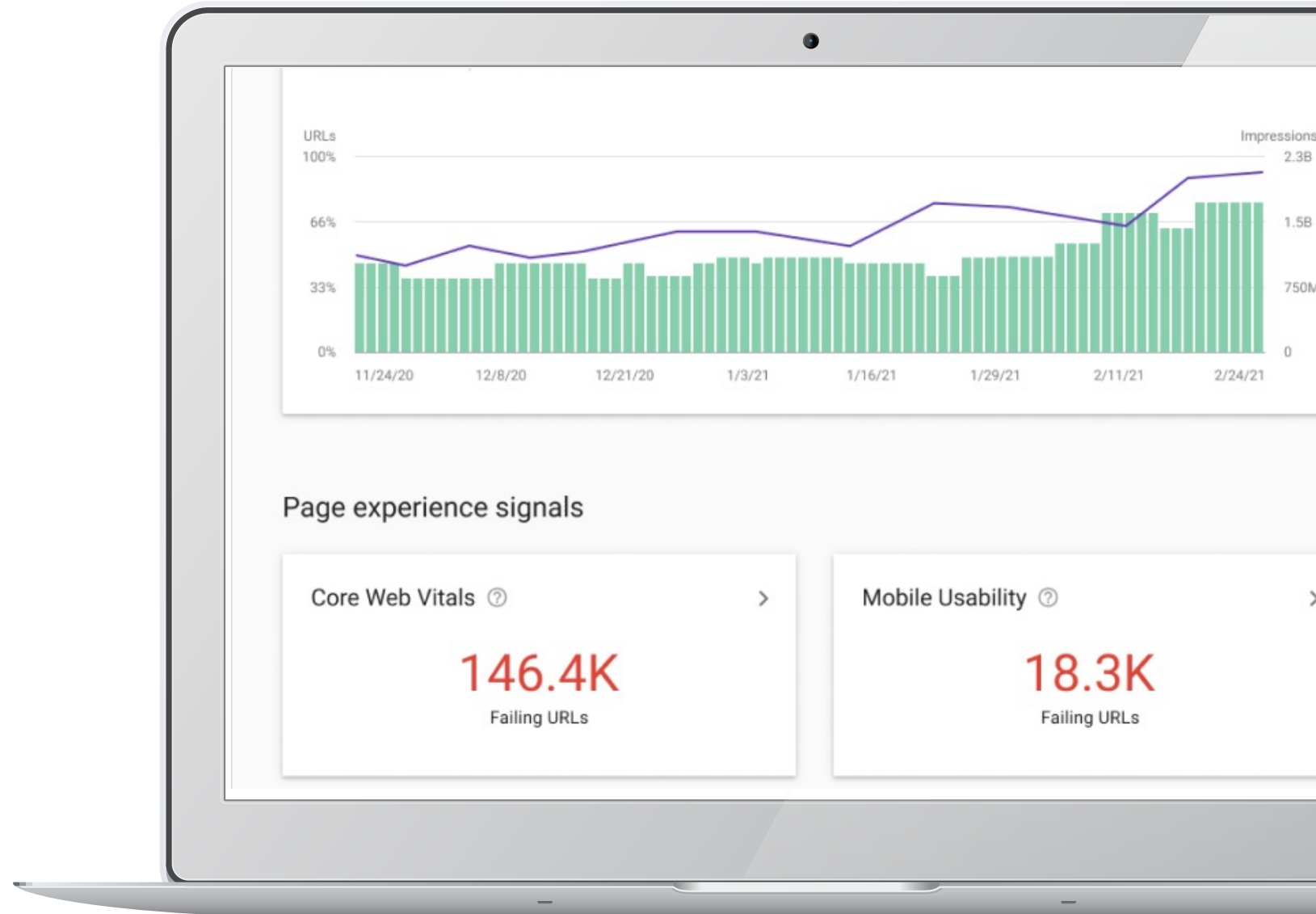
SEO Tools To Make Things Easier



SEO Tasks For Quick Results

Focus on Page Experience

- Core Web Vitals
- Mobile Usability
- HTTPs
