



Attract Organic Traffic That Will Convert Into Customers

Presented By: Mindy Weinstein

Mindy Weinstein

Ph.D. Marketing

CEO & Marketing
Consultant



SEO Trainer



Published Author



Marketing Professor



Warning! The next two slides might induce stress.



Has this ever happened to you?

You excitedly show your boss or client the growth in website traffic...

...but you're promptly
questioned about
conversions from this
traffic.







Relax. We're going to fix this problem.

Step-By-Step Guide To Get The Right Website Visitors

01

Advanced Keyword Research

02

Content Ideation Based On Data

03

Measure & Refine





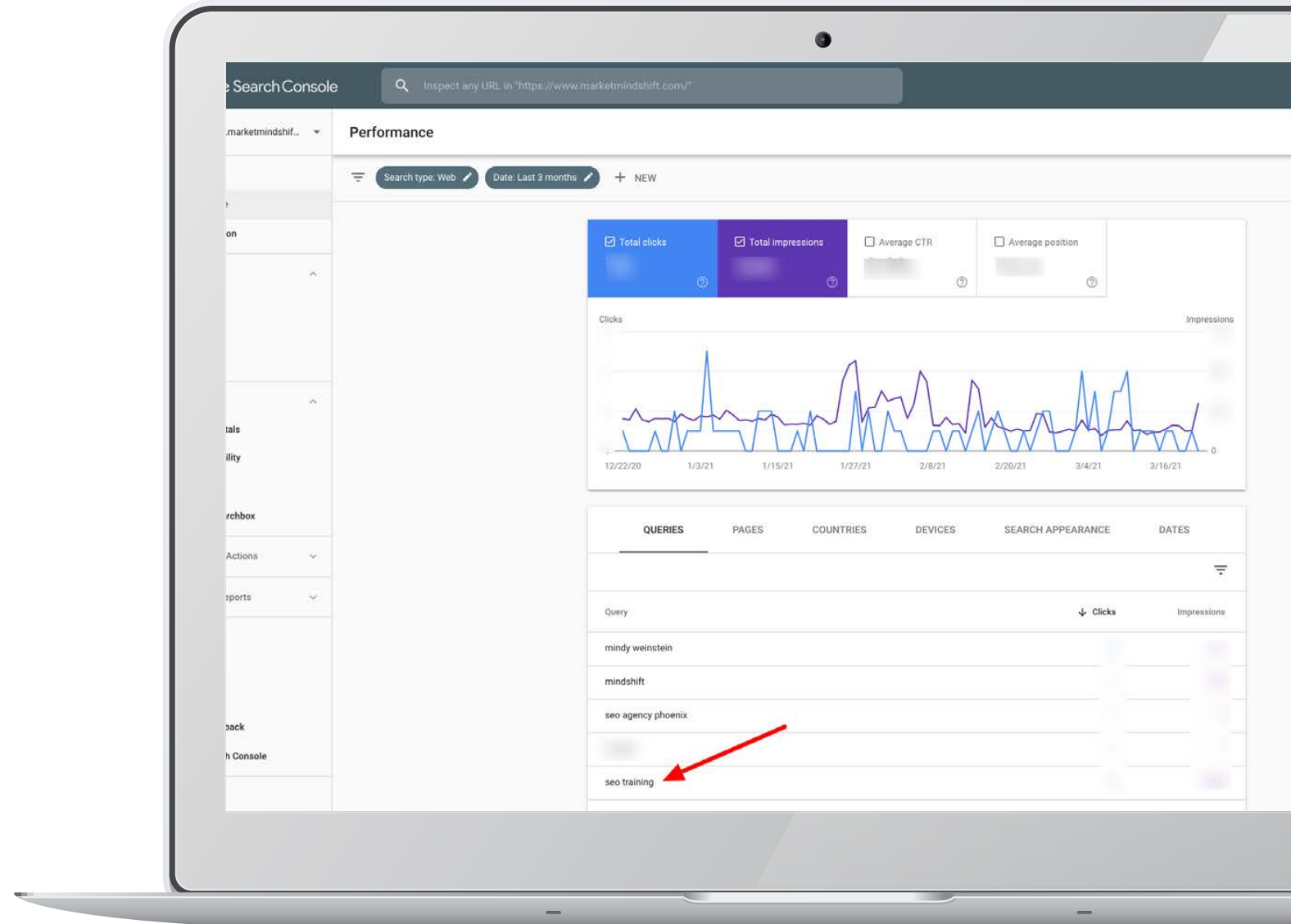
Advanced **Keyword Research**

Advanced **Keyword Research**



Advanced Keyword Research

- Start with Google Search Console
- Look for queries you want to improve



Pro



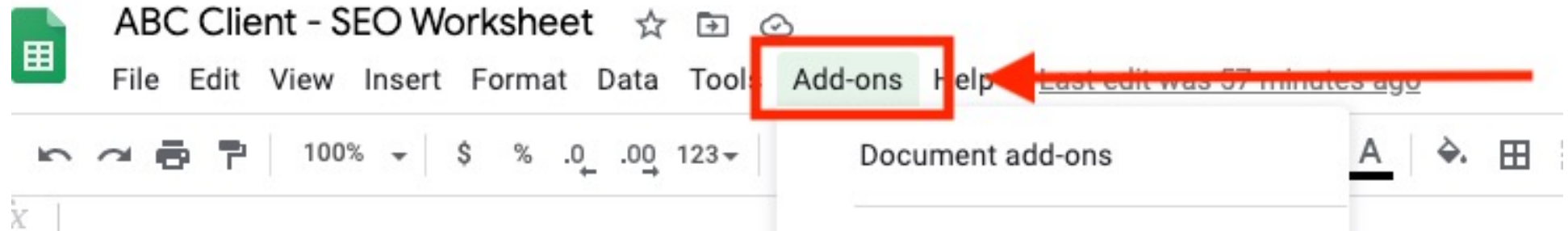
IP

USE GOOGLE SHEETS

Download the last 90 days of queries from Google Search Console into Google Sheets. Then use the Power Tools Add-On.

bit.ly/38LJS2F

Advanced Keyword Research



Advanced **Keyword Research**

Expand your list with tools



Brainstorm



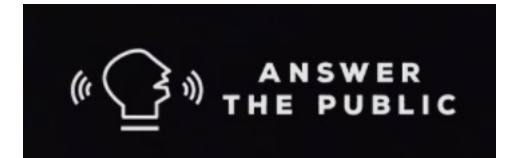
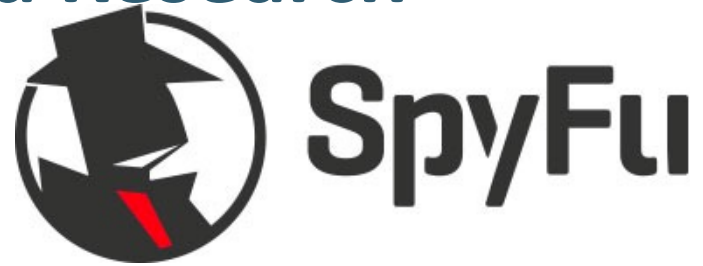
Identify
Related Terms



