BECOME AN SEO ROCKSTAR

ACTIONABLE STRATEGIES, TACTICS & TOOLS
BECOME AN SEO ROCKSTAR

ACTIONABLE STRATEGIES, TACTICS & TOOLS

AGENDA:

WHAT’S HAPPENING IN SEARCH
YOUR SEARCHERS
YOUR WEBSITE
YOUR ONLINE AUTHORITY
“So many people today...seem to me like someone who has seen thousands of trees but has never seen a forest.”
mindysresources.com
Our mission is to organize the world’s information and make it universally accessible and useful.

It starts with Google Search
Introducing ChatGPT

We’ve trained a model called ChatGPT which interacts in a conversational way. The dialogue format makes it possible for ChatGPT to answer followup questions, admit its mistakes, challenge incorrect premises, and reject inappropriate requests.

Read about ChatGPT Plus
Google’s mission is to organize the world’s information and make it universally accessible and useful. AI is helping us do that in exciting new ways, solving problems for our users, our customers, and the world.

AI is making it easier for people to do things every day, whether it’s searching for photos of loved ones, breaking down language barriers in Google Translate, typing emails on the go, or getting things done with the Google Assistant. AI also provides new ways of looking at existing problems, from rethinking healthcare to advancing scientific discovery.
What is the impact of ChatGPT on SEO & Content Marketing?

Short Answer

When getting into the details about ChatGPT and artificial intelligence (AI), in general, let's get straight to the questions most people have related to search marketing.

How will ChatGPT impact SEO? ChatGPT will make it easier to complete mundane and routine tasks associated with search engine optimization (SEO), such as keyword research and semantic determination.
SEO is about understanding the audience and building a search marketing campaign around that information.
When SEO is centered around the right audience, targeted traffic increases, which leads to more conversions.
ANALYZE YOUR AUDIENCE
DEVELOP SEO PERSONAS
Personas matter to SEO

- Words they use (keywords)
- Questions they ask ("people also ask")
- Websites they frequent (links)
Understand & analyze your audience

- Analyze competing brands
- Gather data from social platforms
Analyze competing brands

- Get insight into a brand’s audience, which will help you identify content topics and target geographic areas
- In addition, you might come up with great link building ideas based on the interests
Quantcast
Gather data from social platforms

- There is a lot of consumer data available from social platforms, which can be used to develop personas and/or identify content topics.
Audiense

Popular posts, hashtags, keywords and formats

Popular hashtags
#twittermarketing
#sustainability
#sustainablebusiness
#socialmediamarketing
#socialmedia
#news
#nfc
#nextgeneration
#internet
#influencers

Popular keywords
content
time
strategies
vanilla

Most relevant media formats

- Images: 64.62%
- Videos: 6.92%
- Photos: 4.62%
Ways to collect data

- Interviews: Interview existing customers and pay careful attention to how they describe their problems. Those are keyword opportunities.
Ways to collect data

- **Internal Departments**: Depending on the size of your organization, other departments will have information to help you. For instance, the customer service and sales departments will know what people ask the most and what seems to interest them.
YOUR SEARCHERS

Ways to collect data

- **Surveys:** If you have an existing customer base, you can send out a survey asking questions to help you understand them better.
Make My Persona

A Buyer Persona Generator from HubSpot

Copyright © 2018 HubSpot, Inc.
PERSONAS FOR SEO

Learn as much as you can about your target audience, as it will help your SEO efforts. It will be easier once you know a little about your ideal website visitors to choose the right keywords, optimize your content and even get links. For example, when you know someone’s main concerns, you can get a better feel for what they might search. When you know your interests, you can determine what other websites they might frequent, which could turn into great link targets for you.

Most people think of personas for content and social media only. However, a great SEO campaign also defines personas in advance, which are representations of your ideal customers based on market research and actual data about your existing customer base.

TOOLS & TECHNIQUES TO USE

There are a variety of ways that you can gather information about your ideal website visitors, which will be used to define the personas.

- **Interviews**: Interview existing customers and pay careful attention to how they describe their problems. Those are keyword opportunities.