- Security Issues



Core Web Vitals

Page Speed

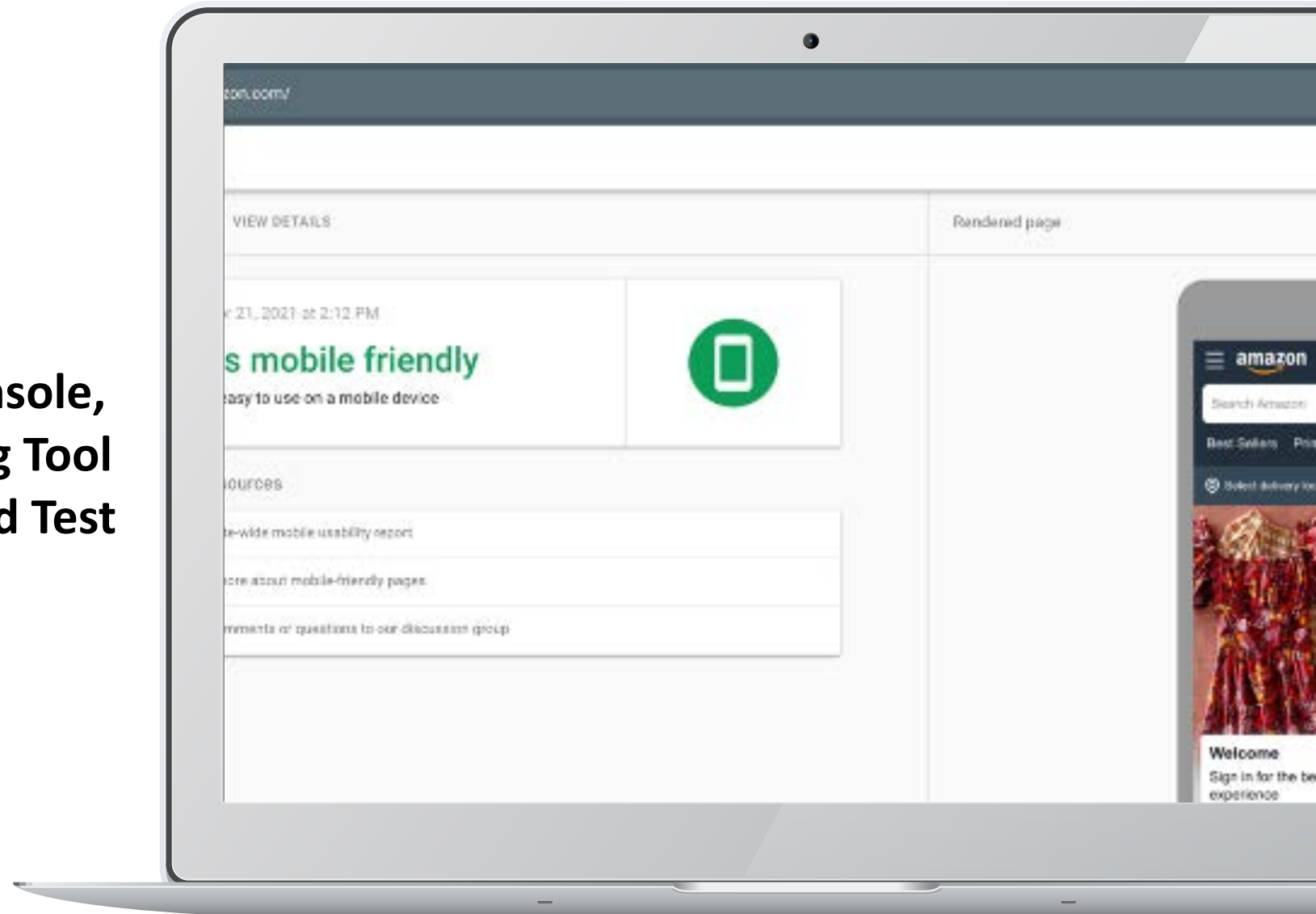
- Use a tool: Gtmetrix, Google PageSpeed Insights
- Give report to your developer