Determine Search
Volume &
Difficulty



Advanced Keyword Research



Advanced Keyword Research



Clean Up Your List

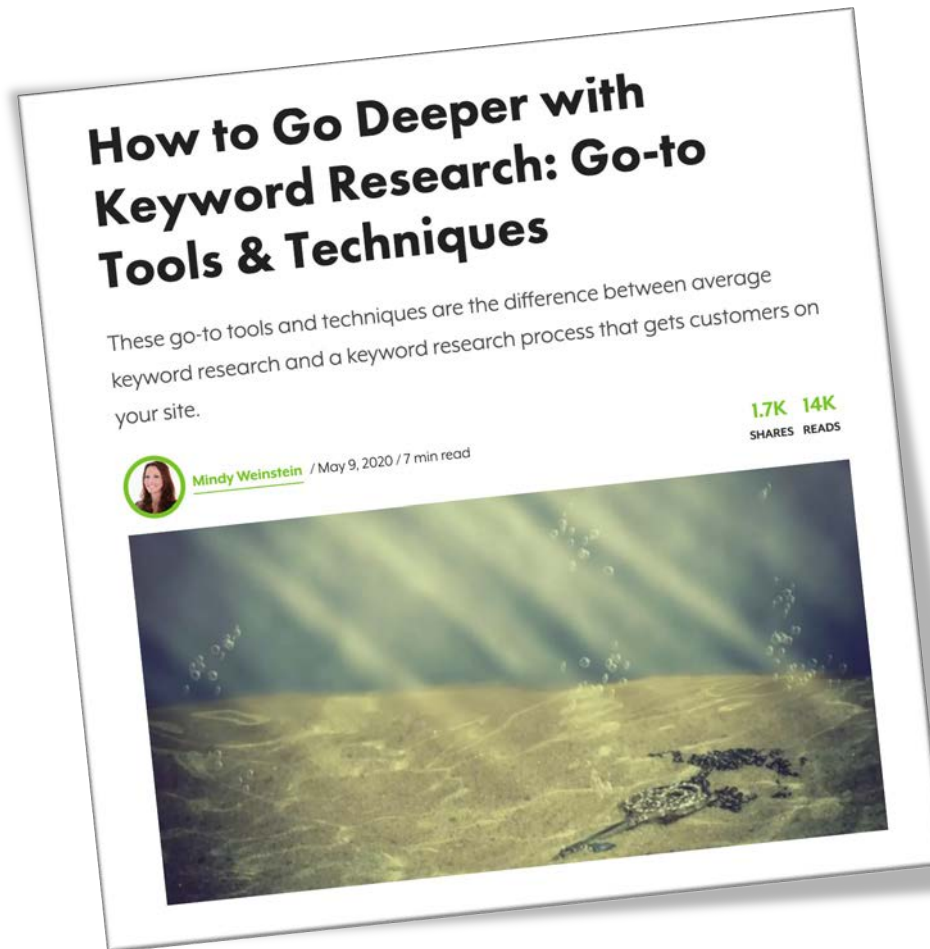
Are all the keyword relevant?

Prioritize Your List

Which keywords are most important?

Which will be easiest to rank for?