- **Internal Departments**: Depending on the size of your organization, other departments will have information to help you. For instance, the customer service and sales departments will know what people ask the most and what seems to interest them.
GET DEEP IN KEYWORD RESEARCH
Keyword research steps
1. Step One: Brainstorm your list (i.e. pad of paper or spreadsheet)
2. Step Two: Expand your list
3. Step Three: Validate search volume
4. Step Four: Identify search intent
Expand your list

- Look for related words and phrases
- Identify synonyms
- Consider semantic relationship of words
Keywords Everywhere

A browser addon that will get you FREE search volume, CPC & competition data for almost all the keyword research tools out there!

Install For Chrome  Install For Firefox

We add search volume, CPC & competition data to all your favourite websites
YOUR SEARCHERS

SEM Rush

Keyword Magic Tool

An easy-to-use keyword research tool that provides all the keywords you need to build your most profitable SEO or PPC campaign.

search engine optimization

Keyword examples: loans, movies, buy books

MARKET MINDSHIFT

@MINDYWEINSTEIN
VALIDATE SEARCH VOLUME

- Make sure people are using that word or phrase
- Don’t focus on search volume alone
- Relevancy is the most critical aspect
- Know if it is a conversion word
YOUR SEARCHERS

Tools

Bing, SpyFu, semrush, Keyword Tool, Keywords Everywhere, MOZ
Identify search intent

- Intent falls into two categories: Know and Buy
- Page architecture and “other words” matter with intent
Your Searchers

Google

Market Mindshift
How to Buy a Good Couch

If your goal is to buy a good sofa, start by looking closely at the frame. Cheaper sofas may have frames made from particleboard, plastic, or...

People also ask:

- What you should know before buying sofa?
- How much should you pay for a couch?
- Is $2000 expensive for a couch?
- Is it worth spending money on a sofa?
ADVANCED KEYWORD RESEARCH

Keyword research is much more involved than simply generating a list of words and phrases and validating the search volume. In terms of keyword research, not only should you know the volume of searches for each word, but also you should know the search intent behind those keywords.

Follow this roadmap for deeper, more meaningful, keyword research.

EXERCISE

1. Start the seed list
This first step is basic and likely not news to you. Begin the process with good old-fashioned brainstorming. No tools, just you, a notepad and a pen. Refer back to your persona research to incorporate the phrases used by your target audience. Use the following table to initiate your brainstorming. There are two columns: Keyword and Category. The Category section keeps your keywords organized, as your keyword targets should match the categories or themes of your website.
The buyer’s journey & SEO

- The idea of the buyer’s journey is a combination of knowing your target customer and tailoring all interactions with them to help them move forward in the purchase process.
- All potential customers go on a journey—whether you know that journey or not as a marketer.
Map keywords to the journey

- Make sure your website is optimized for keywords throughout the buyer’s journey.
- Content should capture these moments.
YOUR SEARCHERS

Awareness  
Consideration  
Decision
Your Searchers

Awareness
“buying a couch”

Consideration
“pet friendly couches”

Decision
“pet-friendly sectional”
<table>
<thead>
<tr>
<th>Keyword Cluster</th>
<th>Keyword</th>
<th>Search Intent</th>
<th>Title</th>
<th>Meta Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Types of Couches</td>
<td>Sectional couch</td>
<td>Informational</td>
<td>&quot;A Guide to Sectional Couches&quot;</td>
<td>Discover the different types of sectional couches available in the market and find the perfect one for your living room. Learn about their features and benefits.</td>
</tr>
<tr>
<td></td>
<td>Reclining couch</td>
<td>Informational</td>
<td>&quot;The Ultimate Reclining Couch Buying Guide&quot;</td>
<td>Explore the world of reclining couches and make an informed decision. Find the best reclining couch that suits your style and provides exceptional comfort.</td>
</tr>
<tr>
<td></td>
<td>Sleeper couch</td>
<td>Informational</td>
<td>&quot;Choosing the Perfect Sleeper Couch&quot;</td>
<td>Need an extra bed for guests? Learn about sleeper couches and find the ideal one that combines comfort and function.</td>
</tr>
</tbody>
</table>
“The buyer’s journey is the process buyers go through to become aware of, consider and evaluate, and decide to purchase a new product or service.” (HubSpot.com).