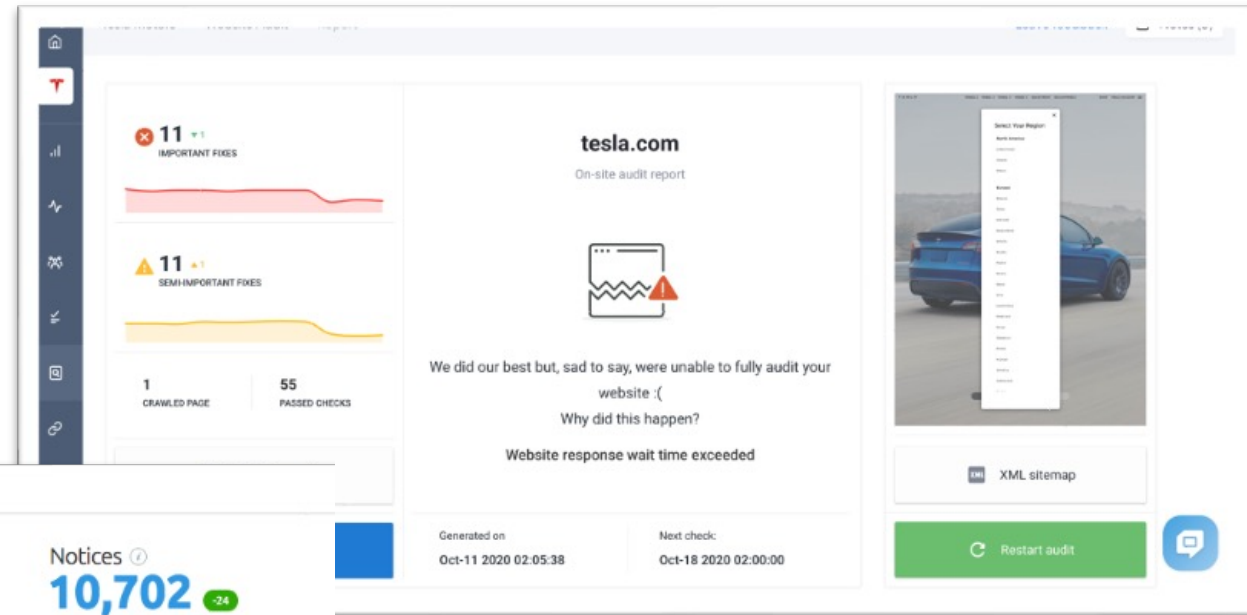
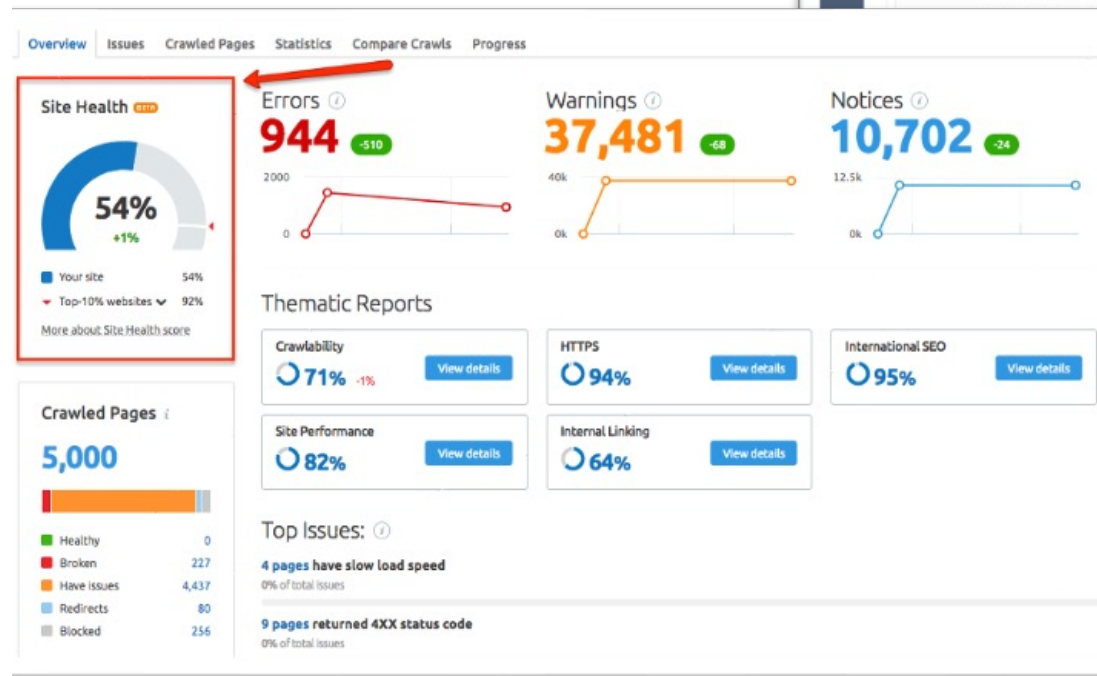
Mobile Usability

Speed & Experience

- Use Google Search Console, Mobile Friendly Testing Tool & Google Mobile Speed Test
- Give report to your developer



Automated Audits



On-Page Optimization

Improve What You Have



Make sure every page has a unique title



Use keywords in H1 tags



Add internal links



Focus on 2-3 primary keywords per page



H1 → Become a Corporate Partner

Position your company as a social leader in your community by partnering with us.