Advanced Keyword Research



bit.ly/DeepKW



Content Ideation **Based On Data**



Content Ideation



Look at priority keywords



Determine content themes



Use tools



Create a blueprint

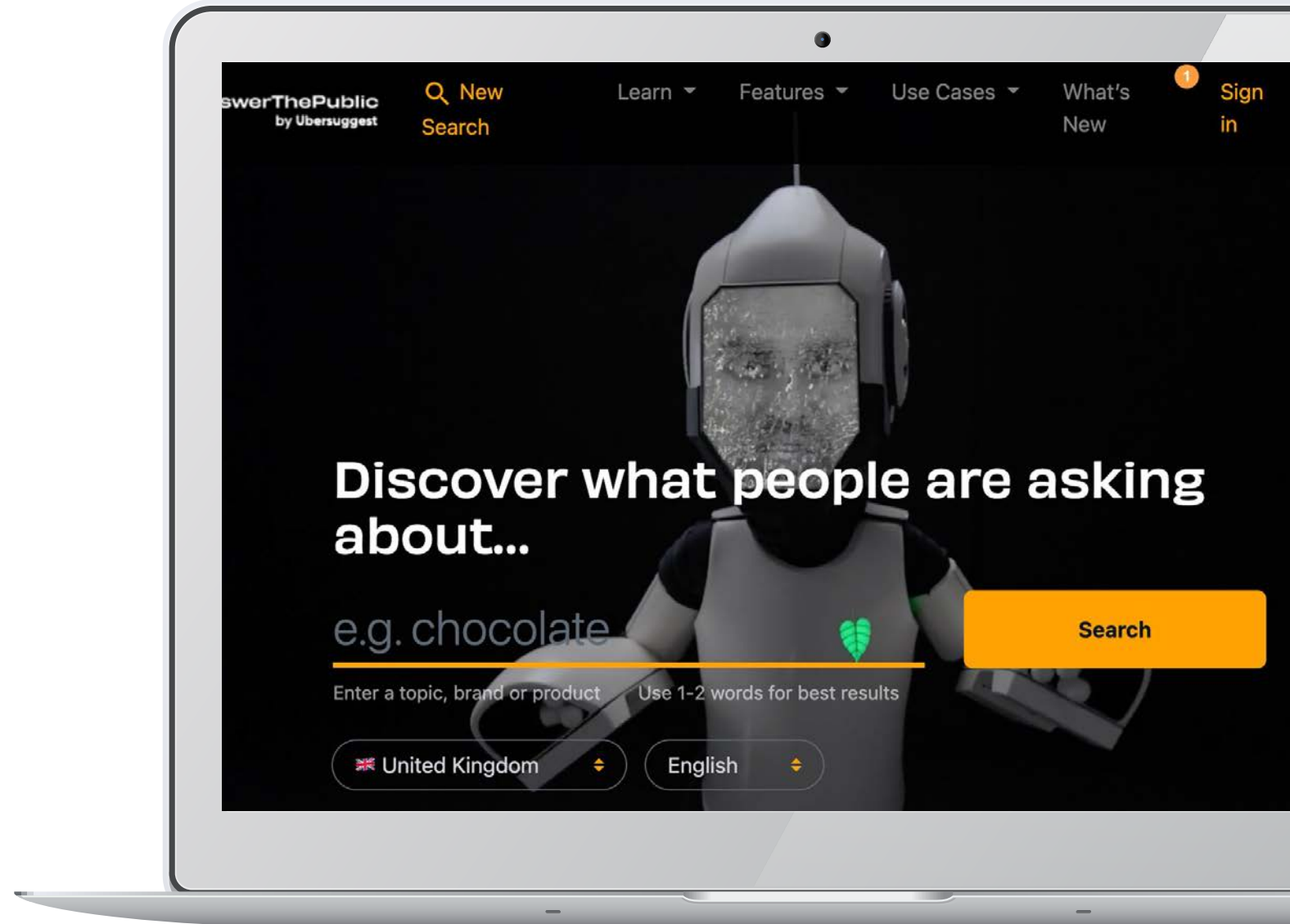