The idea of the buyer journey is a combination of knowing your target customer and tailoring all interactions with them to help them move forward in the purchase process. All potential customers go on a journey—whether you know that journey or not as a marketer. Below are the basic stages of the journey. Checkout this article for more in-depth information: https://blog.hubspot.com/sales/what-is-the-buyers-journey.
Do you have great content?
Do you have great links?
Automated Audits
YOUR WEBSITE

Robots.txt

- Every website needs one in the root directory
- Don’t block files or directories you want indexed
- Include XML sitemap

Careful when you redesign!
How do you check your robots.txt file?
Your Website

Google Search Console

Search Console

Latest version seen on 7/23/21, 11:46 PM OK (200) 289 Bytes

- User-agent: *
- Disallow: /wp-admin/
- Allow: /wp-admin/admin-ajax.php
- Disallow: /digital-marketing-workbook-2018/
- Disallow: /wp-content/uploads/
- Sitemap: https://www.markettmindshift.com/sitemap_index.xml

See live robots.txt
User-agent: *
Allow: /v/business_account/trade_program/home
Disallow: /ajax/
Disallow: /filter/
Disallow: /filters/
Disallow: */filters/
Noindex: /filters/
Noindex: */quick_view
Disallow: /hl_landing.php
Disallow: /imgview/
Disallow: /download.php
Disallow: /popups/
Disallow: /shop/
Disallow: /account/
Disallow: /vmlit.php
Allow: /shop-the-look/$
Allow: /shop-the-look/slp/
Allow: /shop-the-look/dsp/
Allow: /shop-the-look/s10
Allow: /shop-the-look/s11/
Allow: /shop-the-look/s12/
Disallow: /shop-the-look/
Disallow: /get_the_look/
Disallow: /product_review_page/
Disallow: /product_review_page/
Disallow: /session/secure/
Disallow: /asp/
Disallow: /ib/
Disallow: /return_sales_items.php
Disallow: /session/public/board
Disallow: /Staples/
Disallow: /v/category/show
Disallow: /a/favorites/list/is_favorited
Disallow: /a/performance_timing/log
Disallow: /batch
Disallow: /gateway.php
Disallow: /pixel/lcrd_prml.gif
Disallow: /set_location.php
Disallow: /v/category/get_top_level_categories
Canonical Link Element

- Should reference a URL that does not redirect and is indexed
- Contains the full path (absolute) URL
- Self canonical

```html
<link rel="canonical" href="http://www.example.com/product.php?item=foo123"/>
```
How do you check canonicals?
Redirects

- Communicate to search engines that a web page has permanently moved to a new location
- 301 not 302
- Minimize the number of redirects

No redirect chains
How do you check redirects?
Redirect-checker.org

Check Your Redirects and Statuscode

301 vs 302, meta refresh & javascript redirects

please add http:// or https:// analyse

add http:// or https:// on your URL.

Redirect Checker Options:
You what to check your redirect with a specific user-agent. Just select the browser user-agent to test your redirect.
Set User-Agent: DEFAULT (ToolBot)

Check your URL redirect for accuracy. Do you use search engine friendly redirections like 301 redirects or do you lose link juice for seo by redirects using HTTP Statuscode 301 vs. 302. Check now!
Please insert URL to check redirection.
You want to check your redirect with a specific user-agent. Just select the browser user-agent to test your redirect.

**Set User-Agent:** DEFAULT (ToolBot)

**Result**

**CONGRATULATION.** Everything seems to be fine.

http://mindysresources.com/
301 Moved Permanently
https://www.marketmindshift.com/session-resources/
200 OK

**HTTP Headers**

```plaintext
>>> http://mindysresources.com/
>
> ___________________________
> 301 Moved Permanently
> ___________________________

Status: 301 Moved Permanently
Code: 301
Date: Mon, 10 Jul 2023 22:33:46 GMT
Content-Type: text/html; charset=utf-8
Content-Length: 85
Connection: close
Location: https://www.marketmindshift.com/session-resources/
Server: ip-100-74-3-152.eu-west-2.compute.internal
X-Request-Id: f4b879ae-4a6a-4011-aac3-2e23c0f8e417
```
YOUR WEBSITE

Unhelpful content

- Doesn’t provide useful information
- Has not been updated in years
- Is created for search engines not people
**YOUR WEBSITE**