Support CHOC Programs

Inspire employees while bringing life-saving care to kids.



Corporate Sponsorships

Be a part of our community-building events.



Customer Engagement

Capitalize on what you do best & make a big impact on families.



Workplace Engagement

Create a unique employee giving campaign.



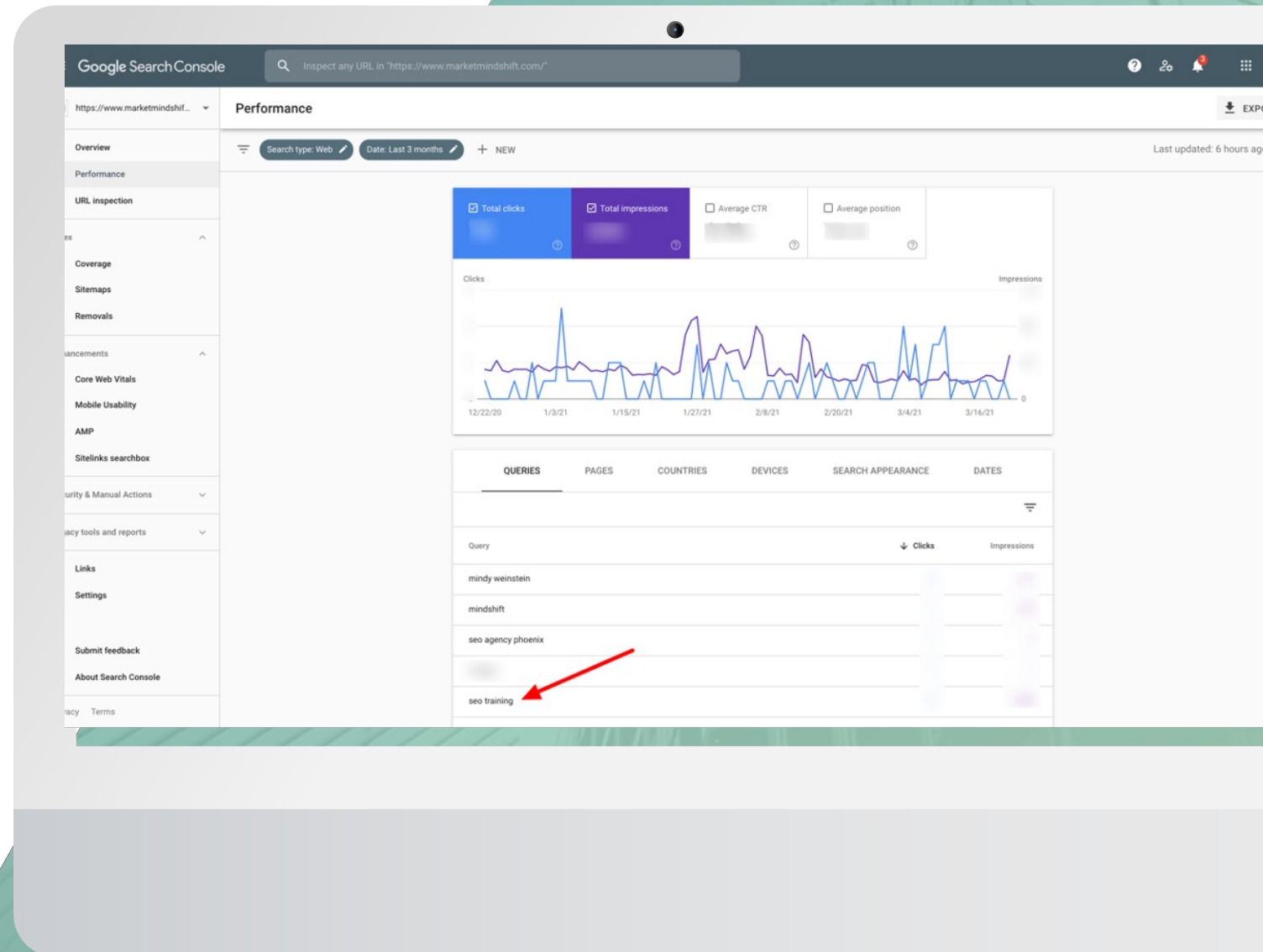
Complete your gift to make a difference

I'm ready

Not today

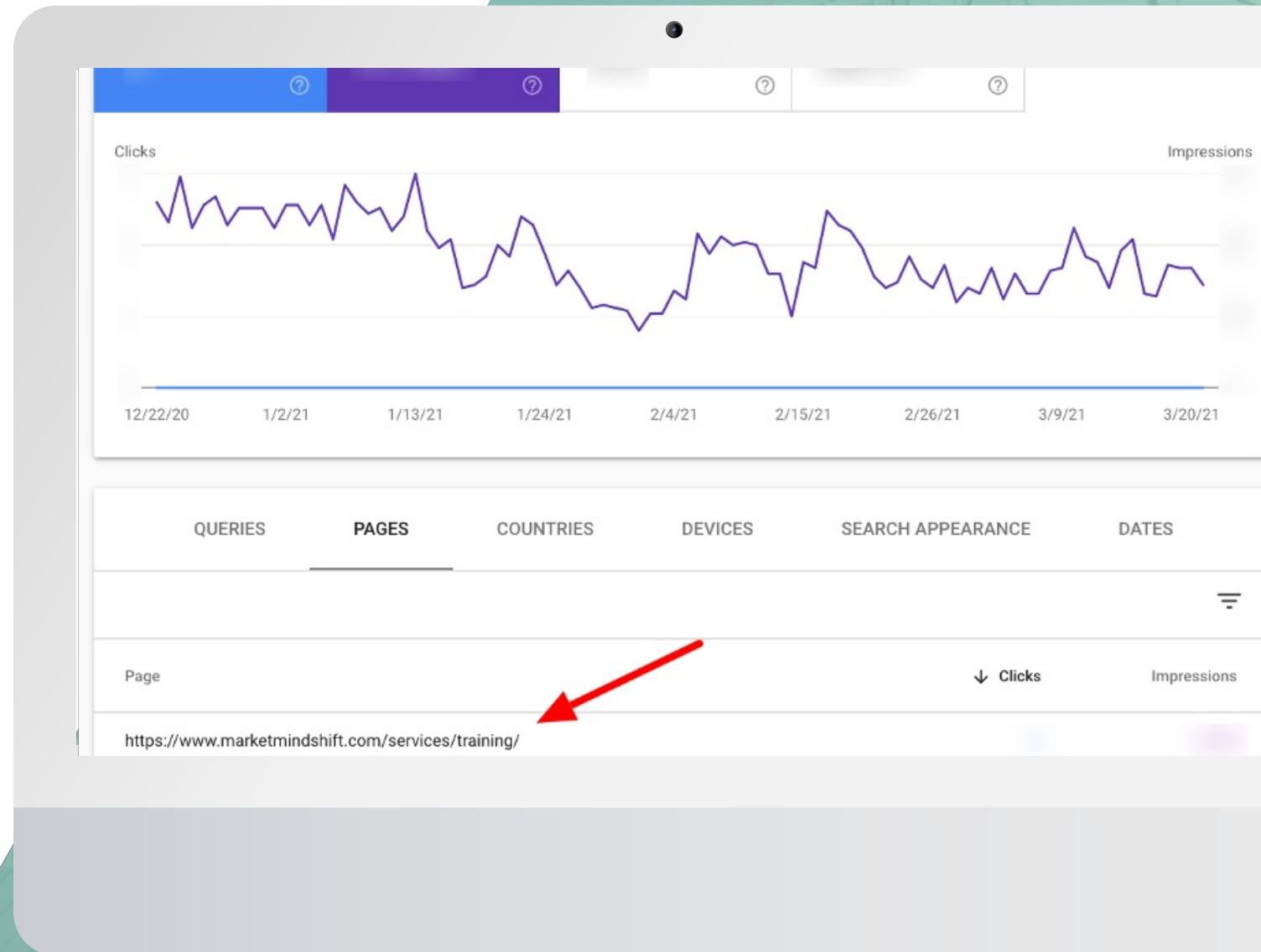
<title>Become a Corporate Sponsor - CHOC Foundation</title>

Google Search Console > Performance



Identify the Performing Page

Google Search Console >
Performance



Page Structure To Get Optimal Traffic

You want to rank for a certain keyword. Now what?

Research first:



Identify what pages are already ranking for the keyword.



Determine what intent those pages satisfy.



Figure out the word count.



Find things to do better (faster load, add images and videos, etc.)



How do you do this research?