Content Ideation



Determine Content Themes

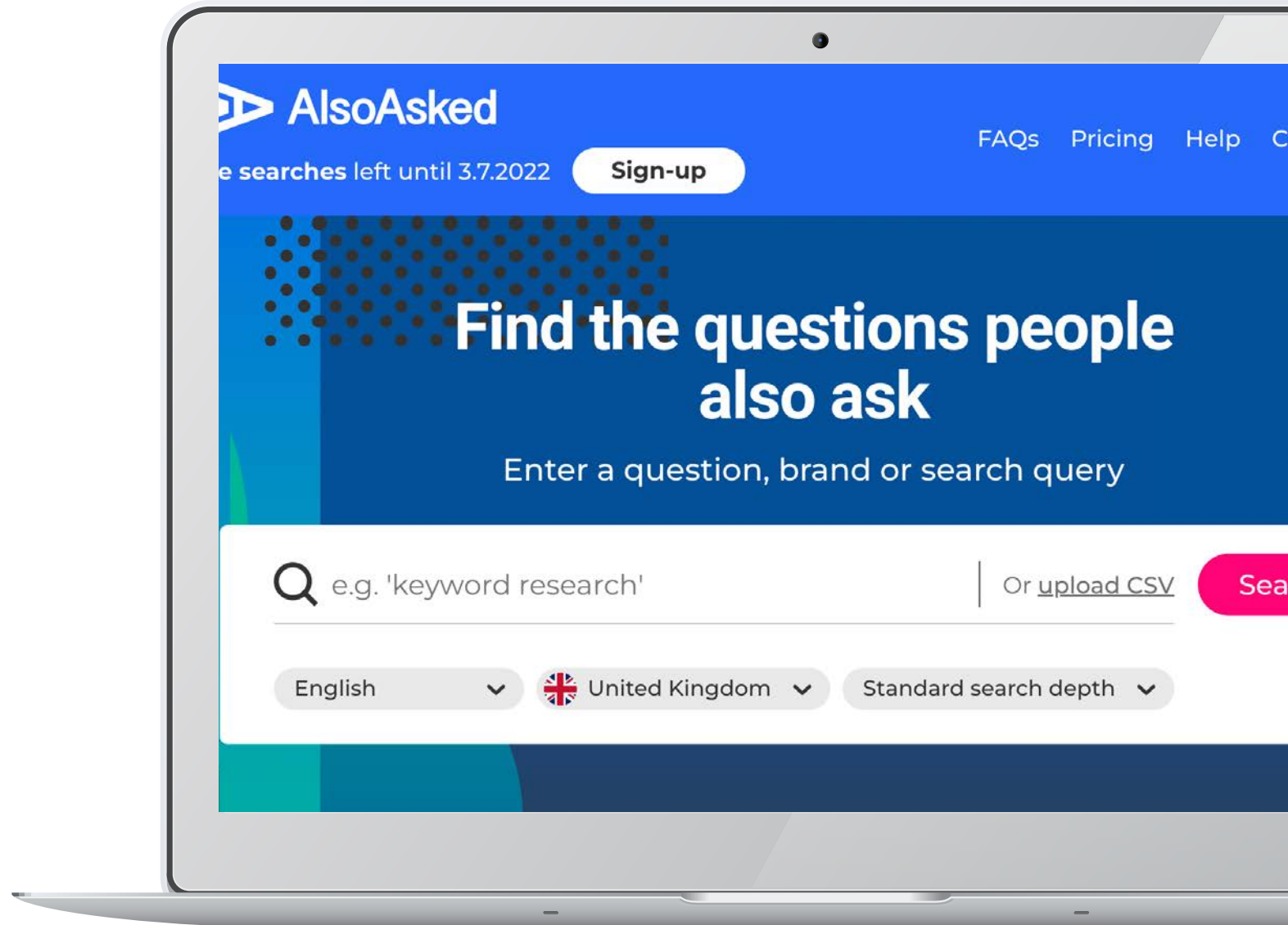
Content Ideation

- Use a tool to determine a topic generating interest
- What angle can you take that is different?