Unhelpful content

- Audit your content
- Gather your pages using a crawler (i.e. Screaming Frog)
- Get page metrics
- Sort the sheet
- Make changes

Read: mindysresources.com
How do you audit your content?
YOUR WEBSITE

URL Profiler

Domain Level Data
- Majestic (Paid)
- Moz (Free)
- Ahrefs
- SEMrush Rankings
- Alexa Data
- Social Shares
- Social Accounts
- Email Addresses
- Whois Information
- Site Types
- IP Address

URL Level Data
- Majestic (Paid)
- Moz (Free)
- Ahrefs
- HTTP Status
- Robots Access
- Screen Capture
- Social Accounts
- Social Shares
- Email Addresses

Google
- Google Analytics
- Mobile Friendly
- Mobile PageSpeed
- Search Analytics
- Desktop PageSpeed

Content Analysis
- Readability
- Duplicate Content
- uCrawl
- Copyscape

Custom Scraper
- CSS Selector

Link Analysis
- Domain to Check
- Anchors
- Disavowed
- Whitelist
- Blacklist

Right click on the list above to import or add URLs

Run Profiler
Page speed

- Large, slow-to-load pages run the risk of being crawled only partially or skipped completely.

- Google recommends above the fold content load no slower than 1 second.
YOUR WEBSITE

Page speed

- Compress images
  - Compressor.io
  - Tinypng.com
How do you check page speed?
GT Metrix

Latest Performance Report for:
https://www.ticketmaster.com/

Report generated: Tue, Aug 3, 2021 5:18 PM -0700
Test Server Location: Vancouver, Canada
Using: Chrome (Desktop) 90.0.4430.212, Lighthouse 7.4.0

GTmetrix Grade

- Performance: 66%
- Structure: 84%

Web Vitals

- LCP: 1.2s
- TBT: 1.1s
- CLS: 0.01

Speed Visualization

- 3.4s, 6.7s, 10.1s, 13.5s, 16.8s, 20.2s, 23.6s, 26.9s, 30.3s, 33.6s
What about mobile first indexing?
Mobile first

- Mobile experience matters the most
- Rankings are impacted even on desktop
- Number of mobile users doesn’t matter

John 🌟.o(babel)🌟 o.🌟 @JohnMu · Feb 26
I'll go out on a limb and say that if you think none of your customers use mobile devices, your website is probably terrible to use on mobile & people just don’t try more than ca π times before going elsewhere.

John 🌟.o(babel)🌟 o.🌟 @JohnMu · Feb 26
Regardless, for mobile first indexing, we use the site as it’s visible on smartphones. If it’s "desktop-friendly," it’s usually still a site that could be viewed w/zooming & panning (ancient FrontPage sites often work fine with MFI, for example).
Google Mobile Friendly Test

Mobile-Friendly Test - Google Search Console
https://search.google.com/test/mobile-friendly
Test how easily a visitor can use your page on a mobile device. Designing your websites to be mobile friendly ensures that your pages perform well on all...
You've visited this page 2 times. Last visit: 9/10/17

PageSpeed Insights - Google Developers
https://developers.google.com/speed/pagespeed/insights/
Web Performance. Learn more about web performance tools at Google. Give Feedback. Have comments or questions about PageSpeed Insights? Discuss on...
You've visited this page many times. Last visit: 8/6/17

Mobile-Friendly Test - Google Search Console
https://search.google.com/search-console/mobile-friendly?id=MQzE7XyPsqPT...
Is your web page mobile-friendly? Enter a URL to test... Not a valid URL. run test. No loading issues. view details. Tested on: May 10, 2017 at 11:58...
A Technical SEO Checklist for the Non-Technical Marketer

By Mindy Weinstein / September 10, 2018
COMMON SEO ISSUES TO FIX

Good SEO depends on a solid website foundation, meaning you must address technical and on-page issues. Some of the most common problems encountered have to do with speed, un-optimized pages, broken links, and mobile friendliness. Below are instructions on how to check these items.

Page Speed
Speed is a factor in Google’s ranking algorithm, which means the longer it takes your web pages to load, the more you are hurting yourself.