Let's go!



SE Ranking



Projects



Competitive Research



Keyword Research



Backlink Checker



Report Builder



Tools



MW



All projects

Select project



Keyword Research > Overview

[Leave feedback](#)

donate to domestic violence



BULK KEYWORD ANALYSIS

Data for April 2021

DIFFICULTY ⁱ [Update](#)

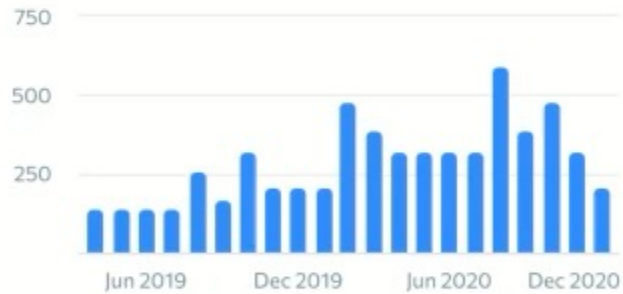


ELEMENTARY

[More about Difficulty](#)

SEARCH VOLUME ⁱ

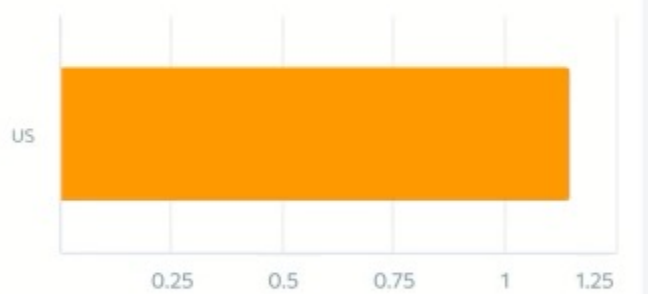
390



CPC ⁱ

\$1.15

COMPETITION: 0.02



Keyword ideas ⁱ

SIMILAR KEYWORDS

SEARCH VOL.

RELATED KEYWORDS

SEARCH VOL.

LOW SEARCH VOLUME





NATIONAL
DOMESTIC
VIOLENCE
HOTLINE

When survivors are ready to speak,
we're here to listen.

Donate to support The Hotline

The Hotline is the only national, full-service hotline that answers the call 24/7 for survivors and concerned friends, family members, co-workers, and others seeking information and guidance on how to help someone experiencing relationship abuse. Through one-on-one support offering crisis intervention, options for next steps, and direct connections to service providers and other resources all across the country, **we're shifting power back to the people directly affected by relationship abuse.**

Your gift to The Hotline is a gift of hope. Help us continue providing confidential support to every contact who needs us by making a donation today.

X
exit



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SHOP GROCERIES
ONLINE.



SAFEWAY

[SHOP NOW](#)[Home](#) » [Fundraisers](#) » [Wish Lists](#)

Find Shelters with Wish Lists

Survivors of domestic violence often flee abuse with nothing more than the clothes on their backs. Traumatized and fearful, they turn to local domestic violence programs for refuge from the relentless abuse they faced at the hands of their partner. Most shelters provide survivors everything they need to start over from bedding and towels to toothbrushes and shampoo. And they do it for free! And that's why shelters need your help by donating items on their wish list.

To find an organization in need near you, enter your zip code in the search tool below. Browse their wish list to find items you'd like to donate. Once you check out, the items will ship directly to the organization. It's that easy! Purchases are tax deductible and shipping is free on orders over \$50 - meaning your money goes further.

[Wish List Platform Overview](#)

Optimize Your Page

It's Your Chance to Rank better



Word Count

Stay within the realm of what is considered normal.



Type of Content

Determine intent and your message.



Other Words

Include semantic words in your copy.

Side-by-Side SEO Comparison Tool

Check All Links or Images on a Page

Analysis

	Words On Page	Link Words	Unlinked Words	Internal Links On Page	Page Size
hotline.org/	528	205	323	7	27,825
hotline.org/donate/	482	27	455	3	12,538
g/donate	315	289	26	56	32,563
menagainstabuse.org/donate	672	228	444	13	65,382
nesticshelters.org/fundraisers/wish-lists	860	393	467	98	53,563