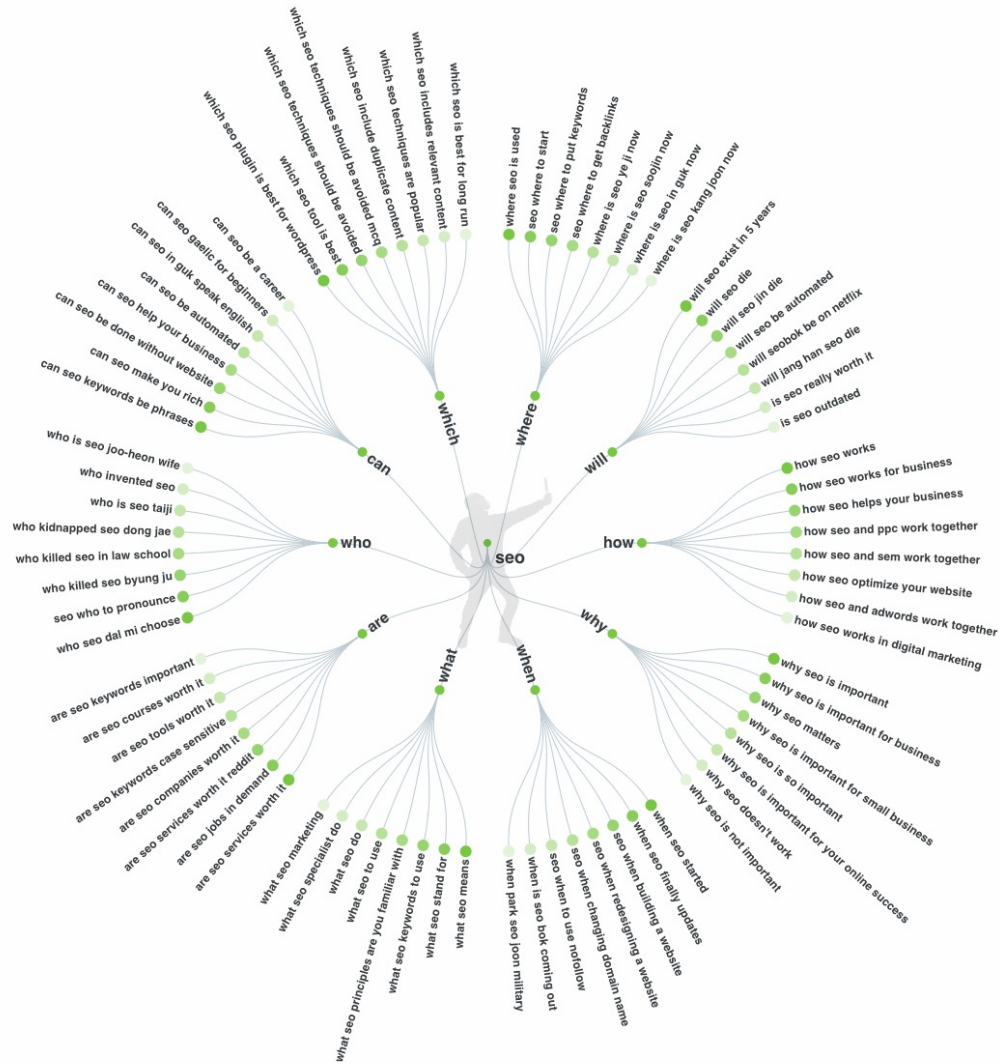


Content Ideation

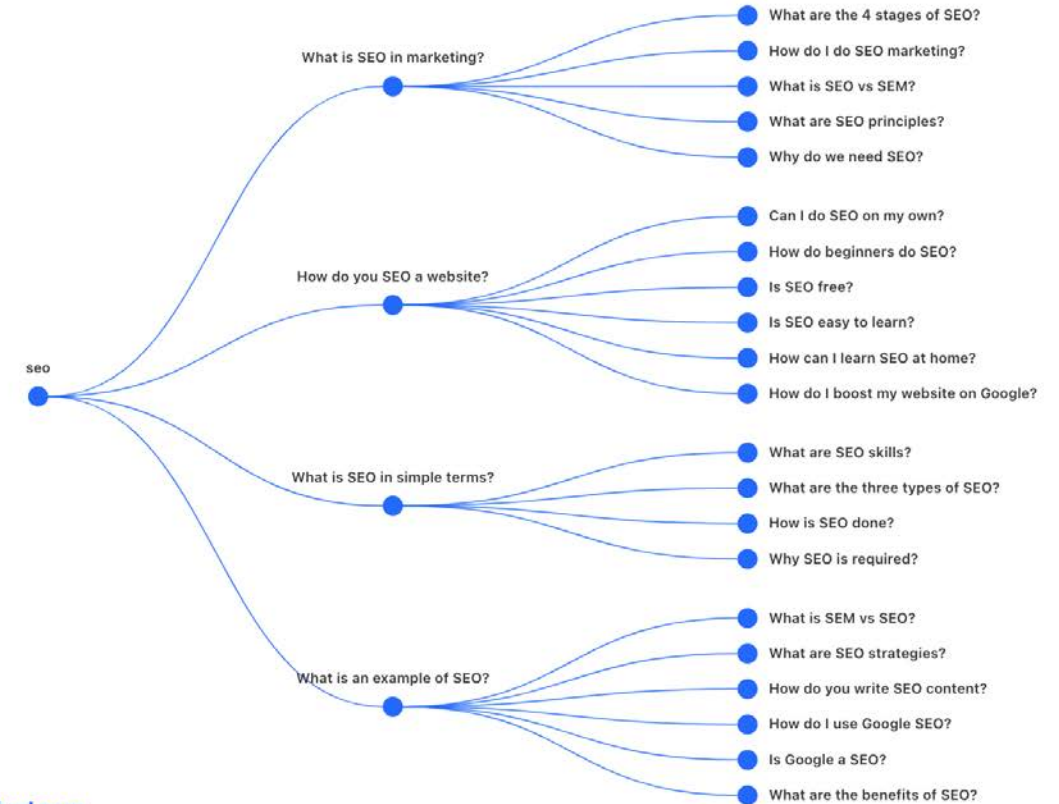
- Will this topic drive conversion?
- Do you have enough to say on the topic?