Organize into categories

- Think of your website as “My Documents” on your computer.
- Organize pages based on themes.
- Organization shows depth of content and subject matter expertise.
Physical structure
A physical hierarchy or taxonomy with parent/child relationship for each category and subcategory. It helps ensure pages are well connected, linked to, and enables them to be found by search engines, and visitors alike.
YOUR WEBSITE

Physical structure
Bathroom Storage Cabinets
From $50

Storage at prices you’ll love (to stash all the stuff you don’t).

Shop Now

Beds
from
$149

The Best Bath Mats for Every Budget

Shop Now
Virtual structure

Created through internal crosslinking among related content utilizing keyword rich anchor text. This internal “promotion” helps increase SEO performance for any new category/subcategory page.
“If you tell search engines pretty clearly and directly, well this is my primary page, and from there you link to different categories and the categories link to different products, then it’s a lot easier for us to understand that if someone is looking for this category of product, this is that page that we should be showing in the search results.”

- John Mueller

Source: https://www.searchenginejournal.com/google-cautions-against-using-too-many-internal-links/412553/
No matter your approach, Wayfair’s living room furniture catalog has exactly what you need. Whether you’re trying to put together a fashionable combo, or buy an entire set at once that starts and completes the look, Wayfair has you covered. With several sofas, chairs or couches, these sets are the perfect centerpiece for any living room. Besides browsing our individual living room furniture category features pre-combined sets of furniture tailored in any way to fit the look you’re looking for. Consider a tailored living room furniture set.

No living room is complete without a sofa, and in the living room furniture catalog, browsing for your house’s centerpiece is more stylish. Choose from a varied selection of styles, materials, sizes, colors and more. The options are limitless and you can choose a couple that pique your fancy within the Wayfair living room furniture catalog.

The living room should be the most comfy part of any home, because if a home should be anything, it should be comfy, and where better to to it than the living room? Not only are our living room furniture options comfy, they’re stylish, and come in any style that you need for your living room. Be it a stylish armchair for your room, a sleeper futon that can easily be deployed into a bed, or even a nice stand for your TV, Wayfair has got your back at a price that you can afford.

Check out our Refresh your Living Room page for more information and tips.
All Things Living Room

The Space Makers
Looking for a change? These can help.
Virtual structure

How do we add the links to the page?
- Content on page with anchor text links
- Dynamic widget to display links
Create content categories

- Know your keywords
- Crawl your website
- Select your landing page
- Organize your pages
- Decide on physical or virtual structure
One of the best ways to generate more traffic and show Google that your website contains helpful information is through themes. However, there has to be a strategy when creating these themes, which leads to website structure. You need to think of your website like a book filled with chapters. Each of the categories represents a chapter and your job is to fill that chapter with relevant information. The content also has to be linked together, just like you would segment a book based on chapters and sub sections. This will show your potential customers and the search engines what your website is about and will build your topical density.

The ideal website structure would look similar to the following, which was created for a domestic violence center:
OPTIMIZE YOUR WEBSITE
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
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 and many secondary keywords
Google Search Console

Source: https://yoast.com/beginners-guide-to-google-search-console/
YOUR WEBSITE

Create a blueprint

- Each keyword is different
- What is the intent?
- Know what the search engines are rewarding
- Review the top ranked pages
- Determine the normal behavior of the population
- Title, description, body content—how many words should you use?
Create well-crafted SEO-friendly content

We analyze your rivals' content and give you ideas to write a winning optimized content.

Enter your target keywords

Your recent SEO template
Target keywords:
- How to cook green bean casserole
- green bean casserole

How it works

- Semantically related words
- Readability
- More
Content Brief: Pet-Friendly Sofa

Topic: Tips and Recommendations for Choosing a Pet-Friendly Sofa

Header Outline:

Introduction
Importance of a Pet-Friendly Sofa
Top Features to Look for in a Pet-Friendly Sofa
  a. Durable and Scratch-Resistant Materials
  b. Stain-Resistant and Easy-to-Clean Fabrics
  c. Comfortable and Supportive Design
  d. Pet-Friendly Sofa Covers
Choosing the Right Size and Style
Budget Considerations
Google wants to know how words and concepts are related to each other. What words are closely related to other words (i.e. word embedding)? Related entities are important. Focus on structure, readability and context.
DYK if you can't figure out how to rank for a competitive query, sometimes the answer will be to optimise for images and/or video?
Video optimization