Elements

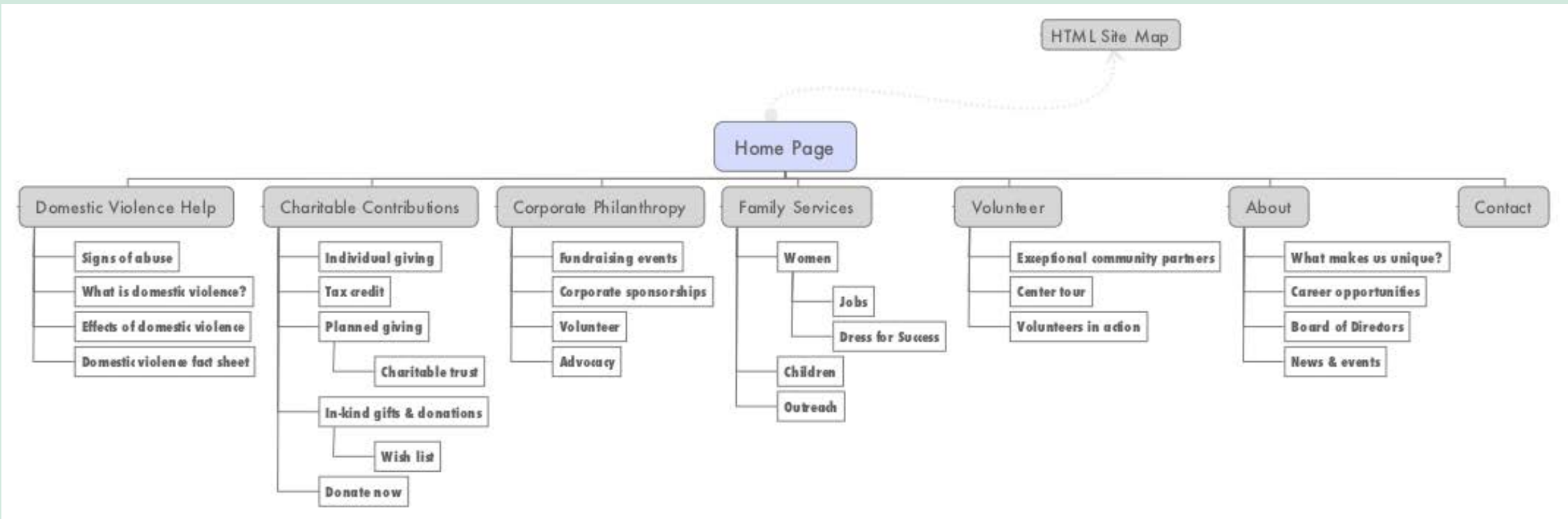
	Title
hotline.org/	Domestic Violence Support The National Domestic Violence Hotline
hotline.org/donate/	Donate - The Hotline
g/donate	Donate
menagainstabuse.org/donate	Donate Women Against Abuse
nesticshelters.org/fundraisers/wish-	Find & Donate to Nearby Domestic Violence Program

Page Specifications

Page	Type	Topic Focus (Intent Based)	Keyword Focus	Title Specs	Description Specs	Word Count	Density	Other Words
What are Green Investment Funds	Support Page - Environmental	Definition/Overview based	green investment, green investment funds	6 words, 1X	11 words, 1X	400	2	energy, investing
Environmental Investing Benefits	Support Page - Environmental	Top list of green mutual funds (is this allowed?)	green mutual funds	6 words, 1X	11 words, 1X	500	1	market, fund
Top 5 Things to Know About Environmental Investing	Support Page - Environmental	Things to know	environmental investing	5 words, 1X	10 words, 1X	550	1	investment, financial, sustainable
Environmental Investing Top Questions	Support Page - Environmental	Explanation of green stocks as part of socially responsible investing, top green	green stocks	5 words, 1X	17 words, 1X	500	2	stock, energy
Why is Socially Responsible Investing Important?	Support Page - Social	What to know (overview) and trends	socially responsible mutual funds, socially responsible investments	7 words, 1X	11 words, 1X	800	2	equity, fund
How Socially Responsible Investing Works	Support Page - Social	Explanation of sri investing	sri investing, sri mutual funds	6 words, 1X	14 words, 1X	400	2	responsible, investors, funds, sustainable
Millennials & Socially Conscious Investing	Support Page - Social	Millennials embracing socially conscious investing	socially responsible investment companies, socially conscious investing	6 words, 1X	12 words, 1X	800	2	investing, funds, investors
Socially Responsible Investing Top Questions	Support Page - Social	SRI basics with questions	socially responsible investment, social impact investing	6 words, 1X	11 words, 1X	650	2	financial, funds, environmental
What are Impact Investments?	Support Page - Impact	Definition/Overview based	impact investments, sustainable investing	6 words, 1X	11 words, 1X	700	3	social, investments, markets
Impact Investing Examples	Support Page - Impact	Examples of impact investing funds	impact investing funds	4 words, 1X	11 words, 1X	400	2	investments, social, environmental
Who is an Impact Investor?	Support Page - Impact	Impact investor overview (goals, desires, aspirations)	impact investor, impact investment firms	4 words, 1X	8 words, 1X	600	2	investment, capital, financial, companies
Impact Investing Top Questions	Support Page - Impact	Impact investing FAQ	impact investing definition	5 words, 1X	7 words, 1X	500	2	social, investors, investment, financial