Content Ideation



ated by AlsoAsked.com



Content Ideation



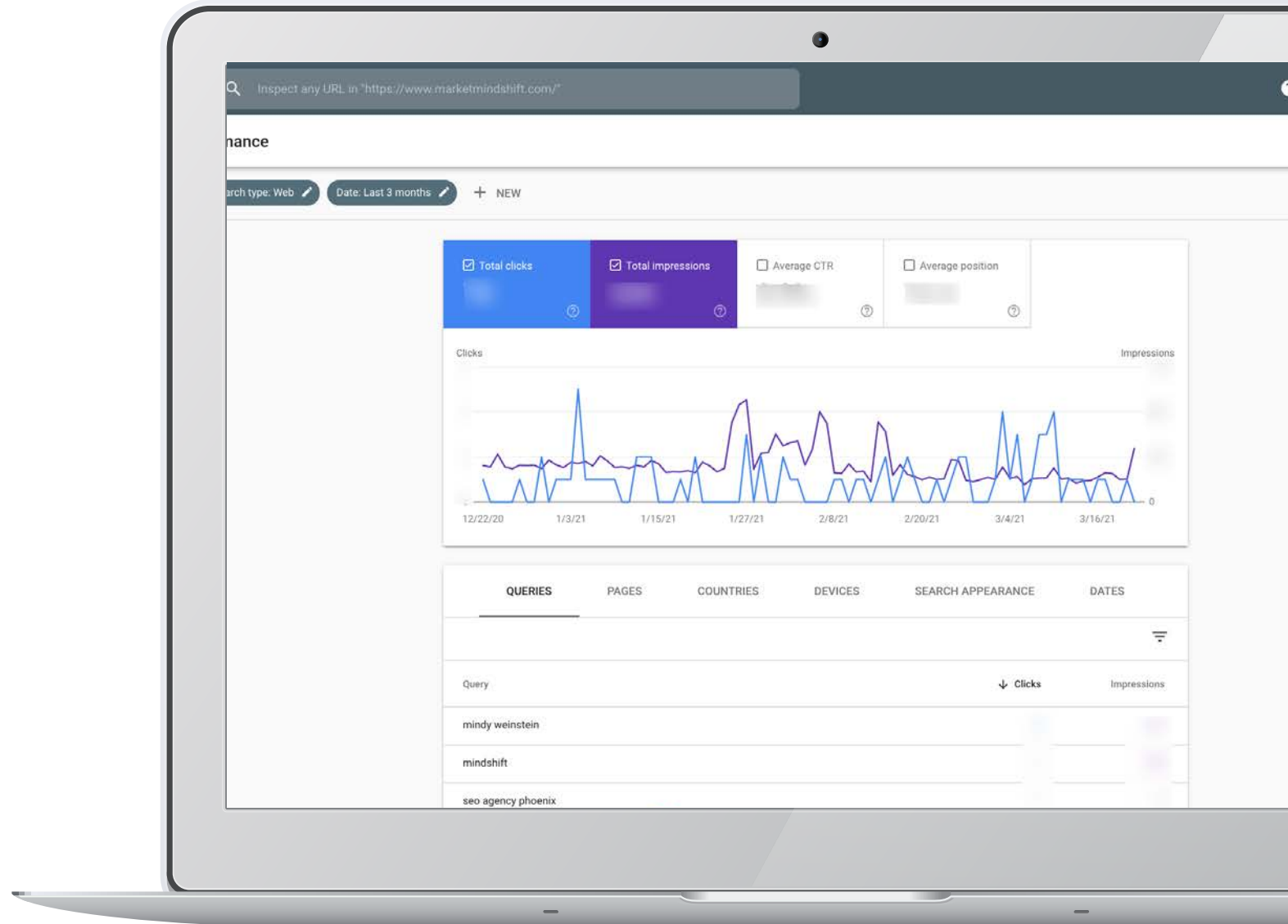
Create your blueprint:
mindysresources.com