- Use video sitemaps (visit sitemaps.org)
- Use on-page markup (visit schema.org)
- Consider the audio
YOUR WEBSITE

Schema markup

- Helps search engines understand content meaning
- Improves search rankings
- Leads to rich snippets (sometimes)
- Schema.org
Google Structured Markup Helper

This tool will help you add structured data markup to a sample web page. Learn more

To get started, select a data type, then paste the URL or HTML source of the page you wish to mark up below:

- Articles
- Book Reviews
- Datasets
- Events
- Job Postings
- Local Businesses
- Movies
- Products
- Question & Answer Page
- Restaurants
- Software Applications
- TV Episodes

URL

HTML

Start Trapping
YOUR WEBSITE

Featured snippets

- Identify a frequently asked question
- Answer it simply and directly
Featured snippets

- Check the SERP in incognito mode
- Determine if it's a paragraph or list
- Add the relevant schema to the page
- Keep your paragraphs short (<50 words) and lists short (sentences)
- Add the query within the answer when possible

Resource: research.hubspot.com/winning-googles-featured-snippet
CREATE ROCKSTAR CONTENT
Content drives everything

- Content is the crux of a good digital marketing campaign.
- You need optimized pages to attract the right traffic to your website.
- You also need interesting, entertaining and/or informative content to attract links.
YOUR WEBSITE

Create a blueprint

- Each keyword is different
- What is the intent?
- Know what the search engines are rewarding
- Review the top ranked pages
- Determine the normal behavior of the population
- Title, description, body content—how many words should you use?
YOUR WEBSITE

BuzzSumo

Average Shares By Content Type

Average Shares By Content Length
<table>
<thead>
<tr>
<th>Page</th>
<th>Type</th>
<th>Topic Focus (Intent Based)</th>
<th>Keyword Focus</th>
<th>Title Specs</th>
<th>Description Specs</th>
<th>Word Count</th>
<th>Density</th>
<th>Other Words</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 What are Green Investment Funds</td>
<td>Support Page - Environmental</td>
<td>Definition/Overview based</td>
<td>green investment, green investment funds</td>
<td>6 words, 1X</td>
<td>11 words, 1X</td>
<td>400</td>
<td>2</td>
<td>energy, investing</td>
</tr>
<tr>
<td>5 Environmental investing Benefits</td>
<td>Support Page - Environmental</td>
<td>Top list of green mutual funds is this allowed?</td>
<td>green mutual funds</td>
<td>6 words, 1X</td>
<td>11 words, 1X</td>
<td>500</td>
<td>1</td>
<td>market, fund</td>
</tr>
<tr>
<td>6 Top 5 Things to Know About Environmental investing</td>
<td>Support Page - Environmental</td>
<td>Things to know</td>
<td>environmental investing</td>
<td>5 words, 1X</td>
<td>10 words, 1X</td>
<td>510</td>
<td>1</td>
<td>investment, financial, sustainable</td>
</tr>
<tr>
<td>7 Environmental investing Top Questions</td>
<td>Support Page - Environmental</td>
<td>Explanation of green stocks as part of socially responsible investing, top green</td>
<td>green stocks</td>
<td>5 words, 1X</td>
<td>17 words, 1X</td>
<td>500</td>
<td>2</td>
<td>stock, energy</td>
</tr>
<tr>
<td>8 Why is Socially Responsible Investing Important?</td>
<td>Support Page - Social</td>
<td>What to know (overview) and trends</td>
<td>socially responsible mutual funds, socially responsible investments</td>
<td>7 words, 1X</td>
<td>11 words, 1X</td>
<td>800</td>
<td>2</td>
<td>equity, fund</td>
</tr>
<tr>
<td>9 How Socially Responsible Investing Works</td>
<td>Support Page - Social</td>
<td>Explanation of sri investing</td>
<td>sri investing, sri mutual funds</td>
<td>6 words, 1X</td>
<td>14 words, 1X</td>
<td>400</td>
<td>2</td>
<td>responsible, investors, funds, sustainable</td>
</tr>
<tr>
<td>10 Millennials &amp; Socially Conscious Investing</td>
<td>Support Page - Social</td>
<td>Millennials embracing socially conscious investing</td>
<td>socially responsible investment companies, socially conscious investing</td>
<td>6 words, 1X</td>
<td>12 words, 1X</td>
<td>800</td>
<td>2</td>
<td>investing, funds, investors</td>
</tr>
<tr>
<td>11 Socially Responsible Investing Top Questions</td>
<td>Support Page - Social</td>
<td>SRI basics with questions</td>
<td>socially responsible investment, social impact investing</td>
<td>6 words, 1X</td>
<td>11 words, 1X</td>
<td>650</td>
<td>2</td>
<td>financial, sustainable</td>
</tr>
<tr>
<td>12 What are Impact Investments?</td>
<td>Support Page - Impact</td>
<td>Definition/Overview based</td>
<td>socially responsible investment companies, socially conscious investing</td>
<td>6 words, 1X</td>
<td>11 words, 1X</td>
<td>700</td>
<td>3</td>
<td>social, investments, markets</td>
</tr>
<tr>
<td>13 Impact Investing Examples</td>
<td>Support Page - Impact</td>
<td>Examples of impact investing funds</td>
<td>impact investing funds</td>
<td>4 words, 1X</td>
<td>11 words, 1X</td>
<td>400</td>
<td>2</td>
<td>investment, funds, social</td>
</tr>
<tr>
<td>14 Who is an Impact Investor?</td>
<td>Support Page - Impact</td>
<td>Impact investor overview goals, desires, aspirations</td>
<td>Impact investor, impact investment firms</td>
<td>4 words, 1X</td>
<td>8 words, 1X</td>
<td>600</td>
<td>2</td>
<td>investment, capital, financial, companies</td>
</tr>
<tr>
<td>15 Impact Investing Top Questions</td>
<td>Support Page - Impact</td>
<td>Impact investing FAQ</td>
<td>impact investing definition</td>
<td>5 words, 1X</td>
<td>7 words, 1X</td>
<td>500</td>
<td>2</td>
<td>social, investors, investment, financial</td>
</tr>
</tbody>
</table>
## Side-by-Side SEO Comparison Tool