Consider Your Site Structure

What are your themes?



SEO Tools to Make Things Easier

Know What You Need



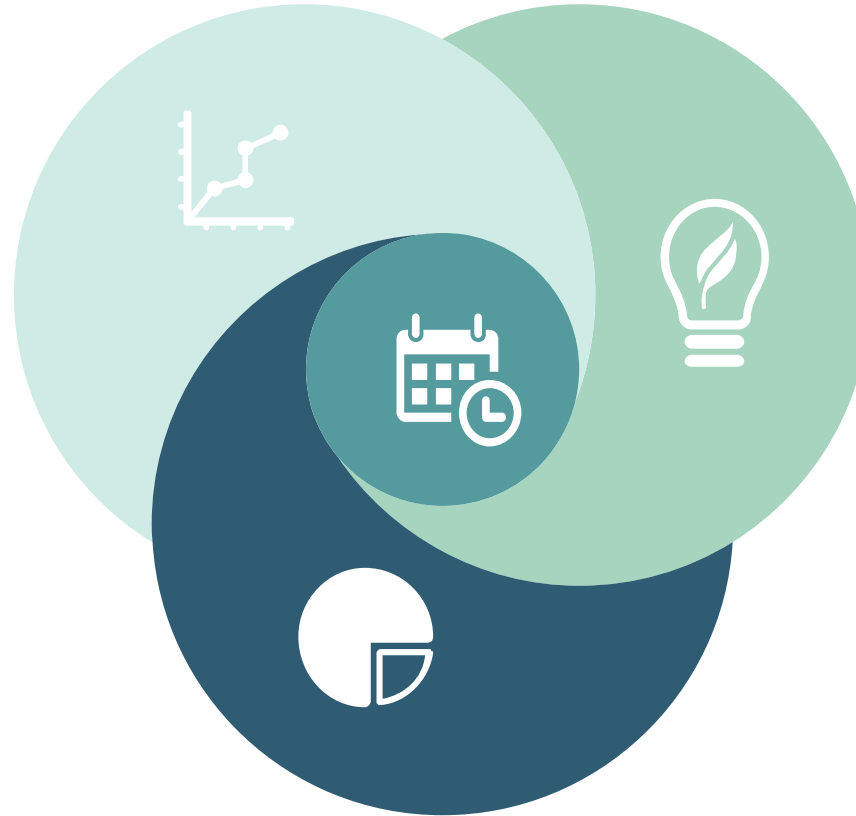
Tracking

Track traffic, clicks, conversions, site health and keywords.



Research

Conduct keyword and competitor research, as well as trends.



Get Ideas

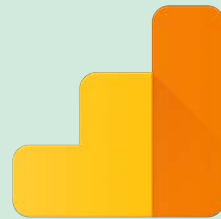
Research and brainstorm ideas related to your audience.



Save Time

Tools should save you time not cost you more!

Tracking



Google Analytics

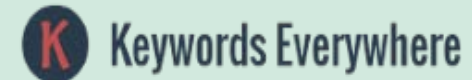


SE Ranking



SEMRUSH

Research



Get Ideas



AlsoAsked.com



Keywords Everywhere

[GET API KEY](#)

[PRICING](#)

[FAQ](#)

[NEWS](#)

[CONTACT](#)

[START](#)

Keyword research on the go

Accurate metrics right where you need it

 [INSTALL FOR CHROME](#)

 [INSTALL FOR FIREFOX](#)





Discover what people are asking about...

e.g. chocolate

Search

Enter a topic, brand or product Use 1-2 words for best results

United Kingdom

English

Make SEO Manageable



SEO Tasks For Quick Results



Page Structure To Get Optimal Traffic



SEO Tools To Make Things Easier





THANK YOU!

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mindy@marketmindshift.com

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