Measure & **Refine**

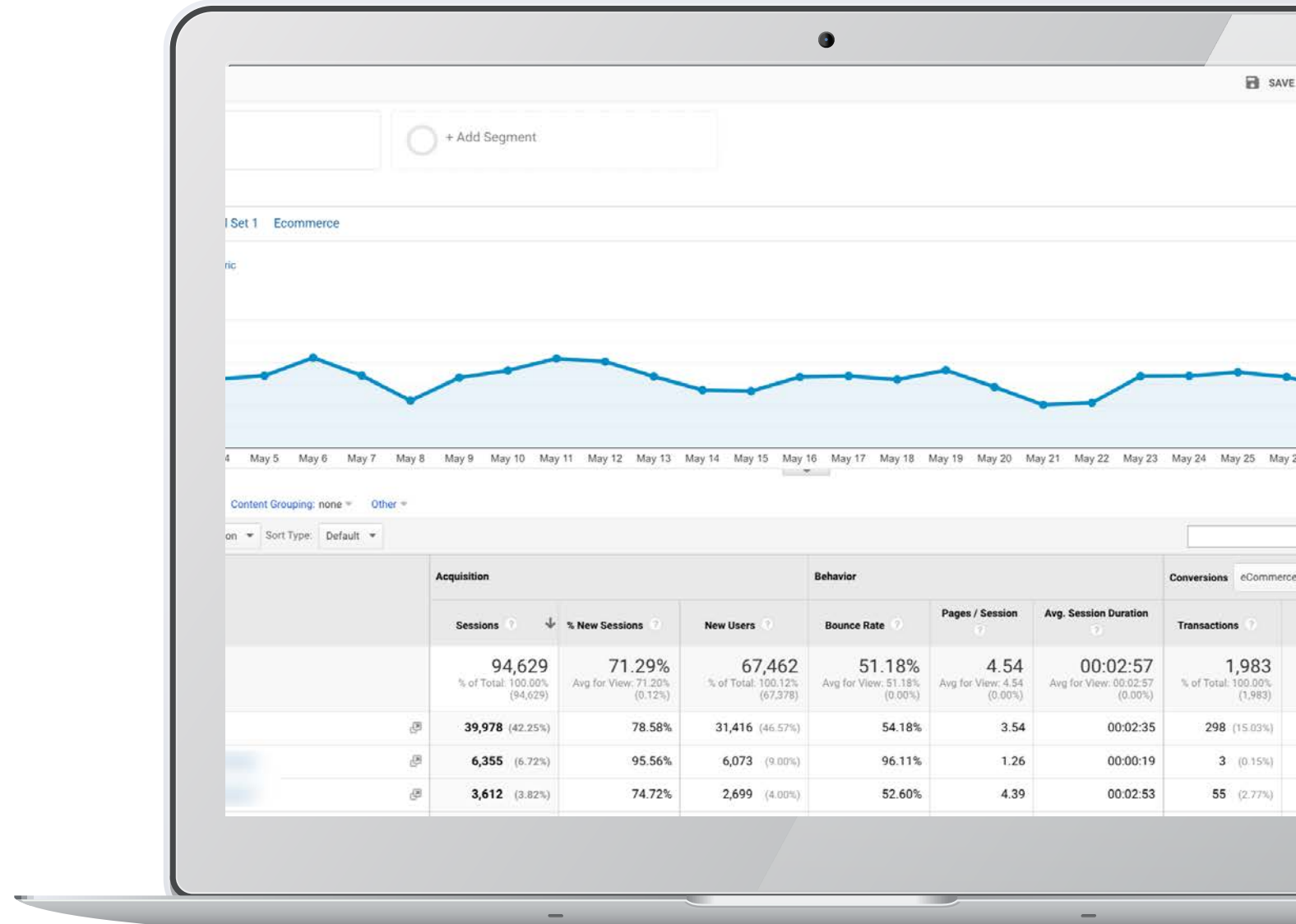
Measure & Refine

- View Google Search Console data
- Identify queries of that page
- Update title, H1, body, internal linking, etc. as needed



Measure & Refine

- View Google Analytics data by landing page
- Identify traffic & conversion metrics
- Update CTAs, add engagement objects, etc.





THANK YOU!

EMAIL:
mindy@marketmindshift.com

DOWNLOAD SLIDES:
mindysresources.com