Check All Links or Images on a Page

<table>
<thead>
<tr>
<th>URL</th>
<th>Words On Page</th>
<th>Link Words</th>
<th>Unlinked Words</th>
<th>Internal Links On Page</th>
<th>Page Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>hotline.org/</td>
<td>528</td>
<td>205</td>
<td>323</td>
<td>7</td>
<td>27,825</td>
</tr>
<tr>
<td>hotline.org/donate/</td>
<td>482</td>
<td>27</td>
<td>415</td>
<td>3</td>
<td>12,238</td>
</tr>
<tr>
<td>/donate</td>
<td>315</td>
<td>289</td>
<td>26</td>
<td>56</td>
<td>32,563</td>
</tr>
<tr>
<td>menagainstabuse.org/donate</td>
<td>672</td>
<td>228</td>
<td>444</td>
<td>13</td>
<td>65,382</td>
</tr>
<tr>
<td>nestshelters.org/fundraisers/wish-lists</td>
<td>860</td>
<td>393</td>
<td>467</td>
<td>98</td>
<td>53,563</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Elements</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>hotline.org/</td>
<td>Domestic Violence Support</td>
</tr>
<tr>
<td>hotline.org/donate/</td>
<td>Donate - The Hotline</td>
</tr>
<tr>
<td>/donate</td>
<td>Donate</td>
</tr>
<tr>
<td>menagainstabuse.org/donate</td>
<td>Donate</td>
</tr>
<tr>
<td>nestshelters.org/fundraisers/wish-lists</td>
<td>Find &amp; Donate to Nearby Domestic Violence Program</td>
</tr>
</tbody>
</table>
Welcome to Answer The Public,

Discover what people are **asking** about...

Enter a topic, brand or product...

**United States**

**English**

Use 1-2 words for best results
Answer The Public
<table>
<thead>
<tr>
<th>Article Title</th>
<th>Evergreen Score</th>
<th>Linking Domains</th>
<th>Total Engagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>14 Best Sectional Sofas in 2023: Shop Cozy Sectionals Now</td>
<td>14</td>
<td>29</td>
<td>1.3K</td>
</tr>
<tr>
<td>housebeautiful.com</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>16 Best Sectional Sofas, According to AD Editors (2023)</td>
<td>13</td>
<td>6</td>
<td>626</td>
</tr>
<tr>
<td>architecturaldigest.com</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>17 Best Sectional Sofas 2023 For Style and Comfort</td>
<td>12</td>
<td>6</td>
<td>2.5K</td>
</tr>
<tr>
<td>popsugar.com</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>51 Sectional Sofas for Elegant and Functional Living Room Seating</td>
<td>9</td>
<td>4</td>
<td>216</td>
</tr>
<tr>
<td>home-designing.com</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>51 Sectional Sleeper Sofas to Maximize Your Space with Style</td>
<td>9</td>
<td>3</td>
<td>206</td>
</tr>
<tr>
<td>home-designing.com</td>
<td></td>
<td></td>
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</tbody>
</table>
Content is the crux of a good SEO campaign. You need optimized pages to attract the right traffic to your website. You also need interesting, entertaining and/or informative content to attract links. The following tools can help in identifying topics and questions associated with your keywords. Keep in mind, these are topics you can use on your blog, in articles, on YouTube and even as an approach to get into Google’s Featured Snippets (read this article for more information: https://research.hubspot.com/winning-googles-featured-snippet).

**TOOLS**

**AnswerThePublic.com**

Below is an example of the information provided by this free tool.
ATTRACTION AWESOME LINKS
YOUR AUTHORITY

Source: Wordstream.com/link-building
### Trust Flow

- **36**

### Topical Trust Flow

- **Sports / Cycling** (34)
- **Health / Medicine** (27)
- **Health** (25)
- **Business / Employment** (20)

### External Backlinks

- **Fresh**: 171,550
  - **Historic**: 1,392,186

### Referring Domains

- **Fresh**: 650
  - **Historic**: 2,078

### Referring IPs

- **Fresh**: 537
  - **Historic**: 1,406

### Referring Subnets

- **Fresh**: 488
  - **Historic**: 1,191

---

Incoming links from other websites, excludes supplemental

Unique domains linking to this site. Breakdown

Unique IPs hosting referring domains

Unique Class-C subnets
DYK that after 18 years we're still using PageRank (and 100s of other signals) in ranking?

Wanna know how it works? infolab.stanford.edu/~backrub/goog... pic.twitter.com/3YJeNbXLml

11:16 AM - Feb 9, 2017

💬 11  🔺 79  ❤️ 95
Easy links
- Unlinked mentions (SEMRush)
- Competitor links
- Local directories
Common link attractors

- Infographics
- Publications
- Coupons
- Contests
- Scholarships
- Reports/studies
YOUR AUTHORITY

Creative ideas

- Helpful tool
- Edgy or controversial content
- Pranks (i.e. April Fool’s)
LINK ATTRACTION

Instead of focusing on "building links" take the angle of attracting publicity online. The latter approach leads to higher authority links and gets you in front of the right audience.

EXERCISE

1. Provide expert content to another website.

This tip does not imply you should use an article marketing website. It’s the opposite. The goal is to locate relevant and quality websites that are aligned with your target market. Then, offer to provide an "expert" piece they can publish. The article must be unique and only published on that one website—it is imperative to avoid duplicate content.

Follow the steps below to locate publications that are worth targeting.

- Go to Google News and search for your keywords.
  - Write down the websites that appear.

- Conduct a Google Search using the queries "[keyword] association" or "[keyword] publications"
  - HINT: you can also notate which websites are already showing up high in search results for your keywords and see if there is an opportunity to contribute.
Based on the exercises and workshop material, create a prioritized list of SEO action items using the following table.

<table>
<thead>
<tr>
<th>SEO Item</th>
<th>Priority 1-4</th>
<th>Details</th>
<th>Person Responsible</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tbody>
</table>
SLIDES:
mindyresources.com

CONTACT ME:

MINDY WEINSTEIN
480-750-2252
MINDY@MARKETMINDSHIFT.COM
@MINDYWEINSTEIN